SPRING AND PEACE TRADE NUMBER

9157

DRY GOODS REVIEW

Vol. XXXI Publication Office: TORONTO, JANUARY, 1919 No. 1

THE MACLEAN PUBLISHING COMPANY, LIMITED, 143-153 UNIVERSITY AVE., TORONTO

A Symbol of Good Taste

AN ADDED SPARK
OF NEWNESS FOR

After Christmas Stocks

A CAREFULLY designed appeal to the woman who drives her own car.

Style shown is No. 22336

$47.50

Leather or Olive Drab Suede
Body & Sleeves lined with Chamois
Cuffs & Collar of Natural Raccoon
In Misses & Ladies Sizes Prompt Delivery

WHEN YOU SEE a Kenyon style featured in a trade paper advertisement, bear in mind that it has received the O. K. of Master Artists and Designers. A decision by comparison is thus based on your judgment plus theirs.

A COMPLETE line of Motor Coats from $25 to $55 is on display at our New York and Chicago offices. If you cannot call, ask for special style folders which we issue from time to time.

C. Kenyon Company, Inc.
New York

New York: Fifth Avenue Building
23rd Street & Fifth Avenue
Chicago: Congress and Franklin Streets

Suggestions for

A WHITEWEAR SALE EMBROIDERY

We are presenting a most complete line of

SWISS EMBROIDERIES

A large range of Staples in most desirable patterns for

IMMEDIATE DELIVERY

Greenshields
Limited
MONTREAL, - QUE.

Our imported line includes

CAMBRIC AND SWISS FLOUNCINGS
AND
CORSET COVERINGS

27" SWISS RUFFLED FLOUNCINGS

Exceptionally good values in

27" BABY FLOUNCING

BEADING
STRAPPING
SEAMING and ALLOVER

Also FLANNELETTE EMBROIDERY

Worrall's Fast Dyes

VELVETEENS

VELVETEEN depends on the Dye and Finish for its beauty and utility. Unless the dye is right there can be no satisfaction.

WHEN buying a Velveteen—especially for costume purposes—you want the best dye obtainable, viz:—

WORRALL'S FAST DYE

Dyed by

J. & J. M. WORRALL, LIMITED
MANCHESTER

The Premier Velveteen Dyers of the World

Another Speciality is

WORRALL'S CHIFFON FINISH

J. & J. M. Worrall
REGISTERED TRADE MARK

J. & J. M. Worrall, Ltd., are not merchants, so all enquiries for velveteens in their dyes should be sent through the usual wholesale channels.

Spring Dress Goods For 1919

You will be well pleased and your ideas of good taste and attractiveness satisfied when you have seen our extensive range of Dress Goods for Spring, 1919.

The following are a few of the very up-to-date fabrics we are offering :—

Tussah Silk, in Fancy Stripes on the Natural Ground.

Printed and Plain Tussahs.

Fancy Plaid Tussahs.

Novelty Checked Cantons.

Silk Repscord and Plain Shantung in all the newest and Staple Shades.

Silk Striped Voiles in many combinations of two-tone effects.

Fancy Cotton Voiles in special new designs and colorings, large bold patterns, Plaids, Checks and Dainty Allover effects.

JOHN M. GARLAND SON & CO., LIMITED

Ottawa, Canada

WHOLESALE DRY GOODS

British-Made Silk

VIGIL SILK is British made and British handled from the raw material to the finished product. VIGIL SILK is pure SILK—not part Silk and part Cotton. And it is free from artificial weighting of any description—not loaded to three or four times its actual weight with tin, etc., as Foreign Silks usually are. As the makers guarantee it to you, so you can guarantee to your customers that from first to last VIGIL SILK will give complete satisfaction.

BRITISH VIGIL MAKE

Vigil

THE PURE SILK

BRITISH VIGIL MAKE

From your Wholesalers. If any difficulty, write to—

WALKER BROS. DAVENSTHORPE MILLS DEWSBURY, YORKSHIRE

London Office and Showrooms : 56-7, Aldermanbury, E.C.

Telegraphic and Cable Addresses : "Vigil, Dewsbury," and "Vygilsyl, Cent, London."

To the Trade *January, 1919*

BUSINESS PROSPECT

from

The Manufacturer's Point of View

Prices will be maintained for the year 1919.

Some lines in Domestic and Imported Cotton Staples, Dress Goods, Ladies' Ready-to-wear Goods, Hosiery, Gloves, Underwear, Men's Furnishings, House Furnishings will be scarce and therefore hard to secure unless orders are placed early.

We would suggest that customers place their orders with us at once for Fall, 1919, delivery.

Our travellers will call upon you with a full range of samples.

We have in stock at present some *Fall lines* that were brought before recent advances took place. A visit to our warehouse will convince you when you see the goods and compare values.

Your letter orders will receive careful and prompt attention.

JOHN MACDONALD & CO.
LIMITED
TORONTO

The House of Dry Goods Values

THE WORST IS OVER ---peace at last. We not only face a New Year---but a new page in our history.

For many years the House of Dry Goods Values has done its best to give you satisfactory service. Looking forward to the days to come, and the new business which present conditions forecast, we solicit your custom.

The House of Dry Goods Values is a service of a distinctive type. Our trade-mark stands for all that is different in taste, style, workmanship and value. There's a sales-compelling quality which differs from most goods, and then there's our reputation as The House of Dry Goods Values.

P. P. Martin & Co., Limited

50 St. Paul Street W. .. .. Montreal

P. P. Martin & Co., Ltd.

The House of Dry Goods Values

We want you to get interested in the values we offer. Wherever our trade-mark is seen it emphasizes special and distinctive qualities. Look for it, and when you see it you will see the imprint of The House of Dry Goods Value.

We offer special values in Hosiery, which is manufactured in our own Knitting Mills under skilful direction, and expert labor.

Samples and prices forwarded with pleasure for your inspection.

P. P. MARTIN & CO., LIMITED

50 ST. PAUL ST. W., MONTREAL, QUE.

Quebec: 7 Rue Charest
Ottawa: 25 Sparks Street
Toronto: 152 Bay Street
Three Rivers: 82 Royal Street
Sherbrooke: Grand Central Hotel

The "Isa" Patent Performing Plush Toy Animals

Exhibiting at the

British Industries Fair, London
February 24th March 7th

Also at the

Lyons Fair, March 1st---15th

Write for Illustrated Catalogue and Prices

Orders executed Cash against Documents, or through English Shippers

Sole Manufacturers and Patentees:

ISAACS & CO.

Highgate Park Works, Alcester St.,

Birmingham, England

Important Millinery Announcement From London (England)

Madame Esmond was one of the pioneer manufacturers of that cheap yet Good Style

12/11 MILLINERY

which in pre-war days was such a great feature of the Millinery World in London and proved a Boon and Blessing to Millions of women who must dress well on small means.

Madame Esmond would welcome visits from Overseas Buyers to her Show-rooms at

9 FITZROY SQUARE
LONDON W.1

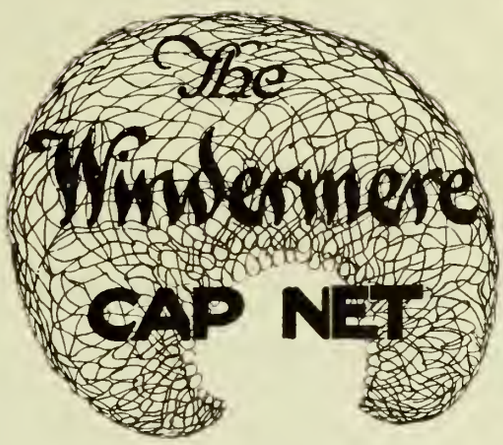
Telephone Gerrard 2967

Windermere

HUMAN HAIR NETS

VALUE STRENGTH

Stocked by all leading
Storekeepers,
Drapers, etc., etc.



SOLE AGENT:
R. TAYLOR, Toronto

Manufacturers:

H. W. LAKE, LIMITED
LONDON, ENGLAND

Follow the Blue Star To Style and Quality

Muser Creations—Always Fresh—Always Smart—Always Sales-Compelling

You will be sure of finding here exactly what you require to complete every seasonable line.

LACES
CHIFFONS
GEORGETTES
RIBBONS
HOSIERY
EMBROIDERIES
WASH GOODS
DRESS TRIMMINGS
BRASSIERES
ETC.

If you want anything for present selling, let us know. We can give you immediate delivery. But be sure and see what we are showing now for Fall.

Muser Brothers (Canada) Limited

Manufacturers and Importers of Laces, Dress Trimmings and Embroideries
Importers of Fancy Dry Goods.

12 ST. HELEN STREET, MONTREAL

New York Boston Philadelphia Chicago Baltimore Los Angeles San Francisco

London Nottingham Paris Calais Caudry Le Puy St. Gall

Muser Creations—

Always Fresh—Always Smart—Always Sales-compelling

Our customers, when in New York, are cordially invited to call at our warehouse, Broadway and Twenty-Seventh where our organization is at their disposal and always glad to assist them as much as possible.

Muser Bros. (Canada) Limited
MONTREAL

Telegrams
SNOYL, WESDO, LONDON.

Telephone:
GERRARD 3122

LONDON PARIS

QUALITY HOUSE LONDON REGISTERED

LYONS, SONS & Co.

3, Argyll Street
Oxford Circus
W.

The Leading Manufacturers
and

DESIGNERS
TO THE
WHOLESALE

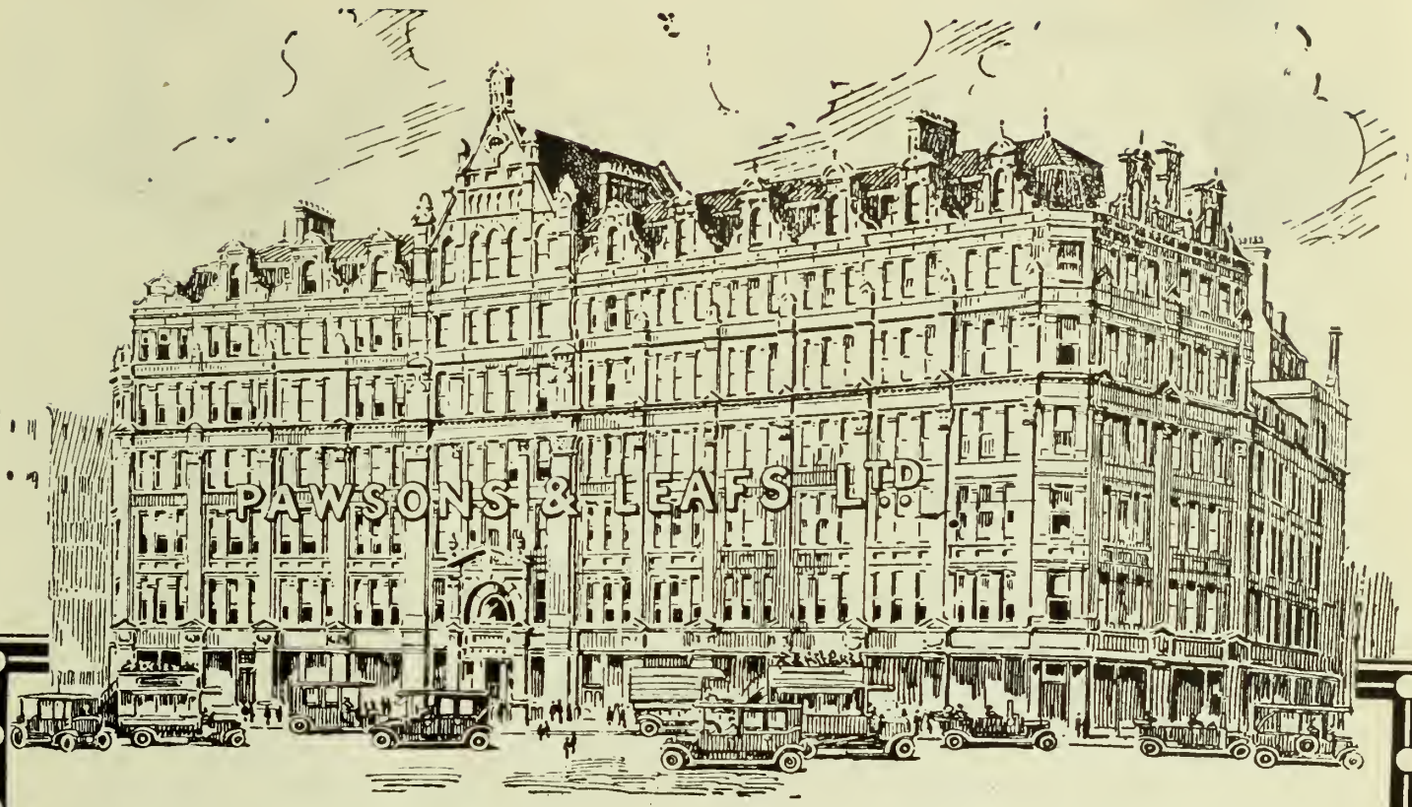
of Novelties in

Buttons, Buckles, Slides, Clasps and Trimmings of every description for Tailor Suits and Coats, Gowns and Jumpers.

Also Makers of Novelties in

Erinoid Articles for the Fancy Departments

Such as Serviette Rings, Paper Knives, Ladies' Bag Rings, Hair Combs, Umbrella Handles, etc., etc.



RIGHT IN THE VAN OF DRY GOODS STORES

and every department under a SPECIALIST

DEPARTMENTS—

Calicoes, Flannels, Blankets	Dress Skirts	Gloves
Linens and Towels	Laces and Embroideries	Hosiery and Woven Underwear
Scotch and Soft Furnishing	Handkerchiefs and Neckwear	Furs and Umbrellas
Curtains and Curtain Nets	Ribbons	Haberdashery
Dress Goods	Silks and Velvets	Buttons and Trimmings
Printed Cottons	Flowers and Feathers	Blouses
Flannelettes (Dyed and Printed)	Trimmed Millinery	Sports Coats
Mantles and Costumes	Straws and Semi-Trimmed	Ladies' and Children's Outfitting

"NOW WAR IS PRACTICALLY OVER, ALL OUR ENERGIES WILL BE DIRECTED TO GIVING EVERY ATTENTION TO EXPORT TRADE. A CORDIAL INVITATION IS TENDERED TO ALL INTENDING BUYERS."

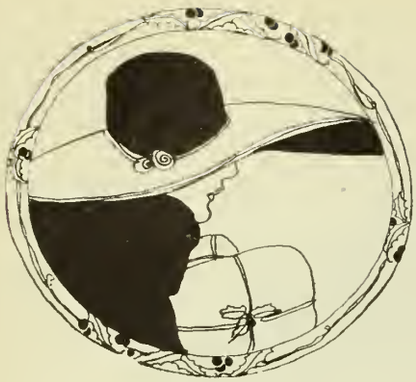
Cable Address
PAWSON LONDON

A.B.C. 4th and 5th Edition and W.U.T. Codes used

PAWSONS & LEAFS. LTD

9, St. Paul's Churchyard, LONDON, E.C.4

Telegrams: "PAWSON, CENT, LONDON." 'Phone: 828 CITY (6 lines)



Racine Service

RING IN THE NEW

WHEN placing orders during 1919, we wish the trade to bear in mind the fact that Racine service to them is going to be bigger and better than ever it has been in our history. With the coming of peace and the gradual return to normal conditions, we have determined to co-operate to the full extent of the ability of our large staff and stocks to make this year our largest—and your largest business year in history. We would like to draw your particular attention to "Shepherdess" cashmere and wool hose, also our full and wonderful range of Silks and and Lisles in standard lines for immediate delivery.

Send your next order to "The House With the Stock."

EVERYTHING IN DRY GOODS

Alphonse Racine, Limited

60-82 St. Paul Street West

MONTREAL

Dry Goods Jobbers and Manufacturers

Wish you Happiness and Prosperity
for the Year 1919.

Factories :

BEAUBIEN STREET, MONTREAL. ST. DENIS, QUEBEC.
ST. HYACINTHE, QUEBEC.

Racine Values

1919

"THE House with the Big Stocks" is a name we have well earned for ourselves. Our regular customers and merchants who decide to deal with us in 1919 will find, too, that "Racine Values" is another name we have well earned---a name synonymous with maximum sales and good profits to retailers.

By letter, through our travellers or by 'phone, get in touch with the Big House of Racine.

Everything in Dry Goods

14 DEPARTMENTS

NEEDED GOODS
CLEARING LINES
UNDER-BUYS

Hundreds of Stimulators for your Special Sales.

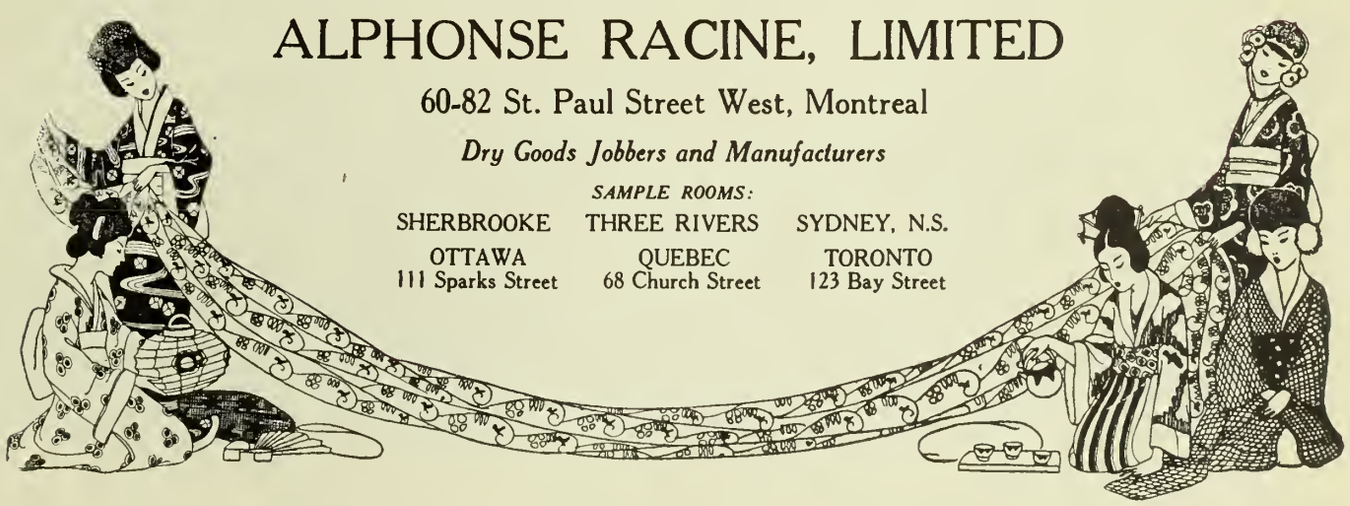
ALPHONSE RACINE, LIMITED

60-82 St. Paul Street West, Montreal

Dry Goods Jobbers and Manufacturers

SAMPLE ROOMS:

SHERBROOKE	THREE RIVERS	SYDNEY, N.S.
OTTAWA 111 Sparks Street	QUEBEC 68 Church Street	TORONTO 123 Bay Street



STEWART & McDONALD, (EXPORT) LTD.
GLASGOW

POSTAL ADDRESS BOX No. 139 GLASGOW CABLE ADDRESS, "BUTE, GLASGOW."

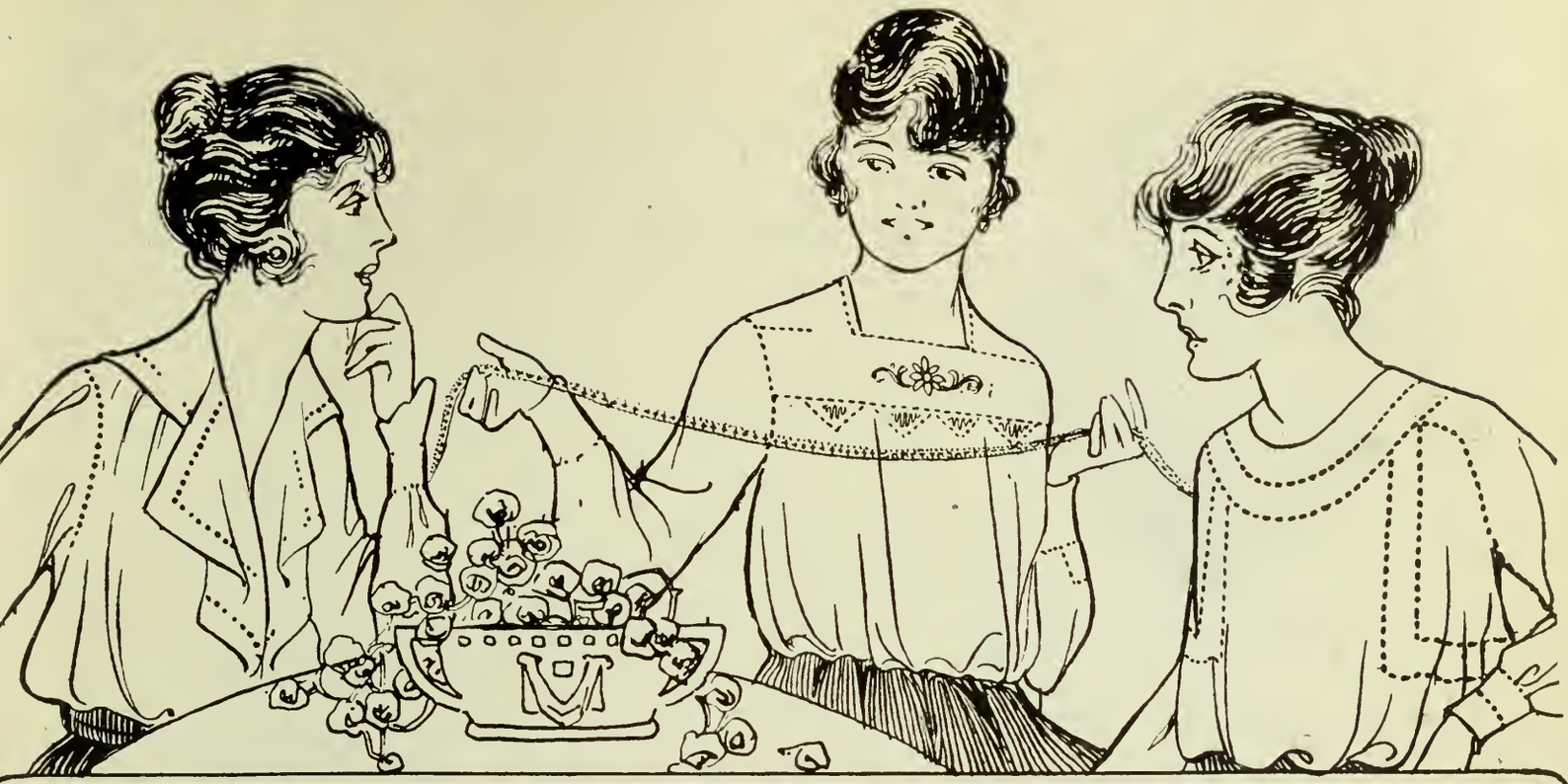
January 11th, 1919

To Our Canadian Friends:

We have pleasure in intimatimg that it has been arranged that Mr. James Johnston, who for many years represented us in Ontario, will visit Eastern Canada in the early Spring, with a full range of samples, representing our well known large selections.

Mr. Johnston will sell for immediate delivery and for the Fall, and hopes to meet all his old friends and to make many new ones.

STEWART & McDONALD, LTD.



Your P.C. brings our Pattern or Salesman.

Manufacturing and Wholesale Trades only.

Blouse Trimmings.

MOTIFS, PICÔTS, BRAIDS, EDGES, INSERTIONS, &c.,

imitating hand-work effects in faggot stitches, cross-stitches, hemstitches, wheatsheaf stitches, etc. In Silk, Artificial Silk, Mercerized and Cotton. Suitable for Crepe de Chine, Georgette, Voiles, Muslins, etc. Any design dyed to match Customer's material. Stocked in all fashionable shades. Sampling orders delivered per return.

ALBERT MATHER & CO.,

Office: COALPIT LANE NOTTINGHAM

Works Entrance: Platt Street. ENG.

Telegrams: "ALACRITY." 'Phone: 5280 (2 lines)

TWIXWOL UNDERWEAR.

Telegraphic Address: UNDERWEAR, ASHFORD. Telephone: ASHFORD, 108

The Ashford Underwear Co. Ltd.

KNITTED UNDERWEAR MANUFACTURERS

ASHFORD, Kent.

As soon as it is possible to obtain unrestricted supplies of wool we hope to introduce our "TWIXWOL" underwear to our Canadian friends. For that purpose we first wish to get into touch with a reliable Canadian firm to act as our selling agents.

"TWIXWOL" is a great idea; it is a first class underwear made from a special unshrinkable fabric knitted so as to be entirely composed of pure soft wool inside and cotton outside.

The wool inside gives warmth and comfort where it is needed, the cotton outside ensures durability and hard wear. Few people realize that undergarments wear from *the outside,* that is, where the garments rub against other clothing.

At home the sale of our garments has been limited only by the quantity we can make; in Canada we trust to attain similar results.

Here in England "TWIXWOL" has come to stay, wearers of such fabric are not afterwards inclined to accept substitutes. Ladies' and children's undergarments of this fabric are in extraordinary demand.

Our prices are reasonable and will always be cheaper than "all wool" prices, and we shall be prepared to quote F.O.B. Canada.

The Ashford Underwear Co., Limited

The Standard of Excellence

We are pleased to announce that that we have prepared and leading Jobbers now have ready for delivery a very comprehensive showing of

Serpentine Crêpe *in* SMALL PATTERNS

This line is entirely new and novel in both styles and colorings, and any progressive retailer of Wash Goods will serve his own best interests by being the first store to show them.

These styles include designs and colorings exactly adapted for—

Ladies' Shirtwaists	Delicate pencil stripes in all the new shades printed on white grounds.
Ladies' House and Afternoon Dresses	Striking foulard effects for Spring and Summer wear. All-over floral patterns which make delightful summer dresses for street or home. Neat, conventional designs printed on backgrounds of stripes, in both dark and light shades.
Children's School and Party Dresses, Rompers, etc.	Dainty rosebud clusters in pink, blue and lavender on white grounds, for children's party frocks. Two-toned checks in both dark shades and light, summery effects, for school or rompers for the little ones.
Ladies', Misses' and Children's Intimate Wear. in Soft Finish.	Bluebird and butterfly designs in blue, pink and lavender on white grounds; also delicately tinted grounds of flesh and French gray. Pussy-cat patterns on tan, pink, blue and soft gray grounds, for the little folks. Dainty rosebuds in delicate shades of blue, pink and lavender on white and pastel grounds. Moss roses in blue, pink and lavender on white and pastel grounds.

We shall be pleased to send swatch books showing the complete range to any retailer.

PACIFIC MILLS, LAWRENCE, MASS.

LAWRENCE & CO., Selling Agents

BOSTON NEW YORK PHILADELPHIA CHICAGO
ST. LOUIS SAN FRANCISCO LONDON, ENGLAND

Cables: Worth Stourport.
Code: A.B.C., Fifth Edition.

Phone: No. 4, Stourport.
7925, City, London

T. Bond Worth & Sons, Ltd.

SEVERN VALLEY MILLS

Stourport, Worcestershire, England

Also

Ham Mill, Stroud, Gloucestershire

TO THE CANADIAN TRADE.

With the war satisfactorily over, we are now in a position to carry on with and extend our Canadian trade.

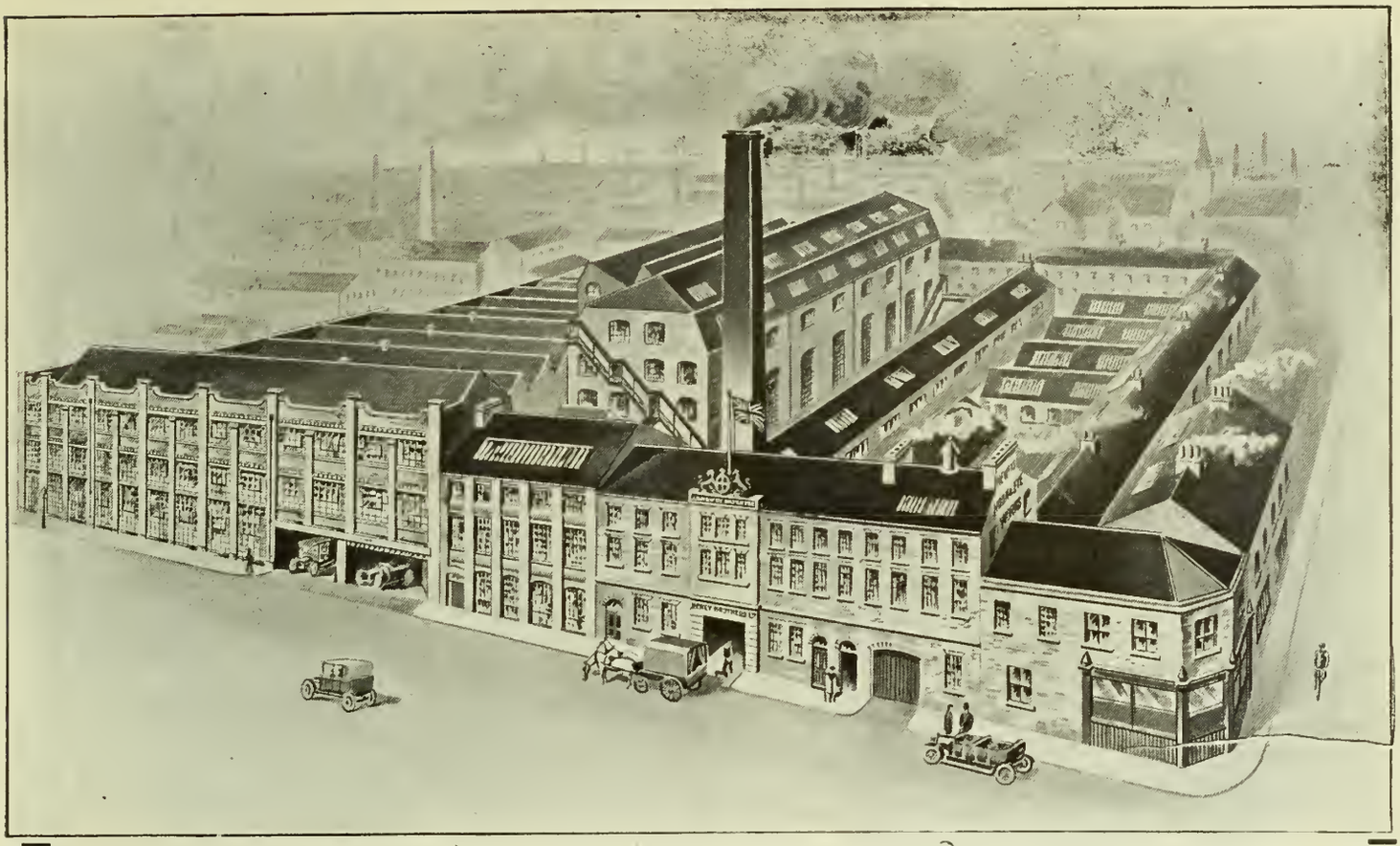
We produce high-class Brussels, Wilton and Royal Axminster Carpets and Seamless Chenille Squares, Rugs and Mats.

Canadian buyers are invited to visit our mills or salesrooms when in England.

Canadian correspondence will receive every possible attention.

Yours faithfully,

T. BOND WORTH & SONS, LIMITED.



WE desire to thank our Canadian customers for their indulgence during the past four years, in which our services have been entirely at the disposal of the British Government for the production of munitions and military equipment. We are now turning our attention to the pursuit of peaceful industries and shall be in a position to accept orders for all our well-known brands of HOOKS AND LOOPS, SNAP FASTENERS AND HAIRPINS.

NEWEY BROS., LTD.

BREARLEY STREET
BIRMINGHAM

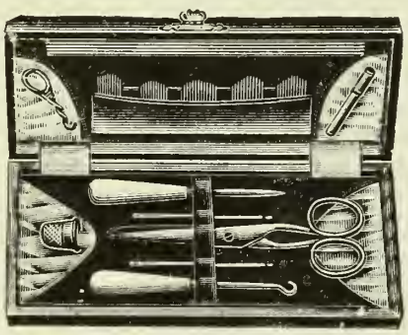
Contractors to the Admiralty
War and India Offices

Wholesale and Export Only

FACTORIES:
LEVER ST., E.C. ENFIELD, N.

We Specialize
in
Manicure Cases

Fitted Companions



and all kinds of

Fancy Leather Goods
Bags, Purses, Pocket Books,
Brush Cases (Lady's and
Gent's), Etc., Etc.

Woolnough Draper & Co.
Limited
12-13 CHISWELL ST. - LONDON, E.C. 1

Write for Samples or Illustrated List.

HAIL CANADA!

The CHILPRUFE MANUFACTURING Co.

Chilprufe Mills LEICESTER

Will be glad to hear from Canadian friends who could create a sale for the following well-known and high quality lines.

CHILPRUFE *for* CHILDREN

A pure wool range of underclothing embracing every necessary garment from infancy upwards.

SWEET LAVENDER DAINTYWEAR

for Children, Maids and Ladies

Made from a superfine cambric of exquisite texture and trimmed with dainty laces and embroideries.

"PEXAR" UNDERWEAR

A range of children's and ladies' underwear in a good cotton and wool mixture.

If this announcement should catch the eye of any Canadian buyer who is in the United Kingdom on military service, we extend a hearty invitation to him to visit our mills and to discuss plans for the furtherance of our mutual interests.

This is your guarantee

This is your guarantee

FOUNDED 1827

Birkin & Co.

Broadway - Nottingham, Eng.

"B.B." LACES

MANUFACTURERS OF THE FINEST QUALITY

Valenciennes, Torchons and Novelty Laces

Stocks carried in TORONTO

Agent: MR. A. B. FISHER

400 Empire Building, 64 Wellington Street West, TORONTO

HEAD OFFICE AND SALESROOMS, Broadway, Nottingham

PARIS OFFICE, 19 Rue d'Uzes

NEW YORK, 73 Fifth Avenue (at 15th Street)

MORFEY & GRUMBAR

SOLE PARTNERS SINCE 1906

CYRUS MORFEY — BRITISH SUBJECT, BRITISH ORIGIN

GEORGE GRUMBAR (FORMERLY GRUMBACH) — BRITISH SUBJECT, FRENCH ORIGIN

MANUFACTURERS AGENTS & IMPORTERS
BUTTONS ETC.

7, Bow Lane,
CHEAPSIDE,
London, E.C.4. 25th Nov, 1918.

ALSO MANCHESTER, GLASGOW, BELFAST, PARIS.

WE SHALL GLADLY WELCOME CANADIAN BUYERS

IN LONDON TO INSPECT OUR VARIED STOCKS OF BUTTONS.

MORFEY AND GRUMBAR.

P.S.
WE OFFER OUR SERVICES TO CANADIAN MANUFACTURERS OF BUTTONS, DESIRING REPRESENTATION BY A RELIABLE AND OLD ESTABLISHED FIRM.

Phone.
CENTRAL, 6575.

LIDDELL'S
Gold Medal
Irish Linen

This Linen
Is Conspicuous
For Its Maintained Quality
And Proved Excellence

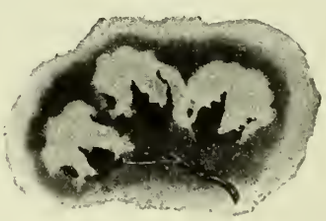
A line upon which special and discriminating effort has been exerted to produce the best at the lowest possible price.

Write for further particulars.

R. H. COSBIE, LIMITED
Irish Linen Agency
22 Wellington Street West
TORONTO

SOUTHALL BROS. & BARCLAY, LTD.

Manufacturers of All Kinds of
Surgical Dressings



TRADE MARK

PROPRIETORS OF
Southalls' Sanitary Towels
and Specialities for Ladies

DRUGS, FINE CHEMICALS, AND
PHARMACEUTICAL PREPARATIONS

Charford Mills
SALTLEY BIRMINGHAM, ENG.

Agents in Canada:
MACLEAN, BENN & NELSON, LIMITED, MONTREAL

The "WYLKEDIN" Line
of • Scotch • Tweeds • and • Homespuns

TWEED SECTION

THIS is the finest and most comprehensive range of Tweeds on the British Market to-day, and includes Harris Tweeds made in the Islands, Shetland Wool Tweeds made on the Mainland, Lothian Tweeds made in the Lothians, Gala Tweeds from the Borders, and many other Real Scotch productions.

Peace now being well within sight, it is expected that normal conditions of export trade will soon be restored.

Write for ranges of patterns---or, better still, send me an open order. Your instructions will receive most careful and prompt attention.

GARMENT SECTION

SPECIAL "TRIAL" OFFER

AS an inducement to retailers, in districts where the "WYLKEDIN" garments are not already being sold, to give them a fair trial and prove their excellent selling powers, ALEXANDER WILKIE offers to supply the following lot:—

12 Costumes	at	£5 15 6
12 Weathercoats	"	4 15 0
15 Scotch Tweed Skirts	"	2 10 0

The Costume Coats are lined throughout with Polonaise, and the Weathercoats are lined with same in shoulders and sleeves.

The New Book of Styles and Patterns is now ready

Dealers are invited to write for them

Telephone: Central 1971

ALEXANDER WILKIE
49-61 Shandwick Place, Edinburgh

Telegrams: "WYLKEDIN"

HERBERT SCHOLEFIELD & CO.

Partners:
HERBERT SCHOLEFIELD
NORMAN H. HOPE

Bradshaw Mills
HONLEY, :: HUDDERSFIELD, ENG.

Manufacturers of Fancy Worsted Suitings and Trousers

(MEDIUM QUALITIES) WHOLESALE ONLY

Agents:
MR. A. H. SKELTON, 906 Shaughnessy Building, MONTREAL

GOOD TAILORING IS LABOUR LOST
IF THE CLOTH IS ILL SHRUNK

MAKE SURE IT IS SHRUNK :: AND WELL SHRUNK :: AND KNOW BY WHOM

THERE'S LITTLE SATISFACTION IN SUCH A STAMP AS "SHRUNK," "WELL SHRUNK," "LONDON SHRUNK," OR "SHRUNK BY LONDON PROCESS." INSIST ON A SHRINKER'S GUARANTEE—ON THE STAMP OF A FIRST CLASS FIRM OF LONDON SHRINKERS—BEST OF ALL ON THE STAMP OF

JENNENS, WELCH & Co., Ltd.,

Cloth Workers and Shrinkers, and Proprietors of the Famous "JENNWEL" Waterproof Finish

LONDON, HUDDERSFIELD and BRADFORD, ENGLAND.

WHEN ORDERING ENGLISH CLOTHS, SAY "TO BE SHRUNK BY JENNENS, WELCH & CO., Ltd."

Cased or Baled

HIGH GRADE COTTON BATTING

Extra Handsome *Extra Quality* *Moderate Price*

Order Victory—67 rolls to case

The Old Reliable, North Star, Crescent, Pearl will still give far the best value for their price and can be had 125, 100, 80, 67, or 50 rolls to bale or case.

ANY WHOLESALE HOUSE

Worthy of Your Consideration

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

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

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

Dry Goods Review

143 University Avenue, Toronto

COPY PREPARED WRITE FOR RATES

HORROCKSES, CREWDSON & COMPANY LIMITED

Cotton Spinners and Manufacturers

Preston, Bolton, London, Manchester } ENGLAND

Longcloths, Calicoes, Flannelettes, Nainsooks, Madapolams, Pillow Cottons, Sheetings, Ducks, Drills, Aeroplane Cloths, Etc.

WE owe it to our Canadian and American friends to say what we have been doing in our weaving and spinning mills during the great War, and so state a few facts in explanation of our inability to meet all requirements for our World-renowned productions.

Out of a total of 8,000 looms, about three or four thousand have been entirely engaged upon the manufacture of ducks, flannelettes, shirtings, aeroplane cloths, khaki, and other drills for the use and equipment of the soldiers of the British and Allied nations.

Should we be unable to fill your orders with the same promptness as in pre-war days, we request your forbearance as we know you will agree that the great call on our resources for War purposes had to be met first of all.

Number of Looms	8,000
Number of Spindles	300,000
Consumption of Cotton	1,000 bales weekly
Operatives employed	upwards of 8,000

BRANCHES IN ALL PARTS OF THE WORLD

The Financial Post

This is a business man's paper. It is of interest to every man who has money invested either in his own business or in bonds and securities of various kinds. It is published weekly, and the news is given in very readable form.

Wholesale and retail merchants find it valuable because they are interested in market tendencies and market factors, not only as applied to their business, but also as applying to business in general. They need to know conditions local and remote. They need information to enable them to buy right and sell safely.

And the knowledge they need they can have for the insignificant sum of $3 annually.

THE FINANCIAL POST OF CANADA,
143-153 University Ave., Toronto.

Please enter me as a regular subscriber, commencing at once. If I am satisfied with the paper, I will remit $3 to pay for my subscription on receipt of bill.

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B & S

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Sunset Soap Dyes

to your best trade. These dyes are fast, brilliant, easy to use—clean the garment while dyeing; give the same shade and depth of color to cotton, wool, silk, and linen in one dye bath, without staining hands or utensils. So simple a child can use them and it only takes 30 minutes.

These dyes created by Americans and made in America by American labor, are being extensively advertised in high-class publications. You are bound to have calls. Then, too. Sunset selling at 15c gives you more profit than you can make on any other dye.

Send for a stock to-day packed in a sales-stimulating container. Put them on your counter and watch the quick turnover. Hundreds of dealers are finding them wonderful repeaters. You can recommend Sunset Soap Dyes to the limit, the manufacturers stand back of you. Why not investigate?

North American Dye Corporation

New Corporate Name of SUNSET SOAP DYE CO.

NEW ROCHELLE, N.Y. TORONTO, CANADA

Sales Representatives for U.S. and Canada

HAROLD F. RITCHIE & COMPANY, INC.

NEW YORK TORONTO

TRADE D J A MARK

YOU CAN SELL WITH CONFIDENCE
IF YOU HAVE THIS MARK ON YOUR

SHIRTINGS

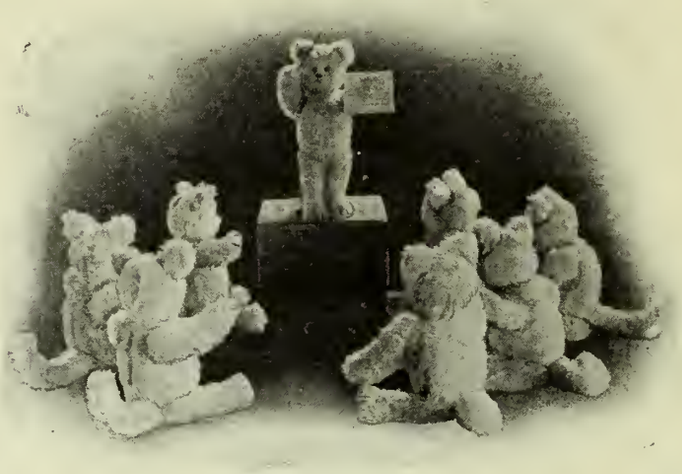
There is an enormous range of fine designs, and you are sure to find just the one you want!

The **SHIRTINGS** include Zephyrs, Cheviots, Silk and Cotton, Fancy Mattes, Ceylons, All-wool and Union Taffetas.

The Dress Goods include the **ORIGINAL SCOTCH GINGHAMS** and latest novelties in Voiles and Crepes.

David & John Anderson, Limited
ATLANTIC MILLS, GLASGOW
REPRESENTED IN CANADA BY
GREENSHIELDS, LIMITED, MONTREAL

The Wise Man said: "There is nothing new under the sun," but he hadn't seen the Steevans Musical Toys.



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If you are wise you will see them. Send for list containing Bowbells Cats, Chiming Teddies, Musical Bellman, Musical Dolls, Musical Hopping Rabbits, Performing Acrobats and numerous other Mechanical and Soft Toys to

The Steevans Manufacturing Co. Ltd.
STANDARD WORKS, GNOSALL, STAFFORD

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Registered No. 262,00[illegible]

THE HALL-MARK OF
Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

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

John Ainscow & Co., Ltd.

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MANUFACTURERS OF HOSIERY AND UNDERWEAR

CANAL STREET MILLS,

DERBY, ENG., January 10th, 1919

TO THE CANADIAN TRADE:

We manufacture the undermentioned lines and are desirous of extending our Canadian connections.

1. Men's cashmere, cotton, and marine shirts and pants. Summer and Winter weights. UNSHRINKABLE finish.
2. Women's and Children's cashmere, cotton and marine combinations, vests, bodices, and spencers. Summer and Winter weights. UNSHRINKABLE finish.
3. Men's "ERMINE" fleeced underwear.
4. Men's cashmere and cotton half-hose. Seamless and fashioned.
5. Women's seamless plain and lace hose.
6. Children's seamless cashmere, and cotton plain, and lace socks and ¾ hose.
7. Children's plain and ribbed jerseys, mufflers, motor scarves, pole caps and hats.

Buyers from the Dominion are invited to visit our Mills, at above address, or Hinckley.

SAMUEL DAVIS & SONS
A. L. DAVIS

Sole Agents for Canada:
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MONTREAL
who will answer all enquiries
and quote prices

THE "NEW" MACLEAN'S

Starting with the January issue, MACLEAN'S MAGAZINE comes out in a new size—11 x 14¼—same size as *The Saturday Evening Post.* This change will enable us to give readers more entertaining articles and stories, and a very much enlarged "Review of Reviews" Section. You will find this January issue of MACLEAN'S more pleasing and instructive than the great majority of magazines you find displayed on news-stands—and

contents are carefully censored—no sex stories—you can take it into your home with the utmost confidence.

A word about the contents—

"Why Laurier Will Wait"

In discussing the policy of the Liberal leader during the coming session of Parliament, J. K. Munro predicts, in January MACLEAN'S, that Laurier will allow Union Government a free hand. In this policy of inactivity "he sees the way open to the accomplishment of all his purposes. If he is half the politician his friends believe he is, he will sit and smile and wait—yet a little longer."

All Canada is interested in what is going to happen in Ottawa. J. K. Munro, veteran press gallery man, is a shrewd observer, and his political articles in MACLEAN'S have stirred up more comment than anything else appearing in the press of the country. He knows politics from the inside. "Why Laurier Will Wait" is a forecast of the near future that bristles with interesting points. A few of the other "head-liners" in this issue:

Bolsheviks at Work in Canada

A senstaional article on activities in subterranean circles. There are foreigners in Canada ready to wave the red flag.

Achievements of the Canadian Army

Since the Canadian Division was formed, they have not retired a foot nor lost a gun—a marvellous record. An inside story of how this great army was handled and controlled is told by H. F. Gadsby who spent a month at Headquarters during the last great offensive.

The Grave Dangers of Peace

An article by Agnes C. Laut on the insidious new propaganda being launched by the Germans to split the Allies.

Jock in a Juggernaut

The most interesting war article in a long while, because it is new—it deals with experiences in the tanks.

AND THESE AS WELL:

The Dance Halls of Dawson - By E. Ward Smith

My Hour - - - By Robert W. Service

The Strange Adventure of a Rialto Rainstorm - By Arthur Stringer

The Minx Goes to the Front - - - - By C. N. and A. M. Williamson

The Three Sapphires - - By W. A. Fraser

Mr. Craighouse, of New York, Satirist - - By Arthur Beverley Baxter

The Intercepting Spark, By Mary Josephine Benson

Over 65,000 Canadian Families Buy

MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

20c PER COPY. $2.00 PER YEAR. A TRIAL!—6 MONTHS FOR $1.00

MACLEAN'S sells for $2 a year—should be more. We want you to get acquainted with MACLEAN'S, for we know that after we once introduce you to "Canada's National Magazine" you two are going to be friends for life. So, to make you known to each other, we will accept your subscription now for only six months to start off with. In other words, we want you to "try out" MACLEAN'S, and see for yourself just how good it is!

Don't miss this unusual opportunity. Simply sign the coupon, pin a postal note to it, and mail it to us.

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The MacLean Publishing Company,
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I accept your offer. I am enclosing $1.00 to pay for MACLEAN'S MAGAZINE for six full months. Please start me off with the big January issue.

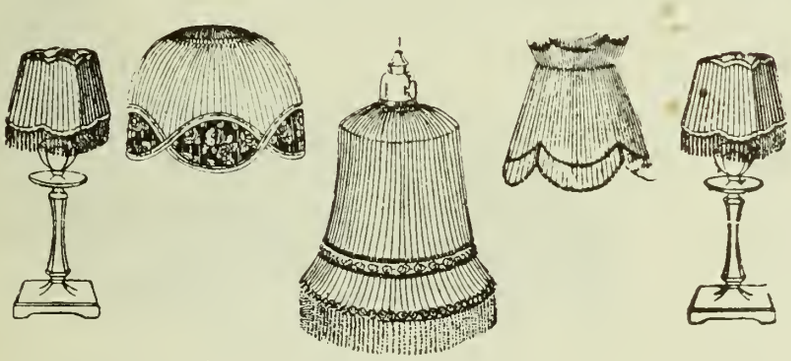
Name .....

Address .....

Elite

CANDLE, LAMP GAS AND ELECTRIC LIGHT SHADES

etc etc



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EXHIBITING AT
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When buying Cotton and Lisle Thread Hosiery ask for

HAWLEY'S "HYGIENIC BLACK"

There is no better Dye in the World.

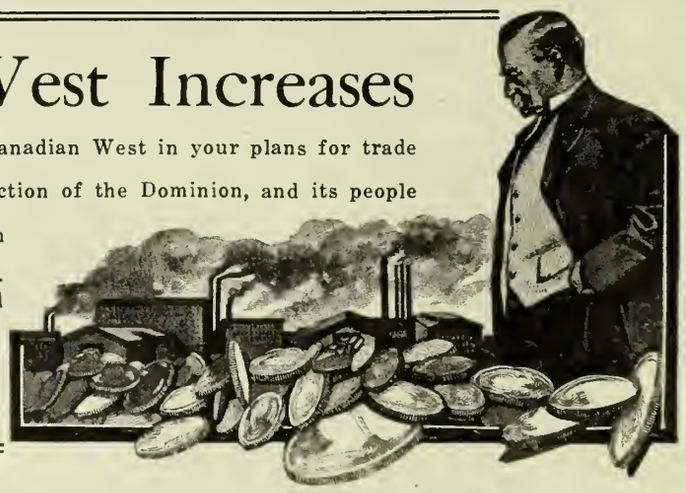
Every Pair Warranted Fast to Washing, Hard Wear and Perspiration.

Works - Hinckley, England.

The Wealth of the West Increases

British Manufacturers—You will wish to include the Great Canadian West in your plans for trade expansion after the war.
Remember, Western Canada is the most rapidly growing section of the Dominion, and its people the freest spenders.
Cultivate this fertile field by using a selling organization that can give good results, as our record shows.
We are open to represent a few firms of good standing wishing to develop their business with the Wholesale or Retail dry goods, men's or women's ready-to-wear trade.

HANLEY & MACKAY COMPANY
407 Hammond Building, Winnipeg



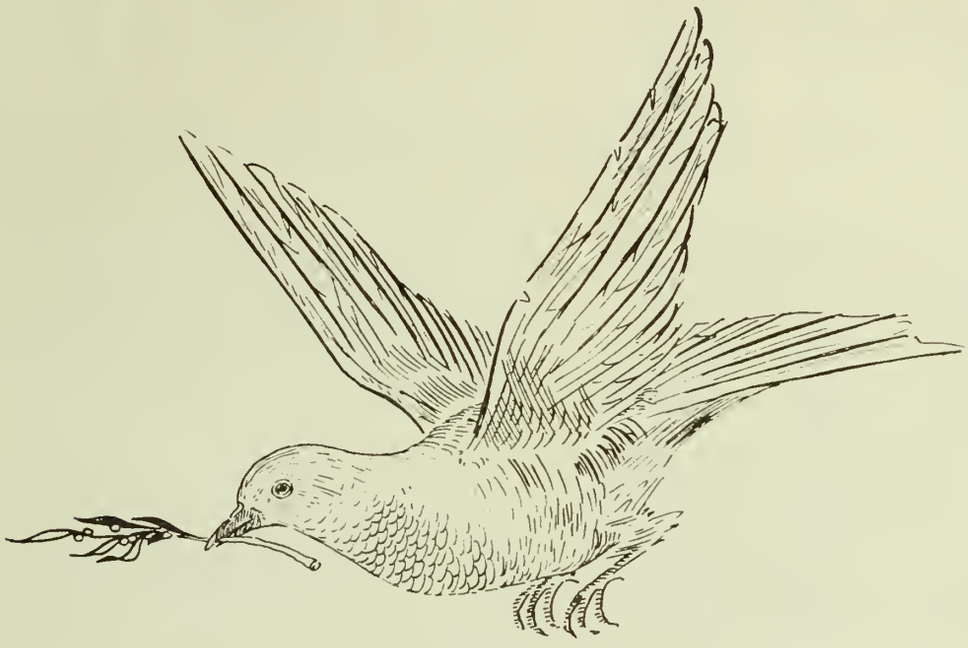
Try the "Want Ad" Page

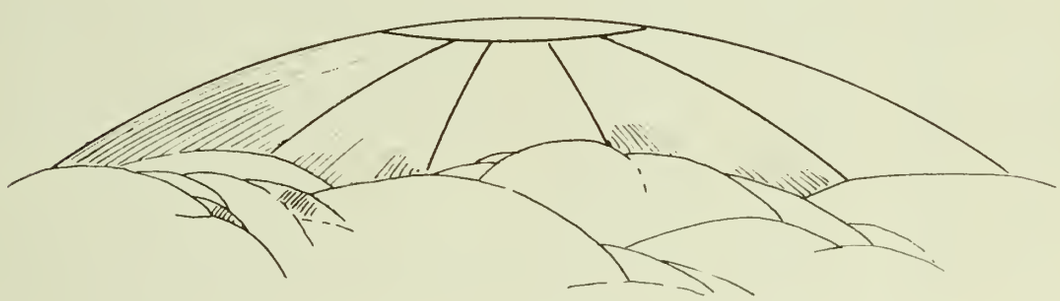
Every week this page is being used to splendid advantage by others. If you have something to sell, or you want to buy a business, fixtures or equipment—or maybe you want a clerk, a traveller—try it out.

Two cents per word and five cents extra per insertion for Box No. Payable in advance.

DRY GOODS REVIEW - ADDRESS 143-153 UNIVERSITY AVE., TORONTO

TO THE TRADE





AT LAST! The Dove of Peace has settled upon this war-shattered world. We join with Tennyson:

"Ring out the thousand years of war,
Ring in the thousand years of peace."

The flood of high prices brought on by war conditions will take a long time to subside.

We wish all the Trade a Prosperous and Happy New Year.

THE W. R. BROCK COMPANY

WHOLESALE DRY GOODS (LIMITED)

MONTREAL

TORONTO CALGARY

WASH GOODS

Spring 1919

THE ADVENT OF PEACE should have a VERY DIRECT and STIMULATING EFFECT on the DRY GOODS trade of CANADA, and perhaps on no branch of the business more than on the WASH GOODS DEPARTMENTS.

WITH THE CESSATION OF HOSTILITIES, and the consequent removal of the load from the minds of our people—with the RETURN OF THE BOYS, and the HAPPIER SPIRIT engendered thereby, our WOMEN FOLK simply cannot help but show evidence of the NEW ORDER OF THINGS in their WEARING APPAREL.

IT will be in the WASH MATERIALS that this NEW SPIRIT in the trade will most noticeably develop.

THERE will be a greater demand for BRIGHT COLORS and ARTISTIC DESIGNS.

FANCY PLAIDS will be a feature, whether in the PRINTS and GINGHAMS, or in the higher grade TISSUES and VOILES.

COVERED GROUNDS with FANCY DESIGNS will be a predominating style among the BATISTES, DIMITIES, VOILES, etc.

FOULARDS in SPOTS, STRIPES and CONVENTIONAL DESIGNS will be much worn.

ORGANDIES in PLAIN COLORS will be much in evidence. After a long period in the REST AREA they have been advanced recently to the FRONT LINE and will no doubt give a good account of themselves.

PLAIN COLORS also in VOILES—CREPES—CHAMBRAYS — LINENE SUITINGS—BEACH CLOTHS—POPLINS, etc., will have a run exceeding any season for some years.

ALL THESE MAY BE HAD FROM

THE W. R. BROCK COMPANY (LIMITED)

TORONTO

ENQUIRIES FROM ENGLAND TO B.C.

WHEN you become a subscriber to "The Review" this is part of the service you buy. Every day "The Review" receives letters from subscribers stating that they want to secure certain goods, but do not know where they can be procured. We have facilities for procuring information about new goods, novelty lines, etc., and our Service Department is at your disposal at all times. We are glad to be of any possible assistance to our readers, and requests for information are most welcome. Cut out the coupon below and use it when you would like us to give information. The following are a few of the inquiries received and answered during the month of December.

MEASURING DEVICE

Kincaid, Sask.—Kindly advise us where we can purchase a measuring device for dry goods bolts and ribbons.

Answer.—Names of firms handling these were sent.

ADDING MACHINES

Peterborough, Ont.—Can you give us any information regarding adding machines—wanted for adding purposes only?

Answer.—Names of firms were forwarded.

CANADIAN MANUFACTURERS

New York, U.S.A.—Kindly secure for us a copy of some directory that will give us a list of Canadian manufacturers of ready-to-wear clothes.

Answer.—Directory was sent.

SYSTEM

Port Simpson, B.C.—Please tell me where I can procure the "System" Magazine.

Answer.—A. W. Shaw & Co., Chicago, Ill.

RAG RUGS

Alexandria, Ont.—Please tell me where I can procure rag rugs, special sizes and colors.

Answer.—List of dealers was sent.

READS DRY GOODS REVIEW

Alliston, Ont.—Please tell me where I can procure the contrivance for tabulating grocery needs, seen in Dry Goods Review, *November issue.*

Answer.—Name of maker was forwarded.

CANADIAN TEXTILE DIRECTORY

Birmingham, England.—Will you please give us the price and the date of the last edition of the "Canadian Textile Directory."

Answer.—There is no longer a book published under that title. Name of a similar publication was sent.

STOCKINETTE

Manchester, England.—Will you please tell me where I can procure an agency for knitted fabric, stockinette, etc., and fabric made up into garments for sale to the English wholesale trade?

Answer.—Enquiries from any firms interested will gladly be passed on to enquirer.

HOSIERY FORMS

Hanover, Ont.—Please tell me where I can procure wooden hosiery forms to put hosiery on after washing so as to keep shape and keep from shrinking?

Answer.—Names of makers were forwarded.

WOMEN'S SPATS

Formosa, Ont.—Could you tell us where we could procure women's spats or leggings?

Answer.—List of names was sent.

THE DRY GOODS REVIEW
143-153 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE _____ 191

PLEASE TELL ME WHERE I CAN PROCURE _____

_____

_____

NAME _____

ADDRESS _____

For Spring

Here is a garment which has all the advantages of both cape and coat and is therefore highly fashionable for Spring. Its deep, draped shawl collar of taffeta and its taffeta-bound button-holes and covered buttons, together with its graceful lines and proportions, give it high favor. The hat is one of the smartest of the season—lisere and satin with Paradise trimming.

Dry Goods Review

VOL. XXXI. TORONTO, JANUARY, 1919 No. 1

NEW KIND OF DEPARTMENT STORE AT OTTAWA

Visit to H. J. Daly Company, Limited, Shows General Manager With "Open Door" Policy—An Executive of Five—Statistics as the Ship's Pilot—Tracking Parcels and Call Orders

First of two articles by Staff Correspondent

IT IS less than a year yet since full page advertisements in the daily papers announced "The Entry of the H. J. Daly Company, Limited, into the business arena of Ottawa." There would be a "remarkable difference," the article went on, "a new kind of department store, a new kind of service, a store where the customer is always right."

The H. J. Daly store was founded under rather unique circumstances: It was the young but brilliant liquidator of the A. E. Rea store who decided that he could build up a paying proposition on the ruins of the old store, occupying as it does the most commanding position of any store in Canada, near-neighbor of the Chateau Laurier and the Parliament Buildings. So it was that this first message to the people of Ottawa declared that it was "Not a reorganized Rea store, but really a new store in the Rea building: New owners, new management, new stocks and new policies."

From Cash Register to Drygoods Store

What, then, are some of the "unique store features" that then were announced to an expectant and curious public, and have since been inaugurated and worked out successfully, as a visit of a member of the staff of DRY GOODS REVIEW verified? The ideas that were formulated at the outset, and others that have been adopted and came under the notice of the editorial writer, are not being outlined with any guarantee of efficiency and effectiveness for other dry goods or department stores; probably it is too soon to declare that they have received a competent test, but they are given as ones that so far at least have proved their worth in this store, and may be worth the trying out by many another in Canada. There is a new and unusual interest that attaches to many of them, inasmuch as they are the outcome, not of the experiences of a practical dry goods merchant, but of a young man who has sprung to the front in Canada, with heaps of initiative, driving power and organizing ability. Mr. Daly was picked out by John Patterson, himself a rare judge of men, from the factory of the National Cash Register in Canada, to be general manager in this country. Later he was chosen by banks to liquidate several difficult propositions, including that of the Rea store; and more lately he was picked out by the Dominion Government to be director-in-chief of Reconstruction in Canada, to supervise and co-ordinate the various activities. Besides being president of the Daly store, Mr. Daly is vice-president of the Murray-Kay store of Toronto, and the Ogilvie store of Montreal, wherein may lie a secret of better buying facilities for the Ottawa store.

Manager at the Front Door

The first, then, of these store "features" that were announced, was one that will probably strike the average merchant on a visit first of all: "The manager's office is located at the main entrance; it is wide open, all complaints and any suggestions will be given every consideration. This is just one feature of the Daly store, but it marks the standard of service we have set."

This feature is indicated in the illustration shown in connection with this article. There is, indeed, no door to the office of the manager, Capt. W. P. Grant, a veteran, formerly manager for Ottawa of the N. C. R. office, and well known through many organizations, but equipped technically for his work through a valuable experience as buyer and advertiser for some of the largest department stores in the United States. We will meet Mr. Grant later on.

The next point that was emphasized was that this was a "store for everybody." Not an exclusive store, though a store of quality, but "somewhere in our vast and varied stock is the article you want." With this there was set forth the idea that a special course of training was provided for the clerks. "The new management have had long experience in the systematizing of stores and the training of clerks in department store efficiency, in courtesy and attention. Trim, bright, alert clerks who know their business and who have been trained in our school will wait upon you quickly and well; each one being impressed with the importance of our slogan: 'THE CUSTOMER IS ALWAYS RIGHT.'"

A Ten-Day Rule

In passing it should be noted that while this last point was impressed time and again on the public, there was no extravagant idea, so far as DRY GOODS REVIEW could see, as to the extent to which this slogan should be carried, nor did the store in practice go as far as one or two other department stores have gone (and are trying to get back again). There was a common-sense view under the following rule:

> "Any purchase made in our store that is not satisfactory will be rectified if brought to us in ten days with the bill. You are to be the judge. Your money back or new goods."

Nor was this ten-day stipulation adhered to hard and fast, but it served as a convenient brake.

There was a statement also as to the policy of buying stock. "We have established a unique practice in department store history. For value's sake we have bought for cash. When a bargain was offered we have even paid ahead of time. The result is a stock purchased at remarkably low prices, which means remarkable value to you." Fortunately this policy is one that more and more is being applied to Canadian stores.

"Furthermore, it will be our policy not to carry merchandise more than from three to six months, then it will be sacrificed to make room for new goods. This means that following one another will be bargain opportunities that you will do well to watch." In passing, too, it should be noted that one of the strongest points about the policy and practice

of this store is that the merchandise is watched very carefully; that goods must move and give place to fresh stock; that every day the heads are in touch with the merchandise conditions of every department in the store. Herein the "new" made a marked departure from the "old."

The Executive Committee

No mention is made here, in this opening announcement, of one of the most vital points in connection with the operation of this store—the central principle, the very heart of it—the executive committee. Mr. Daly's strong belief in the strength of systematic management demanded somebody that would be in close touch with the store's activities through and through; he didn't want any loose, unattached ends to the business. Perhaps if he had been able to spend every day at this store instead of being there very seldom, his central organization might not have been what some other department store managers feel is rather extensive, or as one expressed it, "top heavy," but the work had to go on in his absence, and there had to be an executive with whom he could work quickly and efficiently, a body of able and experienced men. Perhaps, on the other hand, even if he were in the store every minute of his time he still would have this executive body about him. But here it is:

H. J. Daly, president.
W. P. Grant, general manager.
B. L. Cope, secretary-treasurer.
G. L. Johnston, merchandise manager.
J. A. Gulbrandsen, superintendent.

Mr. Cope, it might be mentioned, is a skilled actuary, and was for a number of years with E. R. C. Clarkson & Co., of Toronto, and assisted in the liquidation of the A. E. Rea store.

Decides Big Questions of Policy

This body is subject to call at any time, but as a rule meets once a week to discuss questions of policies, and the greatest freedom in the expression of opinions is welcomed. Thus, any suggestion that comes up is analyzed from the point of viey of practically every important interest in the management of the store. Where the amount allocated to each department for purchasing might be decided by the secretary-treasurer and the merchandise manager, the total amount for the store would occupy the attention of this executive. Some little detail that might concern one department alone could be left with the head of that department; when it affected the whole store, the executive would act. This may well be called the balance wheel of the whole institution.

But apart from this conference body there are meetings of department heads, either all together or in connected groups. If a special sale is to be advertised the advertising head and the window dressing department would be informed at a meeting of all the particulars, so that each separately, and in collaboration might co-operate to the best advantage. Thus the executive body might have decided upon this; then would follow other conferences among the department heads.

Or there may be a conference of all the department heads, where suggestions are asked for, and these discussed in turn. Some valuable ideas have sprung out of this method of bringing all the managers and buyers together.

In order to avoid anything like a cumbersome executive certain questions are handled by a sub-committee of the executive, of two or even one only.

A useful practice at all these conferences, as well as the meetings of the executive, is that minutes are taken of all the decisions, suggestions, etc., so that the minute book contains a complete history of what the store is doing.

In Close Touch With Customers

The plan of "the open door," the DRY GOODS REVIEW knows, has been criticized in many quarters as one that wastes the time of the manager. "He shouldn't be bothered with such little details as the complaint of a child, his time is more valuable." Capt. Grant smiled his benevolent smile when this was mentioned. "Perhaps so, but I do not think I am wasting time. I think what I am doing is one of the most valuable means of employing my time I could find. Being where I am, and so easily accessible, enables me to keep in touch with the public far more closely than I could if I were removed to an office at the top of the building. Complaints very seldom reach the manager. Sometimes, indeed they are kept from him intentionally. People in passing into the store, or out, see the sign "Complaints and Suggestions," and feel free to come in, and often troubles are cleared up and they go away satisfied, when otherwise they might be sore and we would lose them as customers. If a clerk is to blame, or something is done that does not suit the customer I have a report made to me direct after the matter is investigated, for I always see every complaint made to me right through to the end. A child comes in, and I'm like a father to him. And what is more, the staff know what I am here for, and it has its effect in the treatment of customers. No, I do not feel at all that the time spent in that way is wasted."

This theory of keeping in touch with the public applies equally to the departments and the individual clerks. For instance, if Mr. Cope has a system that he wants to try out he would go down to the shipping room and ask the man in charge to "get together" with him on this. How will it affect him? How the other sections? A conference will be called of all concerned and they will be told, "Here is what we have outlined. What do you think of it?" If no serious objections turn up they are asked to try it out, and perhaps some points will have to be supplemented.

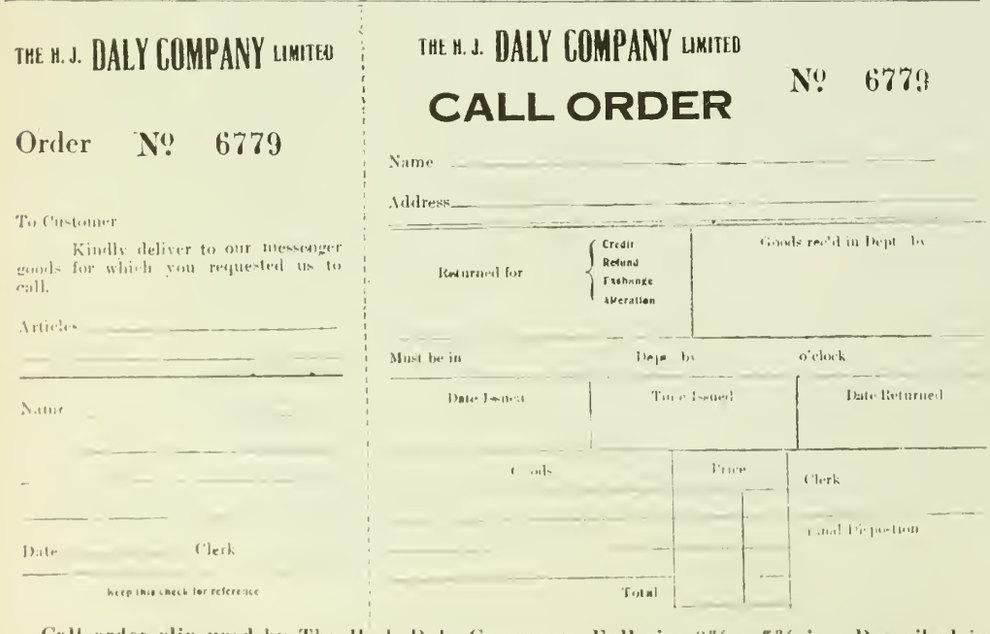
Coming to what may be termed the system of the store, it will be taken for granted, and rightly so, that the daily sales, weekly, monthly and yearly, are known and tabulated; the total sales daily, weekly, etc., for each department, the total sales of the whole store; with these, the costs for each department, for salaries, floor space, advertising, the department's share of the overhead, etc. Thus an accurate record is kept of the profits of each department.

This detailed information is, of course, now regarded as essential in the case of every fair-sized store, and should be applied to far more of the smaller ones than it has been. But more of this part later.

Checking Up at Every Point

It may be said that an effort is made in the case of each clerk, and indeed every one employed in the store, from the heads down, to be in touch with what they are doing, to understand the part they play in the store's success, and to reward them accordingly. Conversely they are held responsible for the mistakes that are made, not so much as a punishment, but rather, it may be said, an effort is made that no one shall be held responsible for the fault of another. This is exemplified clearly in the method of checking parcels for delivery from the time the goods are bought until the parcel reaches the home of the customer.

1.—The sales clerk gets the proper


THE H. J. DALY COMPANY LIMITED

Order No. 6779

To Customer

Kindly deliver to our messenger goods for which you requested us to call.

Articles

Name

Date Clerk

Keep this check for reference

THE H. J. DALY COMPANY LIMITED

CALL ORDER

No. 6779

Name

Address

Returned for { Credit / Refund / Exchange / Alteration

Goods rec'd in Dept. by

Must be in Dept. by o'clock

Date Issued | Time Issued | Date Returned

Goods | Price | Clerk

Final Inspection

Total

Call order slip used by The H. J. Daly Company. Full size 8¾ x 5¾ in. Described in accompanying article.

A Unique Corner in the Daly Store at Ottawa

Just inside the main entrance is the Manager's office with an open door through which customers are invited to pass in order to make complaints and suggestions. See fuller description in the accompanying article.

address, wraps up, and takes to the assembling desk on each floor and there the clerk makes an entry in the book and initials it as a receipt of the parcel from the sales clerk.

2.—Man at assembling desk sends it on to shipping-room clerk, who initials all names on list, thus assuming responsibility, and removing same from assembling desk clerk.

3.—Delivery room released when driver takes parcel over and signs for it.

Thus it follows that if a lady 'phones in that she ordered five yards of navy blue serge yesterday but it has not been delivered yet, the book at the assembly desk is examined; if the entry is there but not initialed it is up to the clerk to find that serge; if the initials of shipping room clerk are opposite the entry the responsibility shifts on; if the driver's initials are there the shipping room clerk need not worry; it is now up to the driver. Under the system—or lack of system—in most stores, blame might fall on any of the clerks who had taken part in the transaction.

The management of the store have found that this "follow-up" system is the only fair one for the clerks; brings complaints about lost parcels to a minimum, and is a pretty effective check on theft.

"Call Order" System

The special form used in connection with call orders is reproduced here. The same care is taken to establish a complete chain of responsibility; helpful alike for the customer and the store itself, and active as a check on the carelessness of a clerk or driver.

As soon as a message comes in for goods to be called for the particulars are written down by the clerk in duplicate in a book. The second or duplicate is of cardboard so that it will not tear. This is for the driver, the original being kept in the shipping room as a check on the driver.

As will be seen, the left hand portion is given by the driver to the customer when he calls. It asks her to deliver "to our messenger goods for which you requested us to call," and the article is mentioned. The other half gives information required by the owner, also by the store later.

There is marked down the reason why the article is returned for credit, refund, exchange, or alternation. Then there is the date when the call order is issued, and another for date returned, to see there is no long delay. Then underneath are particulars of the goods and the price. A clerk must sign for the goods when they are sent back to the department, or other disposition made of them. Moreover, each separate call order is numbered beforehand and so the more readily traced.

When goods are returned by the customer she has her choice of cash, or an exchange slip, good in any department of the store, or she may get part cash and the balance in goods.

Up to Credit Office

Nearly every store has its troubles over handling "approbation," "C.O.D." and "charge transactions." It was found that there was confusion, and complaints arose; for instance, through charged accounts going out as C.O.D. and vice versa. It was decided that it would be best to have all O.K.'d or passed, and now the sales slip is sent upstairs to the credit department on the top floor, where the name is passed on by one "who knows Ottawa like a book," as who is safe for credit and who is not. This credit

(Continued on page 50)

PROFIT-SHARING SYSTEMS SUCCEED, AS THEY DEMAND INDIVIDUAL EFFORT

Some Bonus Plans Ineffective Because All Share on Same Basis—How Labor Leaders Regard Profit-Sharing—Various Points of Success and Failure Which Have Developed

VARIOUS schemes in connection with profit-sharing have been devised among the dry goods and other stores in Canada, but it is doubtful if any one has proved the success that was anticipated. Where the relations between the employers and the men were cordial, and the element of unionism, with its claims for definite wages in preference to indefinite proposals for sharing in profits, does not enter, profit-sharing plans have in the main proved more easily worked and the results have been more satisfactory. One of the crucial points has been whether those who benefited have come to look upon the "bonus" as part of their rightful salary, or as an extra that was the reward of special efforts, on the part of the individual separately, or of the whole group of employees, or of both.

The attitude of organized labor is distinctly hostile to any form of profit-sharing or co-partnership. The National Civic Federation of New York in a recent report quoted the opinions of a score of labor leaders, and there was no exception: all condemned it as against the best interests of labor. Samuel Gompers, head of the American Federation of Labor, and probably the best known labor leader in the world—whose attitude during the war has been remarkably broad-minded, and whose influence has been unique—declared that the proposition has never been considered seriously by the organization of labor.

"Fair Living Wage" Not Profits

"I desire to say further," he added, "that it has come under my observation that some employers who have inaugurated systems of so-called profit-sharing, have pared down the wages of their employees so that the combined sharing of profits and their wages did not equal the wages of employees of other companies in the same line of industry. What we are especially interested in, more than profit-sharing, is a fair living wage, reasonable hours, and fair conditions of employment."

An opinion expressed by other labor representatives is that profit-sharing in most establishments has been devised in order to keep the men from joining the unions. An interesting plan was tried out by Sir Christopher Furness in the great shipbuilding yards in England, but was given up at the request of the men, not because they did not recognize the substantial benefits they were receiving, but because they felt it would militate against the growth of trades unionism over the country. The plan was characterized as "fair-minded" by George N. Barnes, now a member of the British Cabinet, who added that under similar conditions with so "decent" a head as Sir Christopher Furness, "there would be no use for the unions and we could afford to disband; but unfortunately, not all employers are of his type, and if we should disband to-morrow, we should, under economic pressure, gradually drift back to where we were twenty-five years ago, or worse."

No Control of Salaries, Etc.

In other labor quarters profit-sharing has been criticized as mainly delusive, as failing to secure against the arbitrary fixing of nominal capital on which interest is charged, in failure to set any legal limit to the salaries awarded to themselves by the directors and managers, and in the lack of any restriction as to the sum that may be taken out of profits for depreciation and reserves, and therefore, "a trap set to catch the unwary workman admitted, nominally, to partnership."

Sane Advantages

The same National Civic Federation found on investigation that there were a number of advantages that had been secured by profit-sharing plans. One of these was that more continuous service and more regular attendance were promoted; another, that confidence was built up; home building encouraged; employees retained better during a rush season; loyalty and interest to the firm created among those retaining their stock, and a greater spirit of co-operation promoted between employer and employee; regularity of employment promoted, and the effectiveness and profits of the business increased.

Employers' Objections

On the other hand, from the employers' standpoint there were objections found: dissatisfaction on the part of employees when the profits were small; a preference among employees to have their wages raised instead of receiving a bonus; employees counting on bonuses and expending them in advance; sale of stock to outsiders. This last point is covered fairly effectively by some firms by making this illegal on the face of the stock scrip.

Bonus According to Salary

Among the schemes that have been employed in Canada, one of the earliest and most successful, according to the records, fixed a bonus according to the salary received. For instance, employees with salaries between $1,000 and $1,500 were given 2 per cent. of the net profits of the company; from $500 to $1,000 1 per cent, and others from ½ to 1 per cent. doing other work. While any who wished could receive their bonuses in cash, they were urged to leave them on deposit with the firm, and receive 6 per cent. as interest and the most did—especially at a time when interest rates were far lower than they are to-day.

The report as to this company is that the employees were helped to save money; they had cash on hand in an emergency, or for investment. Besides, they took a greater interest in their work.

Another firm arranged the bonuses as part of the profits, but on the basis of years of service, instead of salary. This worked well until the owner sold out the business, when the new proprietor discontinued it.

A large retail firm in Montreal tried a profit-sharing plan, but abandoned it. It did not accomplish the results desired. "Our men seemed to feel that it was a gift, rather than something for which they had to work." There was not, with a single exception, evidence of exertion

for mutual benefit of employer and employees.

One manufacturing company, whose stock is listed, offered shares of the preferred at a lower rate than the market, for subscription by the employees on monthly payments. Last year and this, Victory Loan subscriptions took the place of this.

A Hamilton Dry Goods Store.

A somewhat different point of view is taken of the plan of the well known dry goods store of Stanley Mills & Co., of Hamilton, than has appeared in DRY GOODS REVIEW, by a writer of an article in Queen's University "Journal." This plan goes back to 1903. The plan as originally conceived called for subscriptions to the preferred stock of the company, consisting of $50,000 out of a total issue of $500,000, the balance of $450,000 being common stock. The dividend on the preferred was cumulative at 8 per cent., and paid before anything was paid to common stockholders.

In especially good years there was in addition a bonus of 1 or 2 per cent. The shares were sold to the employees at par and could not be transferred, and, as is usually the case, must be handed back at par to the company on leaving its employ. By 1911, there were 31 employees who owned 587 shares of a value of $14,675. In 1913, there was a reorganization by which employees who were shareholders were to exchange their stock for 7 per cent. preferred, but were given a bonus of 100 per cent. in common stock, "which was more valuable than the preferred." Under the latter arrangement shareholders were permitted to retain their shares after leaving the company's employ. Few, however, took advantage of the offer and the result was disappointing. In a report to the English Board of Trade the firm stated that those who did subscribe represented the best element in the store. "We regret that we cannot report any great success in our scheme to interest our employees. The result might, in a sense, justify the statement that the average wage-earner knows little or nothing of joint stock corporations, and hence such persons are sensitive or over-cautious in these matters, especially when, perhaps, one or more others, who have nothing to invest, are apt to ridicule the idea."

While this plan for taking stock has not worked out very successfully, the DRY GOODS REVIEW has seen evidence of successful results of this same company's plans for bonusing employees on their increasing the sales, usually over the period of a year; and also in competitions among the various departments to see which would most exceed the record established by it during the previous Christmas selling.

A Simple Bonus System Better

Some such simpler method, without the more indefinite element of profits on the firm's stock, would seem advisable. The employee wants something he can see; if his sales this month are above last month's, well, he gets a certain percentage, it may be, of that increase. This plan depends, under ordinary circumstances, upon himself alone; the profits of the whole business are dependent on the whole staff. Make it depend chiefly on the individual.

There is much to be said, too, of the complaint that the heads of a firm can "fix" how little, rather than how much, the profits shall be each year. Statistics do not always tell the truth, and in the absence of details that it is not always advisable to inform the employee about, there is apt to be a feeling that the whole profits are not being shown, and, therefore, the man who is to receive a share of these is not getting "all that is coming to him."

It was thought best in this summary to present as well the larger side of the question from the standpoint of the manufacturer, because in several cases dry goods merchants and others have tried out plans for selling stock and dividing profits along the lines referred to above. So far we have not come across any outstanding example of the success of stock-buying and profit-sharing plans in combination. The more direct and simple, and, as has been said, the more the plan is dependent on the individual effort of each participant, the better—"so long as human nature remains as it is."

NEW SHRINKING DEVICE

A new device for shrinking and pressing fabrics is on the market. It is called the De Luxe service. There is a gas heating steamer, or it may be fitted with steam trap for steam pipe connections. It comes in different sizes. This device is said to be useful in stores for pressing out fabrics for display purposes or for shrinking goods for the customer before they are sold. It may be used for freshening such articles as parasols, remnants, etc. A similar device is offered for use in ready-to-wear departments.

CLOSE AT 9 ON SATURDAYS

Dry goods merchants of Goderich, Ont., have decided to close their stores at 9 o'clock on Saturday evenings during the balance of the winter months.

The Syrian merchants of Cobalt, Ont., contributed a full page advertisement for the selling of Victory Bonds in the Cobalt "Daily Nugget."

The F. C. Paul Company, manufacturers of children's wear, have moved their plant from Peterborough, Ont., to 314 Notre Dame street, Montreal, Que.

The death occurred on November 6 of Mr. Charles H. Hatt, at Penniac, N.B. Mr. Hatt, who was 61 years of age, was, until six years ago manager of the cotton mill of the late Alex. Gibson. Since that time he was engaged in the brokerage business. The late Mr. Hatt was well known throughout the province, having been Mayor of Marysville for a number of years and also a prominent tenor soloist. He is survived by his wife, one son, and three sisters.

Reject "Blue Ruin" Idea

Merchants Not Disposed to Lose On Present Stocks — Circular Causes Much Criticism

If it were not that the Canadian trade already knows better, a circular which was sent out last month might have proved very unfortunate. While the business methods of the firm which sent it out may be perfectly sound, the matter in the circular was so expressed as to emphasize a "blue ruin" to the trade this year, and predicted a "cut-throat scramble to unload" as starting with a rush in January. This is felt by many of the shrewdest men in the trade to be a grossly exaggerated statement, and a surprising one, to be sent out by any firm claiming the rating which its author does in his circular.

Letters from reliable merchants have come to DRY GOODS REVIEW as a result of the arrival of this circular and all of them express the same opinion as to "carrying on" during 1919. It is the same opinion, too, which was given with considerable detail in the leading article in the December issue of DRY GOODS REVIEW, and, therefore, we are in hearty accord with the following extracts from one of the letters received, as typical of the others and as showing sane judgment:

"I submit that the line of argument this circular hands out should be very strongly discouraged. Personally, it does not bother me. I have a big stock bought right, assorted well, and while I say it myself, well-kept, probably running about $25,000, and I confidently expect to sell it in due course and make a reasonable and proper margin. But my neighbor either in this town or some place near may not have the courage of his convictions, or, plainly, has weak vertebrae and will fall for this "blue ruin" argument and start things on the toboggan.

"Do not imagine that it is my desire to dispense with caution at this time. On the contrary, caution is now my "long suit," and should be for everyone in this business, but I think that these circulars should be kept on the other side of the line."

Another letter states in part: "As to goods being down 30% for next season, that statement may start some merchant on a slaughter sale and bring about conditions in his neighborhood which he does not want to see—giving people false impressions about prices going down with a rush. Actual conditions as far as we can see point to steadily maintained prices with possibly an increase in some lines."

Uncertainty Demands Caution

It is not the desire of the trade to boost prices and thereby maintain the present high cost of living, but until they are able to buy their merchandise at lower prices than they paid for their present stocks, they would be unwise to take it upon themselves to reduce the cost of living by sacrificing the mer-

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GETTING RESULTS FROM ADVERTISING

How the Hudson's Bay Company of Calgary Prepares Its Advertising Copy—Short-cuts to Display—Results—Avoiding Duplications, Etc.

By J. Burt Malette, Advertising Manager.

ELBERT HUBBARD was wont to say: "Noah was six hundred years old before he knew how to build the ark. Moral: Don't lose your grip."

That saying is applicable to many an advertiser all over the country. How often one sees a promising establishment open with a great blare of trumpets and then settle back in a half leaning attitude of "watchful waiting" for business. You know what happens. A living is made from the business after years of hard drudging. Who wishes to make a bare living? These establishments depend upon "personality"—upon the acquaintance of this clerk or that or possibly upon the proprietor himself.

But the "Doubting Thomases" have gone their way. To-day it is not a question of shall I advertise or not, rather "How WELL can I advertise?"

Importance to Small Retailer

To the merchant in the small town, advertising presents a real problem. He knows his merchandise, he is well educated. He can write a hummer of a letter to his debtors or creditors; can sell goods over the counter with the skill of a wizard. Why, then, cannot he construct sound, logical advertising copy? Simply because HE IS TOO CLOSE TO HIS OWN BUSINESS OF SELLING. In other words, he is endeavoring to MAKE his customers buy what he has in stock rather than give them the impression that he HAS WHAT THEY WANT.

That is just the reason why more and more small retailers are consulting advertising authorities, ad writers, advertising agencies and other individuals and establishments in order that they may have their copy prepared for them in an intelligent, thorough, sales producing manner.

Preparing Copy

My own order of procedure is along these lines: I first assemble the merchandise that is to be advertised for a given day (for example we will assume that it is men's suits, shirts, women's suits, a silk sale at $2.25 a yard and smallware).

As my staff is considerable they review this merchandise, writing down all points in its favor likely to appeal to men or women as the case may be.

The next question is, shall we use cuts for all the matter, a portion of it or shall it be a plain type ad? The decision is based upon the amount of space to be used, the importance of the item advertised and the appropriateness of the illustration.

Finally it is decided to use a quarter page ad. to feature the silks (one illustration) and the men's overcoats at $28.50 (one illustration).

One of a Series

The Hudson's Bay Co., Calgary, Alberta, had a series of announcements, each one devoted to special offerings provided from one of their various buying offices. There was a "Montreal Office Day," a "New York Office Day," a "London Office Day," and a "Paris Office Day," and the idea of goods made in the countries represented brought splendid results, the firm reports. The above reproduction of the "London Office Day" ad. of six columns also illustrates the point mentioned in the accompanying article, regarding the effectiveness of "boxed" spaces.

Next Comes the Layout

The space is measured out and ruled off. The cuts are set apart so that they balance, that is, they are arranged parallel with one another, or at the top and bottom corners.

Remember the idea is not to address your appeal as though you were insisting upon the customer buying what you have to sell but rather to leave the impression with him that the goods are very desirable and just what he or she is looking for.

Above all things avoid the hackneyed expressions of the past decade of "Fine Overcoats for $28.50." "The best silks you may buy for $2.25 a yard." Originality of ad treatment PAYS big dividends in the long run. It commands attention by virtue of its uniqueness.

Another point I should like to emphasize is that every retailer should have an individual name plate or store signature. A hand-drawn head is the best method or if this is not preferable see that the SAME style of type face is used in your advertising, letterheads, stationery, leaflets and envelope stuffers. Repetition here is a big factor in establishing your name and connection at a glance.

Eliminate Waste Words

After your layout is completed with spaces measured off, which is very important, then begin your writing. Writing advertisements is much like talking over a counter. Be yourself but do not say too much. Brevity is a virtue that should be constantly at one's elbow in constructing advertising copy.

Your chart will tell you how much to say. See that the best use of the space is made. Don't use "the," "and," "but," "on" and other conjunctions and prepositions if they can safely be eliminated and the sense of the matter not impaired. For instance, in a heading one might be inclined to say: "This store will be closed all day to-morrow" instead of cutting it short with "Store closed all day to-morrow."

It is essential to surround every item with plenty of "daylight" (white space). Don't crowd one item against another. Keep your various sections segregated.

Use plenty of boxes, that is, matter with a rule around it in the form of a box, and see that the rule or line used is not too thick.

Your printer will possess sufficient type so that no other ad in the paper need be set in the same face. Insist that he use this same type each time your advertisement appears.

The proper layout paper is quad ruled in much the same manner as your ledger. It is a check arrangement ruled vertically and horizontally, each check 12 points square. This will assist you in lettering.

Try It on Your Friends

Try this method yourself. Don't publish the first ad you write. Write several of them and show them to your friends. Ask them to place themselves before the paper as though they were about to consider buying from you. Ask them if that ad. appeals to them; if it arouses any desire to be convinced of the value-offers made.

Layout as suggested in accompanying article.

Get right out from behind the counter and talk WITH the customer on paper just as you might if you met an old friend who came to you to buy for the first time in ten years.

Again. Don't repeat advertised items simply because they proved to be good "pullers." Keep your news talk just as fresh as your stock of merchandise. Skip about if you have lines enough. Don't list the same line more than once a month unless it is strictly in season.

A clean, well-kept window display, changed thrice weekly, is a great asset to the merchant. He should take every advantage too, of nationally advertised goods by featuring them as they appear in papers of national repute. Always, the window and the newspaper ad should pull together. The connection will net real dollars.

During the past month we have been running three column 23-inch copy in the morning paper devoting it to men only, advertising men's clothing, furnishings, boots, and the like and in a few cases using prices and the results are splendid.

This merely goes to show that SPECIALIZATION in advertising and keeping constantly at it will net returns in the long run as surely as the sun shines.

REJECT "BLUE RUIN" IDEA

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chandise they already have. As has been stated previously, in the article referred to, and as is pointed out in other articles in this issue, most lines of merchandise have advanced anywhere from 15% to 50% during the past year so that even if a drop of 30% were effected by the end of 1919, prices to the retailer would be very little different from what he has been paying for new lines being delivered now. But that 30% is an uncertainty, to say the least.

Even during December merchants are aware that many lines advanced considerably with no sign of a come-down. Cotton is higher to-day than it has been for some three months. The whole situation hinges upon the labor question. If wages come down the cost of living will have to come down; if the cost of living keeps up, wages will have to keep pace with it. There are too many counter currents, fluctuating conditions and new situations imminent, to prognosticate with any certainty as to what the year will bring forth. A decline is more than probable, but when it will come is not yet known. It may arrive so stealthily that we shall not know when it is here. The influences in action are too deep to permit of a big, sudden slump. The main thing for the merchant who would meet this entirely new state of affairs is to read carefully the reliable sources of information which deal with problems of the trade IN CANADA, and keep himself posted upon what each month brings forth, governing himself accordingly. With conditions so uncertain, naturally, he will not plunge into heavy buying, nor will he sell at a loss the goods which he is fortunate enough to have on his shelves. He will endeavor seriously to move his stock rapidly each month and to make use of the suggestions which are continually at his hand to "speed up." In other words, he will put "PEP" into his 1919 merchandising—he will STUDY DRY GOODS REVIEW.

HOME TALENT IN DISPLAY

In an endeavor to express the basic idea in public thought of the day, Joyner's department stores at Moose Jaw, Sask., exhibited early in December a striking window. It centred around an oil painting entitled "Built on a Solid Rock." The picture showed a chair representing the throne of the British Empire, supported by three lions resting on a marble slab. The famous stone of Scone was to be seen. Troubled waters, with the wreckage of the throne of oppression, dashed against the "solid rock" only to be hurled back into the deep and swept aside by the onward dash of justice and liberty, which Canadians enjoy under the good old flag which waved in the breezes around the throne. The picture is the work of two Moose Jaw amateurs and is considered to be well executed.

E. M. TROWERN

Trade Regulation by Order-in-Council Must Be Abolished

By E. M. TROWERN, Ottawa
Secretary Dominion Board
The Retail Merchants' Association of Canada

IN view of the fact that the Government Order-in-Council No. 2461, which was passed on October 8th, 1918, and which amended a similar Order-in-Council No. 2777, passed on the 10th and 20th November, 1916, relates to the operations of the retail trade throughout Canada, as well as to manufacturers and wholesalers, it will, no doubt, be of interest to the trade and to the public to know some of the salient points of the said order, together with some comments upon the same.

The above Order, as far as necessaries of life are concerned, repeals section 498 of the Criminal Code, which was placed upon the Dominion Statutes some years ago by the members of the Commons and the Senate, and which has always contained some very contentious and complicated clauses. It, however, contained some safeguarding clauses which have been entirely brushed aside in the new Order-in-Council, and new clauses have been introduced that are not only absolutely unfair, but which are also unworkable.

On the face of the Order-in-Council, it can be seen at a glance that those who conceived the idea had very little, if any, knowledge of the many great commercial problems that those who have been, or are, practically engaged in trade, are familiar with.

The objects to be reached by the Order are, therefore, dense and clouded, and the legal drafting is fully in keeping with the objects. It would be impossible for any lay mind to take up the Order and explain it clause by clause, as the objects sought are surrounded by so many exemptions and contradictions that if by any chance its operations should entangle any person or company, and they should find themselves before the Supreme Court, the Judges could never give a clear ruling on the Order, but they would be compelled, if they did not dismiss the case, to base their judgment on the evidence in the case presented to them, rather than on the Order itself, as we are quite certain that its complications and contradictions would confuse and mystify even that learned body.

The Order starts out in the usual way and defines the meaning of the words "Council," "Minister," "Necessary of Life," "Municipality" and "Person." Its operations are placed under the Minister of Labor, but for what reason it does not explain. It then sets forth some outwardly very drastic clauses, which, to the uninitiated, would look as though those who drafted it were so thoroughly in earnest to trap all evil doers, and protect the "general public"—whatever that may mean—that the drafters were inspired with the highest of motives for the public weal. To those who have not had an opportunity of reading these famous clauses, which also appeared only in somewhat modified form in the old Act, we take the liberty of quoting them:—

(1) No person shall conspire, combine, agree, or arrange with any other person—

(a) to limit the facilities for transporting, producing, manufacturing, supplying, storing or dealing in any necessary of life, or

(b) to restrain or injure trade or commerce in relation to any necessary of life; or

(c) to prevent, limit or lessen the manufacture or production of any necessary of life, or to enhance or maintain the price thereof; or

(d) to prevent or lessen competition in the production, manufacture, purchase, barter, sale, transportation, insurance or supply of any necessary of life.

If these were the only clauses in the famous Order, we might well stop and ask ourselves, "What is there left for us to do? How can we do any business of any kind without 'agreeing,' 'limiting,' and, if necessary, 'enhancing,' 'arranging,' 'maintaining,' 'preventing,' 'dealing,' etc.?"

To Satisfy Public Demand

On the face of it, it certainly looks like a very serious undertaking by those who framed it up, but upon close observation it is the most beautifully camouflaged piece of legislation that has ever been handed out to the public, and we will not be at all surprised if those who are capable of exhibiting it in its true light before the Senate and the House of Commons, will present it effectively when the proper time comes, and, if they do, it will certainly make an interesting subject. Any legislation that is framed up to attempt to satisfy what is often termed the "public demand," but which is really done for the purpose of "vote catching," usually ends in disaster to those who framed it up, as well as to those to whom it was made to apply.

It requires no great commercial ability to understand that the foundation for the price of all articles that are manufactured or produced is based on the value of labor. Capital is merely "accumulated industry" or the tools which labor uses. If the price of labor goes up raw material must go up, and if raw material and labor advance the article produced must advance, and the result is that the manufacturer must charge more, and consequently the wholesaler and the retailer must charge more, all of which must come out of the consumer in the end. It must always be remembered that the service rendered by the distributor, either retail or wholesale, is as equally necessary and valuable as the service rendered by the laboring man or the manufacturer or producer. Notwithstanding these simple facts, those who framed this famous Order allowed the following clause, which was put in the old Act possibly for political purposes, to remain in the Order:

"(2) Nothing in this section shall be construed to apply to combinations of workmen, or employees for their own reasonable protection as such workmen or employees."

Class Legislation

The reason for its insertion is self-evident, but its justification cannot possibly be defended by any person whose intentions were fair and honest, and we feel quite sure that there is not one labor union in Canada, or an officer of a labor union in Canada, who would defend class legislation of this character. There is no doubt whatever that the officers of the labor unions could see the absurdity of the whole measure, and they asked to be left out of it, as they knew that it would only cause trouble and confusion. We compliment them upon their ability to escape from the entanglements into which they would have become involved had they been made a party to legislation of this character.

In simple English, it means that workmen of all sorts are allowed to meet, agree, combine, conspire or arrange among themselves or with any other person or corporation to increase prices, or strike or demand anything they want, but if those who manufacture or distribute their product do the same thing they can be fined "not exceeding five thousand dollars," or be imprisoned for a term "not exceeding two years." And all this is done in Canada, the land of the brave and the free.

Still Further Exemption

Not being satisfied to exempt workmen or combinations of workmen, the framers of this wonderful piece of legislation finally discovered that there was another important class in the community which is just beginning to make itself felt—the farmers and the gardeners —and after inserting clause (2), which reads as follows:

"(2) Every person who holds or offers for sale, or sells or provides or furnishes for consumption at a price, whether upon the premises which he occupies or not, any necessary of life, shall sell it or provide or furnish the same for consumption as aforesaid, at a price not higher than is reasonable and just," they then insert the following:

"(3) Provided, however, that this section shall not apply or extend to any accumulating or withholding by any farmer, gardener, or other person, of the products of any farm, garden, or other land cultivated by him."

Remember, these two clauses do not appear in the old Act, as the only exemptions in the old Act are given to labor unions, and this Order is supposed to give those who administer the Act wider powers during the war so that they can protect the public more fully than they were protected.

Only Retailers, Wholesalers and Manufacturers Affected

Having, therefore, exempted the working men and labor unions, and the farmers and market gardeners — the only persons to whom it applies are the retailers, the wholesalers and the manufacturers. It could not have been intended for the professional classes, as the medical men held a meeting a few months ago and they combined and agreed among themselves to increase their professional fees, and by unanimous consent they did so, notwithstanding that their class is not mentioned as one that is exempted.

As another example, the legal profession of Ontario, through their Association, waited upon the Premier of that province, the Honorable W. H. Hearst, according to the press reports, and stated that they were unanimously agreed among themselves that they were underpaid and that they required more money. Their request was considered and the Government of the Province of Ontario, mark you, consented to their demands, and up went their prices twenty per cent., notwithstanding this famous Order.

A short time ago the newspapers throughout Canada, with few exceptions, found that they were losing money. They met and considered their troubles, and they ended them very rapidly by increasing the price of their papers one hundred per cent., and some two hundred per cent. We have heard of no prosecutions, nor are we likely to.

The doctors, the lawyers, the newspaper proprietors, the farmers, the gardeners and the working men are exempt from the law, but if the retail merchant is suspected of even discussing the advisability of getting more than cost for selling milk. bread, butter or other perishable necessities, as well as gasoline, he is pounced upon and dragged before a special "Fair Price Committee," who are not required to have any special knowledge whatever of the retail trade, or the many difficulties that surround every retail merchant in Canada at the present time.

The Fair Price Committee

The "Fair Price Committee" consists of two or more officers of the municipality, and they are to be appointed by the municipal council. Their names must be submitted to the Minister of Labor. The Council must then instruct them as to what articles they want the said Committee to investigate, and this implies that the said municipal council must have evidence beforehand as to the reason why any retail merchant or other person should be brought up and ordered to be publicly examined.

In our opinion, we consider that in order to be perfectly fair the municipal council of any municipality should be prepared to not only pay the expenses of all those whom they order up for examination, but in the event of any charge being made against a retail merchant and it proves to be false, the said council should be prepared to reimburse the retail merchant for not only the loss of his time, but also for the loss and injury to his reputation. No provision is made for this in the case of a retail merchant, notwithstanding that other classes have been exempted.

Only Retailer Cannot Escape

The camouflage, however, is not yet complete. If the "Fair Price Committee" suspects that any manufacturer has raised the price of his commodities through combination with his fellow manufacturers, or otherwise, and he happens to live outside of the municipality in which the "Fair Price Committee" have jurisdiction, the manufacturer cannot be compelled to appear and give evidence. Wholesale grocers and wholesale produce merchants living outside of the municipality are also beyond the control of the "Fair Price Committee," but retail merchants cannot escape.

Can anyone consider legislation of this discriminatory character either wise or fair, and is it not a sad reflection upon the ability of Canadians, who should be anxious to show to the world the wisdom of the legislation they enact? It is quite true that legislation of the above character might appear upon the Statute Books of the United States, or in some foreign countries, but that is no reason why it should appear upon the Statute Books, or in Orders-in-Council, in Canada, and we sincerely hope that it will soon be removed, as it is certainly unworthy of having a place on the records of the Dominion.

Not content with amending the old Act, Section 498, but whether designedly or not, the following words have been inserted into this famous Order, "or maintain the price thereof."

Attacks Resale Price

In simple English, this means that no manufacturer can now sell his goods on the price maintenance or resale plan; if so, he will immediately come under the provisions of this Order and be liable to the penalties attached. This provision will affect all manufacturers of cereals, patent medicines, musical instruments, automobiles, fountain pens, watches, and a host of manufacturers in hundreds of other lines of trade, and the result will be, when the true meaning of this amendment is made known, that the commercial classes of Canada will arise in their might and demand that this Order-in-Council and all similar class legislation be removed entirely.

No Prussianism in Canada

We all rejoice exceedingly that we have succeeded in securing a glorious victory by defeating the Germans, and thus destroying "Prussianism" in Europe. We must now watch very carefully that Germany's vicious doctrines do not creep into the Government or into the commercial life of Canada. Our boast is that our courts in Canada are above suspicion, and for this we all rejoice, because we know that the poorest citizens, when the evidence is presented, have the same equal chance as those of the greatest wealth. The people, however, make the laws; the duty of the courts is to administer them. Let us make laws that are worthy and sane, and which will not reflect upon the good judgment of the people of Canada, and which do not discriminate as between one class and another.

What are the powers under this famous Order? Can the Minister of Labor, the municipal committee, the "Fair Price Committee" or the Canada Food Board, order that retail merchants shall cease doing business, or do business at a loss,

Continued on page 50

THE LAW OF PARTNERSHIPS

A Discussion of the Responsibilities of Such Relationships—The Liability of Partners, All Are Agents of the Firm, and Their Acts Are Binding Unless it is Otherwise Provided—The Dissolution of Partnerships

FOLLOWING enquiry has come to DRY GOODS REVIEW from a Quebec reader:

"As I will be in partnership with my brother soon, anything you can publish regarding the duties and liabilities of a partnership arrangement will be read with much interest."

Retailers from the Atlantic to the Pacific are all interested in the subject of partnership. Probably 50 per cent. of the retail business in Canada is carried on by partners in business, while perhaps only an insignificant percentage of the remainder have not at one time or another during their business career considered the possibility of entering into such a relationship. Some of the most successful businesses to-day have resulted from connections entered into in years gone by, when such business arrangements in most cases depended mostly on the ability of the partners to get along with each other. But to-day the modern merchant weighs carefully the probable consequence of a disastrous partnership, and he will not enter into such an arrangement unless he has some definite information as to how he can get out of it, or what his liability and responsibility will be in case the business is defrauded by his partner or ends in failure.

The Need for Understanding on This Point

The enterprising merchant of to-day is face to face with the help problem, and in order to hold his clerk has held out the promise of a partnership, and he too is considering just how far he is making himself liable when he takes his clerk in as a partner, and whether there is any way in which he can limit his liability, or change the arrangement if it is found to be unsatisfactory. On the other hand the clerk of to-day, steady and industrious, taking a real interest in the business, boosting sales and learning store management, is looking to his future and turning over in his mind the prospect of a future partnership with the proprietor, or perhaps picturing a snug little business of his own. And so the retailers, and the retailers' clerks across the Dominion of Canada, who have thought about partnership, have also considered how the law operates in these matters, for all partnerships are governed by law.

It is the purpose of this article to outline a few fundamental principles of partnership which will give the reader an idea of the important factors in forming such a relationship, and the liabilities that are thereby entailed.

What Partners are Liable

A partnership may consist of one or more persons who shall be called general partners, and of one or more persons who contribute in actual cash payment a specific sum as capital to the common stock, and who are called special partners. General partners are jointly and severally liable for the debts of the partnership, but special partners are not liable for the debts beyond the amount contributed by them to the capital. The special partners cannot bind the partnership, only the general partners can do this.

The Procedure in Framing a Partnership

When a partnership is entered into, a certificate must be drawn up by the person entering into the partnership before a Notary Public and filed in the office of the judicial district in which the principal business of the partnership is situated. This certificate must contain:

1. The name under which the partnership business is to be carried on.
2. The general nature of the business intended to be carried on.
3. The names of all the general and special partners, distinguishing which are general and which are special, and their usual place of residence.
4. The amount of capital which each special partner has contributed.
5. The time when the partnership is to commence and the time when it is to terminate.
6. The principal place of business of the partnership.

The partnership cannot be dissolved before the date specified in the certificate unless a notice of dissolution is filed in the office where the original certificate was filed and notice of same published once a week in the local newspaper and the Provincial Gazette. So much for procedure.

Every Partner an Agent of the Firm

Every partner is an agent of the firm and his other partners for the purpose of the business of the partnership; and the act of every partner in carrying on the usual business of the firm of which he is a member binds the firm and his partners; unless the partner so acting has in fact no authority to act for the firm in a particular matter, and the persons with whom he is dealing either know that he has no authority or do not know or believe him to be a partner. A person who is admitted as a partner into an existing firm does not necessarily become liable to the creditors of the firm for anything done before he became a partner. A partner who retires from a firm may be discharged from any existing liabilities by an agreement to that effect made between himself and the members of the newly constituted firm and the creditors.

The Dissolution of Partnerships

Subject to any special arrangement made between the partners a partnership is dissolved:

1. If entered into for a fixed term, then by the expiration of that term.
2. If entered into for a single transaction, then on the termination of the undertaking.
3. If entered into for an indefinite time, then by any partner giving notice to the other partner.
4. By the death of a partner.

When the partnership is dissolved each partner becomes the owner of an indefinite share of the property of the partnership (that is where there is no special agreement) and this co-ownership only ends with the final liquidation of the affairs of the partnership.

Partnership Has First Claim on Moneys

Where partnership money is paid through a person who is a creditor both of the firm and of one of the partners individually, the money must be first applied to the liquidation of the indebtedness of the partnership. Where goods are purchased by a partnership and a part of the goods returned, then the returned goods must be credited to the partnership. The assets of the partnership are the common property of the partners, and one partner cannot legally sell a share of the total business without the consent of his co-partners and without an accounting to the firm.

If it is the intention that a surviving partner should have a right to take over the interest of a deceased partner, and this clearly appears from the terms of the partnership agreement though it is not formally expressed, then this right exists.

In a recent case the partnership article provided that at the end of each partnership year an account should be taken of the stock, liabilities, and assets of the business, and a balance struck for that year; that in case one partner died the co-partners should continue to the end of the current financial year, or at the option of the surviving partners for not more than twelve months from such death; that for twelve months from the death of his partner a survivor should not be required to pay over any part of the former's capital in the business; and that any dispute between the survivor and the representative of the deceased as to the amount of debits against, or credits to either in the balance sheet or the valuation of the assets should be referred to arbitration. The court held, however, that the value of the interests of the deceased partner was not determined by the account taken and balance sheets struck at the end of the financial year following his death, but that the assets should be valued in the ordinary way, and that goodwill was to be included in the assets though it had never appeared in the annual balance sheet since the co-partnership began.

CONTROL TO ESTABLISH EQUILIBRIUM

Problems Are Big But the People Are Equal to Them—New Conditions Will Bring Increased Comfort, Health and Welfare to All People, so Says Comptroller Williams at Washington

MR. JOHN SKELTON WILLIAMS, Comptroller of the Currency and Director of the Division of Finance and Purchases of the United States Railroad Administration, makes the following statement concerning the industrial and financial outlook in our neighboring Republic:

"We have money, enormous resources, men, and brains. We will need all for the task before us—the most enormous tasks that ever tested a nation.

"As we mobilized our young manhood for fighting, we have to mobilize all the wisdom, virility, conservatism, courage, and wealth we can command to adjust ourselves to the new responsibilities and duties put upon us, to co-operate with our associated democracies and allies in giving peace, freedom, and happiness to the world. We have a vast load to carry. We have vast strength with which to carry it. Our part is to give our back to the burden, patiently, soberly, steadily, in the fear of God, and with broad conception of our privilege and opportunity.

Skilful Guidance Required

"The time has arrived when these powers and opportunities will be exercised in the fullest measure. It will require skilful guidance and careful steering to turn the tremendous energies of the people which, for so many months past, have been dedicated to the production of engines of destruction into the implements of construction—to convert our swords into plowshares and our spears into pruning hooks, and shrapnel shells into locomotives and farm tractors. But the best thought of the nation is now bent on these great problems, and that they will be solved so as to prevent panic or industrial demoralization we may be assured.

"There has been much inflation of certain kinds which is incident to all wars, and there have been many inequalities in different directions. There has been a great scarcity of labor of every sort, and wages have been thrown out of proportion to living and costs in many cases.

"The firm hold which the Government found it necessary to take to prevent runaway markets for the necessities of life and for the raw materials needed in industry may now be exercised in a conservative and healthy way to establish a reasonable equilibrium and to prevent destructive and sudden movements, which sometimes in the past have precipitated panics. There is no reason why this country need fear such commercial revolutions or financial crises as those through which we have passed in the earlier years of our history.

"The agricultural, mining, and industrial activities of this country are enjoying generally phenomenal prosperity, and from a financial standpoint our banks are to-day stronger and better able to cope with any situation which may arise than they have ever been in the past.

"We have raised in the past eighteen months nearly $18,000,000,000 from the sale of Liberty bonds, and yet the deposits of our national banks to-day are several billion dollars more than they were before we attempted to place the first Liberty loan. As an evidence of the improved management and strengthened position of the national banks of the country it is deeply gratifying to point to the fact that during this calendar year of 1918, in which the strain upon our banking resources has been greater than at any time during our past history, there has been only one national bank suspension in our entire country. There has been no such record as this for nearly forty years past. This immunity from failure is the more gratifying when we consider the extraordinary stress of these difficult times through which we have been passing with the whole world aflame.

No Longer a Debtor Nation

"We are no longer a debtor nation. Our Government is now lending to the allied nations nearly $8,000,000,000, while our loans and investments in Central and South American countries also amount to hundreds of millions of dollars, which also go to swell our credit balance with the world.

"The industrial capacity of this country as a producing nation has increased enormously since the outbreak of the war. But the entire energy of the country, not absolutely required for the production of food and clothing, has been mainly engaged in the making of munitions and implements of war and terrific engines of destruction. Hereafter, these energies will be dedicated to the work of upbuilding and regeneration.

"In the coming world adjustments, the fruits of the earth, of industry, and of commerce, must be divided between capital and labor on the basis of equity and justice, and this will increase unspeakably the comfort and health and welfare of our people and of all peoples."—From the Official U. S. Bulletin.

CANADA HAS MUCH TO WORK WITH

A Busy Time is Close at Hand—Canada is Well Situated to Meet Reconstruction—Big Principles Applicable to Individual Business

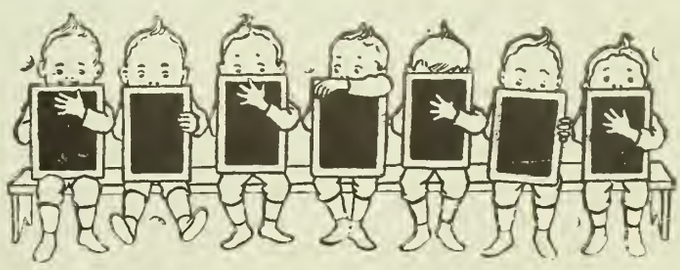
IN viewing the economic situation of the immediate future there are so many big strong currents to consider that it is necessary in speaking of them to use somewhat sweeping terms. The phrases "capital and labor"; "social, religious and industrial reconstruction"; "ideal democracy" and so on are on everybody's lips these days, but let us beware that their very size is not too great for our vision. It is pleasant to dream of heaven, but not all of us really believe in it as a part of this old world which we know, and yet we all have moments of supreme delight. It sounds well to talk about the co-operation of capital and labor and the meaning of democracy and freedom, but those are ideals which can only be accomplished by the daily practice of the individual interpretation of them. In order to get the full meaning of those important terms it is necessary to read them, speak them, think them, as applied to daily practises—to the principles upon which your business operates.

The following article, which was written by Mr. C. H. Ellston, of Debenham's, Canada, Ltd., savers throughout of an optimism which is well-founded and should be an inspiration to the whole dry goods trade in attacking problems and new conditions with which the new year confronts it. A strong faith in the happy outlook for Canada should be a worthy guide in all the plans which the trade will be making during the month of January for another year. Let that big principle of co-operation be practised between the capital and labor of your store and it will accomplish much for you, whether you are the employee or the manager or the owner.

RECONSTRUCTION

Civilization is contained in the total of its results. It marks the progress of man from the state of savagery to that of good manners. It marks the difference of the savage from the citizen. It has to deal with agriculture, steam, electricity, railways and ships as well as of all kinds of manufactures and mer-

(Continued on page 49)



EATON'S ADOPT 5-DAY WEEK FOR JULY AND AUGUST

Close at Noon on Saturdays Throughout Balance of Year—Announcement Is Made by Sir John Eaton at Jubilee Celebration of Store — Mrs. Timothy Eaton Unlocks Doors With Golden Key on First Opening Day of 1919

UNIQUE in Jubilee celebrations was the ceremony which took place at the T. Eaton Co. on Thursday morning, January 2nd. A golden key fashioned in the jewelry department of the store, was used to unlock the store doors promptly at 8.30. The simple but auspicious act was performed by Mrs. Timothy Eaton, widow of the founder of the store, who had watched its growth from a tiny, gas-lit "dry goods emporium," occupying the southwest corner of Queen and Yonge streets, and employing a mere half-dozen salespeople, to its present dimensions, which include many acres of floor spoce in two cities, housing more than 20,000 employees.

As she entered Mrs. Eaton pulled a crimson velvet bell cord and the big gong in the centre of the main floor rang out, followed by a peal of chimes. The store was open to the public, and in a twinkling the ground floor was filled with an eager crowd. On a raised platform an orchestra had been placed, and nearby a choir of 300 voices sang the Doxology. Presentations of flowers to Mrs. Eaton were made, one by the youngest and one by the store's senior employee.

The visiting party passed on a tour of inspection through the store's various floors, being greeted by long lines of employees, and to the furniture building where the choir had reassembled, and sang "O, Canada" and the National Anthem. Then a spontaneous outburst of "For He's a Jolly Good Fellow" rang out from employees and spectators alike.

The whole ceremony took little more than half an hour. After it, Sir John Eaton entertained his guests at an old-fashioned luncheon in the grill room.

A gold container in the form of the T. Eaton Co.'s original store was also fashioned in the jewelry department and in it will be kept the golden key of the ceremony.

A History of Forward Movements

Interesting and happy as this whole ceremony was, it is by no means the most important feature connected with the Jubilee of the store.

While the late Timothy Eaton was still alive he gave a great deal of study to economic problems. He knew also that a twelve or fourteen-hour shopping day was of benefit to nobody—not to him, nor to the shoppers, nor to the tired clerks. He set out to shorten the hours of shopping, knowing that if as much business were done in eight hours as would be done in twelve there would be advantage and benefit in it for all concerned.

He found that in the days gone by people did the bulk of their shopping at the end of the week, and much of it in the late hours of Saturday. Against this he used his influence with that increasing pressure which he was able to exert. When Eaton's closed at 6 o'clock on Saturdays it was, at that time, a bold step to take. It was said that people would do their shopping at the stores that were open.

But the Friday bargain day was started to induce people to do their shopping without waiting for Saturday night—and they did. Even in the holiday shopping season the store closed early. Then the Saturday half-holiday was announced for July and August. The closing hour on all days was made 5 p.m., and the doors did not open until 8.30 a.m. All these changes have proved to be successful.

Close All Day Saturday in Two Hottest Months

Sir John Eaton, following up the policy of his father, now inaugurates working hours which tend to make, in the words of the founder, a day of play, Sunday a day of rest and worship, and people returning to work on Monday morning refreshed in body and spirit." Beginning this month the Eaton stores and manufacturing establishments throughout will close at noon on Saturdays; during July and August they will remain closed from Friday at 5 p.m. until Monday at 8.30 a.m.

PROBLEMS OF THE CHANGE

Will the shorter hours at Eaton's mean more business for the stores which remain open?

Will the Eaton employees have more time to spend their earnings and thereby decrease their bank accounts?

Is this a forerunner of a general movement towards shorter working hours?

Problems of the Change

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Is this a forerunner of a general movement towards shorter working hours?

These are the important questions which business houses are asking and which concern the dry goods trade in particular. In the first place there is little doubt that the other stores in Toronto and Winnipeg will benefit at least for a time by Saturday afternoon shoppers coming to them. There is this factor which is bound to have some off-setting effect, however: It is the opinion of many that with the shorter hours in the Eaton establishments people will flock to them for positions. Any problem of shortage of labor will be eliminated for the Eaton Company and they will be able to make a selection of help which will insure them the very best. People will regard it as a privilege and a certain seal of ability, to be employed for any length of time by Eaton's.

Results of that nature have already been demonstrated by Henry Ford, of Detroit, who some time before the war established a minimum wage of $5.00 a day for everybody in his employ. He had no difficulty in securing plenty of help. On New Year's Day this year he has increased that minimum to $6.00. His output in no way suffered by the "living wage" paid.

Will Employees Spend More?

As to the employees having more time to spend their earnings, what the results will be is doubtful. The same argument was brought forward very strongly wkhen the Saturday half-holidays were first considered in business circles, and one cannot say that the results of that step have ben disappointing. Some there are who always spend all their earnings; there are others who will benefit by spending their extended play time in a less hectic manner than formerly and so will be less reckless, more economical, and more refreshed for work on Monday. The big thing to be realized is that the employees will be happier, a feeling of better comradship with the management will exist, and with a time for everything, the more methodical and specialized way of living will probably mean a more systematic spending of money by the majority.

That the new working hours of the Eaton establishments are a forerunner of a general movemeint along similar lines is very probable. 20,000 employees are now affected by the new schedule and they are a sufficiently large body to be taken as a criterion of whether the scheme will be a success or a big expense which few firms could handle. The T. Eaton Company are not of the opinion that the shorter hours will in any way prove a failure. It is but a step in adjustment towards better living and the sooner that all working people are given recognition as being human beings, the sooner will a higher plane of living be established. A general movement for these new hours is not yet under way; indeed the innovation by the T. Eaton Company came as a distinct surprise. Nevertheless, sociological conditions seem to be tending that way.

A New Spirit in Advertising

A point of interest in connection with the Jubilee celebrations of the Eaton Company was noted when Ryrie Bros., Limited, Toronto's largest retail jewelers, used their advertising space in the daily papers on Jan. 2 to make this statement:

"WE GIVE YOU THIS TOAST!

Here's to the T. Eaton Co., Limited, our respected business neighbors for more than two score of years.

We congratulate them upon this unique celebration of the 50th anniversary of the founding fof their house, and recognize their right to the claim that theirs is one of the great institutions which has "helped to make Toronto famous."

RYRIE BROS.,
Limited
134, 136, 138 Yonge St.
TORONTO

The toast was graciously responded to the following day in the Eaton advertisement. It will be observed that this is a distinctly new spirit in such advertising "copy" which carries out the personal element to a nicety and is quite in keeping with the occasion.

CANADA HAS MUCH TO WORK WITH

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cantile pursuits. Civilized man can now dispute with the birds the Empire of space, and the depths of the sea are no longer denied to the exploration and traffic of mankind.

Co-operation has been the keynote of success in bringing to a conclusion the great war. It is now just as necessary that we make our arrangements; that capital make its peace with labor and work hand in hand for the good of the country and mankind in general. When demobilization is over thousands of men and women will find themselves without remuneration from employment. If work is not forthcoming then the outlook for the future will be grave and perilous. There must be no unemployment after the war or the burden of taxes will be unbearable. The future productiveness for these taxes will depend solely on whether men and women are able to earn incomes sufficiently high to stand this strain. This alone can be accomplished by co-operation, the putting forth of vigorous efforts on the part of capital to secure markets both at home and abroad for his output and the active co-operation of his employees to augment and further his efforts in every possible manner.

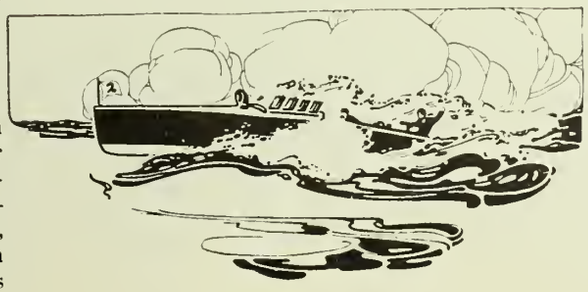
Land For Soldiers

Canada has for her basic industr agriculture. No country under heaven is more suitably situated or has better facilities for agriculture; none more fertile; none more rich. No mode of livelihood brings with it such independence, such freedom and at the same time such rich results. To parcel out lands, as has been done in the past, to returning soldiers in the different sections of the Dominion has been an ignominious failure. The plan as laid down by the Federal Government to have the active co-operation of the Provincial Legislatures appears to be a feasible solution to this question. It is purposed that the Federal Board buy, expropriate or otherwise take over lands in any Province at cost, and to give soldiers preference to all land acquired on this general system as well as to purchase stock, equipment, and provide house and buildings. This land to be sold on a mortgage plan of twenty years or longer at 5% interest, each allotment not exceeding five thousand dollars in value. Stock and equipment to be provided up to fifteen hundred dollars without interest for two years. This plan in itself seems to be most feasible and at the same time most advantageous to the soldier and the country alike. At the same time it limits the extent of the holdings of each individual, and by this means would make possible community farming where the home of each could be built in close proximity to the other, and thereby allow close intercourse which would not be possible on larger holdings. Co-operation, at the same time, in the working of such holdings could be very advantageously carried out. This plan if properly administered should in a very short time go far to cause much of the uncultivated land of our great West and the yet unoccupied portions of other provinces to produce as abundantly as those lands already under agriculture, and futhermore to produce a happy contented manhood and womanhood throughout the Dominion.

What About Our Industries?

What is to become of the hundreds of thousands of people who have been engaged in munitions during the past four years? What is to become of the munitions plants that have been constructed?

In a country such as ours there is no reason for fear. We have in Canada, Eastern Canada particularly, immense water falls which have been, or are being, harnessed to produce limitless supplies to cheap electric power for manufacturing. No country enjoys such cheap power and no country is better served than this. The proper steps are being taken by the Federal Government to secure for Canada a portion of the reconstruction work required in the devastated portion of Europe, and if this work be handled by the Federal Board, similar to the Imperial Munitions Board, those industries lately engaged in munition work will be kept at full blast for some years upon this construction alone. Besides this the whole world is in need of manufactured goods of all descriptions to be used in peaceful avocations. Take electrical supplies as an instance. Before the war 75% of our electrical supplies were of German manufacture. Will that be the case for the future?



Agricultural machinery will be required in greater volume than ever, not only in our own country, but for France, Belgium, and when stability returns there, Russia. Our steam rolling mills can be kept at high pitch of activity by the reconstruction of our railways which have had to be neglected during the war; new equipment in rolling stock is necessary throughout the entire Dominion.

Public works and public buildings which have been left in abeyance will now be constructed. The Welland canal will be completed and the great stretch of water-way between Port Arthur and the sea made passable for ocean traffic. The good roads movement of the different provincial governments will be carried out; work of this kind tends to increase production and there must be increased production if wages are to be high. There must be no slackening. We must standardize and specialize more. The war has taught us to do this.

No country is more rich in lumber than Canada; inexhaustible supplies spread from coast to coast. The lumbering industry will be carried forward with greater impetus than heretofore. Our fishing industry has made great strides during the past three years. Canadian fish are better known in Canada and the world over than previously. This is due much to the efforts of the Government and much greater activity in this line can be looked to in the future. The mining industry in Canada has been dormant during the war, but greater activity has recently become apparent, and with the assistance of labor now available the mining areas of Canada, in which there is untold wealth, will be rapidly developed and pour forth the treasured gold, silver, iron and nickel for the world's supply.

Our Financial Position

The present situation is unique in the history of Canada. Never have the savings deposits been so large, the rest accounts of our banks in so satisfactory a state. The last Victory Loan in itself will pay interest to our Canadian citizens amounting to about thirty-five million dollars annually, not mentioning the interest which will be paid on the previous loans. Investigations show that mortgages carried on farm properties for a great number of years have been cleared off and that our farming community as well was never in so healthy and prosperous a condition.

And just as we have co-operation between capital and labor so must we have co-operation in our Government, both Federal and State. It is necessary to have a Government composed

of all parties, men who take their responsibilities solemnly, who earnestly desire a better state of things than ever before existed, and who have the courage and faith to make our people the happiest in the world.

NEW KIND OF DEPARTMENT STORE

Continued from page 39

office may be moved later to the ground floor to save time.

In the case of the grocery department —located now in the basement as preferable to the top floor—a sub-credit office has been established, a branch of the other, in order to save time.

"It is so easy to give credit; our business is not to facilitate it but rather to make it hard," was the explanation of the checking-up system given to DRY GOODS REVIEW.

Stock Record at Selling Price

The merchandise manager, as is being done now in the best stores, takes direct supervision of all buying; that is, orders must pass through him. By the system of continuous stock-taking that is in effect he knows how much stock is on hand at any one time in each department; also how much of what was ordered is still undelivered (a point not so frequently looked after); what business is being done, and therefore how much more stock the whole plan of buying can allow to be added to that department. It so often happens that a buyer is allowed to run wild; he buys too freely; he becomes overstocked, as he has his own department in mind chiefly, and towards the end of the season must make wholesale reductions to bring his stock down.

There is one difference in connection with this stock record between the Daly store and the most of those whose systems have been looked into by DRY GOODS REVIEW. Here the stock is recorded at its selling, not cost value. Thus on February 1 there is set down the amount for each department; then purchases are marked down as they come in at selling value, and sales are deducted, leaving the balance as the value of stock on hand again at its selling valuation. In most stores the stock on hand and purchases are set down at cost price and the sales reduced to terms of the cost. Thus:

DEPT. D.

Feb. 1	Inven.	$15,785	Feb. Sales..	$2,895
Feb. 11	Mdse.	624		
Feb. 22	Mdse.	780		
Mar. 1	Stock	15,394*		

*Being sum of Inventory and two purchases, less "Sales" of $2,895.

Reductions Must be Noted

It should be noted, too, that when a buyer makes reductions in the regular selling price this cuts down the value of the stock recorded against him, and in order to keep the balance correct he must send in a record of these reductions, so many yards, reduced by so much each, or so many dozen cut by so much a dozen, and so on. This works out in another direction as well, namely, it reduces to some extent the "mark-up" of this special department, but this point will be dealt with in the second article. As one of the executive explained to DRY GOODS REVIEW, the store aims to lighten red tape, but is strong on system.

In the following article questions such as savings in the delivery system, training clerks, mark-ups, welfare work, the grocery department, the statistical book, as the "Pilot of the Whole Ship," and other points will be discussed.

TRADE REGULATIONS BY ORDER-IN-COUNCIL MUST BE ABOLISHED

Continued from page 45

or do the findings of these various bodies have to go before the Attorney-General of the Province first before any drastic action is taken? On this subject this famous Order leaves us in doubt, and no one seems capable of explaining its mysterious meaning. Is it reasonable to expect that intelligent business men will remain under legislation of this character very long without making a vigorous protest? We know that they have protested, and we shall keep on protesting as an Association of Retail Merchants, and we will make every effort in our power to have it abolished. The old Act, section 498, of the Criminal Code, was an unnecessary and complicated piece of meddlesome legislation, but when it is camouflaged by an Order-in-Council, in our opinion, it becomes ridiculous.

It must be made quite clear that those who have their money invested in retail stores and stocks, and in wholesale premises, and in manufacturing plants in Canada are among the best citizens and friends that Canada possesses. They are helping to extend its trade and commerce, and building up the cities, towns and villages of Canada, and they contribute more largely than any other class toward business profit taxes, and all other taxes, and contributions, that are required, and they should, at least, be consulted before drastic and unworkable Orders-in-Council of the above character are placed on the Statute Books.

In reviewing this Order-in-Council, it may appear to some that the comments made upon it are too drastic and too severe, but experience has taught us that if we require reforms in any movement, or amendments to any Act, that the case must be stated as it exists, without fear and without favor.

DEATH OF MR. J. E. SNIDER

The death occurred suddenly on Jan. 2 of Mr. J. E. Snider, head of the Bias Corset Co., Toronto. The late Mr. Snider leaves a widow, two sons and one brother and is mourned by a large circle of friends as well. He was of a genial disposition and will be greatly missed in business and social circles.

The annual dinner of Ladies' Wear Limited was held on December 16, when a most enjoyable time was spent.

PICTORIAL ANNUAL REPORT

It is announced by Tampton Aubuchon, General Manager of the Louisville Industrial Foundation, the so-termed Million Dollar Factory Fund of Louisville, that the organization's annual report to the stockholders will be partly rendered in motion pictures.

About twenty new industries have been located in the City of Louisville as the result of the Foundation's activities, and camera men are busily engaged in Louisville in photographing the salient features of the various new factories in order that an intimate review of the industries, their processes and products, may be presented to the stockholders and the citizens of Louisville. It is the idea of the Foundation directors that the stockholders and citizens should be afforded an opportunity to visit all of the new plants located in the city and the motion picture method was adopted as the most practicable. The film will include views of the manufacture of automobile axles, overalls, clothing, tobacco, wood products, soap, oil, bed springs, heating apparatus, furniture, etc. It will be expressive in a measure of the character of industries located in Louisville as well as the type of skilled mechanics employed. The idea of presenting an annual report in moving pictures is unique. The motion picture manufacturers are keenly interested in the success of the idea, for it is hoped that through Louisville's experiment the cinematograph will ultimately be utilized as an assisting force in the development of communities and in the solution of civic and industrial problems. The use of the film in merchandising is quite popular now, but its adoption as a means of presenting a clear and impressive record of the accomplishments of an industrial development organization is said to be without precedent.

One of the prominent features of the film will be to show that, although a large number of industries were located in Louisville during the period of the war, none of them are strictly war industries but are engaged in the manufacture of peace products, a development along permanent, substantial lines.

P. Harwood Clark, who for the past few years represented Ladies' Wear Limited, of Toronto, in Western Manitoba and Eastern Saskatchewan, died on December 6, of pneumonia, following an attack of influenza. The late Mr. Clark was one of the most popular and successful salesmen in Western Canada, as was evidenced by the great number of letters expressing the deepest regret at his untimely death. Mr. Clark was about to take a new and more important position with the firm in Toronto. He was 28 years old and single. His headquarters were at Brandon, Man., but the remains were brought to his old home town of Fergus, Ont., for burial. This is the third death among the most promising employees of Ladies' Wear Limited, and the sympathy of the trade goes to the firm in its loss.

Letter from our Paris Correspondent

SUMMARY

With the "Jour de gloire" Paris turns again to the art of fashion-making. New creations are elaborate with many glittering gold effects.

Capes with sleeves are fashionable; silk capes with fur for next Summer.

Knitted cloths still leading.

Children all wearing blues. Small boys wear long sailor waists with short pants.

Nénette and *Rintintin* now form unique fringe trimming. Scotch plaid fringe also seen.

Ribbon in silk and velvet and also elaborate brocades used on gowns.

Newest bags drawn in with rings and chain.

Variety of sleeves, both short and long.

Veils are long and tied at back of head.

Paris, France, Nov. 30, 1918.

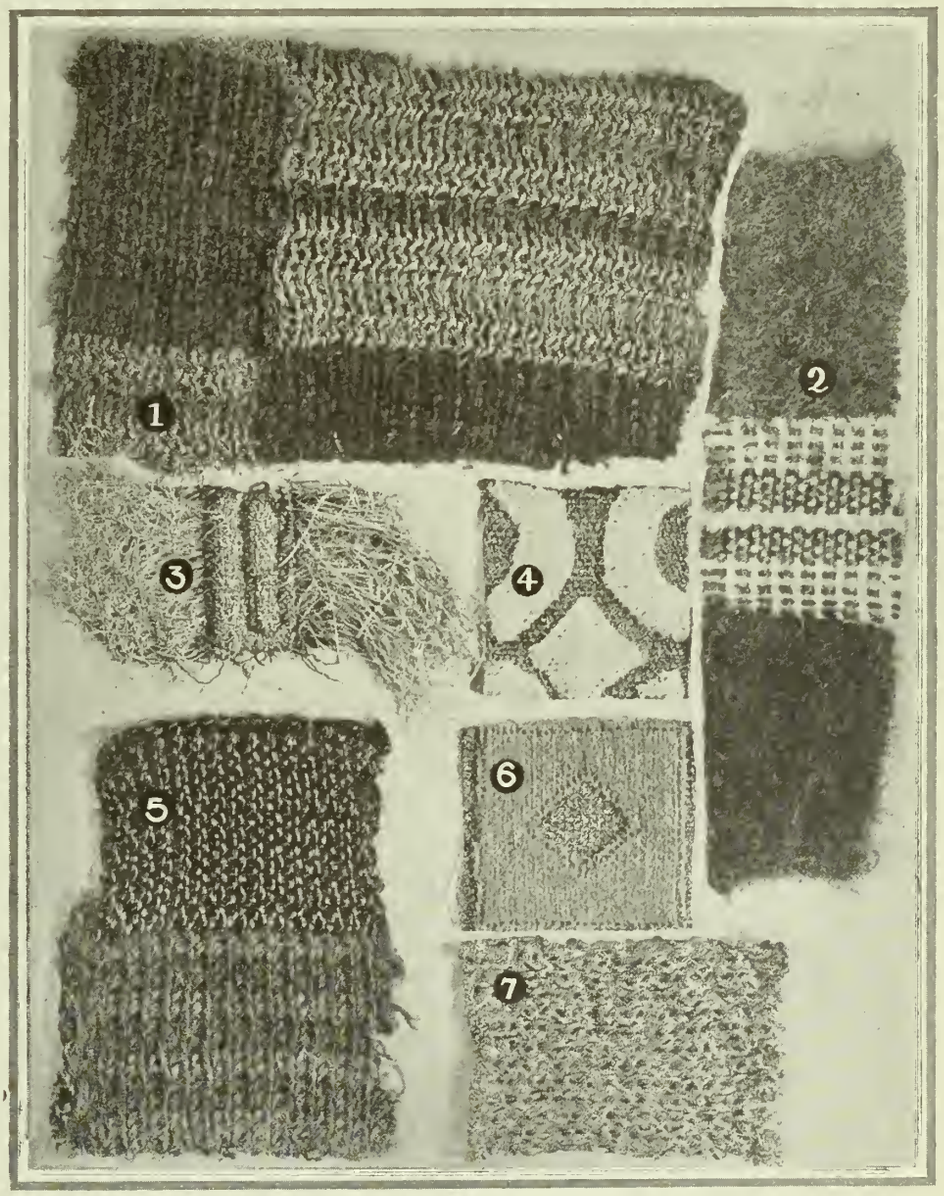
EDITOR, Dry Goods Review: "Le Jour de Gloire est arrivé!" So, merrily rang the church bells, so, joyously boomed the guns, so, happily sang the crowd who, with beaming faces thronged the "Grands Boulevards" on that grand day, November 11.

Everybody was happy, our boys no longer fall on the ghastly battlefields; within a few months they will be back to their business, and Paris will revive; raw materials will flow into the factories, whence beautiful cloths will soon be in the hands of our couturiers, and fashion will again be fully displayed.

I visited a few of these houses last week, and everywhere it looks like a busy hive. Everyone is racking his brains, for everybody's aim is to have something exceptionally fine to show to celebrate magnificently all the Allies when they defile under the Arc de Triomphe.

The Bird in a Gilded Cage!

Already the feeling of happiness is shown in the models that are being created now; almost everywhere is gold cloth seen, much more extensively than heretofore, so is gold embroidery on silk and velvet; this, not only on evening garments but on tunic blouses worn for afternoon walks or tea parties. Many hats are but a piece of gold embroidered silk draped into a bonnet. The Sainte Catherine bonnets, which were so modestly elegant during the war are now more elaborate, gold net trimmed with the usual green and yellow ribbons, to which is added this year a tricolor cocarde. Some have the big Alsatian



More Knitted Fabrics From Paris

Unique in coloring and pattern are these new knitted fabrics which are being featured in the large stores in Paris. No. 1 shows a block pattern 1¾ x 2½ inches in size. The striped block shows gold, blue, red and green, while the plain block is navy blue. No. 2 is navy brushed wool with a woven stripe in emerald, orange and white. Stripes of navy, red and green on silver form a central band for the fine silver fringe in No. 3. No. 4 is a gold cloth with appliqued design in Lucille blue wool jersey cloth. No. 6 is similar to No. 4 but has the design in old rose. No. 5 is another combination of navy blue with striped blocks in green and scarlet. No. 7 is a silver jersey pressed to suggest brocade. Most of these fabrics are used for trimmings or, in the case of the wool materials, for sport costumes. Sent direct to DRY GOODS REVIEW from Paris.

bow. I suppose you know that Ste. Catherine custom in Paris? Any girl who is not married when twenty-five years old is said to "coiffer Ste. Catherine" on the 25th of November of that year; it is a pretext to a festival amongst the midinettes, who make some fine bonnets, which the girl has to wear. Afterwards, as these bonnets are valuable in many cases, they become a real boudoir cap.

Capes for Spring

Amongst the Winter shapes for coats I might mention that the regular cape is the most fashionable, provided it has some kimono sleeves, which are found more convenient than the cape with holes for the arms to go through. It is even whispered that this shape will still be seen next Summer in light silk and in Summer fur like white fox. At present they are in velvet, lined with fur, or in silk with a deep hem of beaver, and a huge collar to match.

I told you in one of my last letters that galoons and braid were very fashionable. So they are still, and I enclose herewith a few more samples of them. The woolen ones are seen on all knitted yarns, which are quite as popular as was expected; whole tailored costumes (chemise dress and jacket) are made of them, and the hat is a kind of sailor cap that matches the whole.

Fashions for Juniors

Of course little ones are also dressed in the same manner; it seems to be the most convenient Winter cloth for them, for it is light, yet warm, and allows the freedom of all their movements; you can see some little boys clad in a kind of combination, covering them from head to foot like Eskimos, but they are nice though, especially when they are still babies.

I might mention that, while the fashionable shades last year were green and purple, this Winter our youngsters seem to be vowed to blue; you see nothing but blue moving patches in the Champs-Elysees or Tuileries Gardens, all shades of blue, except navy; all are showy, or "bleu horizon."

They are clad in straight garments, short skirt with a small bolero for little girls, or loose, with the waist not underlined. Little boys have short pants, over which is a sailor waist almost as long as the pants, two inches of which only are seen. All have the same kind of velours delaine coat, and a bonnet covering head and ears closely.

Black velvet seems to be the most favored material of the Winter; you see it in evening dresses, in tunics embroidered with metal threads, in straight dresses, or robes manteaux, duly trimmed with furs. Hats to match are seen with a few bird of paradise feathers or an aigrette.

Unique Fringe Trimmings

Amongst the trimmings, besides galoons, we have some very narrow silk braid, worked either into a kind of embroidery like Roccocco, or in Macramé fringe covering whole skirts. It is most effective. I saw one fourreau skirt all covered with brown macramé made of that braid.

The fashionable Nenette and Rintintin that were used now and then at the beginning of the season as tassels to finish belts, have since been more extensively used; for instance, one dress had broad bands entirely made of small Nenette and Rintintin tassels. Somewhere else I saw a silk jersey blouse with quite a quantity of them, also a similar fringe.

Real fringes are fashionable, whether in silk cord, braid, and even in fur. For this season there are many garments edged with black monkey. To be at all nice this fur must be exceedingly good quality, else it is horrible!

Some dainty fringes are obtained with Scotch plaid, which is as fashionable as can be; it is taking the place of checked designs. The fringes are made by drawing some threads from the material; they are thus in different shades, which is very nice indeed.

Fringes are among the commonest trimmings on children's garments.

Chenille is also seen fairly often, generally plaited into bands one inch wide, which may be seen on dresses, but more often on hats which they entirely constitute or only adorn.

Much Ribbon Shown

Ribbon comes almost on every garment; here it is a belt, somewhere else it borders the short sleeves that are fashionable (if not comfortable!) this season on chemise dresses.

We find it as trimming in two or three rows on bodices, either vertical or horizontal, sometimes making a kind of panel if the ribbon is broad and elaborately embroidered. Painted ribbons are also very fashionable. In fact, every one is, from the plain ribbon in silk or velvet up to the gorgeous brocade made after the Oriental designs. Metal embroidery is often seen on ribbons.

Fashions in Bags

Beads seem to be less in favor; apart from beaded bags they are not so commonly used.

The present bags are not quite the same shape as last year; they are still like pouches, but the top is no longer a frill, it is fastened by means of a chain drawn in rings that are sewn inside the bag, but just at the top edge.

I have also seen some nice bags in the shape of portfolios, made of finely painted leather; they look like impressionist's paintings, but are original, provided the quality is really good.

These, made in the same shape but with a piece of ancient brocade and filled with a set in ivory, composed of all the necessaries a lady carries with her everywhere, such as powder box, etc., will make nice Christmas presents.

Apart from the usual handkerchiefs, boudoir caps, cushions, and knickknacks that are generally sold as Christmas boxes, I have seen some dainty pin cushions made of white nainsook over a pink or light blue lining, very finely embroidered, either white, or in delicate shades and finished off by a real val lace border. These, perfectly made, and with real lace, may make a really valuable present.

The Etiquette of Sleeves

While, as I have said above, there are some short sleeves, the long ones are worn also, especially on robes manteaux, where long, flat sleeves, fitting, are seen. These are also sometimes wide (like sisters' sleeves) from top to bottom, or wide at the top and ended by a frill or a small cuff.

Kimono sleeves are generally three-quarter length, and fairly wide.

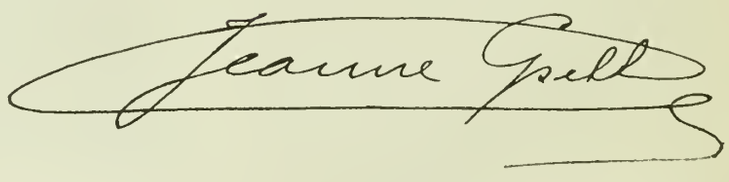
Waistcoats are still seen in many instances, but now they are replaced very often by a kind of "cuirasse" front and back, equally adorned on each side and fastened under the arms by one or two buttons. There are also some waistcoats from top to bottom, which are very neat.

I have nothing special to say about umbrellas; they are pretty much the same as last year's, big sticks with an ivory ball for handle. Some are in colored silk.

Gloves are not different from what they were. Those with wrist bands are less in favor.

Veils are an important item in the toilette; they are very long, being tied behind the head, with long ends hanging down. When the veil only covers the eyes and nose it is braided at the edge so as partly to hide the eyes, and when it covers the whole face the part that covers the mouth and chin is made of plain net, and the top is embroidered.

Next month I will tell you about toys, and how our big dry goods stores have displayed their Christmas windows.



J. H. COLBORNE

J. H. Colborne, dry goods merchant of Goderich, Ont., died Dec. 23 as a result of injuries received when he was hit by an auto. Mr. Colborne did not regain consciousness and expired in an hour. Both legs were badly broken, ribs crushed in and the skull fractured. Deceased was 79 years of age and was one of the oldest business men in Goderich. Besides his widow he leaves four daughters and three sons.

PRESENTATION

Miss Ethel Miler, secretary of the Auburn Woollen Company at Peterborough, Ont., was presented with a gold watch and diamond ring by all the employees on Dec. 23.

SALESMANSHIP

EFFICIENCY DEPARTMENT OVERCOMES MANY DIFFICULTIES

L. Bamberger & Co., Newark, N.J., Tell Dry Goods Review of How Co-workers Respond to Educational Training—Complaints from Customers Grow Less Each Year

Written by a Dry Goods Review Representative Who Visited Bamberger's Store During December

IN Newark, N.J., there is a store which has developed an excellent efficiency system. L. Bamberger & Co. have had their educational department operating for the past five years and are now in a position to state from actual experience an opinion which should be of value to the trade.

In an interview with Miss Cihlar, of the efficiency department, Miss Brown, in charge of the junior work, and Miss Strong, of the employment office (who by the way is a Canadian, from Hamilton, Ont.), a representative of DRY GOODS REVIEW was told of the work which is going on in that store and some of the results which it has accomplished.

In the first place the efficiency department has made good. It has demonstrated to the management of the store that greater efficiency of salesmanship has been secured and many difficulties surmounted by it in a way which could not have been done without a department whose business it is to make a study of the employees, individually and collectively, and their relation to the store.

Record Cards Give Complete Information

The efficiency department, while it is separate from the employment office, nevertheless works in close conjunction with it. In the employment office card-records are kept giving in brief form the history of each employee covering a period of three years. One side of these record cards is reproduced herewith, and it will be noted that a great deal of information is provided for on it. It gives a monthly record of suggestions from employees (an indication of vigilance and interest in work), days absent and miscellaneous points; a record of the placing of the employee in the store and transfers to other departments, with reason, salary, etc; a report of the executive every six months on punctuality, industry, neatness, etc. On the other side of the card the name appears again (to save turning the card over when filed in the catalogue) and a three-year monthly error record of details such as morning lateness, noon lateness, neglect of time card, of department sheet; placing wrong name and address on sales check, tally errors, wrong measurement of merchandise, no sales number on ticket, register of shortage or overage, and miscellaneous. This list is printed and numbered at the top of the card, and for the record below only the numbers are inserted.

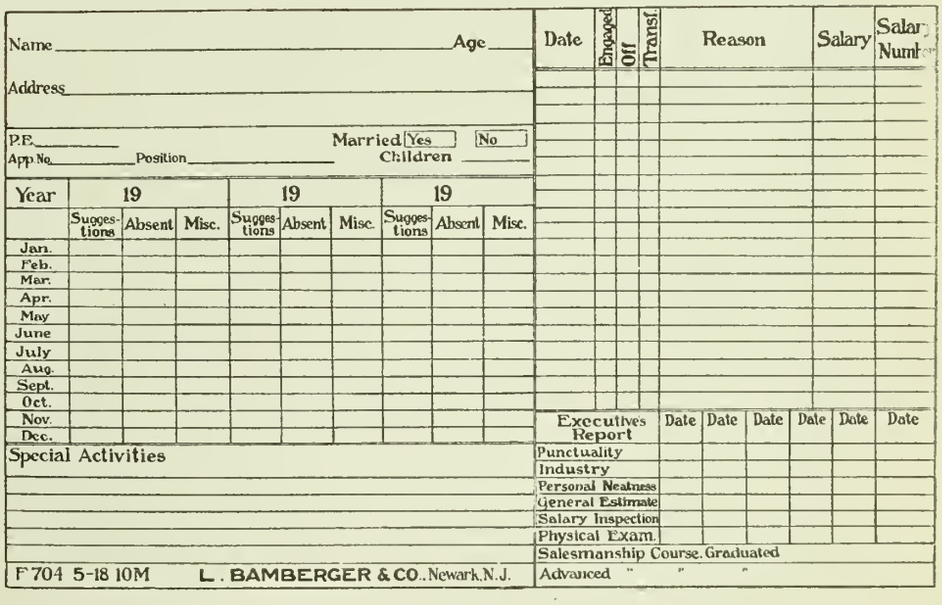
This card is of very great value to the efficiency department. All complaints or enquiries regarding employees come to the efficiency department who look up these record cards, and in a moment a detailed account of the employees' relationship with the store is there for a basis of action. The efficiency department supplies a good deal of the information which the employment office records on the cards, by the close relationship of the department with the employees.

By an investigation of these cards it has been found that since the efficiency department has been doing its work there have been many cases where disagreements have been settled to the satisfaction of all concerned so that a change of labor was avoided, which means an expense saved. Again, through the efficiency department employees are more readily placed in the most suitable department; their likes and dislikes are discussed, advice of a personal nature given them, and after thinking the matter out carefully they are more certain themselves of what department they wish to become linked up with. Of course it is not advisable that each individual be placed at once in the department sought, but each is encouraged to keep some definite aim in view and to gather all the information available relating to the goal.

A Broad System

Department managers at Bamberger's are responsible for providing the salespeople with technical information re-

(Continued on page 83)



Name _____ Age ____
Address _____
P.E. _____ Married Yes No
App. No. _____ Position _____ Children ____

Year	19			19			19		
	Sugges-tions	Absent	Misc.	Sugges-tions	Absent	Misc.	Sugges-tions	Absent	Misc.
Jan.									
Feb.									
Mar.									
Apr.									
May									
June									
July									
Aug.									
Sept.									
Oct.									
Nov.									
Dec.									

Special Activities

F 704 5-18 10M L. BAMBERGER & CO., Newark, N.J.

Date	Engaged	Off	Transf.	Reason	Salary	Salary Numb.

Executives Report	Date	Date	Date	Date	Date	Date
Punctuality						
Industry						
Personal Neatness						
General Estimate						
Salary Inspection						
Physical Exam.						
Salesmanship Course. Graduated						
Advanced " " "						

THREE-YEAR RECORD CARD USED IN EMPLOYMENT OFFICE OF L. BAMBERGER & CO., NEWARK, N.J.

MARKET REPORTS

THE MARKETS AT A GLANCE

TORONTO, Jan. 8.—In the last few days a 33c basis on middling upland cotton was reached in the New York market, and whereas the price is lower to-day, the big drop predicted by some calamity howlers has not materialized, and prices are much above levels ruling at the time the armistice was signed. Best informed authorities are confident that 35c and even 40c cotton are probable in the next few months, and according to at least one Southern Congressman, a 50c price by May 1 would not be surprising.

Reports from England show clearly why cheap cotton goods cannot be expected for 1919 and perhaps not in 1920. Briefly, these can be classed as scarcity of the raw cotton, higher labor costs represented in a 30 per cent. wage increase granted to spinners, and a 40 per cent. increase to weavers, the enormous immediate demand from Allied European countries, and later, that which will come from the Central Powers. Their needs will be met to a large extent by cotton clothing.

The transition period through which the trade is passing in relation to wool reveals a situation which is anything but depressing. The cancellation of Government orders has been welcomed by the mills engaged in turning out men's cloths, as they can now adjust their plants to handle civilian business, which has been so long delayed.

It is true that a marked curtailment of the output of military clothing faces the mills in the Old Country, but new Government business for standard suits to demobilized soldiers is now to occupy their attention. It is indicated that already orders from Allied countries have been received, and business for a big yardage from Belgium has, it is intimated, already been accepted. Latest advices would indicate that the British Government will control wool for some months to come, and this condition is one which will have a steadying influence on the markets.

Business for Fall, 1919, is being solicited on underwear, and quotations show an average advance of 10 per cent. Retailers are buying freely for their requirements, and there seems to be no prospect of a decline for the entire year coming.

Caps rule with a very strong undertone, and with higher-priced cloth coming, prices for Fall, 1919, are tending upward. Hats are firm for Spring, and jobbers are preparing for a heavier sorting business than usual, which they feel retailers haven't been able to provide for in the placing of orders.

There is no intimation of an easing away in prices of shirtings for Fall, 1919. As a matter of fact advances ranging from 10 to 25 per cent. are mentioned and seem to be quite within the realm of possibility.

It is stated that December sorting business on neckwear was very heavy, orders coming by mail, telegram and tele-

COTTONS

Factors Which It Appears Will Contribute to Maintenance of Present Prices Outlined

COTTON.—Under date of December 17, a large cotton manufacturer of Manchester, England, sent out a letter to Canadian clients containing 7 points, which they feel will be contributing factors in at least a maintenance of present prices for a year or two. They are enumerated here, and as these interests are rated as ones very closely in touch with market conditions, their opinions are not without weight. They state that it is necessary to remember that:

1. The supplies of raw cotton in this country are totally inadequate to the demand.

2. They cannot be increased until large numbers of ships are released to carry the material.

3. The yardage of cotton goods exported from this country has steadily declined during the war and is infinitely below the pre-war standard.

4. As a consequence of No. 3 there are many countries whose supplies of cotton goods have gone to a vanishing point. As soon as shipping is released and cotton control is withdrawn, they must have goods from somewhere.

5. The cotton mills or dye works of France or Belgium are either in ruins or without machinery, and cannot prooably be put in operation for a year or two. Their population must have cotton goods—they could supply some of their own wants in pre-war times—they will have to turn to us for them now.

6. The Central Empires have probably no cotton at all and have obtained none for 4½ years. They have been using paper, wood-pulp and other substitutes.

Now that peace is practically settled, they will want large quantities of raw material. The Central Empires, with Bulgaria and Turkey, represent nearly 180,000,000 of people, who will have to be clothed largely in cotton goods.

7. Finally, the spinning operatives in Lancashire are now out on strike. Before they go in they will obtain an advance of at least 50 per cent., and the weavers have already had 40 per cent. granted to them which will come into operation this month.

phone. The result has been a cleaning-up of practically all 75c lines, and any left are hardly considered a market factor in Spring, 1919, business. That means that the cheapest line for the early months of the new year will carry a retail value of $1.

There is no reason why the dry goods trade should not be facing a period of marked prosperity. Housefurnishings to brighten up the homes for the soldiers' return, new dresses and hats to gladden his eye—the homecoming of the soldier is an occasion of gladness, to accentuate which the aggressive merchant will make a big drive for business from every department of his store. 1919 presents a big field for prosperous development. Get an early start.

In regard to the seventh point, the spinners have come to an agreement on the subject of salary, the increase granted amounting to 30 per cent., which it can be well understood is no small item in cost of the manufactured goods.

Since the last issue of DRY GOODS REVIEW prices on raw cotton have shown substantial advances, including uplands basis reaching 33c per pound a few days ago, although a lower basis prevails to-day. Southern interests see 35c cotton at least, and only a few days ago a congressman from Alabama presented figures which show a possible shortage of 6,000,000 bales, with prices reaching from 40c to 50c by the first of May, 1919. Figures presented by this authority are given elsewhere in this issue.

Indications are that there are lots of lines still very scarce, and that it will be some months before the mills are caught up with orders. Shipment of spring orders will commence in another two or three weeks and volume of business to be handled represents a very satisfactory total. Business has been quiet the last couple of weeks, but inquiries are again being made and indications are that trading will soon be brisk.

WOOL

December Uncertainty Giving Way to Confidence in 1919 Outlook—Underwear for Fall Shows Advance of 10 Per Cent.

WOOL.—There is really little new to report in the situation on wool or woollen goods from that given out in last month's report. Apart from the American markets, where there appears to be some uncertainty over holdings that Government now has, the markets seem to be very firm and the trade as a whole in a very healthy condition.

December seemed to present some uncertainty, but already there are evidences that this is wearing off. The situation a couple of weeks ago in New York could perhaps be summarized briefly as follows: The wool and woollen auction and the voluntary rebating to the jobbing and cutting-up trade by two large concerns have tended to unsettle conditions rather than stabilize the market. In view of the fact that jobbers clamored for fabrics at the auction sale last week, paying up to 90 per cent. of list prices and for several lots 57½ cents over, it would not surprise all branches of the trade if quotations would advance above present levels before settling to lower levels.

This conclusion has been arrived at by some of the largest dealers in the market, who contend that they have studied all the fabric markets and that for cottons, yarns and silks the prices accepted by millers this week are generally conceded to be lower than goods will be purchased for after Jan. 1.

It is undoubtedly true that there will be found to be quite a disposition on the part of wholesalers, retailers and merchant tailors to concentrate their efforts upon the disposal of present stocks of worsteds and woollens before placing further orders. It is not that they anticipate any immediate reduction in manufacturers' prices, but there is naturally a degree of uncertainty obtaining, and they feel that caution is the safer course to pursue. Importers, however, are discovering that manufacturers in Great Britain are not at all disposed to accept lower prices for at least some time to come, and those who have placed import orders for next fall's trade have been notified that "repeats" can only be accepted at higher prices than obtained when the original orders were placed.

It is significant that at the recent auction sales of wool and worsteds in New York the prices obtained were very close to the previously fixed prices, and in some cases above them.

There, perhaps, is in brief the situation as it applies to wool and woollen goods. No wholesaler can find fault with a retailer who exercises caution as long as he buys sufficiently well to meet the requirements of his trade. As a whole, stocks in retailers' hands are comparatively light, and the trade may be considered on a sound basis. That is as it should be, for it is on this sound foundation that future business is to be built and there seems to be every reason to believe that when 1919 figures are tabulated, the results will be entirely satisfactory. Sales will be big and the goods bought will be paid for—a good healthy outlook is visible for the factors in all phases of merchandising, manufacturers, wholesalers and retailers.

With regard to prices there seems to be no indication of any recession in values. Underwear for the Fall of 1919 is being booked at prices which show a 10 per cent. advance. Yardage woollens to come from Great Britain represent an accumulation of orders extending as far back as twelve to eighteen months, and the most of these orders were placed at open prices subject to confirmation at date of shipment. There is no indication that shipments from Great Britain will be made at any lower levels.

Now there comes the need of deciding the 1919 buying policy, and the opinion on the part of wholesalers and retailers —moreover, the opinion which many manufacturers seem to feel is that of the wise merchant—is this: That the business for Fall and Winter, 1919, should be estimated. The stock on hand should be ascertained, then the difference between the stock on hand and the retail business which it is expected to do, should be figured.

This gives the retailer knowledge of what he will require and he should cover a large percentage of that as a placing order.

LINENS

Firm Situation Shown—Flax at Guaranteed Price and High Labor Costs Factors to Uphold Values

LINENS.—The market remains very firm and there is no indication whatever that supplies to be marketed during 1919 will reach the trade at lower levels. In fact, if there is one line which seems to be tending upwards, it is linen.

At the present time there is little buying activity, but this is a seasonable condition. Stocks are generally considered ample to meet immediate requirements of the trade and not much movement is looked for during the present month.

Reports from retailers generally show that Christmas business was very heavy. As a matter of fact, some indicate that losses sustained during the period when the influenza epidemic was raging have been overcome by the great increase in holiday trading, and 1918 went out in a blaze of glory.

The main factors in linens are flax and labor. The present year presents no prospect at this writing of lower values in either. The question of labor is by no means solved by the termination of the war. It will take many months before the armies can be demobilized and absorbed into peace-time pursuits, and the producing capacity of the soldier for many a day will of necessity be less than when he shouldered a gun early in 1914 and 1915. The price of flax has reached abnormally high figures and with a Government guarantee behind it will retain, and possibly exceed, 1918 figures. Anyway one looks at it, lower linen values seem far away now.

SILKS

Outlook for Spring Business Bright—Activity Expected to Develop in Another Couple of Weeks

SILKS.—The trade generally are now making preparations to take care of Spring business, and in another couple of weeks activity will be the keynote in the silk houses. Stock-taking has been in full swing and is pretty well completed. New goods now coming to hand are being opened up, and the outlook is most encouraging for a brisk trade during the next few months.

Indications from primary points show that raw silk is rather quiet, with little interest manifest beyond that of satisfying routine demand. Latest cables from Japan show no change in quotations, but inquiries are met with figures higher than cabled prices. Improvement with the new year in the movement of silk is expected. It is understood that Italian grades show no change and are too high for American business. The Government has fixed a price at which it takes over stocks at such a high figure that regular purchasers find it virtually impossible to do business. It is understood some United States manufacturers would welcome Italian silks on their markets, but this is deemed impossible under present circumstances.

What buyers may do on their trips after goods this month is a cause of speculation. The consensus of opinion seems to be that they will be disposed to place orders for small lots only, reordering at later dates as their needs dictate. High prices cause heavy investments in silks, if the volume of merchandise taken equals what has been bought before, so smaller orders placed oftener seems the best bet and the feeling prevails that business ultimately will be as good as it has ever been.

As the mills are situated now, that seems to be about as favorable a method as could be devised. No mill has any surplus and it would be quite impossible for any mill to furnish the customary supplies, if all buyers took a liberal yardage at the beginning. Mills will have to build up their supplies and they can do it only by buyers taking only small quantities at first and gradually increasing their purchases as they need goods. Later, mills will be in a better position. Now they are running in merchandise, in some instances, that should have been delivered in October, or perhaps even earlier. They haven't done a thing for the fall as yet. With such conditions existing, it will be seen that unless buyers do adopt what may seem to be a conservative basis it will be impossible for the present to keep supplies up to requirements.

BOOTS AND SHOES

Manufacturers Busy on Spring Orders—Overseas Needs and Demands For Leather Make For Firm Market

BOOTS AND SHOES. — Manufacturers are busily engaged on making up Spring orders and indications are that volume of business booked represents a splendid total. Retailers have not bought speculatively but they have bought for their requirements. This would indicate that the trade has confidence in the values offered and the position of the retailer seems to be a good, healthy, sound one.

There is a tendency in some cases amongst boot and shoe wholesalers and manufacturers to withhold predictions as to the future, but there is no question of doubt that they all seem to be facing the issue fairly and squarely and view the present outlook with a good deal of satisfaction.

The present condition of the hides and leather markets does not suggest lower prices of boots and shoes. There is, on the other hand, every probability that present inflated values will hold, according to well-informed opinion. European needs constitute the principal factor in maintaining the market at war-time prices. There is almost an unlimited demand for leather on the other side, and this will curtail supplies available for the Canadian market.

An announcement made recently by the Council of National Service of the Shoe and Leather Industry of New York contained recommendations for 1919 styles in women's footwear which would "meet the requirements of women's apparel, as well as bring the industry back to normal conditions.

These are reproduced here as the 1919 program of Canadian manufacturers may be expected to follow quite closely any action taken by interests in the United States. Colors suggested included three shades of brown and two of grey, as well as bronze, white and black. The height of lace boots "should not exceed 8½ inches," it was said, while the manufacture of button boots as well as "needle-toed shoes" should be discouraged.

Reports to hand indicate that during the last two weeks of the old year and even into this year a considerable "run" on rubbers, also on overshoes, lumbermen's heavy boots and leggings, as well as boots suitable for skating developed. Moccasins, too, have been in demand. Consequently sporting business has been very active, the first snowstorm and the brief spell of colder weather causing the retail trade to prepare for a prolongation of the same.

CLOTHING

Manufacturers Working on Spring Orders—Cloth Remains Firm—Demand Promises to be Heavy For All Lines.

CLOTHING.—Manufacturers of ready-made clothing are busily engaged on spring orders. The volume of business already placed by the retailer represents a very substantial amount and the outlook is very promising for big business.

Retailers are already commencing to feel the results of the return to civilian life of many thousands of soldiers who have been stationed in Canada, and there are many thousands returning from overseas on practically every boat. These are all prospective customers who will be buying clothing in greater or less degree, and to those dealers who make an aggressive bid for this business will come the returns.

There has been no indication as yet that cloth will be any easier as regards either supply or price. Cables sent through asking for quotations and delivery dates on certain classes of goods have been ignored or filed for attention at a later date. The cessation of hostilities has not provided the mills with a supply of wool for civilian use, and whereas conditions must right themselves in time—it is well to remember that it is going to take time.

Supplies of cloth for the Spring trade do not at present show any sign of being more plentiful and orders placed, delivery of which may reasonably be expected for Fall business, have been bought at a level as high or higher than that now in effect. There seems little indication that 1919 will show much if any change in prices which will have to be paid for woollen goods. When the change comes, and come it will, there seems every reason to believe that it will be a gradual process in no way resembling a slump.

Merchants who carry a stock are in a position to do business. Careful buying, but buying to keep stocks well assorted and complete, should be an attitude which will bring results that are satisfactory. Desirable goods are scarce and high in price—indications are that they will continue so for many months.

SHIRTS

December Sorting Business Good—Indications That Prices on Shirts For Fall Will Be Higher—10 to 25 Per Cent. Advance Possible

SHIRTS.—Manufacturers and jobbers report a very good sorting business throughout December and plans to take care of increased Spring trade are now well under way. Booking business has been very satisfactory and indications are that shirt prices for Fall will show a further advance over quotations on Spring orders. Samples will probably be going out towards the end of February and there seems a possibility that deliveries may be slow. However, although it may be slow, the feeling prevails that production will be attained. Everything at present seems to point to an advance in Fall prices on shirts of anywhere from 10 to 25 per cent.

Retailers report business excellent. From the returned men already back, from those liable under the M.S.A. but now out from under the shadow of military service, from those demobilized from camps in Canada, the retailers' customers are daily increasing and this must be reflected to a greater extent as the weeks go by. Some indication as to what this may be has already been reported and the dealer who campaigns

aggressively for this trade has a big 1919 business ahead of him.

COLLARS

Soft Collar Business Developing Remarkably—Cleanable Collars Very Firm Though Unchanged—Outlook in All Lines Good

COLLARS.—A steady and marked increase in the sale of the soft collar is reported. The larger centres seem to be making a big drive on this line with decided success, values up to as high as 75c each moving to the consumer rapidly. Its comfort and the fact that it can be laundered at home are factors contributing to the increased sales in this department of the men's wear business.

Actual price changes in quotations on cleanable collars have not yet been reported, but the market rules with a very firm undertone. Some sources look for a new range of prices about the first of the year and that these will be upward is generally conceded.

Laundered collars show no change in price and no immediate revision is looked for. Spring booking business has been very good and the outlook in all lines for 1919 decidedly bright.

HATS AND CAPS

Business Booked For Spring Good—Sorting Orders Expected to be Heavy—Prices Remain High—No Immediate Change Imminent.

HATS AND CAPS.—The volume of orders to hand for Spring represent a very satisfactory total according to jobbers. Retailers have exercised care in buying but in view of the expected demand, which gives every indication of being heavy, sorting business will, it is felt, represent a much larger place in the hat trade during the early months of 1919 than is usually the case. Prices on these orders will, it is thought, probably run slightly higher than those at which placing orders were taken. Beyond Spring business little is said. Some expect a higher basis and some a range of prices in line with Spring business. Lower levels are not generally conceded a material place in 1919 business.

On caps the consensus of opinion seems to be that prices will remain high and that Fall, 1919, orders may carry a higher range of quotations. Cloth is high, and manufacturers have high priced materials bought on which they will be working. Nothing approaching a slump is considered possible — lower levels would come as a great surprise for 1919 business.

NECKWEAR

Heavy Sorting Business Cleaned Up Cheaper Lines—Range For Spring to be Higher—Gradually Improved Supplies But Slow In Coming

NECKWEAR. — December sorting business on neckwear has been very heavy and manufacturers report that any $6 ties which they had are practically all cleaned up and this priced line is now an impossibility for Spring—at least any supplies available will be so small as not to be a marketable feature.

Neckwear silk is unquestionably scarce and no improvement seems possible during the early months of 1919. Swiss and Italian silks will be slow in coming and it seems unlikely that any accumulation of stocks has been probable in Switzerland. From Italy it is quite certain there is no immediate prospect of heavy offerings and the same is true of France. Improvement will come, but this seems unlikely before midsummer, if then. There is considerable doubt expressed as to whether Fall, 1919, will see any bigger range of overseas silks offered to the retail trade.

This means the difficulties of the trade are not yet over. Supplies are going to improve in time, but the demand is also increasing and will represent a heavy volume of business. Early 1919 can hardly be expected to minimize the troubles of the retailer materially. The improvement in supplies will come slowly and recession in values is also a matter for gradual readjustment. Dollar neckwear look like the cheapest line for the first few months of the New Year.

UNDERWEAR

Prices For Fall, 1919, Show Advance of 10 Per Cent.—Retailers Placing Orders Freely—Outlook For Heavy Business

UNDERWEAR.—Manufacturers have had their representatives out selling underwear for about three weeks for delivery in the Fall of 1919 at prices which show a 10 per cent. advance. Retailers are placing orders freely—not heavily, but what they consider sufficient to meet the requirements of their trade. Stocks as a whole are free from any accumulations and with the strain of war orders removed, manufacturers expect to be in a better position to meet the demands of the trade promptly as the seasons arrive.

Indications are that retail business will be heavy and with an increasing clientele to draw from the retailer should experience a wonderfully big and profitable year in 1919.

COTTON GOING UP, SAYS EXPERT

Huge Demand and Limited Crops Are Expected by Many to Send Raw Cotton Prices to 35c at Least

THE following words by one of the best informed cotton men in Canada will be of interest and value to the trade:

"The days before us comprising what is commonly called the 'reconstruction' period deserve the most careful thought of the leaders of all departments of the industrial life of Canada.

"One of the most vital problems requiring solution is that concerning labor and capital. Surely there is a way whereby employer and employee can be brought to see that their interests are identical and that strife and often enmity between one and the other lead but to disaster to the individual and the State. Let us hope that the year 1919 will be largely devoted to the solution of this tremendous problem. It is clearly the duty of every employer of labor, either large or small, to make conditions, in so far as it is in his power, so favorable for his workers that they will render a willing service, and that they should be brought into a state of mind whereby the agitator and demagogue may not be able, as he has been too often in the past, to use them for his own selfish purpose.

"If the people of Canada act sanely and wisely for the next few months we shall doubtless enter upon an era of prosperity which will surpass any period in the former history of the country.

"In so far as the future trade of Canada is concerned there seems no reason why the consumer should not continue to make purchases to satisfy his legitimate needs, and therefore we may expect that both merchant and manufacturer will be able to do business 'as usual.' There is no question whatever but that stocks of all kinds have been heavily depleted, particularly in the case of cotton piece goods. Indeed there is a world shortage in this class of goods at the present time.

"Stocks in the hands of manufacturers are practically nil, while the wholesale stocks are also much below normal. Raw cotton continues to rule high in price, and the holders of this staple predict that it will sell at 40c a pound or over before another crop can be harvested. Certainly Europe is in dire need of cotton, and if ships can be chartered to carry it across the ocean there is no reason why the expectations of the South should not be realized. The leading officials of the various cotton growing States are now urging those holding cotton not to let a pound of it go under 35c.

"In view of these conditions it would seem as if merchants holding stocks of cotton goods should be well satisfied with the value thereof. It is also evident that unless unforeseen conditions arise manufacturers will continue to hold present prices until at least another cotton crop can be harvested.

"It is fully expected that in the near future France and Belgium will find it necessary to draw from the United States and Canada the supplies they need so badly. Also upon the conclusion of peace the Central Empires will be compelled to call upon America for large quantities of material to clothe their people, who are in dire need at the present time. If this overseas trade should develop many a merchant will regret having allowed his stock to become depleted."

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXXI. TORONTO, JANUARY, 1919 No. 1

TO ALL ITS READERS

Dry Goods Review extends its heartiest greetings for this first year of Greatest Peace following the most stupendous upheaval in history. It extends also its congratulation to the dry goods trade, manufacturing, wholesale and retail—which has carried on so splendidly during the years of difficulty and uncertainty and has met the exigencies of the time with a staunch patriotism and genial will. May the joy of accomplishment crown united endeavor to make 1919 a year of happiest relationships throughout the trade.

THE SPRING NUMBER

OPINION is somewhat divided as to whether the crisis caused by war conditions in the dry goods trade has already passed, is now here, or is still to come. This very division augurs well for the trade, for all three views are no doubt correct if they are applied to certain individual cases. The fact, however, that merchants have, by watching their credits closely, buying with the utmost care to suit the trend of events, interesting themselves as never before in the technique of merchandising and maintaining a sane optimism throughout the dark days of the past four years, and perhaps most of all, the trying days of the past year, with few exceptions avoided failure, has placed the dry goods trade on a pretty safe basis, so that with a continuance of that vigilance there is no reason why the coming year and those to follow should not bring the best of satisfaction.

A development in merchandising methods is possible in the immediate years which would have taken long to work out in the peaceful course of events which was under way before the war began. Stocks have been turned topsy-turvy; prices have fluctuated and gone higher than the pre-war imagination of man; substitutes galore have been placed on the markets; labor has taken on a new significance; sources of supply have altered; the whole trade from grower to consumer has "something different" to consider; the public is ready for anything within reason. Now is the wide-awake merchant's chance to hold its interest; to break away from established custom and to forget the old words "that wouldn't do in our town."

It must surely be a matter for thought throughout the trade that perhaps the best-known merchandising concern in Canada, with this new year of 1919, has adopted the slogan of "Better Service." That firm was noted for its service before the war and now it has developed a research bureau and efficiency department which perhaps has no equal. Service and standardization are to be the foundation and corner-stone of merchandising beginning NOW. Like Mercy, their quality is not strained; they are as practicable for the small merchant as for the large, in fact they are the essentials by which a small business becomes large, and wins and holds customers. Let Service, then, be the watchword of the trade for January, 1919, and for February and for March and for the months and years of opportunity which are at hand.

It is in order that the service offered by the store may be more perfected that the Spring Number of Dry Goods Review is placed in the hands of its readers.

A special representative spent some time in New York during December gathering information from wholesalers, manufacturers, retailers and others in the trade there, which is of concern to the Canadian merchant.

There is not a department in which care has not been taken to offer information which will be essential to the best merchandising, whether East, Central or West. The matters of supplies, prices, fashions, conditions bearing on the dry goods trade, legislation, and new merchandising methods being adopted are given special attention, with results which should be of dollars and cents value to every reader throughout the year.

Do not confine your reading to one department. There is something in Dress Fabrics which concerns Ready-to-wear; there is something in the Market News which concerns all buyers; there is in the Paris letter news for the Fur Department and the Milliner; and so on.

Finally, pass it on to your department managers and to your salespeople. Place in their way every means to efficiency. Mark the articles which are of special concern to this one and that one; write their names on a slip of paper with the numbers of the pages you wish them especially to read. Discuss the subject with them afterward. Do not let an opportunity for better service pass by any more than you would neglect to take real money for goods sold over the counter.

A NEW DEPARTMENT

READERS of Dry Goods Review will, practically without exception, appreciate the new department which is opened with this issue. Infants' and children's wear has for some time been receiving increased attention in large and small stores alike and a special section in Dry Goods Review giving news of those lines is only in keeping with the trend of trade. Many factors are responsible for that trend and they are important enough to warrant separate departments in stores and in Dry Goods Review devoted to supplying the needs of the little folks. These departments are here to stay and not merely a temporary fashion. The attention given by the Health Departments of the various Governments to the care of infants; the advanced education in caring for children which has spread through day nurseries, public clinics, the press and other mediums; the more suitable and varied outputs of manufacturers of infants' and children's apparel; the better means of displaying the uses and varieties of that merchandise in the stores; the "Baby Weeks" which have become general in up-to-date communities, are all important reasons for considering the lines in question by themselves and so important that they should no longer be a side line to any other department. For these reasons the editors take pleasure in introducing the new Infants' and Children's Wear Department to readers of Dry Goods Review.

WATCH WEAK POINTS IN BONUS-GIVING

QUERIES have come to Dry Goods Review from time to time as to the success of certain types of profit-sharing and bonus systems. A great many firms have adopted one form or another of augmenting the regular salary of their employees in order to bind them closer to the business and to have then feel some responsibility in connection with it. An article on another page in this issue deals in a comprehensive manner with some of the points of failure and of success in methods which have been tried, and should prove of great value to employers who are contemplating the adoption of a bonus system of some sort during this year.

STANDARDIZATION IS COMING

ONE of the great benefits that will result from the war from a business standpoint will be the standardization of many products.

Before the war, every man who manufactured followed the inclination of his own sweet will. Was it not a free country, and were we not at liberty to conduct our affairs exactly as we pleased, so long as we did not interfere directly with the rights of those about us?

This meant that there were countless duplications of stock and supplies which varied but little and which must be marketed at great expense because of the resulting keenness of competition. Every business man was obliged to carry a number of lines of supplies, but slightly different when one, two, or even three of these would have given ample selection. This meant the tying up of large sums of money, the straining of credit, increased overhead, and higher prices for the customer because of the higher cost of advertising, additional selling expense, etc., etc.

The war has steadily changed all this. The hand which the Governments have taken in every line of business will not soon lose its grip. There will be less of drifting, uncertainty and waste in the conducting of business on the new level which will be struck. Standardization will be applied to distribution and to production. Standardization will be the watchword. It will regulate our bookkeeping methods, the products we sell, the way we do business, as well as the hours we work.

A FREE SERVICE

MORE and more inquiries are being answered every month through the convenience of the Information Department. Many of these are not published on the Inquiry Page, where a few samples only are related every month. In addition to this service which is being used daily, discussions on trade topics are welcomed by the editorial department. If you have difficulties or suggestions which you would like to discuss, the editorial staff is at your service.

MEN'S WEAR SECTION

NEW YORK BRINGS OUT NOVELTIES

Bisque Colored Hats, Colored Wool Hosiery, Fur Coat Collars, Among the Mid-Winter Fashions for Men

NEW YORK.—December 12, 1918.—Now that the war is over and so many happy ideas have been expressed in new apparel for women, the men's wear trade has taken up the cudgels and produced numerous innovations for the happy youths and fathers of the country for use in the social season at hand.

One of the most striking productions in fashionable headwear is a bisque colored velour fedora. It has a faille band to match. Several of the smart shops are showing these, along with the more familiar black and green velours.

The phenomenal popularity of furs for women has spread to men's overcoats. A couple of years ago a man was allowed to wear a Hudson seal or a beaver collar, but now, with his greenish-grey tweed coat he wears an oppossum collar; with a coat in brown mixtures his collar is natural coon, or with darker browns, mink or beaver; Hudson seal is still the fur for black, of course. These fur collars roll up high and extend to a point at the waist, but may be folded under close up to the neck as if they were the ammunition of preparedness against as severe a winter as last year's.

House Robes in Variety

Wanamaker's have just received some superb bath and lounging robes, which remind one of pre-war luxuries. They are all wool, thick soft blanket cloth, in tans, browns and greys chiefly. These have not been in stock there for the past year and a half. They are priced from $45 to $75.

Quite the newest model in these robes, however, is one made of taupe colored silk and wool brocade, lined with tan vicuna cloth which extends to form collar and cuffs. This garment has the advantage of being warm and quite light in weight.

Some new robes from Japan are of heavy silk in half and quarter inch stripes of dull greys, tans, browns and blues with black ground. The lining is of light weight padded black silk and the collar and cuffs of black.

Then there are others more elaborate in appearance selling for the Christmas trade. They are fashioned of moire silks, brocades and pressed and striped chiffon velvets.

In silk shirts stripes are still the centre of attraction for the majority of purchasers. Some departments are featuring Japanese shot silks. These are Habutais in reds, blues, greys, greens, and maize toned down to a wearable dignity with grey or white as the second "party" to constitute the shot effect.

A fine weave of Rajah silk in one and a quarter inch stripes is used for a striking new two-piece suit of pyjamas. The colors are white and two tones of deep rose with the deeper tone separating the lighter stripes. Several colors are to be had in similar suits of fancy silk and cotton mixtures.

Novelties in Silk Hose and Woollen

There is any amount of variety in the novelty hose selling just now. In silks the two-toned effects are still good; so, too, are the solid deep colors in the better grade merchandise; they include, mainly, purple, brown, navy and green. Those in self-colored quarter-inch stripes are also popular. Some models have the stripes formed by plain dropped stitches.

One pair at Wanamaker's is of pearl grey heavy ribbed silk; another of plain green with fine fancy embroidery at the sides in green and red; navy and champagne are combined in the same design also. Mottled grey silk with clocks are also a novelty of the season. In the more popular priced lines stripes and plaids are featuring strongly.

Sport hose in silk and wool and cotton and wool mixtures are selling well in the stores. They are of very fine texture and are priced around a dollar a pair. Some of the colors noted are mottled effects in pearl grey, smoke grey, purple, mauve, green, blue, and brown. These lines, too, show the dropped stitch stripes but here only a single stitch is dropped so that the open stripe is very fine. Similar patterns and colorings are shown without this mottled effect.

Handkerchiefs show a great deal of subdued coloring in both wide and narrow borders and all-over plaids and crossbars. Greys, greens, blues, rose and maize are a cheery relief from the solid khaki to which many of our boys have been accustomed.

Fifty Cents for the Touch of Black

The outstanding notes in gloves of fashion are tan and buck shades in washable buck gloves and tan and grey suedes. It is in good form to wear these gloves with self-colored embroidery on the backs, but if one cares to pay fifty cents more (that is $4) for just the nobby touch, one will have some heavy black stitching on the backs. The natural buck gloves are quite the proper accompaniment for the bisque-colored velour hats mentioned above.

Occasionally one sees on Fifth Avenue a pair of chocolate patent colored boots with bisque cloth uppers, but as a rule the fashions adhere rather closely to all brown or all black leathers.

Good Neckwear Season

You want to know something about New York neckties? Well, to say the least—and perhaps to cover the ground—there is variety in material, coloring, and pattern, so much so that a novelty is not recognized as such. Everything is a novelty. There is perhaps some tendency in the 60c to $1 lines to favor small patterns with many colors, or only two combined. The snow-flake effects are seen here and there in these. At $2 there is rather more brilliancy of coloring shown, almost a garishness, no tendency to any one type of pattern. From $3 to $5 one is aware that the price is due to the exquisite quality of the silk used; the coloring is harmonious and the patterns medium and dignified. Browns, blues, greys, greens, etc., are not seen combined so often in this grade of neckwear as they are with each restricted to its own tones.

Judging by the number of women surrounding every necktie counter in both the department stores and the specialty shops, there is going to be no falling off in the popularity of neckwear as a holiday gift. Surely they are not buying up supplies while the selection in the Christmas stocks is good in order to have a good collection with which to greet the boys when they come home!

WHY PRICES CANNOT GO DOWN AT ONCE

Facts to Recount to Customers—These Will Prevent the Postponement of Buying

"PRICES should be down," say the store customers. "The war is over."

Here are just a few reasons why shirt prices are certain to be higher before they are lower in spite of the fact that the war is over. These points would be worth bringing out to the customer who thinks things should be much lower. In this way customers, once getting the true idea, will tell others why goods still remain high, and thus all tendency for people to stop buying shirts pending an anticipated decline, will be checked.

Just read this comparison of some cloths bought for the Spring range of shirts and the same cloths bought for the Fall 1919 range.

For Spring, 23¼c per yard, for Fall, 28½c; for Spring 26c per yard, for Fall, 32½c.

A flannelette which was quoted a year ago at 19½c is now quoted at 32c.

Watching the raw cotton market is perhaps one of the most misleading proceedings that can be taken by one who does not understand what the raw cotton market means—how important it is to the question of cotton cloths and just where its importance stops.

To begin with the cotton crop quoted in the Canadian papers is the U. S. crop—the big crop of course, but one in which there is a considerable percentage of low-grade cotton. A certain price will be quoted. A buyer goes on the market and says, "I want one inch staples" (that means, roughly speaking, cotton which will draw out without coming apart to at least one inch. "One inch staple? well that's 150 up"—meaning a cent. and a half a pound more.

So it goes; raw cotton quotations are not always what they seem on the surface.

Then the truth of the matter is that in spite of the cancellation of war orders the demand for cotton at the present time is in excess of the supply. Under normal conditions England takes about seven and a half to eight million bales of cotton, and for the past three or four years the United States crop has only gone about eleven and a half to twelve million bales. This just makes it evident how huge the call upon that cotton will be.

As has been said, the actual price of raw cotton is only one factor in the price of the finished cloth, the great factor being labor, and for years now weavers and spinners have been getting wage increases, until to-day they are getting from 50 to 60 per cent. more than prior to the war. Nor, in spite of the opinions sometimes given by newspaper editors, can these wages be reduced overnight. If they are, good night. As a matter of fact, since the armistice has been signed the cotton workers in Manchester, England, have insisted upon a 30 per cent. increase in wage scale, and they got their request.

The cost of the labor put into cotton will certainly be high for many months so that this factor cannot contribute to any lower price.

Then the law of supply and demand again has to be considered. Just how scarce cottons are is indicated by the fact that "seconds," which used to be quoted at 10 per cent. reduction, are now generally quoted at 5 per cent. reduction.

It would seem that the question of supply, with its relation to demand, would be greatly influenced by the release of so much labor which has been employed on war work. It would seem, too, that the coming back to the mills of skilled workmen who left for the war, or to enter even more lucrative positions, would increase the output. It is true that much material has been destroyed through the war period through bad workmanship. That has been one of the factors which has run up prices of goods. Manufacturers continually had to allow for much larger percentage of spoiled goods than ever before, yet, unfortunately, it does not seem that there will be as big a change here as one might expect. The skilled workers will come back to the cotton mills and will be welcomed back, but they will be needed, and the workers who have been on munition work but who know comparatively little of cotton in the finer grade, will be wanted, too.

The man who has been making rough cloths wanted for war purposes cannot be used on the finer variety until he has been educated to it. He will be educated just as rapidly as the manufacturers can achieve this, for a huge output is required to replenish the general reduction in stocks. There was a time when practically one year's reserve supply was on hand. Now the shelves in warehouses and retail stores are barer than perhaps they have ever been, and there are no large supplies in the converting plants. All this has to be built up, and it has to be built up at the same time that there is a huge demand from countries which have suffered during the war.

No, cotton seems likely to remain high in price. One expert gives DRY GOODS REVIEW his opinion that it will go to 40c before it commences to recede and to stay down.

The cost of the cloth is certain to remain high and there seems no reason to expect that the converting of the cloth into shirts can be accomplished at less expense. The Canadian shirt plants are hard put to it to get help at the present time. In Kitchener alone some 200 girls could be used. There is no reduction of wages in sight. All that can be hoped for is that the return of some skilled workmen, and perhaps a greater feeling of responsibility on the part of workers generally, will result in a greater output with the same number of workmen.

Generally speaking, it looks like high prices for shirts for a considerable time though they may commence to move downward for Spring, 1920.

SHIRT DEMAND TO BE LARGE

Already evidences are not lacking that the demand for shirts is going to be exceedingly large.

One big Canadian house ordered some $5,000 worth of shirts and delivery was arranged for December 1st. They were, of course, wanted for Spring selling. By the time December 1st came along the purchaser had received, at his own request, every one of these shirts. They had been sent him in response to hurry-up calls and had practically all been disposed of—disposed of for Fall and Christmas business.

This is an exceptional case, but soldiers' purchasing is already becoming a big factor and stocks are eaten into more than the merchant expected.

It begins to seem as though there may be big sorting business for Spring. The earlier orders are placed for this the better will be the chances of getting delivery.

BUY SHIRTS FOR NEEDS, NOT FOR SPECULATION

WHAT should be the buying policy of the retailer as regards shirts? The general impression among those who are in a position to know is that prices for Fall, 1919, shirts—while they will not be announced until March probably—will be high. They will be fully as high as the prices of Spring shirtings and there is quite a probability that they will be considerably higher.

In this connection another question arises. Supposing prices for Fall, 1919, shirts are just as high as for Spring, 1919, or higher as is quite possible, will this not be the top notch? Will shirts not tend downwards in price after that?

This would seem what may be expected, but the conditions are so unusual that it is hard even to predict this. Indeed, in estimating the buying policy for 1919, a merchant would seem to be confronted with a few certainties and a number of uncertainties. He has reason to feel certain that the demand will be great. He has reason to feel certain that the price will be high, but there is

Continued on page 63

RETAILER LOOKS FOR BUMPER YEAR IN 1919

E. R. Fisher of Ottawa Speaks of Prices, Present and Future—Also Sees Evidences of Big Business Already Manifesting Themselves

WHAT does the seeming near approach of peace mean to the men's wear trade?

Listen to the plain statement by a leading retailer, written in reply to a letter from DRY GOODS REVIEW'S Editor.

Just a year ago DRY GOODS REVIEW dealt with Mr. Fisher's opinion that business would be good in 1918, and quoted his intention to buy 25 per cent. more than he had for 1917. It was to see how this anticipated condition of 1918 business had developed that DRY GOODS REVIEW wrote. It is therefore with reference to this point that Mr. Fisher first speaks.

"I did not make any mistake when I sized the situation up that 1918 would be quite the largest business year that we have ever had. Up to the present time our increases are quite up to our expectations with November showing very marked increase, more so than any other month. *I might say that I attribute this very largely to the fact that October fell off for quite some sum; this was caused, no doubt, by the epidemic, the Board of Health having closed our stores at four o'clock in the afternoon and on Saturday. However, I am quite satisfied that any loss in October is going to be looked after in November, with November's increase as well.*

"You asked me how, with so many young men taken out of the country, we were able to increase our business this year. The fact that we have laid a very solid foundation in the years that are gone is largely responsible for this. Then, too, when we saw many of our young men taken from our list we went out in a little stronger manner after the business and professional men within our gates, and I am glad to be able to say that our efforts were not in vain. The trade we secured from these men more than offset the loss of the young men going."

It is in reply to DRY GOODS REVIEW'S query as to the present under the new conditions, and as to the future, that Mr. Fisher next speaks.

"Your next question is rather a hard question to answer, and all I can do is give my humble opinion in the matter. *I do not think for a year at least there will be any marked change in the price of woollen merchandise.* There may be in the staple lines of grey, navy blue and black; the looms which are now making khaki will be very shortly turned to the making of plainer fabrics, but *I do not believe that for ten years will the buying public be able to walk in and buy suits and overcoats made of pure wool at the prices they are retailing to-day.* I am speaking now of the merchant who foresaw conditions and who in 1917, for his staple business at least, looked after his needs for '18 and '19 at 1917 prices. This was quite possible to do if a merchant was awake to what was coming, and I am glad to be able to say that for staples at least in overcoats and suits we shall require very, very little until the spring of 1920, and I expect by that time a readjustment of prices very much below what is being asked for the coming season. In fact, in our stock to-day there are hundreds and hundreds of suits and overcoats that are being retailed with a good margin of profit at less than we can buy them from the wholesale. As the advances shown from this season to next have been very marked I personally look for tremendous business in 1919.

"We are already feeling the effects of peace in this way, that many young men who were liable to come up very shortly and will now never be called who were going with their old garments because of this, are now opening up and spending their money for new togs; and when demobilization of the young men in Canada in khaki now takes place the same will hold good, and in the early months of 1919, with the immense amonnt of men returning to our shores with practically not a civilian rag to their back, I take it there will be a big opportunity for the merchant who has a stock to look after their needs.

I am,
Yours very truly,
E. R. Fisher.

There will be suggestions here for others. It is to be hoped many are as well placed as regard stocks as is Mr. Fisher; but however this may be a fair facing of the situation should enable all to make 1919 a bumper year

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The department heads of the T. Eaton Company gave a dinner to Sir John Eaton and to all the employees who have returned home from military duties. The dinner was held in the King Edward Hotel and proved a very happy affair. During their absence overseas employees who were married received their full pay from the T. Eaton Co., and single men received half pay.

CARE OF SILK SHIRTS

Some Pointers That Retailers Could Profitably Pass on to Their Customers—Pure Silk Materials Should Not Shrink—How to Keep Colors From Fading.

SHIRT manufacturers claim that but few retailers take the trouble to explain to their customers the best methods for washing silk shirts in order that the colors and general life of the shirt may be retained as long as possible. In these days, when it is estimated that about 90 per cent. of the shirts that are being sold have soft cuffs, a large number of same are being laundered in the homes of the wearers. The men's wear dealers who can pass along a few points on the method of doing this most satisfactorily will make many a friend.

Pure Silk Unshrinkable

One of the first things that should be understood is that pure silk shirts will not shrink. In consequence these are usually made a little smaller in the body than the same sizes in percales. On the other hand fibre silk will shrink as much as 2½ inches in a width of 32 inches. As a result the shirt maker that knows his business will allow for this and put that much extra size into the shirt.

Great trouble, makers state, sometimes arise when unions are used as it is very hard, impossible in fact, to tell whether these are going to shrink or not unless a sample is actually tried out. The method usually adopted is to test such a sample carefully and after it has been clearly proven what this particular cloth will do it is comparatively easy to cut accordingly.

Another trouble that the retailer often has to face is a complaint about a high-priced silk shirt fading in the wash. Here again, very often, the trouble lies with the party doing the laundry. One-half of the life of silk colors is in the washing. One manufacturer expresses himself thus.

"To wash a silk shirt, successfully, follow the following instructions: The first time colors are laundered they should be put in cool water and washed with a lather of Ivory or similar soap. No soap should be rubbed on the garment and at no time should even warm water be used. A handful of salt or a good dash of vinegar in the water may keep the high colored dyes from running. Silk should be allowed to get thoroughly dry before ironing. Then it may be dampened again and ironed immediately with a moderately hot iron."

Another feature well worth noting is the necessity of washing all starch out of a garment if it is to be stored for any length of time as the starch will eventually rot the fabric to a greater or lesser extent.

PRICES FIRST WILL RISE, THEN SLOWLY DECLINE

For Early Months of 1919 at Least Slightly Higher Quotations for Neckwear Seem Likely Decline Will Be Slow in Coming and Gradual When It Comes

ALREADY many of the materials from which the Fall, 1919, shirtings will be made up are in the hands of the manufacturers, and already it is evident that, instead of prices remaining steady at least, or declining, as some have thought, there will be an advance in the Fall goods from 10 to 25 per cent.

The simple reason for this is that the materials from which the shirts will be made have been bought at higher prices than any materials yet put into shirts. There are perhaps one or two exceptions to this. There are perhaps some lines which have been carried over and which will tend to hold the price of the Fall range as a whole within certain bounds, yet, speaking broadly, the advantage for the Fall goods will be about as has been indicated.

Stocks on Whole are Low

Such a condition cannot be avoided. Irrespective altogether of what should happen to the raw cotton, these prices will obtain. The only thing which could cause lower prices would be an overproduction on the part of manufacturers which would make them so eager for the market that bidding against one another would tend to bring down prices. The conditions of the past few months in Canada have made such a possibility very remote. At the present time stocks are low with the manufacturers and the wholesalers at least, and they are at least much lower with the retailer than they were a year ago.

"Flu" Held Production Back

The "flu" epidemic, which kept so many girls out of work for days—even the peace or armistice celebrations—had its effect on reducing production. This will mean that deliveries for Spring will tend to be delayed, and that the big sorting business which seems likely, will keep the shirt manufacturers busy almost into the Summer.

Why a large sorting business seems probable, is of course apparent to all students of conditions. Elsewhere in this issue, the importance of the returned soldiers to the men's wear merchant has been noted. Also the importance of the change in the frame of mind of the man who now knows he will not be called to the colors has been brought out. The returned men are going to need complete outfits of clothing which will mean more than the usual number of shirts per individual. The men now freed of the possibility of military service have probably been allowing their wardrobe to decline, feeling that they might not want civilian clothing very much longer. They will be bigger buyers than under ordinary circumstances.

Shirts Must Sell Well

Already the signs have been seen by many merchants in the orders of those comparatively few returned men now here. As they begin to crowd back, and to expend the dressing allowance which is given, and a part of the savings which it is established they have in the bank, the effect on the shirt department will be very great.

Wisdom or Danger

Many merchants are already anticipating a big demand, and looking over their stocks, are sorting up for Spring already. There is unquestioning wisdom in this for some merchants. Undoubtedly there would be danger in this policy for others. It is purely and simply a case of judging credits. Even if one is certain that the stock will be called for, and there does seem every reason to expect a big improvement on the number of shirts sold during the Spring, money should not be wrapped up in this if the merchant is not well able to carry the stock.

For Fall, samples of which range will perhaps be going out towards the end of February, there seems a little reason to expect that not only will shirts be higher in price, but that there will be some difficulty in getting delivery through quickly. It is quite evident that in view of the larger demand for Spring shirts the cutters-up will be kept busy on these later than usual.

If they are able to keep their labor staff up, or to augment this, they will, in spite of this, be able to get their products made up rapidly for the Fall delivery. There is a question of how much staffs can be increased, however. Even if the girls are available, and as yet there is no easing up in the labor market which would make this seem certain, there will continue difficulty in getting machines.

No Hope of Decline

However, in spite of the difficulties of the situation, production will be secured, there need be little fear of that. There is no hope, however, that there will be any decline in prices. Everything points to an advance of from 10 to 25 per cent.

As for Spring, 1920, it is pretty hard to indicate anything re prices. The opinion, however, of the closest student of shirtings, is that there cannot be a real drop—or the commencement of any tendency downwards—before the Fall of 1920—that is, before goods for Fall, 1920 are shown.

Huge Soft Collar Business

For some time the demand for soft collars has been increased. It is really remarkable at the present time in the large cities particularly. Perhaps because it is a collar which can be laundered at home; perhaps because it is quite generally considered more comfortable, it is gaining tremendously in favor. There is no staple price for this. Merchants are selling a range up to 75c each. They seem to find plenty of buyers at these high figures.

WHAT about neckwear prices as a result of the changed conditions in Europe?

The question is naturally occurring to wide-awake merchants who must now watch prices more sharply, and look for price tendencies with greater care even than during the past four years.

Putting the whole matter in a nutshell it looks as though neckwear prices will not, can not, drop for some time. Eventually they will trend downward, but there is nothing to indicate an immediate decline. On the other hand there is much to suggest that neckwear during the early months of 1919 will have to be sold at higher prices than at any time during 1918. The neckwear then sold will be made from silks bought on the present silk market—in other words will be made of silks for which the manufacturers have had to pay more than they have yet paid for the materials. There is no help for it, therefore, the retailer will have to pay more for the ties. And it may be here remarked that the manufacturer is glad enough to get the silks at the higher prices at which he has contracted for it, and doubtless the retailer will be glad enough to get the neckwear at the higher prices which he will be called upon to give.

BUY SHIRTS FOR NEEDS, NOT FOR SPECULATION

Continued from page 61

no certainty as to price in the future.

"What would you do if you were a retailer and know what you now know about the shirting situation?" asked DRY GOODS REVIEW of one closely connected with the trade.

"I'll tell you exactly what I would do," said this man. "There is no reason why any of us should want to tell anything but the exact facts at the present time. I would buy for my needs. The medium priced shirt would cover my requirements until November, anyway. I would buy a few cheap shirts and more expensive shirts, but not as many expensive shirts as perhaps I have bought for the past couple of years. I would count on the big shirt sales being on those which would retail at from $2.50 to $4.

"As I say, I would estimate my needs and cover these until November. I would count upon being able to sort up then, or perhaps being able to buy from the Spring, 1920, range which would be shown at that time. There is a possibility that I would then be able to secure something better in the nature of prices. Anyway I would probably not have to pay more for shirts than I would at present."

These are some interesting points here and they are the points that appeal to many close students of the situation.

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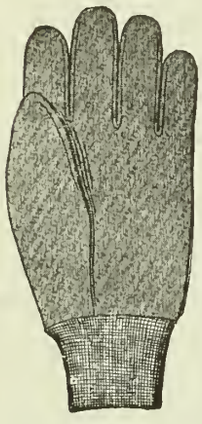

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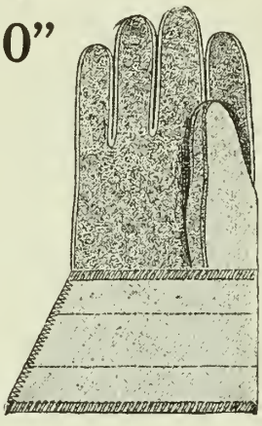

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Cleanable ***Economical***

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Then there is the idea of service. Men have a fuller meaning of service now. Service is put into these collars and they will therefore bring your customer back for more.

KANT KRACK Collars are cleanable and that is the only difference between them and the linen collar.

They can be had in all sizes and in pleasing styles. All these points combined make KANT KRACK collars the best on the market.

We are the only Canadian manufacturers for the "Onli-Wa" Tie-Holder. Sold at $1.00 per dozen.

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Gloves which are as Staunch as the British Navy

Carhartt's Gloves

The "Carhartt"

Not Like Other Gloves
Sewed with Wax Thread

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Reinforced Where the Wear Comes. The Service of Two Pair for the Price of ONE.

Prepare for nineteen-nineteen business now.

Take your place at the wheel of Canadian Commerce and be prepared to pull your hardest.

Build your business larger. Get stocked with gloves which are a combination of high-grade material and first-rate workmanship.

Travellers are out now with lines for Fall deliveries. Be sure to see the Carhartt Goods.

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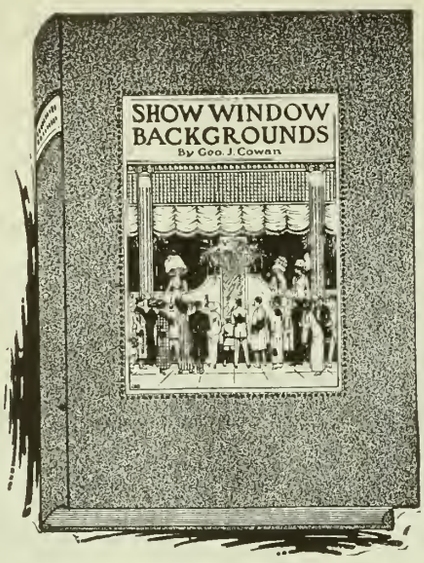

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Handsome mahogany collar stands, counter cards in colors that attract the buyer, booklets and folders that YOUR customers will read, are yours for the asking.

Write for our catalogue. It will tell you our story and incidentally show you the many and varied styles of Challenge Collars that are so much in demand.

Let us impress you with this fact. THIS ADVERTISING IS FOR YOUR BENEFIT. We do not sell CHALLENGE CLEANABLE COLLARS direct, but through YOU, and we want YOU to realize on the profitable results that our publicity will bring to your store.

Look over your stock to-day and order early for 1919 demand.

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Read Building, Montreal

Travellers Building, Bannatyne Street, Winnipeg

DRESS FABRICS AND SILKS

SILK AND JERSEYS LEAD IN SPRING FABRICS

So Says the Trade in New York—A Big Season on Now in Materials for Evening Wear—Foulard Effects to be Good Next Summer Again—Some Novel Designing to be Seen

Written by a Staff Member of DRY GOODS REVIEW Upon Visiting The Shops And Wholesales in New York Especially For This Issue.

JUST at present there is a more urgent call for silks for evening, dance and dinner gowns than for any other purpose. Like a mushroom in the night peace came upon us, and so immediately we must make merry. Both light tints and deep rich colorings, and plain and fancy silks, satins and brocades are selected. The shops are selling a great deal of Georgette crepe and crepe de Chine. These are perhaps favored most by young girls. Satins in pastel tones are usually supplemented by Georgette or else silk net. The majority of sleeves, considering all types of formal frocks, are, doubtless, made of silk net. Sometimes this net is embroidered in silk or tinsel, and sometimes just exquisitely dainty net laces are used. Georgette is frequently formed into pleated panels caught into a band of lace.

There are many fancy silks also being used. The large silver and gold motifs which were featured a few seasons ago are more prominent than ever. They suggest bouquets of flowers, flower-baskets, conventional motifs of Oriental origin, butterflies, huge roses, etc., and frequently the motifs measure from four to six inches across, and are placed 8 to 10 inches apart. Grounds of plain black or of plain white, are the best sellers in these designs, though some of the pastel grounds are also very effective with the tinsel motifs.

Satins and Velveteens for Street Wear

Pompadour silks are favored for some of the quaint, simple frocks and are frequently softened with tulle or Georgette.

Batik dyed crepe de Chine, chiffons and velvets are shown in the shops for the third consecutive Winter, and while chiefly used for house robes, negligees or trimmings, they frequently find their way into elaborate Oriental costumes for formal wear. Batik effects in printed silks are also liked still, but have more rivals this season than last.

Heavy dark-colored satins, especially black, navy, nigger and henna, are worn on Fifth Avenue daily. The mild weather throughout December made these especially prominent worn under the loose cloth coats. Velvet, velveteen and some plushes were often seen made into street dresses and worn with fur coatees or capes. No doubt before January is well on its way there will be a change of atmosphere which will demand the heavier furs, but satins and velvets will have their place just the same. Taupe and greys are strongly favored in velveteen colors along with those mentioned above.

War Pictures on Silks

For Palm Beach and the Spring and Summer trade there are delightfully novel and fascinating silks coming in from the mills daily. It looks as if "straight" stripes in silks have had their day and will now retire until a more propitious season revives them. There are some hangers-on, of course, which will not be foresaken by some women whose particular style of beauty is enhanced by them. Nevertheless, most of the stripes which are appearing in the really new silks are of a fanciful nature and with broken edges. Some have most original designs—almost story-pictures — thereon. And, of course, the age demands that every kind of story be a war story, therefore on silk voiles, Georgettes and some of the less sheer productions there are to be found figures of the French poilus "l'infirmière," khaki scouts, cavalry men, and other military effects. The most important feature of these new designs is not their novelty, their patriotism, their flashiness—which one is inclined to imagine from their description —but the fact that they are first and foremost, **wearable.** The colorings are those most favored, showing a strong tendency to blues, and yet are so well developed in the designs that no trace of crudeness of picture is to be found.

The firm which has produced these unborrowed ideas has dedicated them to France and has placed a royalty upon them. For every yard sold, five cents is sent over to aid the relief work in that noble country. A further development from French inspiration is seen in the "Nenette and Rintintin" silks. These have adopted a motif similar to the one mentioned in a previous issue of DRY GOODS REVIEW as having been used on new ribbons and lingerie. The little pair appear on the new silks on different backgrounds and the design is considered particularly appropriate for children's frocks and for linings.

Khaki-kool is selling again and so are the other heavy corded crepe silks which were featured last year. Perhaps more of these heavy silks are appearing in plain colors than in printed designs this year than when they first came out. One new silk similar in effect to the fantasie of last year, but heavier in weight, is called dukist; it is a very rough-finished silk in coarse crepe effect and is shown in shot effects as well as plain colors.

The Leading Colors

Satin foulards are the big feature of more than one leading silk house. Electric blue, ivory, sand, white, navy, black and duck blue are the colors seen oftenest in the Spring lines. Then for sports wear some of the brighter tones are liked, among them gold and emerald are important and perhaps next ivory, light grey, pink, Copenhagen, peacock, Belgian, Pekin, old rose, and light purple. All of these are expected to be in brisk demand, and indeed they are already.

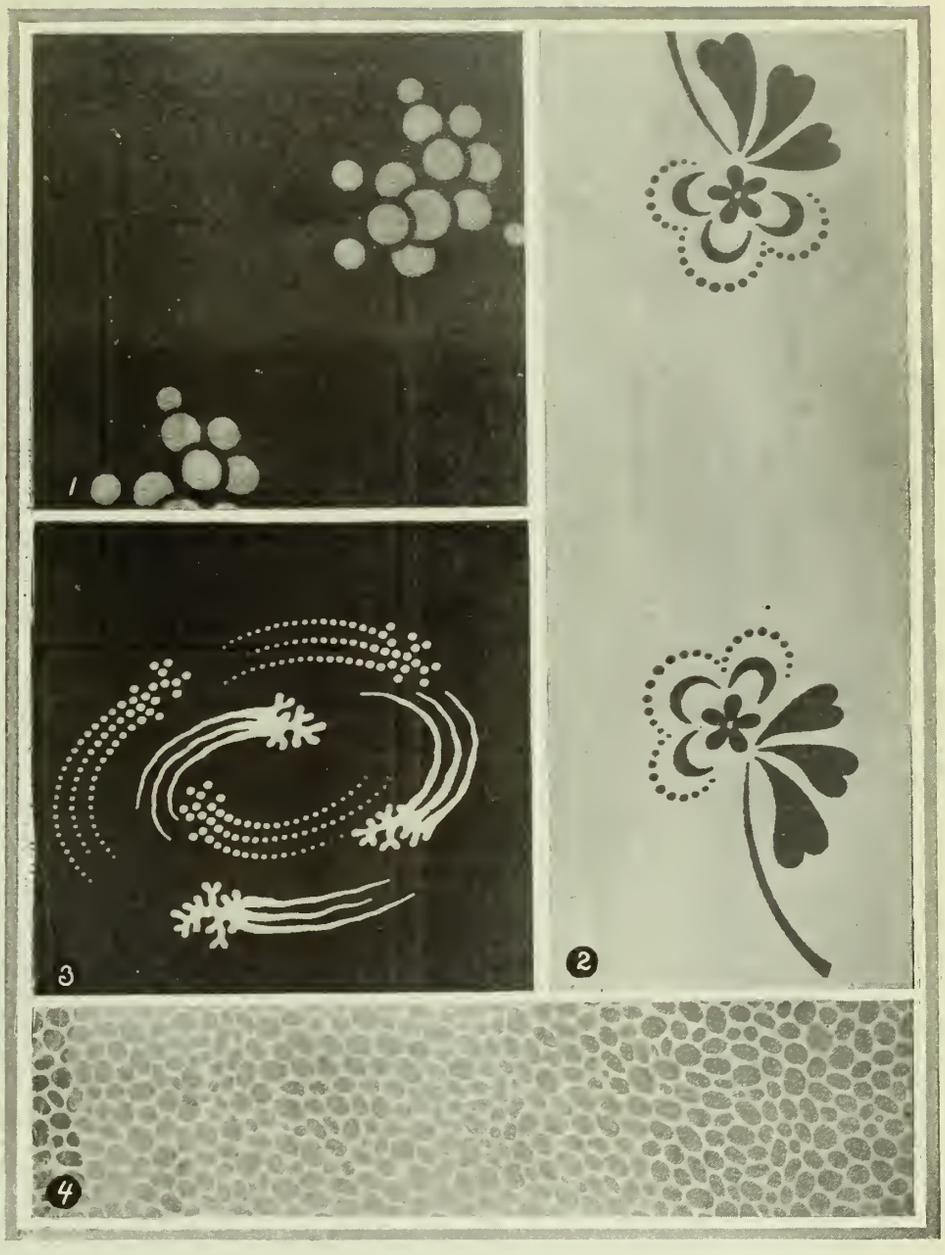
Victory cloth is a wonderfully attractive all-silk jersey produced in the leading shades. The knitting is so fine that at even a close range the fabric resembles a rich satin. It is only to be had in solid colors, but is very suitable for evening and afternoon gowns. Victory cloth retails in the New York stores at about $7.50 a yard. Crepe jersette is another solid color silk which, though a woven fabric, is well described by its name. Its colors run mostly to the brighter tones used for sports wear.

Pussy willow, crepe meteor, heavy raw silks, and others of the familiar weaves are selling well again, mostly in new foulard and conventional scroll or trailing vine effects.

Old Reliable and Novel Jersey for Suits

Even though there is little to be seen in the way of wool suitings and dress goods there will no doubt be a steady call for the few weaves which are available. Manufacturers are showing in their Spring models a good deal of gabardine, tricotine, serge, poiret twill; some broadcloth, tweeds, Spring-weight velours, and covert cloth, but as yet nothing really new in these fabrics. These are the materials which will have to be shown once more for Spring suits and tailored dresses in the wool goods sections of the stores.

If, however, one insists on seeking "something different" regardless of the attractions of the "old reliable," there is one source of gratification, and that is in knitted fabrics. The United States has produced some very good knitted fabrics in both plain and novelty effects, and many of them are quite similar to the fabrics which Paris is so keen about this season. Over here there is not yet the variety nor perhaps so many of the daring conceptions which are seen in Paris, but there is enough shown to make a very creditable range, and to assure buyers that these fabrics are actually on the market. They come in the coarse wools, knitted loosely, in heavy artificial silks called tricolettes; in finer silks with metallic threads or narrow stripes; in fine and also heavy jerseys, etc. Some quite attractive new skating costumes in one-piece effects, and also in two-piece suits or separate skirts, are made of these knitted materials for the present season, and besides they have quite a call for outing costumes for any clime. Jerseys of all kinds will be the novelty feature among Spring goods. One manufacturer is showing a number of costumes made wholly or in part of tricolette, and some of them, in addition to featuring the smart colors for Spring—all shades of blue, henna, taupe, browns, tans, sand, Italian green, grey, etc.—are printed in clever designs, mostly of Oriental suggestion. Some of them have dainty little pagodas, willow trees, streams, etc. depagodas, willow trees, streams, etc., designs.



New 1919 Silks

Above are supple satins for Spring and Summer in the popular foulard designing. In addition to the navy and white and black and white combinations which were favored last year, some of the best liked colors for this year are navy and sand (No. 1), black and ivory (No. 2) and duck blue and white (No. 4). No. 3 is black and white; these designs are reduced one-half in reproduction. Shown by courtesy of L. & E. Stirn, New York.

FREED FRENCH TOWNS ALREADY SEEKING WOOL GOODS

In discussing the wool goods situation with a wholesale buyer who has recently returned from Europe, DRY GOODS REVIEW is informed that the wholesale trade sees no indication of a recession in price for a few months at least. Several large retail buyers as well, whom DRY GOODS REVIEW has seen during the past month, also feel assured that there will be no drop in manufactured goods for some months. "The position appears to be most difficult," says the wholesaler referred to. "Stocks of raw wool in England to-day are very low and even the present curtailed reduction is causing great anxiety. No substantial improvement is possible before May at the earliest. Moreover there is a world shortage of wool goods. It is to-day impossible to induce the cloth manufacturer to accept new business on any terms, and prices when quoted are as much as 40% above those asked a year ago. Many of the leading manufacturers and jobbers in England to-day predict a still higher price for the Winter of next year. Cash orders in England to-day for delivery to the neutral European countries are enormous, many of which have been held for as long as nine months for export license. Any quantities of manufactured wool piece goods that are offered in France are being immediately picked up, and instances are related where merchants in the districts recently vacated by the Germans are requesting travellers to bring forward immediately any wool goods which they have to offer.

"Take cotton as another example. Stocks of the raw material are so short as to entail restricted employment in the spinning mills and weaving sheds; besides this, wages have advanced considerably in Lancashire and future costs must be based upon the curtailed output and the advanced costs of its production.

"The silk situation is largely in the hands of France, Italy and Switzerland and at the present rate of production high grade silks from these countries will not be any cheaper for some time to come. The Japanese market at the moment has advanced and further advances are anticipated. The increased cost of cocoon production, which we might say has advanced from 150 to 200%, as well as wages, which have increased 300% in some districts, has been the cause of this tightening and further anticipated advances. The American market is in a very similar position with very decreased stocks and a limited supply of raw material for additional output."

SPORTS COTTON AGAIN IN VOGUE

1919 Will See Much Color—Plain Tones as Popular as Printed Designs — Ginghams in Height of Fashion, Also Voiles and Foulard Effects

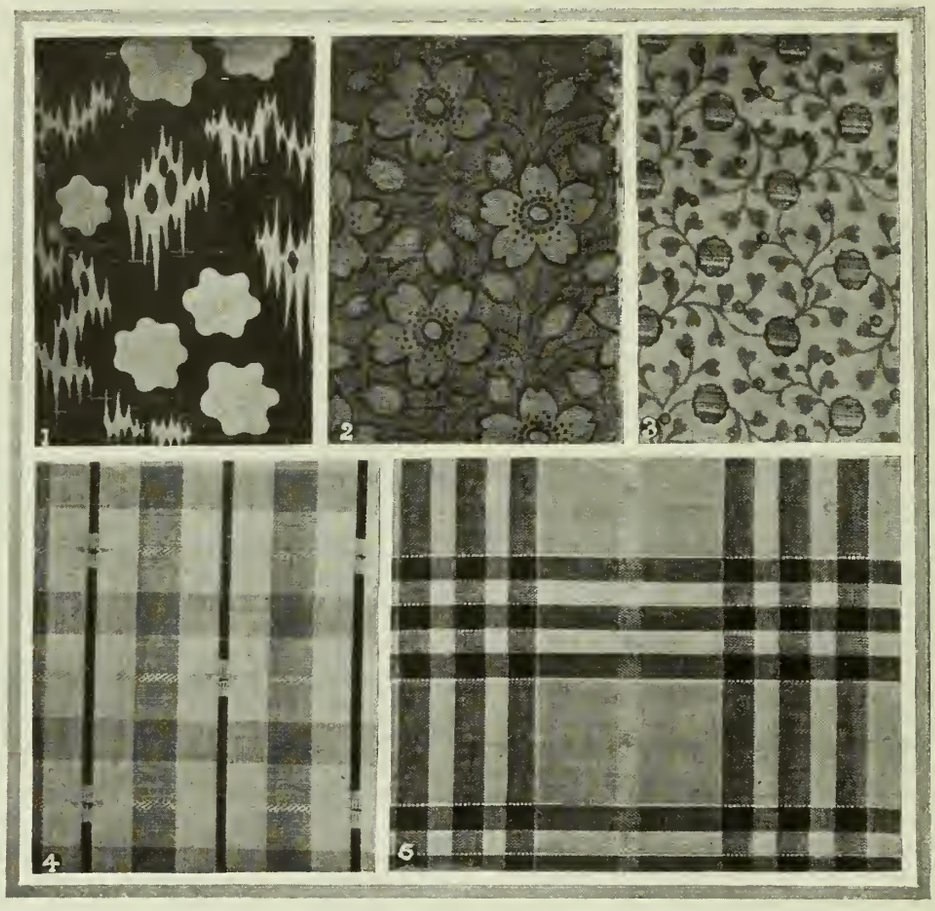
THERE is a possibility that orders for cotton supplies for 1919 will come along a little better than they did during 1918. Canadian mills are filled up with orders now which will keep them busy well into July, and mills in the United States and in England are also booked far ahead, but the orders upon which most of them are working are for civilian consumption. There is not that tremendous daily waste of raw cotton for munition purposes which the past four years and more have shown.

One might be inclined to think that with that factor out of the way, civilian cottons might very soon flood the market, but such is not the case, nor likely to be, because new demands for cotton goods are cropping up every day and old ones reviving, which through 1919 will consume many thousands of yards. These demands, too, will tend to keep prices at a firm and high level.

Staple Lines Very Low

The whole world is meagerly supplied with the staple cottons such as flannelettes, for instance, and it will not soon feel a normal supply accumulating; that will not be before the big new needs are eased, and there is much speculation as to when that time will be. Relief work in France and Belgium is calling for more and more cotton goods; hospitals are still using up Red Cross supplies, and these are calls which will not diminish for many months. The making up of goods which are lowest in supply at present will require a long time before there is enough to be felt generally. The big prevalent wish, of course, is father to the expectancy that before another year is out mills will have caught up pretty well with the immediate call for necessary lines. The trade will probably find, however, that the situation will be rather a cessation of the tendency of supplies to diminish, than the offering of bigger supplies during 1919. Until the latter part of the year or longer there is no doubt that many lines will still be unobtainable, or to be had in small quantities only.

Most retailers have been reading market, financial and trade news very thoroughly during the past two months and are pretty well assured that in order to get goods when they will be needed, it is very necessary that they secure for themselves supplies when they are offered. Even now, a great many lines of fancy cotton for Spring and Summer, 1919, are cancelled, having been completely sold up, and this state obtains in New York and England as well as in Canada. A smaller range of patterns than ever was offered in the first place, and it has had to be cut down very materially. Nevertheless,



Cottons Typical of Summer, 1919

No. 1 shows a navy and bisque foulard of fine texture, a dressy substitute for high-priced silk. Nos. 2 and 3 are voiles in the popular small all-over patterns with colored backgrounds. The middle one is chiefly old rose and the other has grey predominating. No. 4 is a pink and white gingham pattern with narrow stripes of tan and black cotton and white silk; the material is sheer, resembling batiste. No. 5 is a smaller fabric to No. 4, but in tan and black, enlivened with a white dotted silk stripe. These are from the lines of the W. R. Brock Co., Ltd., Toronto.

wholesales state that orders booked for Spring and Summer are considerably ahead of those placed at this time last year, which speaks well for the sagacity of the trade and its faith in the future.

New Ginghams Have Small Checks

Ginghams and voiles are again reigning supreme in the realm of fashion for next Summer, and of more importance than perhaps during any season in the past four years are the plain-colored suitings and crepes and linen-finished fabrics.

Ginghams involve checks again, of course, more and more of them, and in both light and dark, harmonizing and contrasting collections of colorings As to the sizes, however, there is more preference being shown, both by buyers and manufacturers of smaller patterns than were featured by the fashionables of last season. There are very tiny checks which at the same time are a bit fancy, and there are fairly large checks which have backgrounds of fine ones. For separate skirts and sports togs the larger checks are more suitable to be sure, and therefore they are not omitted from the offerings. There are a few stripes to be had again, but these are usually purchased this season only for customers who have a natural aversion for plaids, which they have no desire to overcome. Prices of ginghams are, as most buyers have already found out, about 20 per cent. higher than those of a year ago, and those buyers need have little fear of not being able to dispose of their merchandise at a profit, for it looks as if there can be no general underselling competition with prices at their present fixture.

"Covered" Backgrounds a Feature

The color situation has developed some rather strong tendencies in voiles. The tapestry and dark foliage all-over designs, which were a novelty a short time ago, have taken quite a strong hold of the trade and have proven very popular with the public. For that reason a

large percentage of the patterns which are selling best for 1919 are dark, colorful, and of the all-over type. In fact most of the backgrounds are "covered" with some small design, even if the designer has chosen a larger motif as a leader. There was probably good cause for this type of design to be favored by the manufacturer. It brings in less complaint about colors not resisting soap and water, since such patterns usually require no laundering; it also provides a richness of coloring which is not obtainable with the lighter tones, and is in keeping with the fashionable revival of old tapestry effects wherever they are permissible at all.

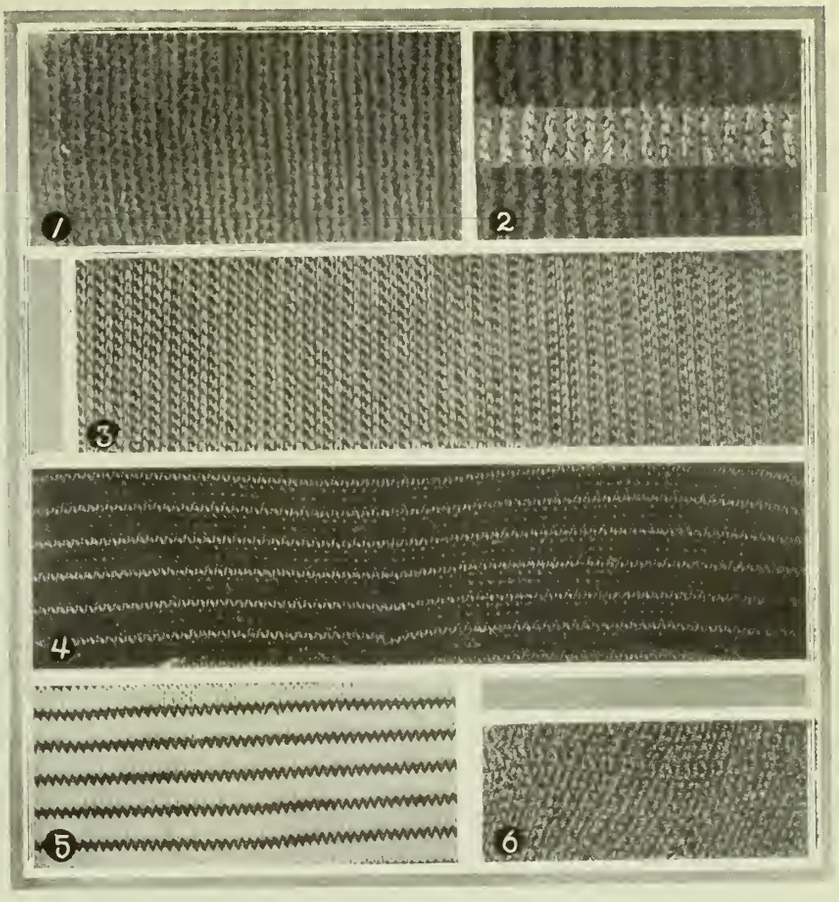
Much Color, But Used Conservatively

To be sure, there are many other types of design to please conservative and fastidious tastes, and not least among them are new gingham effects, printed and also woven stripes, threads of glistening silks or a black thread affecting hand-run stitching. While cottons, silks, and all kinds of novelty dress fabrics for 1919 show a good deal of rather high coloring and many bright color combinations, the designs are such as to reduce the "noise" to a "whisper." There are none of those primitive, grotesque and splashy spots shown which made a big effort to captivate the public a couple of seasons ago, and remains of which were visible even last Summer. What spots there are, are small and have a lacey back-ground or veiling; what stripes there are, are dignified and accompanied by narrower or outlining stripes of well-blended colorings; where there are large motifs shown—and there are some very large ones in the new silks—they are almost lost in a maze of criss-crosses, vines, or flakes.

Foulard patterns are developed under all these restrictions and are proving even more popular than they did last season. 1918 proved to be the best season that the trade has ever had in Canada in foulard effects, both in cottons and silks, and judging by the orders already placed for the coming year, foulards are going to be quite the thing again.

Silk and Cotton Mixtures Prominent

Most of the cotton houses are showing prominently, among their new 1919 goods, silk and cotton mixtures, and find them selling exceptionally well. They include rather closely woven fabrics as well as some which are very sheer. These go by such names as silk gingham chiffons, summer charmeuse, tussahs, Hawaiian cloth, etc., and are pliable, being readily adaptable to the soft draped effects which made-up garments for next Summer will require. One novelty which is offered on the New York market is made of black cotton warp with a white silk filling, white warp with a colored silk filling, or black warp with a colored silk filling; it is so woven as to form shadow blocks an inch and one-eighth in size and all in the one color. The effect is dainty in the pastel tints such as pink, sky, nile, heliotrope, etc.



The Fashion For Knitted Fabrics

Is exemplified in these both coarse and fine materials which are quite similar to what Paris has been enthusing about all Winter. No. 1 is the natural cameline shade and knitted plain, loose and soft all at once. No. 2 is a similar fabric but in grey and French blue stripes, which make an attractive fabric for sport skirts and suits. No. 3 is sand color tricolette (artificial silk) in novelty stitch. No. 4 is a finer knit in black with silver thread stripe. No. 5 is white with black stripe, all art silk. No. 6 is entirely of metallic threads gold and silver—a fabric which is being used a great deal for trimmings, coat collars and cuffs, etc. These fabrics are shown by the Chopak Textile Co., New York (reduced one-third).

Demand For Plain Goods Increases

One of the leading wholesalers states that the sale of fancy cottons for last Summer, compared with that of plain colored fabrics was in the proportion of about 50 to 50. This means a substantial increase in the use of the plain colored fabrics for 1919, and a range of colorings is to be had. The materials being featured in plain colors include cotton, crepes, chambrays, linen finished suitings, repps, cotton poplins, mulls, organdies, voiles and batiste, as well as some novelties in silk and cotton mixtures. All are said to be in very strong demand and will be used for street, house and sporting costumes. One hears sport togs mentioned by wholesalers and buyers a great deal more frequently now than one did a year ago. There seems to be a decided opinion in the trade that sports clothing, as such, will be in big demand for the coming Summer, and there is little doubt that the high spirit of the people will make itself felt in the kind of clothing worn next Summer, just as it is at present in the huge call for costumes for social functions.

Best Pinks Not Fast

A large New York textile house pointed out to a DRY GOODS REVIEW representative the other day, the difference between the pink tones now and those to be had before the war. It is especially noticeable in the plain fabrics. In order to have the color fast, as is required with chambray, for instance, a good clear pink is not yet to be had, though the last two years have accomplished much improvement. Pinks under the present dye situation have still a very slightly dull or bluish tint, somewhat on the old rose order. "If a buyer wants that clear, decided pink tone which was available before the war, he may still have it, but not in a fast color," said one of the executive of the house referred to. "It is a case so far of sacrificing the tone to the fastness, or the fastness to the tone, but Americans will doubtless keep on with their untiring efforts to develop their own dye situation, until they have accomplished the fast and also clear tones which the world once depended upon Germany to supply."

HOW A BIG LINEN DEPARTMENT HAS "CARRIED ON"

McCutcheon's, Noted For Its Linens in New York, Has "Carried On" Despite Unusual Market Conditions

Written by a Staff Member of DRY GOODS REVIEW and based on an interview with the Manager of the Linen Department of McCutcheon's, New York.

THE McCutcheon store, on Fifth Avenue, New York, has been known for many years as "The Linen House." In fact, in its early days only linens were carried, but with the growth of the shopping district up Fifth Avenue, the management has opened up a number of other departments to accommodate its customers. None, however, serves to keep the name of the house so prominently before the public as does its first and most famous department.

"How have you managed to keep your customers supplied with sufficient linens during these recent seasons, when linens have been almost unprocurable?" DRY GOODS REVIEW enquired of the buyer and manager of the department.

Interpreted Meaning of Markets

"We were in close daily touch with the markets and in as good a position as anyone on this side of the Atlantic to surmise what war would mean. We had resident buyers in the Old Country. When that new and terrible situation arose in Europe in 1914, we at once placed big orders for merchandise and continued to buy heavily during that and the following year. By that time the linen situation began to look quite serious, but with the supplies we had and those which we were able to buy in small quantities from time to time since, we have been able to keep up the interest in the merchandise to our great satisfaction. The heavy early buying also enabled us to keep about two years ahead of the markets in prices and our customers realized that goods here were cheap."

Naturally, with the heavy early buying, and the steadily decreasing ability to replace lines sold up, the past four years have served to make the task of keeping stocks in good shape very difficult. January has always been the month for clearing up stocks by special sales. Two years ago (1917) a general reduction of 10 per cent. on the broken stock was allowed by the McCutcheon store in January; last January a few reductions were allowed, but it was felt that prospects of getting new stocks were still too dubious to allow of any general reduction. This year the January sales will simply involve a clearing up of the stocks of the past four years, with reductions only on lines which have proven slow, or which, being broken, are in less demand.

The store does not feel, however, even with its large stocks that it would be wise in making any general reduction in goods which are selling below the level which present market conditions would warrant . It will hold its January sales as usual, but apart from the clearance of odd lines as already mentioned, the sales will amount to a special drive to reduce stocks at their regular marked prices. The public has grown to realize the call which the war has made upon the linen market, and is now only too glad to procure what linens it requires while they are to be had.

Special Table Cloth Display

In the matter of displaying its linens, the McCutcheon store finds its "silent salesmen" for table cloths and table napkins very valuable. An unusual feature of the placing of these silent salesmen is noted in this store. There are the usual long counter and shelves next to the wall, for serving customers. Opposite this, instead of another counter, behind which salesmen would wait upon customers, there is a line of "silent salesmen" placed up close to the cabinets which fill in the spaces between the posts. Inside these glass cases, which are suitably lighted, there are many table cloths unfolded enough to display their designs well, and the table napkins beside them to match. These are placed on rich, dark velvet grounds and the back of the cases is also kept dark, so that the full benefit is obtained from the lighting without any reflections or cross lights to interfere with the damask designs. These cases occupy little room and leave wide aisles so that there is space to see the full sized covers when they are unfolded by the salesman. The customer also is allowed a closer inspection of the displays on top of the cabinets, on account of the elimination of the clerks' space behind the glass cases.

Plenty of Counter Spaces

This arrangement of the "silent salesmen" is, of course, permissible only in a spacious department where there is still plenty of counter space for actual selling. The aisle described above constitutes less than one-third of the space devoted to linens in the McCutcheon store. There are long counters at either end of the department, broken by entrances to the department, a wide centre aisle with counters on either side, and another wide side aisle with two counters, so that there is ample space to use the method described for showing table cloths and table napkins of damask.

Novelties Spread Out

Another impressive method of display noted in this successful store is permitted by its wide end-aisles. The customer's eye is arrested immediately upon entering the department by a large dinner table spread with the latest novelty in covers and serviettes, or with a gorgeous hand-embroidered cloth. One cover displayed when the writer visited the store in December was of natural linen, rather coarse, and with serviettes to match, the whole set embroidered and button-holed in a lacey design in brown silk floss. For a formal dinner occasion there was a most wonderful cover of Madeira, having a hemstitched edge and elaborate insets of real filet lace. Such pieces as these are well displayed in this way, which impresses either the novelty or the richness and fine effect of the patterns, when actually in use.

Mosaic the Fashion in Linens

Judging by the smaller displays of centre pieces, covers, runners, doyleys, tray cloths, etc., the height of fashion in fancy table linens at present is for the mosaic embroideries. These designs are embroidered by hand, exquisitely fine, with square open-work resembling filet lace. The prices, as wtih Madeira, depend upon the amount of work in the design, and to some extent upon the quality of the linen. One dinner cover had the whole central part and portions of the corners worked in mosaic combined with delicate Madeira embroidery.

"The chief thing in a good linen department," said the manager referred to above, "is to have a wide range of merchandise and to keep so in touch with the sources of supply that you have interesting things coming along all the time and your finger is on the pulse of the markets, so that you are able to buy intelligently. Displaying goods to advantage is also a very important factor, and perhaps most of all, it is necessary to offer merchandise which is all that it is represented to be.

"There is still going to be difficulty of a serious nature in procuring replenishing supplies during the next eighteen months. There will be some increase in the European flax acreage next Summer, no doubt, but by the time that flax is manufactured into linen at least eighteen months will have elapsed. Normal supplies, based upon what was available before the war began cannot be had for a longer time than we care to fix at present. Most retailers have a fairly good stock of linens on hand—more than it is good policy to have under normal conditions—and the past four years have broken them up considerably. Nevertheless, the conditions do not warrant any sacrificing of merchandise until there is something more in view than there is just now."

The Cotton Industry

The immediate future of the cotton industry of the world is, after a four and a half years war, in many ways, difficult to forecast, but Sir Charles Macara, who was the first president of the International Cotton Federation, and has an experience extending over 30 years of cotton trade organizations, which makes him a recognized authority, has made the following statement in answer to many requests that have been made to him as to the effects which the return to peace will have upon the present position and future of the industry.

The cotton trade in nearly all countries has been more or less restricted in its output through the difficulty of obtaining supplies of raw material, and the difficulties connected with the export of manufactured goods. The scarcity of labor, as well, has been a great handicap.

The English cotton industry, which is a preponderating factor, has been seriously curtailed. The mills in the United States of America, since the entry of that country into the war, have had to curtail production of goods for the civilian population, but in peace times they export not much over 5% of their manufactured cotton fabrics.

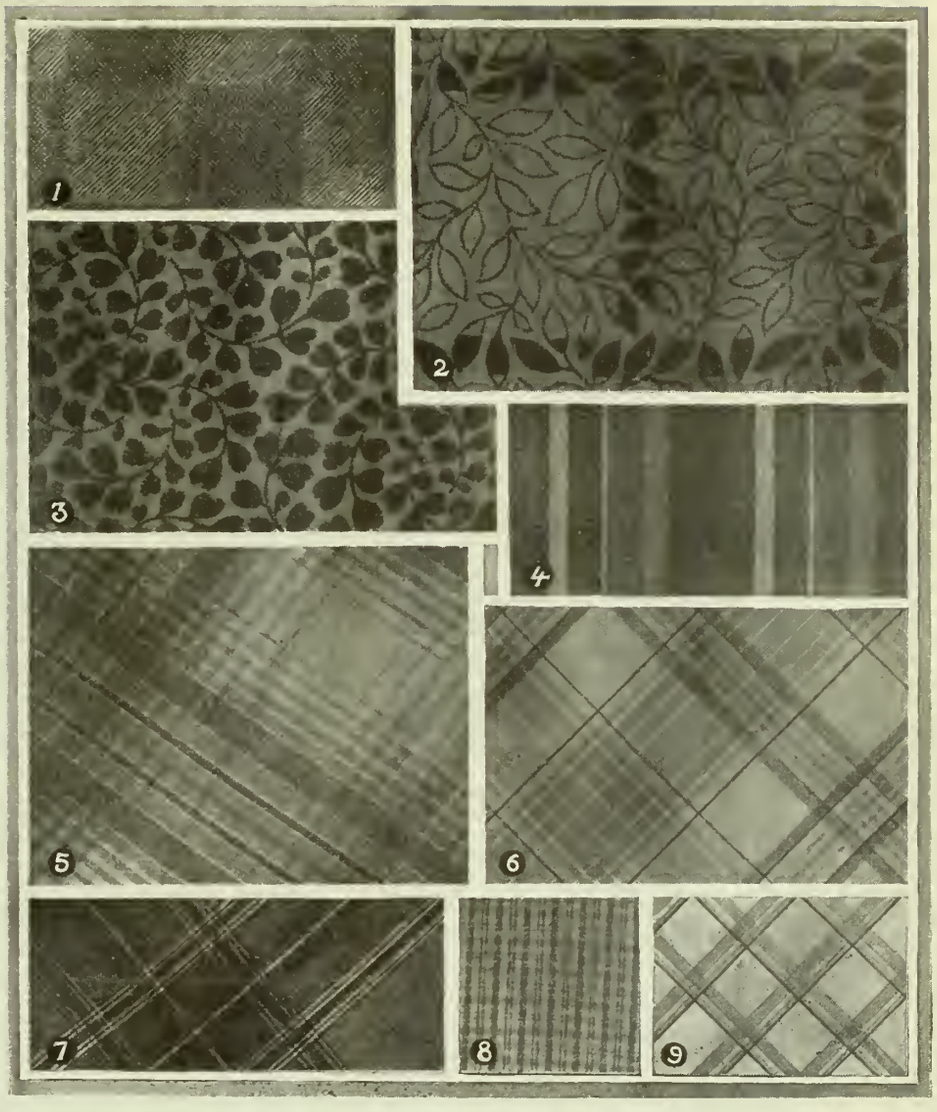
The mills in India, China and Japan, with a total of about 10,000,000 spindles out of 14,000,000 in the world, may have been able to run with less interruption, but with their very limited production they have had to meet the demands of a home population of about half the world's inhabitants.

The Belgian industry has been stopped since the outbreak of war, and the mills of northern France have also been silent, and badly damaged. Russia, Holland, Italy, Switzerland, Portugal, and Spain have all suffered in one way or another. Since August, 1915, when cotton was declared contraband, the mills in enemy countries have gradually closed down, until at the time of signing the armistice it was stated that 97½% in Germany were closed.

A very important factor regarding the future is that a large proportion of the cotton machinery of the world is made in Lanacashire, and very early in the war the great firms of textile machinists turned their works over to the production of munitions; with the exception of small sections occupied with necessary repairs and renewals. Thus great leeway has to be made up. During the 10 years preceding the war the English cotton industry increased its spindleage by 12,000.000, this being about 2.000.000 more than the total of India, China and Japan, which have been engaged in spinning and manufacturing cotton by power for 60-70 years. The increase I have mentioned exceeds also the total number of spindles Germany had when war broke out. That country has been spinning and weaving for 100 years.

Such a position as I have indicated renders it impossible for any great extension of the industry to take place, as the renewal of the many millions of spindles destroyed or damaged during the war will tax the makers of cotton machinery to the utmost for some time to come; and the fact that present prices are 200-300% above pre-war prices means that new mills, even if they could be erected, could not compete with those already in existence. Consideration of the foregoing facts, and the further certainty that the markets of the world are bare of cotton textiles, ought to have a decidedly steadying effect.

The fluctuations in the prices of raw materials. and other commodities, as well as of freights and wages, are very difficult to follow, but the main factor must never be overlooked that a considerable period must of necessity elapse before the raw material is converted into the finished fabric. If preparations are not entered upon many months before the goods are required they will not be available at all. I must leave those interested to form their own conclusions after perusing this survey.



Some New York Cottons

No. 1 is a silk and cotton mixture showing woven blocks. No. 2, fancy voile in one of the favorite covered ground effects developing stripes; the ground is in mauve and the design purple. No. 3, another popular voile with palest pink-tinted ground and emerald all-over pattern. No. 4, silk and cotton of fine close weave, with stripe in three shades of tan with white, on a Dutch blue ground. No. 5, also silk and cotton in sheer texture with blue, mauve and green plaid on white ground; it drapes well for dainty Summer frocks. No. 6, an unusually fine grade of gingham, with grey and rose and black hairline plaid. No. 7, silk and cotton in dark colorings favored for sports dresses; this one is Japan blue, green, red, and black with some white lines. No. 8, one of the new fancy fine-check ginghams in blue and white. No. 9 is another favorite gingham in small design; colors here are grey and blue on white ground. These fabrics are shown by the Selros Dress Fabric Co., Inc., New York.

WOOL TO BE HANDLED BY DEALERS?

The Wool Council of London is considering the recommendation of the English section of the British Wool Federation that the 1919 British clip be handled by the trade through the ordinary channels, the arrangements to enable this policy to be completed not later than March 31, 1919.

At present the world's stock reckoned in grease pounds is estimated at 1,265,000,000. Owing to war conditions these stocks are said to be very poorly distributed and it is estimated that at the end of 1920 the world's wool supply will be 924,000,000 pounds, not sufficient to fill its needs even for four months.

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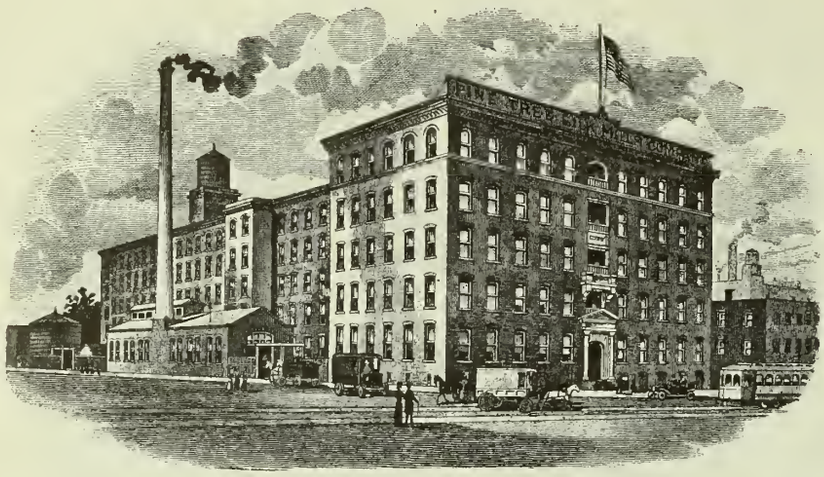

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These are four designs of our unique collection of Tea Cloths, Tray Cloths, Duchesse Sets, Cushion Covers, Nightdress Cases, etc., for

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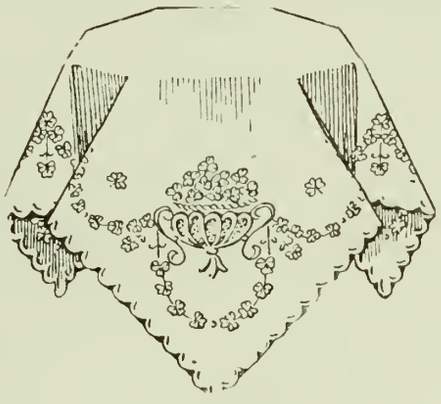

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Tea Cloth, 54″ x 54″	189s. 0d. Doz.
Duchesse Sets	83s. 6d. Doz.
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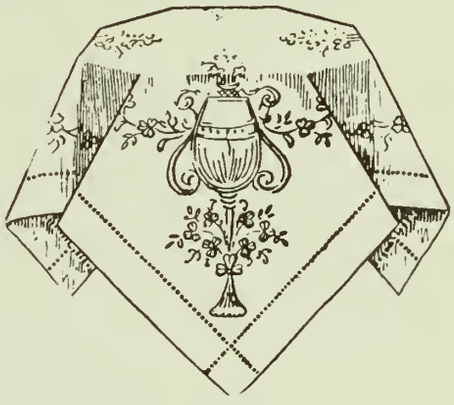

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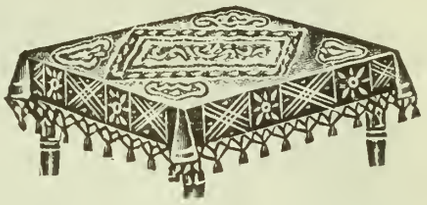

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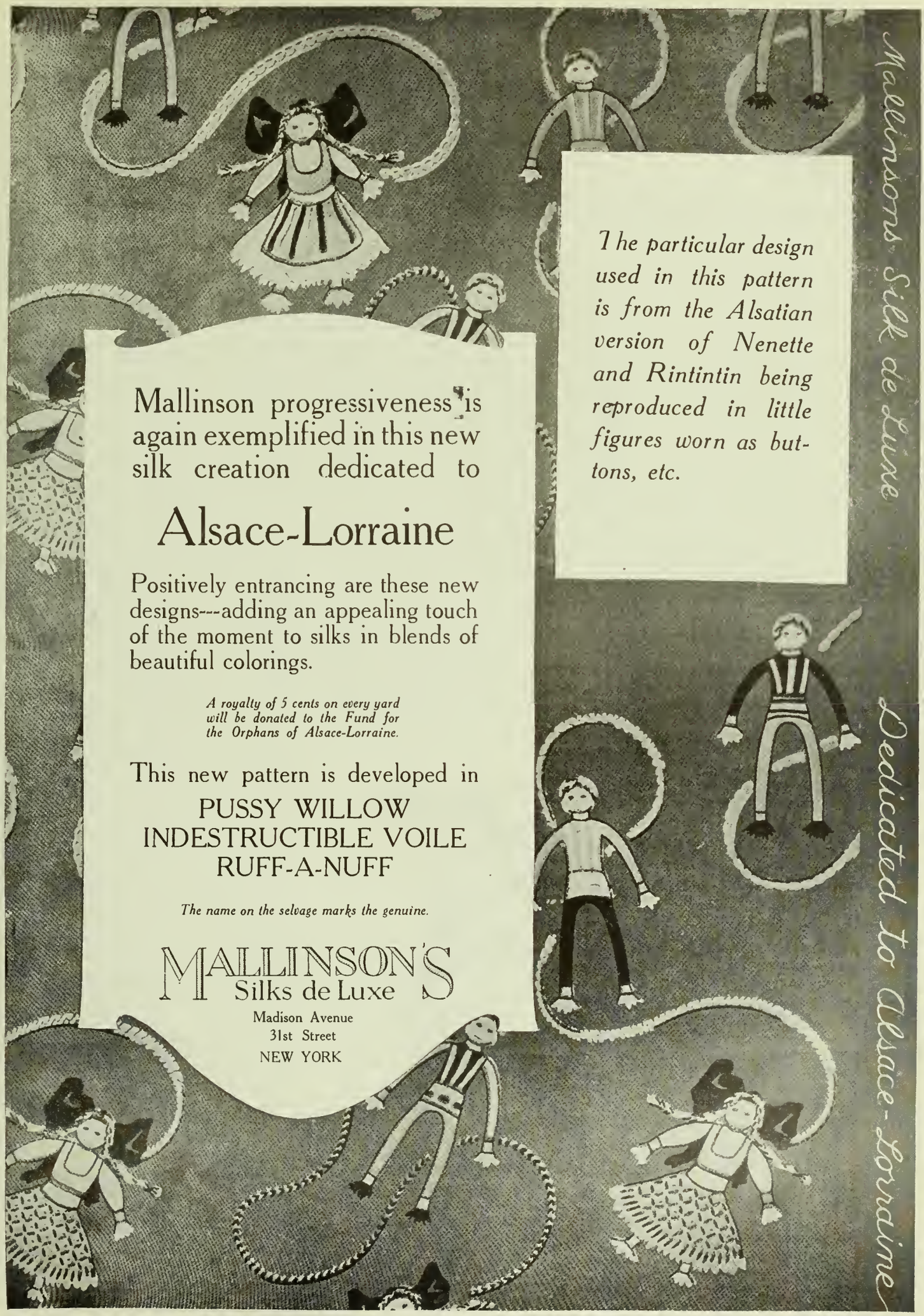

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Positively entrancing are these new designs---adding an appealing touch of the moment to silks in blends of beautiful colorings.

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PUSSY WILLOW
INDESTRUCTIBLE VOILE
RUFF-A-NUFF

The name on the selvage marks the genuine.

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Silks de Luxe
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NEW YORK

The particular design used in this pattern is from the Alsatian version of Nenette and Rintintin being reproduced in little figures worn as buttons, etc.

FUR DEPARTMENT

FUR PROSPECTS BRIGHT

European Buyers In Market

THROUGH a misunderstanding the same date was chosen both by Funsten Bros. & Co. of St. Louis, and the New York Fur Auction Sales Corporation of New York, for the first sales of the year, namely, January 27. As most of the buyers at the one may cover the other this overlapping had to be avoided. It has been arranged that the St. Louis sales shall be held on January 20, and the New York two weeks later, on Feb. 3 and following days. With the shutting out of foreign furs those two sales have come to be considered as very important to the Canadian trade and are well attended by buyers from this country.

In a statement issued early in January in regard to the fur situation the New York Fur Auction Sales Corporation said: "Fur values have stood the test of new conditions and have been sustained on substantially all articles. December business among the manufacturers and the retailers has been better than in many seasons past, tending towards the cleaning up of old stocks, and thereby making room for the fresh-caught goods. A further factor has been the call for merchandise on the part of visiting European buyers who have recently come into this market."

The statement continues:

"The catch during November and December, taken under favorable weather conditions, has been rather large, notably of skunk; but this has not depressed the market, as it is now assumed that with the more severe weather now prevailing the catch is bound to decrease as usual. The recent lifting of the embargo, and the gradual increased freedom of shipping facilities which should be looked for should have a buoyant effect on the market for American goods. Stocks in the European countries from all reports are low, while Russian and other goods carried in the Orient are owned at extremely high prices, and hence are not likely to act as a depressing factor in the near future. . . . . We believe that dealers and manufacturers already appreciate the effect of approaching peace conditions upon the market, and realize that no abrupt changes in values are to be expected. This feeling will become more pronounced as the business of the new year develops and should find the local market, in conjunction with the buying from European sources, prepared to take considerably more than our usual winter offering at full market prices."

During the past couple of months some manufacturing furriers, who were a little bit depressed over prospects for January and the present year, have changed their opinion and feel that even though they should carry over some stocks until next Fall, they would not lose money on them. The bright, cold weather which has already set in this month is, of course, stimulating fur selling, and the month is starting off with quite the usual vim. One Toronto furrier remarked that muskrats are quoted in the United States at $3.00, which is higher than has been paid here so far. If they continue at that figure, as they appear to be doing, it will certainly mean higher prices here next Fall for finished furs than have been paid yet.

Canadian Furs Go to U. S.

A despatch from Washington states that the War Trade Board lifted the restriction on the importation of furs of all sorts from Canada to the United States "in one fell swoop" early in January, and hereafter Canadian trappers are provided with a ready market for furs and skins.

The order of the Board permits the importation of such furs and skins as beaver, wolf, badger, skunk, bear, weasel, wolverine, marten, raccoon, lynx and four kinds of fox, namely silver, red, white, and cross. The order reads that "general import licenses covering the importation from Canada of raw furs of Canadian origin are being issued, and will be issued to firms entering into the proper agreement with the Board. The essence of this agreement is that firms receiving the general license agree to report the receipt of furs under the license other than those of Canadian origin, and to hold these furs subject to the disposal of the Board."

The real difference in future will not be as great as this order appears to imply. For the past year or so the Canadian Government agreed to have Canadian regulations follow the lines of the U.S. regulations, and it was provided that importations into Canada, which refered chiefly to Eastern countries' furs, would not be permitted. The United States Government had made a similar regulation, in order both to discourage the importation of luxuries and to free all the shipping possible from carrying merchandise that was not regarded as necessary, in order that it might be transferred to war purposes. The War Trade Board order indicates that it is the intention of the U.S. Government still to keep up the bars against the importation into the States of outside furs, but the entry of Canadian skins is made easier. As a matter of fact there was a great deal of liberty allowed to Canadian skins and large quantities of these are sold at the New York and St. Louis auctions.

FURS IN ENGLAND RELIEVE WOOL SHORTAGE

The following report comes from London, showing how the wool shortage has depleted stocks of furs:

"A glance at West End window displays convinces one of the magnificent work of manufacturers in providing attractive and practical substitutes for such goods as have been unobtainable, or of which quantities have been reduced to

an inadequacy which made substitutes imperative.

The (until now) comparatively good supply of pelts has been a great boon to the trade in enabling firms to cope with the shortage of woollen goods, and has led to an enormous increase in the sale of furs. Four years ago the fur coat was regarded as the sign of wealth; today this garment is the recognized garb of the war worker. Naturally the big demand thus occasioned has not tended to ease matters where the falling off of labor is concerned; especially has this been felt in the fur trade, where it is impossible to utilize inexperienced labor."

A Ramble Through Dineen's

The W. & D. Dineen store on Yonge St., Toronto, has assumed more than ever of its old-time popularity. It has steadily built up its stocks so that there is no trace left of the disastrous fire which wrought such havoc a little more than a year ago. A ramble through the fur department of the store now proves quite educative. One sees there all the modern fashionable hues which adorn the fox, the rabbit, the muskrat and the skunk. There are, besides, seal, beaver, sable, wolf, badger and scores of other warm furs which the philanthropic animals of waste places have provided for us.

Fox is perhaps the most prominent and seems still to compel most of the sales And no wonder! There is no fur superior to the Canadian fox, and its selling value is immense. Beautiful shades of brown are most fashionable this year. Among them the favorites are Lucille, Georgette, Poiret and taupe.

Stoles and muffs are popular although there is quite a demand for the coatee. This is indeed a smart looking garment. One model in black chinchilla, trimmed with silver fox and lined with fancy silk was especially good. However, there exists a feeling that the popularity of the coatee may soon decline in favor of some new fancy, while the muff and scarf will remain pretty much staple furs.

Domestic Fox Leads

Contrasts often serve to distinguish more readily a good thing from a poorer one. Turning from the beautiful fox stoles, for example, one is liable to note an article of Japanese fox or Russian fox. There is no danger of these skins ever upsetting the sales of the Canadian article. "As far as the east is from the west," so far is the difference in quality and general usefulness between those foreign furs and Canadian.

One who is familiar with the prairie lands is impressed with the much deeper regard which is shown to Mr. Badger in the city fur departments than when he is perforating the soil with his constant burrowing. In his later form he rests in an exquisite pose, making of himself a handsome muff. Badgers after all are of some use! The skunk, too, receives more friendly greeting in a fur store than in any previous existence. Skunk has a big sale this season.

Hudson seal, fit for queens, is with fox the staple fur of the season still. Prices are high, 'tis true, but sales are big. Alaska seal, too, is a big item. It is gratifying to know that a typical Canadian industry is meeting with remarkable success.

Blouse Department Active

There is another department at Dineen's which is attracting a good deal of attention from shoppers now-a-days. It is the waist department. The hand embroidery which features on the majority of high grade blouses at present may be taken as one indication of the artistic genius in needlecraft which is being developed. Much of it is being done in Canada and it is to be hoped that the fineness and care of details which has made that work in France of world-wide fame, will not be sacrificed in its infancy here to the god of factory speed. Retailers could do much to stimulate taste for perfect work by giving their own employees who have genius for needlework an opportunity of displaying it on garments which it would improve in stock.

At Dineen's there is a big variety in the blouses shown and they are displayed on hangers in show cases, where each blouse is readily shown and replaced by the saleswoman, making selection easy and speedy. Variety and individuality are two big items of consideration for the fancy waist buyer who wishes his department to be of importance.

EFFICIENCY DEPARTMENT OVERCOMES MANY DIFFICULTIES

Continued from page 53

garding the goods handled. They hold discussion groups and classes for this purpose.

In the junior group of girls a corps has been organized which has accomplished big things. The girls have a uniform, not for the sake of parading but for its influence in uniting them as a body in the work which they undertake. The uniform is not worn "on duty" of course, but upon all occasions when they meet as an organization. As such the girls accomplished a marvellous amount of Red Cross work during the war, and besides are keenly interested in local movements and welfare work, and hold musical and other educative evenings as well.

In addition to classes for beginners in store technique, the history and geography relating to merchandise, social development, junior work, etc. there is a regular course of instruction in arithmetic, English, spelling, writing, etc.

Then for more advanced employees there are demonstration sales where the big and oft-recurring problems of selling and service to the customer are taken up. "These demonstration sales more than anything else show us what our people are made of," said Miss Cihlar to DRY GOODS REVIEW. "We find them perhaps the most important of all our departments, for there difficulties old and new come up, and if a salesperson is a little timid at first, confidence is gained by discussion and questioning, so that freedom, thoughtfulness and resourcefulness are developed if the salesperson is of the right sort at all, which is of extreme value in meeting customers. Meeting the customer properly is the greatest difficulty which we have to overcome among employees."

Attendance Compulsory

Attendance at all these groups is compulsory. Each employee is given a certain time-table of attendance, and it is just as necessary to be there as it is for them to be in their departments. A regular course of study is pursued, examinations held, and certificates granted. This sounds very like school, which many young employees sought to escape when they went "to work." However, it may be surmised from the nature of the courses as outlined above that school for school's sake is not the idea and, therefore, that examinations are not the bugbear here that they are in the average academic training. Examinations are usually verbal, and results based upon the intelligence of the salesperson in coping with certain circumstances. History, geography and arithmetic take on a different meaning when they are linked up with definite ends and the value of a knowledge of them realized by the students as they go along.

A Democracy Encouraged

There is one word omitted from all this account so far which will be noted at once by Bamberger's, no doubt. It is a word which customers observe on every floor of the store and frequently. Here it is now, with emphasis — CO-WORKER. "This elevator for co-workers only." "Co-workers' entrance," etc., these are the words which the store uses throughout in referring to its employees. The idea of the terms is quite evident. A co-operation of labor and capital is thereby expressed and encouraged. The interest of the employee in his chosen work is expected and all are placed upon a plane which is worthy of respect, both among themselves and from the public, to whom they owe in their turn the courtesy of attention, of interest, and of service.

(Continued on page 93)

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STYLE

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We cannot visit every merchant in Canada with our exclusive styles, but you may write us even if you are interested in only a few pieces for your special people, and we will arrange for you to see our line.

If there is anything you may want for immediate shipment, let us know.

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BIGGER PROFITS ON EACH SALE!

More sales because you will quickly establish a reputation for quality furs if you sell garments made of

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Bigger profits because garments made of Hollander Seal are actually worth more than ordinary Hudson Seal garments, and consequently bring higher prices. Bigger profits because for the same money you are now paying for inferior dyeing you can buy the real, the genuine Hollander Seal—

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Nowhere will you find a more complete stock or better merchandise.

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"DYNAMO BRAND" RAINPROOF MALINE

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"DYNAMO" MALINE is the Ideal Maline for Millinery—Heavy, Fine, Brilliant. *One* yard of DYNAMO MALINE offers the *same* effect and covers *better* than *two* yards of any other makes.

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WHOLESALE MILLINERY
SPRING, 1919

Stocks in our several departments are rapidly filling up, and in a few weeks will be complete.

Our assortment will be one of the largest we have ever shown, and represents the most attractive and desirable lines obtainable.

Inspection cordially invited.

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55-57 WELLINGTON STREET WEST, TORONTO

WINNIPEG : 66 King Street OTTAWA : 193 Sparks Street HAMILTON : 28½ John Street N.

MILLINERY

FEMININE FASHIONS FEATURED FOR 1919

New York is Showing "Victory" and Other High Colors — Basket Woven Straw Sailors a Novelty—Satin, Georgette and Other Fabrics Popular—Tam and Poke Styles Again—Prices Continue High

NEW YORK, December, 1918.—Sailors for next Spring and Summer are of a generous size. The crowns are fairly large and usually high, although they do not strike one as being of an exaggerated height because of the width of the brims, which are mostly from 4 to 6 inches wide. Altogether the new sailors are of an attractively proportionate nature. In keeping with their sunshady size, the sport hats are frequently constructed of extremely coarse straws. If a designer insists on using fine straws of the pliable, silky type, the fine strands are made into braids from ½ to 1 inch in width, and these are woven in basket fashion, which is novel, in this form, and still there is the effect of the coarse braids. Basket-woven crowns, brims, and whole hats of straw are quite the fashion in all types of hats. Folds of soft fabrics, and ribbons, too, are utilized in this manner.

The soft tam style of hat which has taken such a strong hold this season is shown in great variety again for Spring. It appears in some of the early satin models made in dark brown, black, taupe, etc. One of the most striking of these outlines shows the wide brim again, but it is quite unstiffened, and the upper layer mounts high, revealing only a turn of the crown. These styles are shown in all satin, or with a crown of straw or fabric.

Fabric Hats Popular

Rather picturesque models are shown in the smart colors for Southern wear. The very large proportion of these, made almost entirely of fabrics, plain and figured, is notable. Sometimes these fabric hats are trimmed with straws in fanciful applications, but frequently there is no straw in their whole composition. Bonwit Teller's are showing some Southern models in the wonderfully fine new "Victory" shades, made almost exclusively in Georgette. Certainly it seems that one can develop a much more attractive color scheme with these materials which take the dyes so well, than in the straws which seldom bring out the richness of color to the best advantage. One show case at the store mentioned contains models all in the delightful new blue, which might be described as a combination of Belgian, French and our own flag blue; certainly it is deep and meaningful. The other "Victory" shade of models contained in another show case is quite new also; it is a tone between a rich old rose and American Beauty.

Some other very charming early chapeaux are shown in a navy and cerise combination which, also in the soft fabrics, is attractive and promising for the early season.

While many of the Spring ranges are large, rather brightly-colored and dressy, the very earliest models which are to be worn in January, February and March, not in the South, but on Fifth Avenue, stick more closely to the tailored type of hat. And there is any amount of smartness in the jaunty peaks, turned-back brims, brims drooping decidedly on one side, wing and jet and straw trimmings, tucks, cordings and pleats in the satins, and the bright hues of Belgian blue, cerise, crimson, Italian green, etc. Satins have by far the lead in the early numbers. If one really wants a tailored hat in straw it is to be had in both fine and coarse types, and in the smart turban effects. The fancy Georgette crepes, however, may be partly responsible for the soft straws being favored in dull finish rather than in the glossy effects. Some hair turbans are also shown which are very charming, and lisere and Milan are of course always accepted.

The poke influence is again very strong. It is seen in the drooping sides of broad-brimmed hats and in the perky little high-crowned, narrow-brimmed styles, as well as the regulation poke style, which is in between these two.

Three Graces

One cannot but have faith in the smart little hat above with its straw or satin crown, wing trimming and corded crepe brim. And there is every hope for the girl who wears the sport hat with straw crown and Georgette brim in dainty color combinations. She must have charity for others less favored who wear the hat at the bottom this Summer! it is of soft, coarse straw with felt crown and smart wing. These are new Cupid Hats, New York.

Hats of soft, flexible straws, or of pliable materials trimmed with straw, are noted this season.

Fine, ornate and hand-made trimmings are also featured, as you will observe in these four smart new models.

Millinery For Spring, 1919

Photos by courtesy of D. B. Fisk & Company, Chicago, Ill.

Trimming Plentiful

Millinery may be said to be rather ornate this season. While the trimmings are all of a neat, high-grade and pretty much hand-made order, thus avoiding any "top-heavy" silhouette, they are, nevertheless, present, and very noticeably so. Little jet beads are sewn on in fanciful designs; rather intricate patterns are outlined in fine straw braid; tiny French flowers and hand-made silk fruit are seen a good deal; brim edges are finished with finely-fluted or fancy pleated narrow ribbons; hand cording and tucking; flanges of tulle; all of these are means of ornamentation for the new millinery and the effects are extremely pretty as a rule. As with the garments being worn now and those coming along for Spring, the whole tendency is for very feminine fashions. There are variety, dantiness, plenty of color, straw novelties, delicate materials, a good deal of hand art work; in fact the millinery for 1919 gives one a decidedly happy feeling.

That pleasant conclusion, you will note, is reached before anything is said regarding price. "Prices are very high," say the buyers here. "New things coming over from Paris are also very high, for you know everything over there has gone proportionately much higher than it has here, and in addition there is not yet a full range of merchandise coming from there, even though they are working hard to supply us, and England and some others of their old friends. Materials here in America are very high still, some of them going beyond the reach of some out-of-town buyers; there will be no recession of prices as long as materials retain their present levels, and that will be for at least some months yet."

Good Year Anticipated

There is no influx of labor from the munitions factories to the millinery workrooms as some people expected. The girls who left millinery to do munitions work find that their hands are not now readily adaptable to handle the delicate materials. For that reason there is no change in the price of labor since the fighting has ceased. It looks as if millinery is going to retain its present importance as regards price and trimming, and that the present year is to be a very excellent one for the trade. The Southern season promises to be more important than for some seasons, and in addition people throughout the year are going to dress up more than for some seasons in order to greet the boys returning from overseas. These two factors are enough to insure good conditions, even at the present level of prices.

Most hats tip down at one side to point out a feather, a pompom, or bow-knot like this.

VICTORY DEVELOPMENTS IN MILLINERY

Following are some impressions of interest to the millinery trade. They are made by a wholesaler who has just returned from a visit abroad and one who is a recognized judge of what is likely

Two Fashionable Models

The hair lace model at the left is trimmed with small ornaments and strands of wide straw, a bit of moire ribbon and a rose. At the right is a handsome model of black milan with novel brim and trimmed with wreath of delicate roses. Photo by courtesy of Bruck-Weiss, Millinery, New York.

to affect the trade most deeply. This is what he says:—

"Almost an overnight change has taken place since the call to victory electrified the world. Where but a few days grief, anguish and uncertainty as to the future held sway, the people of liberated nations are in gala attire, singing and shouting in glorious celebration, with hearts and minds thankful for their delivery from bondage.

"All this is having a marked effect already upon the world of fashion and art. The picturesque native costume is bringing an atmosphere of real romance. The individuality of each nation's attire is proving a source of suggestion to the creation of style. The quaint Alsatian headdress in all its picturesqueness will be recognized in many of the Spring millinery creations, as well as the bright glow and splendor of the East Indian and the mystic beauty and intricate draping of the Arabian head wear. Already many shades and colors have been introduced as a Victory color. France has chosen the French flag blue; cherry and navy has become the American idea, and nearly every country is selecting some shade expressive of its own individuality.

Georgette and Rough Braids

"At the present moment the millinery trade is finding a good demand for the small modish turban. Duvetyn particularly, in its wonderfully rich colorings, is very highly favored for these small hats. Satin hats are also meeting with very quick sale. For early Spring wear the indications are that georgette crepe with straw facings and slashings, usually rough in appearance and in all the newest colorings, will be a strong feature. Rough braids will be used with greater profusion than for many seasons past. Many of the hats are apparently without stiff foundations, yet maintain their lines perfectly. We are expecting early delivery of our French and English trimmings and hats."

$12 FOR EASTER BONNETS THIS YEAR

"The average price paid for an Easter hat in 1914 was $7.50. This year it will be $12," said the millinery buyer for one of Toronto's leading stores to DRY GOODS REVIEW. "There can be no reduction in millinery before next Fall. In the meantime people are buying plenty of hats at the present high prices. We made up eighty-five hats for our openings in Southern millinery, and sold fifty-seven of them the first day. Either there are many more people than usual going South this year, or else you will see Summer hats worn very soon in Toronto. This has been our best Southern season since the war began," he added.

Combinations of satin and straw are selling now. Indeed, several shoppers have already been noted wearing these first Spring hats with wintry fur coats. One table of newly made up models featured the henna shade, which is the fashion fad this Winter. The hats were mostly made of henna-colored Georgette crepe with black barnyard straw covering one side of a turned-up brim, for instance, or a crown, or forming trimming motifs or brim edges. "We expect to have trouble later with these models," said the manager of this department. "That straw is not being made at all now. We had some in stock and people want it, so we made it up. It is beginning to crack already in some cases. Some of these will be brought back and we shall make it good to the customer, of course."

Novel brown satin hat; stiff satin crown with soft tam-effect brim.

"Our Southern trade in millinery has been exceptionally good this month," said another of the large retailers in Toronto. In fact milliners and millinery departments who feature Southern merchandise at all, have, in every case where DRY GOODS REVIEW has called, commented very favorably upon the Southern business this year. It is not a matter, therefore, of one store getting ahead of another; it is simply that people are going South and want millinery for the occasion."

Black satin; tiny glistening French flowers; tulle flange; velvet ribbons; steel beads.

DESTRUCTION OF FRENCH TEXTILE FACTORIES

When the Huns are once again able to seek the suffrages of overseas buyers, we trust the outrages committed in the French textile factories will not be forgotten. Details to hand prove conclusively that the damage done has been systematic, not as a necessary act of war, but as part of a deliberate policy, the object of which is to cripple French industry after the war, and thus facilitate the task of the Hun manufacturers in recapturing the world's trade. In some cases machinery and plant have been removed to German factories, and weaving cards have been stolen under the most explicit instructions regarding their packing and removal. Where machinery could not be taken away it has been smashed or irretrievably damaged by the wanton destruction of essential parts. New machinery will be very difficult to procure for a long time. This the Huns well know, and they are counting upon their French competitors being put out of business while German textile firms prosper on the sale of goods made by use of the stolen French machinery. This dastardly scheme must be defeated, and we have confidence that it will be. It is due to the gallant French that

every civilized country in the world should join in frustrating this diabolical Hun programme. Not until the factories of France and Belgium are once again fully restored and equipped should the products of the Hun factories be tolerated in any country where the love of justice prevails.—"Draper's Record."

OF AGE NOW

The Robert Simpson Company held a "1918 sale" between Christmas and New Year's. It consisted in the marking of certain merchandise from various departments for sale at $19.18. Window displays, advertising in the dailies and plenty of price cards helped to make the event interesting to the public. In addition to their "January Whitewear Sales" Simpson's are celebrating this month their "coming of age," it being just 21 years since the present management took over the store from the estate of the late Robert Simpson.

SIX-STOREY ANNEX

Plans for a new six-storey department store as an addition to the present building have been completed with the purchase by the C. H. Smith Co., Windsor, Ont., of large premises adjoining its present store. The company plans to raze the present building on the new premises and erect an entirely new structure to adjoin its present store. It will be fitted with everything to make it an up-to-date department store second to none.

The new building will be 110 feet long and will be fireproof. It will be used entirely by the C. H. Smith Company. It is expected that construction will commence just as soon as the present lease expires, which will be sometime next Summer.

The C. H. Smith Company was organized some four years ago when it purchased the business of Joseph Appelbe and Company and extended it. The president, Mr. C. H. Smith, is also a member of almost all the business men's organizations and clubs of the municipality, among which perhaps his "specialty" is the Border Cities Merchants' Association, which, with a picture of Mr. Smith its president, interested readers of the last issue of DRY GOODS REVIEW.

J. C. DOUGLAS PASSES AFTER LENGTHY ILLNESS

After an illness extending over six years, Mr. John Cameron Douglas passed away at his residence in Toronto on Jan. 7. The late Mr. Douglas was born in Toronto sixty-three years ago, son of the late H. M. Douglas, of H. M. Customs. He was a member of the firm of Gordon, Mackay & Co. for the last sixteen years, prior to which he was manager of the Traders Bank at Sarnia. He is survived by his wife, three sons and one daughter. His son Gordon was killed in action last April. The other three sons also served in the war.

Sir John Eaton has been appointed to the Board of Governors of the University of Toronto.

JOHN D. IVEY DEAD

A well-known Canadian business man passed away on Dec. 30, in the person of Mr. John D. Ivey, founder and president of the John D. Ivey Company, Limited. The late Mr. Ivey was born in Jarvis, Ontario, sixty-six years ago, and when only twenty-nine years of age went to London and started a wholesale business, the nucleus of the present company, making his headquarters in Toronto in 1885. His interests were wide and varied. He served both on the Board of Governors and Board of Trustees of the Sherbourne Street Methodist Church, was a member of the council of the Board

THE LATE JOHN D. IVEY

of Trade, being chairman of the dry goods section, director of the Trusts and Guarantee Company, an honorary governor of the Toronto General Hospital and a member of the National and Caledon Clubs. He also took a great interest in the East End Day Nursery and other charities.

A widow and four children survive—Arnold M. Ivey, managing director of the John D. Ivey Co., Limited; Percy P. Ivey, Mrs. Lindsay Wells, of Chicago, and Miss Lenore, of Toronto. Six employees who had been with the firm for from twenty-five to thirty-five years were pall-bearers, while the following were honorary pall-bearers: Messrs, Nicholas Garland, Frank Arnoldi, K.C., Sir Wm. Gage, D. B. Hanna, Wm. Thoburn, T. Albert Brown, J. F. Ellis, J. J. Warren, James Ryrie.

Silk houses are extremely optimistic over the outlook for 1919, and are confident that it is to be the biggest year in their history with prices firmly maintained. The attractiveness of the silks both in quality and design and the continued scarcity of fine woolen fabrics are the two big factors, which, they state, are pointing to big business in silks. Palm Beach is already carrying out the expectations of the trade. Perhaps more silk firms have representatives there than ever before this Winter.

EDUCATIONAL DIRECTORSHIP

In an address to the Toronto Business Women's Club, on January 7, Miss Walker, educational director of Murray-Kay's, Limited, Toronto, gave an interesting account of the new vocation for women, that in which Miss Walker herself is engaged. In 1905 a scheme for the training of shop employees was inaugurated by Mrs. Prince of Boston, who discovered that the extremely small wage of $3 a week was claimed to be a just one by the business men of that city. In the face of much opposition and indifference Mrs. Prince undertook the training of clerks, and so successful was the venture that in due time a new calling sprang into being, that of Educational Director to girls in stores.

The preparation preferred for this work in the United States is either a college course or a four year normal course, as well as a practical experience of at least two months behind the counter of some large store.

The principal duty of a director is the giving of instruction to would-be saleswomen. The subjects treated are salesmanship, spelling, arithmetic and hygiene, including talks on the proper kind of dressing and the proper care of the person, diet, digestion, etc. Every two weeks, also, the director holds a meeting with the floor managers; she listens to complaints of every description; she acts as a medium between saleswomen and the heads of the firm; does a certain amount of welfare work among sick and needy employees, and in countless ways makes the machinery run smoothly.

One of the greatest aims of the director, Miss Walker said, was to reduce the labor turnover. As every turnover is estimated to cost between one and two hundred dollars, the saving to any firm is very great when through efficiency and interest the employees retain their positions. This calling, Miss Walker thought, would be more heard of during the reconstruction period in Canada and the United States and women would be in demand to fill such positions in both stores and factories.

DRESS MANUFACTURERS ORGANIZE

The Associated Dress Industries of America is a new organization which came into being last month in New York. An annual business of approximately $1,300,000,000 will be represented by the organization. It is to be national and will take in all branches of dress manufacturers, namely, infants', children's, misses' and women's, in the United States and Canada and will keep in touch with the industries abroad as well as at home.

CONGRATULATIONS

Mr. F. P. Hambly, of Hambly & Wilson, wholesale fancy goods, who was elected to the Toronto Board of Education on January 1st, has been elected chairman of the Board by a large majority.

AN ALL YEAR TOY DEPARTMENT

Chance to Sell Toys as Educational Medium—Toys Mental and Physical Food—Plans For Booming This Business

THE Christmas season that has just passed has been a prosperous one for the toy departments in Canada. Parents who may be inclined to economize as far as they themselves are concerned will open up the tightest purse strings to bring joy to the hearts of the little ones.

City stores made splendid showings of common sense, practical toys; many of them Canadian built and all of them of much higher grade, both in durability and educational qualities, than the gimcrack stuff that for many years constituted one of the big ends of the exports of Germany.

Taking into consideration this changed character of the toy department, many merchants, who used to despise the old collection of breakable mechanical truck and desired to shovel them out of the way the day Christmas was over, are now considering the advisability of maintaining the toy department the year round. To such the following article, by W. Barret Hankins, which appeared in "Toys and Novelties," will be of considerable interest:

Toys are mental and physical food.

As dealers to the community we should carry toys as a staple and assist grown-ups in the selection of toys for the best interest of the child, to promote:

Cnstructiveness.
Initiative.
Mental vision.
Creativeness.
Quick mental action.
Bodily strength.
Quick bodily action.
Self-control.
Self-confidence.
Comradeship.
Discipline.
Leadership.
National pride.

There is no better time than right now to plan for an all-year-round toy department.

Think of the long months of school work ahead of our children. It is of gravest importance that children at this time should be thoroughly imbued with the national spirit. The seeds of national loyalty planted in the hearts and minds of our children to-day will give us a greater America to-morrow, but we must avoid depressing or alarming the child, which, added to the child's school work, would be tearing down faster than we can build.

> Drums and guns, swords, horns, uniforms, for the child, were never needed more than they are to-day; books and games, balls and bats, dolls and tea sets, skates, scooters—and all the other toys—were never needed more than they are to-day.

As dealers we should unite in a campaign of education directed to parents showing them the need of toys for their children. I give you in this article suggestions that serve as a foundation for such a campaign. For instance, windows:

Arrange a window devoted to toys that promote constructiveness, from the smallest set of blocks meant for wee baby hands, to the elaborate mechanical set for big brother. Have a big doll represent the baby and stand a figure of a boy of about ten or twelve years of age beside something that is built out of a mechanical construction set. Place a card bearing the following educational text in the window:

> Keep abreast of your child's mental developments. The child's mind seeks to create and construct. We have a complete line of toys for this purpose. We must feed the child's mind as we would feed the child's body. We are glad to talk with you at any time about the proper toys for your child, according to the age of the child.

Another window carrying out an educational idea would be figures of boys dressed in khaki and surrounded with military toys. Have the figures seated at a table with some game between them, and in the background a painted scene of some timely outdoor sport. Use a display card having the following wording:

> Patriotism, our nation's best asset. Let our children become inspired with love and loyalty for our country in the natural way—mingle it with their play, let it, so to speak, come into their hearts and minds unconsciously, and it will dwell with them forever.

Another window that would be effective in this educational work would be boys and girls at play with trains, boats, small motor trucks and horse-drawn drays—all typifying commerce and business, using a display card worded as follows:

> Train your children for the future greatness of America—let your boys and girls early feel the thrill of progress commercially. Toys will inspire them by suggestion. Let them have trains and boats, trucks and wagons. Toys serve a double purpose—they amuse and educate. Plan your purchase of toys to fit into the different stages of your child's advancement. Come in and talk the matter over with us. We make a study of toys in their application to the child-life.

Take a photograph of each window and have a small half-tone made of same. Print this on a mailing card, using as wording for the card the same text as is used on the display card in the window.

Mail these cards to a select list of customers.

For your mailing list do not neglect the rural homes. Remember the farmer-parent has a double problem. Theirs is not only the proper amusement and education for their children, but it is also one of keeping the growing child on the farm.

The farmer is able to buy toys and appealed to rightly the farmer-parent will buy toys. In interesting the farmer in your toy department, you also interest him in your entire store. The same educational campaign you use on your city trade you can use on your farmer trade with this addition, that you can talk to the farmer-parent about the thing nearest to their hearts—to keep their growing boys and girls from wishing to leave the farm.

Bear in mind also that the Government is soliciting the aid of housewives—mothers are asked to do things, and it is suggested that they do things that require more of their time than they have ever before devoted to anything other than the care of their children; and now that housewives and mothers may join in and do their bit in the many things that are needed, there should be a means provided for helping amuse and educate the child without making this work a tax upon the mother. Toys. therefore, are the only thing that will assist in this work. and for this alone we owe it to our Government to stock and advertise toys.

HAMILTON STORE SHOWS TOYS ALL YEAR

In Hamilton, Ont., there is a store which is known to all the community and surrounding towns for having a big toy stock all the time. When the Grocers' Picnic, all the big factory picnics, the Sunday School picnics and so on are taking place in the Summer time Stanley Mills & Co. have something especially attractive ready to offer and have got the people almost in the habit of purchasing something from the toy department to take along with them. Of course Hamilton is particularly well situated as a picnic centre, but there are many other towns and cities in Canada where picnics are the rule in the Summer and where there is a good field for the toy department to make a special appeal.

The Stanley Mills store finds that wheel goods, horns, children's tables and chairs and other small furniture, outdoor games such as croquet sets, etc., are all lines for which there is a year-round demand. In addition to the toy department being worth while for ten months of the year, by keeping it up during that time the manager stated to DRY GOODS REVIEW that he considered it a very important factor in making friends for the store for the two Christmas buying months which meant such huge business every year.

The trade has good ground to work upon in developing an all-year toy department.

CLEVER PERFORMING TOYS

A Birmingham, England, firm has gotten out an interesting line of "performing" toys. They include a long-leg monkey, a bear, several species "of dog," an elephant, a "polar kid," a cat, a rabbit, a donkey, etc. These toys are very life-like in appearance and in their "tricks." They are provided with internal spiral springs so that when you pat the animal kindly on the head it walks properly, like a good beast; according to the weight of your affection as expressed in your caress, the animal jumps, or sits, turns somersaults, dances, etc. At the same time these toys have the solidity, rotundity, and the comfortable properties of the best approved types of the nursery menagerie.

EARLY SHOPPING PRIVILEGES FOR EMPLOYEES

The Hudson Bay Store employees in Winnipeg were given a unique shopping privilege prior to the rush of Christmas trade. The store took up the practice of its preaching by setting aside two evenings for the employees to do their shopping, paying them their salaries in advance. The entire staff was divided equally and on December 20, in the evening, one-half served behind the counters while the other half shopped; on the next night the salespeople become customers and the other half sold. On both evenings all the employees of the store, work-rooms, delivery and office were provided with supper at the company's expense, and in addition, very liberal discounts were allowed on goods purchased.

"Giving the salespeople the opportunity to get their own Christmas shopping over has a far-reaching effect," said Fletcher Sparling, general manager of the company. "The selection of gifts is really one of the great pleasures of Christmas, but if it has to be done hurriedly, late in the day, perhaps, and sometimes on Christmas eve, then half the pleasure is lost; the selection of merchandise is not at its best and the service is necessarily much more limited.

"This is one phase of the early shopping question. Another one and equally important is that the salespeople, not having any shopping worries of their own, are able to give to the store's customers a far better attention than would otherwise be the case. Then, too, having shopped all over the store they are in a splendid position to be able to assist customers by their own actual experience."

NO GERMAN-AUSTRIAN GOODS WANTED HERE

Copy of Resolution passed by the Executive Council of the Canadian Pulp and Paper Association

WHEREAS the state of war existing between the British Empire and the Central Powers of Germany and Austria has demonstrated to the world the utter impossibility of reconciliation until such time as a change of mental attitude is shown towards the accepted standards of moral and commercial decency,

Be it resolved that every pulp and paper manufacturer of Canada shall be asked to refuse to purchase any goods of German or Austrian manufacture, and that the strictest scrutiny shall be given to all goods stated to be of Swedish, Dutch or Swiss origin; and

Further, that every purchasing agent shall be notified of this resolution.

Be it also resolved that a copy of this resolution be forwarded to all Allied Trade Associations with the request that it receive similar attention.

EFFICIENCY DEPARTMENT OVERCOMES MANY DIFFICULTIES

Continued from page 83

"One of the most tangible results which we have experienced from our efficiency department was one which has given us considerable satisfation during the past couple of years. Our five years of training of employees, many of whom, of course, will always be of the floating sort, has brought us a steadier supply of labor than we could have expected otherwise, with munition factories taking help from all lines of industry. Many of our people realized that war work was temporary and with the interest which they had in the store and the goals which they had in view, they decided to remain with us. Naturally they were the best type of helpers and for that reason the labor difficulties there have not been so great, we believe, as they have been during the war period in many stores where educational work has not been going on so long," said Miss Cihlar. "We have also had fewer complaints from customers regarding their treatment by co-workers this year than ever before."

SUCCUMBS TO INFLUENZA

Another victim to the influenza-pneumonia has been named in the person of A. E. C. Naftel, assistant manager men's furnishing department, W. R. Brock & Co., wholesale dry goods merchants, Toronto. After a week's illness from influenza which developed into pneumonia, Mr. Naftel passed away on Sunday, January 5, 1919, at his home 30 Duggan Ave., Toronto.

In February of this year, Mr. Naftel would have completed 20 years' service with W. R. Brock & Co., having started in at the bottom and worked his way to the position of trust he held at the time of his demise. Mr. Naftel was well known and very popular with the customers of the Brock business and his associates speak of him in very highest terms, indicating that his place will be very hard to fill. He leaves a widow.

ILLUSTRATING THE WOUNDED SOLDIER'S RETURN TO INDEPENDENT LIFE

Lantern Slides Free

Sets of lantern slides, illustrating the various steps in the invalided soldier's climb from "down and out" to "up and in again," proved very popular last winter all over Canada, as well as on shipboard among the returning soldiers themselves.

We are informed by the Editorial Branch of the Department of Soldiers' Civil Re-Establishment that the slides have been thoroughly overhauled and many new pictures have been added, while new and up-to-date lecture material has been written.

The new sets are now being sent out, free of charge, on loan to responsible speakers who realize the vital need of spreading information on this great national enterprise among all classes of the people.

Posters to announce the lecture are supplied in advance.

Addresses where slides, etc., may be had will be forwarded to anyone interested by DRY GOODS REVIEW, or by the Department of Soldiers' Civil Re-Establishment, 22 Vittoria St., Ottawa.

SIR JAMES WOODS NOW

The recognition of Knight Commander of the Order of the British Empire has been conferred upon Mr. J. W. Woods, president of the Gordon, Mackay Company, Toronto, for his fine work with the British War Mission at New York. Early in the war Sir James Woods offered his services to the Government and was attached to the War Mission to help further the trade relations between the two countries. Sir James is an ex-president of the Toronto Board of Trade, with which organization he has had an active connection for many years.

Our Travellers are on the road with Fancy Wools, Fingering Wools and a large range of Children's Knitted Goods—machine and hand made.

See Our Fall Samples

Immediate Delivery

Stamped Dresses, Gowns, Wools, Crochet Threads, Instruction Books, Etc.

We are Sole Distributors for Three Bee Wools, Gloria Wools, Flossell Artificial Silk

Hambly & Wilson, Limited
11 Wellington St. W., Toronto

BUTTONS

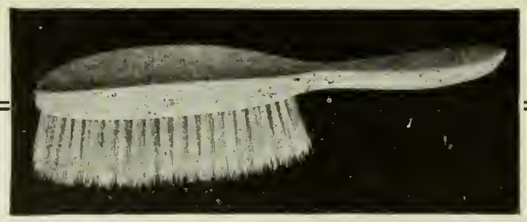
Dealers can still do a good business in buttons bought for last Fall. We have a good supply of these on hand and can deliver promptly.

We have also a complete range of all kinds of buttons for Spring, 1919.

Our travellers are out now with samples. See them before buying.

A. Weyerstall & Co.
Button Manufacturers Toronto.

Say You Saw It
in
Dry Goods Review



Don't Buy Your Ivory Goods Until You Have Received Our Prices

Then you will buy right

THERE IS AMPLE SUPPLY FOR 1919. Don't pay a premium price for French Ivory Goods this year—there is plenty for everyone. We have the right goods at the right price.

BUY SOLID FRENCH IVORY. Solid French Ivory gives your customers satisfaction—it can be engraved deeply—composition and wood core cannot.

BUY WHERE FUTURE ORDERS WILL MATCH. When your customers start their collection of French Ivory, they want every new piece they buy to match their present pieces. Our French Ivory is uniform in color—and quality guaranteed.

QUICK DELIVERY. We have big stocks on hand all the year round at our Toronto warehouse. We fill orders from stock immediately if wanted.

DO BUSINESS DIRECT WITH THE FACTORY. We sell to you direct—the best French Ivory—solid all the way through, at first factory costs, which means larger profits for you.

COMPARE PRICES AND TRY A SAMPLE ORDER. Send for our special folder, number 188 — it furnishes a valuable guide for this season's buying, in which French Ivory prices are clearly stated.

MANUFACTURER'S NOTE. Let us quote you on Ivory, tortoiseshell or opaque sheet stock, rods or tubing. Delivery at once.

Dominion Ivory Co., Ltd.
52 Bay St., TORONTO

TELEPHONE ADELAIDE 1266

Every Snap A Fastener

Every Fastener A Snap

In order to meet the constantly growing demand for a fastener of the better sort, we, after experimenting thoroughly with the different products, have decided in favor of this article as being the most **perfect fastener** produced.

Note the finish of both Japan and Nickel. See the rounded edge on back of the snap, preventing the cutting of the thread; above all, the **life** of the Spring, which is the success or failure of all fasteners.

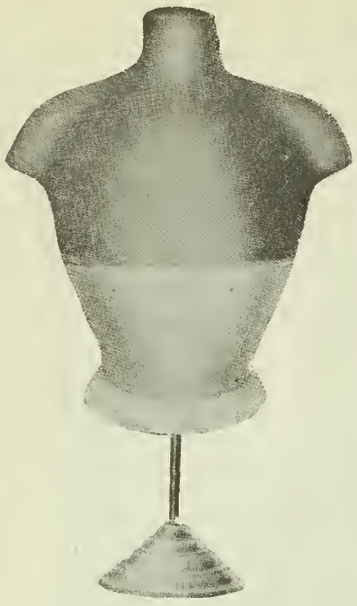
$8.40 per gross. Quarter-cut oak cabinet, size 13" x 15", as illustrated, with 5-gross order.

WRINCH, McLAREN & CO.

MANUFACTURERS AND IMPORTERS OF

SMALLWARES, NOTIONS, JEWELRY AND LEATHER GOODS

77 Wellington St. West Toronto



No. 2008
WAIST FORM
GUARANTEED
FLESH ENAMEL

Representative
of the
Celebrated Wax Figure
of
Pierre Imans,
Paris

No. 2005--Dress Form, guaranteed Flesh Enamel

PEACE

Now that peace is with us---no more worry---only look ahead for prosperous business. Displaymen and merchants, do justice to your store by elaborate displays for the coming year.

GET OUR NEW FOLDER AND PLAN YOUR NEW DISPLAY

We make a specialty in Renovating, Hairdressing, Coloring, Repairing Broken Figures.

No. 467

DELFOSSE & CO.

247-249 Craig St. W. Factory, 1 to 19 Hermine St.
MONTREAL

EXTRA PROFIT

Turn Your Waste Paper Into Money

Patent Nov. 9, '15

You will get the highest prices by using a "Climax" all-steel Baling Press. Easy and quick to operate, made of steel and will last a life time.

Reduces Your Fire Risk and keeps your place tidy.

MADE IN 12 SIZES

Send for Catalog

CLIMAX BALER CO.

55 Burton Street
HAMILTON, ONTARIO

Easter Decorations

For Show Windows and Store Display

Easter Lilies, Lilac, Sweet Peas, Daffodils, Apple Blossoms, Roses, Plants, Vines, Palms in all sizes, etc., etc.

Prices and Samples on Application.

THE DOMINION FLOWER AND FEATHER MANUFACTURING CO.

39 DOWD ST. MONTREAL

LISTA PURE SILKS

not only make exquisite Blouses, Shirts and Pyjamas, but are simply ideal for Children's Dresses and Sleeping Suits. In the clothing of your merry, romping boys and girls quality counts; it is here in wear and washing that

LISTA SILKS ARE SUPREME

Guaranteed and Manufactured by LISTER & Co., Ltd., Old Change, London, E.C. 4.

TO OUR CUSTOMERS

We have pleasure in stating that we have in course of preparation an illustrated booklet containing numerous photographs of the works and workers—being a souvenir of the Royal visit to our mills on May 29th, 1918. This will, we hope, be highly interesting to all those connected with the silk business.

Supplies will be sent to our agents, Messrs. Henderson & Smyth, of Toronto and Montreal, who will be pleased to forward a copy of same on application.

LISTER & COMPANY, LIMITED

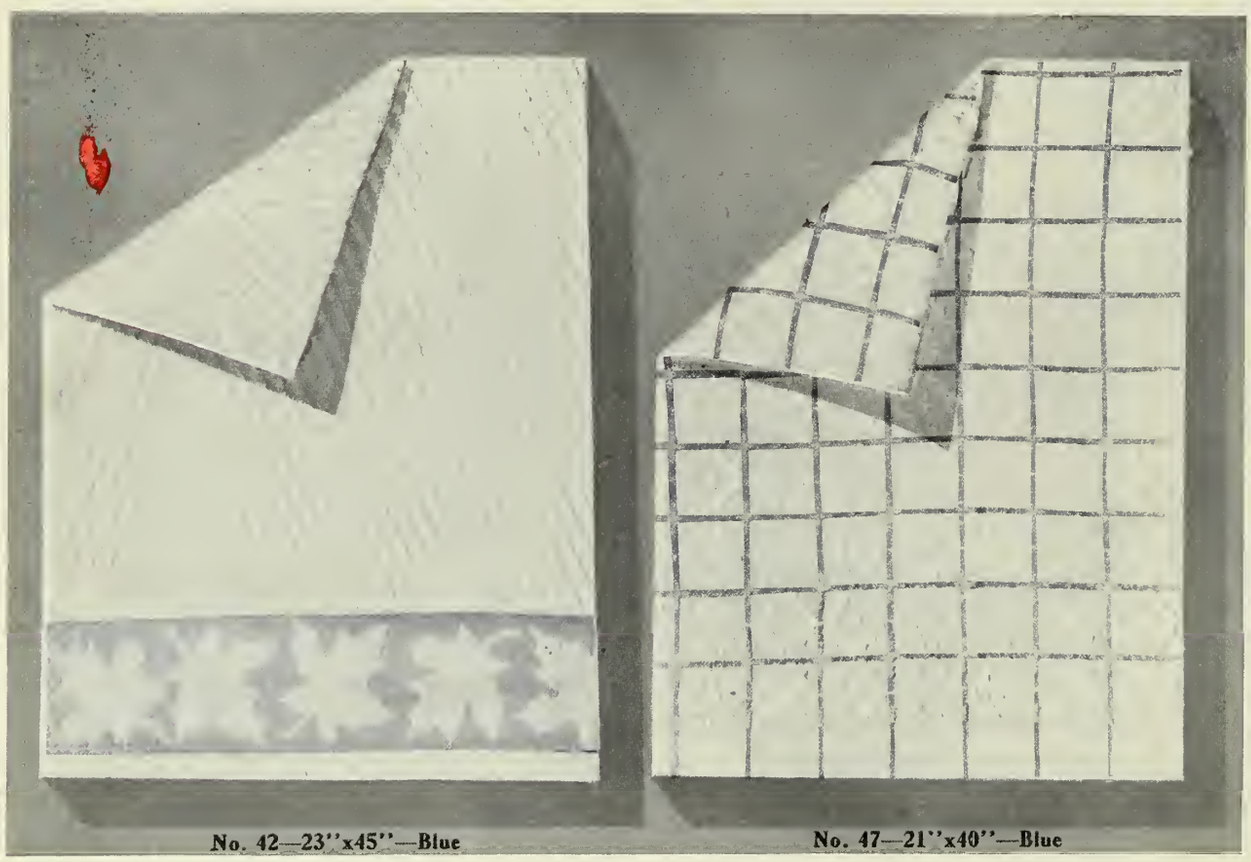
Spinners, Manufacturers, Dyers and Finishers

MANNINGHAM MILLS, BRADFORD, ENGLAND

Gult TOWELS

Two Good Ones From a Good Line Every One a Reputation-Builder

The Quality Shows Where it Counts the Most—in Your Customers' Homes



No. 42—23"x45"—Blue

No. 47—21"x40"—Blue

Galt Towels have an enviable reputation which has been gained by our efforts to combine the highest standard of quality with the lowest possible cost.

Travellers are out continuously with a complete range of samples.

Galt Robe Company, Galt, Ontario

Western Agents : S. Groff & Son, 290 McDermott Ave., Winnipeg
E. E. Potts, 130 Hastings St., Vancouver

Montreal : M. R. Bricker, 43 St. Sacrament Street

"DUR-ENAM" DISPLAY FORMS

IMPROVE DISPLAYS
INCREASE SALES

No. 1570
Sweater Coat Form

No. 1574
Venus de Milo Form

No. 1574—Excellent for displaying bathing suits, underwear, or dresses.

No. 1568/P
Extended Shoulder Waist Form

There is a lifelike color and proportion about DUR-ENAM display forms that will put new vim into your displays.

They add a touch of excellence and appeal that marks them as forms that are unexcelled.

There need be no more dull displays while Dur-Enam forms are at your door.

No. 1572
Our Newest Skirt Form

Points to Consider

Far ahead of the ordinary enamelled forms.

Guaranteed washable.

Made by our special process, they stand unequalled by any imitations. They are finished with a beautiful flesh-colored tint that is lasting and washable.

They are backed by the name of Clatworthy & Son, Ltd., the manufacturers.

Made in all styles and shapes.

Be ready for Spring displays and order now.

Our new catalogue will be issued in the near future.

Send us your name and we will mail you one as soon as it is off the press.

Don't forget that we make the most complete line of metal display fixtures in Canada.

MANUFACTURED BY

Clatworthy and Son, Limited

161 King St. W., TORONTO

No. 1589
Extended Shoulder Form

EQUIPMENT & DISPLAY

An Interesting Window

This window by the T. Eaton Co., Toronto, featuring new skating togs, attracted a great deal of attention on the day immediately following Christmas. It will be a seasonable suggestion for a few weeks to come, no doubt, in the greater part of Canada. It is a corner window. The background is deep blue with stars of the greater and lesser magnitudes painted, suggesting a perfect skating sky. The "ice palace" with its broad white steps appears with soft banks of "snow" depicted beside it in the centre. Suspended from the ceiling is a huge inverted canopy of white holly, red berries, and cotton-batting "snow." Colored satin ribbons of one to two inches width and different lengths give a glistening color touch which is novel. They hang from the canopy and also from the ceiling, like icicles. A commodious robe is spread for the sitting figure.

An Archway of Handkerchiefs

A splendid Christmas display of handkerchiefs, neckwear, etc. An archway of such proportions as the above entails a good deal of work but the results are very striking, the white flakiness of the handkerchiefs being particularly suitable for the occasion. Worked out in conjunction with an Easter idea it would be equally suitable. This appeared in Gordon's Limited, Victoria, B.C.

A Sensational Wool Display

This strikingly novel window caused a sensation in Montreal. Similar wax figures and settings in their lifelike and natural details and colorings were used in New York, Toronto and elsewhere during the Victory Bond campaign, when the card read "Bring him home with a Victory Bond," while mother read a letter from the boy for whom the service flag hangs, and father read the latest war reports in the newspaper. Mr. Edw. K. Lummis, display manager at Almy's, won much commendation by his originality in turning the scene into a wool display as above, by adding the piles of wool shown, giving the figures a "wool-winding act" and changing the window card to read, "Although the war is over, the boys still need socks."

STORE FOUNDER INSISTED ON PLAIN CARDS

Could Not Read the Small Lettering and Decided to Have Bold Type—Uniform Style of Letter and Numeral Gradually Adopted—Illustrations Show This Style

One of a series by R. T. D. EDWARDS

THE system used in one of Canada's big stores for putting show cards on their goods is a very interesting one indeed and is sure to be beneficial to the smaller merchant.

We will first state how this store came to adopt its present system of plainly-printed uniform style show cards.

The founder of it was one day viewing their show windows. On one neatly-trimmed merchandise display was a show card neatly lettered with small type. The man's eyesight being slightly defective he could not make out what was printed on the card. The result was that an order was passed that all cards, whether in the show windows or

for interior use, must be lettered with a bold type so that all customers might be able to read them easily.

Uniform Style Adopted

A system was gradually worked out and the result was that a uniform type of letter and numeral was adopted—a style that was applicable to hand or machine printing.

The style adopted was a square-faced Gothic, a style which the cardwriter could form by using the brush stroke method (we might say here that the brush stroke method of forming letters is the only way to turn out show cards quickly, and it is being taught and used by all the foremost schools and cardwriters). The next thing to standardize in this store was the sizes of the cards. Each card had to have a ruled border. Then a range of prices was selected, suitable to the prices of the merchandise in the various departments, from one cent upwards and many of each price and size were printed.

A large sliding door cabinet was built with shelving suitable to the various card sizes. The cards were placed in it in numeral order on their edges, this making it easy to obtain the desired price card. Sale cards, Friday bargain cards, "As Advertised" cards, etc., were all arranged in this manner.

One great feature in this company's system of show carding the store is a hard and fast rule that all cards belonging to a sale or season of the year must be taken down on a given night and replaced by the uniform white card with black printing. For instance, the day following Christmas all cards with Christmas designs are to be discarded or at the end of the semi-annual sale all sale cards must be dispensed with on a given date. This system can be worked out in the small store just the same. Don't allow Christmas cards to remain up after Christmas. It looks just as bad on the part of the store management as if "Friday Bargain" cards were left up on Saturday.

This "big store" example is not given as one to be followed minutely by the small store cardwriter, but many things can be gleaned from it that will be very helpful. For instance, many cards can be worked up ahead of time; borders can be ruled, standard prices can be made up by hand and filed away for busy seasons. The style of letter can be made uniform whether a heavy "Gothic" or a neat "Roman" be used. The color and sizes of the card should be standardized. This rule of course would vary for special sale purposes or at "opening" times.

Samples of This Store's Cards

The two styles of show cards demonstrated give a fair idea of the class of work used in the windows of the big store above mentioned. They are good readable cards. The type is plain, the layout neat and not elaborate, yet when you see either of these styles used in a couple of dozen windows all at one time

the effect is good. This same form of lettering has been used for years and in all probability will be used for years to come. It is a part of the policy of the store.

The cards are white with black letters. The underlining is red. The shading on the one card can be done in any shade to suit the window trim.

POSITION WANTED

I want a place in your store.

I will be one of your greatest workers.

I will get new business for you every day.

I will always be on the job.

I will be on hand before the store opens in the morning.

I will stay and work for you after all others have gone.

I will always be enthusiastic about you.

I will tell everybody about you and your merchandise.

I will increase your efficiency many times.

I won't ask you for a cent of salary.

I am absolutely necessary to your business.

I am the WINDOW CARD.

J. R. Palmenberg's Sons, Inc., display fixtures, etc., Chicago, are opening an office and sales room at 204 West Jackson Boulevard, Chicago, under the management of Mr. C. E. Smiley.

The accompanying illustration is offered by way of indicating how one merchant endeavored to counteract any possibility of war depression and the too general belief that the country merchant cannot compete against the mail order house. This interior view was taken on Christmas Eve. The goods displayed are high-class furs, dress goods, clothing, which the proprietors claim are part of the largest stock of the kind ever shown in the town, and which, in a season which some expected to prove a poor one, netted the best Christmas trade in their history. Leading Christmas lines were displayed on separate tables with special price tickets.—From D. O. Crossley & Sons, Estevan, Sask., under the management of Mr. John Parkinson.

Saving Waste Paper Profitable

Market Conditions and Matter of Saving Are Queried—The Element of Fire Risk—What To-day's Prices Show—How Dealers Clubbing Together May Help

AN inquiry coming to hand this week re waste paper, will be of interest to more than the individual merchant who puts forth the queries. There have been two questions asked which read as follows:

1.—How will the market for waste paper be in the future?

2.—Will the price be worth the trouble of saving it?

Question No. 2 and Fire Risk

First of all it might be well to touch on one phase of the situation which should not be overlooked: it will probably help answer question No. 2. That is the question of fire risk. Baled waste paper will not burn—it may ignite and smoulder away slightly, but it is really in such shape when baled that it does not burn easily. This should mean the elimination of one item of fire risk—loose paper lying around and ready to spring into flames from the spark of a match carelessly discarded.

There is another point. The dealer has to get rid of his waste paper under any consideration, and probably burning is the method adopted. This means labor and careful watching—the baling and shipping of waste paper will not involve any more, if as much, labor.

What To-Day's Prices Show

And now the actual question—will the price be worth the trouble of saving it? The trouble end of the question is probably covered in the paragraph above. The price to-day is $10 per ton f.o.b. Toronto. The price has been higher and it has been lower, the law of supply and demand covering the operations of the market on waste paper as in every other marketable commodity.

What Net Returns to Expect

Taking $10 as the f.o.b. Toronto price then, and estimating freights from Port Hope, a point 60 miles away, and Trenton, a point 100 miles away. Carload rate from Port Hope is 11½c per 100 pounds on waste paper, or $2.25 per ton. From Trenton the rate is 14½c per 100 pounds, or $2.85 per ton. That means to the dealer selling $7.75 net per ton from a point 60 miles away, or $7.15 net per ton from a point 100 miles away. A minimum carload is 24,000 pounds.

How Dealers Clubbing Together May Help

You may say that you are attempting the impossible to fill a car. Get together with eight or ten of your fellow merchants, hardware, dry goods, men's wear, or stationers. If each one save a ton in two months' time that would mean six carloads a year for a net return to the merchants of from $85 to $93 per carload—really found money. There are few grocers who make much on sugar. There are few booksellers who make much on school books—why then not make a little on waste paper? Cut down your overhead, eliminate the little leaks which mean the difference between a really profitable business and one which is just making a living for the merchant.

Waste Paper Subject to Market Conditions

The first question, "How will the market for waste paper be in the future?" may be answered briefly by saying that this commodity is marketable the same as any other, and as such is subject to market conditions—in other words, supply and demand. Figures show that best marketing periods are from March to June, and September to December, these being periods on which greatest activity is shown in nearly every line of business. It would appear reasonable to expect that the market for waste paper will prove quite satisfactory and worth the small amount of time involved in baling and shipping.

R. H. & J. Dowler, gent's furnishings, intend to instal new electrical lighting fixtures in their Sarnia store.

GOOD ADVERTISING

A TWO-PAGE ANNIVERSARY ADVERTISEMENT

ANNIVERSARY SALE Continues to Sept. 7

Our Anniversary Sale comes at an opportune time for those who are planning their fall house cleaning. The Goods are to be sold at reduced prices at a time you want them. We cannot, through lack of space mention All the different Articles in this Sale, but a look through list below will give you An idea Of what to Expect

A Wonderful Showing on Second Floor of Ladies' Fancy and Plain Voile Waists, Specially Priced $1.09

A very special line placed on sale for tomorrow only

This line is made up of some of our more expensive lines all put in at a price to clear. You will find a waist here to suit you. The price we ask is less than the price we have to pay at the factory today.

SILK WAISTS

A special line of ladies' silk waists. Made in the new style, in colors of Midnight Blue, Navy Blue, Royal Blue, Chestnut Brown Dark Green, Burnt Rose, Maize, Flesh, White, also a few fancy stripes. Regular $2.75

The last time you will be able to get this quality at this price. Gowns, skirts, ships, etc. 98¢ garment

Coats! Coats!

We have fully anticipated your every need in securing our magnificent line of fall and winter coats.

All the newest models are to be found among our complete range. Particularly stylish is the new military model which lends a touch of youth and buoyancy to the wearer. This model is as someone said "all the rage" for fall wear in the cities. We can't tell you about all our coats here, but suffice it to say that we have this year a larger and more varied stock than ever before.

2 ONLY COATS ON SALE FOR TOMORROW ONLY AT $37.49

A brown and a green, extra fine quality broad cloth, fur cloth collars, cuffs and buttons, lined all around, full in back, new sleeves, slash pockets, silk and satin linings.

(SECOND FLOOR)

Specials From Our Bargain Basement

Here is a list of the hourly specials in the Bargain Basement tomorrow — buy at these hours and save money.

GRANITE RICE BOILERS — Made of extra good quality single coat granite. Long wearing. Specially priced 85¢

10 QT. WATER PAILS — Good quality long wearing granite, with bail. Steel base, wire hole, wooden handle. Specially priced 75¢

10 Qt. Dish Pans — specially Priced — 49¢

SUNLIGHT SOAP — 9 to 10 a.m. Only 4 for 25c

MENNEN'S TALCUM — 10 to 11 a.m. Only 10c Tin

PRESERVING KETTLES — 11 to 12 a.m. Only 5 qt. 30c

GLASS JUGS — Half gallon, crystal glass jugs, assorted patterns. Special price 35c

STEEL FRYING PANS — Medium size, gun metal finish inside and out, Bijou side cool handle, hole for hanging. Special price 22c. Small size 15c

WATCH FOR THE HOURLY SPECIALS IN TOMORROW'S AD.

RIBBONS

Ribbons are much in vogue this season. There are so many different uses they can be put to, such as sashes and girdles which Dame Fashion smiles with favor on for the coming season. Also dainty ribbons make beautiful hat trimmings. Truly there is no end of charming creations ribbons can and will be used for this season.

PRICES RANGE FROM 3 TO 59 CENTS YARD. (MAIN FLOOR)

Anniversary Sale of Towelling and Towels

TURKISH TOWELS, 29c PAIR.

LINEN HUCK TOWELS, 29c PAIR.

LINEN HUCK TOWELS, 50c PAIR

HEMSTITCHED HUCK TOWELS, $1.19 PAIR

CHECK GLASS TOWELLING, 19c YARD.

PLAIN TEA TOWELLING, 15c YD.

15½ INCH TURKISH TOWELLING, 25c YD.

LINEN HAND TOWELLING, 25c YD.

PURE LINEN TOWELLING, 25c YD.

All pure linen 11 inches wide, white with red border.

We have the best stock of Dress Goods and Silks in the city.

You'll need a New Dress for Fall. Let us show you our new goods.

NEW PATTERNS IN SPORT SILKS FOR FALL WEAR — Large variety in fancy plaids and Roman stripes, and check designs in all the new shades. These are 36 ins. wide and are made to give the best service. Price per yard $3.50

NEW SHIPMENT OF DUCHESS SILKS — 36 inches wide, beautiful quality. The balance of an order placed six months ago. Shades of Nugget Brown, Taupe, Plum, Old Rose, Grey, Cream and Burgundy. $1.75, $2.00, $2.25, $2.75 yard

WOOL SERGE — 56 inches wide, wool, navy blue, good dye, good quality, nice fine even twill. Special price 75c yard

NEW PLAID DRESS GOODS — We have received our season's stock of new plaid dress goods. Just the thing for kiddies' school dresses, also make nice skirts. Per yd $1.25

(MAIN FLOOR)

ALL SOILED COLLARS MUST CLEAR

Nice styles in organdie, piquet, satin and laces. Nothing old style. Just slightly soiled. To clear at HALF PRICE.

Four pieces only of Ruching. One wide Georgette Crepe hemstitched border. These are most wonderful value. Makes awfully dainty dress trimmings. Sale price 5 CENTS PER YARD

HERE WE ARE WITH A NEW LINE OF FANCY KIMONAS!

We have just received from the factory a beautiful assortment of ladies' cotton velour kimonas. These come in grey, mauve, red, pink, purple and blue grounds, with fancy flowered patterns in nice shades. Made with nice shaped collars trimmed with silk braid, fasten in front with hooks and eyes. Mostly all have elastic waist. Just the thing for these chilly mornings. Sizes from 38 to 44. Priced at $3.48, $3.98, $4.25

(SECOND FLOOR)

LINOLEUMS — LINOLEUMS

Linoleum will soon be a thing of the past, for the duration of the war, at least. All linoleum factories are closed, hence it is good advice when we say "buy soon if you need linoleum." Below is the list of prices that will obtain during our Anniversary Sale:—

4 yds. wide, 95c sq. yd., $3.80 per width
4 yds. wide, $1.00 sq. yd., $4.00 per width
4 yds. wide, $1.25 sq. yd., $5.00 per width
4 yds. wide, $1.35 sq. yd., $5.40 per width
4 yds. wide, $1.50 sq. yd., $6.00 per width

CURTAINS — CURTAINS

The curtain department will be very interesting these sale days. Nets of all descriptions. Madras. Scrim, trimmed with lace edges or the plain and drawn border varieties. There is no room in the house that need be without curtains, when you have seen our stock. Prettiest flaky weave shadow net, most suitable for parlor, dining room and living rooms. Comes in two colors, cream or ivory, and a goodly number of patterns. Full 45 inches wide. Edges finished with woven hem, about 1½ inches wide.

ANNIVERSARY SALE 65 CENTS YARD

Scotch Madras, finished on both edges with woven hem, which we can guarantee will not sag. Strong cotton yarn used in weaving. All pretty and dainty patterns, cream color only. Worth 65c.

ANNIVERSARY SALE 50 CENTS YD.

Drawn Border Scrims are very serviceable for Dining Room or Bedroom. Are to be had in quite a variety of patterns, and three colors—white, ivory and ecru.

LOT NO. 1 AT 25 CENTS — LOT NO. 2 AT 35 CENTS — LOT NO. 3 AT 45 CENTS

LOT NO. 1

$3.50 TO $4.50 SCRIM CURTAINS $2.95 PAIR

Nine patterns only Scrim Curtains, 2½ yards long, 36 to 40 inches wide. Some with lace trimming side and bottom, others with insertion and some with lace and insertion. All are well made, guaranteed to hang straight. Cream and ivory color. Regular value $3.50. ANNIVERSARY SALE, $2.95 PER PAIR

$4.50 FISH NET CURTAINS, $2.95 PER PAIR

We have only a few of these curtains, so it will be good business to be here early. These are woven with strong round cotton yarn, which forms square mesh. Are 2½ yards long and 44 inches wide. Cream color only. Regular value $4.50. Worth $6.00 at Imlay's price. ANNIVERSARY SALE, $2.95 PER PAIR

$1.25 JUTE BRUSSEL MATS, 98 CENTS

Suitable for bedroom, kitchen or archways. Fringed on both ends, 2 ft. by 3 ft. 48 inches wide, regular value $1.25. Anniversary 98c

20 CENT BRASS RODS, 2 FOR 25 CENTS

Splendidly finished, bright round ends. Rod extends by 30 inches, long enough for ordinary size windows. 20c value. 2 for 25c

10 CENT BRASS RODS, 2 FOR 15 CENTS

Suitable for doors or smaller size windows. Extend to about 34 inches. Neat silver ends. Regular 10c. 2 for 15c

CONGOLEUM RUGS

Just a few Congoleum Rugs to clear. If these well known rugs we need say little. We have only a few here for this sale, but if any will suit you, you save money.

Size 2 x 3, at	$8.50
Size 3 x 3, at	$10.50 and $12.50
Size 3 x 4, at	$16.50

RUGS — RUGS

The savings at our Rug Department will be very substantial. Not less than 15 per cent, and as much as 25 per cent, and a few at 30 per cent reductions.

THE ABOVE FIGURES SPEAK FOR THEMSELVES.

These are Scotch Tapestry Rugs. Woven of the best Scotch wool yarns. Colors of brown, brown and green, brown with pink flowers. Regular value $24.50.

ANNIVERSARY SALE, $17.50

ALL WILTON RUGS AT ALMOST 25 PER CENT DISCOUNT

Every Wilton Rug in the store will be included in this sale. Many different colors and designs to choose from, but mostly of the good wearing brown colors. All our Wiltons are woven with worsted yarns, which will keep their fresh look much longer than ordinary kinds.

Size 3 x 3, a regular $60.00 rug for	$39.50
Size 3 x 3½, a regular $68.00 rug for	$45.00
Size 3 x 4, a regular $75.00 rug for	$53.00

BRUSSELS RUGS

Many are here for your inspection. Includes all colors and designs which are nearly all copies of Wilton Rugs. All well woven surfaces, and guaranteed in every way.

Size 2½ x 3, a regular $27.50 rug for $18.50

Other sizes up to 3 3-4 x 4 yards, at proportionate discounts.

RAG RUGS — RAG RUGS

One rug rugs also show enough well worth taking advantage of. Colors of blue, pink and yellow, and many of the bit and miss variety.

Size 18 x 36 inches, at	$1.00
Size 24 x 48 inches, at	$1.95
Size 27 x 54 inches, at	$2.50
Size 36 x 63 inches, at	$3.95

THE above two-page display advertisement was used on the occasion of a four days' special sale by a store in a town of about 10,000 population in Ontario. This advertisement appeared on the day before the sale began and a half page followed it up each day of the sale. The merchant wrote to DRY GOODS REVIEW requesting our ad. specialist's opinion of it. This is the criticism offered:

"The left hand page is an excellent example of department store advertising and little in the way of improvement need be suggested. By the use of smaller type for some of the less important items a little more matter might have been brought in without crowding, and the more important items would have stood out more boldly in contrast. But this is only a suggestion; the use of the very readable type all through the page is quite good advertising and good business.

"The right hand page is not so good. The fault is with the big mass of type which leads the listing of household lines. This announcement could quite easily have been made in a couple or three lines of bold but smaller type across the page, and with much better effect. This would have given more space for household line listings and added more to the selling power of the advertisement.

"There is one serious flaw in the big type announcement on this page. It says, 'We cannot, through lack of space mention all the different articles,' but the waste of space in and around this very announcement seems to give a false note to the matter—a dangerous note in an advertisement. Truthfulness even as to the matter of using your space is essential in an advertisement to suit 1918 standards.

"The balance of this page is good business-like advertising, and the whole two-page spread is creditable publicity work except for the defect referred to, which is by no means serious enough to harm the general effectiveness of this advertisement.

"As regards your plan of advertising during the four days' sale the use of the double page spread on the day previous to the sale is thoroughly to be commended. It might also have proved profitable to use another full page advertisement on the third day to stimulate week-end buying to the highest pitch but this would be a matter for decision based on local conditions.

McGowan & Co., Saskatoon, give in this page advertisement an excellent example of balance in layout. There are the two boxed spaces at the top with cuts well placed. Items at the bottom are smaller but are well built up with headings. Cuts are not profuse, but each item is impressed by being set up carefully with no "squeezed in" appearance. The firm name might have been larger to advantage. The idea of "where" is almost as important to selling goods as "what."

"We have not gone into detail as to the typographical work in this advertisement, but you probably noticed that wrong founts had been used in many cases in the large type matter on the right hand page, while words were also omitted in this and capital letters used indiscriminately. These defects always mar an advertisement more or less.

"We hope that this comment will prove helpful for some later campaign."

The spaces at the left top and right bottom were of course used for the firm name.

A COMMENDABLE REGULATION

The War Industries Board, it is reported, has been made a clearing house for the cancellation of all Government contracts. Before actually cancelling any contract amounting to more than $100,000, the interested department must notify the War Industries Board, so that it can learn where materials will be released and where the new business can be placed; so that it will be in a position to notify the War Labor Administration of the releasing of labor, which may be in demand for the reviving non-essential industries.

At the moment the cancellation of contracts is the vital point and all proposed cancellations will be most carefully deliberated upon, from the point of view of three things:

First, what will be the effect of the proposed cancellations upon the industry? Second, what will be the effect upon the given locality. Third, what will be the effect upon the given contractor? This certainly evidences most intelligent comprehension by the controlling factors in the situation, of the delicacy and the importance of the whole subject.

EMPLOYEES BANQUETED

An enjoyable evening was spent on January 4 by the employees of Jas. A. Ogilvy's, when they were entertained by the management to their second annual banquet and social evening. Tables were laid for about five hundred on the top floor of the premises, whither the employees went immediately the store closed at six o'clock, and a seven-course dinner was provided. Mr. J. A. C. Poole, the managing director, presided. No speeches were made, with the exception of a few remarks from Mr. Poole of congratulation to the employees on having contributed to the banner year of the house, and thanking them for their co-operation. He also read telegrams from the chairman of the firm, Mr. R. P. Gough, of Toronto, and Mr. H. J. Daly, the vice-chairman, who were unable to be present. Dancing and card-playing followed later, the proceedings terminating at midnight.

RYAN STORE, OWEN SOUND, CLOSES AT 5.30

The G. B. Ryan Co., of Owen Sound, Ont., announce in their two-page "Year-end Clearing Sale" advertisement that, beginning with January 2, the store will close every day excepting Saturdays at 5.30. It opens at 8.30 a.m., being ready for business at 8.45. These hours are to be in force during January, February and March. Another feature of their advertisement was the celebrating of 35 years' continuous business in Owen Sound with the production on another page of one of their old time advertisements showing the store's "Elephant" sign and a cut of the old store, representing a staff of 3 including the proprietor, the whole the foundation of the "splendid business of which the great store of G. R. Ryan & Co. is the superstructure." There are over 30 employees now.

Catchy Phrases for Show Cards

Cottons: Fine and Dainty for Lingerie

Cottons: Strong and Durable as the Terms of Peace

Evening Gowns with the Style Creator's Touch

Be Well Dressed: a Silk Petticoat Will Help

Warm Woollies for Baby

Millinery for January Snows

Dainty Laces Delight the Bride-to-be

Be Parisian: Wear an Artistic Veil

Blouses in Keeping with the Style Trend

Victorious Peace: Winsome Neckwear: Why Not Both?

An Infants' Wear Department like this is irresistible.

DEPOSIT MEANS CONTRACT TO BUY

Though a retailer may have the best of intentions, it is often that his store makes enemies through a misunderstanding on the part of customers who make a deposit in connection with a request to have goods held; and a bulletin from the National Vigilance Committee of the Associated Advertising Clubs suggests that store good-will is often destroyed through a failure to make customers understand that when a deposit is made this amounts to a contract on the part of the customer to take the goods.

From various communities where there are local vigilance committees, the National Vigilance Committee has had reports of trouble arising from misunderstandings of this character.

"Can you hold this for me?" the woman asks.

"Yes, if you will make a deposit of ——," says the salesman, naming the amount to her.

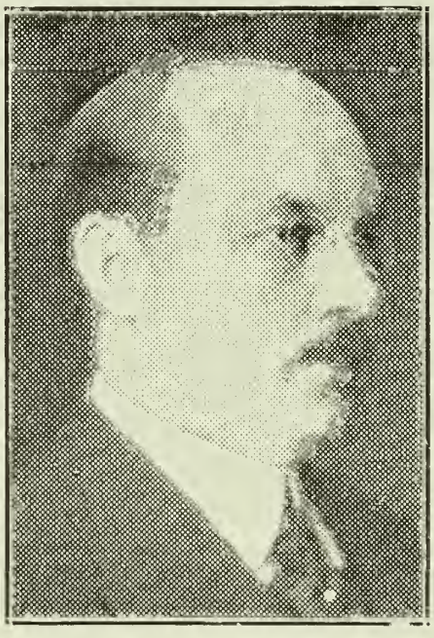
That is all there is to the conversation in too many instances. The salesman presumes that she knows that when she makes the deposit she enters into a contract to buy, but that is often a violent presumption, says the Vigilance Committee. In a large number of instances women return, announce that they have changed their minds, and ask for the return of their money.

The Vigilance Committee suggests that one certain way to insure that all customers will understand the terms of such sales would be to print a special receipt for payments of this kind, the receipt to set forth the fact that unless the goods are taken by a certain date, the cash deposit will become the property of the store.

ANNUAL MEETING

The Montreal Wholesale Dry Goods Association held its annual general meeting December 20 in the Board of Trade rooms under the chairmanship of its president, W. E. Cushing.

The election of officers for the ensuing year resulted as follows: President, Geo. S. Cleghorn; vice-president, Geo. Milligan; treasurer, P. H. Bartley; directors, W. C. Finley, J. L. A. Racine, J. T. Carroll, W. W. Walker.



MR. R. A. STAPELLS

Recently elected President of the Empire Club for 1918-19. Mr. Stapells is president and managing director of the McElroy Manufacturing Co., Toronto.

Mr. E. C. B. Fetherstonhaugh was unanimously chosen the association's nominee for election to the Council of the Board of Trade.

NEW RACK FOR TRAVELLERS

A new folding rack suitable for travellers and show rooms is being displayed by Delfosse & Co., of Montreal. When closed it makes up into a package 30 inches long. It is suitable for the garment and ready-to-wear trade.

MINIMUM WAGE FOR WOMEN

Female employees in millinery, dressmaking, tailoring and knitting factories of Winnipeg have been awarded a minimum of $12 a week for experienced adult employees, it was announced by Dr. J. W. MacMillan, chairman of the Provincial Minimum Wage Committee.

During the first week of January a convention of salesmen and managers of Messrs. Belding Paul Corticelli Limited, was held at the Windsor Hotel, while the company gave a banquet to the sales force and office staff at the Montreal Club. Toasts were responded to by A. O. Dawson (president of the company), C. A. Reynolds (general manager), D. R. Kennedy, William Hanson, A. Haig Sims and others, after which prizes were presented to leaders in the company's 1918 sales competition. The winners in this were Ed. F. Kennedy (who won five prizes), D. Darling, G. C. Peverley, G. E. Cooke, P. T. Cooper, Louis Blumberg, Jos. Jodoin, K. P. Lopatecki, and A. J. Lovell. The last evening the company gave a dance and supper at the Majestic Hall to their employees and salesmen, which was largely attended.

THOUGHTS OF AN ANGLO-COLONIAL ON BRITISH TRADE

A Letter to "The Ironmonger" by an Englishman, Experienced in Business in the Dominion, Looking to Future of British Trade

No friend of closer business intercourse between different parts of the Empire will deny that some change in the relations between the British Board of Trade and the Dominions was needed, but whether the recent series of appointments and transfers of British Trade Commissioners in the Dominions will result in increased efficiency or will merely intensify the general impression of stultified effort is hard to say. I see no reason to suppose that the new men will be better than their predecessors or that the present Commissioners will do better in new posts. Indeed, it appears an extraordinary waste of time and experience to move a man who has laboriously acquired local information to a country with a quite different commercial atmosphere.

The facts about the business in the Dominions and the Dominions' commercial relations with the Mother Country, like the facts about German penetration before the war, are not very pleasant, and the Board of Trade officials will probably not feel very genial towards those who insist upon telling them what the Colonies really think. Consequently, except when some unhappy Commissioner is baited beyond bearing or ignored to the point of exasperation, we may presume that the responsible officials in London sleep peacefully, or plod patiently, or fuss busily, or at any rate go calmly through whatever motions their consciences decide are the correct ones in exchange for their salaries, and in the meantime Parliament and the country live in the hope that all is well.

The Difficulties of Commissioners

Some of these facts, however, are almost incredible to an untravelled man who has been fed on such news of the Colonies and of Colonial business as the London daily press gives. Other facts are just as little credible to those who have travelled in the Colonies for pleasure or even on those trips of mingled pioneering and pleasure or "supervision of local agents" which are sometimes taken once or twice in a lifetime by the heads of big businesses. And it is extremely doubtful whether the Trade Commissioners themselves, from the very nature of their training and their official position, ever fully realize the basis of the difficulties they encounter. They have a desperately disappointing job. Three more earnest and enthusiastic men than the present Commissioners for South Africa, Australia and New Zealand could hardly be found, but they spend their time in running their heads against brick walls in the Colonies. I have spoken about these difficulties with all three of the Commissioners, but have lacked the courage to tell them why I thought it likely that their labors would only be half successful.

Mr. Milne, who now goes from Melbourne to Montreal, has all the apparent imperturbability of a Scot. He is full of help for those who seek him; on excellent personal terms with a section of the city's business men; and most successful in performing the functions of a Trade Commissioner as they are at present scheduled. Mr. Wickham, once of New Zealand and now of South Africa, is more feverishly eager, wears himself out beating against the sullen stolidity of those whom he would serve and in my opinion is doing signal service for the Empire. Mr. Dalton, in New Zealand, wears the white spats of a blameless life in Wellington. Only long residence in the Colonies can teach the true significance of spats in the Dominions. Mr. Dalton's rooms are a little bit of the Board of Trade itself set down in the Pacific. He is at his ease in dealing with New Zealand officials, delights in their company, hob-nobs with them, makes a fetish of exhibitions, and is for ever organizing new displays of perfectly well-known British goods at agricultural shows. Perhaps he over-estimates the importance, in these distant markets, of the wishes of the farmer and of the consumer generally, and forgets the power of the importing merchant who does not go to shows, or, if he does, dislikes attempts to go past him directly to his customers.

But neither imperturbability nor feverish energy, nor a correct Whitehall manner can do very much for British trade. Even a library of slightly out-of-date trade catalogues helps very little. A West-End manner is misunderstood in a land where manners are brusque; West-End clothes inspire distrust where Cabinet Ministers often wear ready-made suits; and a batch of catalogues merely enables the hundredweight buyer to make erroneous calculations of the landed costs of merchandise to a ten-ton merchant.

The reason for comparative failure of the Trade Commissioners lies in the fact that they were not trained as business men. It may be of some value to the Empire to have official students of Political Economy in each of the Dominions and to arrange for the supply to the Board of Trade of vast masses of officially compiled statistics which are chiefly valuable to fighting politicians. But that is not the way to increase Empire trade. Colonials, and especially Colonial merchants, distrust officials of any sort, and it takes a Trade Commissioner, who knows himself to be an honest and industrious man, a long time to realize how little use the Colonies have for him.

To comprehend this attitude it is necessary to understand that politics in the Dominions are not at all like British home politics. They are much more on the lines of American politics, concerned with grants and loans and places and placemen, and consequently all politicians and most government servants, especially those of considerable rank, are under suspicion.

Reasons for Comparative Failure

I have talked to scores—I may say hundreds—of business men in Australia about the Trade Commissioners, and have invariably found that they are not taken very seriously. They are welcomed as Britons; much patriotic conversation is held with them over dinners and golf and at the clubs; but their offices are not besieged by influential merchants calling about business difficulties. A few persons who are grumblers ingrain, call upon them with distressing regularity. Others who want lucrative agencies involving little work visit them at intervals, but on the more difficult problems of international business no merchant would dream of consulting them.

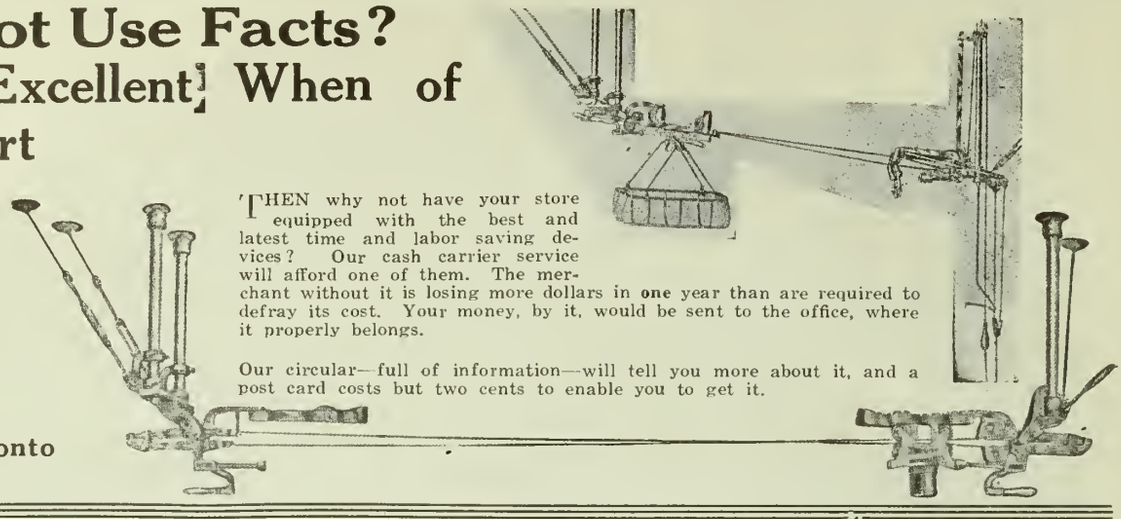
If the Board of Trade really wants to foster British business it is essential that its Trade Commissioners should be neither officials nor simply students of economics, but business men.

And in particular they must be Colonial business men and not men from the Old Country. In no other way can the confidence of merchants in the Dominions be gained, or the Board be sure of learning those unpleasant truths about Empire business which must be digested before progress can be made.

Even Commissioners of experience do not realize that in the Dominions all Englishmen are suspected of an undue opinion of their importance. One of the Commissioners complained that he had visited an important city, advertising thoroughly beforehand that he would be available at certain hours of each day for a week to discuss their troubles with merchants, and only five persons had called to see him. "What more could I do?" he said pathetically; "I could not go round and dig them out and ask them if they had any difficulties with British manufacturers!" Such an attitude makes the Colonial smile, because his opinion of all officialdom is such that he would not think of wasting time by calling on one of the tribe, though he would receive courteously any man who took the trouble to call on him to obtain

(Continued on page 142)

Why Not Use Facts?
They Are Excellent When of the Right Sort



Gipe-Hazard Store Service
Co., Ltd.
113 Sumach St., Toronto

THEN why not have your store equipped with the best and latest time and labor saving devices? Our cash carrier service will afford one of them. The merchant without it is losing more dollars in one year than are required to defray its cost. Your money, by it, would be sent to the office, where it properly belongs.

Our circular—full of information—will tell you more about it, and a post card costs but two cents to enable you to get it.

AD-FORM FIBRE HANGERS

Put Profit In Your Pocket

Because:—

They advertise your business.
They please and satisfy your customers.
They hold customers and bring new business.
The space available for printing your advertisement on AD-FORM Hangers is many times greater than on any other type of hanger.
AD-FORM Hangers are packed in fibre boxes containing 500 hangers.
AD-FORM Hangers are made from heavy fibre board and the hooks from tinned steel wire.
They are strong and the finish is smooth and will not injure delicate fabrics.

Send for Folder or Sample Hanger at once.

Dept. A *MANUFACTURED BY*

A.D.F.Co., Limited, 14 Millstone Lane
TORONTO

Palmenberg in Chicago

On or about February First

We shall open an office and salesroom at 204 West Jackson Boulevard, Chicago, under the management of C. E. SMILEY

We shall carry stock there as well as full sample line of fixtures, forms, figures, etc.

J. R. Palmenberg's Sons
Inc.
a consolidation of

Palmenberg	Norwich	Kindlimann
1852	1879	1887
New York	Boston	Baltimore Chicago

The Buyers Guide is Growing—

Room For These Lines

ADVERTISING NOVELTIES
BABY GOODS
BUTTONS
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Every merchant needs the protection a complete N.C.R. System will give him

Peace is bringing increased competition in your business.

You must meet that competition. You cannot afford to run the risk of losing a single cent of profit.

A modern National Cash Register and an N.C.R. Credit File will enable you to get all your profits on every transaction in your store.

Because—

1. They will make it possible for you to run your store with the least expense.

2. They will prevent the mistakes and disputes which cause loss of trade.

3. They will enable you to give customers the quick, satisfactory service which wins new trade.

4. They will give you the accurate records which you need to control your business.

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The National Cash Register Company, Limited, of Canada, Toronto, Ont.

Offices in all the principal cities of the world.

HOUSEFURNISHINGS

MANY RESTRICTIONS WITHDRAWN

IMPORTANT cable dispatches have been received by Mr. G. T. Milne and Mr. F. W. Field, the British Trade Commissioners at Montreal and Toronto respectively, from the Imperial Department of Overseas Trade in London pointing out that since the armistice was signed many restrictions on commerce have been withdrawn, while in the case of those which remain, licenses are being granted much more freely than previously. Particulars regarding these relaxations will be published weekly in the "Board of Trade Journal," the official organ of the Imperial Government for notices regarding trade.

Orders placed during the war period now have good prospects of being executed, and arrangements for new business should be made without delay.

The following relaxations in particular should be noted:

1. Permits to manufacture and Priority Certificates in connection therewith are no longer necessary.
2. Firms are at liberty to accept civil or commercial orders for immediate execution, thus freeing the engineering industry, among others, for commercial work.
3. All the principal kinds of raw materials may now be used for the commercial manufacture of goods for export, but these raw materials themselves may not be exported in certain cases without licenses. Among those to which this condition applies are the following:
   Aluminum, Brass, Iron, Nickel, Steel, Antimony, Copper, Lead, Spelter or Zinc, Tin.

In general, restrictions on the export of manufactured goods have been removed, while they have been retained in the case of raw materials.

The following list indicates the most important items the export of which was formerly prohibited to all countries, but are now permitted to be exported to any part of the British Empire:

Articles of aluminum.
Articles—manufactures of asbestos.
Belting, cotton—including belting impregnated with balata or rubber.
Bicycles—complete.
Bicycle tires and parts.
Boots and shoes (except children's, with soles or uppers of leather).
Brooms.
Brushes (except tooth brushes).
Copper—and manufactures of—except wire bars, plates, rods, sheets, stripe tubes.
Galvanized sheets—corrugated or flat.
Grindstones.
Glass for optical instruments.
Hand tools for agriculture.
Hollowware, domestic—of iron or steel plate.
Iron and steel rivets, nuts and screws.
Iron and steel wire cloth.
Incandescent mantles and rings.
Jute cordage and twine, padding and webbing twist and piece goods.
Linoleum.
Magnesite and magnesite bricks.
Magnetos and parts.
Nails (wire).
Photographic materials.
Rubber manufactures—except surgical gloves.
Surgical bandages and dressings.
Steel sheets (black); tools (small); wagons and carts—and parts.
Wool and hair—manufactures of—not to include raw wools or yarns.

Certain factors will continue to hamper the export trade, notably (1) shortage of labor till the army is demobilized, (2) shortage of tonnage, (3) the need for reorganization of plant in certain industries before resuming normal work, but it is considered that the effect of these factors will diminish greatly in a few months.

Carpets

From the point of view of the manufacturer there would appear to be little chance of reduced prices in carpets and rugs or linoleums. This is the consensus of opinion among the wholesale trade, and their impression from the reports they had received up to early this year. Increases among a number of carpet manufacturers had already taken place, running about ten per cent., and with wool and yarn keeping up, and labor very uncertain as to a decline for months to come, there seemed little upon which to base any expectation of lower prices until perhaps next Fall. So far as can be learned the stocks among the retailers are fair in size. The buying has not been heavy the last six months, particularly with prices so high, and the buying on the part of the public fell off for a similar reason.

That deliveries of linoleums and oilcloths must improve shortly with a release of the stringent regulations governing jute canvas would seem certain, both in this country, the States and overseas. It must be remembered always, however, that any stockage of manufacture means as a rule an absolute cleaning out of stocks on hand that had accumulated, and a resumption of manufacture implies a fairly long process in getting around to all the old customers.

Help "Fix Up" For The Boys

The head of a large wholesale department speaking to DRY GOODS REVIEW early in January stated that they were anticipating a renewal of business in housefurnishing lines through the return of the soldiers. With the idea that there would be quite a revival in spite of high prices, and that the retail business would be better than last year, they had large stocks on hand and looked for more business than last year or the year before.

This subject has been referred to before in this paper. Some retail buyers are counting on extra business from the men coming home. They argue that in thousands of homes, tens of thousands indeed, there has been little expenditure, partly from financial reasons, but chiefly from the feeling that anything would do with the head of the home away, and that now is the time to brighten it up against his coming. That this feeling exists has been seen already, with the comparative few who are back, or whose return in the near future is certain, and when it is considered that about 300,000 will be back in less than one year the increased business that should be in prospect from a couple of hundred thousand homes should be well worth a special effort on the part of the merchant. It would be advisable to start in at once featuring this idea in your local advertising, and keep at it in a variety of worded notices, until it gets instilled in the minds of those whom you wish to reach. It might be well to send special notices to a number of those who expect men back from the front, suggesting that your department is prepared to supply them with a stock of anything they might require for this purpose, and, whenever possible with the help at your disposal, offer to send a representative to the home, who will prepare suggestions for them, and with this an exact estimate of the cost of the housefurnishings, both for materials and for the

labor necessary to instal them in the home. For those who are contemplating starting out in the contract line with their housefurnishing department this would be a favorable time for opening up.

The manager of one of the largest retail draperies departments, which caters more especially to the high class trade, stated to a DRY GOODS REVIEW representative since the new year that they had already noted quite a lively interest in his department since the signing of the armistice. "Whether people are expecting lower prices or not, they are not waiting for them," he said. "We have had quite a number of orders already from the better class homes, where with war work and Red Cross work little attention was paid to the home furnishings during the past four years, but now that the husband or the sons are coming back a great deal of renovating is being done. We have several contracts, too, for furnishing and decorating new homes for the sweethearts who have been waiting for the past three or four years for the boys to come back. In the ordinary course of events these orders would have been spread over the past four years. Now a brisk business has already begun in fitting them out this year. We anticipate a splendid year's business in this department."

In this department stocks have been kept quite low for the past two years. Observing that public interest was not in making homes comfortable among the high class trade, this buyer preferred to pay the increased prices required for buying at short intervals. That increase was not, of course, as great in his line of goods as in more medium grade lines, as has been explained at various times by DRY GOODS REVIEW in the past couple of years. He is, therefore, in a position now to take full advantage of whatever the market has to offer, and to take in a full stock of the new goods which it is hoped will be on the market by next Fall. It is his opinion, too, that while business will be good all this year and by the end of the year there will have been some decline in prices generally, that the labor problem will be at its height next Winter. The soldiers will then have been almost all returned and the country will have its hands full in earnest getting matters adjusted to a steady basis.

WALLPAPER

"Last year's prices will prevail for this year," said the head of one of the leading wall-paper wholesales, when interviewed by a DRY GOODS REVIEW representative. "There seems to be no indication of a change one way or the other for this year," he stated. His reasons for this view were in the first place the unsettled state of labor, and in the second place the shortage of raw material. The matter of securing pulp for paper-making is in an acute state at present, and is a matter of concern in the United States as well as in Canada, although they seem to secure a large supply of our Canadian pulp over there. There is no remedy in sight at present.

The dye situation, as related to wallpaper, is quite satisfactory this house finds. Indeed, it never was very troublesome, although the popular idea was pessimistic in that regard. Colors are perhaps more in evidence in the new designs being developed for next year than in the past few seasons. The color combinations are a little more striking and more attractive than they were even before the war.

Generally speaking, however, there is little change in styles. The call continues rather strongly for tapestry effects and so the range of these is rather extensive. These papers are liked especially for halls and dining-rooms. The stripes with cut-out borders are very popular for bedrooms.

There is a feeling that the general attitude of the trade is one which means good business for 1919. Merchants seem to be putting forth better and more definite efforts to forge ahead this year, and the outlook is good.

Chintz wallpapers are proving quite the mode for rooms which formerly depended upon chintz hangings for their color. Now that so many people are using plain side curtains the papers which have chintz patterns are being selected. Like the draperies, these designs in paper invariably have the bird motif. They are in a good variety of design and color combinations.

FASHION NEWS IN DRAPERIES

Soft printed Japanese cotton crepes are being shown at Simpson's as side curtains with the regular white or ivory window curtains. These crepes have the favorite large bird and flower designs, but have a peculiarity of color combination which is distinctly Japanese; they are very suitable fabrics for the purpose.

The new marquisettes and voiles have dainty little calico patterns, raised, and, in black, grey, green and some other effective tones, on the white or ivory ground.

New York has registered itself of late as showing a taste for windows profusely draped with soft, sheer fabrics, thereby making still another use for Georgette crepe, for example. One model window noted in Abraham & Straus was dressed in 3 layers of striped white net, hemstitched amethyst Georgette crepe and old rose taffeta, the taffeta forming the side curtains and the Georgette middle curtains, with just the border and a few inches of the curtain visible from between the taffeta and net, while the net met in the usual way at the centre of the window. This soft draping of sheer materials in harmonizing colors gave a most attractive appearance, which was only enhanced when outside light shone through. This idea was developed in a bedroom of old rose and mahogany, the carpet being of solid amethyst and the twin bed spreads of the old rose taffeta. Touches of a medium blue on the peacock order appeared in a three-cornered cushion, a china vase and a lamp shade, but the color scheme of old rose and amethyst was carried out elsewhere. In all the other rooms of this model suite the windows were trimmed with three pairs of curtains. One combination of silk brocade with grey taffeta and plain filet net was very effective in a grey music room.

One Toronto buyer who is in close touch with the better class trade remarked to DRY GOODS REVIEW that the tendency at present is for window decorating to become really window draping, following the English custom of making the window really a work of art and a most important item in the furnishing of a room. The side curtains must be rich and dark so that the effect will not be neutralized by light coming in from outside. There is quite a tendency for plain colors in draping once more.

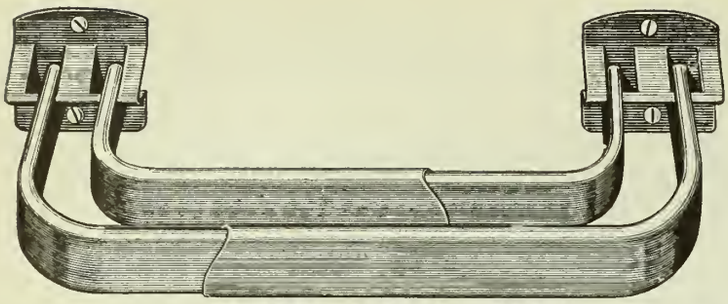
Wall-papers being offered for 1919 are those developed in the factories during the earlier half of 1918 when labor was still scarce and no prospect of relief at hand. The range of patterns offered, therefore, for 1919 is considerably decreased, but factories are already at work upon a larger range of designs for 1920. No decline of prices is anticipated, therefore, before the 1920 range comes out; and even then there is little likelihood of any noticeable change in prices because costs, especially of paper, at present, are even higher than they were a year ago.

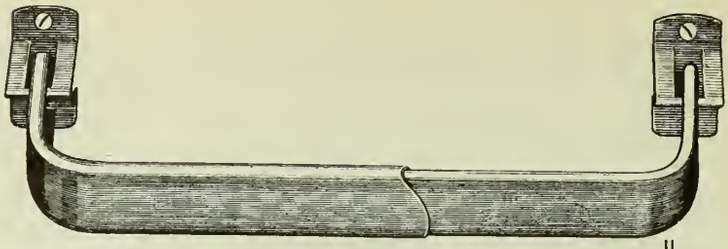
A new window-dressing paper is offered on the English market. It is unique in design, embodying as it does some of the more happy futurist ideas. It has a deep velvety black background and vivid colorings in the motifs.

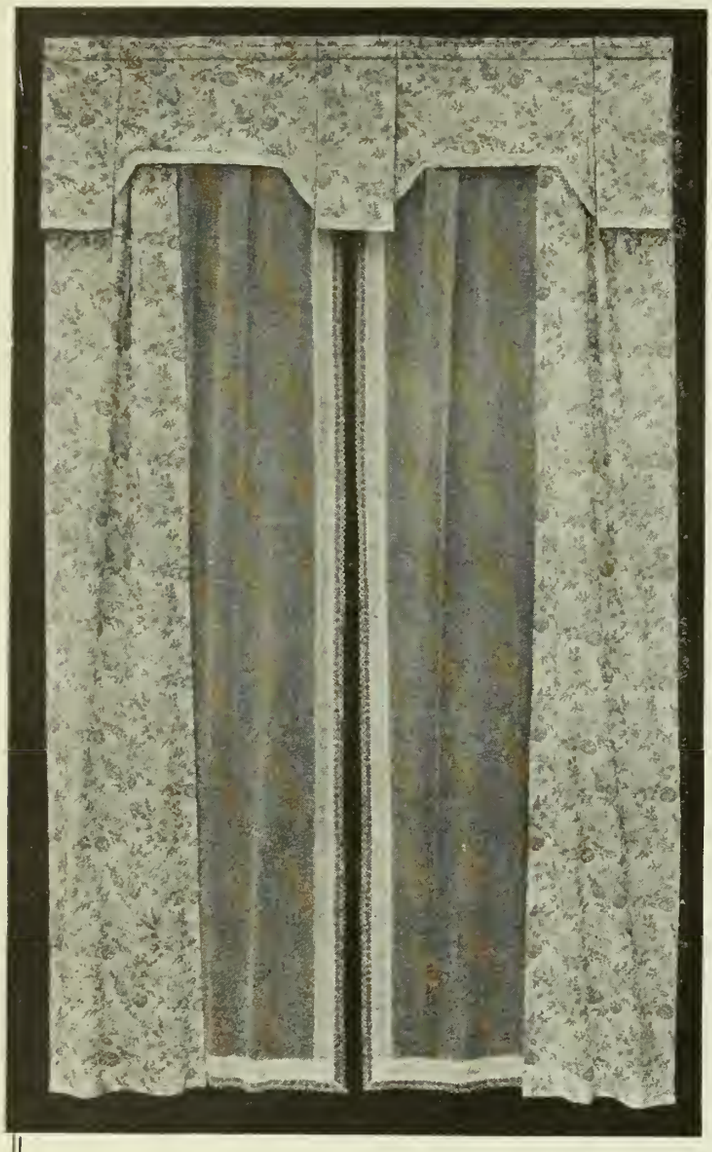
SOME NEW CURTAIN IDEAS

A new material which drapes softly for side curtains and is of good appearance is printed in all the fashionable tapestry patterns; the fabric itself is like turkish towelling. It retails at about $1.50 to $2 a yard. Some handsome new chenille curtains have large colored patterns of different styles. One design at Eaton's has a bird motif which measures about 20 inches in length. The floral motif in the same design is also astonishingly large, but the colorings and shadings are such as to eliminate any gaudy effect. Tans, blues, dull rose and greys predominate. Voiles printed in foulard patterns are being shown for boudoir or breakfast room curtains. One made up pair was of black voile with white foulard pattern and all white frills around the edge. Japanese "blue print" curtains are made up in similar effects as those of the "blue print" breakfast cloths and serviettes. The blue designs are printed on white cotton and are considered sun-fast. These curtains retail at about $2.75, and up, a pair.

Caudwell & Beckett, of Brantford, have moved to larger premises just across the street from their old address on Colborne street.







Featuring---

A Scientific Extension Curtain Rod

We have produced an extension curtain rod which will give entire satisfaction.

This rod is a scientifically constructed rod.

Scientific, because no matter what length you extend it—no matter what curtain weight is upon it—the curtain will not sag.

Then consider this. It is scientific because it is built in such a way as to preserve the heading on the curtain. The heading stays in its place and shape all the time.

It has a satin finish which prevents any tarnishing.

The double rod to fit a curtain as illustrated. The single, which takes the ordinary scrim curtain. Each made in two lengths. This is a rod we strongly recommend for perfect window satisfaction.

We will fill your order with pleasure and promptness.

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Davenport Road,
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Manufacturers of

WINDOW SHADES UPHOLSTERY GOODS LACE CURTAINS
WOOD AND BRASS CURTAIN POLES TRIMMINGS, ETC.

"IF IT IS FOR THE WINDOW WE HAVE IT"

The Financial Post on Business Government

"LET us demand that the standard of efficiency in the Government be raised to the highest possible point by the calling in of more of the business executives of the country to take the place of the arm-chair politicians who win to position by the ability to win votes rather than to serve the interests of voters. Let these men assist in the negotiations for reconstruction business from Europe, the financing of such orders on a business basis, the establishment of proper trade relations with foreign markets, the readjustment of taxation and the tariff to a more intelligent basis in relation to individual industries, the efficient demobilization of the soldier and other problems of policy, but let every individual meet for himself those other problems which concern those whose welfare depends upon him and solve them to the best of his ability. Reconstruction begins at home. Let us have confidence in ourselves."

Beside the vigorous leading article from which the above is quoted,

The Post Review and Outlook Number This Week Contains:

The following special articles prepared by members of the staff of THE FINANCIAL POST *and of associate publications in the MacLean group of Specialized Business Newspapers.*

Peace Brightens Prospects for Loan Companies.
Hydro Reviewed for Maine People.
Canadian Car Earned Enough to Wipe Out Arrears.
Want Increase Considered on Per Cent. Basis.
Imperial Oil's Plan Based on Dollars and Cents.
Smaller Net Profits by Consolidated Smelters.
Decline in Net Earnings of C. P. R.
Bank Clearings Again Ahead of Last Year.
Meeting Client on His Individual Business Ground.
Bankers Looking to the Far East.
Should Banks Buy Victory Bonds?
Using the Trade Acceptance in Retail Business.
Edmonton Bond Dealer Sentenced.
Bond Market Has Been Quiet But Very Strong.
Liquidation of Life Company May Be Probed.
N. F. U. Organizes Loss Information Service Bureau.

(SPECIAL SECTION)

The Government is Organizing a Comprehensive Machine for the Repatriation of Canada's Army.
Let Us Have Confidence in Ourselves—Editorial.
Banks Are Blazing the Trail for Development of Export Trade in Markets of the World.
Opportunity for United States to Play Part of "Big Sister" to Canada in a Financial Way.
Not So Much a Problem of Who Will Emigrate, But Who Will Prove Desirable to Canada.
The Business of Bringing the Boys Back Home.
Canada's Borrowings During 1918 Reach a Total that Establishes a New Record.
Bond Market Has Experienced Peculiar Year
Beating Swords of War Into Plow Shares of Peace.
British Can Build Cheaper Vessels Than Canadians.
War and the "Flu" Cause Abnormal Death Claims.
Canada's Banks and Question of Larger Capital.
Now the Stock Exchanges are Taking the Rough Jolts Out of Financial Reconstruction.
Canada Made a Remarkable Record in the Production of Shells and Other Munitions.
The Menace of the Bolsheviki! Insidious Influences Threaten Relations.
Price of Wheat and Production of Livestock.
Comparative Price Records of Canadian Securities for Past Eight Years.
Activity in Renting Workingmen's Houses and in Dealings in Farm Lands Distinguishes Realty Market.
Steel Is King When Nation Goes to War.
Canada's Exports and Their Part in Beating the Hun.
January Dividend Payments.
Canada's Part in Beating the Submarine Peril

Above mentioned are a few of the more important contents of this issue of THE FINANCIAL POST. Send a subscription to THE POST and note its business value to you. Use this form in sending subscription, which is $3.00 per year.

— —

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Name..... .....

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D. G. R.

Prime and Rankin, Limited

House Furnishings that are Dependable

Your inventory should bring to notice the lines short in this department. See that stock is kept intact, for the trade generally feels that good, live furnishing business is a certain prospect for early Spring. We are fully prepared for even unusually heavy sorting-up business.

For Immediate Delivery we mention Curtain Nets, in Allover and Filet designs, 40″, 45″ and 50″.

Chintzes and Cretonnes, in good colorings and designs; also 31 and 50″ English Shadow Cloths (both light and dark warps).

Scrims—Hemstitched and Fancy Borders, also Plain and Lace Edge Scrims.

Handkerchiefs, Pearl Buttons, Swiss Guipure Laces, etc., etc.

Eiderdown Quilts—We are advised that our 1919 range McLintock's Down Quilts will be complete and ready at usual time.

Handkerchiefs—This season we have made extensive preparations to show a very complete range, and our salesmen will wait upon you early in the year with some splendid values. Fancy Boxed Goods will be an important feature of the new range, and our record for values and good delivery should merit your continued interest in this range.

Prime and Rankin, Limited

And at

Nottingham, England **74 York St., Toronto**

KING'S CELEBRATED SCOTCH WINDOW HOLLANDS

have been made for one hundred and forty years and are recognized throughout the world as the best and most saleable shading. They are unequalled for quality, are unshrinkable, fast colors and made in all colorings and widths. To insure getting genuine goods, customers are advised to EXAMINE TICKETS and PAPER BANDS. Also inside Holland Tab on end of each piece and see that each *bears name* of "JOHN KING & SON."

SOLD BY ALL LEADING WINDOW SHADE JOBBERS

Made by

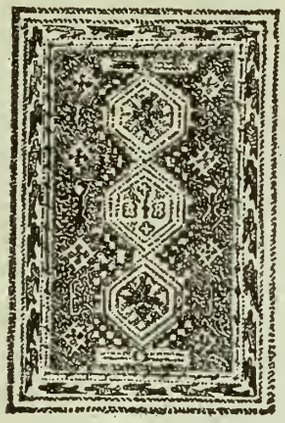
JOHN KING & SON

GLASGOW, SCOTLAND

Established 1775

Canadian Representatives: CAMPBELL, SMIBERT & CO., MONTREAL and TORONTO

GORDON
TAPESTRY MAT



Six Designs
27x54—$2.00
February Delivery

GREENSHIELDS LIMITED

Spring Showing
OF
House Furnishings, Carpets and Draperies

TABLE COVER
No. 3159—Reversible

4 4	$0.75 each
6 4	2.50 each
8 4	3.00 each

In Stock

The new line is ready—Better than ever.

SHIELD TAPESTRY SQUARES: Seamless

The surpassing excellence of these rugs has won recognition throughout the trade, and it is with real pleasure that we announce the new season's line as stronger than ever, and showing several distinct improvements.

"FIVE" new patterns—developed in the most pleasing and harmonious color combinations—are ready for your inspection. The most desirable and effective Seamless Tapestry Rug for any interior use the market offers.

32 New WILTON Designs	18 New AXMINSTER Designs	10 New BRUSSELS Designs
Seamed and Seamless In all stock Sizes	Seamed and Seamless In all stock Sizes	Good Reliable Values

Our Stock Is Complete

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We invite the dry goods trade, while in Toronto, to make their headquarters at our new commodious showrooms.

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Manufacture of our standard qualities is now being resumed, and goods are expected to be ready for delivery in time for the early spring trade.

FELTOL FLOOR COVERING

Similar to Linoleum, but made on a felt base. An attractive range of patterns now in stock for immediate and spring delivery.

TABLE OIL CLOTH

Sanitile Wall Covering

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New range of patterns have been issued and is now in the hands of the trade.

DISTRIBUTED BY THE WHOLESALE TRADE

MANUFACTURED BY

The Dominion Oil Cloth Co., *Limited*

MONTREAL

Infants' and Children's Wear

INFANTS' AND CHILDREN'S WEAR GROWS IN IMPORTANCE

Great Variety of Merchandise on the Market and Increasing Demand for High Grade Goods From Public Make Department One of Most Important—Many Wool and Ribbon Novelties—Spring Fashions in Frocks

THIS special Infants' and Children's Wear Department herewith makes its bow to readers of DRY GOODS REVIEW. It is concerned with all news relating to clothing and other necessities for the comfort of little folk. Everyone is realizing now how important it is that they be well clothed, kept happy and comfortable, and that every convenience should be provided the mother in her important task of caring for her children. It must be the special mission of dry goods stores to provide the merchandise which she requires and to encourage those who are unfamiliar with infants' requirements to study the merchandise and its uses.

Merchants in growing towns are realizing, with every visit to the markets and with almost every call of the travelling salesmen, that an increasing variety of merchandise of this nature must be carried if they are going to satisfy their customers and keep their store progressive. For that reason a great number of stores, even during the past year, have made of infants' wear a department as spacious and as independent as are the departments for millinery, dress fabrics and the many others. There is scarcely a dry goods store, even in the smallest town, which does not carry a certain amount of supplies for infants and small children and make good profts, too. Practically every manufacturer of those goods states unhesitatingly that the tendency of the public in recent years is to buy more and more of these garments ready made and of a high quality, which assuredly means that the retailer must place careful attention upon the kind of stock he carries and how he carries it, if he is going to make that department a paying one.

It is in order to supply the merchant with news in a location of its own that this new department is opened here. As with the stores this information has grown to such proportions that it may now be deemed worthy of a special place, so here we are!

Knitting Replaces Crochet Work

Each month sees new ideas offered in hand-knitted goods. The soft fine wools which used to be used for crocheting jackets, bonnets, bootees, shawls, mittens, etc., are now fashioned with the knitting needle. The garments are less elaborate, as a rule, but are the fancy of the season and sell well, since knitting is recognized as THE handiwork of fashion. There is still no tendency for the sale of knitting supplies to dwindle, but instead of the coarse grey wools women are purchasing gaily colored and dainty fine wools and this fancy continues in a very healthy condition. So long as it does, the made-up knitted things will sell also.

The most popular bootees are fashioned to cover the knees. One pair noted in one of the large stores the other day had a panel of pink up the front of the bootee, which otherwise was white. The effect was quite novel. Bonnets, too, are becoming more practical. They are knitted with a snug little extension as a neck-piece, which keeps out all the troublesome little draughts from the back of the neck and head. The average customer goes into raptures when she sees the latest in pull-over sweaters; these are made in miniature and found very useful for the baby. They are made with the ribbed waist-line, the sailor collar, the cord and tassel tie, the ribbed cuffs and "all modern improvements." The colors, too, are the delicate baby tints or maybe the real sport tones, such as gay blues, greens, yellows, etc., with trimming bands of white or champagne.

One firm is just bringing out some clever ideas in mittens. They are using for them the curled yarns which when knitted up resemble Persian lamb. The mittens are knitted in all white, all black, and some especially smart ones have the palm in closely knitted plain white wool and the back done in the curled wool in either white or black, which is decidedly original.

Angorina, which was described in a recent issue of DRY GOODS REVIEW (a cotton imitating angora wool), is used for some interesting little sweaters and sweater coats. The real sweater (pull over) style is preferred to the coat style.

Some new laced bootees for infants are of tan kid with high tops; they have two straps and buckles at the top which serve to hold the tops up in place. These, again, are miniatures of what the school boys are wearing this winter, though made up very softly in both soles and uppers.

Very fine and soft silk garterlettes are shown for babies. Sometimes these are used in the beading at the tops of bootees.

The basket-stands, which have four baskets, all of which may be opened up at once, displaying the baby's togs, are shown in all the large stores. These basket-stands may be had round or

square and with the baskets daintily lined or plain.

An attractive winter bonnet is made of white corduroy lined with white silk; near the edge of the bonnet there are clusters of two tiny red silk cherries dangling at intervals.

Warm knitted wool slips with the waist and skirt all in one are in steady demand these days.

Many Ribbon Fancies

Babies seem to be the chief reason for the existence of dainty ribbons. There are scores of fancy articles shown and they proved extremely popular as Christmas gifts.

A play doll is new, when made of baby ribbon after the fashion of Nenette, and with a little satin cap of ribbon. The very narrow ribbons are used for all the articles one usually expects to find in wool. There are sweaters, bonnets, bootees, jackets, carriage robe clamps, carriage straps, etc., all knitted out of ribbon. Then there are other articles made of ribbon and lace cut into the various patterns. For instance, a jacket is made of two pieces of ribbon about 3 inches wide, each gathered at one edge to a circle. These holes are for the arms. The other edge of the ribbon is finished with lace, and bands of narrower ribbon fastened from one to the other at the back connect the two wide pieces forming the jacket; in front longer narrow ribbons are fastened for ties.

Even beads for the little tots are made of ribbon. Moulds are covered with the narrowest ribbons in different colors and threaded on narrow ribbon. Dresses, slips, pillows and "driving reins" are also made of ribbon, and there is a tiny sachet upon which is painted the words "Don't kiss me."

Besides all these wool and silk novelties there are always plenty of celluloid toys for the baby which help to brighten up the department, and the new wicker and wooden furniture is also an important selling factor. The matter of displaying these things to advantage is most important, for of all merchandise that for the baby should never appear mussed or soiled or carelessly handled if it is to impress the customer at all. Linen covered boxes or pretty chintz covered boxes are used a great deal for keeping the stock in, and while a great deal of it is always on display it should not be allowed to stay out of its box long; it should be replaced and others brought to light so that a fresh appearance is always effected and the goods carefully preserved.

For Little Girls

When one comes to consider togs for little girls, the matter of fashion and design becomes more important than it is for the baby. Gingham and chambray are still the kings among fabrics for school or play in the Summertime, and a number of smart designs in these are out now. One irresistible little frock in fine pink and white checked gingham had a belt, pleated collar and cuff-frills of handkerchief linen; it is made in one piece with a cross-over, double breasted front and four large white pearl buttons. Slightly raised waistlines in Empire style are frequent—much more so than the low ones this season—though normal lines are popular.

Cotton poplins, pique, repp, Rob Roy cloth (a soft mercerized cotton), lawn, organdie, all of these are used to make up some very fascinating frocks. They usually have a touch of contrasting color either in collar, cuffs, pockets and belt, or in a bit of handwork. Collars are cut in a great many fanciful ways and so are belts and cuffs. They sometimes shoot off from their expected outline and later shoot back again, forming a panel effect or smart points.

Pleated skirts are liked in the wash materials. For once, the little girl's dress does not affect the "grown up" silhouette, which just now is so unapproachably long and narrow. That is one fashion feature at which the juniors draw the line.

The sailor-soldiers are very much loved in New York and so the shops are showing little French flannel sailor suits for boys. The dressy ones are in cream color with French blue trimming or else French blue with cream collar, cuffs, etc.

It is thought that capes and cape-effect coats will have quite a good sale for the little folks this Spring and Summer, but more for the little girl of six and upward than for those younger.

Rompers with Russian blouse make one of the best accepted play frocks for tiny girls. These are made in the wash cottons and in shantung, etc., embroidered or not as one chooses. In the Dress Fabrics Department some silks are described which will be used for some of the smart frocks this Summer. Designs which interest children are quite the thing in patterned goods for their dresses, just as they are in wall-papers and draperies for the nursery. And why not?

A Dainty Dress

Just a little bit different does this little girl appear in her dainty stylish frock of sheer linen with hand embroidery. There is a touch of originality in the deep-front yoke and also in the tabs, which hold the pleats loosely and suggest a belt.

Mr. Fred Tighe, who has recently been discharged after nearly three years in the army, part of which was spent in France, has entered business with his father in the Western Leather Goods Co., Toronto.

Nyman's, Brantford, Ont., are now established in their new store, 78 Colborne street. In their opening announcement they featured "Courtesy to Customers—Newest and Best Merchandise—Lowest and Best Prices."

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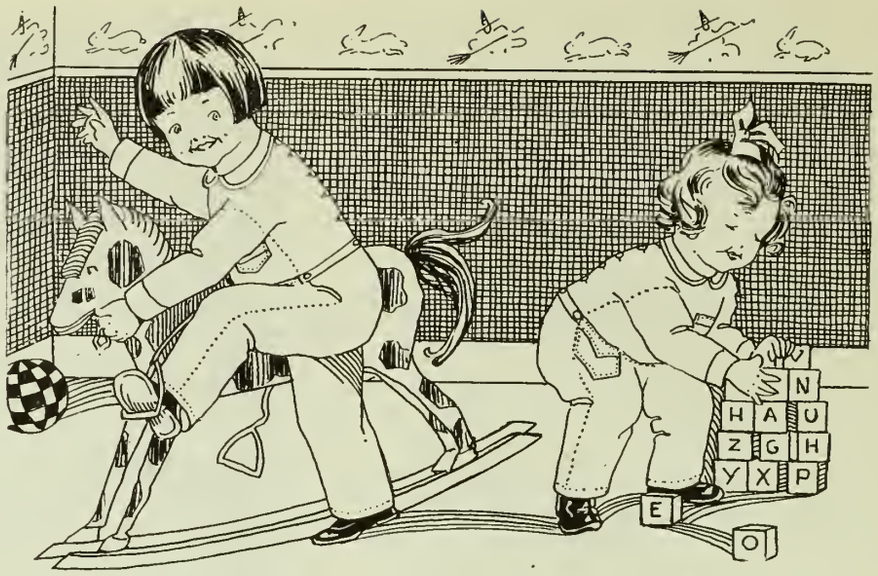
Coveralls For Kiddies

There is an increasing demand for Haugh Brand Coveralls for kiddies.

The test of a Coverall is found in the hard usage which only kiddies can give a garment.



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The prices afford you a reasonable margin for profit. The quality will secure you a reputation for the best.

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DRY GOODS REVIEW

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We are now in a position to supply you from our own factory with Infants' Wear of finest quality, workmanship and design equal in every respect to that which Canadian merchants have hitherto been obliged to import from the United States and Europe.

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Await our samples before placing your order.

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BRAND

Manufacturers of Babies' Nursery Shoes of dainty and exclusive design.

Infoot Felt a Leather. Children's Gaiters are unrivalled for material, workmanship and shape.

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KNITTED GOODS

AFTER EXPORT ORDERS IN WOOLLENS

Woollen Manufacturers' Association Now Have Representative in England Looking for Orders in Underwear, Knit Goods Generally, and in Cloths—Such Export Business Will Tend to Make Goods More Reasonable in Price in Canada

THE Woollen Manufacturers' Association — the larger organization which has grown out of the Knit Goods Manufacturers' Association, and which includes not only knit goods manufacturers, but the Canadian cloth mills, which have grown greatly since the commencement of the war—has recently sent to England a representative who will seek export orders for all the members of the Association. D. A. Carley is the man who has been sent. Mr. Carley, who is now in England, has taken with him samples of the goods produced by the members of the Association. He expects to do most of his business in London, working in conjunction with Lloyd Harris, who had gone over at the request of the Canadian Government to seek business for Canadian manufacturing concerns generally. If necessary, however, Mr. Carley will proceed to France.

Huge Development Revealed

This movement to get export business in knit goods and in cloths, shows a remarkable development in Canadian conditions generally. If, before the war, the suggestion had been made that Canadians could sell underwear and cloth in England and in Europe it is quite certain that the statement would have been regarded as a good joke—would have been classified with the wisdom of taking coal to Newcastle; but things have changed since the war commenced. A number of things have changed. In the first place the Canadian production has gone up tremendously both in cloths and in knit goods, and the Canadian production has come to something like a price footing with English production. As far as European output goes this has been so interfered with by the war itself that it may, for the time being, be almost disregarded.

Will Take Orders in Bulk

The expectation is that any export orders for underwear which are taken will be taken much as were the orders during the war from the Italian Government. They will be bulk orders which will be allotted among the various members of the Woollen Manufacturers' Association according to the size of the various mills. The expectation also is that it will be coarse goods which will be most in demand, but this can hardly be told in advance. Mr. Carley may find that there is a big opportunity to sell the finer quality of underwear made in Canada also. He expects to sell first for relief work; then for regular business.

Great Need For Cloth

As far as cloth goes, there is so far nothing definite upon which to form a judgment as to what export business Canadian manufacturers may secure. It is known that the needs of France, Belgium and Italy are very great. It is known also that Germany and the other central powers will require cloth to satisfy their needs prior to that time when their own mills may be able to turn out what is wanted. It is also known that Russia will require a great deal of material, and the belief is that Canadian mills will be able to secure business.

Export Business Helps Retailers

This effort to secure export business is of great importance to the retailer as well as to the manufacturer. It means that the retailer will be able to secure goods for his trade at cheaper prices if the manufacturers can, through the securing of large export orders, keep up the big output of the plants which have been developed during war days. The keeping busy of the plants in this way will generally reduce overhead, and so make possible a quoting of lower prices to the domestic trade.

One underwear mill alone, for instance—and it is a comparatively small mill—has had some $200,000 worth of orders cancelled by the American Government since the signing of the armistice. If this mill can, through the securing of export business, keep its considerably augmented plant busy, it will, of course, be in a much better position to quote favorably to the Canadian retail trade.

Will Keep Business Good

There are many mills which have been exporting to the United States Government a considerable output. There are others which have been making goodly quantities of underwear for the Canadian Government; and if, by the development of this foreign business, that part of their output can be continued, the benefit will be the retailer's and the consumer's as well as the manufacturer's.

Then there is, of course, the big benefit which will come to all merchants through the general prosperity which this export business would bring about.

It is certainly to the interest of all that Mr. Carley should have great success in his efforts to secure export business for the woollen manufacturers, and what develops will be watched with keen interest.

SOME NEW FEATURES IN WOMEN'S UNDERWEAR

The popularity of furs and the mild weather which has prevailed this Winter have combined to make the sale of fine underwear unusually great, despite the fact that a great rush for woollens and heavy lines was observed in many communities while the influenza epidemic was at its height. This last few weeks, and especially during the holiday shopping period, sales of Italian silk, silk and cotton mixtures, silk and cotton combinations, and all cotton garments were all-important. There is a likelihood that business will be good in these lines throughout the Winter, with social festivities piling up day after day.

Much Pink Worn

In the New York stores there was an enormous demand for pink underwear. One would see there from three to five tables of pink garments on display to one of white, and in some instances there was no white shown at all, though it was to be had for the asking. Italian silk while still quite high in price is in big demand. In order to reduce the price and still have a garment pink and apparently silk, there were vests and combinations made up of fine pink cotton with a band of 4 to 6 inches deep at

the top of the Italian silk. This would be all that would show above the corsets and so gave a nice appearance. Bias folds for draw ribbons are decidedly the best selling neck and sleeve finish. Opera vests were an important item during the Christmas season.

Straight silk chemises were shown in most of the shops, but demand seemed to favor the envelope style and bloomers. Some handsome sets were developed by some of the silk firms who make knitted silk garments. Hemstitching, bands of pale blue inserted in the pink, fine laces, tucked gussets and inserts of georgette, and embroidered yokes, were among the trimmings on some of the newest and most elaborate offerings from one of the best-known New York mills. One set, showing a combination of pink and blue with hemstitching, had lacings of ribbons at the shoulders and sides and were reinforced under the arms.

The newest vests and combinations, whether in cotton or silk, have reinforced sections under the arms; bloomers are reinforced at the back. Some manufacturers have the back of combination suits and vests tailored narrower than the front, which tends to throw the fullness toward the bust. The smooth, flatlock seams are proving a success.

New Chemise and Bloomers

The "step-in" chemise is new on the market. It is constructed somewhat on the plan of an envelope but is stitched in at the bottom where buttons appear on the envelope styles. These new garments are loose-fitting, leaving plenty of room for adjustment.

The return of long tight skirts has made a place for the new long silk bloomers to be worn instead of petticoats. These bloomers reach to the ankles and have a pocket convenient for carrying money or valuables stitched on below the knee. These very practical street bloomers are to be had in emerald, purple, brown, black, navy and taupe. They are selling in New York stores at $7.00 a pair. Some models are to be had in soft satins as well, but these seem to be a little more bulky than the knitted silk variety.

Fancy Wool Hosiery

Quite good business is being recorded in New York also, in the new colored wool hosiery for both men and women. They are not only for sports occasions but frequently one sees them on Fifth Avenue, on mild days when oxfords without spats are permissible. For street wear the colors are dignified and the stripes not loud. Dark greens, dark greys, khaki, navy, mottled effects, purple, browns, white, etc., are to be had and sometimes the stripe is in a contrasting shade, knitted in the stockings, or it may be a clock embroidered on. There are also some drop-stitch stripes in these fine wool hose. The strictly sports hose are of course heavier, ribbed usually, and allow of more striking coloring. The prices in the stores for these novelty wool hose range from about $1.95 to $5.00 a pair, according to the weight and the percentage of wool.

KNIT GOODS IMPROVING IN FINISH AS RESULT OF RETURN OF OLD LABOR

ULTIMATELY the tendency of knit goods is, of course, going to be downwards in price. As indicated in several places in this issue, this tendency need hardly be expected to evidence itself at once—certainly not for Fall, 1919, lines which will be, roughly speaking, 25 per cent. up. Nor does it mean that the tendency toward lower prices will become evident so soon as will the tendency toward better values.

Manufacturers are quite frank to admit that sometimes—in some lines—the quality of workmanship has dropped. This has been necessary because of the rush under which they have worked during the war days, and because of the fact that expert workers often left the mills to join up with the army, or to undertake some war work. Their places had to be filled by less experienced help and poorer work resulted.

Old Help Returning

Now there will be a tendency—it is already noted—for the old skilled workers to come back to the mills. They are putting a finish into garments which has been impossible with the war labor.

Not only is the work of these old employees who are coming back to the mills better, but it is faster. Production, therefore, is being gotten up already. Moreover, while it is not pleasant to think that some took advantage of the war-time scarcity of help, there is the fact that the competitive system which is now reappearing on the labor market is resulting in a speeding-up of work. Jobs now go to the good workers.

No Lower Prices

But while all these factors would seem to point to lower labor charges—not because wages have really been reduced, but because the product of labor is increasing—there need be no lower prices expected for these reasons, simply because the manufacturers intend to put better and better materials into the goods, better and better finish into them. This will offset other tendencies. What is evidently wanted in Canada is good garments.

Take your discounts wherever and whenever possible!

New Hosiery

Very seasonable are these novel striped wool hose. They are shown in the dark street colors with wearable stripes in grey.

YARNS USED IN U.S. GOODS MAY NOW HAVE TO BE SALVAGED

THERE is on the Canadian market at the present time a great quantity of yarn which Canadian knit goods men purchased in order to allow of their working upon American Government orders. These American Government orders have now been cancelled and the question is as to what will be done with this yarn, and what effect it will have on the knit goods trade as a whole.

As a matter of fact this yarn may have some influence not only on the knit goods trade but also on the clothing trade, for it is of a peculiar quality not regularly used by Canadian knit goods manufacturers. It is single yarn which cost the Canadian manufacturers from $2 to $2.15 per pound, but as the situation is at the present time—that is, with the United States Government orders cancelled—this yarn is not worth 25c per lb. for Canadian knit goods manufacturing purposes. The Canadian knit goods houses, who have been making these gloves, puttees, etc., for the United States Government, do not regularly use yarn of this style at all. They use worsted yarn.

Protected Against Loss

Fortunately for the Canadian manufacturer who has been engaged, in part at least, in production for the United States Government, they are protected by their contracts for the most part against loss through cancellation. Since the cancelling of the orders, indeed, the knit goods men in Canada have received a request to put a salvage value on the yarns which they have in hand, and which were bought for these United States Government orders. United States officials are expected to be in Canada very shortly cleaning up this whole matter, and at that time a salvage value will be decided upon or the United States Government may take the yarn back for later use, though from what can be learned they are not very anxious to do this.

Suitable For Weaving Tweeds

There is a feeling that instead of tearing up these yarns for shoddy, which could be used perhaps for making cloths suitable for boys' suitings, the yarns might be adapted for the weaving of tweeds. Certainly as the Canadian mills are working now these yarns cannot be knitted.

Should this material be put into the production of tweeds, it would tend to make a certain class of cloth more plentiful.

RED CROSS STILL NEEDS YARN

Organization Will Require as Much as in Past, so that Difficulties of Getting Supplies Will Still Confront Sweater Coat and Other Knit Goods Men

THE huge orders for yarns which were placed for the Canadian Red Cross have, in the past, made the work of the knit goods manufacturers very difficult. It was quite largely ten count yarns which were wanted—just the style used in many sweater coats—and the huge requisitions, touching the million pound mark, kept the spinners so busy that they got further and further behind with deliveries to the civilian knitters.

This is one situation which does not seem likely to be improved as a result of the armistice. It already appears that the Canadian Red Cross is going to need yarn to fully as great an extent as it has in the past. Not only will the delivery of all the yarn on order be accepted, but further orders are certain to be placed very shortly.

Of course, the goods made up by the various Red Cross Societies will not go as largely to Canadian soldiers as they have in the past. The Canadian Army of Occupation—and it seems likely there will be such an army—will be appreciative of these Red Cross parcels. Still this army will be comparatively small in size. On the other hand, the Red Cross is going to be called upon to make large deliveries of goods to some of the allied countries, such as Belgium and Russia.

From what the government says, and from what is learned from the heads of the Red Cross organization, it is very evident that the intention is to work actively to bring relief—that yarns will be bought more heavily perhaps than ever to make possible the production of the necessary goods.

An effort will be made to get the yarns going out to the Red Cross Society in regular shipments, so that the mills will not have to be devoted at certain periods entirely to this work. In this way it seems likely that relief will come to the knit goods men who will get their deliveries more promptly.

BRITISH DYE INDUSTRY ORGANIZED FOR NEW PURSUITS

Reason for Great Confidence in Resulting Product

"Probably among Britain's great achievements," stated a dye and color expert, "her mastery of the dye and chemical situation ranks an easy first." He stated that the dye and chemical manufacturers had been in much the same position as the lens makers, and several others, in that they had, for economic reasons, let out certain processes in the manufacture of their products, to cutside markets. He pointed out that at the first sign of a break in diplomatic relations, these manufacturers had immediately designed and installed the needful machinery to take care of every stage of the manufacture of their products, and had also improved and enlarged their plants for the production of the enormous quantities of explosives that the nation needed. To what good purpose they worked may be estimated from the fact that even at the time of the maximum demands, these British manufacturers not only provided explosives, chemicals, and dyes for the armies and navies of Great Britain and her Allies, but had a surplus of colors to meet the needs of the rest of the world.

He stated that in December, 1918, about 450 immense plants were engaged in dye, chemical, and explosives manufacture. The entire trade had been organized into one gigantic syndicate, in which the Government was an active partner to the extent of a million and a half pounds sterling.

Organized then for war efforts, they now are organized for peace, and the Government is converting all but the biggest to the manufacture of other articles of world-wide demand. All the factors that make for success are considered when the Government decides what each plant shall be devoted to. It is not a far cry from the manufacture of chemicals and explosives to the production of chemical fertilizers and nitrates; many factories, indeed, are readily equipped for the making of pencils and needles, and a multitude of articles suited to quantity production. Besides assuring the world of an ample supply of dyes, colors, and chemicals, the Government in its wisdom shows all the Allies how to dispel that "bogey" of "industrial unsettlement." "In conclusion," he said, "let us one and all preach and practise the gospel of confidence."

The Cosmos Cotton Co., Yarmouth, N.S., are adding to their plant a new office building 30 x 50, and when complete offices will be removed from their main building, making room for the installation of a large amount of new machinery. The new building, which is being built of brick, in addition to containing the offices of the company, will have a rest and recreation room for the female employees; also a room for an emergency hospital in case of accident where the services of a nurse can be secured.

Knitted sports hose for women, said to be all wool, come in knee and hip length in several shades with fancy stripings; they are shown at Macy's, New York.

FEWER COLORS FOR SWEATERS

Textile People Plan Standardization to Save Money

Milady, when selecting her new sweater next year, will find the problem greatly simplified. Instead of the bewildering array of garments in almost every conceivable hue and shade, she will behold that very useful article displayed in only such colors as are standard or happen to be in vogue at the time.

The Textile Color Card Association has found that the production of unsaleable shades in knitted garments has been very great, and so is planning a color standardization whereby the number of colors used each season will be reduced to twenty-five or thirty shades. Popular fancy each year is said really to settle upon a very few colors. By having a set of standard colors, subject to the addition or elimination of not more than three or four shades yearly, the association expects to save money and yarn and produce color harmony in stocks.

Retailers will welcome additional attention being paid to the matter of developing saleable colors in sweaters.

SAVES MONEY BY TAKING ITS ADVICE

W. A. Kenny & Co., Ltd., General Merchants, Kazubazua, Que.—Your paper has been a great help to me in my business. I have been a subscriber ever since I started in business almost 15 years ago. I read your trade paper carefully and often find that by taking the advice of the editor I save many times the amount of my subscription.

No up-to-date dealer in dry goods should be without your DRY GOODS REVIEW.

FLOOR COVERINGS

The necessity for the use of substitutes for oilcloth and linoleums owing to the impossibility of manufacturing anything like the required quantities under normal conditions, has brought up an interesting question for the housefurnishings department. By a legal decision it was declared that the word "linoleum" could be used for a substitute line put out by some manufacturers in the United States, and this is being done. At the same time, as the buyer for the department in a large city store pointed out in conversation with DRY GOODS REVIEW, it would be well for the salesman to make it clear that other lines they have in stock are not the "real" oilcloth or linoleum that the public commonly understand as such. This particular buyer says that he is careful to have the clerks use the word "floor covering" as applying to all lines of substitutes. This does not injure the sale, and at the same time keeps faith with the public who are not deceived into thinking that the covering minus the jute is the same as the real article, so-called. It will be interesting to note the strength that the substitutes hold when the others come back in large quantities.

FIFTY-CENT COTTON BY MAY 1?

Congressman Heflin of Alabama Gives Figures—Says Producers Will Be Paid for Holding—Shortage This Year of 6,000,000 Bales

CONGRESSMAN Heflin, of Alabama, member of the Committee on Agriculture, submitted some interesting facts and figures about cotton, in a speech delivered in his home town of Lafayette on Dec. 26. Mr. Heflin is in a position to know the real facts and figures of cotton production and export in the United States. His speech in part, as given in the New York "Journal of Commerce," is as follows:

"There is not enough cotton in the world to supply the world's demand. The demand for food supplies forced the Allies to reduce their cotton acreage, and this accounts for the last three short crops in the Old World. Diversified farming in the cotton belt, the lack of fertilizers, the boll weevil and unfortunate climatic conditions at the fruiting time are responsible for the last three short crops in the United States.

"Now since the war is over and the submarines are gone from the sea, and cotton factories are free to operate in England, France, Belgium, Italy and Russia and nearly all of the other countries, with England alone crying for 4,000,000 bales of American cotton, it requires no prophet to foresee a great shortage in the cotton crop, a great dearth in the cotton supply for another year. One hundred and fifty million spindles are ready to operate, and there is not cotton enough to supply them.

"If this year's crop should be 11,200,000 bales, and our mills consume 7,500,000 bales, as they will, there will be only 3,700,000 bales left with which to supply England, France, Italy, Russia, Spain, Japan, Canada, China, Peru, Chile and Argentina and, according to Government figures, we exported to England and Canada in 1914 3,631,000 bales, just 69,000 bales less than the total amount that will be left for foreign export of the American crop for 1918 after our mills have been supplied.

"In 1914 the Government's figures show that the United States exported to England 3,381,000 bales of cotton, to France 1,139,000 bales, to Italy 537,000, to Spain 297,000, to Belgium 227,000, to Russia 99,000, to Canada 150,000, to Japan 354,000, to Mexico 34,000, to South America 11,000, Netherlands 35,000 and to all other countries 63,000 bales. These amounts aggregate 6,531,000 bales. If we should be called upon to supply these countries with the same amount of American cotton that they took from us four years ago, it would take 6,531,000 bales. Add this to the amount necessary to supply our mills, 7,500,000 bales, and you have a consumptive demand right there of 14,000,000 bales, and productive prospects of an 11,000,000-bale crop. Here is a shortage before your very eyes of 3,000,000 bales of American cotton.

"I have only mentioned the friendly countries. In 1914 we exported to Germany and Austria 3,000,000 bales in round numbers. Add this amount to the 14,000,000-bale demand that I have just mentioned and you have a consumptive demand for American cotton of 17,000,000 bales and a crop prospect of 11,000,000 bales. These figures disclose a shortage of 6,000,000 bales. Japan knows this situation and that is why her cotton buyers in Texas, Oklahoma, Arkansas and Louisiana are paying more for cotton than anybody else. Japan is not going to take any chances. She knows that the supply is going to be exhausted soon.

"Counting ocean freight rates, it cost England last year about 50c per pound for her supply of American cotton, and yet the official report shows that her cotton mills made more clear money than ever before, and as I have said, declared the biggest dividends in their history. The bear speculators, backed by certain spinners, have been in a secret combination to raid the market and beat down the price, so that they could get the cotton away from the producers and hold it for the high price which is bound to come. But the producer is holding, and this is going to be one time when he is going to be well paid for holding.

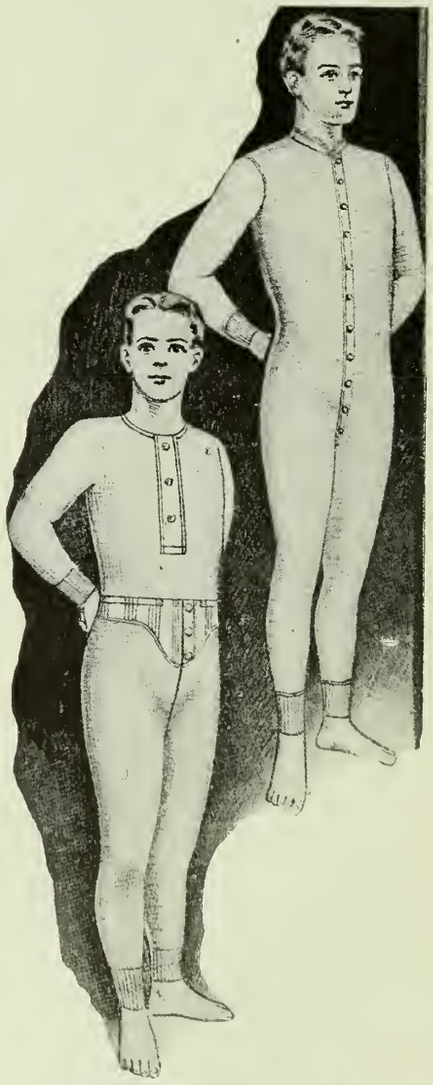
"Cotton producers, merchants and bankers, all know that the price of cotton must now be above 30c in order to give any profit to the producer and enable him to meet his obligations.

"Cotton is no longer disturbed by blockades and submarines. Restrictions on shipments have been removed and ships are moving with cotton to foreign ports. The peace treaty will be signed in February, and then the man who has cotton to sell can almost fix his own price.

"By the first of May, 1919, I shall not be surprised to see the price of cotton ranging from 40c to 50c a pound. The wool supply is short, and the price of wool so high that cotton is being sought on a larger scale than ever as a substitute for wool. The leather supply is short, far short of the tremendous demand, and cotton shoes will have to be substituted for leather shoes on a larger scale than ever for spring and summer wear. The lowest grade of the best scoured wool is selling for $1.05 a pound and the highest grade for $1.85 a pound. Raw Japanese silk is selling at from $4 to $11 a pound. Can anybody say that in comparison with these prices cotton is high at 40c and 50c a pound?

"There never was a time when all the facts of the cotton situation were so favorable to the cotton producer as now."

St. George BRAND Underwear



A reputation for the best is an asset well worth while.

"St. George" Brand Underwear has this reputation, and while we think it "worth while" to offer this line to you, we do so because our Underwear will satisfy all your customers.

Shrewd buyers who take no risks, realizing the value of a quick and certain turnover, are the ones who see to it that "St. George" Brand is included in their Underwear Stock.

Let us have an order covering your wants.

Our Underwear is for men, and we make it so that it will stand its hardest wear.

It is Scotch Knit, Heavy Wool, Rib and Fine Elastic combination. It's a line that is compelling sales from the Atlantic to the Pacific.

The Schofield Woolen Company, Limited

Oshawa - Canada

HOSIERY

"CIRCLE-BAR" HOSIERY

—FOR—

For Men

In Cashmere, Silk, Cotton

Women

In Cashmere, Silk, Cotton

Children

In Cashmere, Mercerized, Cotton

Very soon our representatives will be around with samples of Circle-Bar Hosiery for Fall, 1919.

It is still difficult to get raw materials and meet the full demand, but we are striving to overcome these difficulties and are offering you a high-class line of Hosiery at prices which leave you a good margin of profit.

Your customers want a good article and are willing to pay for it. Put Circle-Bar Brand before them and watch your sales increase. Get a reputation for good, well-finished, durable hosiery. Circle-Bar Brand is a refined Canadian product, a product of which we are proud. It is the kind with no unsightly seams, that fits without wrinkling, that is made extra strong where the wear is hardest; in a word, Circle-Bar is a perfect Hosiery at right prices.

THE CIRCLE-BAR KNITTING COMPANY

LIMITED

KINCARDINE, ONTARIO

Sunshine Hosiery

REGISTERED

Reflects Credit on Your Store

WHEN you recommend a "Sunshine" brand of hosiery, you enhance the value of all the merchandise you sell.

Thousands of merchants have found this to be so. They say that the satisfaction of customers in the greater dollar-for-dollar value of "Sunshine" hose enhances the standing of their store in the community.

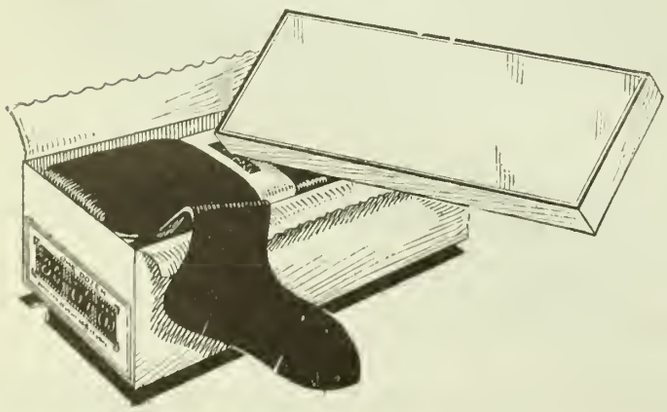
Therefore it doubly pays to recommend "Sunshine" hosiery.

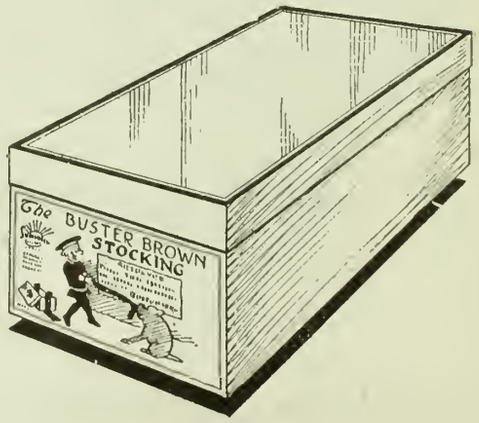
Ask your customers to try "Three Eighties," the largest selling women's hose in Canada. "Little Darling" or "Little Daisy" for the girls, "Buster Brown" for the boys, "Marathon" or "Pedestrian" for hubby.

Each sale will add to the prestige of your store.

Sole Selling Agents:
E. N. Walsh & Company, Ltd.
Toronto, Montreal, Winnipeg

The Chipman-Holton Knitting Company, Limited
"Largest Hosiery Manufacturers in Canada"
Mills at Hamilton and Welland





ATLANTIC
UNDERWEAR

Consider These 4 Points In "ATLANTIC" Quality

PLEASURE—because of the soft, comfortable, downy "feel" of Atlantic wool, which is always appreciated.

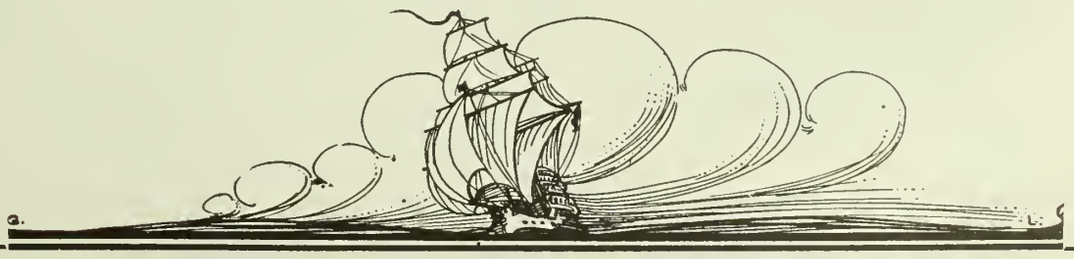
PROTECTION—because of its hygienic qualities.

PATRIOTISM—because it's made in Canada and is therefore the best.

PROFIT—because it gives entire satisfaction in wear and in price.

You can build business on this full-satisfying "Atlantic" value.

ATLANTIC UNDERWEAR, Ltd.
MONCTON, N.B.

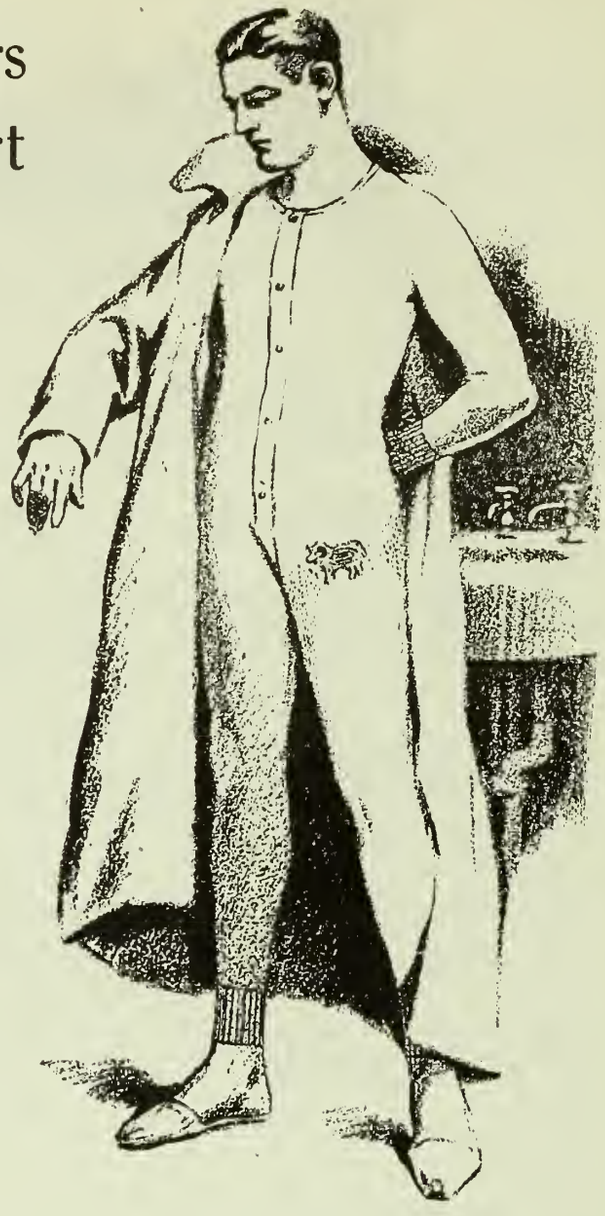


Give Your Customers Underwear Comfort

Sell Them **Turnbull's**

Comfort and quality in large measure are knitted into every stitch of TURNBULL'S UNDERWEAR.

The Fall, 1919, lines now being shown are no exception. The values represented are our usual standard quality.



Sixty years of specialization in the making of knitted underwear is back of every Turnbull garment.

We suggest early placing of orders so as to facilitate best possible deliveries.

Sell your customers some one of our three brands and you're certain to please them.

These are our Trademarks

CEETEE

LOOK FOR THE SHEEP
The purewool underclothing that will not shrink.

Splendid quality plain knitted and special closed crotch.

Ribbed underwear very popular with boys and girls—very elastic.

The C. Turnbull Co. of Galt
Limited

GALT, ONTARIO

Established 1859

Trade Mark

John S. Brown & Sons, Limited

LINEN MANUFACTURERS

Belfast ∴ Ireland

STOCK WAREHOUSE

80-82 Wellington Street West, TORONTO

A large, well assorted stock of "hard-to-get" HOUSEHOLD LINENS, COTTON DAMASKS, SHEETS, PILLOW CASES, TOWELS, QUILTS, HUCKS, CRASHES, HANDKERCHIEFS produced at MUCH BELOW PRESENT COST of MANUFACTURE.

If you are not selling our special SHAMROCK BRAND LINENS AND COLLEEN BRAND COTTONS you are omitting DEPENDABLE GOODS which carry a reputation with EVERY PIECE sold.

TRADE MARK

W. H. Baker

AGENT FOR CANADA

Monarch-Knit Sweater Coats and Hosiery

Monarch-Knit Sweater Coats, as the illustration suggests, possess artistic style and attractiveness as well as warmth and comfort. They are designed with an intimate knowledge of present requirements special attention being devoted to the selection of trimmings and to the fine details of workmanship.

Our travellers will be out early this month (January) with a complete and up-to-date line of Monarch-Knit Sweaters, Pull-overs, Caps, and Scarves, etc.; also Monarch-Knit Hosiery, Monarch Floss and Monarch Down and Fancy Hand-Knitting Yarns.

Your careful inspection will be appreciated.

The MONARCH KNITTING CO., Ltd., Dunnville, Ont., Canada

CANADIAN women have learned to depend upon the superior colorings and staunch durability of Monarch Floss and Monarch Down for all kinds of knitted work. We mention this fact merely by way of suggesting that it would be well to place your order now for April Delivery. Monarch Floss and Monarch Down both come in thirty different colors, and are put up in handy one-ounce balls. They are spun by expert spinners in our own plant from a very fine grade of Australian wool.

The Monarch Knitting Co., Limited

Dunnville, Ontario, Canada

¶ The original and best Canadian-made "Knit-in-hem" Ladies' Silk Hose.

¶ Do not buy this hose only because it is "Made-in-Canada," but because it is the best value in workmanship, materials and colors, obtainable anywhere.

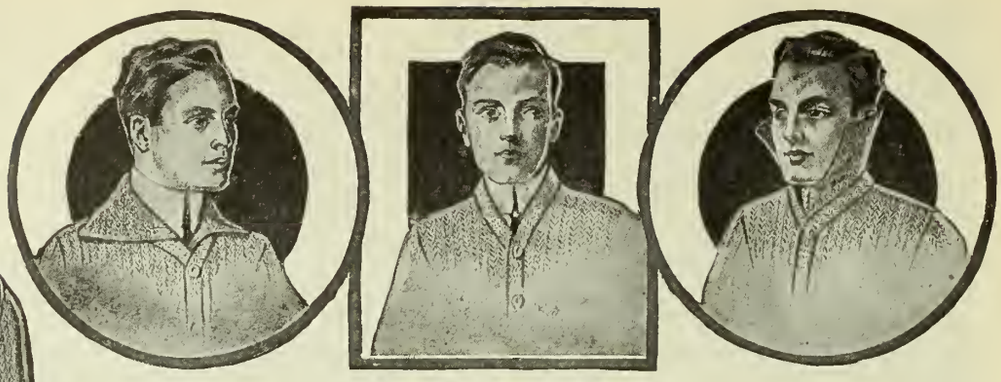
¶ This is a strong statement, but a trial will convince you of its truth.

MADE IN ALL COLORS

The Wilson Manufacturing Co.

934 Gerrard Street East, Toronto, Canada

Those who cater to a high-class trade will find that Mercury Fashioned Seamless Hosiery in pure silk, mercerized lisle and fine cashmere will satisfy the most critical.
In fit, finish and wear, Mercury Hosiery is unsurpassed. In value it compares favorably with any others on the market.
MERCURY MILLS
LIMITED
HAMILTON
CANADA
Mercury
Hosiery



Protected by Canadian Letters Patent No. 131,529 and Canadian Letters Patent No. 120,709.

The Visor "4 in 1" Sweater

(Four Sweaters in One)

Note the four ways the collar can be worn. The most practical and best selling coat on the market. Made in many weights in HALF CARDIGAN, SHAKER, JUMBO and GARTER stitch.

We will make also this year the best SHAWL COLLARS on the market in all our lines. Also V-NECKS, PULL-OVER Sweaters, full length and short length, with and without sleeves. Also other lines of PULL-OVERS for Men and Ladies. Also double reversible CAPS, Ladies' BRUSHED CAPS and SCARFS. We have added several new attractive lines this year, both in Men's, Ladies', Boys' and Misses. Some of them light weight for Spring delivery. All with the Superior VISOR finish.

One of our representatives will call early in the season. Don't place your order until you have seen our complete line.

VISOR KNITTING COMPANY, LIMITED
NIAGARA FALLS, ONTARIO

Factories also at Niagara Falls, N.Y.

TRADE MARK
MADE BY THE GODERICH KNITTING CO

Maple Leaf HOSIERY

Made of Pure Wool

A brand that you can rely upon as being always full quality no matter what conditions prevail.

Wait for the Maple Leaf Representative.

THE GODERICH KNITTING COMPANY, LIMITED
GODERICH -:- ONTARIO

The Standard — LITTLE COMFORT ABC TRADE MARK HOSE — *for Good Qualities*

A Satisfying Quality

Behind A.B.C. Hosiery is a reputation for Quality. Hosiery of to-day has to be durable, and reasonably priced. A.B.C. Hosiery meets this requirement. If you appreciate quick sales and satisfied customers, you will see that your stock of A.B.C. Hosiery is complete.

SELLING AGENTS:
R. L. Baker & Company, Toronto, Ontario.

ALLEN BROS. COMPANY, LIMITED
817 Gerrard Street East Toronto, Ontario

Peerless REGISTERED

Underwear

There is a distinctive Quality about Peerless which never fails to bring custom.

Our representatives are on the road, equipped with Fall, 1919, samples. They will be around to see you soon and will help you to solve the question of buying to advantage. Before placing your Fall orders, see our representative.

The Peerless Underwear Co.
Limited

Hamilton **Ontario**

Distinctive and Easy Selling

Harvey
BRAND

Underwear

The Fall, 1919, assortments are now ready and include the popular New Mode Drop-seat Combinations. You can stock Harvey Brand Underwear fully confident that it will win you more permanent business. These agents carry a complete stock.

AGENTS:

Western Provinces: H. P. Lang, 462 Indian Road, Toronto, Ont.

Ontario: J. E. McClung, 33 Melinda Street, Toronto, Ont.

Quebec: P. C. Adair, 318 King's Hall Bldg., 591 St. Catherine St. W., Montreal, Que.

Maritime Provinces: F. S. White, St. Stephen, N.B.

Harvey Knitting Company, Limited
WOODSTOCK, ONT.

DRESS ACCESSORIES

LEATHER GOODS

Leather goods houses are busy launching their Spring goods. Some are already out on the road with them. While Spring prices are really very little different from those for the past season, manufacturers claim that they are giving better value in many ways than they have ever given before. For instance, one firm states that in previous seasons when vachette was in vogue only the high priced lines could be had in a nice quality, whereas now vachette purses are offered in an excellent quality, but at popular prices, owing to more attention having been placed upon the manufacture of the article. Instead of leather ends inside where the fold occurs, a well-made cloth end is now used, which gives good satisfaction and allows a high grade appearance outside. "Vachette purses are the best selling of all lines for the coming Spring," said one of the leading manufacturers.

The flat purses of medium size still constitute almost the whole of Spring lines. There is this change in a great many of them, however, that demand is for those having the handle along the top edge in preference to the hand strap on the back. Some of the new handles are adjustable, while on the popular priced lines they are secured wtih nickel rings.

Purse linings are now preferred in solid colors or in inconspicuous stripes. Some have very attractive patterns in stripes or floral effects or spots, without the introduction of a second color. Moires still are favored very strongly as being about the most reliable fabric for lining purposes.

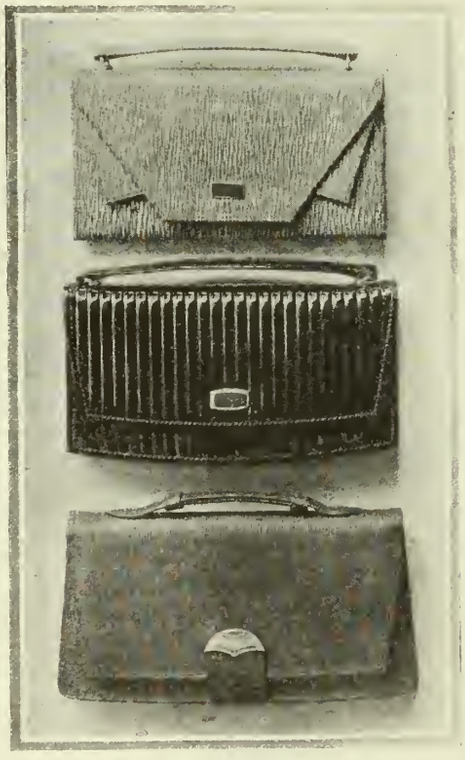
Some of the new models shown have no fastener visible on the flap at all, the snap being inserted without the need of a metal or enamel piece on the outside; this leaves the lines of the purse itself standing out with more distinction.

Among the new things seen in the stores in the way of purses was one at Simpson's, made upon the same plan as the flat leather purse, but using heavy brocaded black silk instead. It was lined with soft grey kid and well finished throughout. The price was $5. The New York stores were showing similar purses made of tapestries in subdued colorings. Beaded bags and purses have been in enormous demand this Winter, and quite dominated the field of high price goods.

Novelties Shown in New York

The New York shops and wholesales are showing a great variety of styles in the flat purses, but none are better sellers than the oblong ones similar to those we see in the Canadian shops. New York permits of more novelty perhaps than does the Canadian trade, but after all the purses that are carried by the masses over there are not so very different from those we like here. There are many vachettes there, many pin seal purses, a goodly number of the velvet finished colored leathers, all in good quality. During the Christmas season most of stores showed different sizes in flat, square purses. These sometimes had a piece of softly pleated kid covering the face of them, cornerways. The flaps usually extended to the lower edge of these purses, though there were some shown with the flap just half way down. Purses over there do not always have compartments for car-tickets, since New York operates without those little items.

A great many combinations of patent leather and velvet and of heavy satins and soft kids are shown by the novelty houses and proved quite good for the holiday season.



Easter Purses

Here we have some of the purses which are out for the Easter trade. These are all lined with silk, mostly in solid colors. The top number is in tan shade or may be had in other colors to match Spring suits, such as grey, blues, etc. The middle number is vachette, which is proving by far the biggest seller of any for Spring. Below is a high grade pin-seal purse with new style clasp. Note the handles which are favored here instead of the back-strap which has been featured before. These are from the lines of the Julian Sale Leather Goods Co., Toronto.

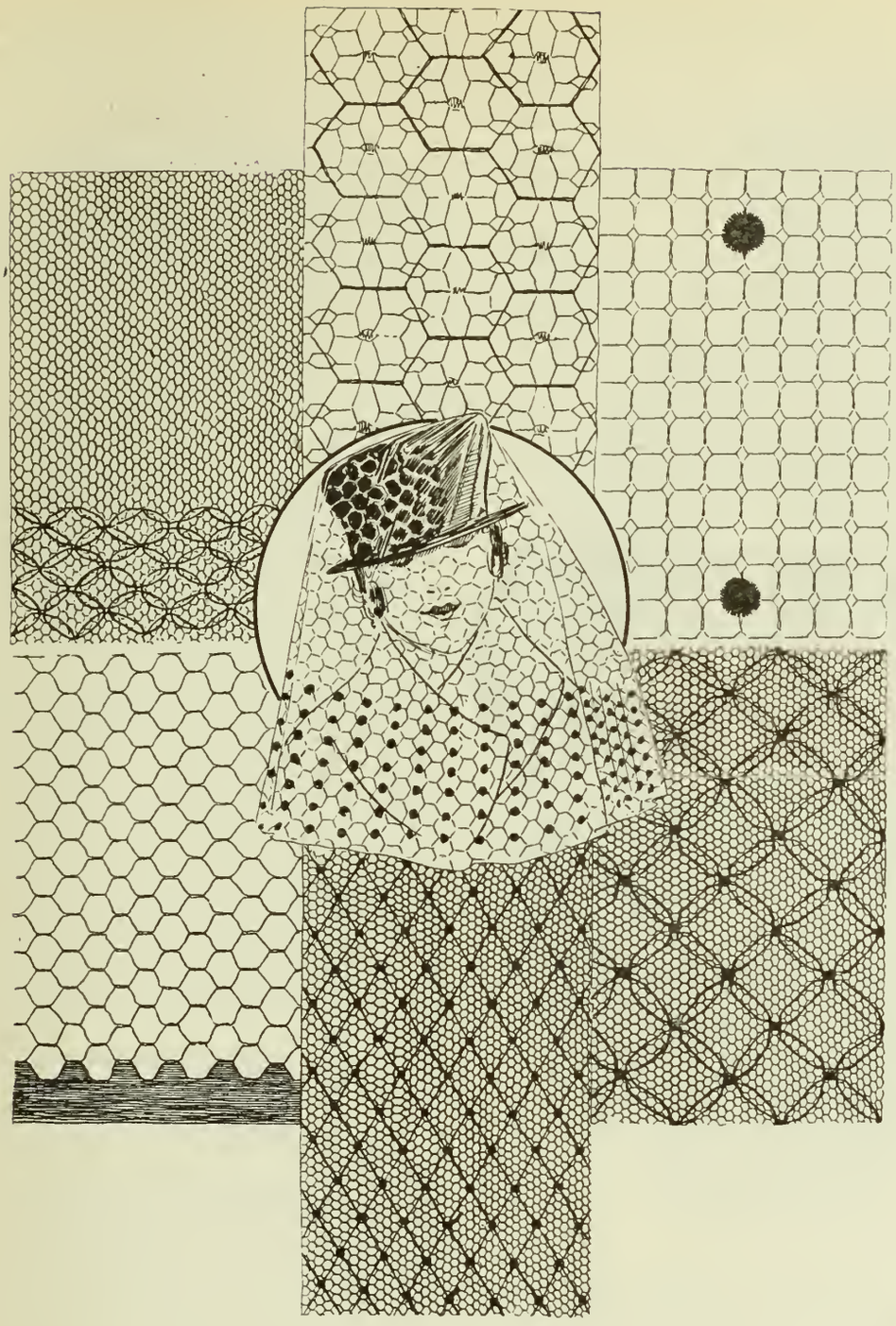
Novelty Belts and Buckles

In leather belts there is quite a good Spring demand for coat belts. These tend to be narrower than they were last season, the average width this year being about 1½ inches. There are perhaps a bigger proportion of the dull and pin seal finished leathers, as compared with their ratio to patents last year. Many of the Spring numbers have novel touches of color introduced in original ways. Some have metal-bound slits with bands of colored suede such as emerald, grey, purple, etc., run through. Lacings of suede are also used for trimming touches on belts and also on some of the new celluloid buckles. Some belts, too, have ivory slides for trimming; these are attached by means of a short band of suede being run through them and then stitched on flat with the ends shaped neatly. Pipings of white kid, of patent leather or of suede, pearl slides, and enamelled metal buttons in Oriental effects are among the other novelty trimmings.

HANDKERCHIEFS

The ranges of handkerchiefs for the Fall of this year are now being assembled by wholesalers and importers. So far deliveries are necessarily slow, and on account of the scarcity and uncertainty of labor buyers are not at all sure as to how soon better conditions may come. There is reason to believe, of course, that every day is bringing us closer to an improved state of affairs, but even though the shipping scarcity should improve very soon, labor conditions will probably continue to hamper any big onrush of merchandise to this country.

There are no cheap goods at present. Prices have been advanced since the armistice was signed. "We wired to Belfast for information, two weeks after the armistice was signed," said one of the largest importers of handkerchiefs. "and were informed that the prices had advanced 15 per cent. over the previous



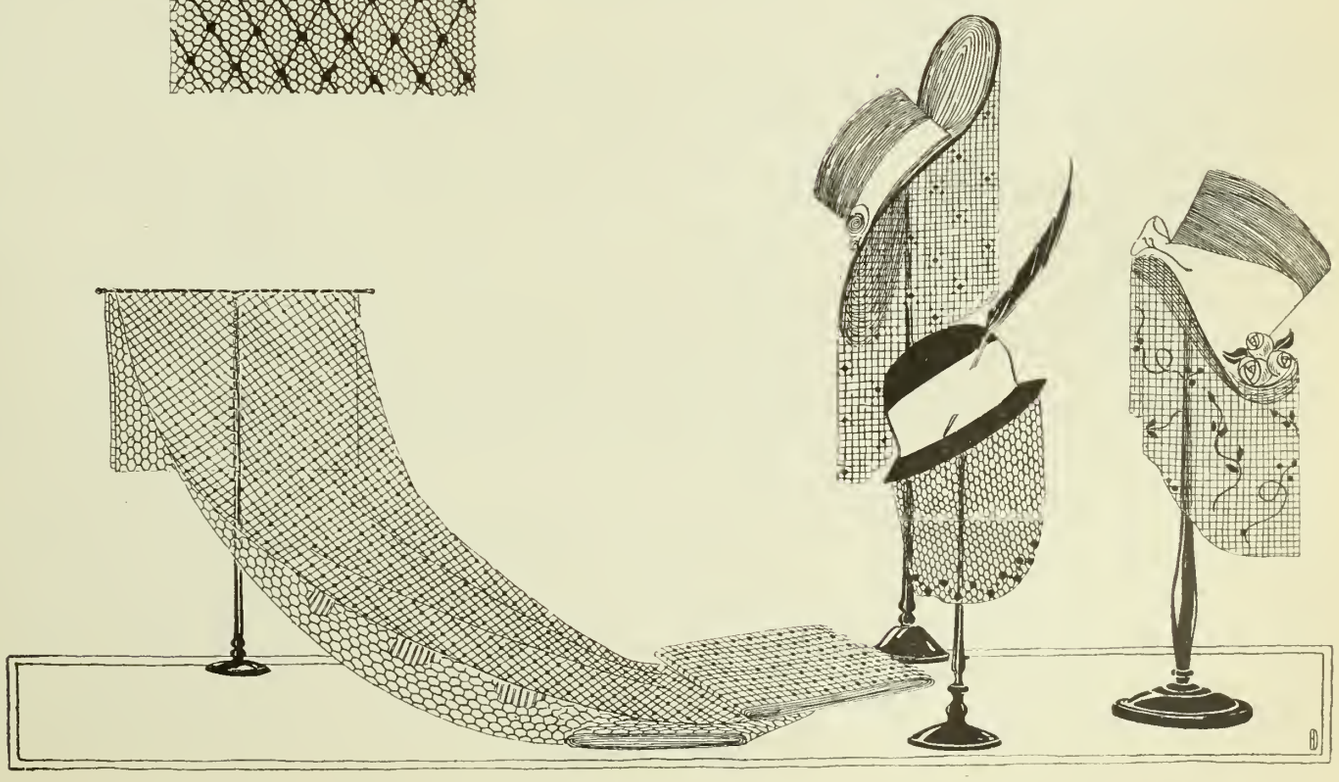
Spring Veils For 1919

New veilings show a decided tendency towards novelty border and all-over effects, rather than the scroll patterns which have been popular for the past couple of seasons. There are several new fancy meshes which have heavy outlining, forming borders or else all-over designs, and frequently these outlines are supplemented by small chenille dots. Some velvet dots are used again and cluster motifs also, but chenille is shown possibly oftener than the velvet. Woven spots, similar to those in the under drape in the lower illustration, are a new feature which is liked. The open shetland mesh and woven border at the lower left corner of the upper group is one of the leading lines for Spring. Several of the samples shown in the illustrations are characterized by the extremely fine texture of the meshes; this tends to bring the spots and outlines, even though they are only medium size, into clear relief. Filet meshes are fashionable still, especially in the large open effects.

While such novel colors as henna, French blue, Italian green, etc., are to be had, the bulk of demand continues mainly for black, brown, taupe, and navy.

In draped, one-piece veils, borders are again preferred to the trailing embroidered designs of the past season. However, a number of the thread and chain-stitching patterns will be sold again. The draped veil in the centre of the illustration shows the favorite hexagon mesh with plain chenille dot border which extends, narrower, up the back edges. The bordered veil below, too, is in two sizes of chenille dots.

The upper group is from the Spring range of E. & Z. Van Raalte, and the lower group from Hydeman & Lassner, both New York.



list, with further advances contemplated." It is the view of this authority that as long as the present stocks of raw cotton are on the market or in the process of manufacture, prices will continue at their present level, but these stocks have been bought and sold at such figures that great loss would be entailed were they to be handled at a decline. Not until the new crops are on the market does he think there will be any drop, and even then not a big one.

Colored goods are again showing up very strongly in the new Fall handkerchiefs, and there are many novelties in both the Irish and Swiss lines. Initials, always popular, are featured again and there are also dainty ranges of Venice trimmed and Madeira embroidered numbers.

The Easter season will be an excellent time this year to make a strong appeal for the handkerchief department on the basis of color and novelty. With the prospect of colors of seasonable brightness being quite important for suits, millinery, gowns and coats, and sports garments winning back a leading place, there is good opportunity for a colorful handkerchief to lend a touch of freshness—at very small cost, too, as compared with other high grade accessories to the Spring costume.

GLOVES

Below are given extracts from a couple of interesting letters, received by a leading firm of glove manufacturers and importers in Canada from English firms, which indicate a serious scarcity in the trade there.

The first, after stating that the balance of two orders had been forwarded to Liverpool for shipment, goes on to express regret that the delivery of these goods had been so seriously delayed. "At present our stock of skins and leather is very low; indeed by the time our Government contracts are finished we shall have no cape skins of any sort left in stock. We presume, however, that shipments from the Cape will soon be possible, and we will advise you accordingly. Unfortunately for the glove trade, the demand for cape and Arabian leather for shoe purposes is almost unlimited, and we fear that prices of these skins will remain firm for a considerable time. . . In the course of a week or two we will send you a few pairs of fabric gloves to show you what we are now doing in that line."

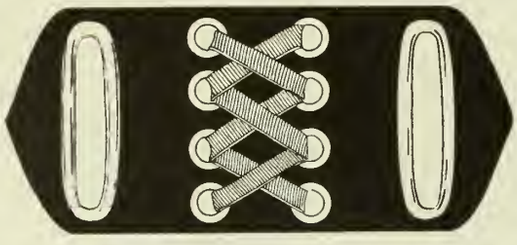
The second letter was even less promising. "Your wire received this morning asking for samples of anything we have to offer for the Fall of next year," it began. "We regret that we are not in a position to sample anything for forward delivery. The leather market is in an extremely unsettled and precarious condition, and it is impossible to predict what will happen three months hence. . . . We can assure you that we shall be only too pleased to resume our business relationship with your house as soon as circumstances will permit."

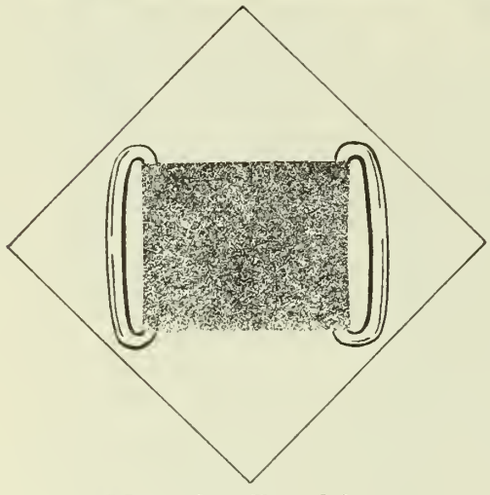
PRIZE WINNERS

The prize winners in the recent window contest held by the Lace Goods Company, Limited, are now announced. They are as follows: Class 1 (towns up to 2,000).—1st prize, Hudson's Bay Co., MacLeod, Alta.; 2nd prize, J. A. Clare, Neepawa, Man.; 3rd prize, F. B. Newcombe, Kentville, N.B.

Class 2 (towns up to 10,000).—1st prize, A. Bristol & Son, Picton, Ont.; 2nd prize, J. P. McLaughlin, Timmins, Ont.; 3rd prize, Brown's Limited, Portage la Prairie, Man. Consolation prize, Wm. Geddes Co., Ltd., Strathroy, Ont.

Class 3 (cities of 10,000 and upwards).—1st prize, Murphy Gamble, Ltd., Ottawa; 2nd prize, J. F. Cairns, Saskatoon, Sask.; 3rd prize, The Arcade, Limited, Hamilton, Ont. Consolation prize, Gordon's Limited, Victoria, B.C.





Novelty Buckles

In black and white celluloid with metal bound eyelets and Paddy Green suede lacing or band. These fancy buckles are proving quite popular in Spring fashions, especially those for misses and younger girls. Shown by the S. & G. Leather Goods Co., New York.

A number of excellent windows were sent in and much interest shown in the contest. The high merit of the windows is especially commendable on account of the keen judgment required in making a window attractive with such small goods as handkerchiefs. Nevertheless, some unusually attractive displays were developed.

NEW SHOES, 8½ INCHES HIGH—FIVE COLORS

Chicago shoe men do not approve of long skirts for women. Therefore they are making their 1919 range of shoe models eight and one-half inches or higher. The colors are to be brown, grey, beaver, black and white. Prices, too, will be higher. These were the decrees of the National Shoe Travellers' Association at their seventh annual convention in Chicago on Jan. 5.

NECKWEAR

The past month has brought out nothing more attractive than the new dainty styles in the round collars. These are shown in flat designs as well as those with the rolling finish. Neckwear for mid-Winter seems to have evolved itself pretty much into a matter of a dainty, dressy finish to the gown or blouse—chiefly the gown—rather than anything of a strictly tailored nature.

Pleated styles continue in the lead, whether one selects lace, net, Georgette, satin or organdie. One of the new roll effects is in ivory satin with a pleated ruffle four inches deep of fine black lace. Oriental lace is used to good advantage in these styles in white and ivory as well as black. Hemstitching is noticeable on a great many of the soft materials used. The pointed ruffles have proven quite a mode; these are effected, too, by the Georgette being cut straight on one edge, pointed on the other, and then finely tucked about two-thirds of the width of the ruffle; this tucking makes the material fit smoothly around the neck and at the same time it is softly full.

One of the smartest sets of the hour is shown at Stitt's. It is long and very narrow in line and made of heavy white corded silk. Around the neck the width is not more than 1½ inches, but this increases with a gentle curve to about 2 inches at the front points, which are of the tuxedo order.

New York always wears more suits in the Winter than do most Canadian cities, and so over there one sees more of the tailored sets in neckwear. The smartest of them this Winter are richly, even gorgeously colored, being fashioned of the wonderful French brocaded silks or else of the fashionable brocaded ribbons. Baronette satin, too, is used a good deal. It is liked in some circles here in Canada. The glossy metallic cloths in high colors such as the new blues, cerise, emerald, purple, etc., are also shown. There is nothing, however, which equals in sales the white satin and net styles as stated above.

Surplice collars and those provided with soft ties in front are liked, even better than most of the novelties. Vestees are good still, and waistcoats sell rather well. There is little intimation yet as to whether any one or two styles will be featured for Spring. There is some talk of all-lace neckwear being featured. No doubt the reviving demand for laces for all purposes will have some effect on Spring neckwear, but for the present the life of the neckwear department depends pretty much upon the individual efforts and originality of the management. This is a season when neckwear must be very carefully displayed and special means used to suggest it to customers. Very soon the Spring season will be here and then customers will remember where they saw neckwear of greatest attraction of-

fered. The Spring season will probably be a good one with suits and dresses both so strongly in favor.

A "Victory Windsor" is on the market. It is made up in Victory blue and artillery red—a combination which is very fashionable—and has on it the dove of peace holding the palm of victory, embroidered in white and green respectively.

RIBBONS

In talking during the past month with the manager of one of the best known ribbon manufacturers in New York, DRY GOODS REVIEW was informed that owing to so many difficulties in manufacture under war conditions and the heavy call which was made upon ribbon factories for war supplies, stocks in the wholesales were unusually low just now. Only a 50% production was possible and there were color difficulties to contend with as well. Consequently there were few things on the market for 1919 as yet.

The prospects for the year look exceptionally bright, however. While prices are high the trade is aware that it must have goods to supply the immediate demand and retailers are, therefore, placing fair orders to renew their stocks after the Christmas raid on them. Some retailers are, however, pretty well stocked with ribbons, having placed good sized orders when the prices were soaring, but the present call for ribbons is brisk for bags, gowns, lingerie, etc., and some demand is recorded from the millinery trade, though not really large in that quarter; therefore, all possible skilled labor is being placed by manufacturers upon preparing new attractions for this year. By the time the July range of new goods is on the market there will, no doubt, be a considerably replenished supply of novelty goods.

Just at present the newest thing offered is the wider widths of the Nenette and Rintintin ribbons which were described in the December issue of DRY GOODS REVIEW. There are also some very rich tones of the popular henna shade in satins and moire; also the two-toned ribbons, both in the narrow lingerie styles called "Ladyfair" and in the wider girdle and trimming ribbons. These, in the lingerie widths, are in delicate tints, different on each side of the ribbon, and in deeper, rich shades in the wider widths. A smart new turban has been fashioned recently of one of these wider two-toned ribbons. The ribbon is put on in long bands with bias folds turning up the contrasting shade of the other side; the long points thus formed create a smart trimming effect.

There are scores of new things being made up of ribbons nowadays. These are fancy bags, of course, and muffs, hats, scarfs, pillows, baskets (work and waste), pocketbooks, girdles, electric shades, jewel boxes, lamp shades, and many happy little items for the baby. With all these to work on, and suggestions which an interested and encouraged sales staff might make if the ribbon department were given a good strong push between now and Easter, sales can be made to mount up high as compared with the past few seasons. And what a delightful change it will be for the industrious women of our land now to work with these dainty, pretty, silk things, instead of the dull grey wool for socks which necessarily included a sigh with every stitch of love!

With the revival of evening dress and sociabilities there is every reason to make something big out of the average ribbon department. This is as much the case in smallest towns as in the cities, for all you need to do in the small places is to get a few popular customers working and the rest will fall in line. In fancy work this has been demonstrated time and time again, even where no two women want a suit or a hat alike.

Ribbon Fashions

A rich appearance is given to the dance frock by the use of wide metallic brocade ribbon with colored design. At the right is a new film favorite, dainty Lila Lee, wearing a negligee, boudoir cap and mules, of which the main feature is "trousseau" ribbon. By courtesy of Johnson, Cowdin & Co., New York.

SHOE MANUFACTURERS ORGANIZE

In Montreal, on December 19, an association of Canadian shoe manufacturers was successfully organized, about 125 delegates, representing practically the whole boot and shoe trade in Canada attending the convention called for the purpose.

The election of officers resulted as follows: President, F. S. Scott, M.P., Galt; first vice-president, Joe. Daoust, Montreal; second vice-president, J. D. Palmer, Fredericton, N.B.

A resolution was adopted, petitioning the minister of finance and customs that no changes be formulated on the present tariff on boots and shoes without first consulting the opinion of the manufacturers concerned.

Another resolution urges that the soldiers overseas who are shoemakers by trade, be returned home at the earliest opportunity and that a memorial be presented to the Minister of Militia to this effect.

Two Dainty Collars

One of Duchess satin with pleated Georgette frill and edging and plenty of hemstitching; the other combines Duchess satin with a crimped frill of Oriental lace. Shown by A. Bruce Finnie & Co., Montreal.

THOUGHTS OF AN ANGLO-COLONIAL ON BRITISH TRADE

(Continued from page 107)

information, even if he were more willing to talk generalities than to particularize.

A Suggested Remedy

A few years ago the New Zealand Government appointed a well-known Wellington business man to control its contracts and stores departments and with the happiest results, in spite of preliminary official discouragement. Just such a man would make an ideal Trade Commissioner, though he might not be a picturesque figure at Government House.

A British business man would perhaps stand too much in awe of the Board to do much good, and it would take him too many years to learn the attitude of Colonial buyers. Success comes early to a good many men in the Dominions, and there are suitable business men in every State who have made their mark there, and who would for a reasonable salary place their services at the disposal of the Board.

Besides this, there should be at least one Colonial business man of distinction on the London staff of the Board of Trade, for the grievances of buyers about packing, want of attention to instructions and neglect of correspondence, to mention only a few of them, are serious, and if, in the future, Britain is to meet American and Japanese competition (not to speak of that of Germany, which will reappear very soon in the Colonies despite the noisy vapourings of our politicians), thorough, patient and immediate attention must be given to these grievances and they must be redressed. No greater service could be rendered to the Empire than the adoption of a bold, well-organized, business-like policy by the Board of Trade.

CANADA'S REVENUES

Nearly $23,000,000 Increase for Nine Months

OTTAWA. — The present fiscal year will show heavy Dominion revenues. For the nine months' period ending December 31, according to Finance Department returns, current revenues totaled $222,485,552, an increase of nearly $32,000,000 over the same period of the year previous. For the month of December alone, the revenue was $28,552,723, an increase of practically eight million over December, 1917. In spite of prohibition, both excise and customs revenues have increased. Expenditure on consolidated fund acount was last month $16,547,263, as compared with $17,361,674 in December, 1917. For the whole nine months' period, however, expenditure on the same account was $124,539,099, in comparison with $96,982,537 for the nine months ending December 31, 1917.

The net debt was increased by $22,799,237 during December. It now stands at $1,330,228,898.

NO RELIEF AT HAND

According to an estimate made by the general purchases committee of the British Wool Council, the world's wool supply at the end of 1920 will not be sufficient to fill its needs even for four months. Calculations are said to show that at that time the stocks will be 924,000,000 pounds. At present the world's stock, reckoned in grease pounds, is 1,265,000,000. Owing to war conditions, these stocks are poorly distributed, the committee stated.

WILL TAX TRANSIENT TRADERS

Con. Maguire at a recent meeting of the Board of Control of Toronto stated that there were now 54 transient traders on Yonge Street, between College and King. They were in the city for a short time and escaped the payment of civic taxes. The controllers agreed that a gross injustice was being done to the city merchants, who have a stake in the community and pay taxes to the city. W. C. Millar, secretary of the Ontario Retail Merchants' Association, said that there was only one case on record in ten years where a transient trader's license fee had been imposed. Assessment Commissioner Forman agreed to take the matter up with the license commissioner with a view to seeing if a tax cannot be levied.

GREAT HELPS TO OUT-OF-THE-WAY MERCHANTS

F. M. MacRae, The White Store, Baddeck, N.S.—I am pleased to say a good word for the DRY GOODS REVIEW.

I consider it particularly valuable to the merchant situated far away from the larger centres and for whom frequent trips to market are impracticable.

Any measure of success attending my dry goods department I attribute largely to information and knowledge gained by the careful reading of this magazine.

Unquestionably the DRY GOODS REVIEW is to-day the recognized authority on the Canadian dry goods trade.

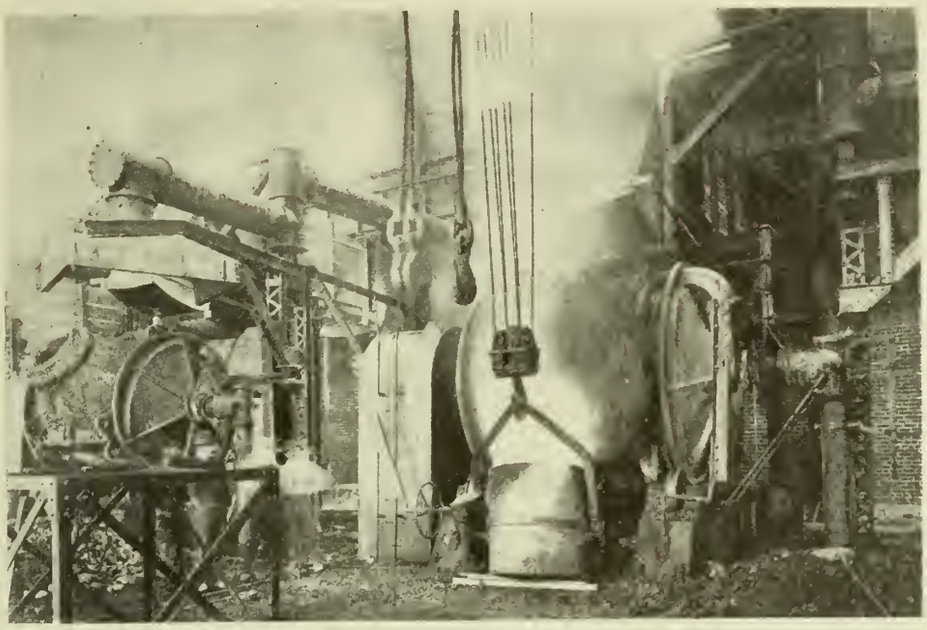
Yarns Show Activity

From Philadelphia comes a report that lately several knitters in various sections of the country have sent in orders for quantities ranging from 25,000 to 250,000 pounds. Several inquiries also were received from manufacturers of hosiery and underwear.

In view of the usual dulness of this season in the yarn market the recent activity has been exceptionally noted because of the contrast.

Weavers have no large volume of business on their books, and, therefore, have not taken much interest in the market.

Current Events in Photograph



POURING BLISTER COPPER FROM A BIG CONVERTER

The photo shows the molten metal being poured into a casting ladle after separation from the nickel. This is part of the process of refining that goes on at the huge new plant of the International Nickel Co. of Canada, Limited, at Port Colborne. Canada controls the nickel output of the world and the Port Colborne plant which has only been in operation a short time was the first refinery built in the Dominion.

WASTE OF WAR AND WASTE OF PEACE

"EVEN more paradoxical than a period of prosperity during the war would be a period of idleness, depression and distress following the war," says the National City Bank, New York, in a recent pamphlet. "Idle men and idle machinery mean waste just as truly as do the destruction of their products in war. It is highly important in order to minimize the difficulties likely to arise in the transition from war conditions to peace conditions that there shall be plenty of work available for the labor of the country, and that the productive agencies of the country be worked to their full capacity."

In the four years that are past, the world passed through the greatest trial it has ever been called upon to meet. It had to face a cataclysm that fell without a word of warning, without an hour of preparation. Little wonder that the early days of the war were days bordering on commercial panic. That the commercial forces of mankind could gird themselves to meet this overwhelming calamity and could in these troubled days find some solid ground and some measure of prosperity, is a fact of which we may well be proud. The courage of the market-place in those first sad days was, perhaps, not so far behind that of the blood-soaked fields of France. And now that the world war is apparently a thing of the past, is it likely that those who faced the uncertain conditions of years past with such high courage will fail before conditions that have been foreseen for four years past? The merchants and manufacturers of 1914 met unknown, unheralded and undreamed of conditions. The men of 1919 are called to meet conditions that for four long years they have known would come some day. Idle men and idle machinery are the waste of peace. The years of wastage have been long enough, the days of preparation against it have been long enough also. What reason have we to believe that men will fail here, when they passed unfaltering through far more grievous days?

IS YOUR NAME BASCOM SMITH?

"BASCOM SMITH liked his supper promptly at fifteen minutes past six, the fifteen minutes being for thirty years his regular allotment to glance over the day's receipts of the Murratown Leading Grocery Store, lock the store after his two clerks had gone, and then walk, at a deliberate gait, the four blocks east from Main Street to his square, flat-roofed, white house."

Ida M. Evans writes the above as her opening paragraph of her story in a recent issue of the *Saturday Evening Post.*

The story is supposed to be fiction, but is it fiction that this is the procedure of many of the smaller business men? Just imagine, only fifteen minutes to "glance over the day's receipts," lock up the store and walk four blocks at a deliberate gait. In other words, about ten minutes or less devoted to one of the most important parts of the business day, seeing what had been accomplished and planning for the future. Only ten minutes spent in analyzing the problems of ten hours. Only ten minutes to check up receipts and expenses, to examine invoices and make sure that charge accounts were correct. Only ten minutes to attend to the thousand and one little things to which successful merchants devote hours of patient endeavor each week. If this picture of Bascom is correct even in any small details, it contains a lesson that should make many retailers get a whole lot closer to their business than they have been getting.

CABLE ADDRESS "DENTCO"
WESTERN UNION UNIVERSAL CODE

Dent, Allcroft & Co.

MANUFACTURERS OF
DENT'S GLOVES
Canadian Branch
Montreal, Que.
CANADA

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

WAREHOUSES
LONDON
PARIS
NEW YORK
MELBOURNE Australia
MONTREAL

January 1st, 1919

SPECIAL TO THE GLOVE DEPARTMENT

Dear Sir,

Again it is our privilege and pleasure to thank you for your generous co-operation during the past year.

While glove imports have been restricted owing to the great demands in Europe upon labour and supplies of leather and wool, a very marked development in Fine glove manufacturing in Canada has taken place and this industry is now assured of a future which will have an important influence in glove trading.

We are pleased to inform you that our new Factory at Loretteville, Que., now in operation, is the largest in Canada, producing fine gloves exclusively and is equipped with patterns, knives and machinery similar to that used in our European factories and no effort or expense will be spared to produce gloves of the high standard and quality associated with our name.

Our representatives will be pleased to submit for your inspection, samples of Kid, Suede, Cape, Mocha and Chamois gloves, unlined, lined lamb, fur, seamless and wool for immediate and Fall delivery ; also Woollen gloves and Silk and Fabric gloves made in the Hall Dent factory at London, Ont.

Owing to the World shortage of leather and wool, years must elapse before supplies are again normal and prices must of necessity continue high, with, we anticipate, a very gradual easing from time to time. Therefore we venture to advise cautious buying with the proviso that merchants would do well to provide for their legitimate needs now, in order to avoid being caught without suitable merchandise next Fall by which time we feel that the new and greater era of prosperity for our Dominion will have opened.

Youry very truly,

Dent, Allcroft & Co.

GOSSARD SCHOOL FOR CORSETIERES

February 10 to 15, 1919

THIS event is looked forward to by sales women throughout the East. They look upon it as their opportunity.

We offer it this coming season with increased confidence and enthusiasm because we sent out from the last School:

New Sales Women who have filled positions of responsibility with great success.

Experienced Sales Women who went back to their work and brought bigger returns to their employers.

We have had universal expression from our dealers that they wish to return sales women who attended the last school and to send new students.

We believe that now, more than ever before, young women are reaching out to make good in the commercial world, and that they are grasping for every help that will increase their efficiency. We know that every store in the Dominion is feeling, or will feel, this impetus toward greater success.

We offer the services of our Mrs. McMichael to take charge of this School, knowing that she brings to the work:

A sincere desire to help every student.
An energy that is contagious.
An enthusiasm that electrifies.
A mind broadened by study.
A salesmanship ripened by experience.
A knowledge of corsets unexcelled in the world.
A natural gift of imparting information to others.

We shall be glad to have you register your sales women early for this School.

Dealers in the West who cannot conveniently send sales women to Toronto will be accommodated by a School to be held in some central city of the West later in the Spring.

Additional information upon request.

The Canadian H. W. Gossard Co. LIMITED

284-286 King Street West, Toronto, Canada

Wear Gossard CORSETS
They Lace In Front

Result of LACE GOODS CO. Window Display Competition

Class I

1st Prize —Hudson Bay Co., Macleod, Alberta.
2nd " —J. A. Clare, Neepawa, Manitoba.
3rd " —F. B. Newcombe & Co., Kentville, N. Brunswick.

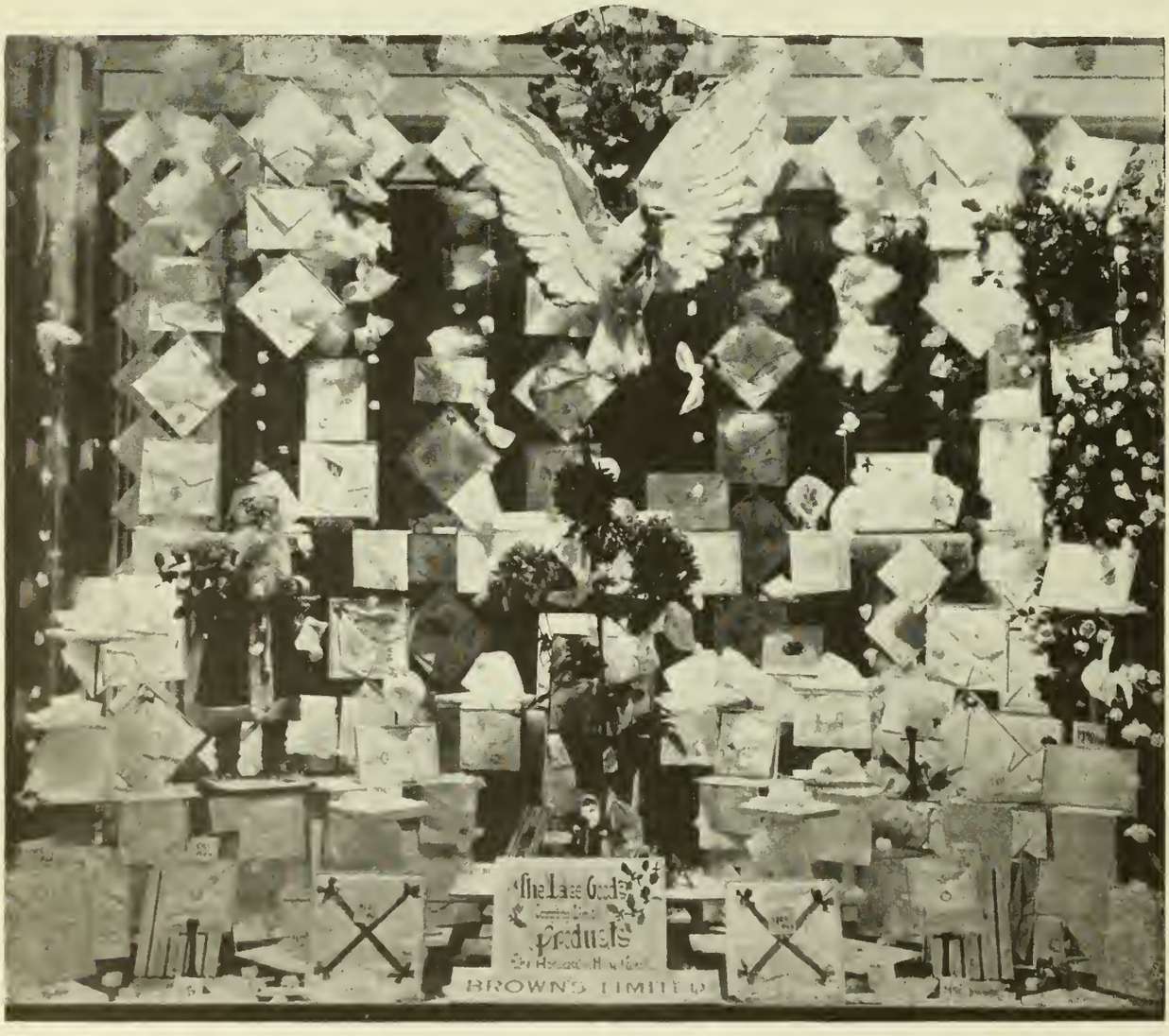
Class II

1st Prize —A. Bristol & Son, Picton, Ont.
2nd " —J. P. McLaughlin, Timmins, Ont.
3rd " —Brown's, Ltd., Portage la Prairie.
Consolation—Wm. Geddes Co., Ltd., Strathroy, Ont.

Class III

1st Prize —Murphy, Gamble, Ltd., Ottawa.
2nd " —J. F. Cairns, Saskatoon, Sask.
3rd " —Arcade, Ltd., Hamilton, Ont.
Consolation—Gordons, Ltd., Victoria, B.C.

The judges could not award a Consolation Prize in Class I. owing to the shortage of competitors in this class.



A prize winner which we reproduce in order to illustrate the able manner in which the spirit of Peace is displayed by the placing of the Dove, besides the excellent display of handkerchiefs.

THE LACE GOODS CO. LIMITED

TORONTO

SERVICE

Extensions to our various factories completed; war-delayed, urgently required machinery finally installed and long needed labor at last available, for the coming year we are assured of greatly increased production. This will ensure unequalled service to our customers, a range larger and more attractive than ever and a rigid maintenance of qualities.

ACME
TRADE MARK

WORKING GLOVES and MITTS
FINE DRESS GLOVES
KNIT GOODS
LARRIGANS
MOCCASINS
SHEEP LINED
CLOTHING
MACKINAW
CLOTHING
OVERALLS
SHIRTS
ETC.

To be sure the Acme salesman invites you to his sample rooms when in or near your town, send us a postal to-day.

ACME GLOVE WORKS LIMITED

Branches:
CRAIG STREET
CLOTHING
MARIEVILLE
KNITTING MILL

Head Office & Main Factory
MONTREAL

Branches:
JOLIETTE
TANNERY & WOOLEN MILL
ST. TITE
TANNERY - LARRIGANS
GLOVES

ANNOUNCEMENT

OWING to the continued expansion of our business in Western Canada we have decided to establish a Branch Warehouse in Winnipeg.

Suitable premises are being secured and will be opened shortly, under the management of

Mr. A. V. Murdoch

We will be ready for the Spring opening with the finest showing of plain and fancy Ribbons in Canada.

RIBBONS LIMITED

100 Wellington Street West, Toronto
212 McGill Street, Montreal

H.B.K
BRAND.

6762-B. Ladies' White Lamb Unlined, two domes glove, made over-seam, black leather binding. Large black and white silk embroidered points.
Dozen **$19.50**

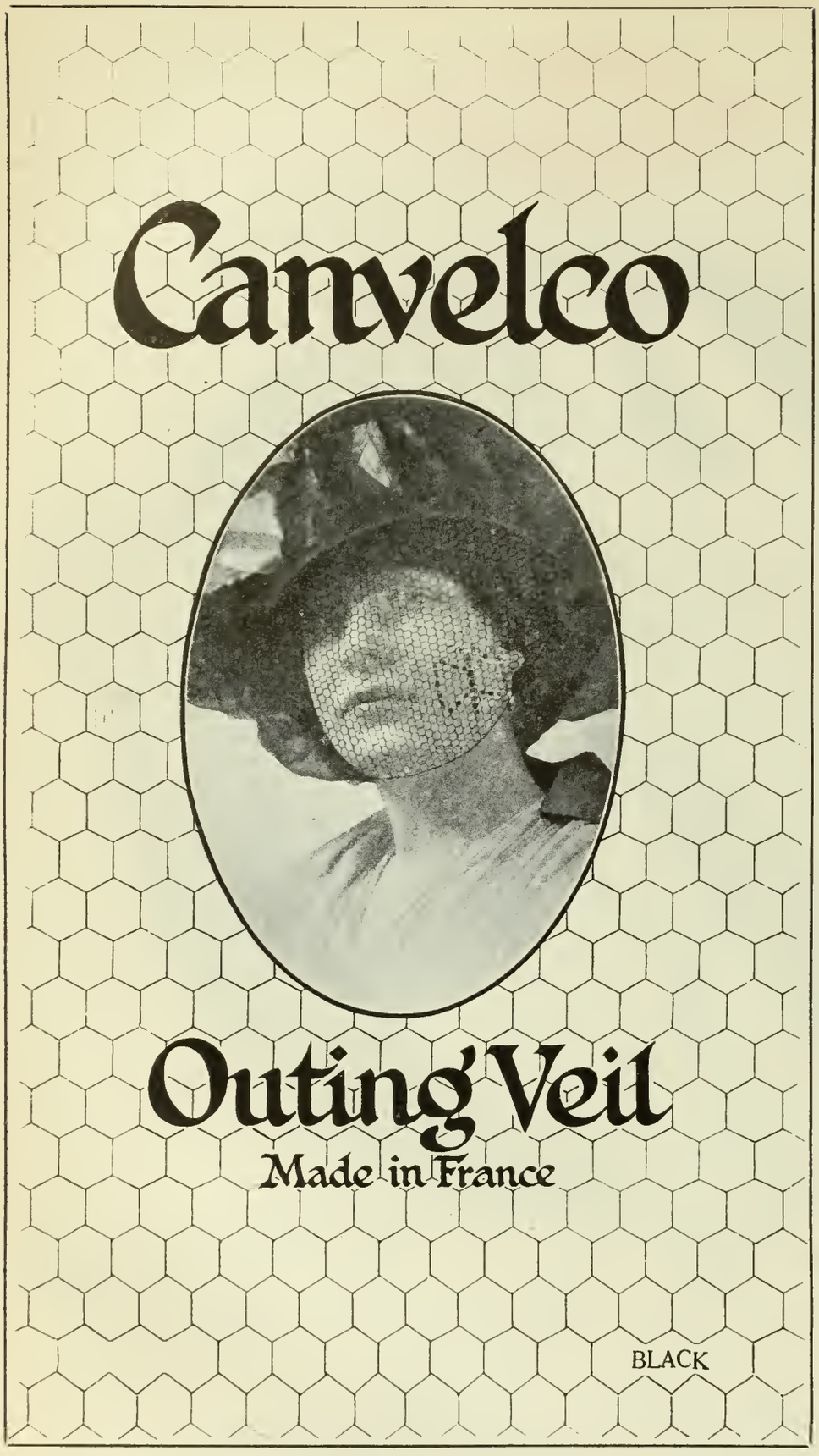
6658-4B. Ladies' White Washable Lamb Unlined, one dome glove, made Prix-seam style, self bound. Neatly decorated.
Dozen **$15.00**

Quality Gloves for Immediate Delivery or Easter Trade

We have a glove for every requirement. Fine Dress Gloves for men, women and children as well as heavy Work Gloves and Mitts. Our travellers are now on the road with a big and varied range. The two gloves photographed here are for immediate delivery as long as the stock lasts. Wire orders at our expense.

THE HUDSON BAY KNITTING CO., LIMITED

MONTREAL, QUE.



WAR BRIDE VEILS

Exclusive styles that are up to the minute, combined with an unexcelled quality.

Shrewd buyers will see that their stocks of War Bride Veils and Canvelco Veils are kept up.

A few of the lines we carry:

Laces
Beadings
Flouncings
Silk and Cotton Nets
Allovers
Waterproof Maline
Motor Veils
Mourning and Widow's Veils
Mourning Veiling
Baby Veils
Ninons
Chiffon
Crepe de Chine
Wool Scarves

Salesmen now on the road with complete samples.

Write us.

Canada Veiling Company, Limited

84-86 Wellington Street West - Toronto

The Bonnie-B. Company

TORONTO
156 Yonge St.

NEW YORK
222 4th Ave.

Announcement

We beg to inform the trade that—

The Silverberg Import Co. will conduct business under the firm name of The Bonnie-B. Company, on and after January 1st, 1919.

The illustration shows you something entirely new in Human Hair Nets. They will prove fast sellers—a profitable line to handle and bring repeat orders. These hair nets are absolutely different to any others on this continent. They come to you in attractive colored display cases. Each case contains 72 hair nets assorted colors. With each net is a useful book on "Artistic French Coiffures," by Cluzelle.

They are sure sellers and business builders. Let us send a trial cabinet.

BLAND

NECKWEAR FOR WOMEN

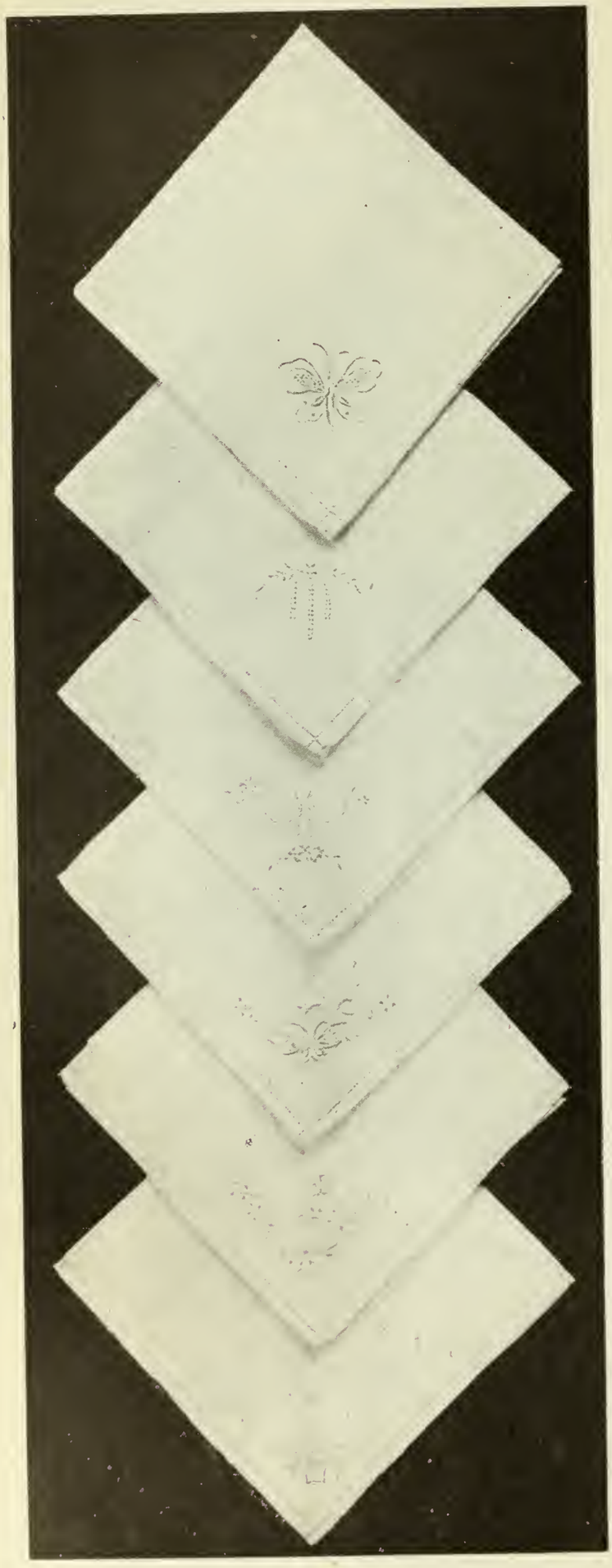
There's an air of refinement and distinctive exclusiveness about our styles, so pronouncedly attractive as to compel interest which in turn creates sales.

Each and every model is the creation of skilled designers—whose one aim is quality. The graceful, trim smartness of our various designs bespeak the most excellent workmanship.

We extend to you a hearty welcome to inspect our goods any time you may be in Montreal.

W. C. BLAND

17a, 10 CATHCART ST.
Phillips Square
MONTREAL



Made in Canada Handkerchiefs

Ritchie Brand Handkerchiefs, made in Canada, well made and perfectly finished. They will prove a profitable line to handle.

We have the sole control for Airlite Cloth in Canada.

The few designs shown are made on Airlite Cloth, noted for its sheerness, softness and service ability.

Before placing fall orders, see the made-in-Canada line.

Our representatives are now on the road with a complete fall range.

H. P. Ritchie & Co.

38 Clifford Street
Toronto

Made in Four Sizes 000 00 0 1

It's all in the Spring

Strong—Durable—Made of Brass

It's a Snap to Snap This Snapper

Colonial Maid

Wire Spring Dress Fasteners

Made in Canada

THIS IS NOT A FRICTION FASTENER But is MADE WITH HIGHLY TEMPERED WIRE SPRING KNOWS WHEN TO HOLD AND WHEN TO LET GO

BRASS—will not rust

ALSO PUT UP IN ONE GREAT GROSS CABINETS ASSORTED 24 CARDS EACH WHITE AND BLACK ∴ ∴ SIZES: 00-0-1

To be had of all leading wholesalers.

Manufactured by

Colonial Fastener Co., Limited

Montreal, Que.

W. & D. Bags Are Amply Appreciated By Your Discerning Customers !

W&D With the conclusion of hostilities milady begins to feel justified in resuming her old-time gaiety of costume.

She will no doubt hit upon the idea of buying for herself a dainty hand bag for daily use picked from your range of W. & D. Silk, Gun Metal, and Small Coin Purses in mesh–indispensable accessories to the correct costumes for all occasions.

To neglect investigating what the W. & D. line can do for you is to fail to make the most of your local sales opportunity.

Your jobber will gladly show you samples

WHITING & DAVIS CO.
SHERBROOKE, QUE.

BUTTON? Loss or Profit ?

Menkin Equipments and Service Pay Big

Write for Particulars

HOW often have you with regret taken fancy button mark-downs that wiped out your profits?

How would you like to "turn the tables" and also give your customers better satisfaction than ever?

OUR proposition is not merely the best Button machine, but also a system that helps you please patrons most as well as making big money for you.

S. MENKIN, INC.

Creators, Promotors and Producers of Covered Button Supplies for 60 Years

Now also Sole Makers of SCHOTT and DIRACO Button Moulds and Machines

145-147 West 28th Street NEW YORK

Neyret Gloves for Spring

CHAMOISETTE in Leather Color

New Styles Now in Stock

Also direct imports of:—
Martin, Roche & Bickert's Velvets,
Chapal, L. M., and other Electric Seals,
Olmer's Silks and Cravats,
Coty's Perfumery,
Finest French Lingerie and Laces,
Dresses, Blouses, etc.
And all kinds of French goods imported on a commission basis.

Call or Write for particulars.

A. GERMAIN & CO.
PARIS, FRANCE
Commission Merchants and Importers
Montreal Office: 14 Phillips Square

Our Want Column Will Help You

WRITE NOW!

We have a well assorted stock on hand of

Warm Winter Wear

Swedes Fleece Lined
Swedes Wool Lined
Swedes Knitted Lined

Capes Fleece Lined
Capes Wool Lined
Capes Knitted Lined

Mitts Fleece Lined
Mitts Wool Lined

Finished with 1 Dome or Strap Wrist in Tans or Greys

PERRIN FRÈRES & CIE

SOMMER BUILDING
MONTREAL

P.S. Also tell us your requirements in FRENCH KID---CAPES *for* MEN AND WOMEN

1919

AND

Dainty Finnie Neckwear

When ordering your Spring lines in Neckwear think of the exquisite Finnie Neckwear creations. We have neckwear which adds elegance to the elegant and grace to the ordinary.
The Canadian woman of 1919 is looking for this quality. Our Spring lines are ready to ship to you, and we know they will give satisfaction to the most fastidious neckwear critic. Now is the time to consider this, so let us hear from you.

A. BRUCE FINNIE & CO.

Cor. Craig and Gosford Streets
MONTREAL

Your Button Department

There will be over eighty million garments worn in Canada in 1919. Buttons will be wanted for them. Buttons may seem a small item to some buyers, but they draw a steady stream of trade to the store that carries the stock. If you handle Forsyth Kimmel Company lines your button department can be made entirely successful.

If you desire right styles and right values, wait for our traveller.

FORSYTH KIMMEL COMPANY, Limited, KITCHENER, CANADA

Manufacturers and Dealers:

Our Inquiry Department is "for you." Are you looking for any new lines or old ones? Write us, we are at your service.

DRY GOODS REVIEW
143-153 University Avenue
TORONTO
Inquiry Department

Novelties
in
Handkerchiefs

For immediate and Fall, 1919—

VEILS AND VEILINGS
Direct from Paris

"MYLADY" Silk Hair Nets

"PRINCESS PAT"---Human Hair Nets

also

Colored Silk Nets

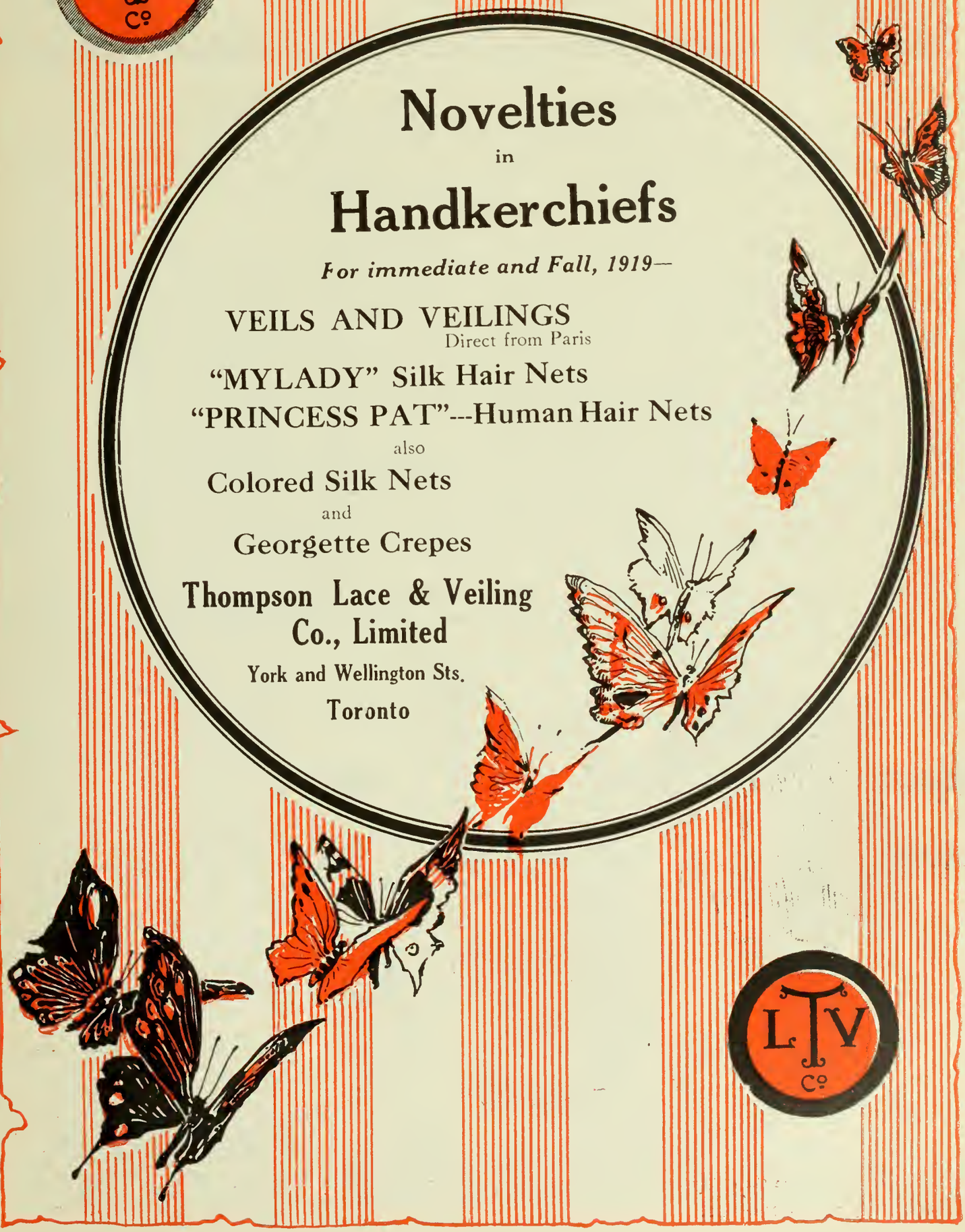
and

Georgette Crepes

Thompson Lace & Veiling Co., Limited

York and Wellington Sts.

Toronto



READY-TO-WEAR

NEW YORK IN MID-SEASON

Peace and Christmas Season Revive Shopping and Festivities — Novelties Are of Practical Nature Mostly—Henna Color a Fad — Fashionable Hair is "Done" That Shade

NEW YORK, December, 1918.—The New York of the Christmas season, 1919, is very different from the serious, somewhat frightened New York of a year ago. Even if its affectations change often, it loves deeply while it is at it, and so now that its boys are safe from shot and shell the great metropolis is rolling up its sleeves with a new energy, giving over its war work so far as is practicable, much as it liked associations and organizations and uniforms, and is going at the business of adjusting itself to conditions of peace in an almost pugnacious manner.

At night the big city (one cannot say the inhabitants of the big city, for New York is vastly more than its inhabitants) makes merry. It goes to the theatres. If it has time it wears evening clothes, if not, its business or afternoon garments do just as well. It goes a-dancing. And, speaking now of the feminine part of it, it wear its skirts long or short and very narrow, or just comfortably narrow, as it sees fit. It is hurrying to the shops for silks and laces and ribbons, or for made-up gowns for the many festive occasions which are planned daily. And with it all it has been doing Christmas shopping with as much interest, and perhaps more composure than ever before.

The merchandise shown this year speaks well for the patriotism of the average store. While there was a considerable amount of merchandise shown, which, had the war continued, would have been preserved for a later season, no doubt; still the bulk of that on view in most of the stores bore the mark of the Government's request that department stores restrict their buying to goods of a useful and more or less essential nature. For that reason shoppers fell in line and purchased generously of the goods shown. No doubt a great deal more money was spent for gifts this year than anyone expected two months ago. The season is most gratifying to merchants, and no doubt the gifts this year will prove so to the recipients as well.

Two Exclusive Blouses

Navy blue Georgette crepe is embroidered in grey with bugles and touches of red beads which lend an interesting richness, in the model at the left. In accord with Paris fashionables, the blouse at the right shows an artistic panel coming over the skirt; the material is bisque Georgette embroidered in bisque, tinsel and henna. Designed and shown by Harry Comlett, New York.

Mild Weather Costume

The extremely mild weather this month is responsible for the comparatively few fur coats and wraps seen on Fifth Avenue. One has a better view, as a result, of what women like for street costumes. Tailored gowns with little trimming other than buttons and sometimes braid are favorites. They are usually made of serge, gabardine, tricotine, tricolette, velveteen, velvet or satin. Just now one sees many of the extremely narrow and long skirts, but these will probably become less frequent when the snowy, icy weather comes. Many of these skirts now are but three or four inches from the ground and are slit six or eight inches at the back or sides. The upper part of these gowns fit very comfortably, showing fullness at the hips and waist. The sleeves as a rule match the skirt hem in narrowness. Collarless and round necks are worn a great deal, or the new brocaded silk or real lace collars are added.

Seen on Fifth Avenue

One fashionable young woman on Fifth Avenue (they all look young of course!) was seen wearing a navy tailored gown faced and piped with artillery red. The skirt was long and slit about 12 inches on each side; at each edge of the slits and continuing on the seams up the sides were rows of covered buttons placed closely together. Her hat was a little round one suggestive of the

Summary of Spring Styles

SUITS

Big suit season expected.

Box suits for Misses, also fairly short and narrow skirts. Straight and semi-fitted lines for women.

Suit coat lengths vary from wrist to finger-tip lengths, with irregular panels, points, etc.

Suit sleeves are long and close-fitting. Belts good. Cords and flat tucks, military braid and buttons for trimming.

Box jackets fasten at nape of neck and stand up or flare outward, sometimes turn down. Waistcoats of different color and material frequent. Shawl collars, long tuxedos and revers reaching to end of jacket shown. Scarf collars very prominent.

COLORS

Navy, sand, grey, Belgian, peacock, sapphire, and liberty blues; henna; browns and tans; taupe; some myrtle green, amethyst, wistaria, purple and Burgundy are the colors seen most frequently in Spring garments.

CAPS AND COATS

Several leading houses predict stronger demand for capes than for coats. Frequently a cape has sleeves or a coat is loose enough to simulate a cape, so that the dolman is given prominence.

Silk capes in plain colors and plaids, with shawl collars, are shown.

Coats and capes are seldom full skirt length, ranging 6 to 12 inches shorter. Shorter capes are detachable with many suits, and some long capes are belted back and front.

BLOUSES

Very dressy or else high grade tailored blouses are to be worn by fashionable people. Tailored blouses mostly ivory; dressy styles show French "aprons," peplums, etc. Much hand embroidery, beads, bugles, etc. Navy and cherry; henna; sand and navy; artillery red; French blue, peach—these are favorites in dressy blouse colors.

Sleeves long with fancily-cut cuffs, tucks, etc. Some have hand-made laces and hemstitching. French voile and linen blouses are liked by exclusive customers.

Novelty smocks and waistcoats popular.

SKIRTS

Separate skirts of fancy silks and satins have bands and tucks, soft girdles, tunics; sometimes draping on one side; jumpers. Fair demand already begun.

DRESSES

Extremists will take dress lengths 2 or 3 inches from the floor and less than a yard around at the hem. These insist upon the "Japanese Toddle" as a method of locomotion. Slits are allowed. Bulk of business will be in more dignified width for skirts; those around 1¼ or 1½ yards are best.

Draping is featured at one side; bias and irregular tunics, scarf drapes, etc., preferred to floating panels.

Dress sleeves are close-fitting for tailored costumes or some afternoon gowns of satin, crepe de Chine, etc. For dinner and evening gowns, flowing and scarf sleeves of chiffon or silk net. Some Turkish effects in skirts.

Three-quarter and elbow sleeves or shorter, and loose, shown in accord with some Paris designers. Not a great deal of importance attached for this season, however.

The peasant costume is a novelty; its blouse is like a smock caught under, forming a puff at the hem around the hips. Combinations of materials and colors are used.

CORSETS AND BRASSIERES

Low tops and medium skirt length continue; few steels used; athletic styles increase in favor; dainty colors liked by the elite—such as pink, yellow, lavender and blue. No change in prevailing waistline, comfort and daintiness being main essentials.

Brassieres continue to feature laces; torchons and Cluny used in profusion with silks, satins, trecos, cottons and linens. Some fancy silks used in pompadour effects, etc.

UNDERGARMENTS

Pyjamas in one-piece designs grow in favor. Some shown in lemon color cotton crepe with white finishing braid. All the rather bright shades shown. Pink has by far the greatest demand of all. Novelties liked, such as Nenette and Rintintin patterns; also rose buds and other small bits of color. Big demand for silks. Newest silk bloomers reach to ankles; are in dark colors and eliminate need of petticoat with narrow skirts.

BATHING SUITS

Stripes and brilliant colors feature novelty bathing suits. Loose collars are not in such strong favor; collars are shown but are cowl style or else stitched down flat; front lacing good. Wool embroidery and fancy tucks again. Slip-over styles and those with bloomers attached in favor. Skirts slit at sides reveal braided and puffed satin bloomers. Some models in fibre are shown, but knitted wool suits, surf silk, taffetas and satins are preferred.

Typical New Togs

At the left is the new Callot peasant dress for Spring. The skirt, sleeves, belt and under-arm gores are of navy meteor and the blouse is of grey figured tricolette, the pattern being in navy and turquoise. The smart little dance frock at the right, for misses, is of black taffeta and bronze color net with spangles. The similarity of skirt contour in the two models is noteworthy. By courtesy of Wolf & Shulhoff, New York.

"pill-box" in navy and red. Her shoulders were beautifully housed in commodious sable furs.

Quite a number of the young girls are wearing coats of poilu blue homespuns or coarse gabardine. They are cut on straight lines with slightly raised waist line and to 6 to 8 inches shorter than the skirt. Sand color is about the only other variation from the darker range of colors, if one includes henna and peacock blue among the dark lines.

One's Hair Must be Henna Now

Evening gowns are being shown as the chief feature of the wardrobe by stores and manufacturers alike. They carry out the mode of narrow skirts and drapery. Panels are giving place somewhat to bias tunics, and drapery is chosen usually in a one-sided effect. One frock for misses at Abraham & Straus had a touch of novelty. It was a simple dress of sky blue satin but had a "cartridge belt" from the right shoulder and hanging loosely around the left hip. This belt was formed of flat blue ribbon with three rows of narrower ribbon forming the "cartridge" sockets on it. Attached to this belt was a soft scarf drape of blue tulle. Henna color is the fashion just now, and indeed is promised for Spring as well. It is worn at both afternoon and evening functions. Fashionable ladies are having their hair "done" in henna color. One woman looked very striking with her hair in this color and wearing a luxurious cloak of seal and ermine. Her gown was ivory with glittering trimmings. Another, more fond of contrast, wore a Belgian blue and jet gown, while a third had a gown the same shade as her hair. Beauty parlors are making quite a feature of this new shade, and promise not to dye—but merely "to bring out the rich henna tints."

Tiny ruffles are in vogue.

Frills and ruffles are much in vogue, especially if they are no wider than a couple of inches. Some frocks are almost covered with them.

Little Store Helps

For the convenience of customers who are willing to carry their small parcels, Arnold, Constable & Co. are using paper bags with a ring of stiff paper attached for a handle; the ring passes through the flap of the bag, keeping it closed. Each small article is put in one of these bags instead of being wrapped or placed in an ordinary envelope, which is easily dropped.

To give out-of-town shoppers assist-

ance in locating the Wanamaker store, that house has published a six-page folder giving directions as to subways, etc., tubes and bus lines, stating which to take from the different parts of the city and stations to get to Wanamaker's, and at the same time describing some of the store features. On the under side is a map showing the store, parks, transit lines, etc.

Skirt lengths of embroidered serge at Abraham & Straus sold well for gifts. They were priced at $4.50 a yard.

Doll Babies and Layettes

At Wanamaker's a splendid means of featuring infants' things was developed just inside the entrance to "Toyland." The lifelike doll babies (which sold at about $7 each) were shown with all the modern comforts for infants. Two young ladies dressed like nurses were in charge of the "square," and a large trousseau cabinet, cradle, creeping chairs, clothes stands, baskets, and what not were fitted out completely. Layettes were shown by the "nurses," who showed the proper handling of the infant and dressed and undressed the dolls with the greatest care, tried on dresses and called attention to special features. Needless to say the little tots were as keen about these doll babies as were the grown-ups. The dolls were very lifelike in the "learning to walk," which they did easily when the nurse assisted with one hand.

Fancy Novelties

In fancy goods departments there is shown a powder puff made of an infant's slipper sole covered on the outside with ribbon. A long wire handle is also covered and the article is used for powdering one's back for formal dress.

A new powder-puff for the shoulders and back.

Knitting sets in cases are also featured. They may be had in black, tan or red soft glossy leather, silk-lined and containing knitting needles of two or three sizes, a stitch holder, hook, darning needle, etc, all in ivory.

The newest idea in necklaces is a chain and locket entirely made of tortoise shell celluloid. The locket is about two inches long. Stern's, and Lord & Taylor's show these in highly ornamental styles with silver or gold and jewel ornamentations. The plain ones were priced at around $3, the fancier ones up to $15. The locket hangs about half way to the waist line.

Wide Wool Scarfs With Belts

Quite the smartest scarf now is extremely wide—about 20 inches—and knitted either plain or brushed. Grey ones with white stripes are seen oftenest, though sand, khaki and brighter colors are to be had. These scarfs, when worn, are folded back to form a collar and revers; the scarf is finished with fringe and extends below the waist-line where it is held in by a belt which matches the scarf and goes with it. The belt is three inches wide and buttons in front. These scarfs are worn on the street with suits and tailored dresses, as well as for sports occasions. A good many of the shops show the large tams to match these scarfs.

J. M. Gidding & Co. are showing a clever Turkish dress. The skirt is caught up under the bottom at the front affecting trousers. The dress is made of brown satin and has a yoke of brown silk filet lace which extends down over the shoulders.

For the School-girl

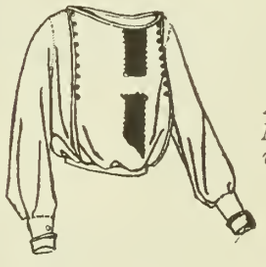
A very new idea is expressed in this middy cape and skirt costume of navy blue gabardine with pipings of red. The little chapeau, too, is New York's decree for the present moment—satin with steel beads.

Tailored Blouses Tucked

All the high-class stores are showing a big range of tailored blouses just now. The majority are made of heavy qualities of crepe de Chine and Georgette crepe, or of wash satin sometimes combined with Georgette. Nearly all feature smart high collars which, though convertible, are usually worn high with a trim ribbon tie in black or colors. The ribbon is worn twice around the neck and tied in a small bow in front. These blouses are almost exclusively white or ivory, and show many fine tucks closely placed. In fact some blouses show solid tucking in front, resembling men's silk evening-wear shirt fronts. A few numbers have cross tucks as well, but the majority have the vertical tucks in profusion.

Brown silk filet with brown satin Turkish dress.

Macy's are showing a line of blouses in Georgette in colors, which are of a less tailored order. They have the straight, wide neck line, side fastening with rows of tiny buttons, and in front is a strip of grosgrain picoted ribbon two inches wide, run through the material and sewn in at the neck; the colors may match or contrast. For instance, a lavender blouse had purple ribbon, a sand blouse had navy; one in white had black, and a navy blouse had an emerald ribbon. Many fashionable garments are being made with back fastenings, and some are designed to look like that, though they really fasten in the front or at the side. One suit noticed on an up-town shopper seemed to have chosen designedly the unusual place for buttons; they began at the elbows and went up in a close row to the shoulder, and they were placed down the whole centre back of the jacket, even on the collar, but the whole thing fastened in



A blouse from Macy's: Georgette with ribbon.

Modes For 1919

This new, three-piece costume is developed in black velvet and white khaki-kool. The jacket is lined with the khaki-kool and has a throw collar of the same. The smock is a new idea for this type of costume. It has bands of self material across the front, terminated with drops.

The young lady at the right is wearing a skirt of Dew-Kist, one of the new Spring silks, and a blouse of indestructible printed voile. The hat is also of Dew-Kist with white beaver. Photos by courtesy of H. R. Mallinson & Co., New York.

front. There is a possibility of back fastenings coming into vogue again, but they are not looked upon with favor by

Buttons from the elbow up and from the collar down.

the average customer, who still requires something convenient and comfortable, quite as much as something stylish.

LINEN FOUR TIMES OLD PRICE

For towel linen that used to cost the Red Cross 8 cents a yard wholesale, they are now paying 31 cents a yard, practically four times the former price.

Suits and Coats

COATS AND SUITS

Canadian Trade Optimistic—No Inclination Towards Change in High Prices This Year

Manufacturers and buyers are all optimistic over the prospects in ready-to-wear for 1919. There is a tendency to buy carefully on the part of retailers. They are placing their Spring orders but are not buying so heavily as a year ago. This is not because the majority do not expect a good season, but because they are not so confident as in the past few seasons of what the public is likely to want. They expect to buy more merchandise as the season advances and possibly to buy oftener than some previous seasons when it was more difficult to get deliveries. As DRY GOODS REVIEW has advised in the past issues with regard to buying for 1919, the policy of buying oftener and in smaller quantities than usual appears to be the safe one, and the one which the majority are following so far. Even if certain lines continue to advance a little as the season goes on it is safer to pay the difference than to load up with goods

which the public may not want.

In talking with some of the best known buyers in Toronto just as we go to press, DRY GOODS REVIEW is told that there is a marked activity in lines for Southern wear and quite a keen interest shown in the new styles even by those who do not contemplate going south. Wholesalers have observed, too, that there is a tendency for people who have plenty of money and who have been refraining from extravagance during the war, to "loosen up" now and they are ready to replenish their wardrobes with the smartest things which the markets offer. This class of trade is substantial and will be little affected by the transition to peace conditions. It does not, of course, constitute the bulk of business done throughout the country and the difficulty of striking the average prices which the public will pay during the coming season is just why buyers have not yet placed big orders generally.

Prices Not Yet Receding

As to the prices of the garments being offered the trade is aware throughout that they are not anything below last year's. Some are even slightly higher, where they were made from goods manufactured late in the season at ascending figures for raw material. "The highest prices we have ever paid were reached in last Fall's merchandise," said one large buyer. "There will be no decline until next Fall, and then it will be a gradual one."

In New York, too, there is some uncertainty among buyers about placing Spring orders, but there, one of the chief factors is the feeling that Paris is going to send out something entirely new just as soon as she recovers sufficiently from her celebrations over peace and is able to get the fabrics which she desires.

Navy the Safe Buy in Color

There is no doubt among manufacturers anywhere, seemingly, but that the season will roll up very good returns and that the tendency to buy frequently will only result in a good steady business throughout the season. Canadian manufacturers state that the matter of color is very much centered around navy blue. Last Spring and Fall several novelties in colors were brought out, but none gave the satisfaction which navy blue did, so far as dyes were concerned. Of course, there will always be a certain number of the colors sold, such as greens, Burgundy, taupe, beige, grey, etc., but all of these will fade to some extent, and so even for the really fashionable trade navy blue continues to be the most important color.

Capes never have taken so well in Canada as in the United States, and last year even in the States there were many sections where the cape simply was not admitted to society at all, while others received it warmly. For that reason, even though New York is talking capes very strongly buyers in Canada are a little wary of them. The loose coats, however, they look upon with a great deal of favor. The dolmans are featured by all those who cater to the better class of trade. These loose wraps, however, require too much material to be produced for the popular priced lines and there it is likely that the straight belted coat with shawl collar will have preference. On the capes and dolmans scarf collars and draped effects are shown, but smaller styles are favored on the plainer coats.

Silk Capes Are Shown

Fancy silks as well as plain and in vivid colors and dull, are used in the new capes for next Summer. Most of them have shawl collars similar to this one. Usually the silk is rendered waterproof and thereby more practical. This model is from Bettinson & Cade, Inc., New York.

Skirts Decidedly Longer

Skirt lengths have extended, even for the Canadian trade. Some of the largest manufacturers are making them in lengths which will be but 4 or 5 inches from the ground and have some models which are slit. The average width for the new suit skirts is not less than 1½ yards, which is considered about the "proper" width by well-dressed people in New York, even though extremists will exhibit themselves in skirts little more than half that width.

Shawl collars go to waist and have a vestee to match.

Braid—that is, military braid—and buttons continue to be the favored trimmings. Bands of self material and tucks are used a good deal too. One new coat of beige tricotine had bands of navy tricotine on the wide collar and cuffs and forming side panels in the coat. These were alternated with bands of the beige so that the effect was of ¾-inch stripes. The back had a panel caught in at the waist line in bloused effect.

For misses the skirts of suits remain fairly short and for them box suits and cape effects are more frequent than for their mothers. As stated in the previous issue of DRY GOODS REVIEW the adult woman of good taste will not wear the box suit unless it happens to be especially becoming to her, which is not usual. She insists on the semi-tailored styles and a majority of the suits for Spring are along that order.

Some Silk Suits Later

Silk suits are being talked of by manufacturers. Several of them state that they expect to make silk suits later on, but not in such numbers as they did two years ago, or perhaps even last year. Silk suits will be worn this Summer, and be in good style too, but they will probably not be a fad at all. Jersey cloths and the cool Summer last year are probably reasons why people will prefer generally to have a cloth suit on hand this year and leave the minority to have a silk suit as well. Altogether it looks like a good suit season, a rather good coat season and a good dress season, for mothers and sisters and sweethearts will dress up as the boys keep arriving and thoe who have on hand one style of garment will add another.

The Dominion Oilcloth Company issued a new price list on linoleums, oilcloths, and feltol at the end of the first week in January. The trade will be interested to note that the company have received word of the shipment of jute canvas and are hoping to make deliveries of oilcloth this month, and linoleums in February. While the prices of oilcloths and linoleums in the new list show fairly large increases as compared with the last list issued in May, 1918, by this company—as high as 30 per cent. —when the increases in the general market prices since then are taken into consideration, it is stated the prices of the new list are not any higher than those that might have been expected last November, for instance. It is over eight months now since the company has been able to manufacture linoleums or oilcloth owing to the cutting off of the supply from overseas of jute canvas.

Dresses

A Colorful Season for Spring—Demand for Dresses Good—New Silhouette Tapers Toward Feet—One-side Drapes, Tiers and Some Tunics Favored—Embroidery and Braiding Again

DESPITE the promising prospects for suits this Spring there is every confidence among dress houses and buyers that dresses have come to stay—until, perhaps, some radical change of fashion in the remote future should affect them. While the activities of women continue in their present publicity, however, dresses will be worn upon business, afternoon, dinner and evening occasions. The questions for buyers to consider is no longer, Shall I buy suits and blouses or dresses and coats? but What styles, colors and materials in suits, in blouses, in coats and in dresses shall I buy?

In dresses there is quite a noticeable change of style since a year ago. While the silhouette is still very slender and oft-times straight, the models which are characteristic of 1919 are those which are somewhat triangular in shape, so far as the skirt is concerned. One point of the triangle is at the instep, one is at the waist and the other at the right hip. Angles sound very ungraceful when applied to a woman's dress, but in the present instance they provide the structural lines of the silhouette to a nicety. In order that a more perfect picture may remain in our minds, it might, of course, be described as the slender silhouette, which tapers towards the feet and is gracefully draped at one side. "There is a bouffancy about the hips, draped and handled by experts so that the new lines are still slender," says one designer. Some of the gowns show a sort of tunic, which, being bias, carries out these lines; it extends low on the other side and is perhaps ended at its points with tassels, which tend to hold them down straight.

Slender Tiers Shown

If one adheres strictly to the slender lines, one may also have a skirt made in tiers, not exactly peplums, nor yet tunics, but in between these and sometimes accordeon pleated, so that they maintain a clinging effect. Both the draped and the tier skirts are shown in the Spring cloth gowns, as well as the silk and satin and crepe ones. Most of the Spring cloths drape very well.

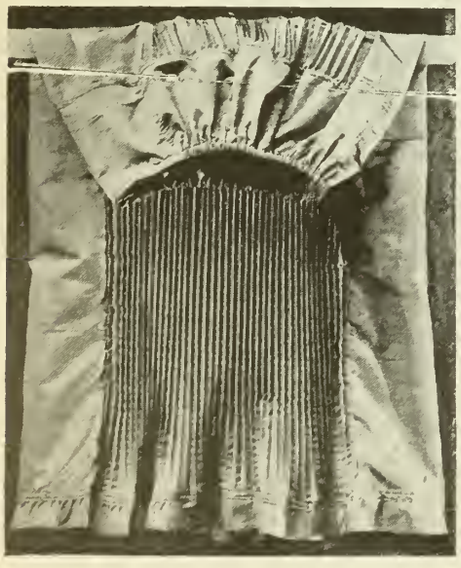
Round and square neck finishes are shown in Spring models, and there are many which have developed the waistcoat idea, either having the waistcoat incorporated as part of the gown itself or as a detachable section, which may be altered for different occasions. Wool and floss embroidery, military and soutache braid and buttons are quite important as trimmings. Beads are as prominent as ever—or more so—on the georgette and other soft silk gowns.

A certain number of the tailored costumes for early Spring have high collars mostly of the scarf or flaring style, and perhaps even more numerous are those which have a high standing back collar, leaving a low line in front.

In silks and light weight materials, used for afternoon and semi-formal occasions, a great many dresses are shown with bands of satin, velvet or brocade. These may be used all the way up the skirt, tending to give a little more width in effect to the really very slim gown. Of course, only slim figures would attempt to exemplify that type of trimming.

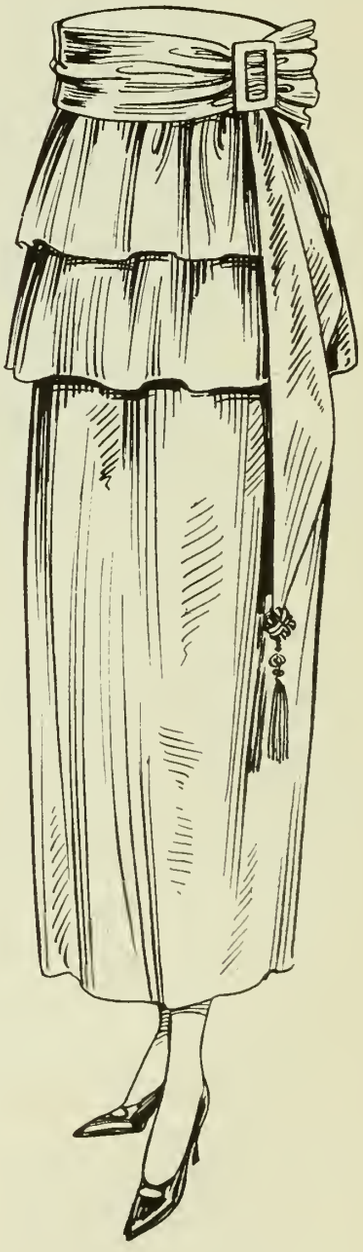
Blue is the guiding note in colors for Spring. Some New York houses say that everything but navy blue will be the fashion, while others believe that navy will be as prominent as ever, with the brighter blue "also present." To the Canadian trade it would seem absurd to offer a range of anything of a tailored nature which was not chiefly navy blue, and so it will be accepted here readily. Henna color—the name which is given to almost everything of the terra cotta, apricot, mahogany order—is being shown by the Canadian trade to some extent, and since it seems to be holding good for Spring in New York, after a very strong Winter, there is no doubt that many Canadians will be wearing it this season. Beige, wistaria, American Beauty, sand, grey, taupe, reindeer, lavender, salmon, nile, bisque, Italian green, myrtle—these are the colors which will be selected along with the blues, but there is little doubt that Spring, 1919, is to be a "blue" season.

While the sleeves on most dresses are long and close fitting, rather large cuffs are featured by a number of designers. These cuffs are like a wide band of material hung around the wrist, and very much wider than the sleeve; this band is caught by its lining to the sleeve. New York is showing it on three-



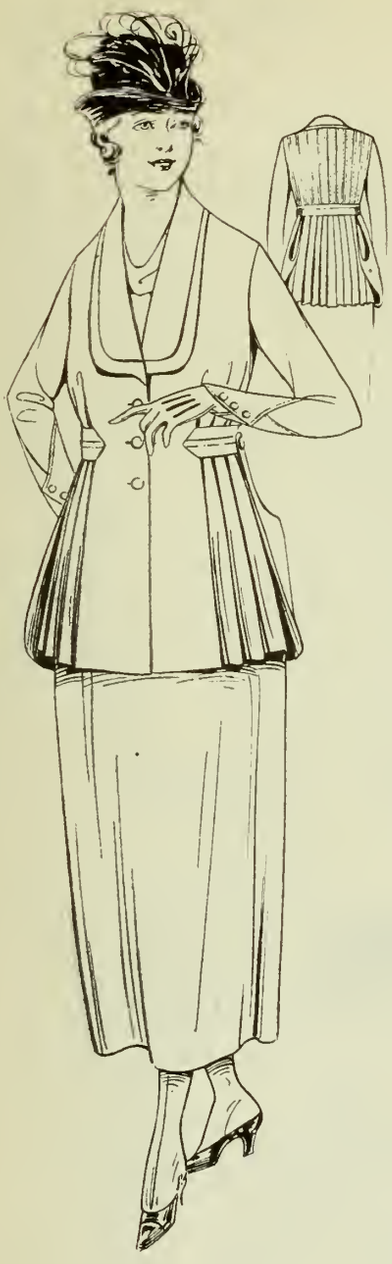
A New Petticoat

The narrow straight lines of the fashionable silhouette are featured in this shot silk petticoat; an elastic and comfortably fitting effect is produced by the finely pleated panels on each side extending well up over the hips. The skirt is easily adjusted, having no fasteners; it is a "slip-on." Shown by the Canadian Underskirt Co., Toronto.



A Graceful Skirt

Skirt of Charmeuse Satin, in all leading shades and shown by Art, Cloak & Suit Co., Limited, Montreal.



A Spring Suit

Burgundy serge is the material in this new suit. The back is plain with tucks to waist and pleats below the belt. The novel pockets are a feature and the collar is one of the accepted Spring modes. The skirt is plain with sloping pockets. Shown by Exclusive Ladies' Wear, Montreal.

quarter sleeves. These cuffs might be favored for street costumes, but would be too impractical for other occasions to be favored, unless in a modified form, by women in this country.

AN INVITATION TO MERCHANTS

The following generous invitation has been sent to the merchants of America through DRY GOODS REVIEW by Mr. N. Temple, private secretary to Mr. H. G. Selfridge, of Selfridge & Co., Ltd., London, England. Mr. Selfridge is known in England as the man who revolutionized merchandising over there, and the report comes by another channel, with this invitation, that the firm reports an increase of $5,000,000 during 1918 over the previous year. They sold $400,000 more of Christmas goods this season than in 1917. It is also said that the management is to be democratized; a Selfridge Staff Council is being organized, which will assist in conducting the business in future. There is no doubt that buyers and merchants would receive a vast amount of inspiration by familiarizing themselves with this successful store through accepting the invitation of Mr. Selfridge:

To the Merchants and Buyers of America

I realize, of course, that almost everyone in America, who can do so, will, within the next year or two, wish to visit Europe, either on business or pleasure, and especially the cities of France and Belgium, which have now become so historic. Most of these visitors will land in England first, and I desire to extend to my brother-merchants or buyers of America, a cordial invitation to utilize this House in any way they may think fit.

We shall provide desk accommodation so that each one may, if he chooses, have office space to be used as he desires. He may, if he wishes, make his appointments here, plan out his itinerary, have his mail sent to him addressed to 400 Oxford street, London, W.1, and do as much, or as little, of any business that he has in hand from his office here as he may feel is wise.

Of course, this invitation is one entirely of goodwill. There is no possible kind of obligation incurred by any one in accepting it. I invite them as one of their fellow-countrymen, each and all, to have a temporary business "home," as it were, in London, and the greater number who accept this invitation the more I shall be pleased.

H. G. SELFRIDGE.

Whitewear

Nenette and Rintintin have now made their appearance as a decoration for under apparel, and these little French luck charms have been used for an allover printed design on Windsor crepe.

In this pattern the cord which joins them is flung over their heads to outline an enclosing circle. The figures are quite small and printed in color.

Both gowns and Billie Burkes are made of this cloth, strictly tailored and finished by hemstitch. A separate Nenette and Rintintin is hung at the front of the yoke on each garment.

Air cushions of silk are being featured by a New York manufacturer. These are intended for use in the auto, on the beach, or any place where a cushion would add to one's comfort. They are fashioned of novelty silks, rubberized, so that when blown up they retain the air They sell at $5.00 to $7.50.

J. Sutcliffe & Sons. Lindsay, Ont., were visited by thieves the other night, clothing to the value of $200 being subtracted from the stock.

A New Blouse

Of Georgette crepe, embroidered with beads and fine pin tucks. This blouse is made in slip-over as well as regular waist style. It is shown by Caplin Waist & Dress Co., Montreal.

WEATHER INTERFERES WITH TRAPPING

St. Louis, U.S., January 8.—Practically all of the Northern and Western States have been visited by blizzard weather within the past week, and low temperatures also have prevailed in most of the Central States. The heavy snows and ice in some districts have caused animals to den, and trapping cannot be resumed very easily under these circumstances. Receipts on this account have fallen off decidedly in this market during the past week and, with the season closing in a number of States the end of this month, shipments arriving are expected to continue very light from now on.

Prices in this market on practically all articles are the same as prevailed at last writing. Staples are selling well, with raccoon and muskrats in best demand. Wolf, fox, fisher, ermine and other northern furs—receipts of which are unusually light — are commanding the high prices of late October, with the possible exception of lynx, which are slightly lower. The demand for beaver has increased recently and they are selling at much better prices now.

Skunk in some of the Eastern markets are weaker. The holdings of this article are not as large as is generally supposed, and with the closed season soon to hand in a number of States, and trapping stopped in a good portion of the skunk districts because of inclement weather, receipts and supplies of this staple will probably soon be inadequate to the demand. Skunk are stronger in this market.

Representatives Now Showing the New Ballantyne Range

NOTHING has been overlooked in the preparation of the new models they will show you. The range is therefore most complete with an extensive collection of the popular pullovers. In these we introduce some entirely new features, including a purl stitch in hand-knit effect, short sleeveless slip-ons and the new fine jersey stitch. The latter is pictured here and promises, on account of its ultra neatness, to be a big favorite for business, school and home, made in a full range of colors.

See the new numbers in "The Ballantyne Glove Scotch Knit" for women and misses. Made in special lengths of extra fine yarns, and with that silky, lustrous finish that only Ballantyne's Scotch Knit process can secure.

The BALLANTYNE GLOVE "Scotch Knit"

R. M. Ballantyne, Limited

STRATFORD, CAN.

There Are Many Novelties In Ballantyne's 1919 Range

THOSE extra style touches that mean so much to the selling value of knitted wear are, as usual, big features of the Ballantyne Nineteen-nineteen line. Not only in Knitted Coats, but in Mufflers, Cap and Muffler Sets, Toques, Tams, Pullovers, and Gloves, new style ideas—absolutely new ones—are predominant. Ballantyne quality is an old story—never forgotten and never sacrificed for the sake of appearance.

The model illustrated on this page is our new Palm Beach Set, made in Scotch Tartan designs. Your placing order should contain a good quantity of this number. The enthuiasm created by its appearance in our range indicates that it will be the style hit of the season.

R. M. Ballantyne Limited
STRATFORD, CAN.

THE Mack BRAND

Stylish Waists Being Advertised To The Consumer

During 1919

The "Mack" Waist will be advertised in several of the leading Ladies' Magazines of Canada. This will create a demand for these lines, and retailers will be wise to have stocks well assorted.

The "Mack" trade-mark on our waists is like the "Sterling" mark on silver. Both guarantee the best possible in quality and endurance.

Here is a line of goods which will put a new vigor into your Waist sales.

The fabric is there—the workmanship is there—and style combined with the two makes our Waists all that we say they are. We supplied you before the war—and during the war; we will serve you now it is over, better than ever.

McCUTCHEON WAIST CO., LIMITED

323 ST. JAMES STREET, MONTREAL

Vancouver Office:
GEO. STRACHAN
906 Welton Block

Winnipeg Office:
PERCIVAL R. B. JONES
Hammond Sample Rooms

Ontario:
B. H. SWIFT

Maritime Provinces:
V. S. RICE

P.Q., and Montreal City:
A. L. PRIMEAU

CANADIAN CONVERTERS'

LADIES' AND CHILDREN'S WEAR FACTORY

MANUFACTURE

LADIES' DRESSES

Complete new range in latest styles and materials

Our Style 2006F

The Canadian Converters' Co. Limited.

Montreal

GOOD MERCHANDISE GOOD WORKMANSHIP
GOOD VALUES GOOD SERVICE

ARMISTICE DECLARED

Was good news for all. It enabled the Allies to command

A JUST PEACE

We Canadians must prepare for a

PROSPEROUS FUTURE

to which we are justly entitled after the

SACRIFICES MADE

and must go completely

OVER THE TOP

to keep the wheels of our industries working 100 per cent. and to

KEEP THE HOME FIRES BURNING

We are now showing our Spring range, which is the LARGEST we have ever produced, for you to select your Spring merchandise from. Instructions to our salesmen guarantee you exclusive styles and prompt delivery. See our range. Made by CANADIANS FOR CANADIANS.

ART CLOAK & SUIT CO., LTD.

WINNIPEG OFFICE:
302 Hammond Bldg., W. J. Collett

ONTARIO:
H. M. Nash Geo. Nagley

MONTREAL

MARITIME PROV. and QUEBEC:
I. A. Schwartz

TORONTO OFFICE:
H. M. Nash, 404 Kent Bldg., Toronto

MONTREAL:
C. Rose

Standard BRAND WAISTS

Your Customer wants to look better than her neighbor. *You* want to handle a line of waists which are somehow different and yet superior to your competitor's. Or in other words you don't want to sell something ordinary, but something which others will envy. That's the viewpoint of the customer. She watches your goods and judges your ability to supply her with something worth while, and yet distinctly different in style and value.

There is an air of distinctiveness about our waists, which the fashionable woman of to-day is looking for.

Every week sees some new idea added to our range of Standard Waists. The prices will allow you a good margin for profit. Let us know of your needs—we can supply you.

Be sure to see our samples when in the city on your Spring trip.

Standard Ladies' Wear, Limited

Corner College and Markham Streets **Toronto**

Remember—
P.C.'s Attract Attention Of Women Who Dress Well

P.C. Corsets have a Dominion-wide reputation for perfect ease and comfort to the wearer—for neatness, style and fit.

P.C. is just the corsetry you should put in your department for more and better business.

Don't forget that—everywhere—P.C.'s have the reputation for attracting the trade of the well-dressed woman.

Parisian Corset Mfg. Co., Limited

QUEBEC, QUE., CANADA

BRANCHES :

Toronto : 84 Bay St. Montreal : 329 Craig St. W.

Western Representative : C. H. BUTLER, 21 Sylvester Wilson Building, Winnipeg

Message of Thanks To Our Customers

We extend our Heartiest Thanks to you who have been responsible for our success by showing your appreciation of our merchandise with your increased business.

The result has been one steady increase from season to season and now we are compelled to increase our facilities to meet the increased demand of our goods.

We assure you that we will uphold our standard as in the past and put every effort in giving you our best at all times.

To The Merchant

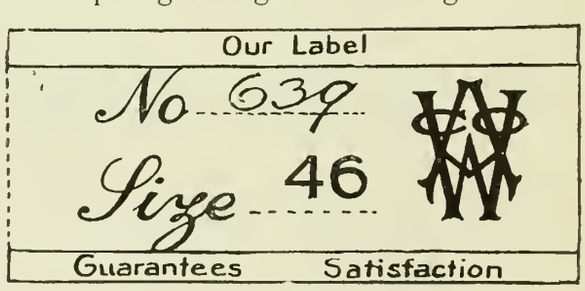
that is not carrying our waists in stock may say we will only be too pleased to show you our samples and have our representative call upon you at any time upon receipt of request.

WE SPECIALIZE IN HIGH GRADE

WAISTS

Made to a Standard, not to a Price.

Our Spring Range now being shown.



Our Label is on the Band of Our Waist and Assures You the Best Possible Value.

American Waist & Dress Co., Limited

Montreal

TORONTO OFFICE:
H. M. Nash
404 Kent Bldg., Toronto

WINNIPEG OFFICE
302 Hammond Block
W. J. Collett

Ontario: H. M. Nash, Geo. Nagley

SPRING 1919

No. 943—Georgette—$5.75

New York's Latest in Waists

Frills
Bishop Sleeves

See Our Representatives

MAKERS OF
THE CENTURY BRAND

Century Manufacturing Company

124 St. Lawrence Boul.

MONTREAL

ANNOUNCEMENT

WOMEN'S
34
to
44

MISSES'
14
to
20

CHILDREN'S
6
to
14

Sigman, Lande Co., Ltd., the old-established firm of coat manufacturers, greet the trade to-day under the name of

Nathan Lande Co., Limited

and will continue as specialists in the manufacture of **coats—women's, misses', children's.**

We have been fortunate in securing the services of Mr. Louis Sofier, a prominent New York coat specialist, who will have charge of the designing and who is familiar with the production of the highest quality merchandise on a quantity basis.

We are well fortified with an extensive stock of American Poplins, Velours, Delhies, Serges and Coverts at low prices.

Large users will do well to investigate.

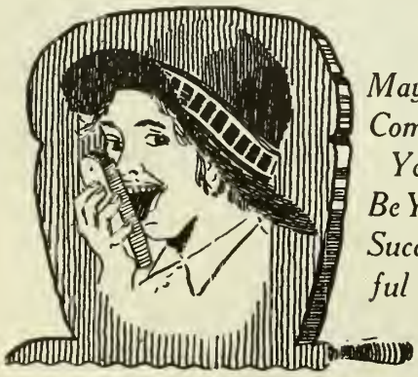
Toronto Office:
33 Richmond St. W.
W. S. BROWN, Manager

Nathan Lande Co., Limited

338 St. Urbain St. **Montreal**

"The Bread and Butter Line"

Here's Wishing You All a Bright New Year



May the Coming Year Be Your Successful One

Our Coats and Suits for
SPRING 1919
are now Ready

It will be to your advantage to see our complete line. They speak for themselves.

The Montreal Cloak and Suit Mfg. Co., Inc.
1080 St. Lawrence Blvd., MONTREAL

Labour
vs.
Good Will

Our designer and plant were hard *at work* making Spring Samples.
We trust our representative will have your

GOOD WILL

when he calls. We solicit an examination of the line.

The Caplin
WAIST & DRESS CO.
Montreal.

1770 ST. LAWRENCE

REPRESENTATIVES:

MARITIME PROVINCES
H. V. Clemens, 8 Keith Bldg.
HALIFAX, N.S.

PROVINCE OF QUEBEC
A. Gendron
MONTREAL

PROVINCE OF ONTARIO
Wm. J. Brown, 33 Richmond West
TORONTO, ONT.

WESTERN CANADA
Wm. J. Collett, Hammond Block
WINNIPEG, MAN.

DAINTY AND SERVICEABLE

See our 1919 Spring Models comprising:

Women's and Misses' Coats and Suits

Admirably suited to the needs of the hour by reason of their style and excellence yet reasonable price.

Fabrics and colorings that will sell to women of discrimination.

Our representatives are now on your territory with a full range.

Make your appointment early.

Smart Style CLOAK CO.

Sommer Bldg., 268 Ontario St. West, Montreal

We wish all our friends a Happy and Prosperous New Year.

You can make your Year prosperous by carrying a stock of our Waists. Try and be convinced.

Georgette Waists
$4.00 up.

Crepe de Chine Waists
$2.75 up.

Silk Waists
$2.00 up.

D. H. CUMMINGS
1187 Mount Royal Ave. E.
MONTREAL

Introducing

The Earl Manufactory
Paris, Canada

Manufacturers of

Overall Aprons
Infants' Creepers
Children's Black Sateen Bloomers
Children's Oilcloth Bibs
Ladies' Oilcloth Sleeve Protectors
Bedroom Socks

Write for Prices

One of our Chief Distinctions is Showing the New Things First

You will surely find them in our Spring Models of *Coats* and *Suits* now ready for your inspection.

Garments of QUALITY, yet priced so as to sell well.

Lazare & Novek
CLOAKS & SUITS

Cor. St. Catherine West and Mountain Streets, MONTREAL

The HOUSE that serves you the best

The Regent Cloak Co.
CLOAKS & SUITS
MONTREAL

243 Bleury Street

We are showing by far the best line ever produced by us.

Values and prices will surely interest you.

Travellers on the road.

SEE US WHEN IN TOWN

A charming Costume Blouse from our Spring range, showing the panel effect which is a feature of the season.

Our representatives are now on the road with our entire range of Silk and Voile Blouses, Silk Underwear, Laces, Embroideries and Veilings for Spring. Also a complete showing of Handkerchiefs for Fall and Christmas selling.

See our representative, or call at our showrooms when in Toronto.

LADIES' WEAR LIMITED

W. F. GOFORTH, President

Kassab Kimonos

Kassab Kimonos meet the demand of the particular "woman of to-day."

Kassab Silk Underwear

Kassab Silk Underwear is the correct feminine appeal. Merchants who are planning for maximum sales will do well to give this line careful inspection.

KASSAB KIMONO MFG. CO.
SOMMER BLDG., 37 MAYOR STREET
MONTREAL

M. CUTHBERT

50 MARGARET STREET,
OXFORD CIRCUS, W.1.,
LONDON, ENGLAND

Telegrams or Telephones:
7214 CENTRAL

Day and Evening Gowns,
Coat Frocks and Tailored Costumes,
Jersey Gowns and Costumes.

Spring Models

in

Velour, Buronette and Heavy Weight Wool Jersey.

DRESSES
SILKS

VOGUE WAISTS AND DRESSES

WAISTS
SILKS
VOILES

Our full range for Spring and Easter, including many new and beautiful creations, will be submitted by our salesmen early in the new year.

A careful inspection will be to your advantage.

VOGUE WAIST CO. 207 St. Catherine St. West BLUMENTHAL BUILDING **MONTREAL**

Say You Saw It
in
Dry Goods Review

Misses' and Children's Wear

Get into line with real, up-to-date Children's Wear. We have the snappy styles for the young folks which add grace and elegance.

Reid's lines include Children's and Misses' Dresses—Skirts and Middies, and they are unexcellent for value

G.F.REID & COMPANY
4 Alexander St., Toronto

LINGERIE BLOUSES MIDDIES

THE STANDARD FACTORY OF CANADA

We Wish
All Our Canadian Friends
A

LADIES BLOUSES
MIDDYWAISTS
WASHABLE WEAR
DRESSES
SKIRTS
COATS
ETC.

PROSPEROUS NEW YEAR

SILK WAISTS

CREPE AND GEORGETTE

We have now an irresistible feeling of joy all over Canada for the complete victory the Allies won over the Boches, and the best way to give expression to this is to feel gay and happy and conduct our business in full swing. Happy days are coming, and our country

WILL FLOURISH

When you are in the mood of buying remember that there is one firm in Canada who defies competition and we are ready to stand by

THE STANDARD FACTORY OF CANADA, LIMITED

St. Denis, Duluth and Drolet Sts. MONTREAL

CHILDREN'S DRESSES HOUSE DRESSES

The Thompson Lace & Veiling Co., Limited

Laces, Veilings, Georgettes, Ninons, "My Lady" Silk Hair Nets. Princess Pat Human Hair Nets, Sport Veils.
Cor. Wellington and York Sts., Toronto, Canada.

HATS

for

Chics, Flappers and Chickens

MAX MAYER, INC.
352 Fourth Ave., New York, N Y.

Infants', Children's, Girls' and Misses' Dresses

We are Specialists in these lines

H. L. WATTS, LIMITED
400 Richmond St. W., Toronto

T. H. Birmingham & Co.
LIMITED
93 to 99 Spadina Ave., TORONTO
Makers of
Women's High Grade Neckwear
"The Exclusive Neckwear House"

"EVERYTHING IN SILKS"

M. Ascher Silk Corp.

Distributors—Iroquois Silk Mills

102 Madison Avenue, New York

Skirts Must Be Worn
Wholesale Manufacturers
of
Smart Styles in Tweeds, Serges and Poplins at Popular Prices.
Samples cheerfully submitted upon request.
ROYAL SKIRT CO.
1440 St. Lawrence St., Montreal, Que.

References: London, Eng.—New York—Montreal

FRED. BIRKS

Commission Dry Goods

14 Phillips Sq., MONTREAL, Can

Tel. Up. 388. Covering all Provinces

HOSIERY

We sell mill seconds for one of the largest mills. Ladies' brown hose are scarce but we can fill orders. We also sell first quality. We can quote prices on gray and khaki all-wool socks. Write us for samples.

A. E. WEGENAST,
106 Clyde Block - Hamilton, Ont.

BUYER'S DIRECTORY

Not Worrying Over Price

A despatch from Rochester, N.Y., which is a large clothing centre, states that comparatively few complaints against the high prices of men's spring clothes for 1919 are being made by retailers. Manufacturers are receiving very few letters in regard to the matter.

It is stated that less than 5 per cent. of the customers of local manufacturers have complained, and only one retailer has cancelled his order when informed that no reduction would be made. Similar conditions may generally be said to exist in Canada. The trade has as a whole bought wisely and well. The period of readjustment finds them ready with the slogan: "More and better business."

* * *

Spring Styles to be "Intensely Feminine"

Indications are that in all lines of women's apparel extreme femininity will be the dominant note next spring, according to the New York "Sun."

In keeping with this is the millinery which is being shown. Much of it is featuring organdy in soft and summery patterns.

* * *

Japs Interested in Cotton

Recent activities in United States markets would indicate that Japan is pressing forward in the cotton industry. Indications are that Japan means to increase her cotton industry. It is reported plans have been adopted by the Japan Cotton Trading Co., which has its headquarters at Forth Worth, Texas, for the erection of a large cotton compress and warehouse there. The company has purchased a site embracing four blocks for the proposed buildings.

The compress and warehouses will cost about $400,000, and it is anticipated that thereby Japan will increase exports through Galveston.

* * *

Freedom of the Wool Industries

The "Drapers' Record" of Dec. 14, 1918, in its Bradford report under the heading of "Freedom of the Wool Industries," supplies some interesting sidelight on the outlook in wool. Cheaper wool is not anticipated — higher wool seems a

VEILINGS and SILK NETS

HODGES & LETTAU
232 McGill St. Montreal

ALL **SERGES** WOOL

LINENS, HANDKERCHIEFS, ETC.
STOCKS ON HAND
C. E. ROBINSON & CO.
10 Victoria Street MONTREAL

Pyjamas
for
Style and Quality
THE FOSTER MFG. CO. Ltd.,
Parkeston, Essex, England

Canada's Largest Makers of Cotton Flags
Write for Prices
THE COPP, CLARK CO.
517 Wellington St. West Toronto

COMMISSION AGENTS WANTED FOR

Toronto, Montreal, Winnipeg, by English manufacturers of Ladies' and Children's Clothing.

Apply Box 62, Dry Goods Review, 88 Fleet St., E.C. 4, London, Eng.

LARGEST MANUFACTURERS

Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our 104 page Catalogue. It's free for the asking.

The Botanical Decorating Company
(Incorporated.)
504 South Fifth Avenue, Chicago, Ill.

L. G. BEEBE *Direct Factory Representative*

Canadian, English and American

Toys, Dolls, Wheel Goods, Rubber Goods, Bathing Caps, Toilet Goods, 5 to 10 Cent Goods

Sample Rooms: 53 Yonge St., Toronto

Real HARRIS, LEWIS and SHETLAND HOMESPUNS

Direct from the makers. Special lightweights for Ladies' wear—all shades. Patterns and Prices on Application.

S. A. NEWALL & SONS, Stornoway, Scotland
State shade desired and whether for Ladies' or Gents' wear

WASTE PAPER
WRITE FOR PRICES
E. PULLAN
TORONTO HAMILTON

Largest mfrs. of Marabou Capes, Ostrich Boas, Plumes and Fancies. Also full line Trimmed Hats.

DOMINION OSTRICH FEATHER CO. LIMITED
75 Wellington St. W., Toronto

DE LUXE SERVICE

Sounds good, doesn't it? But there are no words high class enough to fully express the work of our NEW DE LUXE SHRINKER. Shrinks Woolens or Wash Materials 100% perfect. Our catalog gives new ideas on remnant selling, stockkeeping, etc.

SPOTLESS SHRINKER COMPANY,
Whitney Bldg., Cleveland, Ohio.

RIBBONS OF DISTINCTION

J.C. AMERICA'S BEST RIBBONS

"J-C" Ribbons have peculiar charm. Widely advertised to the consumer under their trade-mark names for the protection of the dealer.
"SATIN DE LUXE"
"TROUSSEAU"
"LADY FAIR"
"SANKANAC" "VIOLET"
"DEMOCRACY"

JOHNSON, COWDIN & CO., 40 E. 30th St., New York, N.Y. Made in U.S.A.

These spaces
$2.50 per insertion
by the year

possibility. This is what the "Record" says:

"The above heading reminds one of the story of a lecture on "Snakes in Iceland," which consisted of a single sentence, "There are none." There is no freedom yet in the wool industries, and we have to be content with nebulous promises of what may be coming. The bulk of the world's wool supply has been bought by the British Government up to July, 1920, and, therefore, it seems that State control of the raw material must remain with us for a year and a half. That is one of the reasons why people here are so astonished at the cool proposition that three Wool Control officials should be sent to Parliament for Bradford, Huddersfield, and Dewsbury, in order to look after our interests. One may refer to this topic in the pages of a non-political trade journal, because the three gentlemen concerned are made up of a Liberal, a Conservative, and one who says he does not know what his politics are. Wool industry people have asked persistently what the meaning of the move is, and up to the time of writing, no answer had been vouchsafed.

"Two things may be reckoned upon whilst State control of the raw material continues: that the Government will maintain its profiteering by selling wool at a heavy advance upon what it has paid, and that there will be no slump in prices of raw wool. Government selling prices may, indeed, go up because of the high American and Japanese bidding for South American and South African wool, which has mainly gone to those destinations, and will continue to do so.

"Though a certain amount of wool intended for military purposes is now being diverted to the manufacture of civilian goods, Sir Charles Sykes has stated that large quantities of standard clothing are to be supplied to France and Italy. This suggests that export merchants may find themselves handicapped for a considerable time to come by the commitments which our Government have entered into with the Continental Allies, not only in regard to the supply of raw material, but also of finished goods."

I Specialize in Boot Laces

for the wholesale trade, in the better grades.
Banded in pairs, in gross boxes.
Fancy Cabinets, 100 pairs, banded in pairs. These are more profitable than bulk make-up. Also

LEATHER LACES, all kinds.

E. W. McMARTIN, MONTREAL

Save Time *Make More Profit*
USE
Fraser's Textile Products Directory
1919 Edition Just Published

It lists without charge EVERY Canadian Manufacturer, Wholesaler, Agent, also Department Stores in EVERY branch of the General Dry Goods Trade.
FRASER'S CANADIAN DIRECTORIES
Head Office, 222 Craig St. W., Montreal.
Also publishers of eight other specialized Canadian Directories.

The Gem of the Notions
Starsnap
The Perfect Dress Fastener

Look for this Card at your Jobbers
Columbia Fastener Company CHICAGO

Fiskhats AND MERCHANDISE
D. B. Fisk & Co.
Chicago
New York Salesroom:
Open During Market Season
411 Fifth Avenue

ADVERTISEMENT WRITERS and SHOW CARD WRITERS WANTED

Big demand for both men and women. We prepare you in few months at home under experts. Our graduates in demand. They earn good money. Get particulars. Write

SHAW CORRESPONDENCE SCHOOL
Toronto, Canada (Dep. D.R.)

BENTRO KNIT
THE WEAR IS THERE

A Message To Buyers

Many far-sighted retailers have already placed their definite orders for 1919 requirements.

That there will be a rush in the early Spring by those who have not taken advantage of the opportunity, seems imminent. Notwithstanding the advance of from twenty to twenty-five per cent. over 1918 prices, dealers are covering their needs, and this is the idea behind this announcement.

Send your orders NOW.

"There's a tide in the affairs of men
Which, taken at the flood, leads on to fortune."

THEREFORE,

Be Prepared!

THE WILLIAMS-TROW KNITTING COMPANY, Limited

Manufacturers of

Men's, Women's and Children's Knitted Coats, Caps, Mufflers, etc.

STRATFORD - CANADA

A Good Thing is Always Good

Britain's Best

WITH the advent of victory the great Wolsey factories have gradually changed from the efforts of war to the needs of peace. Many men are still in the field and their requirements must be met, but as the underwear needs of the soldiers of the British Empire, America and other allies grow less increasing quantities of Wolsey underwear are being made.

Wolsey is Britain's best underwear—no other British-made underwear commands such prestige or enjoys such enormous sales.

Wolsey

Pure Wool Underwear

The war proved the value of wool—and Wolsey is pure wool. In spite of every hardship and exposure the health of the British troops, throughout the war, was marvellous. Every British soldier and sailor wore wool next the skin. Pure wool Wolsey is best for health. Therefore, guaranteed unshrinkable, it is best for wear.

Mr. D. F. Baird, Room 716, Empire Buildings, 64 Wellington Street West, Toronto, Canada
Mr. J. W. Greig, Room 716, Empire Buildings, 64 Wellington Street West, Toronto, Canada

THE WOLSEY UNDERWEAR CO., - LEICESTER, ENGLAND

All Patriotic DRY GOODS DEALERS Should Sell THRIFT Stamps

SELL Thrift Stamps, not because there is any immediate profit for you in such sales, but because the Dominion of Canada needs your patriotic co-operation in its plans to ensure Prosperity.

If the smaller savings of the people can be made available to finance Government expenditure, then the larger public investments will be free for industrial securities, thus promoting general Prosperity, in which every storekeeper is vitally interested.

Get your customers to take a Thrift Stamp in place of 25c change whenever you possibly can. Display your sign. Explain that Thrift Stamps are a means to acquire War-Savings Stamps, and people should strive to fill their Thrift Cards as quickly as possible.

Millinery and Haberdashery Wire

Chenilles, Hat Braids

Dress and Mantle, Dress Cords and Girdles

Artificial Silk, Braids and Ribbons

Embroidery Silks, Tassels, Pom, Etc.

Upholstery Cords and Trimmings

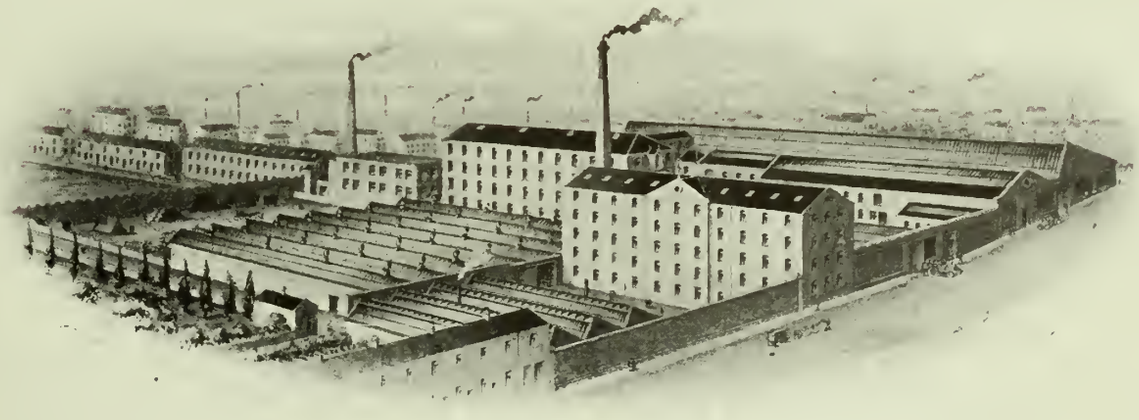
Scroll, Argyle, Saddle Bag and Flat Gimps, Fringes, Tassels, Etc.

Made in Silk, Cotton, Wool, Etc.

Artificial Silk Straw Braids for Millinery Hat Manufacturing.

Suppliers to Wholesale and Shipping Houses.

Shipping and Strictly Wholesale Trade Especially Catered For.



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" RADIAL TWILL
" ROYAL POPLIN
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Victoria Square Montreal

DRY GOODS REVIEW

The Recognized Authority of the Canadian Dry Goods Trade

Published Tenth of each Month. Advertising Forms close First Wednesday

Vol. XLI. Toronto, January, 1919 No. 1

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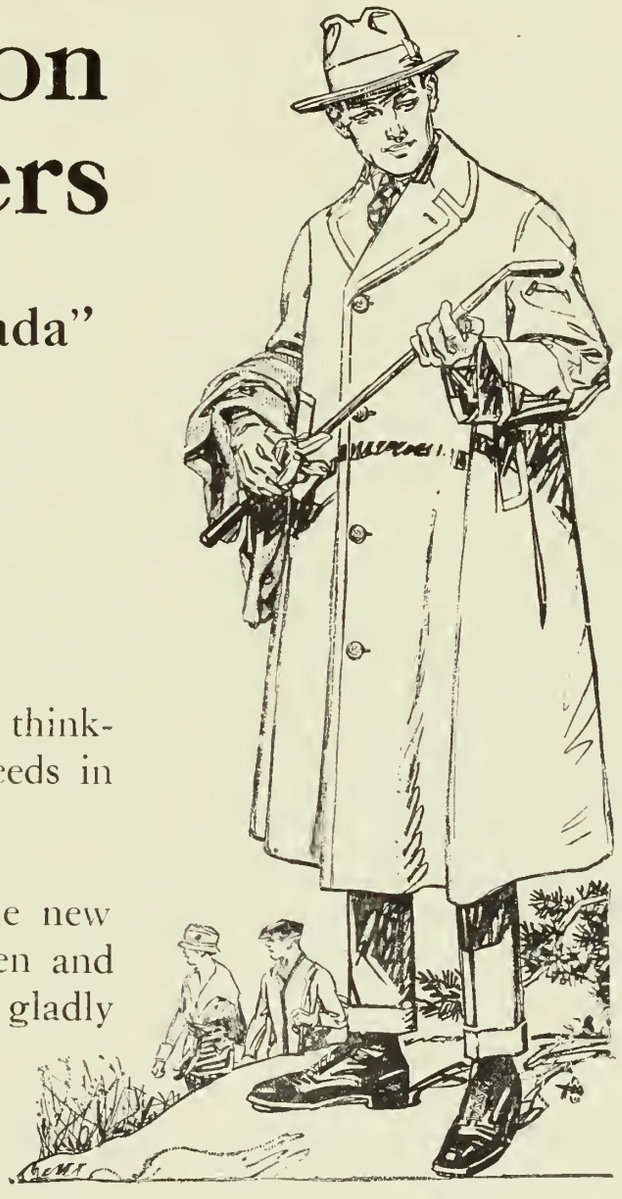

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DRY GOODS REVIEW

Vol. XXXI Publication Office: TORONTO, FEBRUARY, 1919 No. 2

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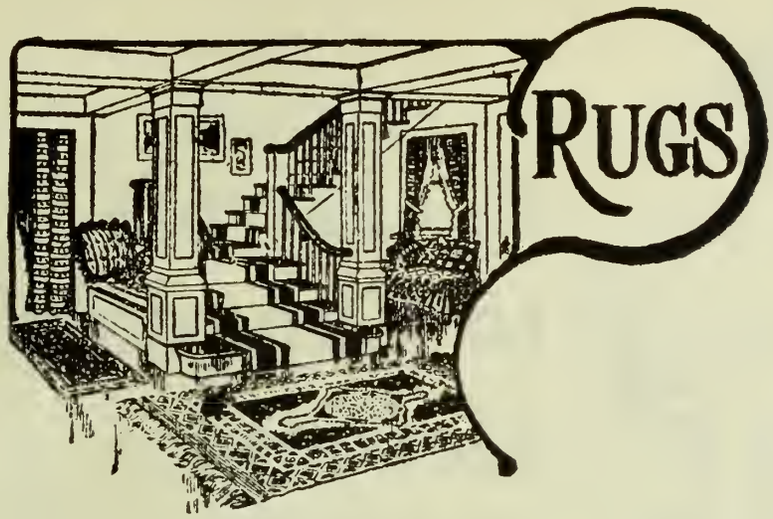

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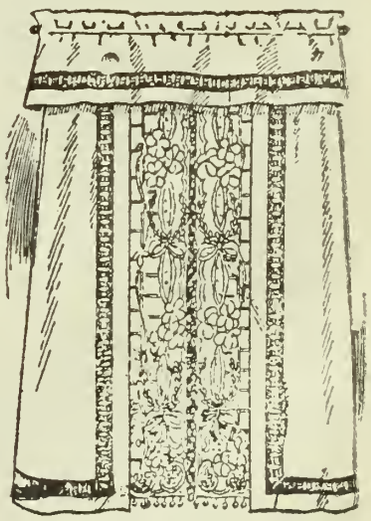

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Moderate Price

Order Victory—67 rolls to case

The Old Reliable, North Star, Crescent, Pearl will still give far the best value for their price and can be had 125, 100, 80. 67, or 50 rolls to bale or case.

ANY WHOLESALE HOUSE

HORROCKSES, CREWDSON & COMPANY LIMITED

Cotton Spinners and Manufacturers

Preston, Bolton, London, Manchester } ENGLAND

Longcloths, Calicoes, Flannelettes, Nainsooks, Madapolams, Pillow Cottons, Sheetings, Ducks, Drills, Aeroplane Cloths, Etc.

WE owe it to our Canadian and American friends to say what we have been doing in our weaving and spinning mills during the great War, and so state a few facts in explanation of our inability to meet all requirements for our World-renowned productions.

Out of a total of 8,000 looms, about three or four thousand have been entirely engaged upon the manufacture of ducks, flannelettes, shirtings, aeroplane cloths, khaki, and other drills for the use and equipment of the soldiers of the British and Allied nations.

Should we be unable to fill your orders with the same promptness as in pre-war days, we request your forbearance as we know you will agree that the great call on our resources for War purposes had to be met first of all.

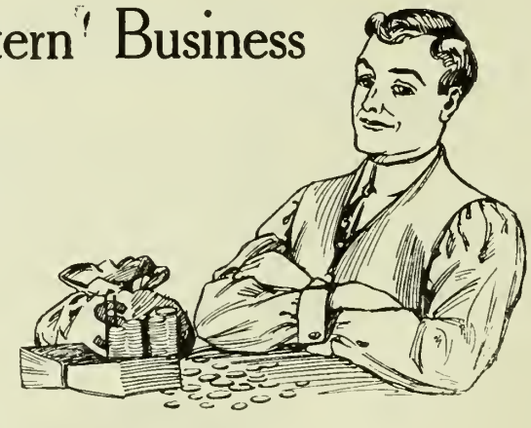
Number of Looms	**8,000**
Number of Spindles	**300,000**
Consumption of Cotton	**1,000 bales weekly**
Operatives employed	**upwards of 8,000**

BRANCHES IN ALL PARTS OF THE WORLD

If you wish to capture Western Business

You will be well advised to link up with this live selling organization. By sane, but no less effective methods, we can obtain, hold and develop Western business for reliable goods. Our record is ample proof of this. British, American or Canadian manufacturers wishing to develop a profitable Western business with wholesale or retail Dry Goods, Men's or Women's Ready-to-Wear Trade should get in touch with us now.

Year by year the West increases its great wealth and spends it. Get in on this rich buying section—but get in right.



HANLEY & MACKAY CO.

407 Hammond Building, Winnipeg

GOOD TAILORING IS LABOUR LOST
IF THE CLOTH IS ILL SHRUNK

MAKE SURE IT IS SHRUNK :: AND WELL SHRUNK :: AND KNOW BY WHOM

THERE'S LITTLE SATISFACTION IN SUCH A STAMP AS "SHRUNK," "WELL SHRUNK," "LONDON SHRUNK," OR "SHRUNK BY LONDON PROCESS." INSIST ON A SHRINKER'S GUARANTEE—ON THE STAMP OF A FIRST CLASS FIRM OF LONDON SHRINKERS—BEST OF ALL ON THE STAMP OF

JENNENS, WELCH & Co., Ltd.,

Cloth Workers and Shrinkers, and Proprietors of the Famous "JENNWEL" Waterproof Finish

LONDON, HUDDERSFIELD and BRADFORD, ENGLAND.

WHEN ORDERING ENGLISH CLOTHS, SAY "TO BE SHRUNK BY JENNENS, WELCH & CO., Ltd."

LIDDELL'S Gold Medal IRISH LINEN

In this line we do not attempt to work down to a price, but we do endeavor to climb up to a high standard. The best Irish hand-embroidered novelties in Bed Spreads, Sheets, Pillow Cases, Baby Cases, Doylies, Tea and Lunch Sets, Cosy Covers, Handkerchief Cases, etc., on this or any other market. Don't be afraid to buy Liddell's Gold Medal Irish Linen, buy now.

Quality That Is Imitated But Unexcelled

R. H. COSBIE
LIMITED
Irish Linen Agency
22 West Wellington St.
TORONTO

Have You a Store For Sale or Rent?

Are you desirous of turning over your business to some responsible party? Do you want a clerk? Reach these prospects through a condensed ad. Rates 2c a word per insertion, 5c additional for Box Number.

Dry Goods Review
143 UNIVERSITY AVENUE
Toronto

Here's the Proof that

Sunset Soap Dyes

are the dyes for you to carry in stock. These few letters are selected from many written by dealers who are reaping profits every day.

Read what they say:

Steady Seller—No Complaints

"Sunset Soap Dyes have been a steady seller from the day they were placed on sale, and we have not had a complaint during the eight months we have been carrying them."
*—A Virginia Merchant.**

Successful, Satisfactory Seller

"We have not given any space to any item in our Toilet Goods department that has proven a more successful, satisfactory seller than the Sunset Soap Dyes."
*—A New York Department Store.**

Wonderful Repeaters

"Sunset Soap Dyes are the best that we have ever carried in our store and they are wonderful repeaters."
*—A Massachusetts Merchant.**

*Names on Application

Sunset Soap Dyes selling at 15c give you a very attractive profit.

Sunset Soap Dyes are being extensively advertised—you are sure to have calls. Send for a stock **now** packed in a sales-stimulating container ready to put on your counter and watch the quick turnover.

Liberal profits—No bother—Steady Repeaters.

North American Dye Corporation
New Corporate Name of SUNSET SOAP DYE CO.
NEW ROCHELLE, N.Y. TORONTO, CANADA
Sales Representatives for U.S. and Canada
HAROLD F. RITCHIE & CO., INC.
NEW YORK TORONTO

"Wanted—A National Plan"

An article of unusual importance, by Sir George Bury, formerly vice-president of the C.P.R., appears in the February issue of MACLEAN'S. He points out that Canada must more definitely shape her destiny if that destiny is to be as glorious as all Canadians hope. It is a stirring demand for Canadians to get together in the formation of a national plan, accompanied by many practical suggestions from his experience in transcontinental railroad building. An article of national importance.

"Germany From Within To-day"

The funniest thing that he has perhaps written appears in February MACLEAN'S from the pen of Canada's great humorist, Stephen Leacock—an imaginary visit to Berlin under the Bolsheviks. He finds Von Tirpitz planning a new navy, an *inland fleet;* Frau Krupp, an apple woman; Von Bethmann-Hollweg, a cab driver; Bernstorff, a Bolshevik and president of the Scavengers Union. He finds a *Get From Under* committee planning a trade war on the world and half the population of Berlin in English clothing or Scotch kilts. He finds—

But read the article. There's a long laugh in every line. It is farce, however, built up on pretty shrewd truths.

You will find this a remarkably interesting number. The bold, fighting face of Admiral Beatty is on the cover and inside are the following big features:

The Campaign Against Britain, by Agnes C. Laut.
The Farmer in Politics, by J. K. Munro.
The Strange Adventure of the Thumb Tap Clue, by Arthur Stringer.
Old Times in Canada, by Walt Mason.
Lend Me Your Title, by Onoto Watanna.
The Three Sapphires, by W. A. Fraser.
Wild Miners I Have Met, by E. Ward Smith.
The Anglicizatien of Katrina, by Mary Josephine Benson.
Saturday's Child, by Mary E. Lowrey.
The Minx Goes to the Front, by C. N. and A. M. Williamson.
The Veins of the War God, by Corporal Herbert Forder.

The Best Articles From All Magazines

In the Review of Reviews department will be found reprints of the best articles selected from magazines published all the world over.

Secure YOUR Copy EARLY—While Supply Lasts

Over 65,000 Canadian Families Buy

MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

FEBRUARY ISSUE *Now On Sale At All News Dealers*

20c PER COPY. $2.00 PER YEAR.

Dealers who have not been handling MACLEAN'S should secure copies at once from their nearest Wholesaler.

If there are no newsdealers in your town, or if your newsdealers cannot supply you, send 20 cents for a sample copy or $2.00 for a whole year's subscription to MACLEAN'S MAGAZINE, 143-153 University Avenue, Toronto, Canada

HAVE YOU EVER TRIED RACINE'S MAIL ORDER SERVICE?

At your command on the shortest notice. Goods wanted to-day may be had to-morrow, by wiring our **Rush Order** Department.

Remember the RACINE STOCKS

are back of this service. Millions of dollars' worth of live, bright, up-to-date merchandise bought at closest cash prices — some of it at pre-war prices — awaiting your orders.

A wide selection of saleable goods, gathered from all the markets of the world. Then in our own factories we manufacture our Ready-to-Wear ranges.

Isn't this a service worth linking up with?

We are now preparing complete assortments in all lines for Fall buying.

ALPHONSE RACINE, LIMITED

DRY GOODS JOBBERS AND MANUFACTURERS

60-82 ST. PAUL ST. WEST, MONTREAL

PERMANENT SALES OFFICES: 111 Sparks St. Ottawa; 68 Church St., Quebec; Three Rivers, Sherbrooke, Sydney, N.S., 123 Bay Street, Toronto.

FACTORIES: Beaubien Street, Montreal, St. Denis, St. Hyacinthe.

Everything in Dry Noods

British Made Hosiery and Underwear for Canada

IN order to provide closer and speedier service for our Canadian customers—and to increase their number, we are shortly opening a branch in Toronto. Mr. Hugh D. Marshall (at present of Brantford, Ontario) will be our Representative, and directly he can secure suitable premises in Toronto he will carry lines representative of all our departments, specializing in our famous **"Belnit"** Ribbed Underwear, **"Sutoplex"** Fabric Gloves, and **"Oberon"** Branded Goods. We have been in the trade as manufacturers and merchants for well over a century, and to-day Brettle's are known throughout the world for Men's and Women's Outfitting of the better-to-best kind.

DEPARTMENTS:

HOSIERY AND UNDERWEAR IN SILK, COTTON, LISLE, AND WOOL
SPORTS COATS
LADIES' KNICKERS AND FANCY KNITTED SCARVES
TOWELS
BLANKETS AND QUILTS
HOUSEHOLD LINEN AND GLOVES
HABERDASHERY
MEN'S SHIRTS
COLLARS
TIES
RUGS
DRESSING GOWNS
BATH ROBES
LADIES' AND MEN'S PYJAMAS, ETC., ETC.

Manufacturers of **"Oberon"** Branded Goods, **"Belnit"** Underwear and **"Sutoplex"** Gloves.

George Brettle & Company, Limited

Manufacturers and Merchants

119, WOOD STREET, - - LONDON, E.C. 2, ENG.

Factory: Belper, Derbyshire, Eng.

We want more Canadian trade and will try to deserve it.

A Sign of Perfect ★ Style and Quality

Muser Creations

Smartest and always Irresistible

And that's what you look for—a line that will not only sell quick and bring repeat orders, but one which gives you a reputation for tip-top quality—style and economy.

Laces
Chiffons
Georgettes
Ribbons
Hosiery
Embroideries
Wash Goods
Dress Trimmings
Brassieres
Etc.

Your requirements—large or small—will be delivered with promptitude.

Order now—delays often lead to difficulties.

Muser Brothers (Canada) Limited

Manufacturers and Importers of Laces,
Dress Trimmings and Embroideries
Importers of Fancy Dry Goods.

12 ST. HELEN STREET, MONTREAL

New York Boston Philadelphia Chicago London Nottingham Paris Calais
Baltimore Los Angeles San Francisco Caudry Le Puy St. Gall

All Patriotic CLOTHING DEALERS Should Sell THRIFT Stamps

SELL Thrift Stamps, not because there is any immediate profit for you in such sales, but because the Dominion of Canada needs your patriotic co-operation in its plans to ensure Prosperity.

If the smaller savings of the people can be made available to finance Government expenditure, then the larger public investments will be free for industrial securities, thus promoting general Prosperity, in which every storekeeper is vitally interested.

Get your customers to take a Thrift Stamp in place of 25c change whenever you possibly can. Display your sign. Explain that Thrift Stamps are a means to acquire War-Savings Stamps, and people should strive to fill their Thrift Cards as quickly as possible.

LAST CALL FOR DRESS GOODS FOR SPRING TRADE, 1919

SINCE our traveller has called on you, several new ranges of styles and shades have been added in our Dress Goods Department. We mention a few:

40" **Roxanna Cloth**—Light and Dark Shades.

54" **Wool Gabardine**—Wine, Brown, Green, Blue and Black.

54" **All Wool Broadcloth**—Drab, Taupe, Green, Wine, Plum, Brown, Navy and Black.

54" **Wool Velours**—Light Grey, Slate, Doe, Drab, Old Rose, New Blue, Bark, Dark Brown.

41" **Skirtings**—In Dark Plaid Designs.

50" **Satin Venetian**—In Fawn, Taupe, Green, Wine, Nigger, Navy and Black.

38" **Serge**—In Fawn, Beaver, Plum, Brown, Wine, Bottle-Green, Navy and Black.

40" **Pompadour Linings**—Very suitable for costumes.

THE W. R. BROCK COMPANY (LIMITED)

WHOLESALE DRY GOODS

MONTREAL

TORONTO CALGARY

To the Trade:

All our Departments are replete with goods in particular demand for Spring Season. The cautious buyer, we believe, will consult his best interests by coming to market, and making personal selections of necessary sorting requirements.

Our ranges in all departments comprising Staples, Wash Goods, Linens, Woollens, Dress Goods, Carpets, House Furnishings, Hosiery, Underwear, Gloves, Small wares, Women's Ready-to-Wear Garments, Men's Furnishings and Work Clothing, will be found ready for inspection.

Every possible convenience extended to buyers visiting Toronto for the quick disposal of their business and every facility for the prompt despatch of purchases.

We anticipate meeting again many of our Friends and Customers during the Spring openings and to whom we shall offer a hearty welcome

THE W. R. BROCK COMPANY, (Limited)

TORONTO

LAMP SHADE FRAMES AND PHILIPPINE LINGERIE

WHEN you become a subscriber to "The Review" this is part of the service you buy. Every day "The Review" receives letters from subscribers stating that they want to secure certain goods, but do not know where they can be procured. We have facilities for procuring information about new goods, novelty lines, etc., and our Service Department is at your disposal at all times. We are glad to be of any possible assistance to our readers, and requests for information are most welcome. Cut out the coupon below and use it when you would like us to give information. The following are a few of the inquiries received and answered during the month of January.

PHILIPPINE LINGERIE

Maple Creek, Sask.—Please tell me where I can procure Philippine lingerie?

Answer—Cope & Shaw, Mappin Building, Montreal, Que.

PAPER PATTERNS

Hamilton, Ont.—Will you kindly give me the names and addresses of where I can procure the best paper patterns?

Answer—List was forwarded.

BONUS SYSTEMS

Petrolia, Ont.—We would welcome suggestions for system of giving bonuses. We give practically no credit.

Answer—Article in January issue deals with these.

WIRE LAMP SHADE FRAMES

St. Thomas, Ont.—Kindly advise us where we may obtain wire lamp shade frames.

Answer—E. Craven, 144 Simcoe St.; Ferrier Wire Goods Co., 645 King St. West, both in Toronto.

AMERICAN TRADE PAPER

Winnipeg, Man.—Please tell me where I can procure a similar paper to the DRY GOODS REVIEW, *for the American trade.*

Answer—There's none like it! Addresses of some American dry goods trade publications were forwarded.

READY-TO-WEAR CATALOG

Kipling, Sask.—Please tell me where I can procure a wholesale catalogue of ladies' ready-to-wear, preferably a firm in Canada.

Answer—Manufacturers are not issuing catalogues as a rule now. Many of them send out folders, circulars, etc., of their models. List of names was sent.

MEASURING DEVICE

Chandler, Que.—Please tell me where I can procure a measuring device for ribbons, one that is correct and will serve for dry goods also.

Answer—Such a device is on the market. Name of makers was forwarded.

THE DRY GOODS REVIEW
143-153 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE _____ 191

PLEASE TELL ME WHERE I CAN PROCURE _____

_____

_____

NAME _____

ADDRESS _____

Spring Model in Satin

Mademoiselle will wear, upon certain occasions this Spring, some such charming suit-gown as this one of charmeuse and chiffon in copper brown embroidered in dull orange. The buttons, collar and front of bodice are stitched in attractive pattern to match the border on sleeves and jacket.

Dry Goods Review

VOL. XXXI. TORONTO, FEBRUARY, 1919 No. 2

LITTLE STORE MAKES BIG TURNOVER

Is Two and a Half Years Old, But Turned Over Its Stock Six Times Last Year — Protects Itself by Laundering Georgette Blouses — Offers Generous Service

It's Little But Oh My!

Sold 300 Blouses Week Before Christmas!

Interior of store of I. F. Buchanan, 135 Danforth Avenue, Toronto.

THE story of a very small store on Danforth Ave., Toronto, makes interesting reading. The little emporium was opened some two and a half years ago by a young man, who had $300.00 and no store experience to his credit. The location was good, of course —close to where a city and a civic car line meet, and where last fall a new city car line connected up, allowing a cross-city line—the second in the city. Naturally, this juncture is extremely active, and much building is going on. But this is a recent asset to the business section of the corner. Prior to last Fall the store in question was humming along, and will, no doubt, soon be acquiring larger premises.

Mr. I. F. Buchanan purchased stock for his little store, as we said, over two years ago. This stock was of a rather varied nature, but was carefully considered. Goods, which all women are likely to want, and which would not be bulky, were decided upon as fitting for the small premises. Neckwear, camisoles, whitewear, gloves, handkerchiefs, some lines for infants, a few sweater coats, tea aprons—these and similar lines were selected. Mr. Buchanan, however, was not long in discovering what keen interest was shown in his purchases of blouses. He found, too, that in order to build up a blouse trade one must be somewhat of a specialist in blouses. He must keep a good range of designs and sizes, of colors and prices. He must impress his customers with the fact that they can get what they want in his store. That means a big stock of blouses, and so means for carrying such a stock were adopted.

No Costly Furnishings

There are no elaborate or costly fittings in the store. It is small; cumbrous furniture would be quite unsuitable. There are a couple of "silent salesmen" along the left hand side, another across the back, where fresh, dainty stock is carefully arranged. Archways at intervals across these counters were utilized with foliage for special Christmas and other holiday displays. A trellis work in green was erected over the end counter, and when decked with numerous handkerchiefs, made a striking item of trimming, and one which required comparatively little work and space in the busy seasons.

Along the right side of the room are two long rods on stands. These occupy the full length of the store with the exception of enough space between them for a wicker settee, as will be seen in the accompanying illustration. These rods, with individual hangers, are the

chief means of housing the blouse merchandise. Above them is a narrow shelf, upon which are a few further hanger stands, neatly arranged, to show a variety of goods, but it will be noted by the illustration also, that the idea of goods "high up" is not at all "over done." The big quantity of goods is within easy examination of customers, and besides, the price is on every blouse. "This is a great help at rush seasons," said the proprietor. "Many customers will come in, look through the rack, and pick out what they want; they take it to the counter and pay for it, so that time for selling is reduced to a minimum. This means of displaying blouses, too, allows them to be handled easily without soiling or mussing, and customers appreciate being allowed to look through the whole range and make their own selection. As a result, they are usually careful to handle the merchandise considerately."

There are about 200 blouses on display all the time.

A Generous Service

"We offer our patrons the same privileges as do the large down-town stores," said Mr. Buchanan to DRY GOODS REVIEW. "We refund their money if they are not satisfied, or if the merchandise should be unsatisfactory. Exchanges are made freely. We endeavor to give the right size the first time, of course. There is sometimes a difference in sizes from different makers, and so we ask them to make reasonably sure of being fitted when first making the purchase. By these privileges, which we offer, we get perhaps 50 per cent. more business than we would without them, and there are not more than 15 per cent. at the outside who impose in any way on that service."

Throughout the Fall, Winter and Spring the big demand in blouses is for Georgette and crepe de Chine. Mr. Buchanan has found that few women understand how to wash Georgette in order to preserve its original appearance. He has, therefore, secured a great deal of permanent trade by offering to launder all Georgette blouses purchased from him. Blouses which have been laundered at home with unsatisfactory results, of course, do not permit being exchanged. Care in laundering is explained to new customers, and the offer of the store made clear also. "In this way we protect ourselves, as well as advertise the store," said Mr. Buchanan. "Before we made this offer we were continually having trouble with blouses brought in, shrunk or with holes and otherwise damaged, and in the big majority of cases we could tell that improper laundering was the cause.

"Now, when we explain that we will launder the blouses for the customer, but will not make good damage done by home laundering, she is usually much more careful to follow our directions at home. There is not a big percentage who bring their blouses back for laundering, but when they do we frequently sell them another. Bringing them back to the store means further business. We do quite as big an outside trade as we do local. We have several customers from Parkdale and other districts on the farthest sides of the city from here."

Keeps a Clean, Well-Assorted Stock

Naturally, with this small store the windows are proportionately small. Nevertheless, the proprietor considers his windows his best selling agent. He changes them twice a week. Small price tickets accompany each model in the window, except when there is a special sale. "A blouse which happens to have been in stock for two months, makes good special sale material," remarked Mr. Buchanan. "Whenever we have a few of these on hand and are able to make any special purchases from manufacturers, we utilize the window to show a group all at one price, and one price card draws attention to the special offer."

This method of clearing up stock keeps it clean and well assorted and is an effective means of advertising, Mr. Buchanan claims. The splendid progress which he has made is evidenced by the fact that he disposed of $16,000 worth of blouses last year, besides his other merchandise and turned over his stock six times, amounting to some $23,000 During Christmas week he sold 300 Georgette and crepe de Chine blouses.

"It pays to show goods and to keep a well-assorted and clean stock. If he is careful, the small merchant can offer just as good service, too, as the big down-town stores," concluded the head of this expanding business.

IS YOUR MUSIC DEPARTMENT AWAKE?

A Very Small Department Has Effective Methods of Increasing Turnover—A Young Lady With Initiative in the Case

THE music department of the G. W. Robinson Co., Hamilton, Ont., is by no means one of its largest or most important. In fact, judging by the space it occupies, this department is probably the smallest of all. But under its present management it justifies well its place in the store, and proves that small lines of stock need not be a "necessary evil," but profit-makers in proportion to their size.

Only one little counter is devoted to music in Robinson's. It runs across the end of two of the long counters in the centre of the ground floor and towards the back of the store. A piano is placed just behind the counter, and one saleslady manages the whole music stock, plays the piano, and waits upon customers, except in holiday seasons, when an assistant is added. Directly opposite the music counter is the shoe department, and it is just possible that many a customer finds the pinch of the new shoe easier because of the merry strains of melody close by.

No doubt, a great deal of the success of this small department is due to the initiative of the little lady who reigns supreme there. She is Miss Viola Bugg, a very young lady, who came to Hamilton just a little over a year ago, a complete stranger, and without any previous experience of the kind. During that time the business has increased between two and three fold, some months netting a 400 per cent. increase over the same month in the previous year.

"How do I do it?" she repeated, with a bright smile, when asked the question by a DRY GOODS REVIEW representative. "Why, I think it is all just a matter of 'making up' with the customers. There are other things necessary, too, I suppose. For instance, one has to adopt methods which will assure the customers that they can always get the pieces they want here.

What to Buy

"First of all, there is a certain amount of music which has a steady sale from year to year. I always keep on hand the books of "old favorites," which sell at 15 cents, and the standard folios, which are now 75 cents. Then there is the popular music, which comes often, but does not usually last long. This, in a 15-cent line, and the best selections from the musical comedies at 35 cents are the lines upon which biggest business is done, but the 15-cent line takes the lead. You have to be very careful what you select, or else you are going to have a lot of merchandise to dispose of at a loss."

Miss Bugg pointed out that the new size in 15-cent music pays the best of any, if bought right. The small size saves a good deal in freight charges also. In order to keep on hand the stock which will sell, Miss Bugg keeps in close touch with the "shows," not only those which come to Hamilton, but those which "make a hit" in Toronto; sometimes an especially good number or two from New York shows are carried, for there are times when a New York song hit will reach Hamilton quite a time before the play comes to Canada at all. There is a certain amount of traffic to and from New York, which carries with it news of the theatre and song.

"When I hear of a play or a musical comedy making a particularly good hit in Toronto," said Miss Bugg, "I immediately send for a rather big stock of the leading songs. What counts in those cases is to have the stock here on hand for the people, even after the other stores are liable to have run out of them. Especially is this necessary when word comes that a good play or comedy, by a good company, is booked for Hamilton (that happens sometimes). Then comes the 'making up.' To sell music, you have

(Continued on page 20)

REGARDING BUSINESS AND INCOME TAX

Details of These Acts and Their Amendments in Brief, With Some Illuminating Comments by the Tax Commissioner

THERE seems still to be a good deal of uncertainty regarding the conditions of the Business Profits Tax and the Income Tax. Many enquiries are being received regarding these matters, and for this reason the following synopsis of the more essential points in the two acts is set forth herewith:

The Business Profits Tax

This tax is one that in the nature of things may pass by many retailers. It imposes a tax on all incorporated companies having a capitalization of $50,000 or upwards, or companies with lesser capital, 20 per cent. of whose business is or has been the manufacturing of or dealing in munitions. It excepts insurance companies and those engaged in agriculture. Such companies shall pay one-fourth of their net profits in excess of an exemption of 7 per cent. on paid-up capital.

Moreover this act passed in 1916 is retroactive, and is levied for three years upon the net profits shown in any accounting period after December 31st, 1914.

The profit from businesses carried on by private firms or individuals, is also subject to the same conditions except that such concerns are exempt up to 10 per cent. on the capital employed, which shall be taken to be a fair value of all assets used in the business, less all debts owing to the business.

In either case reasonable deductions from gross profits from depreciations, renewals, etc., are allowed.

Business Profits Tax of 1917

By the Business Profits Act of 1917 which amends the foregoing act, provision is made whereby on any business, taxable under the 1916 act, where the annual profits exceed 15 per cent. per annum, the tax shall be increased to 50 per cent. in respect to all profits in excess of 15 per cent., but not exceeding 20 per cent., and where the tax exceeds 20 per cent. the tax shall be increased to 75 per cent. with respect to all profits in excess of 20 per cent. This increased tax applies to the last year of the three year period of the 1916 act noted above.

Business of $25,000 Affected

Early in 1918 the period of the operation of the Business Profits Act was extended a year. By this amendment companies, whether incorporated or not, having an invested capital of $25,000 and up to $50,000 were also brought within the provisions of the Act, the rate to be 25 per cent. of all profits for the accounting period ending in 1918 in excess of 10 per cent. per annum on the capital invested.

Under the terms of this Act, there shall be levied upon the income during the preceding year of every person residing, or ordinarily residing, in Canada or carrying on a business in Canada, a normal tax of 4 per cent. upon incomes exceeding $1,500, in the case of unmarried persons, and widows or widowers without dependent children, and upon incomes exceeding $3,000 in the case of all other persons. In addition to the normal tax of 4 per cent., surtaxes as indicated below will be levied upon incomes of individuals exceeding $6,000.

On account by which income exceeds	But does not exceed	Supertax
$ 6,000	$ 10,000	2%
10,000	20,000	5%
20,000	30,000	8%
30,000	50,000	10%
50,000	100,000	15%
100,000		25%

The following deductions are permissible on these terms:

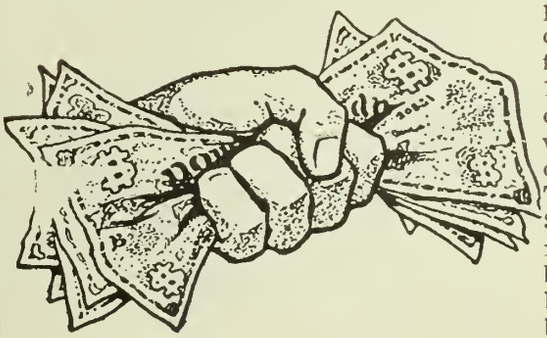
(a) From income tax accruing for 1917, the amounts paid for taxes accruing during 1917 under the provisions of the Special War Revenues Act of 1915, and from the income tax payable on any other year, the amount paid by the taxpayer for taxes accruing during such year under the act mentioned.

(b) From the income tax of 1917, the amounts paid for taxes under the business profits war tax of 1916 and amendments thereto for any accounting period ending in the year 1917. If the business tax is the greater, it is the only tax payable.

Exempted Income Lowered

By an amendment made in 1918 to the Income War Tax Act of 1917, the exemption in the case of an unmarried person is reduced from $1,500 to $1,000, and for a married person from $3,000 to $2,000 the rate of tax to be 2 per cent. between these figures, advancing to 4 per cent. with incomes of $1,500 in the case of unmarried persons and $3,000 in the case of married persons.

In addition to these changes there have been some changes in the surtax that is paid in addition to the regular tax. The basis of surtax remains the same up to $50,000; from this on there are some sharp increases in the supertax demands, and in addition a surtax that makes still more rigorous demands.



For example, the surtax upon incomes of $6,000, but not exceeding $10,000, shall be 5 per cent. of the tax and supertax payable thereon.

On incomes of $10,000 and not exceeding $100,000, 10 per cent. of the normal tax and supertax payable thereon.

In a recent address delivered by R. W. Breadner, the Taxing Commissioner for Canada, before the annual meeting of accountants in Montreal some interesting points in regard to these acts were raised.

This official gave the men before him the impresion that a reasonable interpretation and operation of both acts was the guiding motive of the Department, and so thoroughly was this spirit reciprocated by the business men, he declared, that the Board of Referees that was provided by the Act in cases of dispute had never been appointed. Mr. Breadner also gave the impression that the Business Profits Act would not continue for long, but that the Income Tax would be on the statute books "to the end of our lives."

In the course of his address and the "question" period that followed, the Commissioner dealt with the vexed points of depreciation, capital, dividends, reserves for future depreciations, inventories, patriotic gifts in relation to the Act, and many other disputed subjects.

In relation to inventories of merchandise, Mr. Breadner pointed out that owing to the very high price of goods at the present time there was certain to be an adjustment necessary when normal conditions returned. On this account the Department had ruled that an inventory of merchandise should be taken at cost, or the market value if this was less than the cost. As to whether, in addition to this method of handling the inventory, a company set aside as a contingency reserve an amount to meet in the future a drop in prices was no concern of the Department. The decision as to what would be done with this reserve, whether part or all of it would be allowed to go untaxed, could only be determined when it was scrutinized for assessment purposes. No ruling on any special case could be given in advance. Suppose a firm carried a stock that cost $400,000 in 1915, while the same stock to-day would cost $550,000, that merchant might very well say, "We'll lose that $150,000 sooner or later when normal prices are in force.' The Department says, "You can set aside $50,000 or $100,000 to apply against a future loss, but whether any of that will be allowed when the assessment comes to be scrutinized a year from now can only be settled then."

At this point a special case was introduced by one of the accountants that refers particularly to dry goods stores, but has a parallel in nearly every business. The question implied that the general basis allowed for valuing merchandise, namely, the cost—or present market price if this were below the cost —would not apply to many lines where there was a special depreciation.

Fair Value at Time of Inventory

The Department recognized cases like this. Where the goods for any other reason are of less value than when purchased, the merchant is justified in taking in the goods at what he recognizes to be the fair value at the time of the inventory, subject, of course, to the approval of the Department. This means that the Department fully recognizes the principle of depreciation of this nature.

Goodwill Not An Asset

The Commissioner took an emphatic stand as to an allowance for "goodwill." "Goodwill," he said, "is not allowed unless it is represented by actual cash expenditure."

Real Estate Sales and Profits

Another interesting question asked was as to the relation of sales of real estate to profits. A company was cited that sold some real estate and declared a dividend with the proceeds. "The receipt of the dividend would be simply the return of capital," was the ruling. "Only the amount of income received from this sum would be taxable" — in other words the interest on the dividend, "Return of capital is not income." The Act allows for depletion in the case of mines, timber limits, real estate, etc. Then an instance was mentioned where a company had bought a boat for $50,000 and sold it for $200,000. Would the $150,000 be treated as a taxable profit? No, was the reply. The $200,000 itself would be held to be capital; the fact that the first expenditure had increased to an amount four times as great, did not affect the principle. The only case where the $150,000 would be taxed as profits would be where the company or individual was in the business of buying and selling boats. A similar point has been decided by the Privy Council.

Insurance Premiums Not an Expense

The Department has held that it cannot be considered as an expense, but rather as an asset, and the proceeds when realized will be treated as profits

Donations

Donations to patriotic purposes, the Red Cross, etc., must not be considered as deductions from the tax payable; "if they were, we would have no tax at all. They would pay it all out in this way."

As to losses in one year being charged against profits in a subsequent year?

Cannot Allow for Losses

Mr. Breadner stated: "I have no hesitation in saying the Act on this point seems a hardship. A loss incurred in one period cannot be placed against profits in a succeeding period. The tax stands for each and every accounting period by itself. The Department can only administer the Act as it exists; it cannot alter it."

No Impairment of Capital

Impairment of capital does not reduce the amount paid up in capital stock, and there is no provision in the Act for reduction of the capital stock, therefore the Department holds that it has no power to consider impairment of capital. In some cases this would have reduced the capital below the taxable amount.

No change can be made in the accounting period without the consent of the Department. Some business men had shortened the last year with the idea that their payment of taxes would be cut down in this way. All must pay for the full 48 months.

The assessment for 1917 is not made until September, 1918. In making assessments the Department is usually one year to 1½ years behind.

Dealing with the Income Tax, Mr. Breadner advised all who had received forms to fill them in, no matter whether they considered themselves liable or not. If they did not the Department would follow them up.

Losses sustained in endorsing notes will not be deducted from income for taxation purposes.

Act Produces $64,000,000

One of the surprising features of the working out of the Act was the large amount collected of business profit taxes and the small cost of collection. The estimated receipts of the Act when it was passed were about $25,000,000 or $30,000,000. The amount collected the first year was $12,508,509, and in the second year $21,271,083, making a total to date of $43,330,494, with an estimated amount still to be collected for these years of $2,500,000, and for the accounting period of 1917, $18,000,000. This would bring the total to $63,830,494. For the first year the expense of collection was only $58,174, and $80,000 for the second, making the cost for the first year 46½ cents per $100, and less than 38 cents per $100 in the second. Of the whole staff of 40, more than half were stenographers and typists.

IS YOUR MUSIC DEPARTMENT AWAKE?

Continued from page 18

to be able to talk to people about the shows; you have to show interest in the sources of the various selections, and you have to size up your customer as well, so that you can make suggestions. They must feel at home to come often, and know that they can always procure something which is just what suits them, at any time. Those who have been away on a trip and heard something which attracted them, especially must be assured that you will get for them, at the earliest opportunity, the songs or selections which they mention.

Music Clientele

"There are different classes of people to cater to in selling music. For instance, at about 4.30 every day, you have to be ready to talk to the Collegiate girls. Boys and young men buy a great deal of music, and you must not be afraid to talk to them. I have secured a good deal of patronage from a school which offers to teach beginners to play ragtime in 20 lessons. To the teachers there I sell from $2.00 to $3.00 worth of that music at a time. Some numbers, which prove especially good teaching numbers, I arrange with the teachers to keep on hand for their pupils.

"Numbers which get torn in handling and those which are rather slow to move (there are always a few of these) are placed on the counter together at 5 for 25 cents. An announcement in the store advertisement always clears these out in less than half a day."

Some stores, which have a gramophone department, are able to co-operate with the music department in playing records from the popular theatrical productions. However, the Robinson store has no department of that kind and so the music counter pays on its own account entirely.

While DRY GOODS REVIEW was interviewing Miss Bugg, there was a steady stream of purchasing customers —no big crush, but one, two or three at a time coming continually. There was always a pleasant word for them, whether they were strangers or among those who make regular visits. "I have a great many customers, who never miss a week, coming in to select the latest hits," she said. It was noticed, too, that the "pleasant word" was not long drawn out, but simply a pleasant, bright remark, and when a number was asked for, she would ask: "Shall I play the chorus for you?" Other music department heads will realize how much wiser a remark that is than, for example, "Shall I play it over for you?"—for the chorus is invariably shorter than the whole song!

RECOGNITION OF SERVICES

The name of Mr. George Torrance Milne, His Majesty's Trade Commissioner-General in Canada and Newfoundland, is included in a recent list of officers of the Order of the Empire (Civil Division) in recognition of services rendered during the war period.

Previous to his recent appointment to Montreal, Mr. Milne was British Trade Commissioner in Australia for five years. He has also resided in various parts of South America. He is a Medalist of the Royal Society of Arts, London, and a Fellow of the Royal Geographical Society.

Mr. and Mrs. T. S. Ford, of T. S Ford Co., Ltd., Stratford, Ont., have gone to Los Angeles, California, for the winter.

SALESMANSHIP

MOVING STOCK; BIGGER PAY; REDUCED COSTS

How a Dozen Concerns Apply the Extra Sales Effort That Keeps Merchandise Turning Rapidly

By H. M. Johnson

SOME WAYS OF INCREASING TURNOVER

Combine care with display in selling.

Broaden by experience in various departments.

Specialization in salesmanship.

Friendliness of salespeople with other stores.

Profit-sharing plans based on sales.

A ship-race.

Getting rid of left-overs.

Department heads pledge a goal.

Junior manager tests knowledge.

SADIE, in the linen department, was a born housekeeper; she treated each piece of linen on the shelves as carefully as though it were cloth of gold. Her luncheon sets were wrapped in tissue paper and tied with ribbons. She had been taught to take care of her stock; and because she was naturally inclined that way, she kept it well—and kept it, and kept it.

A customer would ask Sadie for tablecloths; Sadie wanted to know what pattern. If the customer replied "rose pattern," out would come one bolt of rose pattern. If the customer had no choice, Sadie did her best to get her to make one before she pulled out a bolt. She did not want to disturb more of her neatly arranged stock than necessary.

Sadie's idea of merchandising did not include the possibility of extra profits on extra turns. In fact, she had not been trained to perceive that her job had anything particular to do with profits or the speed with which the merchandise on her shelves and counters turned itself into cash. Her job was to keep her stock neat.

Then Sadie was introduced to another idea, to "keep things moving." She was trained to see that the more she kept her linens flying, the better would she be fulfilling her purpose. And her arranging instinct was not baffled either, since it was suggested that she try out different arrangements of the piles on the counters, and in the boxes, to increase sales.

Sadie is but one of many girls in an Illinois store, the owner of which has given special thought to moving stock rapidly. He finds it important to give all the girls the right idea of their jobs, and he takes special steps to have them trained in the way he wants them to sell.

The girls are discouraged from speaking of "my" stock, "my" department, or falling into the habit of thinking that either they or the goods they sell are fixtures. In fact it is sometimes found necessary to move the girl herself around to limber her up mentally. One young woman, for instance, two years ago was selling gloves. She was earning a small salary, and was contented with it and herself; she was in a rut, and was making no move to get out.

The owner took her away from the glove counter, and put her on corsets. She waked up a little and displayed a slightly better sales record. But soon she was beginning to stick again. Then she was moved into the linens.

The process was kept up until she had worked in almost every department in the store. At first she rebelled against each move. But each meant a little more in her salary envelope, so she acquiesced and finally took each change as a matter of course. Now she is the best sales woman in the waist department and her salary is twice what it was when she was stagnating at the glove counter.

The changes broadened her point of view, gave her a clearer idea of the possibilities in salesmanship—in short, helped to create what is usually the first essential if you wish to move stock rapidly—namely, a considerable degree of merchandising intelligence and skill in the salesperson.

The owner of this store provides regular class work for the sales girls, in which the routine of sales, ways of approaching a customer, and similar matters, are taken up. There are talks on the economic development of stores from the earliest times; on color and design; and other basic projects, many of which are often not new to members of the class, but are brought out in such a way that they learn to connect the knowledge with their daily work.

As one result, the girls are keener to think of ways to keep stock moving. As an example, one of the girls found two dozen scarfs stored away on a shelf. They were much too narrow for their original purpose, which explained why they had been put out of sight.

"They look more like belts than scarfs," suggested the sales girl. And with a bit of investigation it was found that they could be used as sashes for bathing suits. It proved to be a good idea, for in a few days the erstwhile scarfs had disappeared in company with jersey bathing suits—and they brought in more money as sashes than they had been price-marked for as scarfs!

A careful analysis of the characteristics of salespeople, and the kind of customers they are best suited to handle, is one way to speed sales. The salesmen in the shoe department of one store are divided according to their age and selling ability into these five classes:

A. Rapid young men who can be depended on for quick action. They are

expected to turn in a large volume of sales.

B. Older, more mature men. These also give good service, but are somewhat slower; they show more shoes to the customer, and, as a rule, take more time to complete a sale.

C. A mixed class, composed of less experienced salesmen.

D. Women, who are partly A, and partly B types.

E. Specialty class—expert fitters, who are trained to sell arch supporter shoes, shoes made to measure and the like.

A Salesman For Each Type of Customer

Practical use of these divisions is made when the usher assigns customers to salesmen. If a customer, on entering the department, makes some remark that indicates the type of service she wants, the proper class of salesman is promptly called. If she does not so suggest what service she wishes, the usher forms his own judgment from her appearance, clothes, manner, and assigns her to the type he thinks will serve her best. Then he watches closely the progress of the sale; if the customer, being waited on by a class A man, proves to be one, say, of the type best taken care of by class B, the necessary change is made.

The store's object is not only to sell the first pair of shoes to the customer, but to sell that and another pair, and later pairs to the customer's friends. This store is glad to let the customer take all day, if necessary, to buy one pair of shoes. The eventual sales resulting from the perfect satisfaction of the customer, it believes, are more than worth the cost.

How well this plan works, the following letter from a customer of this store illustrates:

"For the past seven or eight years it has taken me just three minutes to buy each pair of shoes, one minute for your salesman to get the shoes, one minute to get them on, and one minute to close the transaction and walk away with my new shoes on. This is because one of your salesmen about eight years ago found the exact shoes to fit my foot, which is a very difficult one to fit."

The plan is, of course, valuable because it utilizes each salesman's special abilities to the best advantage and thus allows him to develop a clientele of his own.

Another plan of turning to practical account the salesmen's capacity for making friends is used in a men's clothing store in Ohio. This store sells men's suits. Each salesman is assigned some other stores in town—stores that sell men's hats, shoes, and other articles of men's wear—excepting, of course, suits. Each salesman is allowed some time each week to spend in these stores, getting acquainted with their salespeople and their goods.

A reciprocal friendliness is established to which can be traced many sales closed in both the suit store and the stores which its salesmen make it a point to visit regularly.

Profit-sharing is the plan a Wisconsin merchant uses to encourage larger sales. He says: "When we took over our present business we found the bad condition of unequal salaries for the same responsibilities and effort. We devised a new plan, which we find fits our case nearly to perfection, and chose the dull month of August to announce it, so that our salespeople might see how hard they should work to earn a certain amount.

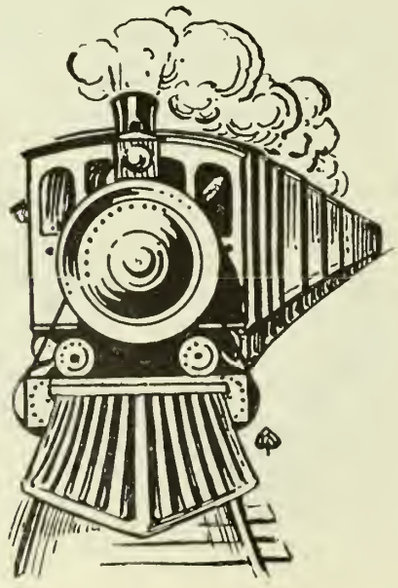
"Those who were alert and reasonable at once recognized the fact that there were weeks during the dull season when they did not come anywhere near earning their salaries, and they started in to dig. Those whose chief interest lay in watching for pay day and complacently drawing a salary, without much thought as to whether it was earned, condemned the plan. We told the employees that we would do everything we could to aid them, and we should expect every one to be earning more money by the end of the first year; that we would not be satisfieed with anyone who was not able to earn extra money.

"The first nine months gradually chopped out the dead timber. In most cases resignations were offered voluntarily. I find that if you want to get rid of complacent, self-satisfied, self-overrated people, the best way to do it is to keep constantly before their attention what they are expected to do and what they are actually doing. Those who fail after a while become ashamed and either speed up or get out.

This Plan Eliminated Inefficient Help

"Four department heads condemned the plan. Three tried to prove it wouldn't work. One was willing to try it—and in less than a month she received a few cents bonus one week and something over a dollar the next week, and saw then the possibility for the busy season. Since that time she rarely falls below her amount and frequently increases her regular salary 50 per cent.

"Two others dropped out in a few weeks; and it took seven months of patient coaching to get the fourth into line. She had not only not been earning her salary, as she was costing us over 11 per cent., but was discouraged because she saw no future for herself. Today she is costing us less than 6 per cent., and receives some pleasing commissions besides.



"Quite a number of our higher salaried people have at times added over 50 per cent. to their regular pay and many of the younger ones have, several times, more than doubled their week's wage. And during our last anniversary sale we paid 30 per cent. more to our salesforce than we would have paid had we been working under the straight salary plan.

"We did not cut any salaries, even the over-rated; but told them we would allow them a year to be earning extra money. With only two exceptions before the year was past all were brought up to standard and above.

"Where formerly there was always a call for more help on special occasions, now there is usually a strong objection to adding more help, as every girl says she wants to have more to do and prefers to take care of more customers. Likewise, it is surprising how much less visiting and gossiping with customers there is now than formerly under the old salary plan.

"Final proof of the success of the plan, I think, is the fact that with an increase of 56 per cent. in our sales the first full year this was in operation we paid increased salaries of over $5,000, and yet reduced our percentage of selling cost for the entire store, and had four fewer people on our selling force.

"We believe that our very small percentage of labor turnover for the past year is largely due to the plan, now fully understood, that each salesperson gets paid in proportion to individual effort.

"We find it best to pay the bonus weekly—it keeps the saleswomen more closely in touch with the possibilities in increasing their earning power.

"Every week we give to each saleswoman a card with the weekly amount of sales required of her. This card also contains the amounts sold on the same days of the week for two years past. And as we pay all our people by the week, this constant reminder of what each must do daily is a real stimulus. If in the dull season a 6 per cent. girl at $6 a week remembers that she must sell $100 to earn that $6, but sells only $50, she realizes that she is falling below our expectations and must speed up to keep her record good.

"The second week in July—which is a dull season for us—more than one-third of our salespeople received extra money; and they did it without the help of any special sales or extra advertising.

"We do not deduct anything from a salary if there is a shrinkage below the expected volume; and if a girl is busy at something out of the regular department work, or is sick and away from business

Continued on page 30

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXXI. TORONTO, FEBRUARY, 1919 No. 2

THE NIGHTMARE OF COMPETITION

THE merchant who listens to the contention of a customer that she can buy certain goods cheaper elsewhere, and thereupon starts out on a campaign to see if he cannot reach bottom quicker than the other fellow, is certainly wanting in a sense of proportion. It is possible that the merchant's price may be too high, but if it is figured on a real understanding of business, this is unlikely. It is possible, too, that the customer is using the same old bait that has been so often used to obtain favored prices. In any event, it is an item of comparatively small moment. The retailer who will spend as much time and energy devising constructive ways of selling his own goods as he does to "meeting competition" will have little competition to meet.

Many small dealers have made a nightmare of the cut-price store and the mail-order house, and have confirmed themselves in their fears by cutting their prices to meet this competition. Of course, they lost out. Their very action was an admission of their own weakness.

It is time that retailers should, without exception, realize that price is only one of the elements that produce sales. A few years ago many merchants would have taken their oath that people would not buy serge at $3.00 a yard. They have learned now that people will find a way to buy serge at $4.00 to $6.00 a yard about as readily as they did at $1.50 and $2.00. And those same merchants should have learned that there are other ways of getting business besides selling serge at a loss.

As a matter of fact, service is a far larger factor in sales than the mere question of price. We do not necessarily mean elaborate delivery and extensive credits. But service as it is represented in attractive store surroundings, in well-kept stock, in a desire to assist the customer, and in courteous treatment at all times and under all conditions. Service is a saner basis on which to build business than cut prices.

THE MAIL ORDER HOUSE A GREAT TEACHER

THE annual report of Sears, Roebuck & Company shows that the gross sales of this great mail order concern were $25,000,000 greater than in the previous year, and an increase of more than $50,000,000 from the sales of 1916. These figures give some indication of the way in which the mail order house is gaining in the favor of the public.

There is a tendency on the part of many merchants to look with fear on these advances and to feel that their days are numbered. As a matter of fact, there is little to fear. The mail order house is unquestionably taking business from some merchants, but the additional turnover is not due to this but largely to the actual cultivation of business. The mail order house is actually making customers, for themselves primarily, of course, but for the live merchant also who is wise enough to adopt progressive methods, and to take advantage of the growing demand that these large organizations are cultivating. The mail order store is the livest teacher that the retail merchant has ever had, and the merchant who heeds the teaching is prosperous. The mail order house casts no shadow on the doorstep of the wide-awake merchant. If he is losing ground it is probably the merchant himself who is to blame.

DO YOUR SHARE

THE value of a good local newspaper is much greater than many people seem to think. One way the home merchants can help not only to keep it good, but to make it better, is to patronize it and furnish it with ads. A little investigation will convince anyone that the great majority of people are just as much interested in reading attractively written ads. as they are in following the general news. Many merchants do not always appreciate the mighty power the press is in helping to carry on the business of the country and in maintaining its power.

MARKET REPORTS

THE MARKETS AT A GLANCE

TORONTO, Feb. 6.—Lower prices have been reached in raw cotton prices since last issue but the greatest difference is shown in futures. For spot delivery the prices have not receded so much and there are factors who believe the present move only a temporary one.

The lowering of ocean freight rates was expected to bring about a revision of prices upward and it had an immediate effect that way, but gains have since been lost. However, the trend again seems to be towards higher levels and on a steadier basis, which may continue.

There has been no general decline in fabrics and whereas some price lists have been revised, the present schedule generally shows a scale of prices well above those prevailing one year ago. Labor costs, which it seems may be even greater, are a factor which will tend to maintain a high selling basis and no sharp reductions from present levels are expected. When conditions become more normal where accurate costs can be determined it may mean a gradual reduction. Price-cutting, which has been done in some instances on some lines, cannot be taken as a gauge of the whole situation by any means.

The situation in woollens is not unlike that in cottons in as far as some reports are current that sharp price reductions have been made. As a whole, the selling basis has been well maintained and apart from some lines which may carry fictitious values—those made to protect stock—there seems no immediate prospect of a general revision downward.

Silks are now reaching wholesalers' hands and a good sorting business is reported. Indications are that prices are steadily held and no revision downward for some months is looked for. Broad silks are in fairly good supply and the same is true of ribbons, but replacement of stocks is not yet easy by any means.

Business at the present time in the dry goods trade is showing improvement. A good sorting business is reported, and whereas placing business is light, the future is viewed with optimism by all members of the trade.

SILKS

Business Opening Up Fairly Well—Raw Silk Markets Slightly Easier—Luxurious "Undies" Being Ordered Extensively

SILKS.—Business is opening up very well and jobbers report a very fair sorting business coming to hand with retailers showing a disposition to hold back on future placing. Spring orders placed by wholesalers are coming to hand and a splendid range is said to be ready for the trade when buying becomes easier. The tendency is to look for lower prices but no procession to lower levels is in evidence and indications seem to point to present basis being very well maintained for some little time to come.

The raw silk market shows comparatively little change recently, and whereas some easing away in prices seems under way, it does not seem that this will have an immediate effect on broad silks or ribbon prices. The tendency in raw silk markets is given in a current market review just issued by H. L. Gwalter & Co., New York:—

"The local raw silk market is quiet and prices during the week have undergone a further downward revision, in sympathy with lower quotations on the Yokohama market. The continuation of the garment strike is affecting the broad silk business and manufacturers are limiting their purchases of raw material to the most pressing needs. On the other hand, the outlook as regards the labor controversy in the silk mills of Paterson is somewhat more promising and the expectation is growing that the matter may be settled by a compromise. Conditions in the raw silk market can scarcely be expected to improve until these difficulties are removed, but in the meantime, stocks in importers' hands are steadily diminishing, while new arrivals are light; and when the time comes, buyers are likely to find supplies not over-plentiful.

"Advices from Europe report business quiet, both in Lyons and in Switzerland, but prices for ready silk are holding fairly steady. In Italy, transactions continue to be confined to the sale of the reelers' stock to Government agencies.

"The Yokohama market has declined and business is light. Cables report that the market is affected by the weakness on the bourse, where former buyers are reselling. In the absence of orders from abroad, shippers are leaving the market alone for the present.

"Canton continues lifeless and holders are not pushing sales. The downward tendency of silver exchange has reduced lay-down costs somewhat, but not sufficiently to interest buyers here or in Europe.

"Shanghai remains quiet and unchanged. There is very little business passing in steam filatures or in Tsatlee sorts. New tussah silks are beginning to arrive on the market."

Reports indicate that there is a large demand

from the wealthier class of trade for luxurious "undies," and that the new designs are most alluring, showing exquisite workmanship and artistic coloring. Another big item in some markets is the printed silk, and it is said Spring and Summer will see these in greater favor than ever before.

The ribbon trade is about on a par with the broad silk market. There is only a limited amount of business passing and prices seem more or less unsettled, although there has not been any marked reduction as yet, with the possible exception of some few lines that were priced especially high as a result of production difficulties.

LINENS

Canadian Industry Being Developed—Higher Prices Seem a Prospect—Stocks on Hand Selling at Less Than Replacement Values

LINENS.—Linen seems to be well on the way to making its debut into Canadian industrial life. Plans now under way point to the establishing of a textile plant in Western Ontario to convert Canadian flax, and this addition to the industrial activities of Canada will be a welcome factor, though there is no indication yet that 1919 will see Canadian linens being offered.

There seems to be no prospect that very large quantities of linens will be available in this market from overseas this year. Nothing but higher prices are talked of by the mills and as dependence has to be placed largely on the Irish looms now until Belgium and France are again actively engaged in this industry, it means paying the higher prices or go without. The attitude of the mills is one of independence—if Canadian buyers don't want their goods the mills have a market right at their own doors. No pressure is being exerted now to induce buyers to take the output of the looms. Quotations have recently been received on some lines of goods which show advances of 25 per cent. over prices prevailing six months ago.

The situation in linens is covered quite well in a notice recently sent out by the Linen Merchants' Association of Belfast, Ireland, which reads as follows: "In response to numerous inquiries from both home and foreign markets as to the probable course of linen prices within the next six months, the council of this association has, after careful consideration, thought it advisable to issue the following statement:

"During practically the whole of 1918 the use of linen yarns of all classes required for the ordinary range of goods was prohibited by the Government; except for goods intended for purposes of national defense. As a consequence, stocks of all makes of linen goods have diminished steadily through the year without there being any possibility of replenishing them. The flax crop of 1917 was practically entirely used for Government purposes. Now that flax yarns and cloth are again released for civil trade, the only supplies available are those coming from the flax crop of 1918. This crop represents a much higher average of cost than the 1917 crop, and goods made from it will, therefore, cost more than anything that merchants and consumers have hitherto been asked to pay. This crop has been bought by the Government, and there is no reason to suppose that the Government will release it to spinners at anything less than it cost. Further, as regards quantity, the total visible supplies of flax are much below the requirements for a normal year's consumption.

"The Associated Flax Spinners, representing 95 per cent. of the total spindles in the trade, have signed an agreement not to sell yarns at less than a price list now being drawn up, and based on the 1918 crop. This list will hold good until June 30, 1919. Even if there is then a reduction, the yarns would have to be delivered after that date, prepared, woven into cloth and the cloth subsequently bleached or otherwise finished. In addition, the enormously enhanced cost of production and recent heavy advances in wages materially affect the situation. Supplies at reduced prices cannot, therefore, be available at the soonest before the end of 1919.

"It is hardly to be expected that merchants who may have some small stocks at less than these new costs will sell the same below present figures, knowing the impossibility of replacing them for a long period ahead except at higher figures. Buyers who are holding off in the expectation of lower prices during 1919 are, therefore, likely to miss their opportunity of securing existing stocks at something below to-day's costs, and of being forced to buy during 1919 at the top market level."

WOOLS

Many Angles to Situation But Tangles Seem to be Getting Straightened Out—Future Business Slow But Sorting Orders Good

WOOL.—There are so many angles to the situation that one hardly knows where to look for an exact interpretation as to the problems to be overcome during the coming months. The war ended suddenly—before even military leaders expected—and it caught practically all industries deep in the maze of military endeavor of one form or another. It has been natural, then, that some time must elapse before the tangle could be straightened out and anything approaching normal result. But there are indications that conditions are righting themselves and the transformation from war activities to peace pursuits is being effected slowly but surely, and something more than visionary expressions of opinion as to the future in woollens is now possible.

True it is that much uncertainty still exists, but the keen minds which have been grappling with the questions involved in the readjustment period are giving expression to views which can now be heeded with a greater measure of confidence in their ultimate fulfilment. There is no doubt that two months ago when it was stated throughout the trade that no recession in woollen values would be looked for in months that the skeptical raised their voices in protest. The war was over—why not an immediate lowering of prices? Perhaps, unfortunately for some, the problems connected with the high cost of living are not so easily solved. At any rate, there has been no general recession of values downward and in many lines it is felt that even higher prices must be asked.

This latter is not a particularly desirable feature, for it means that the ultimate readjustment must be that much greater. However, it is generally conceded now that pre-war levels can scarcely ever be expected again and the establishing of a new normal must be a matter of time, probably years.

Buyers who have returned from the British markets see no possibility of declines in prices. The mills are still largely under Governmental control and whereas a gradual relaxation of this supervision will come which may mean more civilian goods, the demands from all sources are expected to be so large that it will take many months to approach anywhere near normal in the matter of delivery. The effect of this condition on prices is not hard to figure, for supply and demand must always be a factor, and so long as the demand exceeds the supply, bidding will be spirited and prices high.

The big factor entering into the cost of all goods is labor, and the present unrest with agitation for higher pay and shorter hours presents a problem which calls for serious consideration. One of the biggest factories in the United States granted the shorter hours at the existing rate of pay per hour, with overtime allowed at time and one half. Whether this will be the final solution is not yet known, but undoubtedly Canadian mills will have to adopt a similar scale of hours. This is only an indication of the trend of the labor situation and is one which must, to a large extent, determine the future value of the goods themselves.

Indications are that the world's supplies of wools are ample and the problems of transportation to the spinners are being worked out satisfactorily. Production of the looms may be expected to improve as the demobilized men get back into their old places and in time a gradual readjustment of prices on most lines of woollens to lower levels may be expected.

Sorting orders which the wholesale dry goods houses are handling represent a splendid volume of business but retailers show a disposition to withhold placing for future supplies. The danger in this lies more in the fact that goods may be scarce than in the question of higher prices, as the latter can be overcome, but unless goods are procurable they cannot be sold. Wholesalers will not place orders and carry stocks on the chance that they may possibly be called for later. The retailer must assume some responsibility in the question of merchandising. This does not mean that he should order more than he thinks he can move, but goods on hand are better when the demand is ready to absorb them than many weeks or months away.

TEXTILE MILLS

MONTREAL.—If there were uncertainties manifold among textile buyers after the war burst, there seem to be almost as many now that war has ended. There is, however, one factor that will enter more and more into the situation, that of a much greater confidence, begotten of a long and trying experience —and victory.

But for all that conditions remain puzzling over two and a half months after peace has come. Manufacturers are not certain as to the movement in the raw market and the unwillingness of retail buyers, especially, to commit themselves in advance purchases, is a factor they are forced to consider. Raw prices of cotton have gone down since the armistice was signed—up and down—like a sort of see-saw, it is true, but more down than up. This applies chiefly to "futures," rather than to "spot" prices. The mill heads tell DRY GOODS REVIEW that they have to pay practically as much as they paid months ago for all they require for immediate delivery. "Futures" are down several cents below, but prices on these are much of a gambling proposition. There was a theory that as soon as the war was over prices of raws would jump, for Europe would require huge quantities to make up for lost time. But whether European looms "required" it or not, somehow the orders were not in a hurry in arriving, and the market sagged, and then sagged some more. Now and then comes a promise—perhaps where the wish is father to the thought—that in a week or so the available shipping will be loaded with Southern bales, but somehow the time arrives, and with it there is little sign of additional shipping or the longed-for orders. Thus, reconstruction drags on.

PLANTERS AWAIT OFFERS

In the South there is a strong movement among the planters who have money, to hold the raws to await a 35-cent offer (where now futures are 22-23, and spot 27-28) and coupled with this is a proposal to decrease the acreage under crop so as to make supply and demand approximate more closely. No final decision has been reached on either of these plans at this time. Meanwhile, with the price of raws lower, but an extreme uncertainty as to whether they may rise later on, a conflict has arisen between mill owners and employees. Demands were made early in February for a 48-hour week, in place of 54 hours, but at the same pay as for the longer period. A number of mills granted the 48 hours, but declared wages must be cut in proportion to the time. Many of the employees accepted; others went on strike; some mills on their demand being received "closed shop," on the ground that they had insufficient orders to keep the looms at work. Now the would-be strikers charge a "lock-out" on the part of the mill owners, and a big textile strike, involving tens of thousands of workers, is on.

U.S. MILLS CUTTING PRICES

One more development across the border, of equal importance to Canadians, is the action of some of the cotton mills in cutting prices, some as much as 30 or 33 per cent. for Fall, 5, 6, 8, 9 and even 10 cents a yard. It is stated in many cases the mills did this to ensure orders. But the real cutting in prices has come from the jobbers who were caught by the unexpected ending of the war with large stocks and were unable to carry for any length of time. Fearful of heavier losses by holding longer, they are offering at a bargain. But Canadian buyers have found, for the most part, that there is not much offering at cut rates: in Canada none at all from the mills, and limited quantities from jobbers. Labor prices rule as before, and a threatened strike of the employees of one mill at Kingston suggests that demands for higher wages may spread to Canada.

Generally speaking, there seems little to indicate a sudden drop in prices among Canadian mills. Since the armistice no cuts have been made; at the beginning of February, indeed, there was an advance of ½ to 2½ cents a yard in several lines of factory cotton. It would appear that the only possibility of a cut in Canadian prices is a threatened invasion of the Canadian field by U.S. mills that have cut prices to get business. Then, it is understood, Canadian manufacturers have decided they will meet the cut—even below cost—if need be, to retain their hold on the domestic market.

MEN'S WEAR SECTION

Association of Garment Manufacturers

DRY GOODS REVIEW learns that the newly formed Association of Garment Manufacturers is formed for the closer acquaintance of men in that line of business; to encourage the utmost of mutual confidence and help; to create a medium for the general exchange of ideas; to establish as far as possible the uniformity of business methods; to gather, obtain and disseminate information and intelligence in all matters to aid in placing their business on a more scientific basis; to foster and protect the business of its respective members from the injuries of misrepresentation; to establish and promote a foundation for honest and upright business methods and principles between its members and tradesmen and establish by education and illustration the efficient and economical methods of garment manufacture.

With the above objects in view you will notice there is no object whatever to take advantage of the retailer in any way whatever. The object of the Association is not to stifle competition or development along each individual manufacturer's particular line as every manufacturer has problems confronting him continually, and we feel by an exchange of views some of the mistakes and costly errors creeping into every business may be eliminated.

It may help to standardize articles of manufacture and, therefore, reduce the cost of garments to the ultimate consumer. To give you one illustration of what an organization of this kind can do we might state in 1914 a temporary association was formed for the purpose of handling export business. By extending co-operation shirt manufacturers alone were able to handle a million-dollar order for shipment to Great Britain.

The garment manufacturers are in hopes of landing some big orders from Europe because their industries there have been dislocated and supplies of materials of all kinds are difficult to procure. However, we feel that there is an opportunity for big business to be brought to Canada and distributed by a representative of the allied manufacturers.

THE DRY GOODS REVIEW wish the newly-formed Association of Garment Manufacturers every good wish and prosperity and trust that their co-operation will help reduce the initial cost to the manufacturers. This could not be done as individuals. It can be done if taken in hand by retailers and mean more profit to the manufacturer.

The Canadian Association of Garment Manufacturers was born at the King Edward Hotel, Toronto, when representatives of 75 per cent. of the trade were present. This association is an integral part of, and affiliated with, the International Association of Garment Manufacturers, and the two together comprise practically eighty per cent. of the garment manufacturers of the North American continent.

The authorities at Ottawa made a direct request to manufacturers to co-operate for the mutual benefit of the country.

The officers of the Canadian association elected are as follows:—Honorary president, I. Cohen, Detroit, Mich.; president, H. H. Peabody, Walkerville, Ont.; vice-president, H. M. Levine, Montreal, Que.; treasurer, W. B. Deacon, Belleville, Ont.; secretary, J. H. Haugh, Toronto; assistant secretary, C. F. Fell, Toronto.

H. B. PEABODY, Walkerville, Ont.

STAFF MAKES MERRY

Staff of Brown's Limited, Portage la Prairie, Man., held a jolly card party and dance on the third floor of the store on January 15. A three-piece orchestra supplied the music.

THE CONTAGION OF POLITENESS

"Call again," said the gentlemanly floor walker in the Glasgow House, as he showed the woman from Indian Head the way out of the store.

"Yes, I will," said the woman, and you must come and see us."—Regina Post.

Mr. C. Marriott, of Geo. Goulding & Sons, was elected by acclamation as first vice-president of the Toronto Board of Trade. Nominations for council included J. D. Allan, of A. A. Allan & Co.; A. R. Auld, of Nisbet & Auld; James A. Catto, secretary-treasurer W. R. Brock Co., Ltd.; R. W. Eaton, of the T. Eaton Co.; Geo. W. Hambly, of Hambly & Wilson.

W. B. DEACON, Belleville, Ont.

THE FUTURE OF PRICES

Facts Gathered Tend to Show That On All Lines There Will Be An Advance of From 20 to 25 Per Cent.

IT IS with a great deal of trouble and expense that DRY GOODS REVIEW representatives, both here and in the United States, have gathered information on the question that is uppermost in the minds of the manufacturer, the wholesale house and the retail merchant—that of future prices on staple articles. The base of selling prices is the cost of raw materials. To-day raw materials are higher than ever; especially is this true of cloth, whether it be wool, cotton or fabric. The advance is anywhere from twenty to twenty-five per cent. The next item to consider is the cost of labor. Has this come down any? Is it likely to? To the first question, no; and to the second, all signs point to increases. Take, for instance, the garment makers in New York City are holding out for a thirty per cent. increase and a shorter working day. This, together with the propaganda the different labor organizations are sending out, only too plainly point out that labor will make a decided fight before lower wages are accepted.

As pointed out in other articles in this issue, goods from England are still being commandeered by the Government—then shipped to Russia, Serbia, Siberia, France, Bohemia, all of these countries being in desperate need of woollen and cotton goods.

A prominent Canadian cap manufacturer told DRY GOODS REVIEW that the prices on goods entering into the manufacture of caps had increased from $1.20 per yard to $1.70, and in some instances to $1.90. Can this manufacturer afford to sell his caps cheaper this year than last with selling expenses, labor and overhead costing as much, if not more, than last year?

A great many wholesale houses report orders very small from retail merchants, and they do not understand why it is that the merchant expects to be able to buy cheaper within the next month or so. The merchants in a great many instances believe that prices have to come down before people will buy to any extent. This is quite reasonable, but will it force the wholesaler and manufacturers to sell his goods at a sacrifice? Not likely. Facts must be faced, costs are up, labor is up, prices must follow.

What of the Future?

The future holds little encouragement, if any, for those who are looking forward to a drop in less than six months' time.

Conditions in England

Several of the heads of different wholesale houses have just come back from England and they express themselves very much along the same lines to the effect that conditions there do not warrant any feeling of optimism on their part.

They claim that goods exported to Canada do not bring as large returns as those sent to other countries where the demand is frenzied and competition does not enter into the question of prices.

The Effect on the Consumer

In the larger centres the average person is constantly in touch with his daily papers, and lately there has been quite a lot of matter on the probable future of prices, none of which gives him any reason to believe he could buy for less.

The merchant in the smaller localities is the most reliable source of information, and he has a great deal of the pioneer work to do in educating his customers as to prices. Now, this is where your trade newspaper comes in, with unbiased statements and facts gleaned from the representatives and buyers of both large and small firms. The information summed up is passed along to you with the earnest hope that it will help you in your business decisions.

LITTLE CHANGE IN HAT PRICES

Cost of Materials to Remain High for a Long Time

COST of materials are to remain high for a long time.

The National Association of Fur and Wool hat Manufacturers have issued the following bulletin of information to the hat trade:

At a time like the present when there seems to be so much uncertainty in the minds of the company regarding the probable trend of prices, it is felt that statements made by the members of the association on the subject based on conclusions which they have reached after a careful investigation of the conditions surrounding the industry might be of value.

The most important item is undoubtedly raw material, practically none of which is produced in this country and much of this has to be imported, making the shipping situation a factor of vital importance.

At the moment embargoes are in force on the largest source of supplies and there seems no prospects of their early removal. Even when they are withdrawn many months must elapse before actual shipment is made and before the fur can be brought to this country and prepared for the use of hat manufacturers. Consequently it is our opinion that so far as materials are concerned there is no possibility of a reduction in price for many months to come, it being the fact that the present price of hats is not commensurate with the cost of raw materials.

There is a general opinion abroad that there are a large quantity of skins suitable for hat manufacturers' use in Canada at this time. While we have been unable to obtain any absolutely definite information as to the number of bales now in Canada, even should the quantity equal the highest estimate, it would not be sufficient for the hat manufacturers' use to be a factor of any importance.

The reduced supply and high cost of labor has an important bearing on the situation. This condition has been caused by the enlistment and draft of a large number of employees of the industry into the Government's service. Many others have gone in the more essential employments and no rapid improvement can be anticipated. Undoubtedly an indefinite time will elapse before the labor supply in the hat industry again becomes normal. On account of this shortage of man-power the hat manufacturers are unable to execute orders on short notice, and it is now, more than ever before, important that orders for Fall requirements should be placed as far in advance as possible. This will be quite as much to the advantage of the retailer and jobber as the manufacturer, both from the standpoint of delivery and quantities.

INTERESTING SALES CONVENTION

A very interesting sales convention was held on January 8, 9, 10 at the head offices of Walter Blue & Co., clothing manufacturers, Sherbrooke, Que.

Fourteen travellers were present, representing the various districts in Canada.

WALTER SCOTT

The many old friends in Canada of Walter Scott, of the Scott & West Company, New York, will regret to learn of his recent death of pneumonia, after an illness of one week. The late Mr. Scott represented Barry, Ostlere & Shepherd, of Kirkaldy, Scotland, for a number of years in Canada, and had a wide connection among linoleum buyers. He joined the firm in 1887; in 1896 he came over to this country, and for the next four years covered Canada and the United States. He then established the firm of Scott & West Company in New York, continuing to represent his old Scottish company.

Mr. W. A. Denton, of the firm of Denton, Mitchell and Duncan, Toronto, was elected, Jan. 22, a director of the Continental Life Assurance Co.

NECKWEAR NEWS

Both Merchants and Wholesale Houses Predict Splendid Year for Neckwear

A NUMBER of retailers stated to DRY GOODS REVIEW that they had not bought so heavily for Christmas business this year as last, as they wished to reduce their stock of older styles and patterns while the prices were high. This method was successful in reducing the stocks and the retailer will now be open for new goods, which is good business for both sides. We are advised that silks for neckwear have advanced from 3 to 5 shillings higher than prices prevailing last Fall and from all accounts they will not come down before another season.

The mills in Italy are as yet turning out very small stocks, and it will be some time before they are re-organized sufficiently to take care of export business to any extent.

One large manufacturer, thinking that there would be a tumble in prices, had his order cancelled, but upon further enquiry was forced to confirm his original order at a 3-shilling advance.

The Christmas trade was generally very good; in some instances, however, the merchant sold fewer customers but made a greater profit on account of the prevailing high prices.

NECKWEAR

Neckwear.—There is no question of doubt about the amount of business that has been placed and is being placed on neckwear. There is, however, some question as to how the demands of the trade are to be met. It may be said that the manufacturers generally in the last year or two have managed to take care of most of the business offering, and whereas their worries in securing the materials will not be much, if any, less, it is hoped that the coming season will find them on top with the goods as needed.

There is no indication that supplies are easier to get and there is no tendency towards lower prices. Some manufacturers indicate that the day of the cheap tie is not yet, if it ever comes back—and that prices for Spring are at a scale appreciably higher than those named for last Fall.

The amount of business already in hand is good and that neckwear sales will be heavy during 1919 is the consensus of opinion throughout the trade, manufacturer, jobber and retailer.

COATICOOK WOOLLEN MILLS CHANGES OWNERSHIP

Walter Blue & Co., clothing manufacturers, Sherbrooke, Quebec, have purchased the Coaticook Woollen Mills, of Coaticook, Que., and will develop the business of manufacturing woollens, etc., for their clothing trade. This will give them control of an important source of raw material.

DOUBLE-BREASTED COATS FASHION THIS SPRING

The National Association of Clothiers, which opened its 23rd annual convention on January the 22nd, considered after-the-war problems of the American clothing industry, and appointed a committee to go to Washington to consult about the proposed luxury tax, which would affect the manufacturers there to a great extent.

It was forecasted that men's coats would be double-breasted for this coming Spring.

LIST OF FREE BRITISH MANUFACTURES

The British Trade Commissioners in Canada (Mr. G. T. Milne at Montreal, and Mr. F. W. Field at Toronto), have received cable advices from the Department of Overseas Trade (Development and Intelligence), that the following wide range of British manufactures have been placed on the free list, and now require no export license:

A sample of all over satin neckwear being shown for Spring and Fall deliveries.

Artists' materials, athletic goods, bicycles, but not tires; bicycle accessories (various), buttons, except military; horn and vegetable ivory, cigar and cigarette holders, china and earthenware, china clay, clocks, cutlery, drugs (various), fancy goods of paper, ivory, leather, etc.; films (subject to censorship), flower seeds, fountain pens, furs (dress, dyed or manufactured); glassware, hardware (iron and steel builders); hats, household effects of wood, iron or steel, ink, jewellery (imitation or pearl), laces, laundry machinery, ledgers, marble, mineral waters (unsweetened), musical instruments, office furniture, pictures, paintings, phonographs, photographic materials (not chemical), razors (safety and blades), ribbons (silk), spectacles, sewing machines, wallpaper.

Lists of goods, for which export licenses are still required for shipment from the United Kingdom, will shortly be in the hands of the British Trade Commissioners noted above. They will also be advised weekly, by cable, by their department in London of the goods removed from such list and any alterations thereto.

The British Trade Commissioners will be glad to take up these matters with local importers and others interested.

The following are some of the principal commodities for which licenses are still required:

Abrasives, agricultural machinery, cement, chemicals (various), coal and coke, oils, pipes (cast iron), packing cases, railway material, resins, coal tar products, copper (wrought and unwrought, including wire); alloys, dyes, foodstuffs, food for livestock, glue, iron angles, bars, billets and constructional material, steel angles, ingot plates and similar raw materials, textile machinery, textile yarns, fibres and waste; tin plates, war material, wire rope, wood and timber.

The prohibition of the exportation of raw materials does not extend to goods manufactured from such materials.

Sir J. W. Woods, of Gordon, Mackay & Co., has been elected chairman of the Foreign Trade Committee of the Board of Trade, Toronto.

One of the biggest deals in the town of Hanover, Ont., took place during January, when H. H. Engel & Co., dry goods, men's furnishing, etc., purchased the stock and goodwill of E. H. Lorenz' west-end store. The price is said to be somewhere in the neighborhood of $25,000. The purchasing company intend continuing the business with the services of Mr. E. H. Lorenz for the present.

WOOLLENS, FABRICS, TEXTILES

LINES of fabrics and woollen textiles imported from Great Britain will be higher in price than ever, according to some of the largest importers in Canada. These prices are governed by the acute shortage of operating mills in France and Italy. The French Government recently placed an order with the British mills for 800,000 yards for immediate delivery. The price, we understand, was in the neighborhood of 14s. yer yard. The prices, generally speaking, have advanced from 4s. to 7s. per yard over those governing last year's market. It will be some time yet before deliveries can be made on orders placed a year ago. A great many firms expected to receive shipments this month and were so advised by their agents a few weeks ago but have now received cables to the effect that their goods have been acquired by the British Government, and it is uncertain whether they can duplicate their orders in time for this season's trade. Under these conditions, together with the fact that the Canadian mills are working to capacity, it is almost certain that prices will increase rather than decline for this year at least.

The price of the raw material usually governs the price of the finished article, unless there is a substantial decrease in operating expense. Decrease in operating expenses means a lower wage scale and cheaper power. Neither of these conditions exist at present, and judging from the demand of the operators in some of the largest firms manufacturing clothing in the United States who are, at the time of writing, holding out for an increase in wages of 30 per cent. on a 44-hour-per-week basis it doesn't look like cheap labor at present.

The cost of power remains the same, and unless the demand for men's clothing falls off to a very great extent the prices will be higher than last year and are not likely to take any drops in the next few months.

MOVING STOCK

Continued from page 22

a day or longer, she is credited with the time against her amount.

Ships May Move Goods on Counters as Well as on Sea

"We placed wool dress goods and silks on a basis of 7 per cent. for the department head and 6 per cent. for assistants. Through the bonus system the cost was reduced to 4½ per cent. Wash dress goods, domestics, white goods, linens, and the like, we figured on a basis of 8 per cent. for the head and 7 per cent. for assistants; and through the bonus, the cost was reduced to 5¾ per cent. Through the entire store the cost has been reduced, except on books and notions, and goods move faster."

A ship-race in one department store boosted the number of sales during an annual selling event recently. It was adapted from a contest plan in use in a shipyard.

The main feature of the race was a large bulletin board, divided into five parts, each one representing a class of departments. The departments of the store were grouped into five classes based on the volume of business done by the respective departments. In this way, there was no possibility of a smaller department suffering by competing with a much larger department, as each department competes with others relatively of the same size.

In each one of the five spaces on the bulletin board miniature movable ships of cardboard were placed in grooves, each bearing the department designation. On the opening day of the sale they all lined up on even terms. With each succeeding day the ships were moved to the right in proportion to the increased percentage of business done by the departments for the preceding day over the corresponding day of last year. The board at once indicated which ship in each class was in the lead, which was second, and so on. The ships moved every morning in accordance with the sales report of the previous day.

How Setting Its Own Goal Spurs One Salesforce

Each morning for 15 minutes before the store opened, the employees had a chance to inspect the progress of the ships. Prizes were awarded to members of the winning departments in each class, as well as to the second and third highest.

It is a common experience with retail merchants that a broken line, especially one with very few sizes, will move very slowly unless the remaining sizes are shown as regularly as the complete lines. But few salesmen like to bother with the broken lines, unless there is a special reason for them to do so.

One merchant, realizing this, has a bright colored label pasted on each box containing left-overs. The salesmen cannot overlook these boxes, because they are conspicuous, and in time they become an eyesore to them. So, usually, when a call comes for the size of the left-over happens to be, they make it a point to show it before they do the other styles.

Permitting the sales force to set its own goal has proved a good means of increasing effort in a Rochester store. The department heads pledge themselves to do a definite amount of business during a sale. The plan appeals to the pride of the department heads, and as a result, they usually exceed their self-set quotas.

This store also issues to each new employee a folder which contains in condensed form the rudiments of salesmanship. The folder is so small that it fits conveniently in a salesbook, and can be studied during leisure moments.

In another department store a junior manager spends most of his time testing out members of the force on what they know about the goods they are selling. It is a theory of the house that enthusiasm is essential to good salesmanship, and that there can be no real enthusiasm about getting merchandise to move, without knowledge.

It is to stimulate this endeavor that the junior manager makes his rounds. A conversation with an idle salesman enables him to judge pretty fairly the extent of the salesman's proficiency. This may result in a summons to the office, either for praise or for educational activity.

What the store regards as competent knowledge goes much farther than casual familiarity with assortments and varieties on hand. A silk goods salesman, for illustration, is supposed to know the current commercial history of silks—where and how each weave is made, just why one should cost more than another, and the real reason for any upward or downward tendency in prices. The ideal salesman is also familiar with the traditions and even the poetry of silk-making.

The point is, that the deeper a man goes into a subject the more interested he becomes. He takes greater pleasure and more pride in his work. His enthusiasm is infectious. The customer is impressed by his definite information. The character and prestige of the store are enhanced; more customers come in and, of course, the store's merchandise turns rapidly.—"System."

Richard G. Krueger, Inc., New York, have sent out dainty little hand-painted silk calendars, accompanied by their card, with New Year greetings, to their business friends.

Mr. George F. Preuter, who has been in the employ of the T. S. Ford Co., Ltd., Stratford, Ont., as manager of the dress goods department for nearly 19 years has resigned. He has not yet made known what his intentions are.

Peace with all its joys holds none more keen than that of getting back to home-life, the old job---safe and sound and strong and clean in honest OVERALLS

WONDERFUL Old Uniform! It has saved the World! But how good it will seem when the Boys are back and put it away—we hope forever? While it is a joy to us to remember that, when the Cause called us, the great Peabody factories worked night and day on War-clothing for Canada, England, and the States, making more than a million uniforms in all—yet—

How good it is to see and hear and feel our machinery busy NOW on plain, honest work-clothes again!

So, Men of Canada, back to the old job! Back to the overalls, on the farm, in the engine-cab, in the machine shop! As the uniform means War, so the overall means Peace.

Doff the Khaki and don the Peabodys.
Beat the Sword into the Plough Share!

PEACE!

PEABODYS
SALES CORPORATION LIMITED
OVERALLS

Are Almost Everybody's. Are They Yours?

WALKERVILLE :: ST. JOHN :: MONTREAL :: TORONTO :: WINNIPEG :: VANCOUVER

DU PONT CANADIAN INDUSTRIES

Demobilization Means

350,000 New Buyers of

From Khaki

To Mufti

Challenge Cleanable Collars

Men are arriving by thousands every month. Every last one of them is mighty glad to get back home and anxious to get into a civie suit as soon as possible.

They will be quick to see the economy and advantages of Challenge Cleanable Collars.

See that your stock is up-to-date. Write for our catalogue containing all new and up-to-date styles.

We would also like to mail you one of our Counter Collar Stands. These stands are finished in mahogany and will be a distinct acquisition to your store fixtures.

Window display cards and envelopes also yours for the asking.

The Arlington Company *of* Canada, Limited

63 Bay Street, Toronto

Read Building, Montreal

Travellers Building Bannatyne St., Winnipeg

DU PONT

Wide-awake Retailers

Are out to win a favorable verdict for their ability to supply the public with honest values.

Our policy is similar toward the retailer. We offer

Working and Outing Shirts
Flannels, all Shades
Tweeds, Sateens
Drills, Oxfords
Flannelettes
Night Shirts
Pyjamas
Boys' Waists

at lowest prices.

Buy early and don't make the foolish mistake of delayed buying.

The Deacon Shirt Co.
Belleville Ontario

A Central Market Place for "Wants" is a Trade Necessity

DRY GOODS REVIEW is the natural want medium for the Dry Goods Trade. Rate: 2 cents per word per insertion. If replies are directed to Box Number in our care, add five cents per insertion to cover cost of mailing replies.

Often Imitated—Never Equalled

Carhartt Overalls

An all-satisfying quality that has no equal . . . . .

The overall becomes more popular every day. It's a staple line wherever you are.

Therefore, it pays to replenish your overall department with a positively dependable and popular garment.

We have a large assortment of overalls for men, women and boys.

For Men—

Carhartt Overalls, Khaki Work Pants, Cottonades, Corduroys, also Work Gloves in sheepskin, splits and horsehide.

For Women—

Khaki and Galatea Allovers and Slipovers.

For Boys—

Khaki Knickers and Allovers.

Your present needs will be promptly met as we can ship immediately.

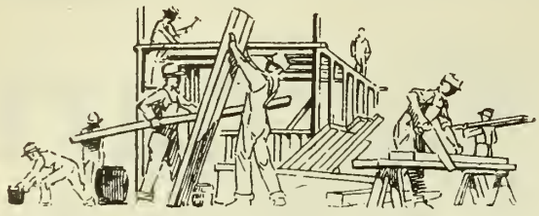
Your future requirements we anticipate filling shortly. Our stocks are complete and we simply await your order.

Remember, Carhartt's have a reputation that is envied.

Hamilton Carhartt Cotton Mills Ltd.

—Toronto Unit—

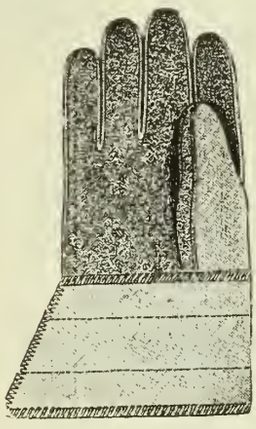
TORONTO MONTREAL WINNIPEG
VANCOUVER LIVERPOOL (ENG.)



The pessimists are being discredited. Canada is going to experience a big era of industrial activity—everything points that way.

Industry Again Begins to Throb with Activity Creating a Big Demand for

TAPATCO REGISTERED TRADE MARK BRAND **Gloves**



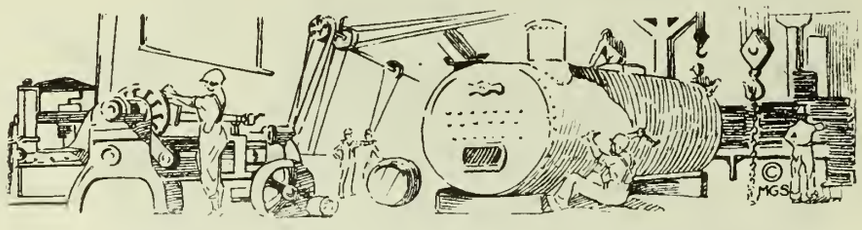
With it will naturally come an increased call for well-made, comfortable working gloves like **TAPATCOS.**

Aggressive dealers will prepare for this by laying in a good stock of **TAPATCO GLOVES.** Note the wide variety—Gauntlet, Knit Wrist and Band Top Styles in heavy, medium and light weights. Leather Tips, Leather and Leatherette Faced Gloves, Jersey Gloves and Mitts in Tan, Slate and Oxford—something for every man.

Insist that your jobber furnish only **TAPATCO** Brand.

The American Pad & Textile Co.

CHATHAM, ONTARIO



Worthy of Your Consideration

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

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

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

Dry Goods Review

143 University Avenue, Toronto

COPY PREPARED WRITE FOR RATES

Fabrics You Can Depend Upon

Sure to Sell, Sure to Satisfy

The productions of the Calico Printers' Association, Ltd., are known all over the world for dependability and a unique multiplicity of fabric and design, all carefully adapted with the sureness gained by long experience, to the market they are intended to supply.

CEPÉA SERGE

The Cotton Fabric with the Serge Finish

An entirely new cloth, already in great demand, and an assured success.

Cepea Serge is a heavy, firm-textured Cotton Fabric with a Serge finish, used for Day and Night wear for Ladies, Men and Children. Guaranteed unshrinkable and fast in colours. Light and dark grounds in 108 ways. Stripes, spots, etc., and plain shades in black, indigo, navy, blue, pink, helio, green, brown, etc. Width 30 inches.

Crum's Standard Prints carry a guarantee as a thoroughly reliable print of British make. The range comprises a vast assortment of colourings, Indigo, Red, Black, Butcher Blue, Blue-greys, Black-greys, and White grounds, Shirtings, Covers and Fancies. Width 32 inches. With Selvedge mark "Crum's Standard."

Orlaine A dainty, attractive material containing over 50% of pure Merino wool and constituting the nearest approach to ordinary Wool Delaine on the market. Works well, washes well, wears well. In an unusually large variety of exclusive designs.

Voile de Chine is a superfine voile in unique colourings, of wide width, silky finish and up to date designs.

From Wholesale only. In case of difficulty write to:—

The Calico Printers Association Ltd.

St. James Bldgs., MANCHESTER

DRESS FABRICS AND SILKS

BIG YEAR IN SILKS ANTICIPATED

Easter Season Promises Well—Fine Weather Stimulates Interest in Spring Merchandise—Silks for Evening Wear Continue Important—Big Business to Follow Present Readjustment Period

"THIS fine weather is bringing 100 to 1 shoppers into the store as compared with this time last year." said Mr. W. R. Hayes, of the Robert Simpson Co. dress goods department to DRY GOODS REVIEW. Buyers in Toronto are predicting a splendid year throughout for 1919, although opinions vary as to what is likely to follow next Winter. However, as one importer stated, the only policy to follow is a hand-to-mouth one. "We just have to take all the business which we can handle from day to day; supply the goods as best we can, but make no attempt to induce buyers to place bigger orders than they can handle immediately." This firm, it might be mentioned, has just (January 31) closed a three months' business which was 50 per cent. above the same three months a year ago. "There is a chance for a splendid Easter business this year," said the same wholesaler, "but the business will have to be done before the actual season arrives."

To explain just what this means, a buyer in one of the leading stores remarked that the fine weather now and the late Easter season this year (April 20) combine to make people interested even to the point of buying for Spring. "We are selling a great deal of Spring merchandise now which otherwise people would not purchase for at least a month later," he said.

Fabrics for Spring and Social Occasions

The outstanding features of merchandise shown now in Toronto therefore, are firstly Spring goods—including not mid-season hats only, but straw sailors and other real Spring millinery; quantities of fancy voiles and other Summer dress cottons; fancy and evening silks for dresses and skirts, plaid serges for sport skirts, etc., and secondly, garments and materials for evening and other social functions. In these two lines buying on the part of the public is keen.

"Travellers are reporting a Spring business which is almost without precedent," said one silk wholesaler. "Stripes and foulards in twills, satins, etc., are the predominant styles and are selling in greater quantities every day. Apart from these there are not very many changes in styles generally from what has been selling right along. There is a good feeling toward rough-finished goods in open colors for Summer."

"We are glad to be able to show such goods as these once more," said an importer of French silks, showing some exquisite qualities of French printed silks for dresses and fur coat linings. They included very supple though closely woven fine crepes, satins, ninons, twills, etc., in a wide range of colorings and designs. The patterns are mostly in all-over effects, though frequently the motifs are large. Many have intricate colorings developed on an ivory or deep-toned background, and brocaded and woven patterns are also included. "These have just now arrived and we are expecting more right along from the French mills," he said. "The prices of course are high but the qualities have no rivals, and so there is no chance of any reduction in this class of merchandise," he added. The price of these lines to jobbers is around $3.65 to $6.50 a yard.

No Fixed Level for Present Prices

Prices asked at present are interfering with quantity business. There is no doubt that even if raw silk and labor should not come down to any extent the reduction of the extremely high freight and insurance rates the removal of heavy war risks, and the levelling of exchange rates will make some difference in prices all through the trade. Indeed, the American market is feeling a change now, but there the fluctuation is in no small degree due to jobbers and speculators cutting prices simply in order to get business. Labor is unsettled there, but as soon as that is regulated a more stable level of prices will ensue. It is now three months since the armistice was signed, and there has been no panicky effect on prices. Nevertheless, in time the prices which have been paid for uncertainty and protection during the war will have to be eliminated and substituted by new prices, which will be based largely upon the cost of raw materials and labor.

Just how soon these new stabilized figures will be reached is a matter which no one knows yet. Some, well acquainted with the silk trade, think that better rates on the more staple lines of goods will be arrived at by next Summer; some say next Fall, and still others, and among them large buyers, say not for two years will there be any appreciable change in prices. All that a retailer can do is to cover himself with what merchandise he requires for his particular clientele and pay the price for the kind of goods they require if he has not got them in stock. The raw silk markets are pretty firm just now and so there is no need of the merchant selling at a loss what he may have. The one thing needful is to make his store the most interesting spot in town by every means available except losing money by sacrificing goods. "The retailer, if he has a bigger stock on hand than his customers are disposed to buy, will have to do what some of the wholesalers similarly situated are doing," said one of them. That is, "he will not lose money on his merchandise but will shave off here and there the provisions which he made for contingencies which never arose and turn over his stock as speedily as possible."

Brocades and Velvets Coming

"Looking to the near future," said a wholesaler, "it is interesting to note a marked inclination toward brocaded goods. At present the prices are much too high to create a big demand, but as prices recede the prices for this line will increase." Another in the trade sees a bright future for dress velvets on the same basis. The prices quoted now for chiffon velvets are 44 per cent. above those of January, 1918, and another increase is slated for this month, but little business is being done in them just now. They will probably be one of the first materials in popularity when prices are more within the reach of the average buyer. Chiffon velvets and brocades are peerless fabrics for the social season

when once they are given favorable conditions of entry.

Does Not Fear the Future

"The future of Canada will be marvellous," said one of the importers quoted above. Even with the quietness which he anticipates in the next six months in his own particular case he designates the prospects in the years to come as "simply astounding. We do not know yet how to be optimistic in this country. What do you think of Brussels? Immediately upon the signing of the armistice a huge order was sent from there to a Paris house for chiffon velvets and silks. Brussels was optimistic. We in Canada are influenced somewhat by the feeling in the United States which is gay to-day and to-morrow downcast."

TWELVE POPULAR COLORS

According to a card made up by R. H. Comey Company, dyers, New York, the twelve best sellers in colors for the new season are taupe, Bermuda, jay, terra cotta, tete de negre, sand, purple, dust, pearl grey, navy, artillery and sugar black. This range is about the same as those of other houses, although different names are used sometimes to designate the same tones. Some other houses however are finding rather more emphasis placed upon the bright blues such as Belgian, peacock, and Pekin, than seems to be shown in the above list. Nile green is getting some attention in fancy knit goods and in taffetas and satins for dance frocks.

FRENCH SILK MILLS HARD AT WORK—FREIGHT RATES LOWER

American exporters are now able to ship to France at the rate of $60 a ton, according to Vincent de Messimy of Chicago, counsellor for the French exporters. This is the result of the gradual drop in prices since the armistice was signed, when the cost was approximately $120 a ton. One-third of the French tonnage is available at this rate. The other two-thirds are requisitioned by the French Government for the importation of sugar, cotton, flour, petroleum, and other articles from America.

The French Government has set the price it will pay at $35 a ton, to which it still allows a carriers' profit. Thus the high price which the carriers are able to obtain from individual firms indicates that it is the result of scarcity of tonnage. M. Messimy believes that the high shipping rate will result in many ships being diverted to the New York cargo trade and that this will lead to a gradual lowering of the rates.

French exports to-day are at a low point, but reports from the South indicate that the mills are resuming work fast, especially in the manufacture of high-grade silks.

The Manchester Cotton Control Board has decided (February 3) to remove all restrictions on cotton. Mill owners are permitted now to run their machinery as they desire.

THE LINEN MERCHANTS' ASSOCIATION

(Belfast, Ireland)

In response to numerous enquiries from both home and foreign markets as to the probable course of linen prices within the first six months of 1919, the council of this association have, after careful consideration, thought it advisable to issue the following statement:—

During practically the whole of 1918 the use of linen yarns of all classes required for the ordinary range of goods was prohibited by the Government, except for goods intended for purposes of national defence. As a consequence, stocks of all makes of linen goods have diminished steadily through the year without there being any possibility of replenishing them. The flax crop of 1917 was practically entirely used for Government purposes. Now that flax yarns and cloth are again released for civil trade, the only supplies available are those coming from the flax crop of 1918. This crop represents a much higher average of cost than the 1917 crop, and goods made from it will therefore cost more than anything that merchants and consumers have hitherto been asked to pay. This crop has been bought by the Government, and there is no reason to suppose that the Government will release it to spinners at anything less than its cost. Further, as regards quantity, the total visible supplies of flax are much below the requirements for a normal year's consumption.

The Associated Flax Spinners, representing 95 per cent. of the total spindles in the trade, have signed an agreement not to sell yarns at less than a price list now being drawn up, and based on the 1918 crop. This list will hold good until 30th June, 1919. Even if there is then a reduction, the yarns would have to be delivered after that date, prepared, woven into cloth, and the cloth subsequently bleached or otherwise finished. In addition, the enormously enhanced cost of production, and recent heavy advances in wages materially affect the situation. Supplies at reduced prices cannot, therefore, be available at the soonest before the end of 1919.

It is hardly to be expected that merchants who may have some small stocks at less than these new costs will sell the same below present figures, knowing the impossibility of replacing them for a long period ahead except at higher figures. Buyers who are holding off in the expectation of lower prices during 1919 are therefore likely to miss their opportunity of securing existing stocks at something below to-day's costs, and of being forced to buy during 1919 at the top market level.

Oriental costume; blouse of grey velvet embroidered in black and fur-trimmed. Skirt of black velvet embroidered in grey.

BEST YEAR IN HISTORY

Gross profits of Belding-Paul-Corticelli, Limited, at $278,731 and net profits at $189,478, as reported for the year ending November 30th, 1918, represent the best showing in the history of the silk amalgamation effected about seven years ago.

After setting aside $30,000 to reserves, including a $25,000 appropriation for a special renewal reserve, profit and loss balance at the end of the year was $287,811, against $249,475 in 1917 and $78,065 in 1914.

The working capital position of the company continues comfortable as a result of the improved earnings of the past three years. Current assets amount to $1,395,169, against current liabilities of $630,522, the working capital margin being, therefore, $764,647, against $736,663 a year ago and $500,676 two years ago. Bank loans increased slightly within the year from $175,000 to $220,000, an increase of over $200,000 in inventories furnishing the explanation. Plant account increased about $42,000 and investments about $36,500 in the year.

NEW FACTORY AT GALT

Riverside Silk Mills have purchased a valuable piece of property in Galt, Ont., formerly Knox Church manse, and will erect a $25,000 factory building early in the Spring. The new plant will be 52 by 70 feet in dimension, three storeys and of brick construction, modern in every way and with capacity about double that of the present building.

"SPERO" MAKE on Selvedge
is your protection and our guarantee of quality

"SPERO" TAILORS' LININGS

TOP VALUE AT
EVERY PRICE

SUPER-STANDARDISED QUALITY
IN COTTON GOODS.
"The Best in the World"

A TRIAL ORDER MEANS
A RE-ORDER

SYNONYMOUS OF DURABILITY

RICHARD HAWORTH AND COMPANY, LIMITED
MANCHESTER, ENGLAND

MILLS ON MANCHESTER SHIP CANAL

A. S. KING SILK CO.

LIMITED

The Silk House of Canada

TORONTO

Piece Silks Exclusively

We carry the largest stock of Dress Silks in Canada.

To-day our stock is complete and well assorted.

Instant shipment can be given.

We invite price comparisons.

Quick service to retail dealers.

We specialize in lines for the manufacturing trade.

Write for samples.

Chinese Shantungs
Japan Pongees
Japan Wash Satins
Japan Habutai, White and Colored
Japan Tamorai, White and Colored
Crepe de Chine
Georgette
Chin-Chin Crepes
Taffeta, Black and Colored
Duchesse, Black and Colored
Messaline, Black and Colored
Fancy Stripes, Plaids, Silk Shirtings, etc.

FOREIGN OFFICES:
Zurich, Switzerland
Yokohama, Japan
Lyons, France
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A. S. KING SILK CO., Limited
59-61 Wellington St. W. - TORONTO

285-4th Ave.

Corner 22nd Street

NEW YORK

PINE TREE SILK MILLS CO.

Manufacturers Dependable Silks

For Immediate Delivery:

TAFFETAS
SATINS
MESSALINES
CREPES
FOULARDS
FANCY SILKS, consisting of PLAIDS and STRIPES
NOVELTY SILKS
RIBBONS in Plain and Fancy Weaves
WOOL JERSEY

If you cannot visit our salesrooms, samples will be gladly forwarded to interested merchants.

The Pine Tree Silk Mills Co.

Philadelphia Salesrooms:
930 MARKET ST.

Crocker's Bulletin

Women's Dress Goods

For ALL CLIENTS and ALL CLIMES

We are noted for

BRITAINS BEST

in

Wool Serges and Gabardines.

CROCKER, SONS & CO., LIMITED

Friday Street **London, E.C. 4, England**

The AGB Fabrics
TRADE MARK REGISTERED

THE SOCIAL WHIRL

has created a large demand for Ninon, Chiffon, Georgette Crepe and Crepe de Chine in pastelle and high colorings for Evening Wear,

Are you prepared?

We have completed stocks available for immediate delivery.

Albert Godde, Bedin & Cie

PARIS TARARE LYONS

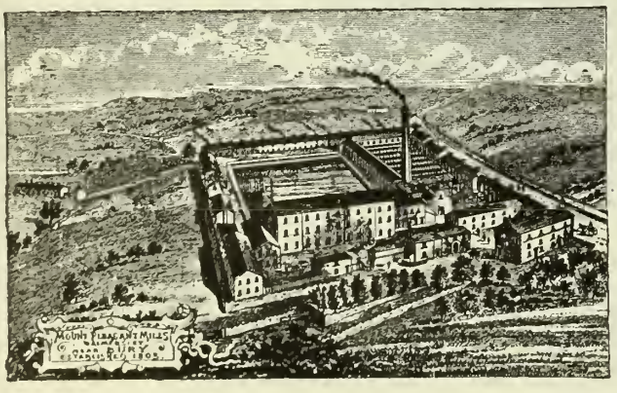
64 Wellington Street W., Empire Bldg., Toronto

Adelaide 3062

ESTABLISHED 1803.

John Hall, Limited

11 Mosley Street, Manchester



Manufacturers of

Bedford Cords, Piques,
Marcellas, Welts, etc.,
White and Colored-woven
Cotton, Mercerised and
Artificial Silk Vestings.

Cable Address "CZARINE" ABC Code - Fifth Edition.

Special Values

ALL WOOL

SERGES

ALSO

LINENS

INCLUDING

Bleached and Unbleached Damasks, Cloths and Napkins, Towels, Handkerchiefs, Quilts, etc. etc.

ENQUIRIES SOLICITED

C. E. Robinson & Co.

Importers and Commission Merchants

10 Victoria Street MONTREAL

TEL. UPTOWN 8553.

Personality in Dress

"Lista" Shirts and Pyjamas reflect that air of solid worth which gives the wearer standing as a well-dressed man. For Officers' Khaki Shirts and for ordinary wear "Lista" is unrivalled. It can be washed over and over again without injury. "Lista" is selvedge marked, and is

Guaranteed and Manufactured by

LISTER & CO., Ltd., Manningham Mills
Bradford, England

AGENTS—Henderson & Smyth
Toronto and Montreal

The new season will be the greatest in years for

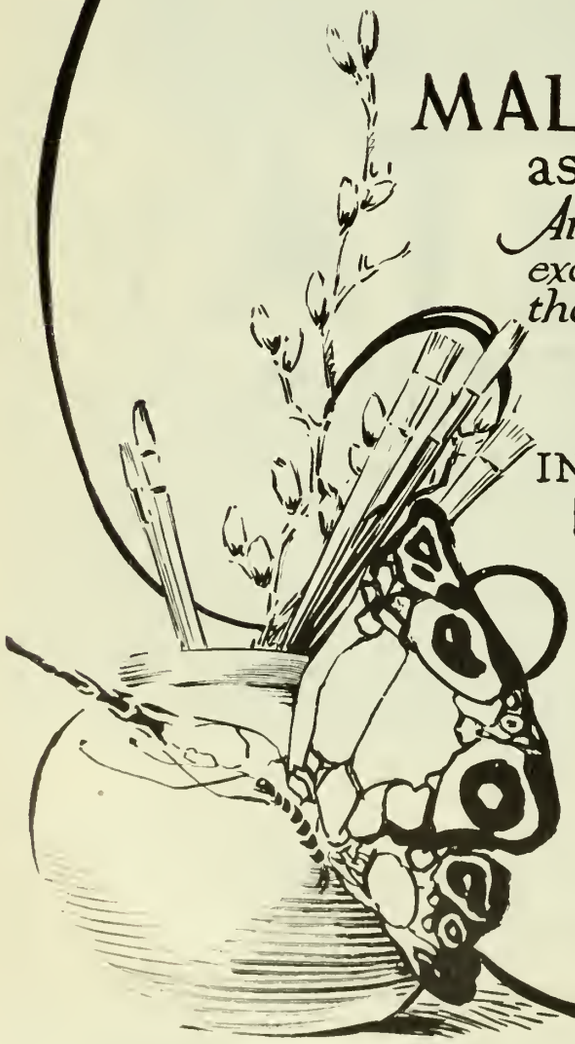
PRINTED SILKS

The inevitable finger of Fashion points unerringly to this fact as the correct silk vogue for Spring and Summer. In other words this is a Mallinson Season—for on Prints our leadership is unquestioned. Manufacturers, Retailers, Dress Creators universally acknowledge

MALLINSON PRINTS

as the peer of all printed silks.

Artistic beauty—originality of design, exquisite color harmonies, distinguish these unusual, cleverly conceived prints.



Pussy Willow

"The National Silk of International Fame"

INDESTRUCTIBLE—VOILE

INDESTRUCTIBLE CRÉPE

RUFF ANUFF

ALL REGISTERED TRADE MARK NAMES

MALLINSON'S
Silks de Luxe

"The new silks first"

MADISON AVENUE
31st STREET
NEW YORK

R&S Silks Supreme

CREPOLYN

The Newest R & S Fabric

With the interesting surface of a crepe and the wonderful wearing qualities of a poplin, Crepolyn, a silk and wool fabric, bids fair to become one of the best selling fabrics of the season for women's outer apparel.

It drapes admirably and comes in a wide range of exquisite solid shades.

This is only one member of the family of R & S Poplins, which includes R & S Silk and Wool Poplin for suits, and R & S Fancy Poplins in Silk and Cotton for dresses and skirts. These fancy poplins are also new, and come in stripe and plaid effects from which striking skirts are being developed.

OTHER R&S SILKS SUPREME

7149 Georgette Crepe
6294 Crepe Meteor
1371 Satin Charmeuse
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REILING & SCHOEN INCORPORATED

Carl Schoen, President

260 FOURTH AVENUE & NEW YORK CITY

Standware

JERSEY CLOTH

A rich-texture knitted fabric for town or country, with the tang of keen, clean Outdoors.

The Premier Stylists of Europe and America bestow upon it their gracious sponsorship for the Dresses, Coats, Suits and Skirts of the Gentlewoman.

On view at all fashionable Department Stores and Apparel Shops. The genuine is labeled "Standware", because it Stands Wear.

RUDOLPH SCHREIBER
1140 Broadway
New York

This advertisement is to appear in Vogue, Harper's, Good Housekeeping and Ladies' Home Journal.

"Craftana"

Registered No. 262,005

THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

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

Turnbulls' UNDERWEAR

Turnbulls PERFECT FITTING

TURNBULL'S UNSHRINKABLE NATURAL WOOL

RIBBED **PEOPLE LIKE IT**

GUARANTEED UNSHRINKABLE CEETEE PURE WOOL FULL FASHIONED

PLAIN **YOU SHOULD HANDLE IT**

Manufactured only by
The C. TURNBULL COMPANY of GALT Limited

MAKE IT SHORT

But be sure
your Brand is
listed in the

BUYERS' GUIDE

Jaeger

DR. JAEGER Sanitary Woollen System **CO. LIMITED**

"BRITISH, Founded 1883"

243 Bleury Street **Montreal**

NOTICE

Owing to the fact that a Jaeger Co. incorporated in the U.S.A. was financed by German capital, it has recently been offered for sale by the Aliens' Property Custodian there.

We desire to publish the fact that our Company, whose headquarters are in London, England, is, **and always has been,** British in Capital and Control, and that the American Company in question was an entirely separate organization in which we had no interest or control.

To remove any doubt which might arise in the Public mind, owing to the name of "Jaeger," our Company published the following statement in the "Times," London, England, on August 31st, 1914:—

THE JAEGER CO.'S
NOTICE TO THE PUBLIC

"To dispel all doubts which may have arisen in consequence of the name of a German Scientist forming part of the title of this Company, we point out the following fact:—

"The Jaeger Co. was founded here with British Capital in 1883 to acquire sole rights throughout the British Empire in connection with the System of Pure Wool Clothing originated by Dr. Jaeger.

"The Company has always been British, entirely under British control, and the greater part of the Company's goods is made in the United Kingdom. We have also availed ourselves of the special skill and taste applied in various Continental countries to the production of certain articles; but every effort is being made to produce in this country, and we shall be able to continue the supply of Jaeger Specialties in all departments."

DR. JAEGER Sanitary Woollen System **CO. LIMITED**
LEWIS R. S. TOMALIN, Chairman.

Our travellers have now left with a well-assorted range; you will be well advised to see our samples before placing orders elsewhere.

KNITTED GOODS

FANCY SWEATERS POPULAR IN WOOLS

Little Will Be Shown This Summer In Silks — 28-Inch Length Remains — Bright Blues, Deep Rose, Purple and Nile the Leading Shades — Sleeveless Lines Quiet

THERE are interesting ranges and colorings in the new designs of sweater coats and pullovers for women and misses this Summer. Some of the mills do not put much stress on their Summer output of knit goods but those who do have attractive offerings. Now that the need for the dull grey socks and sombre khaki sweaters has decreased so vastly, women seem to be revelling in the gayest wools which dyers can produce. Only those garments made of the high grade soft wools finely knitted are given much favor. The plain stitching is preferred usually, but some of the rather fancy stitches which are still fine are popular as well. Any styles which have a decided pattern to them however, are not bought so frequently as the plainer knit designs.

Less Gold, More Blues

Sweater coats and pullovers are about the same length as those shown last year. Some longer samples were made, but the medium length of about 28 inches is preferred. The rich bright blues which have become so popular in all lines of apparel are strongly favored in sweater coats as well. Turquoise is a particularly strong shade for this season. There is a noticeable decline in the demand for gold, which had such a run during the last two seasons. Deep shades of rose, purple, and nile, are the tones which rival the blues. For trimmings the brushed effects are liked very much still. Deep sailor collars, cuffs, belts and pocket bands are frequently made of grey or white brushed wool to trim the brightly-colored body. Sometimes the same tone is used throughout. Stripes for trimming are liked also, but are different from the stripes of previous seasons in that the fine and fancy stripes are given precedence and sometimes two or three colors in narrow stripes are used in the one garment rather than perhaps a couple of wide stripes in one color contrasting with the coat, as was seen in previous seasons. One model which invariably calls forth exclamations of delight is a soft pullover of turquoise blue with fine stripes of rose and white around the belt on the cuffs and across the deep collar. A new feature in this number is the fine knitted cord run through the stripe at the waistline and finished with ball tassels.

The cowl collar was tried out on a few models but is not as favored as the flat style of collar, although these frequently are in the one-piece back and front, which has the effect of a cowl collar lying flat. Sailor collars are of deep, generous size. V-shaped necks are still the popular line.

Some Thread Silk Lines Shown

There will be comparatively few silk sweaters on the market this Summer again and perhaps a few more of the pure silk ones will be sold than last year, since the price is a little more moderate. One large mill, which last year had a big range of artificial silk sweaters, is showing not more than one or two, and those are only samples; they have no stock made up in them. This is owing to the very serious condition of the artificial silk market at present, which demands high prices for the meagre supplies.

New York is a little more keen about the fine silk lines than is the Canadian trade. Among the novelties at Altman's, New York, is a model in silk and wool in intricate but effective filet designs. They are in a variety of colors. Some coat styles are developed in sheer alpaca wool. Another novelty is in silk of various tones but suggesting the metalasse effects.

Quite a stimulation has been felt in the trade in men's sweaters, house jackets, and office coats. One mill accounts for this by the fact that so many men overseas became accustomed to the use of sweaters in the trenches and found them comfortable garments that they want to wear them still. The fancy striped models which were brought out last season are being shown again. Nothing seems to replace them in popularity and the patterns are liked very well. One model which is a particularly good seller is a brown one in finely knit cloth with small cord edges. This is a regular coat style with lapels and cuffs, and may be worn as a house coat or an office coat. The heavy mackinaws for men are also featured again for Spring and Fall.

Wide Scarfs With Belts

Almost like a sweater coat and requiring about as much wool to make are the new very wide scarfs which are being shown by one or two firms. These are made wide and straight, sometimes fancy and with a three-inch belt attached. The idea of the belt is to hold the ends of the wide scarf in place in front over the suit. Being so wide, the scarf folds back and fits around the neck of its own accord and forms lapels down the front. It serves, too, as a sort of cape in the back. Sometimes these scarfs are accompanied by smart tams to match. They are shown in stripes, plaids, the dull grey, khaki, and brighter wools, plain or brushed. More attention would no doubt have been given this line of sets if the season at present had been more snowy and conducive to skating, show-shoeing, etc. However, no doubt next Fall will see some run of these sets again. New York was quite favorable to them this year. For school girls and children the narrow scarfs with novelty caps, which have been brought out of recent years, are still being worn and have been in such variety of colorings and patterns that no new numbers to speak of have been introduced for next Fall yet. Business is still being done, however, in the range as it stands.

New York is showing a knitted silk scarf in yellow, striped all over and edged with navy blue; cords and tassels hold in the ends at the wrists forming sleeves.

BATHING SUITS

Knitted bathing suits are selling well for this Summer again. There is no strikingly new design or fashion offered in these. The Canadian trade has pretty much settled into the one-piece suit, which consists of the dress garment with tights attached underneath, and the only fastening being the two buttons on the left shoulder. These are produced in the still favored navy blue and black with bright colored bands for trimmings.

sleeveless, with arm shields. The cotton knitted bathing suits of similar designs are selling quite as well as before at more moderate prices than the woollen numbers.

BIG ORDER FROM EUROPE

Knit Goods, Blankets and Cloth Wanted in Roumania

Orders amounting to more than $3,000,000 have been received from the Roumanian Government for knit goods, blankets, and cloth manufactured in Canada. These orders have been procured through a representative of the Canadian Knit Goods Association on the ground in Europe. The value of the different products is divided as follows: Knit goods, three-quarters of a million dollars; blankets, one-quarter of a million dollars; cloth, over two million dollars, making a total of over three million dollars altogether.

The knit goods include men's socks, women's stockings, men's and boys' underwear, women's and girls' underwear. The value of the order for men's socks is about $80,000, and women's stockings $50,000; men's underwear $260,000; boys' underwear $126,000, and women's and girls' underwear $150,000.

The secretary of the Knit Goods Association, with head office in Hamilton, Ont., stated to DRY GOODS REVIEW that at the time he gave us the information the matter of credit and payment, etc. had not been definitely arranged in detail, but he expected in a very short time this would be completed.

This is a very substantial order for Canadian woollen products and will be another factor in helping to stabilize prices this year.

HOSIERY

Into the hosiery situation for next Fall and the Spring of 1920 there are a great many changed factors entering. The wool and cotton situation are considered elsewhere in this issue, and influences affecting them as raw materials are of quite as much concern to the knit goods trade as to the textile industries. The cancelling of Government orders, the distributing of raw materials and yarns to the various consumers, competition among the big markets, the shortage of female labor—these are all matters which render the hosiery situation for the Winter of 1919-1920 very uncertain in many aspects.

The knit goods mills are almost unanimous in the opinion that cashmere hose for next Winter will be almost as scarce as they were last year. The fine all wool cashmere will be the most difficult of all to supply to the trade, and yet one mill states that it is filled up for the next eight or nine months, night and day on its own special brand of cashmere hose. They state, too, that there will not be one dozen of real good cashmere hose on the shelves by June or July. Yarns which they ordered to be delivered last Fall in order to be made up and delivered to the retailers now, are only just coming in.

For Summer, 1919

Turquoise blue slip-over sweater with dignified stripes of rose and white at waist, on cuffs and across back of deep sailor collar. The fine knitted cord girdle with tassels is smart and note how neatly the sleeves fit this year. From the Monarch Knitting Co., Dunnville, Ont.

There seems to be a general shortage of tops, and they are at such a high price that mills refuse to order more than they are sure they can sell when made up. They claim, therefore, that if retailers do not place their orders immediately for Fall requirements mills cannot provide for them, and there will certainly not be enough of the better grade goods to supply the demand when their orders come in later. The early orders, they say, will get full delivery, but manufacturers will not run up a stock for late orders.

Better Prospects for Pure Silk Hasiery

In talking with another large firm, DRY GOODS REVIEW was informed that they would have no cashmere hose at all to offer for next Winter, nor will they have any silk hose except the thread silk. Artificial silk which was to have been delivered in December, January and February will not now be received until April or May of this Spring. Thread silk has come down slightly in price, while the artificial silk is up 2 shillings a pound. There will, they say, be a little stock line in artificial silk, but no general range at all.

Markets Vary

There is some difference of opinion among mills as to comparative prices between the United States and Canada in hosiery. For instance, one mill stated that a reduction has been made in U. S. goods in certain lines, and that this is due to the fact that mills over there protected themselves by prices last year which were out of proportion to their increased costs. The reduction stated is 20 per cent., which leaves the price just 5 per cent. higher than the price of goods made in this country from the same yarns. That is, goods which were $4.85 a dozen in the United States have been reduced 20 per cent., while in Canada the same goods have never been higher than $3.75 a dozen. These are fine grades with some wool in them. Prices quoted are those from mills to jobbers. Another mill stated to DRY GOODS REVIEW that the prices of goods made in the United States have never been as high as goods made from the same material here in Canada and with the same workmanship. The difference in these statements is probably due to the fact that numerous details of different mills cause

Continued on page 51

KNIT GOODS SITUATION AS U.S. MANUFACTURERS SEE IT

Are Not Working to Capacity Until Conditions Are More Certain Throughout—Demobilization Means Bigger Sales During 1919—High Cost of Labor Prevents Any Big Decline This Year

THE following report regarding conditions in the knit goods trade in the United States was prepared by a number of the manufacturers there and sent to DRY GOODS REVIEW. It deals with the various aspects of the trade at the present moment and the outlook for 1919 over there. This will be of much interest to Canadian merchants and manufacturers who have many of the same problems to face.

New York, Jan. 31, 1919.—"Discussions relative to present prices for Fall 1919, on cotton and wool underwear and hosiery, foolishly continue to stand in the way of free trading on the part of jobbers and retailers throughout the country. That all underwear and hosiery which it will be possible to manufacture through the manufacturing season will positively be needed to supply the demands of the increasing number of civilian consumers, no one will gainsay; and the slowness in buying on the part of distributors to the retail stores and to actual wearers, is bound to react to the detriment of deliveries later in the season, according to opinions expressed by manufacturers and selling agents in the New York market. Some mills have closed down and others are limiting their production until buyers display activity and place orders.

High Raw Materials and Labor

Buyers of underwear and hosiery should bear in mind, say the mill men, that merchandise turned out for the next six months, at least, will be made from raw stocks purchased during the war at full war prices. Labor is not only demanding wartime wages, but threatens to "walk out" unless a 48-hour, and in some places a 44-hour week is granted them, at precisely the same wages paid for the longer working period. The cut in hours will automatically advance overhead costs from 10 to 15 per cent. This increase has not even been figured in by sellers of Fall knit goods, who, with few exceptions, have already named their opening selling prices.

In discussing the present situation one of the largest manufacturers and distributors of hosiery in this country says:

"The deadlock between buyers and manufacturers of heavy cotton underwear and hosiery has been occasioned from the fact that raw materials are about the same as they were a year ago, while labor has advanced 25 per cent. and up. This increased cost of labor more than offsets any reduction in the price of raw materials.

"Any material advance over the present day price of cotton or a change to an eight-hour labor day, will cause present prices on Fall hosiery and underwear to be withdrawn, as mills have made low opening prices this month, in many instances at cost, to keep their plants running. Hosiery and underwear in the hands of the retailer were purchased at a considerably lower price than values prevailing just prior to the signing of the armistice.

"For the above reasons, there is nothing to warrant any material reduction in the price of hosiery or underwear for months to come. Both products were advanced during the war only 100 to 150 per cent., while cotton cloths were increased from 300 to 400 per cent. Consequently the reduction in the price of hosiery and underwear must be in proportion and as labor will not become cheaper, reductions in prices will be gradual at best and will extend over a long period of time."

November, 1917, Prices Attractive

Another large seller of both underwear and hosiery when interrogated on the subject, replied:

"It is impossible for the manufacturers of heavy weight cotton underwear to open their lines at the prices ruling November 1, 1917, for the Fall of 1918, except at a loss. At the time of opening of the Fall underwear line in November, 1917, spot cotton was quoted about the same as when the lines opened early in January of this year. Labor has since been advanced anywhere from 25 to 50 per cent. and practically everything that goes into the manufacture of underwear and hosiery has been increased in proportion since that time. It is true that since the opening of the Fall underwear and hosiery lines, we have had a break in the price of cotton. Prices of yarns have followed. Any number of manufacturers have decided to take some business at cost or slightly above cost of production. On a good many cotton underwear lines, prices to-day are very little over the opening prices of November, 1917, and now look attractive to the buyer.

"Underwear and hosiery have not advanced to anything like the percentage of increase shown by cotton cloths. Where advances on the latter show 300 to 400 per cent., underwear and hosiery advances only show from 100 to 150 per cent. Reductions in prices must be in proportion to the advance. Any big advance over to-day's price of cotton or a change to an eight-hour working day, which labor in a number of states expects to put in effect on February 3, cannot but have some bearing on prices as quoted at the present time.

Not Operating to Capacity

"The manufacturers do not expect to run their mills to capacity over the next few months, as they realize all must go through a readjustment period. To-day quite a few of the mills are closed down, some are running on short time. Should the present curtailment keep up over a period of two or three months, it cannot mean anything but a scarcity of merchandise. Men are being mustered out of the Army and Navy in great numbers; this in itself means there will be more dozens of men's hosiery and underwear sold in 1919.

"The manufacturers appreciate that conditions do not warrant the buyers contracting for their usual quantity of merchandise. They realize merchandise cannot remain indefinitely at war prices, and there will be probably a gradual decline extending over a period of a few years. The consumer has not stopped buying. The retailer must buy when his stock is depleted. The jobber can buy in a conservative way and get his samples for the road men. The manufacturers do not want to close down their mills unless it is necessary. They owe something to their employees and the men who are returning from the front and are expecting their old positions back. How much better it would be for the manufacturer, jobber, and retailer to work together, to stabilize and not to demoralize the market."

On the same topic a third large distributor says:

"The labor cost of producing hosiery to-day is about the same as during the highest period of nineteen-eighteen. The slight recession in some materials is more than offset by the increased cost of labor and other expenses that make up the cost of manufactured articles when delivered, consequently there can be but little change in price for contracts placed now for delivery within the next four or five months.

"As the prices of fleeces and heavy hosiery delivered in the Fall of nineteen-eighteen were based upon conditions of the late Fall of nineteen-seventeen, the prices for these lines for delivery in nineteen-nineteen will possibly be higher than the prices of similar goods were in nineteen-eighteen."

ADAM P. MELROSE

The death occurred on January 27, at Guelph, Ont., of Mr. Adam P. Melrose, who eighteen years ago gave up travelling in Canadian and the United States to take charge of the dye department of the Guelph Carpet Mills. Ten years ago he commenced business for himself under the name of the Melrose Dye Works. About a year ago Mr. Melrose retired. He leaves a wife and a family of nine, to whom the sympathy of a wide circle of business and social friends will be extended.

UNDERWEAR

Underwear and hosiery for next Winter are in pretty much the same position as regards materials and prices. Mills are not reticent to state that prices for the whole of 1919 will be quite as high as 1918 and possibly even higher. Many lines of both will be considerably higher as has been stated in previous issues of DRY GOODS REVIEW. Yarns and labor are at such figures in England that the means of making underwear in this country must still come at very high prices, and anything produced from it for next Fall which is now under way is being purchased at these high rates, and therefore the production which will meet the consumer next Fall will be at continued high levels. Naturally there will be a little more of the fine goods to be had for civilian purposes than was had last year, and for that reason there will doubtless be a little easier situation for the retail buyer, but it is quite understood that he will have to meet prices at least as high as last year. The fine goods certainly will be higher. Wool is still being rationed by England, and the Government has purchased the 1920 clip in Australia, from whence comes most of our fine tops and yarns. The allotment for Canada for this Spring has been cut from 15,000 to 10,000 pounds from England.

As has been stated in previous issues of DRY GOODS REVIEW, there is bound to come to Canada and America generally, to say nothing of England, demand for supplies for Central Europe and the countries which are so vastly depleted of supplies of almost every kind. These countries will not be in a position to manufacture for themselves for twelve months at least. Bearing out these statements there have already come to Canadian mills orders for underwear for Roumania, details of which are stated in another item. The representative in Europe of the knit goods mills also stated that vast quantities of underwear, hosiery, etc., for men, women, and children are wanted even now for Siberia, but are waiting bottoms to carry the merchandise to them.

HIGH COSTS OF LABOR

In the British Board of Trade returns for October, 1918, it is stated that the average pay in the knit goods mills in England was $7.33, while in Canada at the same time the wage was $12.35. The increase in wages there has been proportionately greater than in Canada. The week ending November 23, 21,031 people earned £30,123, an increase of 15.7 over the year previous, in England. Figuring the output in horsepower per employee the returns are between two and three times higher here than in England. These figures go to show that the labor cost is not very different in knit goods products between England and Canada at present.

Harry E. Buttrey, formerly a partner in the John Marshall Co., London, Ont., died of pneumonia on Saturday, February 8. He was 51 years of age and very well known throughout the trade.

A Style Which Stays

A cap and scarf which promises well for next season again. This smart way of wearing the scarf makes it appear like something decidedly new. The brushed effects with fringe and stripes and the chic toque are not surpassed in favor. This set is made by the Acme Glove Co., Montreal.

HOSIERY

(Continued from page 49)

different quotations at different times. With the markets fluctuating as they have done during the past three years it is quite understandable that quotations will conflict at different times, and with different mills and buyers.

Silk and Wool Novelties

One Canadian firm has brought out a very fine novelty hose for men and women. It is fashioned of silk and wool in various tones. One pair has the silk thread in white and the wool in black, giving an Oxford grey effect; browns, blues, purples, etc. are also made. Another offering in one tone but of silk and wool mixture is in a light tan, which is very well thought of for wearing with Oxfords. The mills making these report fair business so far, but anticipate quite a run on them for next Fall since they are a little late to get to the retailer for early Spring wear now.

SOME NEW TERMS EXPLAINED

Laine de Guerre.—The knitted woollen fabrics which are so popular for trimmings, sport suits, coats, etc. Really a heavy, coarse jersey.

Cygnea.—An imitation of swansdown.

Glace frotte.—A new effect in flowers, fruit, foliage, wings, ostrich plumes, etc. for millinery trimmings. Glacé means glazed or frosted, and frotté, rubbed; the effect is like the dewy surface of the plum or peach or grape and is combined with rich shading in addition.

The Parisian Corset Co., Quebec, have taken possession of new offices and warerooms for their Ontario business at 76 Bay St., Toronto. The new location occupies a whole floor, of which the front is divided off into offices and show rooms, with glass doors and mahogany finished woodwork and showcases. It is in keeping with their growing business in Ontario.

AMONG THE STORES

Interesting Occurrences and Opinions Throughout the Retail Trade During the Past Month.

RETAILERS are almost unanimous in the opinion that the Christmas season just passed is one of the best in the history of the trade. In fact not a few have found it the very best.

Speaking of general conditions, Mr. Dickson Hall, of the firm of Richard Hall and Son, Peterborough, Ont., said that the past year was a record one for his particular firm, except for about two weeks when business took a slump owing to the influenza epidemic. The close of the war has created a heavier demand for evening clothes.

Mr. H. E. Hodgens, of the J. C. Turnbull Company, said that he is well satisfied with present conditions and anticipates a big year ahead. The Christmas trade, he said, was unusually large.

Mr. Robert Fair, of the firm bearing that name, was not disposed to be so optimistic and believes the year 1919 will only result in normal conditions being reached. He is of opinion that the closing of munition plants and other trade conditions will have a reaction on the sale of goods.

Mr. H. Cressman, of the A. W. Cressman Company, stated that the Christmas sales had been the heaviest in years and the buying spirit had remained with the public, making the January sales unusually good. The Cressman Company are anticipating a big year by laying in a very heavy stock.

Many of the Peterborough merchants attribute the increase in business to the fact that residents in the rural communities are buying more and better lines of goods. A few years ago many of them were content to buy clothes even after they were out of fashion; now they want goods more in keeping with the urban demand.

The merchants of Peterborough held a mid-Winter "Dollar Day," and the results in many cases were the best on record.

Mr. George Hutchings, of Stanley Mills & Co., Hamilton, Ont., thinks that retailers, in order to take care of business in the best possible way, must make every effort as soon as possible to get in ranges of merchandise and not just odds and ends, upon which it has been almost necessary to do business in the last couple of years. He is putting in women's suits for Spring which will sell up to $200 each, and will have plenty at more popular prices also.

The ready-to-wear floor of Stanley Mills & Co., is being re-arranged, three separate departments being made of infants' wear (up to three years), children's and misses' wear, and women's wear. Ready-to-wear is now classed as one of the three biggest departments of the store, the others being hardware and china. Hardware was the original merchandise of the store, and its splendid standard has been an incentive for the steady growth of all the other departments which have been added since. The toy department did a business last year of $30,000. The store has recently signed a contract for ten years for the back page of one of the Hamilton dailies for its advertisement. It will begin as soon as present contracts have expired. Altogether, the Stanley Mills store is classed as one of the most substantially progressive in the trade.

The Right House (Thomas C. Watkins, Limited), Hamilton, Ont., had a preliminary showing of Spring apparel on January 27. Silk, Palm Beach and tailored cloth suits were featured in the windows together with a few smart models in millinery, gloves, etc. This window was followed by one showing the ever present (this Winter) evening frocks. These were combinations of silk or satin, with silk net, in such tones as cerise, nile, peach, etc. The demand for these gowns has been rendered especially strong owing to the mild winter which is allowing dancing to take the place of much of the skating among the younger set.

Elsewhere in this issue is an account of the reasons for the activity around the music counter of the G. W. Robinson Co., Hamilton.

Mr. F. R. Hickey, Dunnville, Ont., who until about a year ago carried merchandise to sell up to 25 cents, found that his customers would rather pay a little more money and get better goods than were then on the market at these prices. Consequently he now carries lines up to a dollar. His customers are pleased and he is able to get a much better selection of merchandise.

The Robert Simpson Co., Toronto, gave a special inducement to telephone shoppers on Thursday, January 16, by offering in their advertisement in the morning papers, "40 Telephone Specials for To-day." They included articles for men, women, boys, girls, infants; kitchenware, table linen, toilet articles, cutlery, etc., at prices up to $6.50.

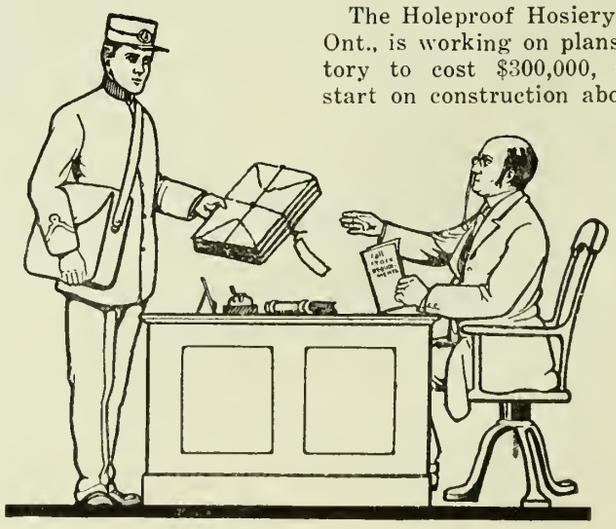
R. M. Kindersley, governor of the Hudson's Bay Company, has sent an open letter stating that its employees who enlisted with the Canadian armies will be reinstated on the company's strength at any time within three months following the date of their discharge. They will be given back their positions with a benefit of any increase in the pay for their work which may have become effective during their absence.

The Children's Shoppe, 111 West King Street, Kitchener, Ont., is going out of the retail business into the wholesale and retail manufacturing business.

With February, the Hamilton, Ont., stores begin a new schedule of working hours. They open at 9 and close at 5 except on Saturdays, and nights before holidays, when they keep open until 6 p.m. Stanley Mills & Co., however, prefer the hours of 9 to 5.30 and 6 p.m. on Saturday, since they close Wednesday afternoons. The previous hours for most of the stores were 8.30 a.m. to 6 p.m.

The T. Eaton Company's store is a source of unusual interest at present. In practically every department there is a space set apart, where a demonstration is carried on showing either certain processes of manufacture of certain articles or how business was carried on sixty years ago. This is of course a part of the Golden Jubilee Celebration which began last month. There is an old time chemist's and dentist shop, an old-time tailor's establishment; quilts being made as they were sixty years ago in a little room fitted up in old style; spinning wool and cotton, carding and spooling cotton; hand-weaving, showing how the hand looms operate and turn out the rugs, portieres, etc., which are made at present in Quebec homes; the old shoemaker's shop. These are but a few of the attractions which are responsible for the crowds of people who view them every day.

The Holeproof Hosiery Co., of London, Ont., is working on plans for a new factory to cost $300,000, and expects to start on construction about April 15.



MARKET REPORTS

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ENGLISH COMPETITION

So far as English competition is concerned, this is bound to grow stronger, but at present there are very few signs of an immediate movement of any magnitude. Indeed, DRY GOODS REVIEW was informed that an agent was in Canada at present trying to buy up a number of lines of cotton to send over. Not only are stocks much depleted, but the mills, it would seem, are in no shape to go back to normal production again.

So far as prices for next Fall are concerned, so far as can be learned, the most of the mills will hold off as long as possible, probably until late in March. Most of them are still far behind in deliveries, and they are making an effort to catch up before embarking on a new season. If the new prices are down they would have to fill the balance of the old orders at the lower prices. Moreover, the longer they delay the more definite is likely to be their information on future raw prices and labor tendencies. Moreover, buyers are more likely to settle down and be prepared to give them business at their own prices than they are at present.

SHIRTS

Activity Just at Moment Not Brisk—Big Business Looked For—Another Couple of Weeks Will See Orders Moving Forward

SHIRTS.—As far as the actual movement of shirts is concerned, the last month has not been exceptionally brisk but this is a seasonable condition. Manufacturers have been working at top speed completing Spring orders and getting things lined up for Fall business. Reports are most encouraging as regards the volume of orders which have been received for Spring, and another two or three weeks will see these going forward to the trade.

No new prices nor samples are yet available for Fall, but reports seem to point to maintained or even enhanced values. In fact, it is freely estimated that Fall prices on shirts will show an advance of anywhere from 10 to 25 per cent. It is further pointed out that supplies of shirtings will not be any too plentiful. Military requirements will be less but civilian requirements will show an enormous increase and when conditions become a little more stabilized in Europe, the demands for cotton will unquestionably be very heavy.

COLLARS

Greatest Showing in Soft Collars During Past Month —Prices Firmly Held on All Lines— Trade Prospects Bright

COLLARS.—The month of January is usually a comparatively quiet month as regards sales and many interests have devoted their time to promoting an even greater interest in soft collars than has been shown before. The stimulus given to the trade on soft collars during the past few months has been almost wonderful and it is felt that the demands from returned soldiers will run along the soft collar channel to a great extent. Prices have been firmly maintained and a very good range of styles will, it is indicated, be available for the trade. Bookings for Spring have been good and manufacturers are looking for repeat business in splendid volume as things open up.

There have been no new developments recorded in respect to cleanable collars. Along with other lines, January business has not been heavy, but the outlook is considered very bright. Indications point to a maintenance at least of present prices, and some factors are looking for even a higher scale of quotations. Spring orders will be moving forward very shortly.

The starched collar is pursuing its natural course. Sales have been good and the outlook is one which holds out a promising Spring trade. Quotations are unchanged and very firmly held.

SUSPENDER WEBBING

Changes in Method of Marketing

MEN'S WEAR REVIEW learns from reliable sources that the selling of webbing has undergone some radical changes. The manufacturers, instead of carrying large stocks of webbing already made up, are now making to order.

The prospective purchaser is shown samples of the regular lines and his order made up for immediate delivery, which relieves the manufacture of loss through depreciation of goods kept in stock for any length of time.

The policy that the manufacturers have now adopted will tend to keep prices firm, as the business will be from the hand-to-mouth variety and, therefore, no jobs at lower prices will find their way to the market to bring the prices down.

The manufacturers express the opinion that the present prices on the finished product will remain firm as there is little chance of webbing coming down. Labor, notwithstanding the number of girls released from munition work, will be if anything higher, and the girls refuse to work for less than $8 a week, the average wage usually paid for this class of work, and having accumulated a certain reserve, can remain idle for considerable time, thereby forcing the manufacturer to meet their demands. This is the situation as it appears to-day to MEN'S WEAR REVIEW, and from the information supplied there seems little likelihood of the price of suspenders declining during the year 1919.

ATLANTIC

Underwear

has the real wool feel

If the underwear you are selling bears the "*Atlantic*" banner you can rest assured there will be no kick coming from your customers because of poor quality or unsatisfactory service. "Atlantic" Underwear has the real wool feel, a sure indication of high grade quality. "Atlantic" garments are made from pure maritime wool—wool that has been naturally softened by the Atlantic breezes.

Atlantic quality will create bigger Underwear sales for you during 1919. May we look for your order?

Atlantic Underwear, Limited

MONCTON, N. B.

MADE IN CANADA

Winsome Maid

Best for WEAR.
Best and most complete range of colors.
Best for fit and appearance.
A trial will convince.

Made in all Colors by

The Wilson Mfg. Co.

934 Gerrard Street East, Toronto

ABC HOSIERY

The tried and proven line of Children's Cashmere Hose

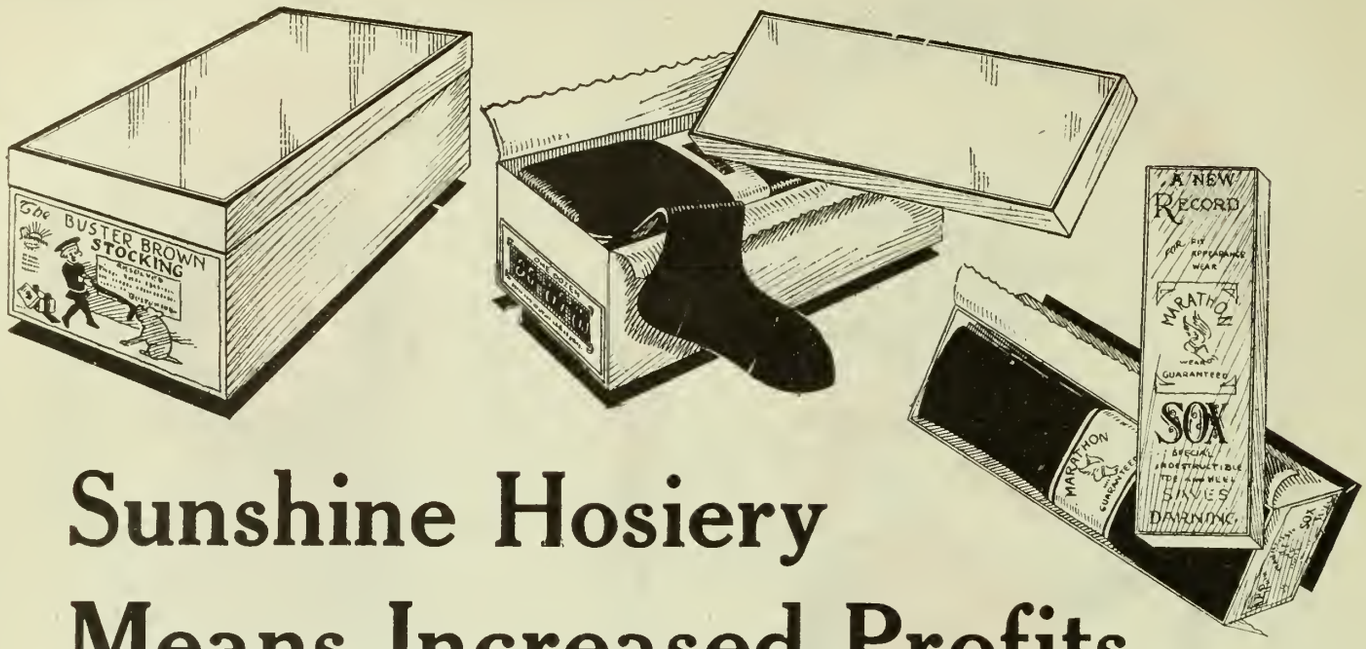
Made for warmth, fit, wear and appearance.

Made in all sizes from 4 to 10 inch in fine 1 and 1 rib.

Made in Canada by

Allen Bros. Co., Limited

817 Gerrard Street East, Toronto



Sunshine Hosiery Means Increased Profits

Style, comfort and service made "Three Eighties" the largest selling women's hosiery in Canada. Nearly every Canadian woman has recognized the special merits of this popular Sunshine Brand. As was early anticipated hosiery of the same calibre has been incessantly demanded for men and children. This growing demand necessitated expansions until to-day the Chipman-Holton Knitting Company is the largest hosiery manufacturing establishment in Canada. Each style of hosiery turned out is made especially to meet the individual requirements of every member of the family.

Let your customers know that you have in stock a full range of Sunshine Specials.

Buster Brown **Rock Rib** **Hercules**	**For Boys**	**Little Daisy** **Little Darling**	**For Children**
Marathon **Pedestrian**	**For Men**	**Three Eighties**	**For Women**

The Chipman-Holton Knitting Co., Limited

Largest Hosiery Manufacturers in Canada

Hamilton :: :: Ontario

MILLS AT HAMILTON AND WELLAND, ONTARIO

MONARCH-KNIT

The Quality Lines—

the lines that will not only sell quickly but that will also build up your good-will by the sure satisfaction they give your customers——are the lines to buy for your hosiery and knit goods sections. Buy

Monarch-Knit Sweater Coats
Monarch - Knit Hosiery
Monarch Floss
Monarch Down

Our travellers are now showing the range of new styles for Fall. Don't place your order till you have seen these samples. Watch for the Monarch-Knit man. He has the goods that will appeal to your business judgment—goods that have the stamp of excellence in style, quality and value.

The Monarch Knitting Co., Limited

Head Office, Dunnville, Ontario

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

Manufacturers of Ladies' Silk and Knitted Coats, Men's, Women's, Children's Worsted Sweater Coats, Fancy Knit Goods, Hosiery, etc. Also "Monarch" Floss and other Hand Knitting Yarns, suitable for Soldiers' Sox, etc.

MONARCH-KNIT

CIRCLE BAR Registered

WILL YOU GET YOUR SHARE OF CIRCLE-BAR BUSINESS?

Your share of Circle-Bar business for 1919 is as big as you want to make it.

If you stock well in Circle-Bar Hosiery and bring it to the fore, giving it full benefit of your sales organization, Circle-Bar will respond nobly. It DOES SELL because its high qualities are easily discernible to the average buyer. It becomes not a question of value told of, but value seen—and anyone believes his or her eyes first.

The Circle-Bar Knitting Company, Limited

KINCARDINE, ONTARIO

FOR MEN
In Cashmere, Silk, Cotton

FOR WOMEN
In Cashmere, Silk, Cotton.

FOR CHILDREN
Cashmere, Mercerized, Cotton.

Peerless Underwear

So warm, so cosy, yet so luxuriously dainty. The irresistible charm of Moodie's Peerless Underwear has created a big current demand.

Merchants benefit to the extent that they have prepared for the demand.

An attractive display means increased sales.

MOODIE'S Peerless UNDERWEAR

Peerless Underwear Company, Limited
HAMILTON ONTARIO

Controlled by J. R. MOODIE & SONS, LIMITED

YOUR Customers will appreciate the actual tailored effect found in all the Harvey Garments.

Made from the finest quality of combed Sea Island and Australasian wool. "See the Harvey man."

This is an exact reproduction of one of the three handsome colored display cards sent with each shipment of Harvey Underwear. They are exceptionally life-like in appearance and very attractive.

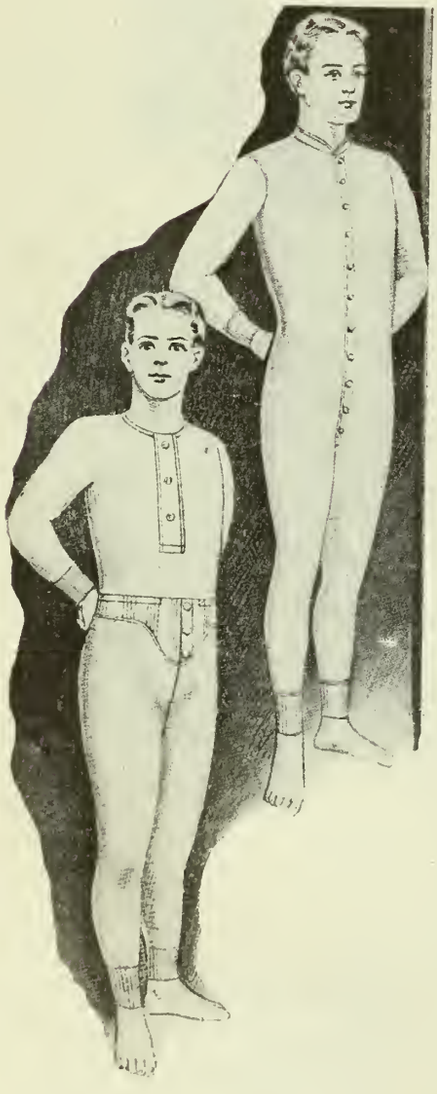
HARVEY KNITTING COMPANY

WOODSTOCK, ONTARIO

St. George

BRAND

Underwear



COMBINATIONS IN
Scotch Knits, Heavy Wool Rib and Fine Elastics

A feature of this line of COMBINATION which adds to their strength and wearing qualities is the REINFORCED SHOULDERS and the Closed Crotch. This line goes hand-in-hand with our old reliable and two-piece suits—the

St. George Unshrinkable Underwear for Men

Push the St. George Brand during 1919 for satisfactory underwear sales and future business-building.

The Schofield Woolen Company, Limited

Oshawa - Canada

Bentro Knitwear recognizes no "season"

Bentro Knitwear has become an all-year seller. The lightweight "beauties" of the Bentro Line sell just as readily and steadily in the sunny summertime as do their heavier "sisters" when snow and ice are with us.

This Spring and Summer will see Bentro Coats and Jerseys everywhere. The wondrous variety of styles, weaves and colorings make them possible for every outing occasion.

Then when Autumn and Winter come again Bentro "heavies" will come into action once more. The fine yarns, the catchy styles, the beautiful color combinations of Bentro Knitwear make irresistible appeal to women of all classes.

The surest method of pleasing *all* your patrons is to show full range of Bentro Knitwear.

MITTS GLOVES CAPS SCARFS
SKATING-SETS COATS

Wait for the BENTRO LINE

The Williams-Trow Knitting Company

Limited

STRATFORD - CANADA

REPRESENTATAIVES:

J. M. Robertson & Co. Toronto
J. B. Trow & Co. Montreal
A. J. Snell Vancouver
O'Brien, Allan & Co. Winnipeg

A Complete Index to Fancy Knit Goods Styles for 1919

ON this page is shown the "Summerlee," a Ballantyne Pullover. But it is not only in Knitted Coats and Pullovers that the Ballantyne line excels. In Mufflers, Cap and Muffler Sets, Toques, Tams, Gloves and Children's Sets, the Ballantyne line is a complete index to the newest styles in these goods,—where style counts; and always the quality is the old-time standard, ever associated with knitted goods bearing the Ballantyne trade mark. Have our representative show you the complete line. It will materially assist you in determining your 1919 requirements.

Some of our new numbers for this year are in our exclusive line,

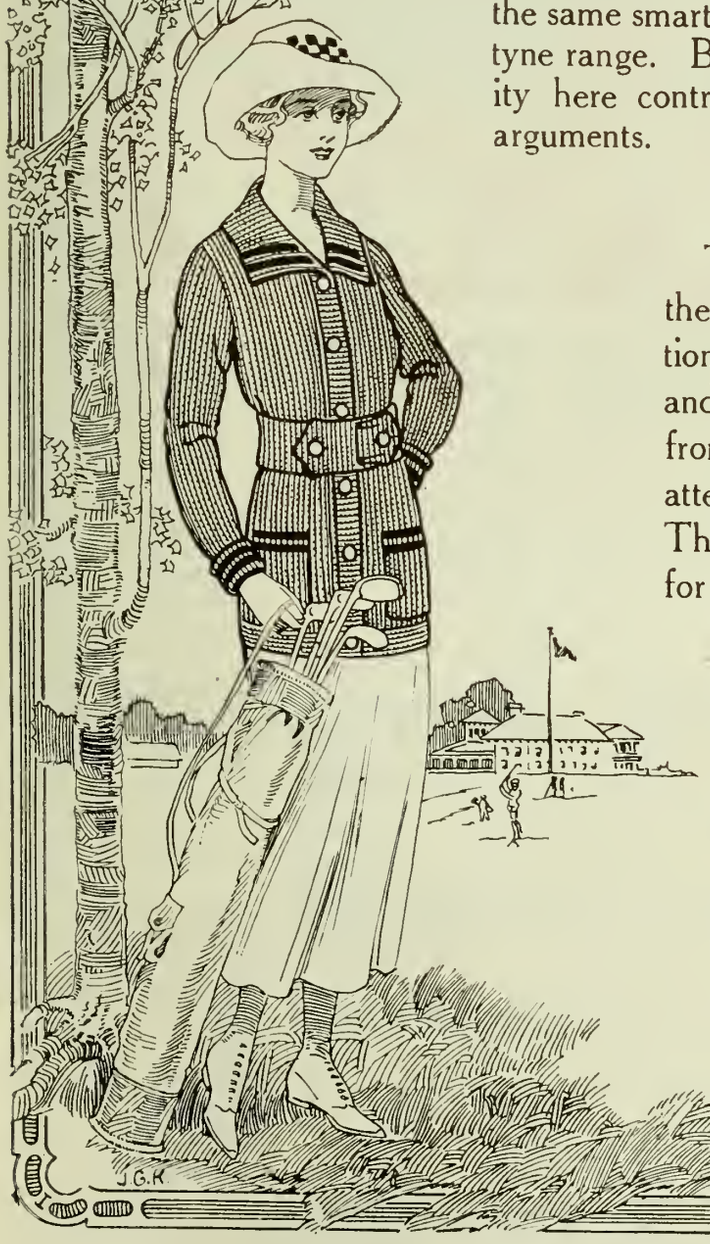
the BALLANTYNE GLOVE "Scotch Knit"

for Women and Misses. These are made in special lengths and of extra fine yarns. They are the ideal cold weather gloves, you should order a good selection now to insure yourself an adequate supply for your Fall stock.

R. M. Ballantyne, Limited
STRATFORD, CANADA

Pullovers and Knitted Coats That Dictate the Season's Vogue

BECAUSE they were new, Pullovers were wonderfully popular last season,—they will continue popular this season, but there will be an extra premium on new style ideas, chic variations and adaptations of the Pullover models. You will find these in the 1919 Ballantyne range,—the deft style touches that capture women's fancy and create a vogue for these garments. In knitted coats, too, the same smartness of style distinguishes the Ballantyne range. Ballantyne style and Ballantyne quality here contribute the most powerful of selling arguments.



The model illustrated on this page is the "Airdrie," a knitted coat of exceptional smartness. In color combination and design, it is sufficiently "different" from previous models to claim instant attention in any display of knitted coats. This is but one of many new coats shown for 1919 in the Ballantyne range.

R. M. Ballantyne, Limited
STRATFORD, CANADA

AVON-KNIT 1919 SHOWING

The complete range of Avon-Knit lines for Fall and Winter, 1919, is now in the hands of our representatives. Avon - Knit products are being kept right up to previous standards and comparison of values will show them to be quite the best the market offers.

It would be a source of great pleasure to be able to announce the return to pre-war prices with this first "Peace Range." We are, however, confronted with even higher prices in raw material markets. Wool is still to be under Governmental control and the prospects of extensive demands for civilian use in Europe indicate a continuance of present prices for considerable time to come.

Avon-Knit productions for 1919 can be bought with confidence. They represent the utmost in quality and value.

AVON HOSIERY LIMITED
STRATFORD - - - CANADA

RICHARD L. BAKER & CO., - Sole Selling Agents
84 Wellington Street West TORONTO

F.12

Colorite

REG. U. S. PAT. OFFICE

COLORS OLD & NEW STRAW HATS

The Magic Profit Maker

THERE is no need to tell the merchant who has sold Colorite in the past what a remarkable seller it is sure to be during 1919. Millions of women already know by actual demonstration what a wonderful product Colorite is, and with our

Tripled Advertising Appropriation for 1919

Every woman in the United States and Canada who reads, is sure to know how well it colors old and new straw hats. Practically all the well-known magazines will carry the story of Colorite in bigger space than ever before. Besides, our campaign for 1919 includes full pages in four colors in such magazines as:

Ladies' Home Journal, Delineator, Designer, Woman's Magazine, etc., and big space in every illustrated Rotogravure Section of the Sunday newspapers.

$500.00 IN GOLD FOR COLORITE WINDOW DISPLAYS

Eighteen prizes aggregating $500.00 are offered for the best window displays on Colorite April 7 to April 19, 1919. Make window displays and link your store to our advertising campaign. You'll reap the benefit in greater sales and perhaps you'll win a prize as well. See the other side of this announcement for illustration of the attractive display matter we supply free of cost. Stick to the original, sure-to-satisfy, quick selling Colorite. Refuse to be stuck with the imitations. **Order from your jobber today.**

Write now for our folder illustrated in four colors giving all the details of the big 1919 Sales and Advertising Campaign, and Window Contest Entry Card. *Be on the firing line early.*

Manufactured by

CARPENTER-MORTON COMPANY

Established 1840

Dept. H — 77 SUDBURY STREET, BOSTON, MASS.

DISTRIBUTED BY ALL CANADIAN DRUGGISTS

Colorite Sales Makers Be Sure You Get YOUR Set

For the season of 1919 we have maintained the high standard we have set ourselves in window display material. We are sure you will agree with us that they are more beautiful than ever and fit to grace the best windows. The reproduction above shows them in their actual colors but reduced in size.

Be sure you get *your* set. Use them often and you'll double your Colorite sales.

V—Color Cards lithographed in nine printings, size 4½x10⅜", showing the different colors on real straw.

T—Lithographed Card Sign in five printings, size 6x9¼" with a 4" easel for support.

X—A supply of two-page colored inserts, naming the Colorite colors and giving directions for using, size 3½x5¼" in four printings.

W—Colorite display stand, made to hold six packages of Colorite, lithographed in nine printings, size 17x20½".

U—Lithographed Window Trim in ten printings, to go on glass. Center piece 14x19½" and six Cut-out Girls with hats; size of each 8x11¾".

S—Beautiful Girl Cut-out with genuine straw hat attached, lithographed in ten printings, size 14x19½", supported by a 15" easel.

1919 STANDARD SIX DOZEN COLORITE ASSORTMENT

24 bottles	JET BLACK	3 bottles	VICTORY BLUE	2 bottles	YELLOW	3 bottles	CARDINAL RED
6 "	DULL BLACK	2 "	NATURAL	3 "	GRAY	3 "	CERISE
4 "	NAVY BLUE	3 "	BURNT STRAW	3 "	SAGE GREEN	2 "	LAVENDER
4 "	CADET BLUE	3 "	BROWN	3 "	OLD ROSE	4 "	VIOLET

A complete set of 1919 advertising packed with above assortment.

1919 STANDARD ONE GROSS COLORITE ASSORTMENT

60 bottles	JET BLACK	6 bottles	VICTORY BLUE	3 bottles	YELLOW	3 bottles	CARDINAL RED
18 "	DULL BLACK	4 "	NATURAL	4 "	GRAY	4 "	CERISE
12 "	NAVY BLUE	3 "	BURNT STRAW	4 "	SAGE GREEN	3 "	LAVENDER
6 "	CADET BLUE	6 "	BROWN	4 "	OLD ROSE	4 "	VIOLET

A complete set of 1919 advertising packed with above assortment. The Three Dozen Assortment has been discontinued.

Terms: April 1st Dating 1919. 30 Days net, less 1%—10 Days on all orders received prior to February 15, 1919 F. O. B. all Jobbing Points.

Send your order today to your Jobber. Don't wait until you have lost 25% of your sales

Manufactured by **CARPENTER-MORTON COMPANY**

Established 1840

Dept. H

77 SUDBURY STREET, BOSTON, MASS.

DISTRIBUTED BY ALL CANADIAN DRUGGISTS

SPRING 1919

MILLINERY OPENING

On MONDAY, MARCH 3rd, and following days we cordially invite you to attend our showing of Pattern Hats and Millinery Novelties

READY FOR EARLY BUYERS FROM 10th FEBRUARY.

G. GOULDING & SONS
TORONTO

WINNIPEG
66 King Street

OTTAWA
193 Sparks Street

HAMILTON
28½ John Street

Mr. Merchant:

When you are finished with this paper pass it on to your clerks. It will help them to help you, which means increased business.

To the

Millinery Trade

Our line is ready for your inspection.

We will be pleased to see you at any of our following showrooms.

The New York Hat Mfg. Company

37 to 41 Victoria Sq. **Montreal**

TORONTO
W. R. Sherring
86 Wellington Street

OTTAWA
Geo. R. Cole
193 Sparks Street

MILLINERY

MILLINERY FOR THE CANADIAN TRADE

Unusually Large Between-Season Trade—Sunshine, Soldiers and Prosperity the Reasons—Coarse Straws Lead at Present—A Color Season With Plenty of Trimmings and Fabrics Used—Larger Hats in View

THE wholesale millinery houses are anticipating big business this year. Several of them, and some of the big retail buyers as well, state that they have never experienced such a big between-season trade as has been done so far this year. No doubt the extremely mild and sunny weather has been partly responsible for this condition, but the trade is inclined to think that the greatest factor in the case is the coming home of "the boys." Another influence which has been making itself felt in the millinery trade more strongly each season during the past two or three years is a general inclination on the part of people in the country and small towns, especially in the West, to want, not only good, but more fashionable clothes than they were accustomed to wear before the war. The new conditions which have arisen in the markets with which these people are most closely related have interested them, and the result is that they are interested in everything which goes on in the big centres.

As a result of this unusual between-season business, the wholesales are not holding their formal Spring openings until late this month or early in March. Meanwhile they are showing to interested buyers a goodly array of New York and home creations for immediate selling

Larger Hats This Year

There is a feeling among some of the recognized authorities in the trade that the general run of headwear this Spring and Summer will show fewer of the medium-sized hats, leaving the more decidedly small or large hats in evidence. The reason for this is placed at the feet of the fashionable silhouette which has evolved since last Spring. "When the skirts are full and wide, you see as a rule the small and medium-sized hats most popular. When the silhouette is long and slender with narrow skirts, either very snug hats to carry out the effect, or else hats decidedly on the large size, to lend the breadth which is elsewhere lacking, are worn. Larger hats than we have worn for the past few seasons, I believe, will develop quite strongly during the Summer," said one of the best-known milliners.

The coarse straw braids are having quite a strong run just now. Quite a number are seen on the streets already, and they appear in such tones as peacock, turquoise, deep rose, taupe, sand, navy, henna, ruby, brown, green, etc. Holt, Renfrew's showed in their Toronto window recently a number of sailors in this pineapple straw. They were in two-toned effects. For example a sand-colored sailor had small navy blue points inset under the brim, which showed between the sand points, giving a double brim effect. Another model in navy had sand inset. Other colors were shown also.

Double rows of this pineapple braid are shown on the upturned sides of turbans and box hats and in other smart effects. It is decidedly the most seen straw at present, despite its usually short life owing to cracking.

1919 A Good Color Season

The Canadian trade seems to be of the opinion that colors will be as much favored here this year as they are in New York. They are preparing for it in the fabric hats as well as in the dressy models, and even a good deal in the tailored street wear millinery.

Lisere is of course the best of all straws for big business. Its quality is recognized and it is never considered a fad, as are the coarse braids. Milan, too, is never replaced for the elite custom, and these will both be seen a great deal in the smart shapes this year. They are even assuming some of the bright colors this season. The coarse, soft braids come in for some recognition, and so do the soft satin braids used for trimmings and hand work. While satin and straw and all crepe hats are frequently selected at present there is no doubt that straws of various kinds will be the mode of the warmer weather. Leghorns are to be quite as fashionable as during the past few Summers, and there are some very smart hat and bag sets, made up chiefly of leghorn for afternoon affairs. It is expected that garden parties will once more be prominent this Summer, and that will mean a renewed demand for these dressy sets and the large picturesque Summery hats to be worn with the dainty organdie, voile and Georgette frocks.

Chin Chins Again, and Some Novelties

Chin chin shapes are to be very popular again during the Spring. They are perhaps the leaders, and are shown in infinite variety. One New York model in lisere is in henna shade and has ridges on the top giving an octagonal outline; between each ridge a navy blue glycerine vulture feather begins; these feathers all have their ending in a high tuft in the centre; the hat is faced with navy satin. Other models are made of ribbon with loops of it mounting high in the centre.

Jockey caps, pokes, "snow shovels," round and irregular turbans are mentioned among the smart tailored fashions, as well as those for sports wear. Tam or puff crowned models are popular for Spring but are not considered among the leaders for Summer. Feathers for trimming include curled, uncurled and glycerined ostrich, vulture, goose-quills and clipped effects. One novel turban seen on Yonge street recently was in company with a Hudson seal coat with

(Continued on page 71)

For the School Girl

A navy blue straw tam and figured silk scarf. The headband is of red ribbon edged with gold.

A COLORFUL SPRING IN MILLINERY

So Says New York—Ribbon, Flowers, Lace and Handwork Unite in Trimmings—Victorian and Directoire Influence Evident—Many Fabric Hats Again

NEW YORK, February, 1919.—The new enthusiasm which is born with this Spring of peace is developing a considerable amount of novelty in millinery. These, of course, are partly inspired by Paris. The desire over there for something strictly different is being felt in New York, and as a consequence some attention is being put up on bringing out things which are strictly new. The public is hardly ready yet to go into extreme things in the way of millinery, so practical has it become. Nevertheless there is some room for speculation as to how these novel things will take. There is for instance a fabric hat that looks like an old-fashioned haircloth. This cloth is made up over a medium-sized shape with a turn-up brim that has a roll edge. From the side of the brim comes a black cord and tassel that hangs close to the hair. One imported model has a rose velvet ribbon about 3 inches wide made into one loop poking out from the side; the shape is a large one of nigger brown Milan, with a brim short in the back; the long ends of the bow are held far back on either side of the brim. Looped fringe is being used in millinery as well as in the dresses which were brought out earlier. Banding of this about 2 inches deep is made in cotton cloth with a bead at the end of each loop, and it is used to cover completely a turban of turquoise rough straw which extends wide on each side.

There are odd cuts in sailors, too. Some are short brimmed front and back; some have irregular sides, novel rolls, tilted crowns, etc.

A noticeable feature in the dress hats of one concern is that when the brims are transparent the crowns are usually of feathers, plain braid, or of straw. There is no shape which is quite so transparent hats displayed there.

The Watteau Again

The Watteau hat is again with us. There is no shape which is quite so distinctly a Spring shape as the Watteau model, so smartly does it sit up at the back, leaving space for quantities of flowers, fruit, or loops of ribbon, and in front it shades your eyes from the glaring Spring sun. Many of these are developed in fancy straws with Georgette crepe in all the new and wanted color effects. In fact there are many developments characteristic of the Victorian and directoire periods. Many assume height through high trimming. Lisere is the straw most in evidence.

Rough straw sailors are in very strong vogue at Summer resorts just now and are being shown in the shops. Small feathers are combined with the coarse straws in some hats offered by Macy's. These are inexpensive and are small and smart. Frequently the crown is entirely covered with small feathers, and wings are used for trimmings.

For Immediate Wear

A smart model of terra cotta satin and split tips of ostrich.

One of the large wholesales is featuring monkey fur on the new Spring models. Box turbans, which, by their name are designed to accompany the smart box suits of the Spring, are made of navy or black lisere and have this fur fringe used around the tip and falling to the depth of the hat all around. This same firm is not featuring the medium-sized hat to any great extent; the average run is either noticeably small or noticeably large, either of which is much more suitable to the slender and narrow-hemmed skirts than the medium-sized hat.

Variety in Hand Work

Straw thread embroidery is quite an item and is developed on taffeta. The embroidery is done in the same way that long stitches of floss are worked, and is made into a pattern, and other popular embroidery is that of either gold or the silver thread which is best embroidered on black. Some large drooping shapes are covered in navy Georgette and trimmed by a large wide bow of navy ribbon five or six inches in width. The solid color hat, especially in the Georgette is particularly good this season. In navy blue it can be worn for dress or street occasions and is considered quite the correct thing.

Reference is made by some milliners to Japanese chintzes which are said to be shown on the short-backed pokes. These would probably be good for Summer resorts, but not a great deal of stress is placed on them by the trade.

There is a great deal of hand work on the hats, not only one type of hand work, but several. There will be a few stitches of floss, several loops of narrow ribbon made into a knot by hand. Little touches here and there of perhaps a leaf or flower tucked in, which may be made by hand, a little design in bead work or jet or straw and similar touches like this. Faggoting with narrow ribbon hats is shown. One model in French blue ribbon is a small mushroom shape with a puff crown; strands of floss trim the base of the crown. A great many of the tailored hats are in diamond box shape. One model has the top surface in basket woven black and blue. The sides are all black and quills are crossed at the higher side.

The Colors in Evidence

The colors for Spring which are shown perhaps in greatest numbers are taupe, Bermuda, jay, terra cotta, nigger brown, sand, purple, dust, pearl grey, navy, artillery and black.

"I have the utmost confidence in ribbon trimmings," said one New York

Hats of the Hour

The large model is lisere faced with crepe, in a shape much approved of this season; beside it is one of the smart toques of straw with satin; there is no mistaking the sailor of coarse pine-apple braid with its ribbon scarf; and at the lower right corner is another lisere model turning high off the face as so many like them.. Jay blue and terra cotta (or henna) the season's novelty colors are appearing in these models. From the Montreal Hat Co.

buyer, "especially in the large, wide ribbon bow trims that are smartly used. I do think this ribbon idea is to be one of the biggest items of the season, as the French milliners have gone in for the ribbons very strongly, and I think milliners here will quickly follow.

"Colors taking in all the tones of red, orange in its interesting range, many shades of brilliant blues will be much in vogue, and I think that brown will continue to be used," he concludes.

Best's have a window of peacock blue hats. One model had an oval crown and narrow brim upturned at the left side; on the right side of the crown was a bunch of pleated blue and henna satin morning glories. The brim was underfaced with rough mixed straw. Another model was small with an oval crown and narrow, straight brim. This hat tilted up at the back. The crown was of shirred satin. The brim was straw. On the back of the crown was a bow of satin ribbon.

At Lord and Taylors' was a rolled brim sailor of champagne crepe underfaced with blue straw. The crown and upper brim were covered with champagne radium lace. At the base of the crown was a narrow blue picot ribbon. On the under brim at the left side was a flat bunch of flowers.

Each big house seems to be launching something new every few days so that once more it is a season of "everything" being in fashion. Perhaps when Paris gets over celebrating and settles seriously into her old role of style-creating we may look for a few outstanding ideas to be featured by our big houses. Meanwhile, there is a hat for everybody—business demands it.

MARR MILLINERY CO. GIVE STAFF DINNER

At the Manor House, St. John, N.B., last month, the Marr Millinery Co., Ltd., entertained their staff to a turkey dinner. Covers were laid for thirty. J. H. Marr was unable to be present on account of illness and H. G. Marr presided. The only toast was to The King, which was responded to by the singing of the National Anthem.

In a short speech, Mr. Marr said: "The business of which I have the honor of being president was founded in Moncton in 1860, nearly sixty years ago, and to-day, as you know, we have the largest retail millinery business in the maritime provinces, and in all these years the success of the business has been, in a great degree, due to the co-operation of our staff. I think I am speaking truly when I say that the relations have always been most pleasant and I hope such may be the case in the years to come. I wish at this time to thank you especially for the way in which you have helped to keep the business up to its usual high standing during the last sixteen months of my illness. J. H. Marr regrets exceedingly being unable to be present, and asked me to convey to you his best wishes, and may I bespeak for him the same hearty support you have given in the past."

A vote of thanks was tendered Mr. Marr.

An attractively set millinery ad. used by a Montreal house.

EMPLOYEES ENTERTAINED

A meeting of the employees of the Alex. McArthur & Co., Ltd., with their wives, children and friends, took place at the company's works on Moreau Street, Hochelaga, the other evening, and a very enjoyable evening was spent. The company's skating rink was well frequented, while others were entertained in the decorated engineer's department, to vocal and musical numbers, as well as dancing.

PARIS NOTES

By R. D. de GRANDPRE,
Manager, Vyse, Sons & Co., Ltd., Montreal—on return from Paris.

For evening wear, a hat that is conspicuous in Paris in the large hotels is a buckram shape covered with jet. Maline is often set over this to soften the glitter of the jet. Indeed, a large number of jet ornaments are seen, in black, white, cherry red, rhinestone and navy. The jet comes in strips about 1 metre long.

Where colors were very sober a year ago there is a tendency now for brighter shades. Everyone seems to want to throw off the gloom of war and wear attractive clothes again.

The dressy hat is of lisere, mostly in small shapes. The larger ones will come as the season advances.

Narrow ribbons will be seen early in March, while white wings will appear very strong in May and June, and white ribbons later on.

Small flowers are shown a good deal, much more than last season. Some very charming effects are seen in ostrich plumes.

One effect that is becoming very prominent is on a morning hat, a ready-to-wear, that is used with a veil; plain where it covers the face but with a pronounced pattern where it comes over the crown of the hat, and matching the hat in shades such as brown, salmon, navy, etc. These hats are usually small shapes, but deep, a sort of bonnet effect.

Ribbon effects are well liked—in a sort of rosette on the side of a hat, and often falling off in streamers. Frequently the ribbons are drawn under the chin.

Four Spring Models

In the centre the cut leghorn hat with bag to match make an interesting set; the trimming is silk and beads with the addition on the hat of narrow ribbon and a posey. Lisere and clipped feathers are reasons for the smart model in the lower left corner. At the right Georgette with a pointed brim and straw trimming are the main attractions, but loops of ribbon, little foliage motifs and stitches of silk floss are touches not to be overlooked. Above is a neat misses' model in Georgette with straw braid and ribbon. Shown by D. B. Fisk & Co., Chicago.

JAPAN DYES HEMP BRAID

Heretofore the inability of the Japanese to dye successfully hemp braid, which is exported to the United States and England for trimming on women's hats, has interfered somewhat with the amount of business which might have been done. However, characteristic of the Japanese, they do not give up easily, and it is now reported that one of their chemists has invented a process whereby the dyeing may be done uniformly in that country. It is probable that henceforth the hemp will come to the factories already dyed, which will be a great saving of freight and of time. In the past, hat factories in Canada and elsewhere, who used the Japanese hemps—and most of them do—first received the natural goods from Japan, then had to send it to the dyers and wait its return before they could commence work with it.

DEATH OF MR. R. W. GREEN

A distinct loss is felt by the trade in the death, due to pneumonia, of Mr. Reginald W. Green, which took place on Sunday, January 12th, at Wellesley Hospital. The late Mr. Green, who was in his 38th year, was treasurer and a director of, as well as European buyer for, the John C. Green Co., Toronto. He leaves a widow and one child.

MILLINERY FOR CANADIAN TRADE

(Continued from page 68)

Kolinsky collar and cuffs. The turban was a high round one, almost completely covered with tiny curled quills in glossy bronzed brown; around the edge was a narrow scarf of sapphire blue satin ribbon.

Accordeon pleated ribbons and silks, pussy-willows made of yarn, chenille or velvet, huge flowers covered with net or Georgette, silk flowers or fruit applied flat, pheasant quills, tiny wings—these are among the novelty trimmings featured, but there really is no limit fixed by fashion to the size, color, material or application of trimmings for this season.

Fiskhats

CREATING styles that are new, original and apart from the ordinary is not merely an occasional event but an every day certainty in the Fisk organization. A visit to us always has new interest.

In Chicago

at 225 N. Wabash Avenue complete displays of Fisk Millinery, representative of the customary high Fisk standard of style and quality await your inspection.

Dealers not visiting Chicago are invited to see our line at our branch salesrooms.

New York - - 411 Fifth Ave.
St. Louis - 1013 Washington Ave.
Cleveland - - Statler Hotel
Atlanta - - Kimball Hotel

D. B. Fisk & Co.

"If It Is New, We Make It"

The newest models in the new coarse braids combined with crepe or satin from $24 to $36 dozen, Ready-to-Wear.

We have the largest and newest line of net shapes in this country at the lowest prices.

Write for assortment.

Montreal Hat Co., Limited

"Everything in Ladies' Hats"

15 St. Helen Street

MONTREAL

PEERLESS

1919 SPRING STYLES 1919

NOW READY

BUCKRAM AND RICENET SHAPES

FOR LADIES AND CHILDREN

A trial order of 3 doz. assorted in ¼ doz lots. will bring you in touch with the latest styles as shown in Fashion Centres.

Made only by

PEERLESS HATS, LIMITED

Manufacturers of

Ladies', Misses' and Children's Velvet and Straw Hats and Buckram Frames

Direct from Manufacturer to Retailer saving the Middleman's profit

10 ONTARIO STREET WEST MONTREAL

FUR DEPARTMENT

FUR SALES SHOW FIRM PRICES

October Figures Repeated in Many Lines at St. Louis' Nine Days' Sale—Some Advances Recorded and Some Declines—Foxes Lower in St. Louis, Higher in London—Russian Sables Advance 60 Per Cent.

A FIRM market condition in furs seems evident from the St. Louis sales which concluded on January 29. Messrs. Funsten Bros. & Co. report that about 75 per cent. of the American catch is already in the hands of dealers and the greater proportion of the goods to come in will be of poorer quality. Notwithstanding the removal of the embargo against the importation of foreign furs into the United States, especially of Russian, Chinese, Australian and South African origin, the high values were maintained and some advanced. There is much elation over the sales throughout, for they totalled $9,548,000, the greatest in the world.

Following are the results of the sales as compared with last prices also the number of skins sold:

Unchanged—Blue fox (321),Mole (750,000), Flying Squirrel (6,000), China Mink (68.000), Chinchilla Rats (9,500), Marten (5,750), Badger (6,800), Wallaby (30,300), Kangaroo (2,400), Barunduki and Letak (15,200).

Ten per cent. advance over April—Fitch (2,450).

Fifteen per cent. advance over April—Persians (1,500).

Ten per cent. advance since last report—Japanese Fox, (9,000), Japanese Badger (500), Japanese Mink (96,000) Fisher (1,950), Civet (80,000), Raccoon (130.000), Central and Southwestern Mink.

Fifteen per cent. advance—Broadtails (5,820), Kolinsky (53,000), Ringtails (5,500), Otter (6.000), Nutria (130,000), Beaver (24.000), Alaska Sealskins (1 015), Northwest Coast Sealskins (40).

Twenty per cent. advance—Japanese Marten (6 600), Chinchilla (900), Stone Marten (2 600).

Same as October—White Fox (1,900), Cross Fox (1.200) House Cats (20,000), Hair Seals (380), Mountain Lion (400), Leopard and Leopard Cat (1,700), Bear (1.400). Polar Bear (130). Ermine (118,000), Marmot (178 000), Australian Opossum (43 000), Wolverine (225), Grey Fox (8 500). Muskrats, (955 000)

Fifteen per cent. lower than last October—Red Fox (30,000),Patagonian Fox (6,100), Lynx (11,700), Southern and Southwestern Wolf.

Twenty per cent. lower than last October, Karagon Fox (4,300), Australian Red Fox (5,200), Macedonian Red Fox (2,600), Lynx Cats (10,100).

Ten per cent. lower than last October — Australian Ringtail Opossum (77,800), Wildcats (12,800), Skunk (215,000).

Dolman Wrap

Of Hudson Seal trimmed with Kolinsky, showing the new fashionable lines in furs. From Silver Bros., Montreal.

Biggest Advances in Sable, Silver Fox and Mink

Cape of Good Hope Sealskins (485), are reported as having sold well; Perewitski (1,300) at high prices; Caraculs (3,000), sold well; White Hares (6,100) same as last April; Russian Sables (1,700) advanced 60 per cent.; Squirrels (712,000), advanced five per cent.; Swift Fox (500), 5 per cent.; Silver Fox (1,000), 40 per cent. for fresh skins, stale skins neglected; Argentine Fox (10,200), 25 per cent. lower than last October; Rabbit Skins (250,000), 15 per cent. lower than December; Northern and Eastern fine qualities of Mink, 25 per cent. higher than October; Northern and Northwestern Wolf, 5 per cent. lower than October; Opossum (300.000), 12½ per cent. lower than last October.

Total number of wolf skins, 67,000; total of mink, 100,000.

Foxes Advance in London

At the C. M. Lampson fur sales in London the official figures as compared with last April's prices are:

Silver fox advanced 25 per cent : cross fox advanced 65 per cent.; white fox advanced 15 per cent., gray fox advanced 50 per cent.; kitt fox advanced 75 per cent.; blue and red fox remained unchanged.

FUR FARMS IN N. B.

As shown in a booklet, "New Brunswick; its Natural Resources, Developed and Undeveloped," prepared by the Natural Resources Intelligence Branch, and issued recently by the Department of the Interior, Ottawa; there are in that province forty-seven fur-farming companies, with a total capitalization of over $4.000.000. Silver. cross, and red foxes are the chief productions of these fur farms.

NEXT YEAR THE CLIMAX

Says Well-Known Fur Buyer

"We have never sold so many fur coats in any one season as we have this year," said the manager of the fur department in one of Toronto's largest stores. "Coatees, scarfs, short coats and jackets have also been very good. These will be in stronger demand than ever next Winter, too. Next year will, I believe, be the climax in fur sales. Muffs have not been selling as well as the other lines. Next Winter will see a big call for seal, beaver and skunk. These will

be the three leaders; opossum and grey squirrel will be next in line. A great deal of squirrel has been sold this season."

DYNASTY OF ROYAL FURRIERS IS ENDED

Widow's Death Sends Nicholay Riches to Charities

The end of a dynasty of fur kings is marked by the death at Iver, Bucks, England, of Mrs. Emily Nicholay, widow of John Augustus Nicholay, the last of the famous family of royal furriers. Her late husband's grandfather was a Hungarian, who, in 1788, established himself as a furrier in Budapest, then admirably situated for the importation of Russian furs.

He was so skillful a buyer and so honest a seller that his name became famous all over Europe, but he was compromised by the revolt of Kossuth, and in 1802 reached England, an exile. He started fresh in business in Henrietta street, Covent Garden, London, and then removed to Oxford street, nearly opposite the Pantheon.

His son, who succeeded him, rebuilt the premises and showrooms in 1842 on so sumptuous a scale that the Dowager Queen Adelaide was induced in those easy-going days, personally, to open the shop.

This second Nicholay was a protege of the Prince Consort, whom he helped with the great exhibition. He was not only furrier to Queen Victoria, but made in London for the Czar Alexander II. his famous mantle of black foxes. Though the foxes had been trapped in the Czar's own dominions, there was nowhere that could compete with London in curing the skins.

John Nicholay 2nd in the Crimean War supplied the British troops with coats made of buffalo hides, which at that time could be purchased at about $5 each. He died in 1875 and was succeeded by his son, John Augustus Nicholay. This man had no son and preferred to live the life of a country gentleman at Iver. In 1898 he sold the Nicholay business to Debenham and Freebody, and the name of the greatest of London furriers disappeared.

J. A. Nicholay, who died three years afterwards, left the residue of his estate to accumulate for twenty-one years after his death, and at that date, or at the death of his widow, the trustees were to split the fund into 174 equal shares and distribute them among a number of charitable institutions, which he specified. With the death of his widow these institutions will benefit at once.

PRICES A PROBLEM

The fur manufacturers who will be out over the retail field in March are in about the most difficult position of any in the dry goods field. The price situation is bothering them. The chief point is that they have to buy so long in advance that they cannot wait as long for prices of raw materials to work themselves out as many of the other manufacturers, such as the ready-to-wear, who can afford to watch until May and even June with many of their Fall lines before fixing their prices. With the fur men it is vastly different. Most of the skins they are using for the goods they are making up now for the trade, have been bought in November, December and January. For many of their goods they could not even wait until the January-February sales. Is there any chance of a drop of any account in prices of skins in the next two or three months?—is the question they must face in the prices they are fixing. If there were they would be compelled to revise some of the prices they will soon be offering, in order to keep the good-will of the trade.

The majority who were seen by DRY GOODS REVIEW were of opinion that there would be little decline before the Fall at all events. It is agreed that the amount of skins held over is much smaller than usual, and, with transportation in the condition it is, the opening up of the outside field to importers in Canada and the United States has had little effect on the situation. Reports from the big fur buyers agree that the catch of skunk was larger than usual, but that there was a smaller catch in muskrat, raccoon, mink, opossum than in ordinary years so that these skins will tend to be scarce, and this in turn will be influential in keeping prices firm. So far as can be learned there are few signs of any reaction in prices, although an element that must be figured on is the prevailing feeling that prices must come down. It is a general principle that the average buyer has held up his sleeve and produces on all occasions, in an effort to bring about the discomfiture of the manufacturer of every line he approaches.

There is some talk among the trade of a guarantee to buyers against a later drop in prices, that is before goods are delivered. There is no idea, for instance, of accepting orders for Fall delivery now at a certain price, and if there is a decline next Fall after goods are delivered, that is in sorting business, of making a refund to the buyer on his early Spring orders. But some in the trade have expressed a willingness, in order to strengthen the confidence of buyers, to agree to bill the goods ordered now at the lower price if there is one before the goods are actually sent out. While this has been the practice of a number of Canadian firms for years,—while with others it is new this year,—it is spoken of in the United States as a comparatively new principle.

A Gorgeous Coat

What is considered the most valuable coat designed is to be worn by Mrs. William E. Corey, formerly Miss Mabelle Gilman, of New York. The fur coat of sable is designed by Balch, Price & Company, of Manhattan, at the cost of $75,000, and is composed of pelts imported from Russia. The coat is full length and thousands of pelts were examined before the garment was made.

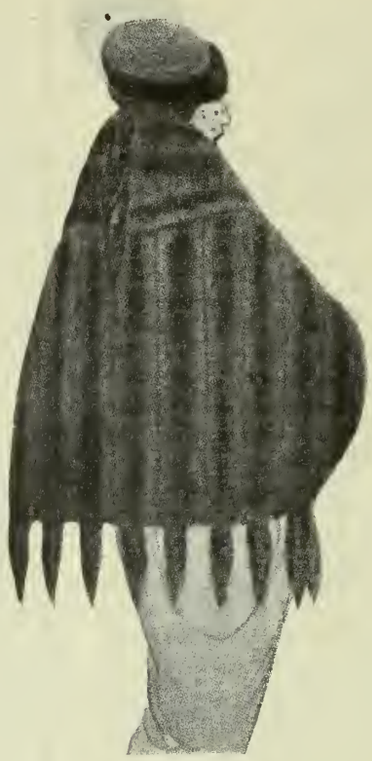
The manufacturers and exporters of the United States have increased trade with Brazil and South American countries more than 160 per cent. since the beginning of the war.

Our
Style
300.

Mink
Opossum
Skunk
Kolinsky
Trimmed

Our
Style
224.

Mink
Kolinsky
Skunk



A Remarkable Display of Attractive Styles

In Hudson Seal, Etc.

Misses' Coats
Stylish Stouts
Coatees
Capes

Spring and Early Fall Sets

Hudson Bay Sables
Mink
Ermine
Mole
Squirrel, etc.

Samples on Road in March

MISSES' COATS *OUR SPECIALTY* STYLISH STOUTS

SILVER BROTHERS

SOMMER BUILDING
MONTREAL

Western Representative: E. B. Mendelssohn, Currie Block, Winnipeg, Man.

MORE SALES!
BIGGER PROFITS ON EACH SALE!

More sales because you will quickly establish a reputation for quality furs if you sell garments made of

HOLLANDER SEAL

Bigger profits because garments made of Hollander Seal are actually worth more than ordinary Hudson Seal garments, and consequently bring higher prices. Bigger profits because for the same money you are now paying for inferior dyeing you can buy the real, the genuine Hollander Seal

SOME SEAL!

A. HOLLANDER & SON, Ltd.
Dressing and Dyeing of Furs

N.Y. Office :
129 W. 30th Street

MONTREAL
64 Queen Street

Furs ••

Our Motto is honest values. We are putting out a line of furs which will give honest value in every detail. They are furs which guarantee solid comfort, perfect fit and absolutely the newest styles.

Samples for coming season will be ready in March
Your inspection solicited

THE SANDHAM COMPANY
Formerly Sandham & Thurston
59-61 Wellington Street West - TORONTO
We Specialize in Ladies' and Misses' Furs

HFD CO.

Furs Dyed in All the Newest Shades

FOXES
WOLVES and WHITE FOXES
DYED TAUPE and BATTLESHIP GREY

SQUIRRELS
DYED TAUPE and BATTLESHIP GREY

RABBITS
DYED KITT, MOLE

The Hollander Fur Dyeing Co., Limited
645 St. Paul St. - Montreal

When you want to sell or buy anything, use the condensed ad columns of

Dry Goods Review

You can talk across the continent for two cents a word.

FURS

Dignity ∴ Difference

Attributes of Fur quality which are found in our furs but seldom in others.

Merchants who seek the absolute zenith of style will do well to inspect the range we offer.

Furs for next season are now considered and we take pleasure in inviting you to make an inspection of our furs.

These furs are guaranteed to meet the requirements of your most particular style loving customer.

Let us know of your requirements and we will arrange for you to see a line which has positively no equal on this continent.

Immediate orders promptly attended to.

LABERGE, CHEVALIER & CO.

MONTREAL

TORONTO
John Maitland, Rep.

WINNIPEG
Martin Williams, Rep.

FANCY GOODS
NOTIONS & TOYS

ART NEEDLEWORK

Prepare for June Brides by Refreshing Your Stock of Stamped Lingerie, Sofa Pillows, Table Runners, Etc.—Interesting Goods Shown

WITH practically the cessation of knitting socks for soldiers; also sweaters, scarfs, caps and other military supplies, and the coming of a new season, needle work seems to be taking a slight turn. There is a huge demand for fancy wools for knitting sweaters, scarfs, caps, collar and cuff sets, articles for babies, and crocheting the various types of hug-me-tights, shawls and similar garments. There are new types of these coming out continually and new sets of instructions and new shades of wool. One Canadian mill has 32 shades of these wools on its latest color card. Nevertheless, one has the Spring to think of and June brides, and for that reason there are other types of needlework coming into prominence.

Stamped lingerie has received a certain stimulus, and the finer mercerized crocheting threads for yokes and laces are in much demand. One of the daintiest new night gowns reverts to the use of colored threads, while the embroidered part of the gown is white and the gown itself is of white nainsook, the yoke is a very fine dainty affair in pink mercerized thread. It is a two-inch band fitting around the neck line and extending in another two-inch band down the front some 8 inches and towards the bottom a couple of inches of it are left free, through which a wide soft satin ribbon is held as an empire girdle.

Towels are still general favorites in the embroidered gift line.

There is no end to the number of books of instructions offered for crocheting, tatting, and knitting. One wholesale firm carries an assortment of 50 of these instruction books, and all the fancy goods houses are reporting big business being done in them. A wide range of colors is wanted, too, in the crocheting threads, and more especially in those heavy soft cottons used as substitutes for wool. The biggest business, however, is done in the fine threads in white and ecru, in which many handsome sets of sofa pillow, tray, scarf and table cover corners are being fashioned. An occasional devotee to crocheting goes into such elaborate articles as bed spreads and table covers also, and besides turning out quite a wonderful piece of work she is also doing the popular thing.

New Features in Colored Embroidery

In colored embroidery there are many attractive new designs offered. These follow mostly conventional effects in flowers or fruits, rather than the strictly natural flowers or the strictly conventional line in design. Sets in linen colored cotton, or, if one is fortunate enough to get it, linen itself, with bands of these conventional flowers stamped in colors on them are very attractive when worked in the darning stitch, which has become much favored in the last season or two in dress trimmings. Colored threads matching the patterns are darned back and forth in straight lines across the design, and the effect is quite novel.

Another novelty which requires more labor and concentration, and is really meant for the advanced worker, is extremely effective. Tapestry designs are printed on a coarse double-thread scrim. Heavy threads are worked obliquely through the little open squares of the cloth. If the right amount of skill is exercised in getting these stitches quite even, and the colors well shaded, a very rich effect of bead work is produced. There is a great deal of work in these patterns, but the results are so effective as to attract the average artist in this line of work, and the articles made in it tend to small sizes. This is used in sofa pillows, bags, and just such articles as one would fancy in real beaded work. They include detailed scenic effects.

During the last days of the Christmas shopping season, Simpson's showed a handsome sofa pillow in heavy black satin, embroidered in a well-blended collection of colors in fruit and foliage. The cushion was round and finished at the sides with gold lace and cord. The finished cushion, all embroidered, was priced at $40.00, and a number of the covers stamped in similar designs were offered at $4.50. The whole collection was sold out very quickly, and none have been obtained since, which are just the same. This is just an indication of the fine and quite elaborate work which women are favoring at present. There is no inclination to spend time doing fancy work which is of a cheap appearance when finished. The best of materials and finest of designing is what sells best. One handsome set of centrepiece and runner in linen colored fabric is embroidered in the conventional flowers darned as described above, and around the edge of each, just underneath, is fastened a band of black satin, which extends a half an inch beyond the edge of the linen and is blanket-stitched in yellow or some tone to harmonize with the embroidery. This double edge is rich, effective and novel, as well as being easily applied.

New Fancy Work Silks

One of the most interesting new offerings for making bags comes from Japan. It is silk, measuring just 12 inches in width and showing the brilliant and rich colorings favored by the Japanese. The fabrics are very finely woven silk crepes. They are also used with charming effect as panels in the fancy lamp shades, intersected with panels of a plain color to match the ground of the crepe. They are selling at $2.25 a yard retail.

There is no lessening of the interest in stamped goods for infants and children. While there is little that one can put down as novel in the way of pattern or design, there is nevertheless a great deal of business being done in the lines which are familiar already. Colored embroidery continues to have much favor in children's dresses, and many of them show the dainty and interesting designs which children like, such as blue birds, little boys and girls in Dutch effect, animals and so on.

Needlework departments need not feel any loss of profits through the ending of the use of wool for soldiers. Women are eager to get at the prettier things again, and this Spring they will want to see a good assortment of suggestions.

TOY INDUSTRY IN JAPAN

Exportation Ten Times That of a Decade Ago—Cheap Labor Likely to Hold the Market— More Durability Promised as Output Improves

"FOUR years ago the export of Japanese toys was limited to a few varieties such as dolls, bamboo models and the like." So writes Mr. S. Kamiyama, in the "Japan Magazine." He is an authority on the subject of Japanese toys. "A great change has taken place," he continues. "Last year the total value of toys exported from Japan amounted to $4,200,000, and in 1918 will exceed $5,000,000! Thus the 'land of dolls and flowers,' as Japan has been so charmingly called, has been transformed into a country creating playthings of every description for the children of foreign lands as well as for its own. One might have supposed that, owing to the cheapness of labor in Japan, it long ago would have become the largest source of supply for the toy trade; but until the shutting off of the German supply the toy makers of Nippon never attempted seriously to enter foreign markets. Present increase in exportation is due wholly to efforts of Government authorities to find markets for Japanese toys in foreign markets. And only a beginning has been made!

"Officials in the department of foreign trade saw that great possibilities lay in the toy business and stimulated the manufacturers in every possible manner. They supplied samples from all parts of the toy-making world, most of which have been successfully imitated. In addition, the workmanship which is peculiar to Japan has been encouraged and improved. The largest export has been sent to America, amounting in value last year to $1,216,030. Great Britain comes next, taking a total value of $659,462 in 1917. The value of exports to British India and the Straits Settlements was $457,485, and to Australia, $447,664.

"Japanese toy makers have risen to their opportunity with remarkable promptitude and efficiency. In another year they will meet the demands of Western markets which they cannot wholly supply at present. In 1907, the extent of the exportation of toys from Japan was only $394,904; in 1917, as stated above, it exceeded $4,200,000—ten times what it was ten years ago!

"In addition to common toys made of earthenware, wood and cotton, the Japanese now fashion them from rubber, metal and celluloid. They are especially apt in mechanical toys. The story of imports of toys is in reverse order. From a value of $54,406 in 1906, imports decreased to $21,045 in 1916, and the figures for the year 1917, though not yet available, are much less. Japan may regard herself as one of the leading toy countries of the world, and it is a trade that may be expected to continue. In various other lines Japan has also gained a leading place during the war, but whether this prosperity will continue when competition revives is another question. In toys, however, Japan is not likely to have any serious rivals. The toy trade has been created for Japan by the war, but it will not be destroyed by cessation of the war. The reason, as already suggested, is that material and labor are much cheaper in Japan than in any Western country.

"Most wooden toys in Japan are manufactured by hand in the mountain regions of the country, where wood is plentiful and cheap. Individuals or families make them in their houses for the dealers. The chief centres of toys made in factories are Tokio, Osaka, Kyoto, Nagoya and Kanagawa.

"Some complaints have been received as to the comparative frailty of Japanese-made toys. Every attention has been paid to remedying this defect, and in future no such complaints will be justified. Toys are now made in more durable manner and of better materials, with great improvements in designs and finishings. The value of exports in toys sent from the various ports is as follows: Yokohama, $2,307,595; Kobe, $1,349,586, Osaka, $264,514; Nagasaki, $1,171 and others, $250,392.

"Viewing the destination of exports of toys from Japan more in detail it may be said that the largest supplies have gone to the following countries: British India, Straits Settlements, China, Dutch East Indies, Great Britain, France, United States, Canada and the Argentine Republic, Australia, New Zealand, and South Africa have also taken considerable quantities of Japanese toys. It is remarkable how the tastes of various countries differ as to the kinds of toys. Europeans like best such toys as bamboo flutes, dolls, earthenwares, fans, wooden toys, cotton birds and animals, while the Americans prefer Christmas toys such as birds, baskets, celluloid and paper, toy chairs, furniture suites and wooden dolls. Australia likes flutes, leaf work, glass toys, rubber dolls, toy mirrors, musical instruments. Dutch India imports chiefly such toys as metal leaf ornaments, paper and celluloid goods. India desires clay dolls, animal toys, and South America wants toy umbrellas, lanterns, bamboo models and dolls, while China prefers toy insects, rubber dolls, warships and electric cars."

COIFFURE NEWS

There is a tendency in New York towards a new style of hair-dressing. It shows less regularity in the waving. The hair is allowed to show more of its natural fluffiness and curl, if any such there be, and if not the marcel must be careful not to look too set. Simplicity and youthfulness are emphasized in the new style. This method will possibly demand a little more in the way of hair ornament in order to keep the locks in just the right place without the assistance of the perfect marcel. There is a fullness and soft effect about the ears and sides of the head which makes a use for small, inconspicuous pins or combs. There are on the market many designs in little combs about an inch or an inch and a quarter wide and proportionately deep, set with tiny stones.

Another ornament, only for evening wear, is a comb mounted with split ostrich in fan shape. If one carries an ostrich fan the two articles must match in color, of course.

HOME DYES ARE POPULAR

The splendid advances which have been made in the dye industry in both England and the United States during the past three years, are a matter of much satisfaction to the trade. Especially has the matter of dye packets for home use been stimulated, so that there is now to be had a very commendable range of fast colors, and that is responsible for the steady increase in their use in the home. If a woman has any idea of mixing colors, too, there is such a good variety, and the pigments are so evenly combined that it is really an easy matter for her to develop almost any exact tone which she may want.

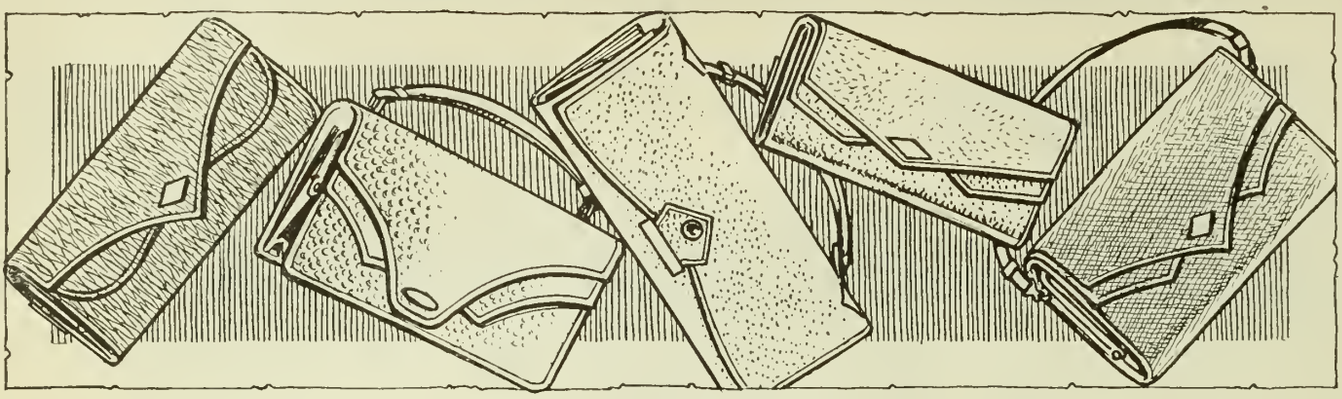
There are few dealers who do not carry a line of these home dyes, which are so popular.

HAIR FROM CHINA

The exports of human hair from China have averaged about 3,000,000 pounds a year for the last ten years With the revolution of 1911, the cutting of queues was very general throughout the South, and many men in the North parted with theirs, although the majority of the male population north of the Yangtze still wear their queues. The supplies of hair are augmented from the combings of women, who, in times of stress, dispose of their hair. It is exported under three grades: (1) Solid dressed clubbed lengths; (2) stumps, and (3) combings. The first grade is dressed in solid lengths of from eight to thirty-six inches, with two inches difference between each length. The second consists of short hair under fifteen inches; also in small bundles. The third takes short, tangled hair and combings. Before being shipped to the United States all hair must be officially disinfected. Consul-General Anderson reports that the Hong Kong exporters require that the hair be sold in assortments and carefully sterilized before being shipped.

BUTTON MANUFACTURERS' CONVENTION

The committee arranging for the convention of button manufacturers to be held in this city has designated March 5 as the date for the event which will be held at the Waldorf-Astoria Hotel.



LEATHER PURSES

SPRING 1919

Our Representatives Are Now Out With Spring Samples

We Manufacture and Devote Our Time
To This Line Alone

Our Claim is "The Best Value in Canada"
and "None Better Made Anywhere"

An Inspection of Our Line Will Make You a Customer

MANUFACTURED BY

Canadian Leather Products, Ltd.

Successors to Flett-Lowndes & Co., Limited

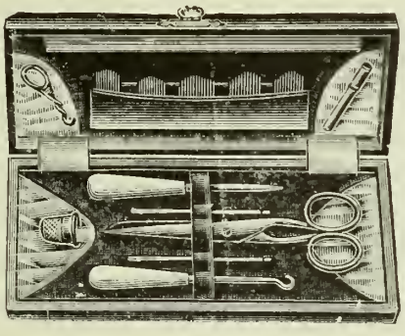
144 Front St. West, Toronto

Wholesale and Export Only

FACTORIES:
LEVER ST., E.C. ENFIELD, N.

We Specialize
in
Manicure Cases

Fitted Companions



and all kinds of

Fancy Leather Goods
Bags, Purses, Pocket Books, Brush Cases, (Lady's and Gent's), Etc., Etc.

Woolnough Draper & Co.
Limited
12-13 CHISWELL ST. LONDON, E.C. 1
Write for Samples or Illustrated List.

LOST $54

A man bought $146.00 worth of goods. After he was through he found $200.00 of his money gone.

Where did the $54.00 difference go?

Last year a certain dealer in Canada purchased at random some French Ivory goods for his trade.

His bill came to $200.00.

Had he known, he could have bought the same articles, only of better quality and solid French Ivory for $146.00.

Had he known he might as well have had the $54.00 himself as give it to the people he bought the goods from.

This dealer knows now and is keeping the money for himself in future.

You, Mr. Dealer, can save this money if you buy your

French Ivory Goods
direct from us.

Send to-day for our descriptive circulars. Numbers 188 and 189; both are ready for mailing.

One of our customers, in referring to these circulars, remarked:—

"Your folder goes straight to the truth on 'French Ivory.' I know now, after reading, how to judge values."

IMPORTANT

Remember that when buying from us there are three very important features that are invaluable to you.

First, all our goods are *solid.* No wood or composition filled.

Secondly, you can always rely on all orders being an absolute match, so that a customer buying a mirror to-day, can buy a hair brush or tray or any other article later on, and be sure of an absolute match in every respect, in color and texture.

Thirdly, in buying directly from us you can buy at very much lower prices than 1918 and secure immediate delivery.

Every article is stamped in neat black letters — FRENCH IVORY—all fancy names or trade names omitted.

Will you let us hear from you?

The Dominion Ivory Co.,
Limited
52 Bay Street Toronto, Canada
Telephone Adelaide 1226

WE CONTROL

Gloria and Three Bee

Shetland Floss and Fingering Wools

Our travellers are now booking fall orders for these high quality and well known brands of wools.

See our fall samples of children's hand and machine made knitted goods.

In Stock—All shades Shetland Floss, Knitting and Crochet Books, Threads, Knitting Pins, etc.

WE CAN SUPPLY ALL
YOUR NEEDLEWORK WANTS.

HAMBLY & WILSON, LIMITED

11 WELLINGTON ST. WEST, TORONTO

"MADE IN CANADA"

Ribbon Novelties

For Easter Trade

Vanity, Opera and Work Bags, Sachets, Boudoir Slippers, Garters, Lingerie and Infant Novelties.

New models now ready. Our representative will call or a full line can be seen at

Ribboncraft Co.

229 College St. Toronto

SMALLWARES

As the Spring season will be with us shortly it will be necessary for the merchant to see that his stock of Smallwares is complete to meet the demand forced upon the housewife by the warmer weather.

Our stock of such lines as Stickerie Embroidery, Bias Tapes, and Ric Rac Braid has never been more varied and at prices not to be duplicated on to-day's market.

We also have in stock a good assortment of sizes of Morrall Needles; also a packet, 6 needles to paper, to retail at 5 cents.

See our range of Patent Belts and Celluloid Bag Tops—two strong features for Spring trade. A complete range of Dexter Crochet Cottons in stock which numbers 3 to 100; Pongee, Lt. Ecru and Ecru 3-50, and all colors, sizes 30 and 50.

WRINCH, McLAREN & CO.

77 Wellington St. W. TORONTO

Spring Openings

and *Easter Displays* will show to advantage with a tasteful display of floral decorations. We have a complete stock of artificial flower plants and vines.

Write for catalogue to-day.

Canadian Flower & Feather Mfg. Company, Limited

243 Bleury Street West, Montreal

Flags Brighten the Home Coming

Red, White & Blue
18" x 27" Banners, $4.50 doz.
12" x 16" Banners, $3.25 doz.
6" x 8" Flags on stick, $6.67 gross.
A live selling specialty for home decoration.

Send for Trial Assortment

Toronto Trophy-Craft Co.
1710 Royal Bank Bldg., Toronto

BRAIDS - FRINGES - TASSELS

Dame Fashion offers you this season unlimited opportunities. Garments of all descriptions are heavily trimmed. As manufacturers, daily supplying the needs of the Dress, Suit and Fur trade, we can offer you an inestimable service. Samples on request..

THE MOULTON MFG. CO., LIMITED
4 INSPECTOR ST., MONTREAL

Neyret Gloves for Spring

CHAMOISETTE in Leather Color

New Styles Now in Stock

Also direct imports of:—
Martin, Roche & Bickert's Velvets,
Chapal, L. M., and other Electric Seals,
Olmer's Silks and Cravats,
Coty's Perfumery,
Finest French Lingerie and Laces,
Dresses, Blouses, etc.
And all kinds of French goods imported on a commission basis.

Call or Write for particulars.

A. GERMAIN & CO.
PARIS, FRANCE
Commission Merchants and Importers
Montreal Office: 14 Phillips Square

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World.

OFFICES IN CANADA:

Calgary, Alta.	Ottawa, Ont.	Montreal, Que.
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Halifax, N.S.	Vancouver, B.C.	Toronto, Ont.
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Reputation gained by long years of vigorous conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada
TORONTO, CANADA

PRACTICAL BOOKS

ON

How to Make Show Cards	$1.00
Merchants' Success System	5.00
The Art of Decorating	3.50
The Clerk's Book	.50
Modern Show Card Lettering and Designing	1.00
One Hundred Easy Window Trims	1.00
Retail Advertising	1.00
Store Management	1.00
Show Window Backgrounds	1.50

Write Us for Further Information

DRY GOODS REVIEW
143 UNIVERSITY AVE. TORONTO

DRESS ACCESSORIES

GLOVE PRICES LIKELY TO HOLD UNTIL 1920

Supplies Easier From France This Season—Delivery Not Yet Guaranteed—Heavier Grades May Decline for Fall Though Some Lines Have Advanced

WHILE most manufacturers of English gloves report a difficulty in guaranteeing delivery in Canada for a long time to come, there has been some improvement in the shipments of French gloves, and Christmas stocks that were mostly limited to black and white have been replenished since to a limited extent by colored lines. However, the exceedingly high prices—$3.50 in place of $1.65 as a typical line—have held down buying, as was inevitable.

Reports from England state that no South African capes have been coming forward and conditions make it impossible to obtain Russian skins. An attempt has been made to produce a substitute for the latter by a change in dressing.

Fortunately, Canadian manufacturers have been showing a steady improvement in the lines they are turning out, and have helped out very acceptably a very difficult situation.

Advices from Grenoble agree that it has been difficult to obtain certain supplies of skins, and that the ending of the war, in some instances, has only aggravated conditions. An embargo was placed on Italian kid skins, and the higher grades of these have been used largely in France for manufacturing kid gloves. Then, so far as Spain is concerned, exchange has been very unfavorable, adding materially to the cost of skins.

A manufacturer of the heavier lines of gloves reports that prices in these are coming down, where finer lines hold. This is only natural, as the heavier lines were in great demand for military purposes, and the lighter were not. Horse hide, for instance, in khaki color, dropped as much as 8 cents. Splits showed a decline of 2 cents a pack, and sheepskins a slight drop.

This manufacturer—and others agree with him—declares there cannot possibly be a reduction in the finer gloves for Fall, and that the first real cut will come for Spring, 1920.

Some of the Canadian glove manufacturers are behind on deliveries, as they were loaded up on war orders.

So far, no declines are announced in prices for Fall; goods in a few cases have advanced, most are similar to Spring prices.

As a large importing house put it: "The whole situation to-day is extremely tight and difficult, and there is no prospect of an easement of any kind for some time to come."

Are we coming back to lace like this? The gown is of white faille; the hat of white velvet.

NECKWEAR

One item in the neckwear departments has assumed such importance of late that it may now be considered a real feature. That is, colored pleatings sold by the yard. They are shown in Georgette, ninon and organdie, but Georgette is the favorite. The stores are featuring these in 4-inch widths in a great variety of colors, many of them in two-toned effects. There is fashion's favorite, a peach shade; salmon pink, nile, henna, scarlet, navy, Belgian, sapphire, Saxe, almost any shade of blue in fact, maize, cream, ivory, lemon, sand, emerald, rose, orchid, and combinations of practically all of these with white, and such others as navy and sand, scarlet and navy, Saxe and rose, sand and French blue, peach and Saxe. The hemstitched border on these ruchings is an inch deep, and where colors are combined the border is of one shade and the balance of the other. These are liked for both collars and cuffs, and are especially suitable for the round necklines. One smart number in crimson silk voile shows the square front with pleated vestee, all of the one tone.

Real filet lace designed for individual collars is still in vogue. In fact new patterns are continually appearing.

Quaint sets showing soft and rather deep turn-back cuffs and cape collar rolling high at the back are shown as forerunners of the Summer. These are promised to accompany the sheer frocks and are themselves made of organdie or Georgette.

Then there are some bib-like affairs which are semi-sailor and semi-cowl with the back and front alike; they are split at the shoulders and each section bordered with a tiny ruffle. These are sometimes made of satin, but Georgette or organdie does just as well.

Dainty sailor collars of medium size, especially those not inclined to be too broad in the back are liked still, and tuxedos in many dainty effects are also in good style, but wherever a ruffle or pleating, no matter how small, may find an edge to hold it, it is perfectly proper for it to be there.

Stitt's show a smart organdie set of rose and white organdie. The collar is no wider than a couple of inches; it is white, and has a separate top layer, narrower and with scroll edge, of the rose organdie. The cuffs are as near like the collar as possible. These double effects in white with a color are quite popular in the pleated rufflings and are shown in practically all the fabric collars. Those made of lace stick pretty much to their own clan, though some nice ones take in Georgette into their circle.

VEILS

Rather more pronounced are the patterns which the exclusive veils are featuring. The mesh is still very fine and unsubstantial, leaving the pattern to make the most of itself. Some striking borders are developed in narrow silk braid lacings. These braids are no wider than an eighth of an inch and not at all heavy, but they are worked into handsome borders showing blocked or trailing patterns. Silk twist in floral designs features some of the imported veils also, and sometimes grey floss on a beach mesh is allowed to do its prettiest.

Veils of individual lengths with delicate single motifs of thread or of fine chenilie dots or both together are liked in Paris. For Spring it looks as if the square or oblong flowing veils will be preferred to the circular ones, for the big majority being shown in the shops and wholesales are those with corners; these seem to be more easily adjusted to give an artistic effect than the circular veils which can be worn but one way as a rule.

Some of the new Spring yardage patterns have been made up into slip-ons. One or two of the designs illustrated in last month's DRY GOODS REVIEW are selling in the stores at 50 cents, each made up in that way. The slip-ons are still an active item at veiling counters. One importer who handles a very fine range of veils and veilings complains that the majority of Canadian buyers will consider nothing in the veiling line which costs them more than about 25 cents. "They have not yet trained their public to wear veils and to appreciate the artistic effect and added beauty which they provide when really fine veils are worn." he said. And is he not just about right? Comparatively few women in this country have any serious regard for a clever veil. They do not discriminate when buying as they do with a hat or a gown for instance, and yet a lovely veil will lend an atmosphere to a whole costume which could not be acquired without it. Why not talk up high-class veils in your window cards and your advertising? It should mean better results from carrying that line of merchandise.

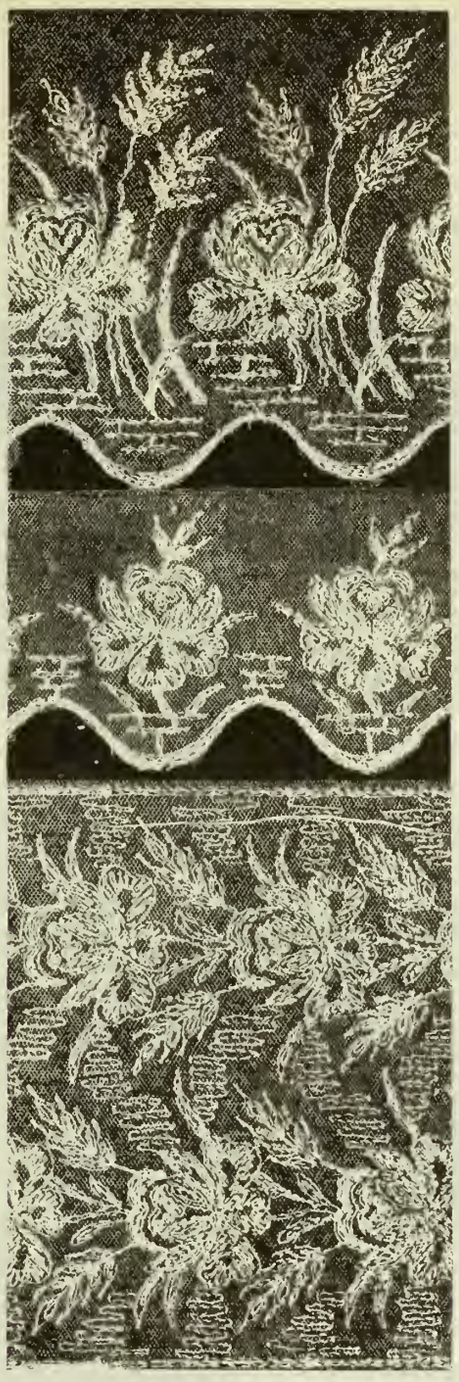
EXPRESS COMPANIES MOVE FOR BETTER SERIVCE

In an endeavor to give a more efficient service to the general public and to the large and small companies using its systems in the transportation of goods, the various express companies of the continent are now engaging to inject into their armies of employees more and greater efficiency. They have styled this effort, "Better Service Campaign," and the objects this effort aims to obtain are the saving of time, of effort and of money.

While the effort about to be made will require a general speeding up and a better class of work all around from the various companies' men, it will also be their aim to secure more careful packing and marking of goods by the shipper. For, as is pointed out by A. C. Heffernan general agent of the American Express Company in a circular recently issued, there has been an enormous loss to the companies and also to the public who ship these commodities. Even though claims are paid, this does not make matters satisfactory in a lot of cases.

In furtherance of its determination to better the service, the express companies aim to require existing rules to be better and more rigidly observed and adhered to, rather than to create new rules. Much of the loss heretofore has resulted from improper packing or inadequate addressing of parcels, say the officials. Another suggestion has been that of having tagged parcels provided with more than one address tag, and of having parcels tied with strong cord, according to the weight and size of package shipped.

In the outlined programme it is proposed that in every express office, where possible, a meeting be held, where a four-minute talk will emphasize the importance of "Starting Express Shipments Right." Firms with a staff of shipping clerks are urged to follow this example and to instruct their men similarly.



Lace Important

New metallic lace effects suitable for evening wear. These are silver on fine white net. Lace is coming into prominence quite noticeably for 1919, and it is even being featured with the highly ornamental foulard silks for Summer wear. These designs are shown by Muser Bros. (Canada) Limited, Montreal.

NEW FIRM

Mr. William Turner, who has been with Stratton & Martin, Aylmer, Ont., for over twenty years, has severed his connection and will go into business for himself in partnership with Mr. Thos. Wooster, the firm name being Wooster and Turner. They propose to cut out the graniteware part of the business and put in a high class stock of ladies' ready-to-wear goods and fine china. Mr. Turner left February 3 on a purchasing trip to New York, Montreal and Toronto.

STORES OPEN 9 A M CLOSE 5 P M DAILY

MRA

Special Bargains in White Washable Blouses

Showing in Costume Section Thursday

Crisp New Garments in attractive styles selling at these most unusual prices, $1.10, $1.39, $1.59 and $1.75.

Below are described a number of the various models:

BLOUSE in sheer organdy, made with pointed collar of plain material. Front of blouse is heavily embroidered and finished with pretty side tucks. Sleeves have broad hemstitched cuffs. Price $1.10

PLAIN TAILORED BLOUSE in striped dimity made in yoke style with button-up-to-neck collar and wide cuffs trimmed with hemstitching. Price $1.39

WHITE VOILE BLOUSE with front embroidered in small floral pattern. This is made with wide pointed collar daintily edged with lace. Sleeves have narrow cuffs finished with tucks and hemstitching. Price $1.69

WHITE VOILE BLOUSE with pretty front of sheer Swiss Embroidery, finished on sides with groups of tucks and hemstitching. Collar is pointed and edged with fine lace. Wide hemstitched cuff on sleeves. Price $1.75

WHITE VOILE BLOUSE with sailor collar and stole front edged with lace and prettily embroidered in dainty floral design. Sleeves are set in with fine beading and have smart turn over cuffs, hemstitched and edged with lace. Sale Thursday in Costume Section, 2nd Floor

Flowered Ribbons

For Hair Bows and Fancywork. Especially suitable for pretty Boudoir Caps. These are in light shades. 6½ and 9 in. wide. Special 60c. yd.

WAR MEDAL RIBBONS in regulation widths for B. W. & C., 1st & 2nd Ypres, St. Julien, Festubert, Somme, Vimy, Hill 70, Ancre, Passchendaele, M. M., M. C., D. C. M., M. M., I. L. S. and others. (Ribbon Section, Main Aisle.)

New Indian Shopping Baskets

Have Just Arrived

They are in practical shapes, good size, and have Sweet Grass tops and handles. $1.50 and $1.75.

Also, Sweet Grass Sewing Baskets in Barrel and Round shapes, $1.00, $1.75 and $1.50.

PURE LINEN HANDKERCHIEFS, unlaundered, with hand embroidered initials in all the different letters. Sold in half dozen only. Special Price $2.00 per dozen.

Also Pure Linen Handkerchiefs with Hemstitched Initials in Men's Fine Finish, including reasonable weights in Underwear, Irish Linen, Half Hose, Gloves, etc. (Men's Furnishing Department, Ground Floor.)

Women's Kid Gloves

Odd Makes and Various Sizes in Special Prices $1.50 pr.

WOOL GLOVES in New Oatmeal, just the thing for out door wear. The colors are White, Grey, Brown, Black and Heather. $1.00 and $1.25 Pr.

Free Hemming Sale of Household Linens and Linens in Linen Section. Watch for Special Bargains announced from time to time. (Ground Floor.)

Manchester Robertson Allison Limited

A neat ad featuring blouses and accessories.

H.B.K BRAND.

Fine Dress Gloves for Men, Women, and Children.

Heavy Work Gloves and Mitts.

6762-B. Ladies' White Lamb Unlined, two domes glove, made over-seam, black leather binding. Large black and white silk embroidered points. Dozen. **$19.50**

6658-4B. Ladies' White Washable Lamb Unlined, one dome glove, made Prix-seam style, self bound. Neatly decorated. Dozen. **$15.00**

For Immediate Delivery

Wire orders at our expense. All goods shipped within 24 hours while the stock lasts.

5159. Ladies' white chamois unlined glove, 1 dome. Decoration of three needle, self-bound. Per doz. **$10.50**

3058 1, B. Ladies' unlined grey suede, 1 dome, closed prix-seam style. Decoration of two needle, bound with large black embroidery. Per doz. **$19.00**

3058. Ladies' grey suede, 1 dome, closed prix-seam style. Three needle decoration. Self-bound. Per doz. **$17.50**

3061. Ladies' unlined grey suede, 2 dome. Thin black kid binding. Large black embroidery decoration on back. Per doz. **$21.00**

THE HUDSON BAY KNITTING CO., LIMITED

MONTREAL, QUE.

Merchandise bought to-day should be of known quality

The reconstruction period is a most vital one; competition is keen and you are dealing with a better informed and more discriminating public. Business must be built on nationally-known merchandise of proven merit.

The war has taught women much about corsetry. Every thinking woman realizes the necessity of hygienically correct corseting if she would safeguard her health and be capable of sustained effort in any line of endeavor. Women are buying their corsets with more care.

GOSSARD CORSETS

THE ORIGINAL—UNEQUALLED—FRONT LACING CORSETS

always accepted as the standard of modern corsetry, proved again their superiority in the great World War. Their hygienic body support sustained millions of earnest workers in their supreme effort, giving all-day comfort and offering a wearing service that in itself proved a real economy.

When you offer Gossard Corsets to your clientele, you are offering merchandise that will safeguard the high reputation of your store by rendering a service from the standpoint of comfort, hygiene, style and wearing quality that will meet the demands of the most exacting. Upon such merchandise and service must every merchant build, especially during this critical period of industrial reconstruction.

The new Spring and Summer Gossards are, if possible, superior to the past season's line, which was generally acknowledged to be without equal.

The Canadian H. W. Gossard Co. LIMITED

284-286 King Street West, Toronto, Canada

Wear Gossard CORSETS They Lace In Front

"The Handkerchief House of Canada"

Fancy Handkerchiefs
for
Xmas 1919 Selling

Our travellers are now on their various territories—with our range for next season's business.

The fancy handkerchief is becoming more and more popular as a gift item. Our fancy boxed line is most exclusive and commands the attention of the most critical buyer. We have a tremendous range of open stock in Dainty Irish Hand Embroidered on Lawn and Linen. In your own interests don't fail to see this range when our representative calls.

Our handkerchiefs are handled by the best stores, and shrewd buyers who appreciate quick and profitable sales will see that their stocks of Fancy Handkerchiefs come from

"The Handkerchief House of Canada"

The Lace Goods Company, Limited
64 Wellington St. W. Toronto

Sweaters Like This Are Easy To Sell

There's a style and snap to every sweater bearing the brand

ACME
TRADE MARK

that makes it a popular seller, and every one yields a good margin of profit!

See samples now being shown

No. 6452

Ladies' Pullover Fancy Knit Sweater with deep sailor collar. Body pink, with seal brown trimming. Also comes in coral and Irish, Nile and amber, Saxe and white.

OTHER ACME PRODUCTS

Fine Dress Gloves — **Working Gloves and Mitts** — **Shirts**
Mackinaw Clothing — **Sheep Lined Clothing**
Moccasins — **Larrigans** — **Knit Goods** — **Overalls**

ACME GLOVE WORKS LIMITED

Branches:
CRAIG STREET
CLOTHING
MARIEVILLE
KNITTING MILL

Head Office & Main Factory
MONTREAL

Branches:
JOLIETTE
TANNERY & WOOLEN MILL
ST. TITE
TANNERY - LARRIGANS
GLOVES

RIBBON TRIMMINGS FOR SPRING

A glance at the Spring styles in Ladies' garments and hats will show that Ribbon Trimmings are more conspicuous than ever. Elaborate sashes and girdles are seen on dresses, and narrow Gros-Grain Ribbons are a favorite for trimming.

The Season for Trimmings is Here and Ribbons are Favorites

The millinery trade is very strong for Gros-Grains, and are showing a wonderful assortment of colors, containing such shades as Henna, Sapphire, Eleanor, Jay Blue, Taupe, Dust, Beige, Seal, Navy, etc.

You are cordially invited to inspect our latest merchandise for Spring trade, and you will agree with us that it is the best exhibition of Ribbons Canada has had.

Please note that our Winnipeg Branch is now open for business with a well-assorted stock at 84 Albert St., Winnipeg.

If you cannot call we will be glad to send samples on request.

RIBBONS LIMITED

100 Wellington St. West, TORONTO
84 Albert St., WINNIPEG

DENT'S D GLOVES

Glove Dealers Should Read

The Following Extract from the Journal with "The Largest Circulation of any Trade Paper in the World"

THE DRAPERS' RECORD, LONDON

Jan. 4, 1919 THE DRAPERS' RECORD

The Glove Shortage.

No Possibility of Reduced Prices.

IN view of the feeling of uncertainty which manifests itself in the glove trade, especially as to the probable course of prices, the following expressions of opinion, given to us by the firm of Dent, Allcroft and Co., should be of interest to our readers. This firm, as is well known, are not only glove manufacturers and merchants, but deal in the raw material, purchasing the skins on the animals' backs, dressing them, and handling the gloves throughout the whole of the operations. Views emanating from such a house, therefore, possess exceptional authority, and may be received with perfect reliance.

In reply to our question, "Are prices likely to fall?" we were told: "There may be a few speculators who have gambled in the glove trade recently who do not understand it, and are afraid of a fall in prices, and who will turn what stocks they hold into money; but the total quantity held by them is so small as to be negligible, and the regular trader, be he wholesaler or retailer, who has a stock, is to be congratulated. Those who clear their stocks will only be able to replace them at an advanced price. The Central European countries, instead of being sellers, will be buyers, and we are already receiving many inquiries from the re-occupied territories of our Allies, and from neutral countries. Every indication points to an advance in prices, and the very best that can be hoped for is the price of to-day.

Supply and Demand.

"The position can be very briefly stated thus: On the one hand, decreased supplies of raw material and increased cost of manufacture, on the other, a world demand instead of only a home demand, has to be met. Authoritative statistics prove that the quantity of skins in sight for 1919 is just a quarter of the normal supply. This has been caused by the wholesale slaughter of flocks to meet the food requirements of the nations at war. Shepherds have been called to serve in the armies, and owing to the lack of their care, the animals remaining are in poor and neglected condition. Consequently, it will be necessary to allow a far greater proportion of the young to grow to maturity and breed, and it is estimated that it will take many years to bring the flocks to their pre-war proportions.

"Personally, we are not in the least concerned about the disposal of our goods; our great anxiety is how we are to obtain the requisite number of raw skins to keep our dressing yards and factories working regularly and smoothly, and find employment for our men who have been serving with the fighting forces."

To all o
we hope
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Wool Textile Pr
fixed at 69s. 9d.
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DENT, ALLCROFT & COMPANY

GLOVE MANUFACTURERS

MONTREAL

600—Tan, Gray, Havana, Khaki, Beaver, Cape, black combination points $24.00

600A—Tan, Cape, with heavy silk points $24.00

Sure Sellers for Spring

PERRINS Cape Specialties will help your Spring and Easter Glove trade.

For years the best stores throughout the country have sold PERRINS Gloves with marked success. Are you among these successful ones?

Write us at once regarding your requirements.

PERRIN FRERES & CIE., Sommer Bldg.
MONTREAL

Laces

With the coming of Peace, balls and other social functions are again in vogue and in consequence metal laces and better guipure effects are greatly in demand. We have a splendid range of these and can give immediate delivery.

Handkerchiefs

Our range of fancy lines for Fall and Christmas is now ready for your inspection. Handkerchiefs are also in demand for Easter trade and for showers and parties throughout the year. We offer them at right prices and are in a position to ship by return where required. We have splendid values in staple, cotton and linen effects for ladies and men for immediate or later.

Veilings

"Bigger than ever." Elastic face veils for outdoor wear, in plain and fancy effects. We have a large range of shades and patterns on hand. Veilings by the yard are also required. We have a large selection in plain and classical meshes; also chenilled and border effects for immediate delivery.

Westlake Brothers Limited
24 Wellington St., W. . . . Toronto

Bonnie-B VEILS

The surest way to hold on to the trade worth having is to sell Bonnie-B. Veils.
These veils never sag and never bulge—they are the kind which will bring you continuous patronage.
Do yourself and your veil department justice and see that you get a supply of Bonnie-B. Veils soon.
If we can guide you further just let us know, we will be pleased to give any help.

THE BONNIE-B. COMPANY
TORONTO 156 Yonge St. NEW YORK, 222 4th Ave.

The New Cowl Collars

You should feature them for the Spring and Easter trade.

Finnie Neckwear Creations

They are the elite of the season and will please to satisfaction the most fastidious of shoppers.

A. Bruce Finnie & Co.
Cor. Craig and Gosford Streets
MONTREAL

Alexandre Kid Gloves

French Kid and Suede Gloves

Cape Gloves Fabric Gloves
FOR
Men Women Children

Order now for Easter trade

HOSIERY

Alexandre Glove Co.
46 St. Alexander St., MONTREAL
77 York St., Toronto 80 Rue du Pont, Quebec
318 Horner St., Vancouver

VAN RAALTE *Veils*

BE prepared! Veils are going stronger than ever this Spring and Summer. Van Raalte creations will be the demand—because they're more beautiful and more varied than ever—because they correctly express the style tendencies—because they are more widely advertised than ever—because Van Raalte selling helps and display matter attract business to any veil department.

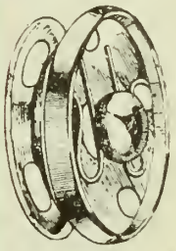
E. & Z. VAN RAALTE, 5th Ave. at 16th St., N.Y.C.

Chicago Office: 105 South Dearborn Street Factories: Paterson, N.J.

Foreign Offices: Lyons, Calais, Nottingham, etc.

Made in Four Sizes 000 00 0 1

It's all in the Spring



Strong—Durable—Made of Brass

It's a Snap to Snap This Snapper

Colonial Maid

Wire Spring Dress Fasteners

THIS IS NOT A FRICTION FASTENER But is MADE WITH HIGHLY TEMPERED WIRE SPRING KNOWS WHEN TO HOLD AND WHEN TO LET GO

Made in Canada

BRASS—will not rust

ALSO PUT UP IN ONE GREAT GROSS CABINETS ASSORTED 24 CARDS EACH WHITE AND BLACK ∴ ∴ SIZES: 00-0-1

To be had of all leading wholesalers.

Manufactured by

Colonial Fastener Co., Limited

Montreal, Que.

We are pleased to announce that we have prepared and leading Jobbers now have ready for delivery a very comprehensive showing of

Serpentine Crêpe *in* SMALL PATTERNS

This line is entirely new and novel in both styles and colorings, and any progressive retailer of Wash Goods will serve his own best interests by being the first store to show them.

These styles include designs and colorings exactly adapted for—

Ladies' Shirtwaists	Delicate pencil stripes in all the new shades printed on white grounds.
Ladies' House and Afternoon Dresses	Striking foulard effects for spring and Summer wear. All-over floral patterns which make delightful summer dresses for street or home. Neat, conventional designs printed on backgrounds of stripes, in both dark and light shades.
Children's School and Party Dresses, Rompers, Etc.	Dainty rosebud clusters in pink, blue and lavender on white grounds, for children's party frocks. Two-toned checks in both dark shades and light summery effects, for school or rompers for the little ones.
Soft Finish for Ladies', Misses' and Children's Intimate Wear	Bluebird and butterfly designs in blue, pink and lavender on white grounds; also delicately tinted grounds of flesh and French gray. Pussy-cat patterns on tan, pink, blue and soft gray grounds, for the little folks. Dainty rosebuds in delicate shades of blue, pink and lavender on white and pastel grounds. Moss roses, in blue, pink and lavender on white and pastel grounds.

If your Jobber is not showing the complete line of fourteen styles in all the colorings, write us for swatch book and names of Jobbers who do carry them.

PACIFIC MILLS

LAWRENCE, MASS. DOVER, N.H. COLUMBIA, S.C.

LAWRENCE & CO., Selling Agents

BOSTON NEW YORK PHILADELPHIA CHICAGO
ST. LOUIS SAN FRANCISCO LONDON, ENGLAND

HAWTHORN FABRICS

JERSEY CLOTHS

FOR SUITS, SKIRTS and SPORT COATS

Finest all wool, 54 inches wide. All colors, including also a dozen mixtures as reproduced herewith. GUARANTEED—Of course, every thread and color. WHY? Because every operation from the scouring of the wool, through the various stages of manufacture, to the finished product, is done in our new daylight mill by expert workmen.

A GENUINE CANADIAN PRODUCT FOR CANADIAN PEOPLE. No range is complete without this line.

Face Cloths and Terry Towellings

Keep your stock complete. All sizes and widths. Ask your wholesalers and ready-to-wear houses for "Hawthorn Fabrics."

Hawthorn Mills Ltd., Carleton Place, Ont.

Selling Agents—Little & Little, 152 Bay St., Toronto; Luke F. Moore, Coristine Bldg., Montreal; Fred Rumble, Hammond Bldg., Winnipeg; A. J. Snell, Vancouver, B.C.; V. A. Barnwell, Pictou, N.S.

DOMINION
GUARANTEED
TEXTILE CO
COTTON FABRICS
LIMITED
WORKING SHIRTS
made from this superior, hard spun, closely woven Drill Cloth and known as
ROCKFAST DRILL
will stand the hardest wear. Equally suitable for many articles of women's wear. Every retailer and cutter needs it.
THE DOMINION TEXTILE
COMPANY, LIMITED
Manufacturers of High Grade Cottons
Montreal Toronto Winnipeg

DGR READY-TO-WEAR DGR

FASHION ACTIVITIES IN NEW YORK

New Silhouettes Introduced—But Straight Lines Retain Favor — Freedom in New Skirt Lines—Jersey, Satin, Taffeta, Georgette, Organdie and Voile for Dresses—Dolman Coats Lead—Bloused Suits New

NEW YORK, Feb. 1, 1919.—During the past month the big matter before the retail stores has been the clearing up of their stocks in all departments. The past three or four years with their depletion of civilian supplies, hundreds of "substitutes," altering markets, new outputs and numerous experiments all over the world have made a vast change in the type of merchandise carried. Buyers had to book orders long ahead in order to take advantage of the fast rising prices, and for the same reason it was deemed not advisable for them to make the same clearance each January which they would endeavor to do in normal times.

Now that the war is over and manufacturers and mills have the prospect of placing all their attention on civilian needs and developing a normal type of merchandise, this January brings with it the problem of clearing up all the broken sizes and ranges of goods which have accumulated in the war period. For although the United States actually fought for less than two years, we were busy in all our manufacturing and governmental centres supplying materials for the Allies.

But even while the clearing up was going on, buyers have been placing orders for the new season which the mild winter seems to be heralding earlier than usual. The activities which have increased at Palm Beach also tend to centralize the interest of buyers as well as of the public upon things vernal.

In wearing apparel there is a new silhouette mentioned by some. This outline shows a bulkiness from shoulder to ankle, a curve, but not as much rounded as the egg line; the waistline is inclined to be high with the short jackets cut straight or even slightly flaring; the skirt takes up the line of the jacket but draws it in closer towards the feet, but even there it is not extremely narrow. This silhouette conceals the lines of the average woman since it nowhere fits closely to the figure. A good many houses, however, think that the woman who is slender will not submit to being confused with or lost among her stouter friends thus. Favor is still very strong for the straight lines of extremely slender contour, although skirts are not tight fitting.

Another silhouette introduced at Palm Beach features the dipped waistline front and back with knee length corded tunic, giving greatest width at knee. There is a narrow draped underskirt, sleeves are tight to the elbow

Two Dainty Frocks

Pin tucking and hemstitching trim the waist, overskirt and sleeves of one of these dainty voile dresses. It has a wide crushed belt, neat collar and new sleeves and comes in various colors.
The checked frock is of sheer voile made up in youthful lines. The clever pocket effect is outlined with pearl buttons; belt is white leather and has two buckles; the circular collar has a white pleated ruffle. This gown, too, is shown in a number of colors. From the Rosehud Mfg. Co., New York.

New York Spring Frocks

A gown of figured navy blue silk foulard with overskirt of navy Georgette pin-tucked and with button trimmings; sleeves are of the Georgette with deep cuffs of foulard.

The cloth costume is of navy blue jersey with vestee and collar of crane tricolette. Smoked pearl buttons, cording and patch pockets are attractively placed. Pekin and taupe jersey are also made up in this design.

Photos by courtesy of King & Applebaum, New York.

with puff from there to wrist. The neckline is V-shaped.

Skirts

Separate skirts in particular are made with a nice freedom at the waist and hips; the fullness there allows a decided slope towards the ankles, without the necessity of the hem being unbearably narrow. Slits, nevertheless, are sometimes accepted. Button-trimmed plackets and belts, slit and patch pockets with plenty of buttons, slits at the hem trimmed with rows of small buttons similar to those above, are among the smartest features on the new separate skirts made in fine serges, gabardine, tricotine, etc.

Skirts made of the soft silks, satins, taffetas, crepe de Chine and even Georgette, all show slender draped lines with tiers sometimes accordeon pleated, satin bands, soft pockets, crushed girdles and other dressy effects. Heavy silks, especially designed for sports wear, such as fan-ta-si, dew-kist, khaki kool, baronette satin, etc., have ways of their own which sometimes tend toward the tailored type and sometimes toward the draped styles. Pearl buttons are used a good deal for trimming these skirts. They were especially featured at Franklin Simon's recently at $16.75.

Displayed at Gidding's is a skirt of peach crepe de Chine. This model is shirred at the waistline. Above the hem are cluster tucks. Wide belt. Slit pockets. Across the front and outlining the pockets is a floral spray of small cut steel beads.

Blouses

Interest is still keen in the tucked tailored blouses of Georgette, crepe de Chine, satin, heavy white Jap silks, etc., but there is no difference offered thereby to the dainty models with fine lace, pin tucks, 4-inch two-toned pleatings, and the artistic models showing hand braiding, embroidery and beading. Vests and vestees are a prominent note in all the new ranges.

Shown at Bonwit Teller's is a waist of ecru net. The neck is cut square in the front. The fronts turn back from a vest. The vest is trimmed with tucked bands, edged with Valenciennes lace, flat collar, long sleeves, deep cuffs, trimmed with tucks and lace. One of white net has bands embroidered with dots and edged with lace, square neck, flat collar, long sleeves.

Dresses

Altman's have an interesting department for cotton and linen frocks. They

Garments For Misses

A suit of tan-colored covert cloth with new length box coat flaring open in front; brass buttons. The tunic dress is of red wool Jersey trimmed with bands of cream-colored Jersey embroidered in red and black; the large hat is of cream Jersey faced with red straw and trimmed with a red cord and tassel. The dance frock is of geranium taffeta with pleated chiffon at side; girdle of narrow ribbon is held with roses of taffeta.

have simple little morning frocks of organdie, dimity and voile, some of linen; luncheon and apres-midi dresses of Georgette and nets beautifully hand-embroidered. This store is offering to detail special salespeople to accompany the store's patron's to the various departments if they so desire, or they will assemble goods for inspection in a private showroom. This is just one new item in the type of service which the new shopping era is developing.

Saks' show a dress of dark blue taffeta and point d'esprit net. The taffeta skirt is narrow at the bottom. From the hipline to the top of the hem are frayed ruffles. The net waist has a round neck bound with the taffeta. Through the bustline is a ruffle. Wide fitted taffeta girdle, long, transparent net sleeves.

Wool jersey, taffeta and satin are the fabrics featured in dresses by a number of the manufacturers. One youthful model which has many variations in fabric combinations and colorings, has the long-waisted effect girdled low and loosely bloused; the skirt may have two tiers or flounces.

Wool jerseys are made with narrow insertions of fine tuckings, tunics are lined in buttons, and a wide group of close, small tucks are used in panel effect in the skirts.

On black serge, little scallops of braid are featured, coming from under straps of the fabric. Silk faille in black has many strips of the fabric stitched on about the skirt in deep tucking effect, and the vestee of terra cotta satin is featured in the black gown. A tunic of deep tucks is shown on a satin frock and the lingerie collar and cuffs are again seen.

Navy blue taffeta dresses in an elaborately beaded two-toned effect were featured at Stern Brothers at $33.50.

Organdie Again

Some charming new summer frocks are of fine organdie and voile in a plain color or white combined with checks. They have ¾-sleeves with wide turn-back cuffs; the collars are wide cape effects rolling up quite high at the back of the neck; pin tucks and buttons form the trimming and wide crush girdles encircle the waistline.

Big success is again confidently expected, and indeed already well under way for Georgette. It is featured in some of the novelty separate skirts, in blouses, in wraps with fur trimmings, negligees, and so must not be neglected in dresses. It is so very adaptable for all the popular trimmings and modes that there is really no doubt of it being a safe buy again this season and throughout the Summer. The patterns in it too, help largely to keep it in demand. One novelty effect is in blue and red crossbar. A Joffre blue model is embroidered in cobwebs of jet and is made with the low hip girdle. In the lighter frocks for Summer, yellow, lavender and white are shown much favor.

A round necked dress of light brown duvetyn at Best & Co's is in one piece; the skirt has a hem which is turned back and deeper on the right side. The hem is corded; the waist fastens under the arm and has long sleeves and narrow girdle. L. P. Hollander's are showing a champagne crepe de Chine dress which has the hem and side seams embroidered in shades of blue worsted; the waist, which has high neck and flat round collar, is tucked at the neck, embroidered in front and fastens in the back; the three-quarter sleeves have a double picot band; the waistline is raised and has a belt of picot ribbon.

Coats

In coats there is nothing accorded quite so much enthusiasm for Spring as the garments of dolman cast. These are shown in various lengths, some reaching to the hem of the skirt and others being little longer than finger-tip lengths. Indeed in Spring furs the coatees of only waist or hip length are frequently built upon dolman lines. Cloth models in many instances have collar and deep cuffs of contrasting material; the cuffs are close-fitting but widen slightly to meet the loose sleeve. While many dolman wraps will be sold which show the plain simple lines, large collar and no other trimming, there are many models being brought out showing novel developments in trimming. One design has two-inch horizontal tucks all the way down the back; others have panel effects developed at the sides by means of cords or tucks. This style of coat or wrap lends itself well to development of various garments. One jacket of black velvet has a vest and collar

Round Necked With Dainty Vestee.

of white broadcloth, or else Roshanara crepe. Others intended for sports occasions have waistcoats of contrasting shades.

A number of straightline coats are being taken up as well. They are practical models in tricotine, serge, twills, etc., and some neatly ornamented with braid embroidery or with bands of the plain flat black silk braids. Long rows of buttons used profusely.

Suits

The box coated suit is perhaps the outstanding feature of Spring fashions. Some designs show the jacket absolutely straight and of slender lines, but still decidely the box coat. For misses there is more tendency for the jacket to flare slightly. Those which meet at the neck with high flaring collar and sometimes a tie, and reveal a waistcoat where they are slashed away in front are particularly popular.

Bloused models in suits are among the new developments following the favor given to dresses of that type. These are a rather decided departure from the tailored type of suit and therefore are welcomed in many quarters among buyers.

Waistcoats of materials similar to the suit or else in the favorite heavy silks, brocades, vestings, etc., are noted on a great many models which are selling freely. Frequently the waistcoat is continued to form a collar, giving a really smart and youthful impression. Buttons are quite as important for trimming waistcoats and suits as they are for skirts and coats. They are usually small and placed closely together this year. Especially on the waistcoats are they very small, sometimes two rows of ¼-inch buttons are placed on the waistcoat to give a double-breasted effect.

Shoulders assume a narrow effect this year. The dolman fashion slope them off decidedly and the round-necked frocks and flaring box jackets assume the same task; sleeves are well-fitted. Occasionally there is a model shown with three-quarter mandarin sleeves, but they are not as acceptable in suits yet as they are in dresses. It is a long time since short sleeves have really had a run and so it seems as if they are about due to be a strong feature in some not distant season.

Cuff hems are shown on the skirts, sleeves and jackets of certain suits made on the less severe lines. They are liked on jersey and silk suits, and sometimes on duvetyne, broadcloth tricolette and serge.

Suit collars, if of the tailored type, show rather wide and long lapels. There seems to be no end to the treatment of cape effects in collars too.

Altogether, the styles are very interesting and increasingly so as the season advances. There is little doubt that 1919 is going to be one of the best suit seasons in the history of the trade.

Anyone With Taste Would Like It

Simple, but with a comfortable style that appeals through the artistic lines of the collar of sealine fur, the cuffs and pockets; the panels at the back count, too, and the material is velour burella. One of the popular designs of the C. Kenyon Co., Inc., New York.

BATHING SUITS

In the Canadian trade there is not a great deal of novelty offered in bathing suits, although the styles are smart, colorful and of good materials. The monk collar is shown on some of the silk and surf silk models, but flat collars are prefererd, since they retain a more attractive shape after being once acquainted with the Summer sea. In knitted styles the sale of sleeveless models in one piece with the trunks attached overtop all else.

At Palm Beach, even, there is not a great deal of novelty in bathing suits, except in the way of daring colors, and a good deal of embroidery trimming which is frequently of wool on the silk suits.

Colors of every tone are to be seen. They include much of purple, vivid green, canary, henna, peacock, black, navy. These brighter colors are of course used oftener as trimmings than anything else. The majority of suits being shown in New York just now are sleeveless; some have the novelty shields. But there is one model at Altman's, of black taffeta, which shows long cuffed sleeves and a high close fitting collar; there are double rows of buttons on the bloused bodice. This type is of course unusual, but will no doubt be much desired by the woman who does not wish to appear at the Summer dances wearing an outline of her bathing suit burnt there by the sun.

Tight knee bloomers usually are shown on the bathing dresses.

Letter from our Paris Correspondent

Paris, France.

DEAR SIR:—As I wrote you last month, this letter is going to be devoted, if not to the children themselves, at least to those whose business it is to provide them with the TOYS they all long for.

As a matter of fact, our little ones don't care much about their clothes, unless our boys are clad in a poilu uniform, or in khaki, like Daddy, and our girls wear an Alsatian or Lorraine dress. These garments are very fashionable on account of the circumstances.

The dry goods stores here are very particular about the way they arrange their windows for their "Exposition de Jouets," that lasts all the month of December. The competition is very keen between the leading houses, for the benefit of the young customers, who will hear of no walk except ramblings in the big stores. In fact, it is none the less pleasand to the grown-ups, for it is a reminiscence of long gone by days, and a pleasure to see the little ones happy. If I were a toy manufacturer, I would go about a lot at this time of the year, to hear the remarks "my clients" would make at the sight that is afforded them. It would be very instructive, and I might surely profit by the experience.

Two Kinds of Toys

I think there are two kinds of toys: those that are *given to the children to please their parents*, and *those that are bought to please the children themselves.*

In the first class I would place the really fine toys, that are little marvels, such as the exact reproduction of furniture in precious wood, or the beautifully dressed impeccable doll, whose hair is so well curled that you feel afraid of touching it, the real china tea-set, greatly valuable, and accordingly dangerous to handle, etc.

As a rule, I don't think the little ones (I mean the genuine child that knows nothing of Vanity Fair yet) will enjoy such treasures, often because she is told she must be over-careful so as not to spoil them. (Don't the parents want the giver to see that his gift is well cared for?) Therefore I would give none of them to a little girl under ten years of age. She would then only understand the value of the toys, and besides, be naturally more careful than a mere child.

The same applies to the expensive boxes, full of things to make electrical or mechanical experiments, which will be much appreciated by the boy who has started learning physics. Not only will they afford him many pleasant hours, but they will help him through his lessons provided he understands them.

SUMMARY

What the Paris Santa Claus offered children for Christmas:

Elaborate miniatures in wood and china, electrical toys and fine dolls.

Teddy bear still popular

Yerry and Suzel in new proportions.

Stuffed dolls in popular costumes and toys made by soldiers have become important.

The "Guignol" with performing Kaiser.

New illustrated war stories.

Stores have novel displays showing current happenings in miniature.

Our babies and young children require some toys that don't break, that can be taken anywhere without risks,—some dolls or animals that will stand the sometimes rough fondling or scolding every child is sure to pour on them. It is why the teddy bear, devised about 10 years ago, is still among the most favored pets of almost every child.

A Rival to The Teddy Bear

It seems, however, that it will be replaced soon by the Alsatian couple, Yerry and Suzel, which, at first mere keepsakes, are now made into big dolls one foot high. The head and body are stuffed, eyes, nose, mouth being duly painted; the hair is made of string, and the arms, legs and skirt as well. The apron and the bow are in silk. The boy is made exactly like the one I sent you before, only much bigger.

I saw a little tot carrying one of these, almost as tall as herself, and which surely was the confidant of her troubles and sorrows, judging by the way she fondled it.

I should think this new toy has all the qualities required for such a purpose: that string hair will comb and plait beautifully, and this is one of the greatest pleasures for a little girl. Besides, it will not break, the dress will not crease, and it will never look really shabby (this however is the least trouble a child has about his toys, for he generally prefers old ones, his imagination being sufficiently vivid to render them always fine).

Stuffed Dolls Popular

Among the really staple dolls, there are very few left that came from Nuremberg. These were copied from the French mark "Jumeau," which still exists; and is synonymous of perfection in the way of dolls. We have now on the market the ancient stuffed dolls of our great-grandmothers. They looked odd to our eyes at first, but we soon got accustomed to them and the children took to them wonderfully well. Some are clad in the styles of Watteau's time, but the real fashion this Christmas wants all of these dolls dressed either as Alsatian or Lorraine girls, or in the uniforms of all the Allies.

These stuffed dolls were first made by disabled soldiers to whom they procured a living. Now our maimed not only make dolls, but also all kinds of wooden toys, horses, cows, poultry, etc.——brightly painted to be more effective, guns duly camouflaged that can be taken to pieces, and grey dreadnoughts. They are all a great success and will permit French industry to develop itself, and never more be tributary to the German manufacturer.

Would it not be a shame to give our children toys made by some of those that killed their fathers or uncles?

Our mechanical toys are a specialty of Paris, and every year a competition is held here, whence the novelty of the season comes out.

The Guignol

The "Guignol," that is so French too, will owe it to its reputation to have among its acting troop, the Kaiser's family, and accomplices, that are necessarily neatly flogged by the Allies at each representation!

Amongst the books that make a suitable present, we have, illustrated by Hansi, the Alsatian artist:

"L'Histoire d'Alsace pour les Petits Enfants." (The history of Alsace for little children). "Mon Village." (My Village).

I mention these, as, no doubt, some will be seen in America, whether in French, or translated. They deserve a wide sale, being very well written and illustrated.

Window Displays

The subjects of Christmas window decorations are as a rule chosen from the

leading events of the time. I have seen the following:

One represents a square in Paris, where people are celebrating the armistice; the dolls are dressed up in civilian clothes, just like grown-up people, or in uniform, and there are some smaller ones playing, while the "parents" pretend to dance, the band being in a corner; a little further on, some dolls ride wooden horses that actually move. If you consider that the window is at least ten yards in length, you see how big it can be. Last year, the same place reproduced a liner just anchored with American soldiers landing, men and munitions. It was very well done indeed.

The same house has also this year a big Santa Claus, with his presents. It looks very effective. Somewhere else, there is the "defile" of the allied troops in Strasbourg, with the cathedral, and the picturesque houses for which the town is famous.

Another store has reproduced a country place, where people are subscribing to the latest Loan. The various types of peasants and small-town people are very well represented.

Every store has reserved a window specialty for the "Jouet Francais," where every specimen of the work made by our maimed soldiers is shown. I have seen big wooden swans, ducks, hens and chickens on wheels which will surely make many children happy.

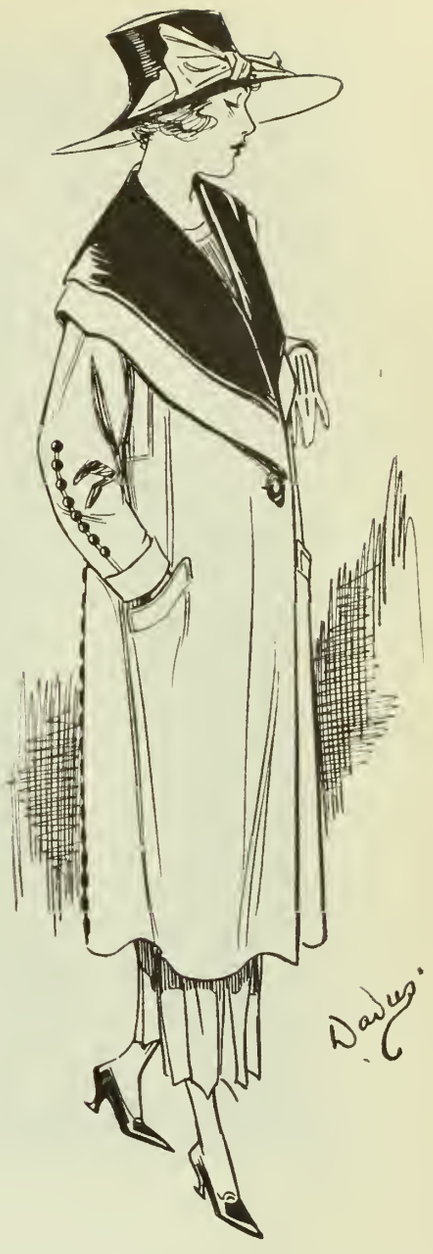
In one house, I saw the reproduction of a Swiss hotel, with each room open, showing its furniture, from the kitchen to the drawing room, billiard room, etc., with dolls as inhabitants, the whole made of wood nicely carved and painted. That "chalet" is at least 3 yards high, and very wide, surrounded by a garden and a lawn well imitated.

The great advantage of that new kind of toy is that it can be undone and remade at the child's wish.

Besides, it seems good to see that our poor maimed soldiers will be able to earn a good living, through the fact that a few kind-hearted persons devoted themselves to re-educating them, and teaching them a trade that is a very important item of French industry.

Next month, I will tell you about Lingerie, and home adornments. With my best wishes for the New Year.

Jeanne Gault



A Canadian Model

A smart Spring coat of navy tricotine showing dolman tendencies. The row of small buttons placed close together down either side would make the back attractive—even if it did not have the square cut yoke which it has. The deep, wide double collar is very new. Made by John Northway & Son, Ltd., Toronto.

New Summer Middy

Colored Voile showing new style collar and low-neck effect. Made by Hampton Manufacturing Co., Montreal.

Corsets and Brassières

Following are the delegates who are attending the Gossard School for Corsetieres in Toronto, February 10 to 15. The fine weather, big attendance, and the able management of Mrs. MacMichael are combining to make the week a very happy and successful one for those fortunate enough to be present:

Miss C. Junior, Bryan's, Ltd., Sault Ste. Marie, Ont.; H. Ethel Love, Shephard Co., Campbellton, N.B.; Mrs. McCrostie, "Munn's," Ripley, Ont.; Anna Law, Dundas & Flavelle's, Lindsay, Ont.; Josephine Devane, Toronto; A. M. Burke and J. Delcorde, Murphy Gamble's, Ltd., Ottawa; Mrs. Alice S. Gunn, Corset Specialty Shop, St. John, N.B.; Mrs. T. M. Andrews, Toronto; Miss Nellie Darby, "Northcott's," Niagara Falls, Ont; Helen Leach, H. W. Gossard Co., Buenos Aires, Arg. Rep.; Kathleen Sinclair, T. Miller & Sons, Oshawa, Ont.; Gladys M. Stote, C. H. Smith & Co., Windsor, Ont.; Miss Marion Renaud, C. H. Smith & Co., Windsor, Ont.; M. Van Alstyne, The Robinson Co., Ltd., Napanee, Ont.; Neil Whitten, McLaren & Co., Ltd., St. Catharines, Ont.; Gertrude Garlick, W. W. Wilkinson, Galt, Ont.; Mrs. F. W. Banford, F. W. Banford, F. W. Banford, Hawkesbury, Ont.; Miss Eleanor Bower, Toronto; Jennie H. Ferguson, Smallman & Ingram, London, Ont.; Miss Myrtle Welsh, G. E. Fraser & Son, Picton, Ont.; Miss Jennie Ward, Murray-Kay, Ltd., Toronto, Ont.; Miss M. Hannaford, "Carolyn Heyes" Shop, Toronto, Ont.; Myrtle McKeever, J. B. Horrell & Son, Midland, Ont.; Mabel Johnston, Richard Hall & Son, Peterboro', Ont.; Emma Walters, Goudies, Ltd., Kitchener, Ont.; Velda Shelley, Goudies, Ltd., Kitchener, Ontario; Bella Ballam, Toronto, Ont.; A. Cathcart, Chatham, Ont.; L. McLaughlin, Toronto; Olive Halford, the G. W. Robinson Co., Hamilton, Ont.; May Godfrey, W. G. Walters, Whitby, Ont.; Miss Marion McAllan, The John White Co., Woodstock, Ont.; Miss Edith Atkinson, McLaren & Co., St. Catharines; Miss Anna Harris, The G. W. Robinson Co., Hamilton; Miss H. A. Johnstone, Johnstone Corset Shop, Hamilton, Ont.

Turquoise Blue Jersey

A costume which is striking and popular is this one of soft wool jersey with white buttons and pipings. The hat is of blue straw in an advanced Spring design.

A Spring Model

Strictly this year's is the above interpretation of the box suit. The cord trimmings and novel collar and cuffs with black satin are features. The material is tan duvetyn.

SPRING OPENINGS IN PARIS

A Brief Summary of the Outstanding Fashion Features Shown by the Leading Paris Designers

THE first two weeks of February are exciting among the Paris designers. It is a period of continual fashion openings, and interest is more keen than for some seasons past. What the leading designers are showing now is bound to affect styles in this country before the season is over.

Margaine La Croix was the first on the list. This house showed a favoritism for the old silhouette, except that the waist is more marked than it was last season. Dresses are a little longer; sleeves are three-quarter; neck free, or made higher in the back.

Jackets of tailored suits are half-length, with sloping shoulders; belt placed low; straight collar.

Separate coats are roomy, showing directoire influence.

Tailored skirts short and straight.

Suit materials include heavy etamine, velours de laine and serge. Colors: navy, horizon blues, and green. For afternoon dresses, Maryland blue, heather and chamois. Jet trimmings featured on silks and serge.

For misses taffeta is featured in fire red, Nattier blue or rose, with tulle and silver galloons, or white with silver and rhinestones. Cloaks and capes straight, tight at the shoulder.

Maison Deddy exploits narrow suppie silhouette longer than last season; low waistline. Suits show simple skirts, half-length jackets, slightly fitted. Some longer coats. Flounces and panels on afternoon gowns, sleeves very short. For diner gowns, taffeta striped with gold is combined with satin in solid solor and bordered with chenille. Gold net in sheath gown for evening capes of blue and maroon satin, gold brocade with black satin.

Premet: Tailored suits with short skirts, dresses reach to ankles. Foulard and shantung for dresses; Egyptian grey and Japanese blue leading colors. Japanese embroideries important. Long flowing lines for evening, with bright colors including yellow and American blue. Lace, embroidery and fringe but no spangles.

Brandt: Straight and elaborate silhouette for Spring and Summer. Draped

Two smart gowns in simple but effective designs, showing the length and width of skirts favored for dresses.

One of the newest evening wraps featured by Franklin, Simon & Co., New York.

Box suit for the sports girl. The material is pink tweed; hat of white silk.

effects, simple short skirts for tailored suits; half or three-quarter length jacket; slightly fitted at sides; belt in front; colors: beige, strawberry, ochre and navy. Waistcoats of white organdie. Afternoon dresses open in front, short sleeves, soft bloused backs; free and and pleated trimmings, silk fringe, silk motifs edged with braid; wool embroidered motifs. Bright colors and combinations for evening; trimmings of large spangles and girdles of gold and colored striped ribbon. Directoire dresses featured. Capes of silk jersey, taffeta and satin; immense collars.

Martial Armand: Directoire, Greek and Oriental influence strong. Evening gowns have girdles tied and with loose hanging ends at hips or back. Waist shorter in front, long and bloused in back; skirts swathed, leaving irregular hem. Tailored skirts short and narrow; suit jacket waist length or shorter, with slit at side or longer panel at back. Serge, velours de laine and etamine materials; colors horizon blue, navy, ochre, grey and crushed strawberry. Leather waistcoats.

Agnes: Normal waistline sometimes lengthened in back; tailored jackets long or short; some skirts full, held in at bottom; buttons in rows. Bodices bloused to girdle or have aprons in back; sleeves half length or long, trimmed with fringe. Several dresses have capes. Simple Oriental lines for evening. Metal cloths and metal laces; much jet. White satin, tulle and moire ribbons for misses, also Nile and silver; rose and white with crystal bugles; bright blue and begonia red taffeta over silver lace. Coats black satin; capes with jet, tulle and ostrich.

Maison Bernard: Fitted silhouette accentuated for dresses, long and tight; large low girdles tied at hip or back; sleeves half to three-quarter length. Suit jackets and tailored skirts both long; slightly barrel effects; some suits have short jackets and short skirts, basques and cut-aways shown, silk braid and front belts on some suits. Colored lawn waistcoats. Suit blouses of printed mousseline with peplum of Salambo. Bloused backs for afternoon dresses Silk fringe, small buckles, narrow round braid, flat bands for trimmings. Crepe and taffeta in Greek styles for misses silver embroideries. Travelling coats three-quarter length, raglan sleeves, immense collars. Some are long with patent leather collar and white stitching Colors Parma, violet, old rose, grey, ochre, beige. Sevres blue. Reversible capes of silk jersey. Jet fringe on coats of silk or wool fabrics. Spanish evening wraps.

Bulloz: Directoire gowns, long straight jackets to knees, broad collars, square cuffs and pocket flaps, skirts straight and narrow, sometimes slightly barrel. Afternoon gowns draped; length six inches from ground. Taffeta Directoire dresses short waisted; sleeves above elbow. Lingerie guimpes, collars and sleeves. Much silk jersey and gold striped black taffeta. Much lace on evening models, also metal brocades, jet and spangles; bright colors such as Japanese blue, flame red, coral, pink, jade green and emerald. Detached trains. Decolletes low but not extreme.

Jenny: Maison Jenny had the largest collection of all. Directoire period leads, showing high collars and girdles with long free ends tied at hips, and made of gold braid or ribbon. Buttons wide and narrow ribbons and embroideries for trimmings. Colors Moidore. tobacco brown, copper, tomato red, flame, rose. Tailored suit jackets reach to knees, some have panel at back. Skirts eight inches from ground and narrow. Serge, etamine and covert-coat materials in beige and navy. Waistcoats white faille striped with gold or Ottoman silk. Blouse collars high in back, open in front, long cravats of narrow black or colored ribbon tied in knot in front, sleeves elbow length. Afternoon dresses longer. Some of the newest fabrics are mixed gold and black silk, only one jersey dress in entire collection.

Two Fashionable Models

A large black maline hat with unusual trimming of solid lisere. Narrow bands of lisere broken by the lisere ornaments encircle the crown and edge of the brim giving the whole hat an individuality.
The small turban is of blue devil lisere. When worn at the proper angle it assumes a terrier look due to the black glycerined ostrich fancy which stands out over the eyes in front. The sectional crown is of black velvet and is finished off by a band of satin ribbon.
Models from Gage Bros. & Co., Chicago.

The Retail Millinery Association of America is holding its annual fashion show in New York on February 11.

Once more the milliner must use her own art, thought, imagination and initiative in producing headwear for her customers, and there is little doubt that, under careful management, the amount of her sales will be in direct proportion to the expenditure of those assets.

FASHION SHOW FOR CHILDREN

What is believed will be the first living model fashion show ever staged exclusively for children is being held in New York.

Twenty-five moving picture children are now rehearsing the exhibitions for the show, which will demonstrate model garments that children use from the time they get up until they go to bed. A wedding scene will show fashions for little flower bearer, ring bearer, pillow bearer ,etc. Decorations will be in white and pink, grass mats being relieved with daisies and spring flowers with young apple trees in bloom and strings of smilax dressing the front and rear of the stage. Music will be furnished by the New York Orchestra Society.

On February 7 to 12 there will be a practical demonstration of "Baby's Needs." A graduate nurse of wide welfare educational experience, with the assistance of model nursery equipment, will show just what a mother needs to care correctly for her baby. There will also be a demonstration of the correct type of dressing of the two-year-old child which is the first radical change in the child's clothes, and again a four-year child. Living models for the two will be used. Following the demonstration Dr. W. A. McKeever will talk on "Baby Welfare as a Public Enterprise," and an Infant Department Expert will show the Infant Department Efficiency Baby Welfare.

ADVERTISING IN BORDER CITIES

Since the announcement made by the "Border Cities' Star," published at Windsor, Ont., and circulated throughout Essex County, that Detroit retail advertising would no longer be barred from its columns, there has been little change in the local situation with the exception that border cities merchants have, metaphorically, gripped the bull by the horns, and, stimulated by the executive of the association, have extended their advertising to compete with the department stores across the river.

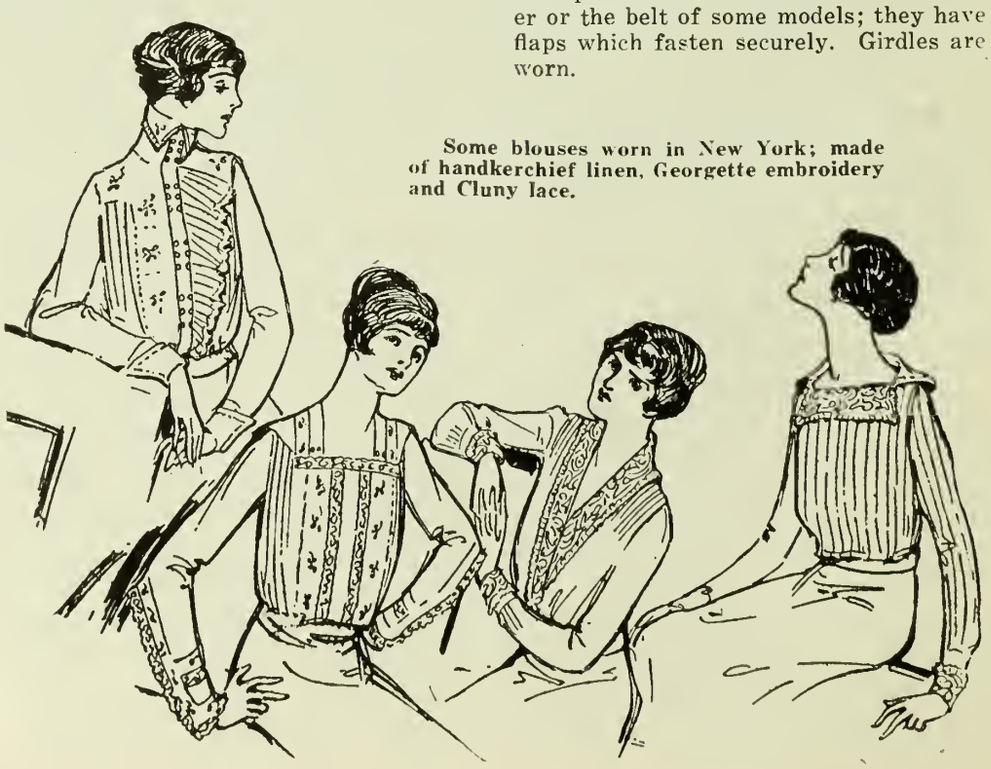
Immediately following the change of policy of the paper, which commenced publishing on September 1, succeeding the "Windsor Record," the advertising committee of the Retail Merchants' Association waited upon W. F. Herman, proprietor, and Hugh Greybiel, manager, and endeavored to have a decision delayed, but this attempt was unsuccessful, and they therefore turned their attention toward increasing local advertising to compete with the inroads expected as the result of Detroit merchants buying space in the local paper.

The result of their efforts has been more or less satisfactory, and in spite of the rate, which is double that charged by the "Record," the advertising columns of the paper indicate greater interest than was formerly the case.

The field open to "The Star" over the border is restricted more to the larger department stores which feature ladies' apparel, men's furnishings, shoes, tobacco, dry goods, drugs, and toilet preparations.

Some figured materials, notably plaid satins or striped taffetas, are made into fashionable beach costumes. For capes, too, colorful plaid fabrics are favored. Some suits are accompanied by rubberized caps to match, but there will be a great variety of the bright rubber caps worn again. Many of them have self fringe. Pockets in which change may be kept are shown stitched on the bloomer or the belt of some models; they have flaps which fasten securely. Girdles are worn.

Some blouses worn in New York; made of handkerchief linen, Georgette embroidery and Cluny lace.



Infants' and Children's Wear

FASHIONS FOR LITTLE FOLKS

Novelties of Fabric, Design and Workmanship to Gladden the Heart of the Beholder—The Baby Doesn't Care a Whit—Practical Styles a Big Factor in Sales

THE dress that opens out flat for easy adjustment and ironing is a popular one among the mothers. Frequently a frock is bought simply for that feature when otherwise it has no particular style. Doubly welcome then are modes which are attractive and have that convenience as well. A short waist and skirt number is made up in this style; the blouse is of white dimity, with a touch of color in the collar, and the skirt of a rather dark plaid gingham. The two-piece belt is wide and fastens on either side of the front with two large pearl buttons. Another two-piece model is in all gingham, and has the effect of a diminutive suit.

Some of the new frocks have the new bellows pocket piped with a contrasting color.

Innovations in Fabrics

Sateen is quite an innovation of children's Spring dresses. One New York house is making up some very attractive novelties in Spring colors. For instance, one frock cut straight is light green with flower pots cut out and appliqued on where usually there are pockets. Another has a large butterfly attached in the same manner. There are some new printed sateens in Batik designs similar to those which appear on some of the high-class silks. These would make a very dressy type of frock, especially would those showing butterfly motifs be favored.

There is some indication that the long-waisted dresses may come in again for the warmer weather. A number of the French dresses coming over feature the long waist, but it will take some more than one season for a real reversion from the short-waisted styles.

The Nenette and Rintintin patterns which have been described in previous issues of DRY GOODS REVIEW are appearing in children's frocks. The crepes in cotton and the silks, too, are shown. Unbleached muslin is another fabric which is being made up into inexpensive Summer frocks. Worsted trimming is strongly favored with any material which one wishes to have it on. Both heavy and sheer numbers are to be seen.

The round collar is featured on almost all the dresses for little folks. Sometimes it does not open in front, and has the appearance of a deep bertha.

No trimming for dresses for the littlest tots has met with quite the success of smocking. It still holds the premiere place, and is shown on infants' long dresses and on the little smock dresses for girls up to eight and ten years of age.

Vest effects are shown in various designs. Eton jackets and waistcoats are both cut into the design of one piece dresses, offering a neat style which does away with too elaborate dressing.

Wool Novelties

In wool articles for babies there are many clever little ideas developing. The latest jackets are all in slip-over style, whether they be the loose hug-me-tights or the cunning little close-fitting sweaters ribbed from the waist down, just like those made for grown-ups. They have the sailor collars, too.

White cashmere capes and coats for tiny infants are dainty when hand-embroidered in apple-blossom pink as so many are just now.

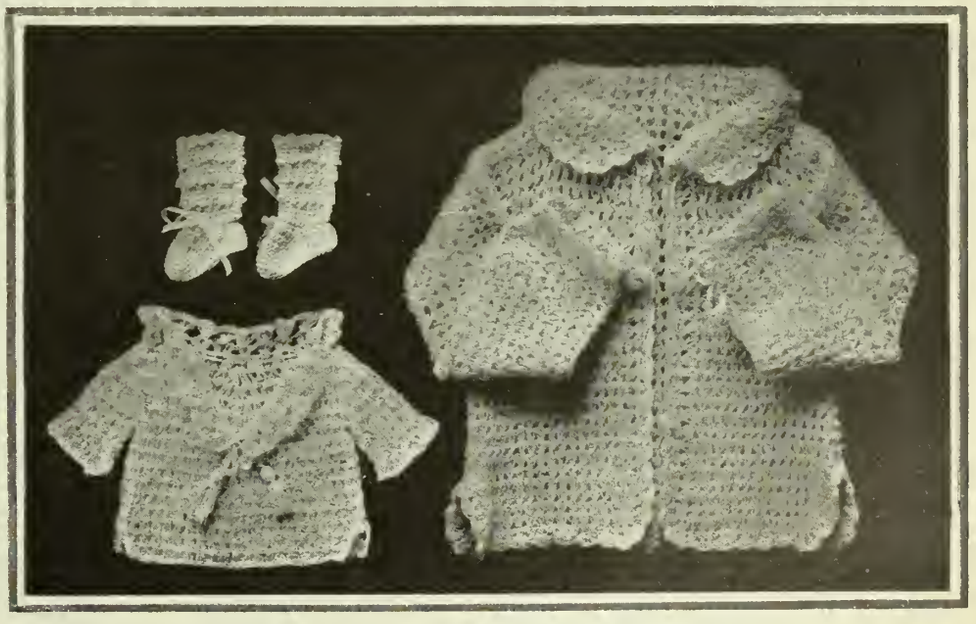
The embroidery is not elaborate but sufficient to satisfy. There is a good sale reported, too, in the padded silk Japanese kimonas in both plain and embroidered models. Some are pure white, some pink, some blue, and some are pink lined with blue or white. A very snug quilt is knitted in thick soft zephyr wool in white and two or three shades of pink, which produce a diagonal pattern when finished. At the edge the darkest pink makes a suitable outline.

Almost legion are the patterns in bonnets, caps and bootees being made up Indeed the wee infant is reaping in some small way a benefit from the ravages of war. Its mother is now a proficient knitter and is developing now things to knit and new ways of knitting them every day. Those who want to give gifts or who prefer to buy these articles are seduced into big expenditures sometimes, because of the deft fingers and clever ideas of the knitter.

Co-ed.—"I want to get a skirt."

Clerk. —"How long do you want it?"

Co-ed.—"I don't want to rent it, I want to buy it."—Ex.



Dainty New Crocheted Things

The bootees have rows of raised knots which make a pretty trimming. The infant's jacket is in slip-over style with crocheted cord; for ladies is the hug-me-tight at the right. It has long sleeves which fit nicely. Shown by Henry Davis & Co., Toronto.

Every Normal Figure Can Enjoy the Comfort of a P. C. Corset

Model No. 960

Every P.C. wearer can enjoy the advantages of thorough comfort and the appearance of the well-dressed woman of to-day in neatness, style and fit.
Good value at a reasonable price has won for us the approval of thousands of patrons.
There is a P.C. Corset to suit all normal figures.
Put P.C.'s into your department for better business and profit.

LARGER PREMISES IN TORONTO

To provide for our rapidly growing business in Ontario we have removed to more commodious premises at 76 Bay Street, Toronto, where we will be glad to have customers and friends pay us a call at any time.

Parisian Corset Mfg. Co., Ltd.
QUEBEC, QUE., CANADA
BRANCHES:
Toronto: 76 Bay St. Montreal: 329 Craig St. W.
Western Representative: C. H. BUTLER, 21 Sylvester Wilson Bldg., Winnipeg

WE have 500 doz. Silk, Georgette and Crepe de Chine Waists to clear this month, for Easter and Spring trade. Do not miss this chance to get bargains. It will even pay you to make a special trip to see these waists.

D. H. CUMMINGS
1187 Mount Royal Ave. E.
MONTREAL

3 Reasons
why our Blouses are superb
as simple as
A. B. C.
Advanced Styles
Better Workmanship
Correct Fit

The Caplin
WAIST & DRESS CO.
Montreal.
1770 ST. LAWRENCE
Makers of
Crepe de Chine, Georgette and Wash Silk Blouses

CANADIAN CONVERTERS'

Ladies' and Children's Wear Factory

Manufacture

LADIES' WAISTS

Complete New Range in Latest Styles and Materials

OUR STYLE 5316-D

The Canadian Converters' Co. Limited
Montreal

ORIGINALITY
In Every Garment

That is why our Cloaks and Suits will draw the best trade of your town to your store.

Inspect our Spring Models and you will notice an irresistible quality.

Every garment a reputation-builder and priced to meet popular requirements.

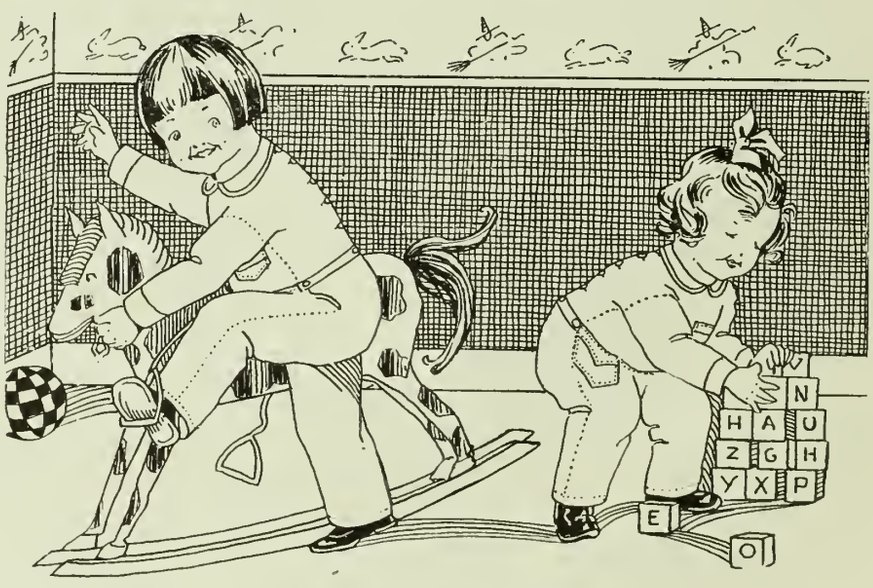
Lazare & Novek
CLOAKS & SUITS

Cor. St. Catherine West and Mountain Sts., MONTREAL

HAUGH BRAND
Coveralls For Kiddies

There is an increasing demand for Haugh Brand Coveralls for kiddies.

The test of a Coverall is found in the hard usage which only kiddies can give a garment.



A Real Garment

Haugh Brand survives this usage, that is why it's a popular brand and a fast seller.

The prices afford you a reasonable margin for profit. The quality will secure you a reputation for the best.

J. A. HAUGH MFG. CO., LIMITED, 658 to 662 King W., Toronto, Ont.
Also Mfgs. Arm and Hammer Work Shirts, Overalls and Trousers

KING'S CELEBRATED SCOTCH WINDOW HOLLANDS

have been made for one hundred and forty years and are recognized throughout the world as the best and most saleable shading. They are unequalled for quality, are unshrinkable, fast colors and made in all colorings and widths. To insure getting genuine goods, customers are advised to EXAMINE TICKETS and PAPER BANDS. Also inside Holland Tab on end of each piece and see that each *bears name* of "JOHN KING & SON."

SOLD BY ALL LEADING WINDOW SHADE JOBBERS

Made by

JOHN KING & SON

GLASGOW, SCOTLAND

Established 1775

Canadian Representatives: CAMPBELL, SMIBERT & CO., MONTREAL and TORONTO

TRADE MARK

We carry a large, well-selected stock of "COLLEEN" Brand:

COTTON DAMASKS
SHEETS
PILLOW CASES
TOWELS
QUILTS
HUCKS
CRASHES

produced at much below present cost of manufacture. These goods are made from the finest selected yarns and are guaranteed to give satisfaction and wear.

None genuine without the trade-mark.

John S. Brown & Sons, Limited

Belfast ∴ Ireland

TORONTO WAREHOUSE: 80-82 Wellington St. W.

HOUSEFURNISHINGS

ATTITUDE TOWARDS CARPETS NOT UNANIMOUS

Costs of Manufacture Still High—Many Retailers Can Sell Below Wholesale Prices—Some Looking for Better Ranges This Fall.

THE feeling of utter uncertainty that fills the mind of the buyer in carpets and rugs and linoleums, may be expressed fittingly by a remark made by a buyer for a wholesale house, who had just returned from New York, and said to DRY GOODS REVIEW: "This man, who is supposed to be in close touch with the manufacturers, told me prices would go still higher; while another man, classed as quite an expert also, was equally confident that the next move would be a decline. So there you are." The department store buyers are in an equal quandary, except that some are pretty well stocked up and have no intention of going heavily into rugs at present prices.

One of them, in discussing this question with DRY GOODS REVIEW, stated that most of his stock had been purchased two years ago, so he was in good shape, not only in respect of variety of goods, but in the prices he could offer. His position represents that of a large number of departments throughout the country. Some can claim to have diagnosed the future accurately; others have fair stocks, because the high prices cut off most of the demand. A statement was made by one buyer that, speaking generally, he did not believe that over the country, as a whole, more than one-third the goods were being sold, on account of the prices, about three times what they were. Hence his profits were well up, with one-third the turnover in yardage, but an equal one in value.

Another large buyer stated that while he does not expect there will be enough reduction in any carpet prices this year to affect the consumer, he is holding off placing Fall orders until May or June, just hoping that each month will see some slight betterment of ranges and qualities.

Manufacturing Costs Still High

The overseas situation in rugs is reported very uncertain. Wool of all kinds is controlled still by the Government, and prices are held by most buyers to be too high to warrant the purchase. A Montreal wholesaler remarked that he could go up to St. Catherine street (the chief retail district) and buy rugs cheaper than he could from the mills. His own stocks were in a similar position, but in many cases the retailers were lower priced even than he was. It all depended when the goods were bought.

Linoleums were in much the same position: he was selling at 15 cents a yard under mill prices.

Rug Prices Firm

A few reductions in prices of rugs are reported from the States, but in the main prices hold very high and some advances have been made in the last couple of months. English and Scotch linoleums continue very high and the Canadian Company rather surprised the trade by coming out with a price list that made competition by import in certain lines almost impossible.

The Canadian carpet manufacturers have given no signs of reducing prices for next Fall, and there seems little likelihood with prices of yarn, dyes, etc., continuing so scarce and so inflated. However, the dye situation shows great improvement, and manufacturers are able now to say with relief, pride and downright determination: "We will get along now without German dyestuffs."

The feeling seems to be that rug prices will keep pretty much as they are until next Fall, when, on prices for Spring, 1920, quotations will show the first decided break. Of course, all over, there will be some jobbers, or even retailers, who will consider it advisable to clear out too heavy stocks by cuts in prices, but the market as a whole promises to keep pretty firm.

No "Dress-Up" Carpets

Regarding fashions in carpets, a buyer for one of the large stores states that even in the larger homes there is practically no demand for carpets or rugs of the delicate French shades, which used to be used in furnishing reception rooms. Now all the rooms are living rooms, and so the demand for carpets of such tints as champagne, rose, pearl grey, ivory, etc., has dropped away. Many are purchasing the richly colored Oriental rugs, hand-tufted rugs or manufactured rugs, which have adopted designs from the hand-made lines. "There are no flower gardens and fancy scroll work any more," he remarked, "and this is not due to the war. It was coming before the war started. People have gotten away from the old formalities to a great extent, and they want to use all their rooms all the time."

In the United States there is quite a strong call for the solid color carpets, but these do not seem to create the same interest in Canada. While a number of the monotone rugs are sold here, the general demand is for a carpet which can be depended upon for service. Many of the carpets which were produced during the last two or three years were made of jute almost entirely, instead of the wool to which people are accustomed and which takes the dyes much better than jute. Consequently, the jute carpets in the solid tones, not being able to hold their color, have not proven very pleasing to the Canadian trade. On the other side, people pay more attention to the effect for the time being, and when a carpet fades they are quite ready to cast it aside and replace it with "something new."

There is a big call for small sized rugs with the increasing number of people in the different cities who are living in apartment houses. The rural trade, however, is reported as still taking more of the larger sizes than the small.

NEW JUTE RUG

To meet the demand for a moderate-priced rug of Wilton weave, experiments were conducted for some months before the ending of the war in the mill of one of the U. S. Wilton rug manufacturers to produce from a high class fibre of jute a rug that would closely resemble a wool Wilton in appearance.

Jute fibre rugs of Wilton weave have been brought out in years gone by, so the idea is not an entirely new one, but in the present case the fibre, it is claimed, has been differently treated, and unusual attention has been given to the designing and workmanship throughout. Although the jute fibre rugs aforementioned were not a permanent success, the new product is an improvement over the old one, and the market conditions of the present time being more favorable, it is quite likely there will be

a demand for these Indian Fibre Wilton rugs, as they are termed. The samples show them in attractive two-color effects, although on a mottled ground there is an added combination. It is claimed there is no difficulty in cleaning these rugs by the same washing process used for Oriental rugs.

CURTAINS AND DRAPERIES

Business in the draperies department has taken a decided spurt this year so far, as compared with the same season last year," said one of the buyers for a big retail department to DRY GOODS REVIEW. "People are not only paying about 20 per cent. more for their draperies and window trimmings, but buying considerably more merchandise. We are looking for a splendid year's business throughout." The same sentiments have been voiced by a number of other buyers.

Supplies are coming in a little better also than they did a year ago. Some Swiss firms have already filled a number of back orders, which they were unable to ship until the beginning of this year, and the rate of exchange between the two countries is no longer an interference. "There is good demand for the Swiss embroidered and applique curtains, but as yet we have not nearly enough stock to supply it," said the above mentioned buyer. He added, too, that while some other markets had endeavored to produce goods similar to those which characterize the Swiss firms, they had not been long enough in the field to make goods of that kind which would sell. People have had to take "odds and ends" in house furnishings as well as in other merchandise during recent seasons, owing to the shortage of raw materials and skilled labor, and so as soon as reliable goods are to be had again, there seems little doubt but that they will sell "like hot cakes." This is the opinion of more than one authority in the trade.

Scrim curtains in ivory are leaders in lines selling at present, with marquisette, voile and madras also in good demand.

Velours in Solid Colors

As to side curtains and hangings, the better class homes are showing a strong preference for solid color velours. These are said by some buyers to be replacing the tapestries and cretonnes, which are being reserved for bedrooms, nurseries, etc. But for living rooms, dens, etc., the velours are liked. Sometimes velours and cretonnes are combined with novel effect. There is displayed at Simpson's a rich cretonne with white background, showing foliage pattern and birds; the birds are far apart and have just a little of their rich crimson plumage showing; this bit of color is taken up in the velour curtains which adjoin and exhibit the crimson in solid tone. An effect of warmth, comfort and cheer could easily be developed with such draperies to ornament a room.

Some of the newest patterns in chintzes seem to favor white grounds with large floral and bird motifs in separate groups, rather than in the solid all-over effects, which have been in vogue for some seasons. So far, of course, it is only occasionally that one sees these white designs. The bulk of the selling is still the gaily hued verdures.

Ranges Increasing for Fall

The range of patterns which was offered by English houses was cut down about 50 per cent. during the war, as was reported previously in DRY GOODS REVIEW. This was necessitated by the reduction of designers, skilled laborers and machines for civilian requirements. Already, however, increased ranges are coming out in samples for Fall, 1919, delivery, and there is every indication from other markets, too, that an improved class of merchandise will be available for next Fall and Winter, although the feeling is that there will be no reduction of prices. "I am quite sure there will be no lowering of prices this year," said a well-known buyer of both medium and high class draperies and window curtains.

WHAT'S IN A NAME?

A New York carpet manufacturer issues the following information in one of its booklets. It is reproduced here for the benefit of salespeople and others who are not familiar with the technique of carpet lore and like to have differences explained in "plain English":

"Do you know the difference between Wilton, Brussels, and other kinds of carpets?

"There are five principal kinds, you know, as follows, in their generally accepted order of importance: Wilton, Brussels, Axminster, Velvet and Tapestry.

"A Wilton carpet has a straight, upstanding pile. It is made by looping the yarn over a series of long wires and fastening it at each side with strands woven parallel to the wire. As the wire is withdrawn, a sharp knife on the end cuts right through the middle of the loops, leaving the cut ends of the yarn standing up thick and straight to take the wear of usage.

"A Brussels carpet is made in the same way except that the loops are not cut. Examine the surface of a good Brussels and the innumerable loops that form its surface.

"A standard Wilton carpet is a cut pile fabric dyed in the yarn, full five frames, usually 27 inches wide, the face being of pure worsted.

"A standard Brussels carpet is an all-worsted carpet, also yarn dyed, with loop face, full five frames and generally 27 inches wide.

"The main difference between a Wilton and Brussels is that the worsted surface of the Wilton is considerably higher than the Brussels, and the loops are cut to give the pile effect. There is one thing more that we must remember about the Brussels or Wilton carpet, namely, that for each loop that you see in the surface of a Brussels carpet, or each tuft in a Wilton, there are four strands of yarn buried in the body of the carpet. It is from this the former carpet derives its name of Body Brussels, and both much of their wearing qualities.

"Next in line is the Axminster. This is also yarn dyed. While the Axminster carpet is also a pile fabric, it differs from the Wilton in construction and in being of a nature to adapt itself to a wider range of colors than either the Wilton or Brussels. Its surface is made of woollen yarn.

"Tapestry carpet is a printed, loop-faced fabric. The surface of the carpet is worsted, the design being obtained by printing various colors on the yarn to represent the design in the woven fabric. It is similar in appearance to Body Brussels, but the colors do not go through to the back.

"Velvet carpet is similar in appearance to Wilton, but, like Tapestry, has its wool only on the surface."

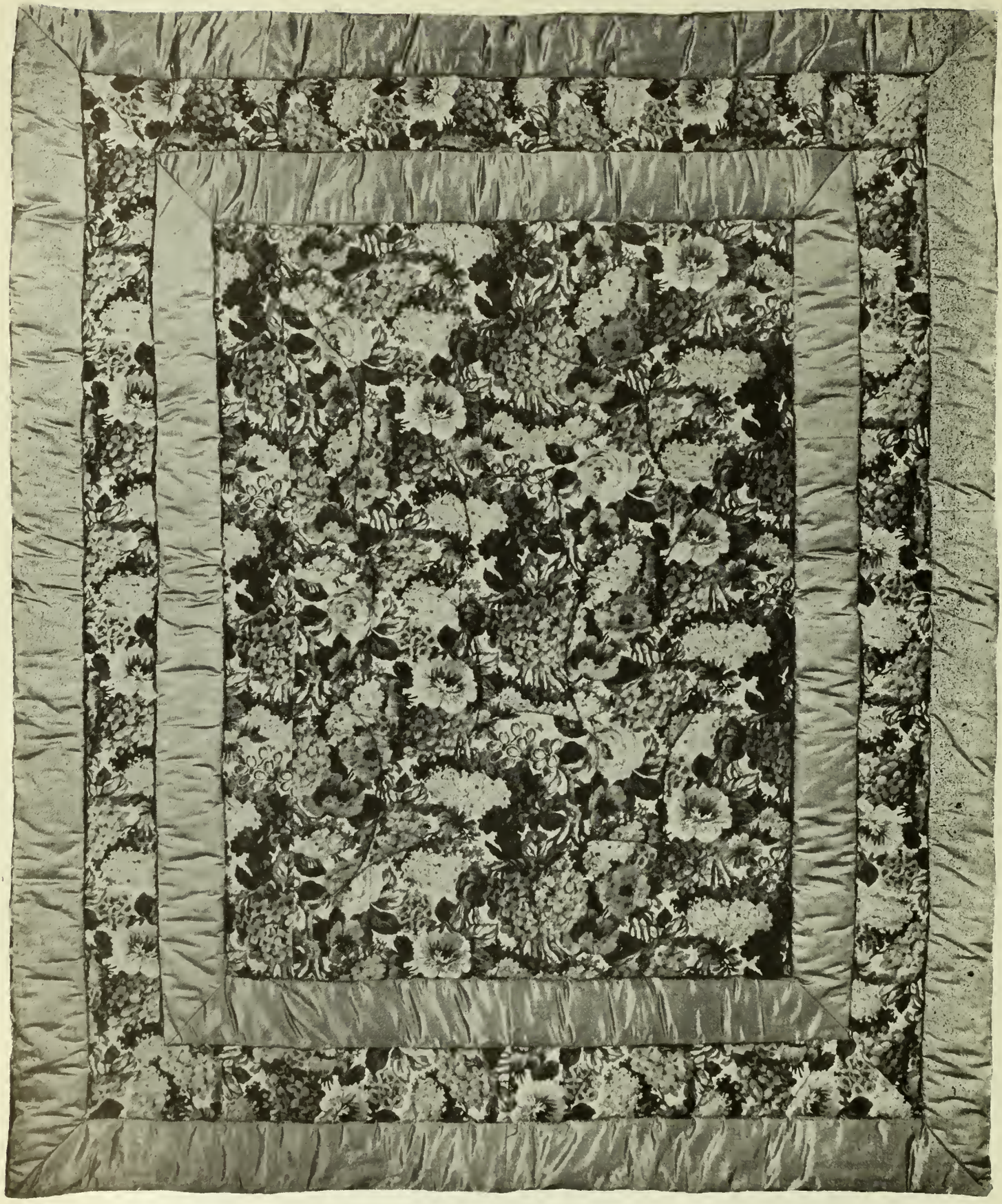
NEWS NOTES

There have been fewer business failures during 1918 in both Canada and the United States than for many years previous.

The newest idea in floor lamps shows them upholstered. A firm in Illinois is displaying this novelty. The lamps are upholstered with velours to match the silk in the shades, and the effect is striking.

W. L. Monro, general manager of the American Window Glass Company, Pittsburgh, who underwent a serious operation at the Mayo Brothers Hospital, Rochester, Minn., is convalescing rapidly.

An extensive new line of patterns in Japanese rugs is called the "We-Ra" rugs. These come in sizes 18 to 36 inches up to 9 by 12 feet, and are shown in greens, blues and browns, and in two and three toned effects, with exclusive patterns.



This **very attractive comforter** was made in our new plant and gives you an idea of one pattern we are making for **next Fall business.** There is no need of **importing comforters.** We are making the finest down proof comforters and also a most attractive selection of cotton-filled comforters. Our travellers have a wonderful selection of colorings for you to choose from. Do not place an order without seeing our comforters. Our traveller will be along any day now.

GEO. H. HEES, SON & CO., LIMITED, TORONTO

MONTREAL QUEBEC WINNIPEG VANCOUVER MANCHESTER, ENG.

M. CUTHBERT

50, MARGARET ST.,
OXFORD CIRCUS,
LONDON, W. 1

Telegrams or Telephone:
7214 CENTRAL

DAY
and
EVENING
GOWNS,
COAT
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and
TAILORED
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GOWNS
and
COSTUMES

"BREAKFAST"
in silk or wool jersey, also in Cuthbert's Special Heavyweight Silk Jersey.

Jumper sold separately.

IMPORTERS *and* MANUFACTURERS

Art Needlework *and* Fancy Goods

"Peri-Lusta" *Mercerized Cottons*
"Crystal" *Artificial Silk*
Embroidery Materials

Fancy Linens and Piece Goods

MADEIRA HAND EMBROIDERED LINENS *and* HANDKERCHIEFS

Campbell, Metzger & Jacobson

932-938 Broadway New York Cor. 22nd St.
Canadian Showroom and Factory:
Bay and Wellington Sts., - Toronto, Canada

John Ainscow & Co., Ltd.

Spinners and Manufacturers

TURKISH TOWELS, QUILTS, COUNTERPANES, &c.

Beehive Mills, Lostock, Bolton;
California Mills, Stockport;
34 Charlotte Street, MANCHESTER.

Canadian Agent: Walter Williams, 508 Read Building, 45 St. Alexander St., Montreal

We Announce

The appearance on Feb. 15th of the New Fall 1919 Line of

Dalmor
Art Curtains
and
Piece Goods

in Voile, Marquisette, Scrim, Net, Figured Filet, and NOVELTY BODIES.

ALSO

Door and Window Panels, Colonial Curtains, etc.

ALSO

A new and splendid line of White and Linen-tone Dresser Scarfs, Runners, Covers, Table Mats, etc.

All for immediate and Fall delivery.

Be sure and see them when our representative calls.

Daly & Morin
Limited
Lachine, Montreal

EQUIPMENT & DISPLAY

A Fine Lingerie Window

Mr. Burns, of the Robert Simpson Co., Toronto, is responsible for this attractive corner-window display of lingerie. It was chiefly in pink and white and so as to give a touch of warmth to the "January Whitewear" display a pedestal lamp shed rosy brightness in one spot. A chintz screen was a bright spot in the background. The walls were covered with plain grey-blue cambric panels. In the foreground will be noticed a framed announcement of the store's "coming of age." It was taken over by the present management in 1898. Note the generous amount of merchandise shown and the well-balanced arrangement of gown and camisole figures.

A TEXTILE MEASURING DEVICE.

A machine which the makers claim to be simple and practical for measuring accurately and quickly all textiles, is on the market. It is called the Perfect-O-Meter. This machine was manufactured some time ago, but on account of the "material priority ruling" in the United States the production was discontinued last Spring. Now, however, it has been taken up again. The device when fastened to the counter is claimed to make each measurement complete so that it does not matter if the salesman talks to his customer in the meantime; he won't "lose the count." The Perfect-O-Meter is made in Cleveland, Ohio.

SPRING OPENING BACKGROUND FOR WINDOWS

The Arcade, Hamilton, Ont., will hold its formal Spring opening this year on March 8. Very interesting display-plans are under way for the six fine windows. They will have backgrounds alike developed in grey and turquoise. Beaverboard for the backgrounds is painted grey, suggesting a cement block wall in which, at one side, is a little window with grey drapery. An archway is cut out in the centre and draped with grey also; the lower portion of the beaverboard shows a clever cutout scroll work. Large grey vases or urns are cut from the beaverboard also and stand in the middle ground topped with turquoise flowers and foliage and daisies. Richly hued butterflies lend a note of contrast here and there. The blue foliage and daisies will be used to decorate the top of the background and in small holders, and, of course, blue birds will be also present, heralding the happiness of the Spring season.

IMPORTATIONS DELAYED

Kurzman, one of the best known Fifth Avenue importers and designers, writes DRY GOODS REVIEW regarding shipments which were expected from Paris the first of December: "The models unfortunately have not yet arrived. The continued celebrations in Paris after the armistice was declared, and the slowness of designers getting back to the work, together with the indefinite sailing of the steamers, are the reasons attributed for this condition."

LET YOUR WINDOWS DO THEIR WORK

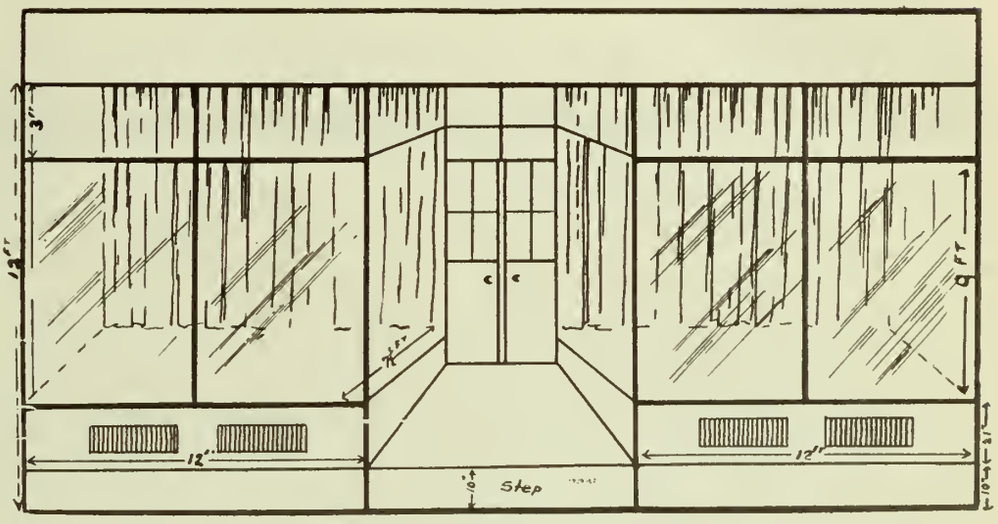
How to Arrange a Window in Order to Secure Good Lighting, Prevent Frost and Display Merchandise to the Best Advantage

THE following letter was received from a merchant in a small Ontario town who realized that his windows were not the selling agents for his business which they might be. DRY GOODS REVIEW takes much pleasure in making the suggestions which follow, and which have already been communicated to the enquirer.

"Editor, 'Dry Goods Review':—Thanking you for your offer of help regarding front of store, I am enclosing sketch. The building does not belong to this firm and so we do not care to tear the front out, but would be glad of advice to remodel it in the best and cheapest way possible.

"The wide front is good but the windows extend to the ceiling and give a bad effect. The backs of the windows are temporary, and papered to a height of 5 feet; above that is muslin, which allows the light to come through for the store.

"The whole effect is that the windows are too shallow and too high from the pavement. The floor of the windows is also unfinished. We feel with the windows changed they would add greatly to our business. Nothing looks well in them as they are. We did think of beaver board for background with glass above it in place of the muslin, also a hardwood floor and vitropane put in the smaller panes of the plate front to lower the effect, but the store needs the light. The windows being so high, it is difficult to light them well."



Present store front described in accompanying article. Width of frontage 40 ft.; step up from pavement 10 in.; height of window floor from pavement, 31 in.; depth of window floor, 7 ft. 6 in.; height of window glass, 12ft.; height of top pane, 3 ft.

Remove Step

In the first place the window floor is undoubtedly too high from the pavement for getting good results. The step up from the pavement is also a detriment. You have a good distance (7 ft. 6 in.) from the pavement to door, so placing the step with a slope could be done, thus removing the "barrier to business," which a step always is. This sloping floor could be of corrugated cement, which would not be slippery in the Winter.

The depth of your windows in proportion to their width and height does not seem far out. They might be deeper if you cared to go to the expense of getting new glass for the wider windows at each side of the entrance, which would in that case be necessary. If the windows were deeper, of course it would moderate the slope of the floor from pavement to door, in case you removed the step as suggested.

Floor 18 Inches From Pavement

The ideal height of the window-floor from the pavement is not more than 18 inches. We note you have a line drawn 3 feet from the top of the window. If this is a separate piece of glass it might be taken from the top and cut shorter to fit in the extra space provided at the bottom by lowering the window floor. Each window pane is apparently in two sheets of glass; improvement would be effected in having each of these whole window spaces in one single sheet.

The 3-foot space left at the top by removing the glass there now would be best occupied by prism glass, which would throw the light into the store with much better effect than the present arrangement.

The back windows might be arranged in various ways. The best would probably be with mirror glass to a height of 7 feet, in a frame work, and the space above that with plain glass to allow the light to pass through from the prism glass in front. A panel or door would be provided, of course, for entrance into the window.

Air-Tight Windows Do Not Frost

With that arrangement the windows could be made air-tight, which would prevent frost forming on them in the cold weather. It would also eliminate the tendencies of passers-by to look through the windows into the store beyond, which they are bound to do unconsciously, if the store and the movements of the people inside are visible from the street.

If you did not care to go to the expense of having mirrors at the back, a permanent wood background could be put in instead, or at less cost still, portable background screens, but these latter would not provide the air-tight windows.

Hardwood floors would be very suitable for the windows.

These suggestions are the most apparent for us, not having actually examined the store in question. Any further suggestions from readers of DRY GOODS REVIEW who have overcome similar problems will be welcomed.

NEW STORE-MANAGEMENT SYSTEM

Cressman Company, Peterborough, Adopt Co-operative Profit-Sharing System—Eight Boards to Look After Store Problems.

A NEW profit-sharing system has been put into effect by the Cressman Company, Peterborough, Ont. The annual banquet of the company was held at the Empress Hotel on January 30, when announcement was made of the new plans. The improved system is on a co-operative profit-sharing basis, and will include every person engaged in the business, whether selling or otherwise employed.

"These distributions will be made half yearly on the following basis:

"1.—A percentage of the net profits will be distributed each six months to those who have been with the firm for the full six months preceding the distribution governed as follows: A—Net result of the several departments. B—Efficiency in the conduct of these departments. C —The general result of departments as a whole. D—Length of time with the company. E—To those otherwise engaged than selling, amounts will be determined by A, B and D."

(Continued on page 122)

GOOD ADVERTISING

ADVERTISEMENTS AND STORE POLICIES SHOULD WORK TOGETHER

A WOMAN was heard, not long ago, to read an advertisement of $5 hats for $2.98, and to express a wonder that a store could sell them at such a low figure and still make a profit, for she did not believe the store proposed to lose money.

"Think what a profit I would have paid them at $5," she said.

That is one side of the story, says a bulletin from the National Vigilance Committee of the Associated Advertising Clubs of the World.

The other side is that a great many other women refuse to believe that the article advertised was ever worth the higher figure named—or $5, as in this case.

"Usual value," or "value" or "worth" are destructive advertising expressions, the bulletin from the committee declares. They dull the appeal of advertising. When a store does have a real sale to move off odds and ends, a great many readers of its advertisement are in the same attitude as the men who declined to come when the little boy in the old story called "Wolf, wolf!"

It is being proved, the committee says, that business of a more permanent character can be built without such statements. If there has been a special purchase, a store can get a crowd by announcing that a fortunate find has been made by its buyers. It is needless to "compare prices." Business men, says the bulletin from the committee, are learning that truth-in-advertising has an economic value, and that in the long run it pays to understate, rather than overstate, in an advertisement. The understated advertisement may bring fewer people, at times, but it will sell more goods, for when a customer is surprised to see such goods at such a price, sales are more readily made. There is less of a tendency to "shop around."

"No advertiser can afford to take the stand that his advertising policy is correct merely because his advertisements sell goods," says Merle Sidener, chairman of the National Vigilance Committee of the advertising clubs. "There is more than this to success. Advertisements and store policies must work together in the making of customers, not the mere sale of goods. Many a store which has had wonderful "special sales," has in the end been forced to change its policy or go out of business, when these sales have been based upon deception."

The bulletin points to two stores—one a clothing store in Indiana, the other a millinery store in Ohio—which can draw enormous crowds to special sales, using small advertising space, simply because the owners have not advertised bargains day after day, but have advertised bargains only when they actually had stock-reduction sales.

In another instance, it is the custom of a department store, when selling "seconds," to mention the fact that the goods are especially priced because of small imperfections, and it suggests to customers that they ask the salespeople to point out the defects in each article.

A similar policy has been followed by a clothing store in one city with equal success.

It pays to be truthful—it brings better profits, declares the Vigilance Committee, and this opinion is based upon the actual experience of many leading stores.

NEW STORE-MANAGEMENT SYSTEM

Continued from page 121

Eight Boards

In making the announcement, Mr. H. W. Cressman, vice-president of the firm, stated that it has been deemed advisable to form eight Boards, which would work for the advancement of the business along lines of efficiency and satisfactory service. It would be the duty of these committees to exercise vigilance in connection with conditions which might be improved and suggest and aid in applying a remedy.

The Boards are: Good Service, Education, Economy, Publicity, Housekeeping, Store Beautifying, Trade Expansion and Efficiency. These Boards are composed of employees. Mr. Cressman explained that the Board of Good Service would be expected to observe and suggest means for improving the service of the store for the benefit of the business or satisfaction of customers and the minimizing of complaints in connection with delivery and elevator service, and the attention to customers with the least possible delay.

The Board of Education would be required to suggest a detailed educational system for the selling and non-selling coworkers of the firm. The committee in charge of housekeeping will have charge of the condition of the store in respect of keeping its appearance what it should be, temperature, ventilation, etc.

Duties attaching to the Board of Economy will be to stop minor financial leaks and assist in the protection of the establishment from fire or theft.

The members of the Efficiency Board will have charge of matters pertaining to the betterment of conditions in the store from a general standpoint. The Trade Expansion Committee will endeavor to discover where it is possible to increase the business of the firm. The Publicity Board will assist in putting the store prominently before the public and that devoted to store beautifying will suggest means of improving the appearance of the interior and exterior of the building.

All Share in Profits

In speaking of the profit-sharing arrangement of the past, Mr. Cressman stated that the bonus from the past six months just ended runs into four figures and it afforded him the greatest pleasure to be able to make the distribution. From now on the business-sharing arrangement will not take the form of a bonus, but would be operated on such a basis as to give everyone an opportunity of earning a share.

"Twenty years ago," stated Mr. Cressman in conclusion, "this store started in business with two departments and a weekly payroll of $32; to-day it has 21 departments and a weekly payroll amounting to approximately $1,000."

Mr. Clarence H. Smith, of Windsor, Ont., general manager of the largest department store in Essex county, has been again elected president of the Border Cities Retail Merchants' Association.

GREY COLORED CARDS LAST LONGER

Do Not Get Dirty So Quickly as White Ones — A Practical Suggestion For the Card Writer—How One Store Speeded Up Number of Show Cards Being Made

By R. T. D. EDWARDS

THIS is third of a series of articles on departmental store cardwriting, which will not only aid the large store cardwriter in his work, but will be of benefit to the cardwriter who does things in a smaller way.

The store referred to in this article is one of the largest in the Dominion and has a great area of selling space. Consequently the number of show cards used, both inside the store and in the windows, is enormous. Many hundred cards have to be made daily, both for replacing soiled cards and for new displays.

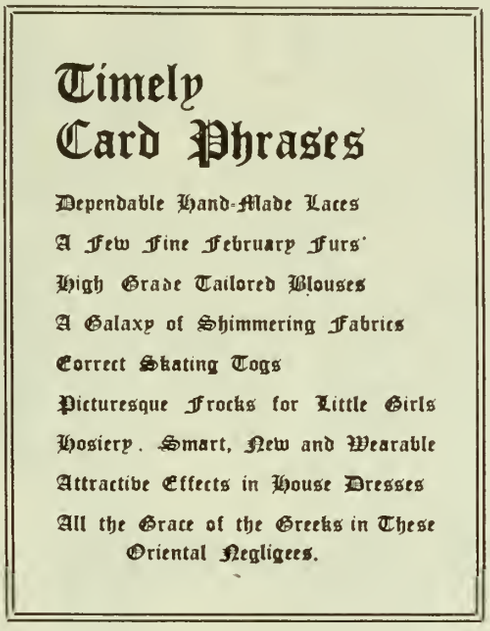
Dirty Cards Repulse Trade

To keep the cards clean is the most difficult proposition in a large store. Cards are continually getting dirty or broken and should be replaced with new ones at once. That is an important point in showcarding any store. Cards must be kept clean at all times because they are the mouthpiece of the interior

of the store, just the same as the show windows are the mouthpiece outside.

To keep cards more presentable, and to avoid the greater consumption of cards, this store changed their regular store cards from white to a mist grey color.

The grey cards have proven to be a great success, because they do not show dust or finger marks as quickly as the white.



Grey cards are used for everything but "advertised" and "sale" cards. For these, white cards are used with black or red color for the printing.

All cards are of uniform size, both in the windows and on the counters—5½ x 7; 7 x 11 and 11 x 14 being the various sizes most frequently used.

A uniform style of lettering is used on these cards, which can be quickly formed and which is quite readable.

The system for operating a cardwriting office in a departmental store depends largely upon the amount and quality of cards that it has to turn out. Many offices are run in a haphazard way. That is, every writer lays out and rules his own work and sorts it when completed. This is a very expensive method. If an employee is a cardwriter, and there is enough work to keep him going, he should not be doing work which can be done by cheaper help.

Speeding Up the Work

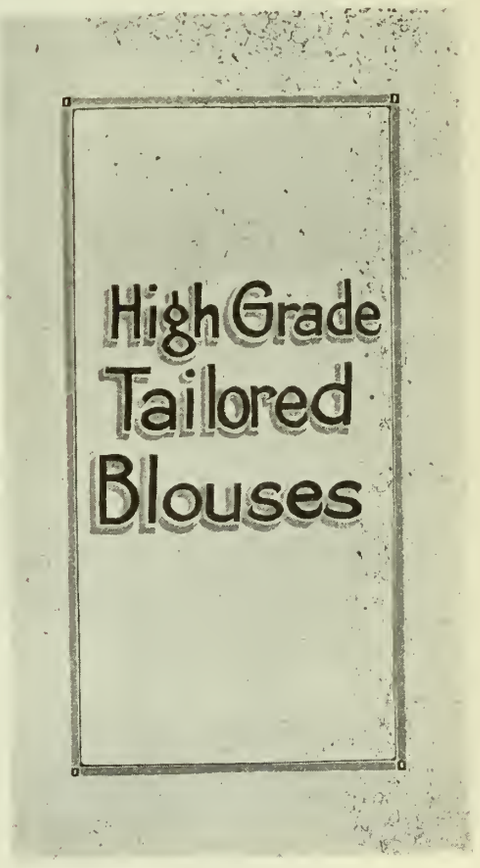
First of all, the larger stores need one person who can do everything about the office except write cards. That is, he must be able to take care of stock, see that it is kept in good condition and see that it doesn't get low.

In the store referred to this man lays out orders as they come in. The cards are ruled in pencil very lightly so that no erasing is needed, with correct lay-out-stencil, an assortment of which is always kept, and piled in a cabinet which has various sections denoting the time the order had come in.

The work is then ready for the cardwriter. After cards are written, they are sorted again by the helper back to the department card cabinet where they await being called for.

If the card is grey with black letters, white underlining is used. This can be done by the helper after some practice.

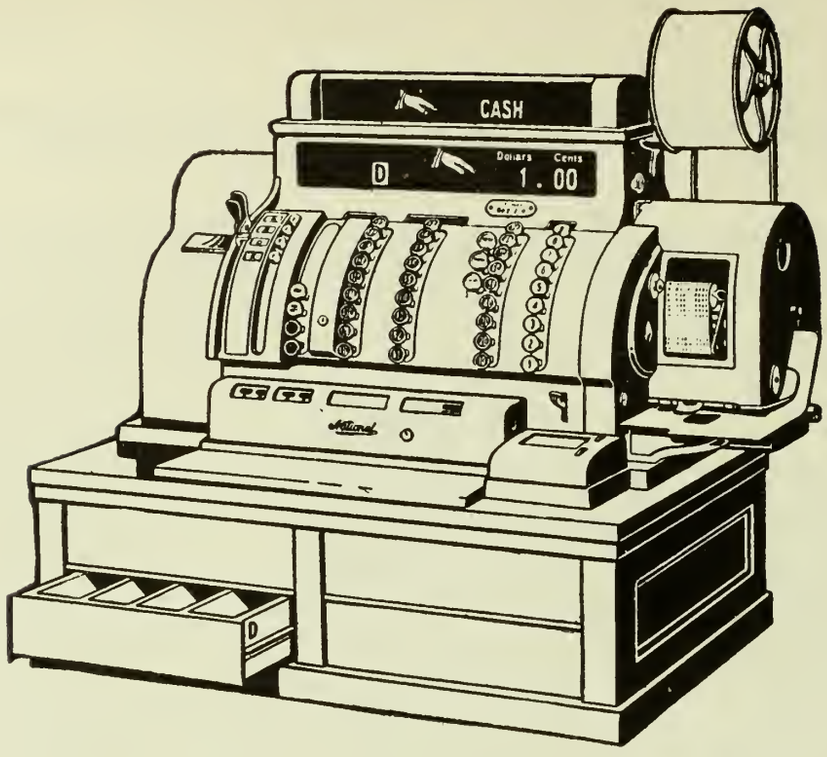
If this system is carried out, the cardwriters very seldom have to get off their chairs. This means at least two to three times as many cards can be handled as by the old method of every man for himself.



A Big Day's Work

More than sixteen hundred cards were written in a day by one man in this store on account of using this system and not having to get off the chair.

So you will find that in smaller store work, this system can be worked out to a great degree without making the work any harder. Have a helper prepare all the work for you while you do other things of greater importance.



The best store improvement you can make

The best store improvement you can make to-day is to install a modern National Cash Register — because it will build up and systematize your business.

A modern National Cash Register will raise the tone of your store, make your clerks more efficient, and put you in the class of up-to-date merchants.

It will enable you to save expense in running your store, and thus release money for other purposes.

It will make possible quick, accurate service to customers — the greatest inducement that any merchant can offer to get and hold trade.

It will give you unequaled protection, that will check every cent of your profits into the bank.

It will give you information that will enable you to control your business.

A modern National Cash Register is a store improvement that will quickly pay for itself out of what it saves.

In the face of increased competition you cannot afford to postpone making this improvement.

The National Cash Register Company, of Canada, Limited, Toronto, Ont.
Offices in all the principal cities of the world

"DUR-ENAM" DISPLAY FORMS

LIFE-LIKE WAX FIGURES

Will Increase Your Easter Sales

No. 1589

Extended Shoulder Form

No. 1574

Excellent for Bathing Suit, Underwear or Dress Displays

No. 1572

Our Newest Skirt Form

CLATWORTHY WAX FIGURES are life-like. Character is modelled into the faces of the wax figures we make. Poor, cheap wax figures will only injure your display. Call and see our line when in Toronto.

"Dur-Enam" Display Forms will put new vim into your Easter display. They add a touch of excellence and appeal that marks them as forms that are unexcelled.

POINTS TO CONSIDER

Far ahead of the ordinary enamelled forms. Guaranteed washable.

Made by our special process, they stand unequalled by any imitations. They are finished with a beautiful flesh-colored tint that is lasting and washable. They are backed by the name of Clatworthy & Son, Ltd., the manufacturers. Made in all styles and shapes. Be ready for Easter displays and order now.

Our new catalogue will be issued in the near future. Send us your name and we will mail you one as soon as it is off the press.

Don't forget that we make the most complete line of metal display fixtures in Canada.

MANUFACTURED BY

Clatworthy & Son, Limited

161 King St. W., TORONTO

No. 1568-P

Extended Shoulder Waist Form

Photo Courtesy Robt. Simpson Co., Ltd., Toronto.

The Dale Nature Camisole Form

Camisoles are one of your best sellers; they combine Utility, Daintiness and Charm. The garments you show are the garments you sell.

The Most Perfect Life-like Form on the Market

Manufactured by

Dale Wax Figure Co., Limited, Toronto

Canada's Leading Manufacturers of

Wax Figures, Washable Enamel Display Forms for Ladies' and Children's Garments, Lace Collars, Hosiery and Fixtures of all kinds for the Better Display of Merchandise.

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

A Model Waist Form

Our No. 75 D/D Waist Form shown here embodies all the essential changes for Spring styles. Made with either sateen or jersey with flesh enamel bust and fancy rosette top.

Priced as follows:— Sateen and Enamel, $7.35 each, net. Jersey and Enamel, $7.00 each, net.

Elastic Girdles, $14.00 per doz., net.

Catalogs Free on Request.

J. R. Palmenberg's Sons, Inc.

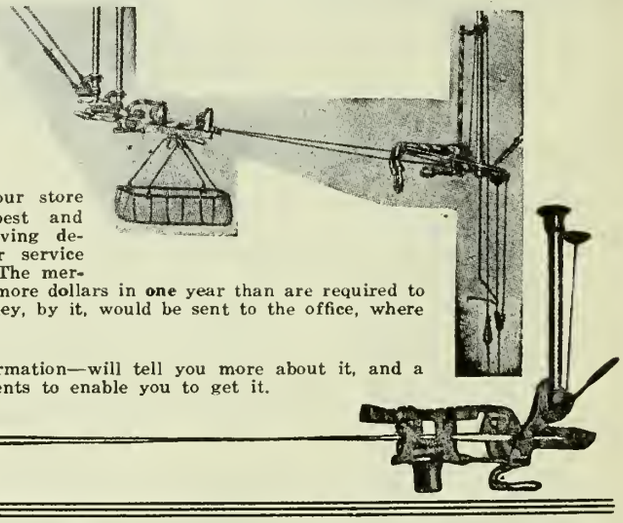
A Consolidation of

Palmenberg Norwich Kindlimann

63-65 West 36th Street, New York

Boston	Chicago	Baltimore
26 Kingston St.	204 W. Jackson Blvd.	108 W.Baltimore St.

Why Not Use Facts? They Are Excellent When of the Right Sort



Gipe-Hazard Store Service

Co., Ltd.

113 Sumach St., Toronto

THEN why not have your store equipped with the best and latest time and labor saving devices? Our cash carrier service will afford one of them. The merchant without it is losing more dollars in **one** year than are required to defray its cost. Your money, by it, would be sent to the office, where it properly belongs.

Our circular—full of information—will tell you more about it, and a post card costs but two cents to enable you to get it.

Make Your Show Windows Pay Your Rent

Many Sales are made on the Sidewalk

Window Display Fixtures

A Wonderful set of Patented Interchangeable Window Display Fixtures for displaying the Seasons Latest Novelties in Dress Goods to advantage. Set will give 10 Years Good Service in effective trade pulling window trims.

The Fixtures you see above are only a very few of the designs that can be set up with the full set, besides dozens of standard fixtures can be set up.

Made of Oak, either Golden, Antique or Weathered Finish. Set is put up in a Hardwood Hinged Lid Storage Chest, a good place to keep the extra Younits not in use. There are thousands of sets in daily use.

No. 116 Set has 36 Interchangeable Younits For Dress Goods Window Trims, **$34.65**

Stock carried in Hamilton, Ont. Order direct or thru your jobber. Send for catalog. Patented and made in Canada.

The Oscar Onken Co. 3852 Fourth Street Cincinnati, Ohio, U. S. A.

Have You?

read the

Buyers' Market

Guide

Pages 130-131.

FORD PRICES

The policy of the Ford Motor Company of Canada, Limited, to sell its cars for the lowest possible price consistent with dependable quality is too well known to require comment. Therefore, because of present conditions there can be no change in the price of Ford Cars.

Ford

Runabout - - -	**$ 660**
Touring - - -	**690**
Coupe - - -	**875**
Sedan - - -	**1075**
Standard Chassis -	**625**
One-Ton Truck Chassis	**750**

These Prices are F.O.B. Ford, Ontario

All prices subject to war tax charges, except truck and chassis

Ford Motor Company of Canada, Limited
FORD - ONTARIO

Climax Baler

Saves
TIME
MONEY
WORRY
and
WASTE

Made in 12 Sizes
Send for Catalog

Patent Nov. 9, '15

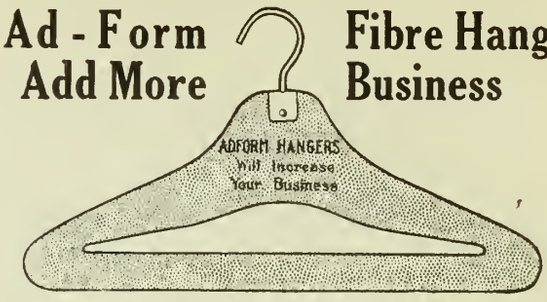
The ugly pile of waste paper, the risk of fire, and all the disadvantages arising from untidiness in your store, can be profitably overcome by installing a Climax Baler.

THE CLIMAX BALER IS AN ALL STEEL BALING PRESS THAT IS BUILT TO LAST A LIFETIME.

It will soon pay for itself.

CLIMAX BALER CO.
55 Burton Street
HAMILTON, ONTARIO

Ad - Form Add More



Fibre Hangers Business

Profitable Hangers

Even a simple coat hanger can be made profitable.

Follow the AD-Form way to more business and larger profits. Here's the idea—AD-FORM Hangers bring business because they are an advertising medium without equal in hanger lines.

They are made so as to ensure strength and perfect finish and will not injure the most delicate fabric.

Send for further information, it will pay you.

Dept. A *MANUFACTURED BY*
A.D.F.Co., Limited, 14 Millstone Lane
TORONTO

DRESSES
SILKS

VOGUE
WAISTS AND DRESSES

WAISTS
SILKS
VOILES

Our full range for Spring and Easter, including many new and beautiful creations, will be submitted by our salesmen early in the new year.

A careful inspection will be to your advantage.

VOGUE WAIST CO. 207 St. Catherine St. West BLUMENTHAL BUILDING **MONTREAL**

QUICK SELLING LINES

Overall Aprons, $8.00 doz.
Children's Black Sateen Bloomers, 4-10 years, $4.90 doz.
Patent Oilcloth Sleeve Protectors, $2.00 doz.
Oilcloth Bibs, 9x12, 65c doz.
Children's Gingham Creepers, ½, 1, 2 years, $3.75 doz.

The Earl Manufactory, - Paris, Ont.

Misses' and Children's Wear

We carry a line which for high grade materials, — latest styles and a reputation for quick sales, has no equal in Canada.

Children's and Misses' dresses, skirts and middies which will bring you the trade of your town that is really worth having.

Quality
Style
Economy

G. F. REID & COMPANY
Brampton, Ont.

DRY GOODS REVIEW

The Recognized Authority of the Canadian Dry Goods Trade

Published Tenth of each Month. Advertising Forms close First Wednesday

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Laces, Veilings, Georgettes, Ninons, "My Lady" Silk Hair Nets, Princess Pat Human Hair Nets, Sport Veils.
Cor. Wellington and York Sts., Toronto, Canada.

HATS
for
Chics, Flappers and Chickens
MAX MAYER, INC.
352 Fourth Ave., New York, N Y.

Infants', Children's, Girls' and Misses' Dresses
We are Specialists in these lines
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LIMITED
93 to 99 Spadina Ave., TORONTO
Makers of
Women's High Grade Neckwear
"The Exclusive Neckwear House"

"EVERYTHING IN SILKS"
M. Ascher Silk Corp.
Distributors—Iroquois Silk Mills
102 Madison Avenue, New York

Skirts Must Be Worn
Wholesale Manufacturers
of
Smart Styles in Tweeds, Serges and Poplins at Popular Prices.
Samples cheerfully submitted upon request.
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1440 St. Lawrence St., Montreal, Que.

References: London, Eng.—New York—Montreal

FRED. BIRKS
Commission Dry Goods
14 Phillips Sq., MONTREAL, Can.
Tel. Up. 388. Covering all Provinces

HOSIERY
We sell mill seconds for one of the largest mills. Ladies' brown hose are scarce but we can fill orders. We also sell first quality. We can quote prices on gray and khaki all-wool socks. Write us for samples.
A. E. WEGENAST,
106 Clyde Block - Hamilton, Ont.

BUYER'S DIRECTORY

SCOTTISH TWEEDS MAY BE SCARCE

A news despatch from abroad has this to say of the present conditions in the Scottish tweed industry:

"The tweed manufacturers in the Border district have had an exceptionally busy year, with a great demand for khaki cloths under Government contracts. Since the signing of the armistice Government work has been less urgent, but firms were informed that certain goods would be required for the demobilized troops, and the factories are likely to remain under Government control for some time to come.

"Little has been done in civilian tweeds, and prices have been extremely high. Customers in neutral countries have been ready to place orders for goods, although they knew they could not get them exported, and in some cases, paid for them so that they might be ready to export when licenses are available. There will be no great immediate increase in the manufacture of ordinary tweeds, because stocks of wool are not large, and the supplies which firms have on hand will not go far, owing to the want of the necessary fancy colors.

"On the whole, it has been a very good year for manufacturers, better than it was at one time anticipated, because the volume of business done has been much larger than usual."

* * *

WORKERS MAY BE IDLE

A recent report from Paris reads: It is said that 20,000 silk workers at Basle, Switzerland, soon will be idle unless the Swiss Government is able to establish trade agreements with the powers.

* * *

HOLD OFF NAMING PRICES

As regard prices on cotton goods for next Fall, so far as can be learned, the most of the mills will hold off as long as possible, probably until late in March. Most of them, it is said, are still far behind in deliveries, and they are making an effort to catch up before embarking on a new season. If the new prices are down they would have to fill the balance of

VEILINGS and SILK NETS
HODGES & LETTAU
232 McGill St. Montreal

The war is over. Let us now concentrate our energies on selling popular-priced dry goods. I am in a position to handle classified dry goods, medium and highest grades produced. Commission basis only. Every line is represented by an expert salesman with the best connections. Territory—City of Toronto.
W.W. TRELEAVEN
304 Markham St. TORONTO

Pyjamas
for
Style and Quality
THE FOSTER MFG. CO. Ltd.,
Parkeston, Essex, England

Canada's Largest Makers of Cotton Flags
Write for Prices
THE COPP, CLARK CO.
517 Wellington St. West Toronto

COMMISSION AGENTS WANTED FOR
Toronto, Montreal, Winnipeg, by English manufacturers of Ladies' and Children's Clothing.
Apply Box 62, Dry Goods Review, 88 Fleet St., E.C. 4, London, Eng.

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Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our 104 page Catalogue. It's free for the asking.
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(Incorporated.)
504 South Fifth Avenue, Chicago, Ill.

L. G. BEEBE *Direct Factory Representative*
Canadian, English and American
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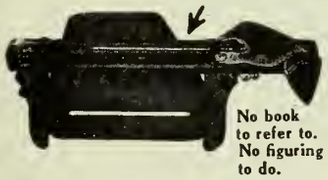
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the old orders at the lower prices. Moreover, the longer they delay the more definite is likely to be their information on future raw prices, and labor tendencies. More over, buyers are more likely to settle down and be prepared to give them business at their own prices than they are at present.

* * *

ENGLISH AND AUSTRALIAN KNITTING WOOL

On the subject of English and Australian knitting wool the Bradford "News Record" says:

The armistice terms having been signed the necessity for the production of military goods is now expected gradually to decrease. It is nevertheless not untimely to comment that one of the ways in which patriotism has revealed itself in all parts of the British Empire has been the voluntary work done by the women in providing warm clothing for our soldiers and sailors. A communication to hand from Australia gives an idea of the advanced prices which have had to be paid for knitting wool. It appears that before an Inter-State Commission, which met at Sydney, evidence was given on the relative merits of English and Australian wool textiles. A lady representative of the Red Cross Society said that the Australian woollen mills had supplied them with knitting yarn at 5s. 6d. per pound. They paid 8s. 11d. for imported yarn, and 8s. 6d. at the warehouse for yarn which was spun in Australia. Her opinion was that the best Australian wool was better than the imported article. Between 80,000 and 90,000 pounds of knitting wool had been supplied by the Australian woollen mills to war comforts and the Red Cross

* * *

ENGLISH COMPETITION IN COTTON GOODS

So far as English competition is concerned, this is bound to grow stronger, but at present there are very few signs of an immediate movement of any magnitude. Indeed, DRY GOODS REVIEW was informed that an agent was in Canada at present trying to buy up a number of lines of cotton to send over. Not only are stocks much depleted, but the mills, it would seem, are in no shape to go back to normal production again.

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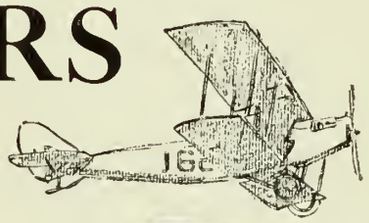

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DRY GOODS REVIEW

Vol. XXXI Publication Office: TORONTO, MARCH, 1919 No. 3

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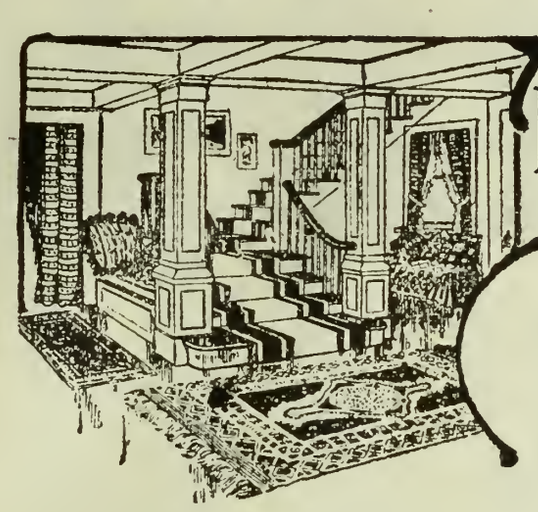

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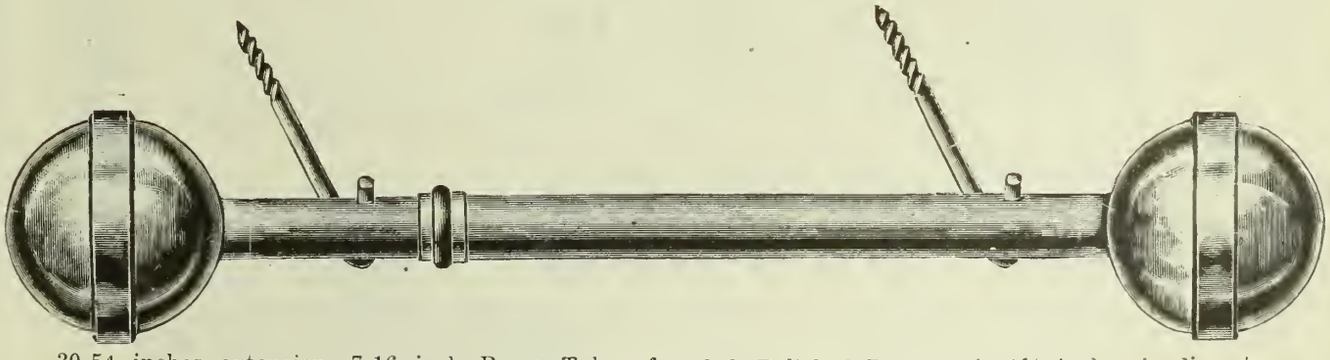

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Spring Assorting

and

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Number of Spindles	**300,000**
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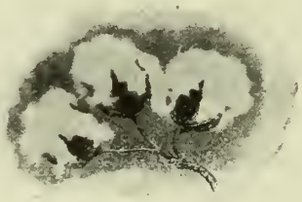
Manufacturers of All Kinds of
Surgical Dressings



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PROPRIETORS OF
Southalls' Sanitary Towels
and Specialities for Ladies

DRUGS, FINE CHEMICALS, AND
PHARMACEUTICAL PREPARATIONS

Charford Mills
SALTLEY **BIRMINGHAM, ENG.**

Agents in Canada:
MACLEAN, BENN & NELSON, LIMITED, MONTREAL

GOOD TAILORING IS LABOUR LOST
IF THE CLOTH IS ILL SHRUNK

MAKE SURE IT IS SHRUNK :: AND WELL SHRUNK :: AND KNOW BY WHOM

THERE'S LITTLE SATISFACTION IN SUCH A STAMP AS "SHRUNK," "WELL SHRUNK," "LONDON SHRUNK," OR "SHRUNK BY LONDON PROCESS." INSIST ON A SHRINKER'S GUARANTEE—ON THE STAMP OF A FIRST CLASS FIRM OF LONDON SHRINKERS—BEST OF ALL ON THE STAMP OF

JENNENS, WELCH & Co., Ltd.,

Cloth Workers and Shrinkers, and Proprietors of the Famous "JENNWEL" Waterproof Finish

LONDON, HUDDERSFIELD and BRADFORD, ENGLAND.

WHEN ORDERING ENGLISH CLOTHS, SAY "TO BE SHRUNK BY JENNENS, WELCH & CO., Ltd."

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Offices Throughout the Civilized World.

OFFICES IN CANADA:

Calgary, Alta.	Ottawa, Ont.	Montreal, Que.
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Halifax, N.S.	Vancouver, B.C.	Toronto, Ont.
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Reputation gained by long years of vigorous conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada
TORONTO, CANADA

Say You Saw It
in
Dry Goods Review

FAIRE BROS. & CO., LTD.,

Manufacturers

Rutland Street and St. George's Mills, Leicester, England.

WASHINGTON MILLS, BORROWASH

GENERAL HEADQUARTERS RUTLAND ST., LEICESTER.

ST. GEORGE'S MILLS, LEICESTER.

THE LEADING BRITISH HOUSE FOR

HABERDASHERY & SMALLWARES

Including:—

SUSPENDERS.—Our well-known SPHERE varieties, for Ladies and Children, also Men's Garters, all made with the fine SPHERE elastics, fittings, and rubber grip—"the grip that grips and never slips."

BRACES.—Our production, hitherto almost monopolized by the British Government, will now be available for civilian trade. The SPHERE quality in Mikado and ordinary styles is a guarantee of excellence.

ELASTICS.—We make elastic Braids, Cords, Loom Webs, Garter Webs, Surgical Webs, etc., in all widths and great variety. Ask for our "Violet," "Iris," "Lily," "Rose" qualities.

SHOE LACES. — Our high-grade HURCU-LACES, in a variety of choice, for Ladies' and Men's wear. Also Rifle Laces, Tubular, Flat Braid Laces, Artificial Silk Laces, etc., etc.

MENDING WOOLS.—The ST. GEORGE three-fold fine woollen mending yarns have a fine reputation. Their qualities justify it.

SKIRT BELTINGS.—We lay ourselves out to cater for this trade. Single Beltings, Duplex Webs, Petershams, etc. Ask for the CRUSOE brand.

BINDINGS AND WEBBINGS.—Every variety of cotton and glace narrow goods are in our line, Emipre Bindings (formerly known as Prussians), Tapes, Stay Bindings, Hat Bandings, etc., etc. Also NAME LABELS, HANGERS, and LOOPS for Coats, Shirts, Mantles, etc.

SPHERE RUBBER GRIP

Prices and full particulars gladly furnished on request.

Canadian Buyers are cordially invited to give us a call, either at our London house, or if possible at our Leicester Headquarters.

WHOLESALE ONLY

FAIRE BROS. & CO., LTD., LEICESTER.

19, Fore Street, London, E.C.2. 32, George Street, Manchester.

British Made Hosiery and Underwear for Canada

IN order to provide closer and speedier service for our Canadian customers—and to increase their number, we have appointed Mr. Hugh D. Marshall (at present of Brantford, Ontario) as our Representative, and directly he can secure suitable premises in Toronto he will carry lines representative of all our departments, specializing in our famous "Belnit" Ribbed Underwear, "Sutoplex" Fabric Gloves, and "Oberon" Branded Goods. We have been in the trade as manufacturers and merchants for well over a century, and to-day Brettle's are known throughout the world for Men's and Women's Outfitting of the better-to-best kind.

DEPARTMENTS:

HOSIERY AND UNDERWEAR IN SILK, COTTON, LISLE, AND WOOL
SPORTS COATS
LADIES' KNICKERS AND FANCY KNITTED
SCARVES
TOWELS
BLANKETS AND QUILTS
HOUSEHOLD LINEN
GLOVES
HABERDASHERY AND NOTIONS
MEN'S SHIRTS
COLLARS
TIES
RUGS
DRESSING GOWNS
BATH ROBES
LADIES' AND MEN'S PYJAMAS, ETC., ETC.

Manufacturers of "Oberon" Branded Goods, "Belnit" Underwear and "Sutoplex" Gloves.

George Brettle & Company, Limited

Manufacturers and Merchants

119, WOOD STREET, - - LONDON, E.C. 2, ENG.

Factory: Belper, Derbyshire, Eng.

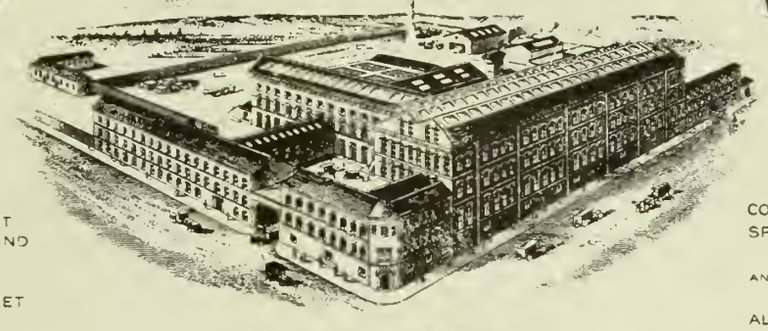
We want more Canadian trade and will try to deserve it.

TELEPHONE Nos
2470 } LEICESTER
2471 }
89 STANNINGLEY
24 KEIGHLEY
2464 FORT HILL BOSTON

TELEGRAMS
YARNS { LEICESTER
STANNINGLEY
KEIGHLEY
BOSTON

J. & W. BASTARD.

SPINNERS



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A B C 5TH EDITION

Chief Office
STAMFORD STREET
LEICESTER ENGLAND

American Office
184, SUMMER STREET
BOSTON

COMBING & SPINNING
SPRINGFIELD MILLS
KEIGHLEY
AND BRAMLEY YORKS

ALL COMMUNICATIONS
TO LEICESTER

LEICESTER.

TO CANADIAN MANUFACTURERS OF KNIT GOODS.

FROM NOW ON WE HOPE TO BE ABLE TO DEVOTE GREATER ATTENTION TO OUR EXPORT BUSINESS.

WE BELIEVE WE CAN SERVE YOU AND THAT IT WILL PROVE MUTUALLY SATISFACTORY IF YOU CALL UPON US TO DEMONSTRATE OUR ABILITY IN THAT DIRECTION.

WE ARE SPINNERS OF EVERY DESCRIPTION OF YARN FOR HOSIERY MANUFACTURERS.

YOUR CABLES OR LETTERS WILL RECEIVE SPECIAL ATTENTION AND WHERE YOU ARE IN ENGLAND WE SHALL BE HAPPY TO MEET YOU.

IF IT IS TO YOUR ADVANTAGE BUSINESS MAY BE CONDUCTED WITH EQUAL FACILITY THROUGH OUR AMERICAN OFFICE, 184 SUMMER STREET, BOSTON, U.S.A.

THE T. K. KELLY
SALES SYSTEM

Conductors of clean, wholesome and efficient sales for stores of the better class

MINNEAPOLIS
MINNESOTA
U.S.A.

DEPENDABLE
SALES SERVICE

DEPENDABLE SALES SERVICE

THAT is the immediate need---dependable sales service---to insure the rapid and profitable merchandising of high cost overstocks resulting from heavy purchases made on a rising market, the continued unseasonable weather and the influenza scourge. This situation was unavoidable, its consequences *are avoidable---*

For dependable sales service as rendered by The T. K. Kelly Sales System assures every merchant a safe and profitable means of converting these overstocks into bank balances—

By awakening consumers to their unfilled wants, by the extension of trade territory by overcoming the mail order house mania through the application of proven, sound, modern merchandising methods, the practise of which necessitates specialized ability.

The T. K. Kelly Sales System

MINNEAPOLIS, MINN., U.S.A.

Net Responsibility, $480,000.00. *Established over 20 years.*

Please Reply to "SHIPPING" Department.

"ROCK" Registered Telegraphic Address.
CODES USED (A B C (4th and 5th Ed.) Western Union (Univers 1 Edition.)
TELEPHONES (2251 Local 3747 Trunk) Private Exchange.

HOLLAND & WEBB, LTD.

YARNS

BRANCH HOUSES
LEICESTER. GLASGOW.
CALAIS. CAUDRY.

NOTTINGHAM, Jany. 1st, 1919
ENGLAND.

To our esteemed Canadian Clients

May we take this opportunity to wish you all happiness and prosperity during the year just opening, and to offer our congratulations on the Victorious peace gained by the Allies, to which Canadians have so nobly contributed.

The heroism of the sons and daughters of Canada will ever be the brightest page in the history of the Dominion, and a source of pride throughout the Empire for all time.

We desire further to voice our appreciation of the indulgence extended to us by our friends during the 4½ years of war, and to state that it will be our endeavour, as we approach normal conditions, to resume that service it has always been our pleasure to give.

We are already in a position to increase our deliveries in Botany, Alaska, Balbriggan, and Mercerised yarns, and enquiries will be esteemed from both old and new customers.

With best wishes for the New Year,

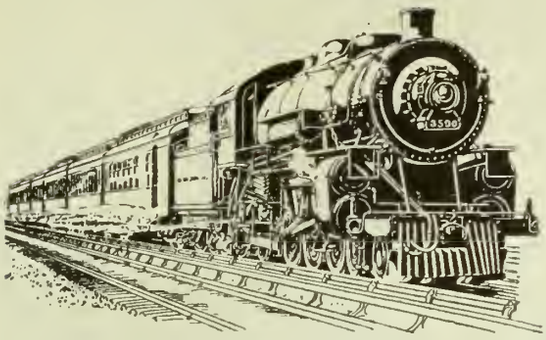
We remain, Gentlemen,

Yours faithfully,

HOLLAND & WEBB, LTD.
F. Taylor,
Director.

F.T.

This letter would have been published in an earlier issue, except for the delay occasioned in the mails from England.



Waiting Your Order

Everything in Dry Goods

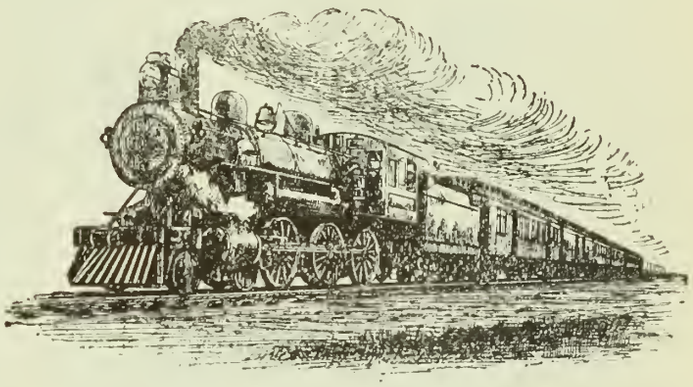
Big Stock - Rapid Delivery
Special Rush-Order Department

RACINE SERVICE

At Your Service

We are ready to supply you with styles and fabrics that are actually in demand for Easter and Summer needs. Get into touch with our representatives—they cover your district.

Let them know of your needs and they will soon get you acquainted with Racine Service which means immediate attention and full satisfaction.



Full Steam Ahead to You

Better Quality - Better Range - Better Price

If you are interested in Hosiery—Racines will supply you with the best. "Shepherdess" Hosiery offers retailing possibilities which make it a successful leading line.

We have a wide selection of quick-selling and noteworthy goods, which come from the best markets of the world.

Our own Canadian factories are producing many valuable ranges in men's wearables.

We have everything in Dry Goods, so "hit the trail" now for Racines and Better Values.

ALPHONSE RACINE, LIMITED

"THE STAPLE DRY GOODS HOUSE OF CANADA"

60-80 St. Paul Street West, Montreal, Canada

Sample Rooms:

Ottawa, Quebec, Three Rivers, Sherbrooke, Sydney, N.S., Toronto

Factories:

Beaubien Street, Montreal, St. Denis, St. Hyacinthe

Small Patterns

of

Serpentine Crepe

We are pleased to announce that the small patern designs of "SERPENTINE CREPE" are proving to be easy sellers. Women everywhere quickly appreciate that they are exactly suited for house dresses, waists, children's dresses, rompers, etc., while the soft finish bluebird and floral patterns make up into the most delightful looking and long wearing lingerie.

Among the leading jobbers who have stocked these new patterns are:

Stull, MacCallum, Wilcoxon Co., New York
Claflin's, Inc., New York
Carson, Pirie, Scott & Co., Chicago, Ill.
J. V. Farwell Co., Chicago, Ill.
C. F. Hovey Company, Boston
Ely, Walker Dry Goods Co., St. Louis, Mo.
Rice, Stix Dry Goods Co., St. Louis, Mo.
Wyman, Partridge & Co., Minneapolis Minn.
Finch, Van Slyck & McConville, St. Paul, Minn.

If for any reason you do not find just the pattern or coloring you desire, write us, and we will see that you receive them.

PACIFIC MILLS

LAWRENCE, MASS. DOVER, N. H. COLUMBIA, S. C.

LAWRENCE & CO., Selling Agents

BOSTON NEW YORK PHILADELPHIA CHICAGO ST. LOUIS
SAN FRANCISCO LONDON, ENGLAND

Prepare for the Housing Problem Demands for Spring

THE most select ranges of Draperies in Canada for you to choose from—Many of these lines are still at **"old contract"** prices.

Velours — Rajah Cloth

English Art Sateens

American Art Sateens

50-inch English Chintz

Cretonnes dyed in Warp and Yarn

Marquisettes — Filets

Novelty Curtains

54-inch and 90-inch Novelty Filet Nets

These may be cut at every 6 inch of the width so that windows and glass doors may be all curtained to match.

House Furnishing and Carpet Dept.

THE W. R. BROCK COMPANY (LIMITED)

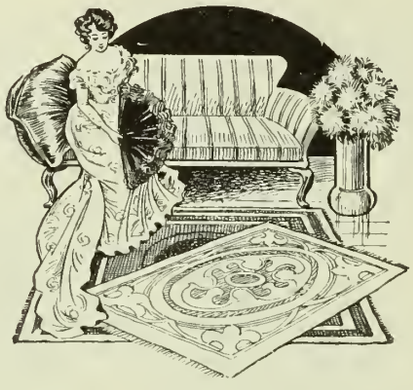
WHOLESALE DRY GOODS

MONTREAL

TORONTO — **CALGARY**

CARPETS AND HOUSE FURNISHINGS

1919—SPRING OPENING—1919



We are offering this season an exceptionally complete and attractive range of Carpets, Rugs, Floor Oils and Linoleums. We have in stock the following lines:—

VALUES

TAPESTRY SQUARES
BRUSSELS SQUARES
AXMINSTER SQUARES
WILTON SQUARES
WOOL AND FIBRE RUGS
GRASS RUGS AND MATTING
REVERSIBLE SEAMLESS JUTE RUGS
RAG RUGS IN ALL SIZES

THE VERY BEST

CONGOLEUM ART RUGS

In sizes:—	6′ x 9′	7′ 6″ x 9′	9′ x 9′	9′ x 10′ 6″	9′ x 12′
List Price	$8.35;	$10.13;	$12.15;	$14.18;	$16.20

New range of Persian designs, suitable for any room, looks like genuine carpet when on floor, needs no tacking, sanitary, easily cleaned and a cheap, attractive floor covering, just half the price of a seamless Tapestry Rug.

LETTER ORDERS SOLICITED

THE W. R. BROCK COMPANY (Limited)

∴ TORONTO ∴

MACHINES, BOOKS, CLOTHING AND TOYS

WHEN you become a subscriber to "The Review" this is part of the service you buy. Every day "The Review" receives letters from subscribers stating that they want to secure certain goods, but do not know where they can be procured. We have facilities for procuring information about new goods, novelty lines, etc., and our Service Department is at your disposal at all times. We are glad to be of any possible assistance to our readers, and requests for information are most welcome. Cut out the coupon below and use it when you would like us to give information. The following are a few of the inquiries received and answered during the month of February.

HOUSE DRESSES

Hamilton, Ont.—Please tell me where I can procure Billie Burke house dresses wholesale. Also millinery trimmings and hat shapes for women and children.

Answer—The Canadian Underskirt Co., 100 Spadina Ave., Toronto, are the makers of Billie Burke dresses. A long list of millinery supply houses was sent.

WAR PICTURES

Moose Jaw, Sask.—Will you kindly inform me where I may purchase war pictures, size about 14" x 20", suitable for framing and selling through agents?

Answer—None satisfactory are out yet. Trade is awaiting official series. Might keep in touch with Matthews Bros., 1906 Dundas St. West, Toronto.

BUTTON MACHINE

Prince Rupert, B.C.—Will you be kind enough to tell us where we can procure a button machine to make cloth buttons in different styles and sizes?

Answer—Names were sent.

CARD-WRITING BOOK

Guelph, Ont.—One of the younger men of our staff is studying card-writing. We do not wish to purchase a system of instruction but may be glad to purchase a book of styles of card-writing or some such thing.

Answer—Try Atkinson's book on card-writing designs.

BANDSMEN'S UNIFORMS

Louisburg, C.B.—Would you please give us the names of firms supplying bandsmen's uniforms for both men and women?

Answer—Names were sent but few care to attempt the uniforms for women.

PERFORATED DESIGNS

Peterborough, Ont.—Please tell me where I can procure perforated designs as used for stamping embroidery work, Canadian firms if possible.

Answer—Messrs. Wrinch & McLaren, 77 Wellington St. W., Toronto, have some. Names of other firms will be forwarded to enquirer if sent in to DRY GOODS REVIEW.

COLORED SHOES

Port Rowan, Ont.—Will you kindly advise me where I can procure ladies' colored shoes of all kinds?

Answer—List of firms was sent.

TOYS

Napanee, Ont.—We would thank you to give us the names of the manufacturers and jobbers in Canada who make or handle toys, and especially those who feature dolls. Thanking you for past assistance.

Answer—Long list of firms was forwarded.

ROLLER AWNING

St. John, N.B.—Please tell me where I can procure rope-pull roller-awnings for store front.

Answer—List of names was sent.

FLOOR COVERING

Barrie, Ont.—Note the enclosed illustration taken from an American catalog and please advise us if you know of any manufacturer making this class of material in Canada.. They are used for show window floors. (Blocks bought by the dozen in colors).

Answer—None like these made in Canada. See article in Equipment and Display Department, this issue.

INFANTS' BASKETS, BASSINETTES, ETC.

Sudbury, Ont.—We are anxious to secure names of makers of infants' bassinettes, baskets, etc. We are opening an Infants' Department and wish to secure names of firms from whom we can procure lines for same.

Answer—Names were sent. See article in Infants' and Children's Section, this issue.

THE DRY GOODS REVIEW
143-153 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE _____ 191

PLEASE TELL ME WHERE I CAN PROCURE

_____

_____

NAME _____

ADDRESS _____

The Bride of To-day

Miss Marion Davies, the beautiful moving picture star, illustrates with unquestionable charm how the bride of 1919 may look her best. The exquisite gown is of crystal beaded chiffon over duchess satin. A beaded girdle with long tassels and a regal looking veil and coronet of pearls and diamonds. Her bouquet is orchids and lilies-of-the-valley with narrow ribbons.

TWELVE GOOD REASONS

Why the Future of the Dry Goods Trade in Canada Looks Particularly Bright

THERE are many factors in the present trade situation which should lead the Canadian dry goods merchant to look with confidence to the remainder of this year and to several years to come as prosperous and happy ones for his trade. The tremors which filled the minds of many last November and December are gradually being soothed away by the steady hand which war-time prosperity enabled the majority to hold on their business, and by the fact that markets did not fall to pieces. The relief of the public at the ending of the war brought customers back to the stores after the influenza epidemic, so that quietude has been more than balanced off in the majority of cases.

Public Buying Freely

Prices have practically ceased to advance and wages remain high. True it is that the big munitions salaries are not being earned, but those did not affect every town, and in addition, the money which was saved will continue to be spent in part—in some cases for wedding trousseaux, and in others by parents, who will be more generous in indulging the children now than war-times warranted.

The Populace Makes Merry

Social functions will doubtless be on everybody's program next Fall and Winter—more so, perhaps, than they have ever been before. This applies both to business people and to formal society. This Winter has already given indication of it, and plans for the Spring and Summer include a great many parties and holiday outings.

Sunshine and Shabbiness Do Not Coincide

The extraordinary mild Winter has been a strong incentive to people to purchase more mid-season clothing than they had anticipated when the prospects of a huge coal bill confronted them. The sunny days show up the shabbiness and dust, and so new things have been purchased. In addition, this bringing of the people into the stores is acquainting them with new Spring and Summer merchandise—if the merchant is taking advantage of his opportunity, either to present or to talk about the new season's goods.

Big Easter Business Likely

The late Easter is providing a further incentive to buying. It is giving people —consumers as well as retailers—time to make more extensive plans for Spring buying and to accumulate more money in order to make the Spring turnout complete. A big season in millinery is already begun, and doubtless it will continue with the call for new ready-to-wear gloves, neckwear, hose, shoes, underwear, lingerie, etc.

So much for the immediate prospects. There are others which are operating to affect the prosperity of the dry goods trade more permanently.

High Wages for Women

One is that wages in the regular lines of production especially for women, are inclined to advance, or at any rate, to be maintained at their present high level. There is not a factory upon which DRY GOODS REVIEW representatives have called during the past two months which has not mentioned the scarcity and high wages of female labor, and expressed the hope that wages would continue to be high. They realize that high wages for women means more money in circulation, and a happier, more satisfied working class.

IN BRIEF, HERE THEY ARE!

IMMEDIATE

- **Surplus money still being spent.**
- **Social functions increasing.**
- **Mild weather lowers coal bill.**
- **Late Easter means more extensive buying.**

PERMANENT

- **Wages of women inclined to advance.**
- **Farming class living better.**
- **Wealthy people spending.**
- **European goods stimulate.**
- **Women better spenders than before.**
- **Prohibition sends more money to stores.**
- **Canada no longer a producer of staples only.**
- **Home industries developing.**

High Plane for Rural Life

Another permanent change for the better is felt in the purchasing inclinations of farmers and their families. They are living on a higher scale, buying better clothing, better housefurnishings, more books and magazines, are more anxious to educate their families than ever before. That is an influence which is felt to be operating in every province in the Dominion, and the very nature of which is lasting.

No More Renovating!

Wealthy people, too, who economized in earnest during the war, now feel at liberty to indulge as they used to—or more so. Many of them are inclined to outdo far the purchasing of the lavishly dressed war-workers. Luxurious furs, millinery, silks, and so on, are none too costly for those who have been living on their 1914 renovated wardrobes ever since that time.

Influence of France

As Paris fashions and other West-European specialties become more and more available, they will be of no small importance in increasing purchasing both of those goods themselves and of the developments which they will effect among our home manufacturers.

Handling Money Begets Desire For It

The experiences of the past four years will have lasting results for the dry goods trade, too, in that they have made women better spenders of money than they ever were. Even the class—and it was a big one—who were "kept down" before, realize better now the advantages of money well spent. They are more independent and prefer to continue so in handling their own money, rather than going to "him"—or to father—for each bit to be doled out. A better system of spending money will mean better business for the dry goods merchant.

Money Diverted From Bar to Store Counter

The temperance legislation, if it remains in force, will continue to do much towards providing that better system, as the experiences of stores have already proved.

Two other factors in industrial revolution in Canada are important ones to the future of the dry goods trade. One is the established fact that Canada need no longer be considered a producer only of

(Continued on page 24)

INCREASED TURNOVER THE GOOD FAIRY

(January 23rd to February 11th, 1919)

Problem of Growing Costs Must Be Faced—A Number of Stores Have Come Through War Strain by Increasing Materially Their Year's Turnover—A Review of Costs.

DURING the past few months inquiries have come to DRY GOODS REVIEW from the trade requesting information as to certain costs in relation to the turnover. As a result, a form was prepared with blanks to fill in under divisions that are usually made, and the first lot of replies, containing some most interesting information, are reviewed in this article. Further replies will be dealt with as they are received.

One point stands out prominently in practically all the returns: that the growing costs of doing business can be met only by increasing the turnover. This may appear to be an obvious deduction, but in practice very frequently it is neglected. The alternative is to secure a larger margin of profit.

Percentage of Costs Reduced

One firm in a good sized town—over 7,000—reports as follows: "The increase in our turnover for 1918 was greater than the increased expenses, which accounts for percentage being lower in 1918 than in 1917. There are only two ways of meeting increased expenditure: First, to increase the turnover, or, if this cannot be done, selling prices must be raised."

In this particular case, costs of doing business in this store in 1917 amounted to 27 per cent. of the turnover, but in 1918 this had been reduced to 23¼ per cent.—by increasing the sales over those of the previous year until they reached the very respectable total of $53,000.

The various items in the list are as follows:

	% of Turnover 1917	1918
Rent or int. on invest.....	4	3
Salaries	16	14
Advertising	1	¾
Delivery	½	¾
Heat, light, current	1	¾
Insur., taxes, legal	2½	2
Bad debts, depr.	1	1
General store exp.	1	1
Total	27	23¼

The Threatening Bulk of Wages

The item in the list that is always threatening to advance, and has done so very materially the last two or three years, is that of wages. In this store this appears to run very high, 16 per cent. in 1917, and reduced by increased sales in 1918 to 14 per cent. Even based on war-time prices both these percentages appear to be rather too high, as does the total, 27, or even 23¼, which runs into the admittedly high costs of selling of large city stores. Before the war an estimate based on the results from a large number of stores would be below 20 per cent.; the last couple of years or so no estimate has been made of which we are aware, and the former figure would be exceeded to some extent, but 27 per cent. seems excessive. The turnover, however, is an excellent one under the circumstances.

Western Store Maintains Pre-War Average

Turning to Western Canada, a store which has an unusually large country district, where it is strongly entrenched, sends in a report. Unfortunately at the moment the statement for the year ending Jan. 31, 1919, was not available. The cost of doing business for the years 1913, 1915 and 1917 are as follows:

1913	18.66%
1915	17.49%
1917	18.09%

It will be noted that in 1917 the cost was lower than in 1913, but a little higher than in 1915. The percentage is far below that of the former report, and represents a good pre-war average, retained during the war.

Salary Percentage Fairly Level

Another well-conducted store, as were the first two, reports costs of doing business between the two former ones, ranging from 20.79 per cent. in 1913 to 20.89 per cent. in 1918. Salaries in this case never exceeded 14½ per cent., although the amount was highest last year, 14½ per cent. The detailed figures are as follows:

	1913	1915	1917	1918
Rent, etc.	1.20	1.28	1.47	1.40
Wages	13.55	14.00	13.60	14.50
Advertising . .	.67	.57	.59	.67
Delivery	.42	.47	.38	.32
Freight	1.01	.98	.77	.57
Fire ins.	.66	.64	.53	.55
Bad debts, etc. .	...	...	2.12	.75
Gen. store exp..	3.28	2.33	2.97	2.13
Total	20.79	20.27	22.41	20.89

Costs Reduced All Along the Line

The decrease in the item for bad debts and depreciation from 2.12 per cent. of the turnover—a very high figure—to .75 in 1918 would indicate tightening up that was quite desirable.

Confidential Report to Dry Goods Review

COST OF DOING BUSINESS IN CANADA BASED ON PERCENTAGE OF THE TURNOVER

Place of Business..... Prov..... Population.....

Firm's name .....

(Please fill in carefully)

Average Cost	Per Cent. of Turnover 1913	1915	1917	1918
Rent or interest on investment				
Salaries				
Advertising				
Delivery				
Heat, light, current				
Insurance, taxes, legal				
Bad debts, depreciation				
General store expenses*				
Total				

Turnover, $ .....

Note.—Figures in each case will represent percentage that each department bears to the selling price. For instance, if salaries amount to $2,000 out of a turnover of $20,000, the percentage, of course, would be under the heading Salaries, 10. "Salaries" should include salary of proprietor. If you prefer, use actual amounts in dollars, under each head.

Suggestions for meeting increased cost of doing business .....

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*If you have not been dividing your expenses under these headings, please indicate your own division.

Above is the form sent out. If you have overlooked filling in yours, or if it did not reach you, fill in this one, send it to the editor and thus help to make the averages more accurate.

Back again to one of the larger cities of the West, a certain store shows a rather remarkable instance of increase in turnover being responsible for a very decided reduction in costs all along the line. In this case, information is provided as to the turnover year by year, which makes the comparison more complete.

In 1915 the cost of doing business was quite high, 32.6 per cent., a figure that would make profits almost impossible. By 1917 this was reduced to 18 per cent., and in 1918 was cut down further to 16.96 per cent., a triumph for the increased turnover principle for reducing costs. The detailed list will repay a study: It is as follows:

	1915	1917	1918
Rent, etc.	10.50	4.60	3.60
Salaries	15.00	8.90	10.20
Advertising	.50	.50	.25
Delivery	.75	.50	.30
Heat, etc.	.75	.75	.75
Ins., etc.	.75	.75	.75
Bad debts, etc.	.80	.50	.22
General	3.35	2.00	.94
	32.60	18.00	16.96

Now take the turnover. It grew from $25,000 in 1916 to over $50,000 in 1917, and over $80,000 in 1918. As a matter of fact, the "cost" of doing business in 1918 was more than in 1915, but the percentage was little more than half. In actual totals the cost in 1915 was $8,229; in 1917 it had grown to $9,388, and in 1918 jumped to $14,125, but relatively it was far less. In other words, it paid the proprietor twice over to spend $14,000 in 1918 to get the business, as compared with $8,000 in 1915—so greatly was the business increased. The comparative figures were as follows:

	Cost of doing Business	Actual Figures	Turnover
1915	32.60%	$ 8,229	$25,292
1917	18.00%	9,388	52,159
1918	16.96%	14,125	83,291

Still another store reports an increased turnover, which did not keep the percentage of cost down to the former level, but that was all that prevented it going beyond bounds. This time it is a town store, around 5,000 population. One figure is difficult to understand, that of salary, marked at 1 per cent., on a turnover of $45,000, which would represent only $450. The proprietor notes that "business has increased enough to overcome expenses, as my own salary increased each year to overcome my own personal increase." In such a case the proprietor's salary should be included in the cost of doing business. The totals were as follows: 1913, 11½ per cent.; 1915, 12 per cent.; 1917, 13¾ per cent., and 1918, 15 per cent. Turnover was $40,000 in 1917, and $45,000 in 1918.

As soon as a larger number of replies have been received they will be analyzed according to size, etc., of location, and an effort made to draw up an average list of costs.

POLISH INTERESTS

Poland has established under its National Department a Commercial and Industrial Bureau in New York, which has in mind the developing of relations between the United States and Canada, and the Polish market. The address is 1032-35 Aeolian Building, 33 West 42nd street.

ADVERTISING MUST SAVOR OF RELIABILITY

So Says Milwaukee Store—And Lays Down "Code of Truth."

BECAUSE of the constant temptation that confronts employees of retail stores to think of the immediate sale, regardless of the influence which exaggerations in advertising may have upon future relationships with the customer, many retailers have adopted standards for the guidance of all employees, says a bulletin issued by the Associated Advertising Clubs of the World.

It goes without saying, declares the bulletin, that truthful advertising is the only kind that pays in the long run, and it is upon this thought that stores have taken every precaution against untruth in their advertising. For example, the Boston Store of Milwaukee has adopted what it calls its "Code of Truth," the provisions of which are interesting.

"All Sizes" may be used only when a complete stock of all sizes is actually on hand.

The word "Bargain" may be used when goods are actually priced below regular, and its proper use is encouraged.

"Best" is prohibited, the store holding that through misuse it has lost its meaning in a store advertisement.

"Entire Stock" is permitted only when the sale described literally includes everything of the kind in the store, and nothing may be hidden or held out in such sales.

The store permits comparative price advertising but cautions great care.

Competitors may be referred to, but always in a complimentary manner.

"At Cost" and "Below Cost" must not be used even when true because the public looks upon such statements with suspicion.

All illustrations must be exactly descriptive of the goods advertised unless it is plain that the cut does not pretend to illustrate any particular item.

"Damaged" must always be used in connection with the cause of the damage.

"Former Price" must refer to the price of an article before a permanent reduction was made, and in most instances, the store's bulletin on the subject suggests, this means merchandise not quite up-to-date.

The store urges its people never to hesitate to say that an article was carried over from the previous season, when it is true. Great care must be used in employing such expressions as "Fortunate Purchase," "Sample Lot," "Manufacturer's Overstock" and other similar phrases. They cannot be used unless literally true.

A 59-cent article marked 33 cents, the bulletin suggests, is not half-price and the heading "Half-Price" may not appear above it. Great care must be used in employing such expressions as "Half-Price," "One-Third Off" and similar phrases.

The bulletin urges that the customers be warned that the quantity is limited or that a certain price is available "while the quantity lasts" in every case where there seems to be a chance that one day's sale will exhaust the supply.

DEATH OF ST. THOMAS MERCHANT

Mr. William Dundas passed away suddenly at his home in St. Thomas, Ont., on Friday evening, February 21. Mr. Dundas was one of the best known business men in the city, having for six years conducted a ladies' ready-to-wear business; he was also a member of the firm of Brick & Dundas, of London, Ont., and had been associated with Dundas & Flavelle Bros., of Lindsay, for over 30 years. A wife, daughter and sister are left to mourn his loss. The late Mr. Dundas was a member of Knox Church, St. Thomas, the Elgin Golf and Country Club and the St. Thomas Whist Club.

TEXTILE WORKERS IN ALMONTE ORGANIZE

The men and women employed in the textile factories at Almonte, Ont., have secured a charter from the United Textile Workers of America, being chartered as Local Union No. 2000 of that organization. As there are only about five hundred employed in the town in the textile industry, it will not be long before the organization is one hundred per cent. strong. Already three mills have reduced the work day from ten and a half to ten hours, giving the workers the same pay as previously.

SECURE A NEW MANAGER

Bryson-Graham, Ltd., Sparks street, Ottawa, announce that they have secured the services of George Pellat as manager of their ladies' and children's ready-to-wear and millinery departments.

Mr. Pellat has been in Ottawa for several years and for the last three years has been manager of the A. A. Fournier Company's store. The departments will be reorganized. Arrangements are about completed for Mr. Pellat to leave on an extended buying trip.

SALESMANSHIP

FIVE DON'TS FOR CLERKS

By One of Them

SOMEONE asked me what help or advice I would give a young salesperson behind a counter for the first time. After thinking it over I decided that the best advice to give was a few "don'ts" that experience had taught me. The rest is comparatively easy—and a matter of experience. I might say, however, that it would pay many experienced salespeople to observe some of these "don'ts"—for they are based on what I found to be the commonest mistakes of salespeople:

First—Don't get impatient with a customer. Even if a fussy old lady takes almost an hour to select a box of hairpins, try to keep your temper and avoid any hint of impatience in your voice. This is ofttimes hard, but it pays in the long run. I once sold a blanket to an elderly lady who took almost an hour and a half to select it. It was hard—but I tried not to look weary. Apparently she appreciated this, for she asked for my name and came back with her daughter-in-law the next day and bought $143 worth of goods.

Second.—Don't give your personal experience in favor of or against any goods—trying to urge a customer to buy. It may hurt your pride to realize this truth, but customers emphatically do not like to be reminded by a salesperson: "I've tried it and it wears wonderfully." Customers like to discover things for themselves—even at their own expense, rather than be guided by salespeople's experiences. This is invariable. Therefore, even if you feel like giving your personal experience—don't.

Third.—Don't look off in the distance, bored, or tap your foot impatiently when a customer is making up her mind about buying something. Appear interested and really help her to decide. After all, it's a law of human nature that people like to have their minds made up for them. While you can't exactly do this, you can give the good points of a particular article and perhaps help a customer decide. A doubtful customer is, as a rule, easily swayed, and by good, live salesmanship at this important time of deciding, you can do big things. You'll find that such a customer appreciates your interest and assurance.

Fourth.—**Don't correct a customer's pronunciation** of a style, a fabric, a book or a brand. If she asks for something by a wrongly-pronounced name, when you repeat it, if you have occasion to, don't use the right pronunciation and make it apparent that you're correcting her. If necessary, use the wrong name as she gave it. Don't make her feel cheap by saying: "Oh, you mean so-and-so"—using what you know to be the correct pronunciation. Besides being poor salesmanship, this indicates tactlessness and bad manners on your part.

Fifth.—Don't contradict a customer—even when you're positive you're right. Let her think she's right. This often necessitates politeness, patience and self-control on your part, but these are more desirable than an antagonized customer. If she is excited, angry and inconsiderate, agree with her, sympathize and let her think she's right. Then, perhaps, after she is somewhat placated, in an even, politely modulated voice give your side, but don't keep contradicting and irritating.

TWELVE GOOD REASONS

Continued from page 21

staples in her manufactured goods. Canada is making a higher grade of goods and a bigger variety in individual lines than ever before. Many articles which we used to think could not be produced here, and must be imported from Germany or Japan, or somewhere else, are now made right at home and under conditions to appeal to the home market. This is exemplified in her toys, her underwear, hosiery, fancy knitted goods, gloves, furniture, textiles, floor coverings and a score of other manufactures. Our factories are cleaner, brighter, and relationships with employers generally are more conducive to the happiness and betterment of labor than in any other country in the world.

Home Industries Begun

The other factor referred to is still in its infancy, but conditions were never so favorable for its development as at present. That is home industries. There are many classes of merchandise which are growing in importance as they enlist the labor of women in their homes, either for certain parts of the output or for the completed article. There are many war widows who are doing this work in order to counteract loneliness, and many invalided soldiers who find therein a pleasant pastime, and there are also women who are doing it, as was intimated above from their determination to occupy their spare time in some productive and at the same time remunerative way, thereby maintaining their independence to some extent.

It is this handwork in the homes which becomes perfected as time goes on, that has been of such great commercial importance to France, to Japan, to Switzerland, and in the past to Germany. Canada's population, through the bright prospects for her future, is now more inclined than ever before to stay at home and produce, and so every encouragement given to home industries will mean greater prosperity, for the country generally, and for the dry goods trade in particular, since it is most directly connected with the classes of work done in the homes.

Twelve Golden Opportunities

Each one of these twelve facts will furnish the ambitious merchant with an opportunity for making a definite drive for business in channels which will be sure to appeal to the public.

Surely no dry goods merchant can survey these truths with ought but profound confidence. Even though prices begin to assume a more normal level before long, thoughtful buying, service to the public and faith in the people of Canada are the main essentials to unprecedented prosperity during the years of the Dominion's imminent greatness.

The Robert Simpson Co., Ltd., Toronto, provided the dinner for 2,000 which was given to the soldiers at the armouries Feb. 19. The Governor-General and General Pau were present.

MARKET REPORTS

THE MARKETS AT A GLANCE

TORONTO, March 5.—Advices just reaching the trade indicate that a new price list just issued by Manchester factors provides for a decline in tailors' cotton trimmings, such as sleeve trimmings, etc., amounting to an average of 25 per cent. from figures shown on previous list. This applies only to the cotton trimmings.

The woollen situation as applied to British woollens shows little change. Bradford interests assert that there can be little revision expected during the present year. Their mills are working on civilian clothing for the British Government, and indicate that large orders for European allied countries have also been placed which will keep the mills busy for some months to come.

In the United States the situation shows a change, prices having been revised downward, the levels reached to-day being below the British markets. American coarse wools to-day show quite a marked reduction, with a lesser one shown in fine wools. This is said to be the result of a desire to effect the readjustment to civilian production as quickly as possible. Offerings for Fall were late in arriving, but it is understood quite a block of goods has been sold. However, the market change will not be so noticeable until Spring goods are arriving, as the mills work almost a year ahead of the consuming demand.

The situation in linens is no easier. Advices from the Old Country state that there are no stocks of linens at hand, and that replacement values of stocks on hand will be appreciably higher. The Government control of yarns is not to be relaxed until June, and the farmer has been guaranteed a high price for his flax for the year's crop. Belgium cannot be a factor in the market for flax, and the Russian product is unsuitable for manufacturer's use.

What the future in cottons may show is hard to say. The growers hav committed themselves to a smaller production campaign, and will, they say, hold their product for a fair price, which, they claim, is well above present market value. The manufactured cottons have shown some fluctuation, but generally are quite steady.

Business generally in the dry goods trade is improved. Buyers, though not buying heavily, are nevertheless in the market for goods, and there is a much better feeling apparent during the past couple of weeks.

COTTONS

Southern Growers Decide to Reduce Cotton Acreage—Situation in Manchester Reviewed

COTTONS.—The most important development in the past month in the cotton field has been the decision of the Southern States Cotton Acreage Reduction Convention, by a unanimous vote, to reduce the cotton acreage during the coming season one-third, and to hold the present crop until there is a demand for it at a "fair, remunerative price," instead of "sacrificing" it. The delegates to the convention declared there was no intention of making a monopoly of the cotton supply. In prosecution of this resolve state and county organizations will be formed, with executive committees to secure pledges from the cotton farmers, and to carry out the programme that has been determined. The convention decided that those who should not join in the movement should be designated as "slackers" and should be, as one report puts it, "denied the respect and support of the community."

Some strongly-worded remarks came from President W. B. Thompson of the Board of Port Commissioners, of New Orleans, a prominent cotton man. He declared that the day of "King cotton and King greed" was at an end. For fifty years "King cotton" had ruled the farmers, compelling them to raise nothing but cotton, and that "King greed," represented by the bears and other interests adverse to the cotton producer, had lost his throne. "The remedy of the cotton situation is to reduce the production during the coming year. Then we can say, "If you don't want the cotton, you don't have to take it. Don't worry us with ghost stories of readjustment. We don't have to sell, and you don't have to take it."

A plan has been prepared by the State Food Administrator providing for the sale of an amount not exceeding 10,000,000 bales from the United States cotton crop during the season of 1919-20, by appointing committees and employing certificates for cotton bales.

In spite of expectations that the ending of the war would at once open up large fields in Europe and the East for the consumption of the raw cotton, and that this would force the price up to a high figure near 40 cents a lb., little business of this nature has developed, partly owing to the lack of shipping, partly, and mainly, no doubt, to the disorganized conditions of industry overseas. The result of the unexpected lack of demand had kept the price down, and even lowered it to a point where spot cotton is about ten cents a lb. below the high point reached.

The next condition of interest for the Canadian trade is the future relation of the British mills. As far as the memory of the oldest dry goods man carried him, and his father's before him, the British mills on a great number of lines were in a field by themselves, often for the quality of the goods, and in any case on the basis of price. During the last few weeks articles have appeared in the United States papers challenging this former supremacy, supported sometimes by admissions from British sources. It is stated that the United States mills were going to embark on a big plan to wrest the markets from the British mills; that they could manufacture goods at lower

prices now, and that serious alarm was felt overseas at the danger of losing old markets.

In the Manchester "Guardian" appeared an interview with a member of the Federation of Master Spinners' Association, in which he stated that before the war America could have extended her foreign trade only at a loss, "because she would have been in competition with this country (England), which was producing a cheaper, and in some respects, a better article." He went on to add, however, that cheapness was not likely to help Lancashire in the future, because wages had doubled, taxation had increased enormously, all commodities required for running textile concerns had advanced to prices before unheard of, and there was the menace of the shorter working week. Something must be done, he concluded, to save the foreign trade of England.

The following day, however, the "Guardian" thought well to modify the rather pessimistic impression that this interview had left, by throwing doubt on the conclusions reached, to a great extent. The editorial comment reads as follows:—

"The American threat of severe competition in foreign markets with Lancashire cotton goods is said to be viewed with more equanimity than the remarks of the cotton spinner quoted here recently would suggest. It is not denied, of course, that Lancashire will have to throw all she knows into the competition that is coming, and that cotton goods cannot be produced cheaply here until the cost of living and of raw materials is reduced, but it is pointed out that expenses are heavier everywhere and that America may find she is not really better placed than Lancashire, owing to the war.

"The China market is quoted as an illustration of the actual state of things. The Americans made a big effort to capture the trade there some years ago, but after their initial success, which was probably very costly to them, they began to lose ground, and a trade correspondent says that in the year to the end of June last, as in the previous year, the American exports to China only amounted to about four million yards. There are no official figures of the British shipments to China for that precise period, but it is almost certain that they were considerably over 200,000,000 yards, as the total for 1918, which included the slack months at the end, was 216,390,000 yards. Of course, America was handicapped as regards foreign trade by heavy Government demands and scarcity of shipping, but Lancashire had the same difficulties and scarcity of cotton added to them. If in such circumstances she could do so much more trade than America in the last year of the war it is believed she can make a good fight of it now."

In discussing the situation revealed of late one of the leading wholesale men in Canada held strongly to the opinion that prices in cotton lines would hold up firmly for many months more, and then the decline would be very moderate. Speaking of the fact that some circulars had reached the Canadian trade from some houses in the United States offering ginghams and other lines at a reduction of five cents or more a yard, he claimed that the reductions, referred to in the last issue of DRY GOODS REVIEW, were not as slashing as they seemed, that is, relatively. In some cases the goods on which reductions were made had been raised to three times the pre-war prices, and in many cases also were far in advance of the prices charged by Canadian mills. He personally did not believe there would be much of a reduction in prices, except in a few special lines, possibly, until goods were being contracted for for delivery in the Spring of 1920. He pointed out a factor that sometimes is overlooked, that even with the declines that have taken place in raws during the year they are still selling at nearly four times the price that ruled before the war. In many lines it is admitted that Canadian prices did not follow the market across the line.

As DRY GOODS REVIEW goes to press, word has reached the trade that a new price list issued from Manchester on cotton tailor trimmings, such as sleeve trimmings, etc., shows a decline from previous price list of as much as 25 per cent. This applies only to tailors' cotton trimmings.

WOOL

Bradford Interests See No Opportunity of Naming Lower Prices—American Wool Shows Declines

WOOL.—Representatives from Bradford mills, who are in the city to-day, are firm in their assertions that as far as British woollens are concerned there is no indication of any change to lower levels for 1919. They assert British mills have undertaken big contracts for European countries, which, with the domestic orders, will keep the mills keyed up to a high production point. It would appear, too, that the Government will exercise a considerable measure of control over the wool for some time to come, and it does not seem likely they will let this come on the market at figures which will disturb the trade to any extent for the present year at least. Wholesalers are firmly convinced that dress goods are as cheap now as they will be during the entire year.

The situation in the United States markets is somewhat changed and prices there have been revised downward until to-day the market is below the British market. The situation in American coarse wools shows that there has been quite a marked reduction in these lines, with a lesser one in the fine wools. The American mills intimate they are desirous of effecting the readjustment to civilian business as quickly as possible and that the change in price has been brought about with this idea in mind. There has been quite a block of American woollens sold for Fall, but the results of this downward movement will not be felt in a big way during the present year. The mills operate almost a year ahead of the consuming demand and that means there will be no heavy buying of American goods for this Fall's business, as contracts have largely been undertaken. The results will show more for the Spring of 1920.

The report of the Canadian Co-Operative Wool Growers made recently shows that the Canadian wool trade is assuming large proportions, and operations for the year were most successful. It is understood that the amount of wool sold during 1918 amounted to 4,456,448 pounds, which was considerably more than twice the volume of 1917 sales by the Dominion Government Wool Warehouse, under which form the organization operated prior to January, 1918. The quantity of wool disposed of in Canada was 2,400,130 pounds, and 2,056,318 pounds were exported to Boston. Exclusive of settlements for Western wool made in January, which consisted of a comparatively small percentage of the entire amount handled, Alberta wool sold amounted to 46 per cent. of the whole; the percentage from Saskatchewan was 12, from Manitoba 8, and Ontario 17.

A brief summary of conditions during the year was outlined in part as follows: The development of a home market for more and more classes of our wools is most hopeful. The utilization of combing wools is advancing rapidly. This has been the great drawback in the past to consumption here of the domestic wool. The preparation of a standardized and honest product is meeting with approval, and will insure steady trade in both Canada and the United States.

LINENS

Improvement Slow in Coming — No Stocks in Old Country—Farmer Guaranteed High Prices for This Year's Flax

LINENS.—There has been no improvement recorded in the situation as it exists in respect to linens. From all the reports which can be gathered it would appear stocks held in the hands of dealers to-day are well below replacement values now, or what replacement values are likely to be for some months to come, unless some most unexpected things should happen.

About six weeks ago, one large buyer located in Toronto wrote to one of the largest factors in Belfast manufacturing table linens, handkerchiefs and kindred lines, for an absolutely candid expression of opinion as to present condition of the markets, and the reply of this manufacturer is reproduced herewith. It is the information which all buyers seem to have received from their various sources of supply and can be taken as representative of conditions as the manufacturers see them. The letter as it relates to market conditions follows:

"You ask us to give you such information regarding the present conditions of the markets as we can. We wish to inform you, first of all, that there are no linen stocks in the market. As no doubt you are aware, our Government has commandeered all the flax and all the yarn was used up for Government work—aeroplane linens, tent drills, and all imaginable kinds of cloth used not only for our own Government, but for the Allies.

Since the armistice was signed, our Government have released some yarn, which we have in a small way taken up, and at present we are manufacturing some damasks, sheetings, and getting into the usual stock of cambric for handkerchifs.

"Prices are higher than ever, and the Government have controlled the prices for yarns until the end of June, guaranteeing the farmers a high price for next year's flax, and as no flax or yarn will come in from Belgium for some years to come, the only flax available, with exception of what is grown in this country—which would not keep the mills going here—is Russian, which is of such a poor quality that it is of no service to us for our goods.

"If you are wanting goods, our Toronto house is able to give them to you a long way cheaper than we can here. Manufacturing linen at to-day's price of yarns means four times the pre-war price."

The firm goes on to say that they have been making high class cottons and that they intend to continue on cottons until flax comes down to a reasonable price.

It is understood that Canadian representatives of the linen industry here have gone to Belfast to investigate the linen trade and that they will buy flax-spinning machinery to equip a mill of ten thousand spindles in Ontario. It is indicated also that they hope to secure one hundred Ulster families, experts in linen production, to emigrate to Canada, and are prepared to pay their fares and guarantee employment to suitable persons.

SILKS

Business Showing Marked Improvement —Buyers Dealing in Small Lots— Raw Silk Quotations Show Some Revisions Downward

SILKS.—Importers and wholesalers report business during the past month as greatly improved, and this is shown particularly in movement of goods the past couple of weeks. Buyers now in the market are taking staples and Spring goods. In some instances, a liberal yardage is taken. But in the main, trade is in small lots and, in some instances, is for sorting up purposes. In others, buyers find that their departments are nearly bare of merchandise and they are securing fresh supplies to carry them over for a few weeks, while the market is shaping up and they can understand more clearly what may be done.

In a recent review of the raw silk market, H. L. Gwalter & Co., New York, say: "The local raw silk market is quiet and prices have suffered a considerable setback during the last week, amounting on Japan silks to 30 to 40 cents per pound, according to grade. At the first signs of the break, buyers withdrew, limiting their purchases to pressing needs, but the lower level of prices is beginning to attract more interest and indications are that confidence is slowly returning.

"Advices from Europe report the Lyons market quiet. As regards Italy, the situation remains unchanged. Holders of cocoons are more pressing in their offers and willing to grant concessions, but needs are very small.

"The Yokohama market has broken sharply since last week. No explanation is offered for the sudden change in the attitude of the reelers, apart from buyers having been somewhat slow in following the advance of the first fortnight of the month. The extraordinary delay in cable communication with the Far East is also greatly complicating the situation.

"The Canton and Shanghai markets are quiet. Lay-down costs have undergone a further downward revision through a pronounced drop in silver exchange this week, but buyers show little interest in these sorts. Tussah silks are neglected and the large Government holdings of this material act as a dead weight on the market."

When the price question obtrudes itself, buyers say emphatically that they have no disposition to pay the high prices asked for Spring silks and they believe that the new season's goods should be offered at perceptibly lower prices. They are paying the high prices for Spring and Summer merchandise under protest, but they realize that the manufacturer is making goods at high production costs and are not asking him to take all the loss. But they think these production costs should be sufficiently reduced by the time the Fall lines are ready to enable manufacturers to make a substantial reduction in price. If prices are lower, they point out, sales will be larger, and they hope to see as much decline in price as will influence larger sales than have been known any time in the past.

However, there are indications that the price situation has been at least partially cleared, so that buyers feel that they are getting goods for about what they seem worth and they may be expected to continue their buying.

With business started in something like average volume and with production low, the outlook is better and nearly all holders feel more confident of the future than they did two weeks ago. Furthermore, the real demand for silk has developed much faster than most holders expected. It seems that they were deceived regarding the market, and the outlook now is so much improved that they are in a position to go ahead with their trade much better than they have been in weeks.

With supplies lower than they commonly are at this season, and with demand increasing, the situation assumes more encouraging aspects, and sellers are beginning to sense the situation better than they did before the buying movement began.

The expression of one large factor on the outlook for the future is indicative of practically all members of the trade when he said: "I believe the future holds good business for us all. From information I have received, after the present unsettled condition is over, it would seem that trade is going to be large. They tell us that some sections of the country are now doing the most active business in years and shortly the same condition will be seen all over. I look for a good trade far into the future."

HATS AND CAPS

Spring Orders Moving Out Quite Freely —Stiff Hats Show Greater Activity —Tweed Caps at High Figures

HATS, CAPS.—Jobbers are well satisfied with the placing business done on hats and anticipate a much larger sorting business, comparatively, during the coming months of Spring and Summer than they have had for years.

There is a decided tendency developing towards the stiff hat again, it is indicated, and the feeling prevails that in another six months this will be back quite strongly. For Fall, the rough finished felt hats are slated to be popular again, velours, satins, etc., being the samples now lined up for the Fall trade

Shipments of Spring stocks have come to wholesalers' hands in very good quantities, and Spring orders are now going forward to the trade quite freely. The offerings for Fall are showing no declines in prices, and with labor demanding more (and getting it), fur none too plentiful and high in price, there is no immediate outlook that a recession in values will be possible.

Indications are that good tweed caps are very high in price, but there are some splendid offerings for Fall, Canadian made, at $24.00 to $36.00, that are considered excellent value. The feeling is general that there should be a splendid season for caps with the possible exception of heavy Winter lines, which, perhaps, will show quite a heavy carry-over on the part of the retailer.

Altogether, conditions are considered very bright, and there seems every reason to believe that this end of the men's wear business will enjoy a busy year.

TIE SILKS

Tie silks very scarce in New York City and prices firm, in fact higher than prices for last Spring. About $7.50 per doz. will be the lowest price that one large manufacturer will have to offer to the retail trade for Fall, 1919. This means that $1.00 neckwear will be the staple price for Fall. A great many novelties are shown, but they are very high-priced. One that looks good is the handkerchief scarf in fancy foulard silks. It makes a fine full cravat, and will retail at $1.50 each.

DRY GOODS REVIEW

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A WAITING GAME

CANADA is supposed to be engaged in a process of reconstruction, involving the change from war-time conditions to such peace-time conditions as will permit of activity and prosperity. There are indications, however, that many people are engaged in a waiting game, each waiting for others to make the move. There seems little disposition on the part of anyone to take the lead. Many business men are realizing that activity will not come until a very considerable readjustment in costs has been made. A new scale of values must be created, of commodities of all sorts and of labor. It is not certain that this will occur eventually, but it seems very probable. Many believe that lasting prosperity cannot come except through such wholesale readjustment. If by any chance, or accident, activity is resumed without the proper scaling down of costs, or in other words, without considerable restoration in the purchasing power of the dollar, the activity, they say, will be mere activity and not prosperity.

THREE BIG FACTORS

ONE of the most important things in connection with any store to-day is the sales force. The sales force includes more than your clerks and salespeople. Your show windows and your advertisements, if properly handled, can do just as much for you in quickening turnover, more in many cases than your sales staff can. Every good window display will produce direct results and the same can be said of forceful and timely advertising. An advertisement does not need to occupy a whole page of space to deliver its message. The combined efforts of a well-trained sales force, a well-dressed window and a well-worded advertisement make a combination that cannot fail to increase business.

SHORT-SIGHTED POLICY

IT would cost less to keep your store open only three days a week but there is no question whatever that it would not pay so well.

A merchant who thinks only of "the cost" of advertising often persuades himself that by advertising only half as much as usual he is saving one-half of the expense of advertising.

The same logic would lead him to keep his store open but half the time—thus cutting running expenses in half and "saving" all of the money!

The plan of adequate advertising service (for your ads do render a most valuable service to your patrons) is as essential to store success as the plan of keeping the store open every shopping day!

WHY not cut out the artistic frontispiece in this issue, mount it on a card and display it in your lace or fancy goods department? It gives a good suggestion for the fashionable bead-work on gowns and the handsome bridal head-dress. Or your ribbon department might point out, from the same illustration, the assistance it can be to the bride's bouquet.

* * *

DO not overlook reading the letter from Mlle. Jean Gsell, our Paris correspondent. This month she tells of the new and popular modes in lingerie and handkerchiefs and includes some good selling points, as well as artistic sketches.

* * *

IF you hear some smart young person equipped with the latest fashions in remarks state that so-and-so is "dressed up to die" do not picture in your mind a tragedy and a shroud of white. It is just a Yankee's bald tribute to the manner in which the Serbian women who were hanged by the Bulgars were all dressed up in the gayest of peasant costumes because they wanted to look their best on the gibbet!

* * *

IN conversation with a wholesaler recently who had contemplated a business trip to England, but had since decided that the time was not opportune, he said that the reason he had decided not to visit England now was on account of the unsettled condition of the British markets, and, too, that he had received information to the effect that all material going into the manufacture of hosiery and underwear would advance from 20 to 40 per cent.

MEN'S WEAR SECTION

AROUND THE SHOPS

THE latest style of shirt advertising is a fancy carton, at the top of which is a man's head. The carton is shaped and the cuffs appear at the bottom through a slit in the box. The idea is a good one, and new in this country. It makes a good display when used in the window.

HAVE you ever dressed your window this way? It's up-to-date and effective. For hat and cap display get some gold leatherette paper. Cover your floor with this. Cover your hat stands with light blue or purple paper. If your window has a solid back wall, use the blue paper as a background, with strips of gold paper running up and down. Put a few decorative leaves at back and around edges, then arrange your hats low in front, high stands at back. Some few pairs of gloves at foot of stands.

The colors are unusual and lend themselves well with greens, blues, blacks and greys, the usual colors in hats.

THE velour hat is very much in evidence in winter displays in New York, Buffalo and Rochester, Toronto and Montreal. It looks like it's come to stay. The prices range in the stores across the border from $3.75 to $8.00, with $5.00 and $6.00 styles most in evidence. The colors principally shown are dark blue, dark green and black. In the Canadian cities the prices range from $4.00 to $12.00, with $8.00 the most popular selling price.

A BELT with a very neat initial buckle in gold plate or plain silver on a narrow inch or inch and a half strap has all the appearance of a good saleable article. They retail at $1.25, $1.50 and $2.00. Last year in the States they were very much in demand, and should be here this year if properly displayed. They make a good showing when no vest is worn.

SOFT collars are gradually overcoming the start of the boiled collar. The new catch on some makes has the very much desired effect of keeping them up under the chin. This style does away with the old gold safety pin. But it is to be noticed that there are plenty of favorites among other styles that require a neat gold pin to keep them in order.

COLORED cuff buttons, of the double face style, are being cultivated, and with the increasing popularity of the soft reversible cuffs their future looks bright. They are usually of the enameled varieties, in shades of light blue, gold and mauve mixtures, with here and there a sprinkling of greens and reds.

A NEW ulster, a novelty in its own line, can be used as an ordinary coat in ordinary weather, or buttoned snugly around each leg separately for extraordinary weather. This latter is a patented feature and made to meet the needs of the out-of-door man.

EVEN the younger boys are going to have a change in styles. A split coat with upright slits for the pockets is being shown in some of the stores. The popular price is $15.00.

Some of the wholesale houses are showing soft crache hats in tweed effects, and style of blocking will appeal to the men this Summer. There are silk plaid effects in some styles that weigh next to nothing.

RETAIL CLOTHIERS' CONVENTION

Held at King Edward Hotel, Toronto, on February 18th and 19th, 1919

Reported by R. H. BEDELL

SOMEONE aptly said that what was worth doing at all was worth doing well. The Retail Clothiers of Ontario, at their first annual convention, do not have to take their hats off to any other organization of a similar kind in America. The convention was a huge success both from point of numbers, quality of speakers, and amount of valuable information dispensed to the delegates. The delegates themselves numbered over two hundred, amongst them some of the foremost business men of Canada.

With an organization of this kind the clothiers and men's furnishers in Canada will be able to introduce new legislation for the betterment of their business, for the curbing of illegitimate sales, fraudulent advertising and many other evils that are common to all branches of the retail, wholesale and manufacturing trade. For the benefit of those who were not among those present, we will give a summary of some of the questions discussed. They are of vital interest to your welfare, they forecast the dawn of bigger, better, cleaner business for every line of trade.

Giving the Boss a Salary

This question was ably handled by Mr. John C. Kirkwood. Mr. Kirkwood strongly advised every owner to take a minimum salary of $1,500, or enough to keep his family in decent comfort. He also pointed out that it was his practice to not let his clerks or salesmen run charge accounts for merchandise bought in his store, but that he sold them their goods at cost. He stated that this is not the time to sacrifice stocks for what they will bring, and as far as he is concerned, that time never will come.

He brought out a good point when he stated that every merchant should keep a monthly estimate of sales, so that at any time, if a fire should take place, that he would know, by deducting his sales from his stock, exactly what his loss had been.

One delegate caused much merriment when the question of discounts was being discussed by saying he kept a seperate bank account for all discounts. That is, he made out a check to himself once a month for total cash discount taken and deposited this in his wife's name. He ended with a remark on the side that he thought his wife had a nice fat bank account by this time, for he had been practising this custom for some years.

Cost of Doing Business

Ten points that can be applied to any and every business to find out actual cost of carrying on that business:

1, rent; 2, fixed expense; 3, labor; 4, delivery; 5, advertising; 6, miscellaneous; 7, losses; 8, depreciation; 9, interest on loans, etc.; 10, wage due capital.

Value of Window Display

Mr. J. C. Begg, of Hamilton, brought out some valuable points in his discussion of this point. We use the word discussion, for he was frequently interrupted by some light-hearted fellow delegate trying to take a rise out of Hamilton's representative merchant. Mr. Begg does not think that floral displays are in good taste in the window of a men's store. He said, and it was generally conceded by the other delegates, that decorations should be more in keeping with the class of customer you were appealing to, that flowers, etc., were more in keeping with ladies' and children's wear. Backgrounds should harmonize along the same lines, that is, something that is distinctly connected with men's tastes.

He pointed out a feature of advertising that is not generally exploited by retail merchants, that of appealing in a sane way to the curiosity of the average individual. As an instance he recalled passing a building that was in the course of erection, and around which was the familiar board fence; in this fence were cracks and knot-holes, and he was struck by the number of people that would stream up and take a peep through the knot-holes, and he went back with an idea that somehow he was going to make use of that curiosity element in his advertising.

Later on an opportunity came up and he had made a large telescope which he had placed in the market square at Hamilton. Over this telescope he had a sign with a picture of the sun at the top reading, "See what the sun is saying." Then inside of the telescope at the large end he had a card placed so that it was easily and quickly read. "The sun always shines on Beggs'." "The brightest and squarest store in Hamilton."

This, he said,was a big drawing card and the cash register tinkled the right sort of tune. Another point brought out was the inadvisability of displaying too many prices in the same window, that the window gazer was muddled, and consequently was a hesitant buyer if he came into the store. It was better to dress windows with only one or two suits at the same prices than a jumble of articles at different prices.

Mr. Fitzpatrick, talking on the same question, that of window dressing, remarked that it often disgusted him to see suits or overcoats in a window that looked as if they had just come out of the box in which they were shipped by the manufacturers. That until merchants generally realized that goods should be pressed and placed carefully in windows, the idea would prevail among the public that made-up clothing was not as good as tailor-made. Mr. Mack, the secretary, endorsed this idea by saying he always had suits and coats pressed before they were put in display windows, and that he would rather see only one pressed suit in a window than a dozen unpressed.

Value of Co-operation Between the Boss and Staff

Belleville's representative merchant handled this question simply and sincerely. He stated that the employer could not make a success of his business if he did not have the hearty co-operation of his staff. That an employer must have no secrets as far as his salesmen are concerned. Be free with them. Have them glad to see you when you come into the store. The day for cultivating the "better than thou" opinion was passed. Once a year have a heart to heart talk with your staff; tell them what they have helped you accomplish, and decide then and there what your objective as regards sales is to be next year. Don't be backward in making a high estimate. Every year he has made a higher one that almost seemed to be impossible, but every year they reach and pass the high watermark of sales. If there is hard feeling amongst two members of the staff, send them down cellar, let them decide it there once and for all, then if a satisfactory decision has not been arrived at fire one or both of them. You have to all pull together these days if you want to make a success of your business.

The Retail Merchant a Nation Builder

One of the most brilliant speakers and a man among men, was R. D. Cameron of Lucknow. To Mr. Cameron the delegates owe a vote of thanks, and by the way he got it more than once. His address was most entertaining and instructive and made one feel that Canada has a lot to thank its pioneer merchants for.

Mr. Cameron pointed out that where there are a few settlers in an outlying district there you will find a store located with care, either at a cross-roads, by the side of a river, or on a knoll overlooking the small settlement. As the settlement grows other stores group themselves around this section, and it is here that the busy down-town of to-morrow has its start to-day. The first merchant in the pioneer days invariably chose a good location, and the business section is a memorial to him. The Hudson's Bay Co. was responsible for the starting of a great many of the Western cities; they established a post where the fur-traders would

be sure to pass, and it was not long before the post became a hamlet, a village, and is now an important town or city. Mr. Cameron pointed out that to-day, as in former days, the merchant was educating the new-comers and doing his share to make the emigrant a good Canadian citizen.

A great many other topics of vital importance to the trade were taken up and thoroughly discussed. The addresses throughout bore evidence of an awareness of the meaning of wide-awake merchandising and the requirements of the trade in the new scheme of things. Some twenty-five or more resolutions dealing with specific problems were adopted and the steps taken will doubtless prove of inestimable benefit throughout the trade.

Next Convention

It was put to the vote as to where the next convention would be held, and after a tie vote between Toronto and Ottawa, the first time, it was again voted on and Toronto is to be again honored as the meeting place of the 1920 convention.

NECKWEAR

Improvement Slow in Coming—Swiss Offerings Considered High—Italian Silks Will Be Available

NECKWEAR.—Unfortunately there is little improvement in the situation on neckwear. American mills working on a 50 per cent. output or less, as they were for some months prior to the signing of the armistice, were unable to meet the demands made upon them, with the result there were no stocks to draw from and there is no accumulation yet to make the outlook much brighter.

There have been some offerings of Swiss silks recently, but neckwear manufacturers intimate these are out of all proportion to their proper value. Swiss interests have had to contend with high labor costs and enhanced production figures, too, but the feeling seems to prevail that the prices asked for their product now are extremely high. There are some stocks of Swiss silk ties being offered based on costs much lower than those asked to-day.

Italian silk is available in very fair quantities and the trade will be able to secure its needs as usual in this grade of neckwear. There are some beautiful offerings and the combination of colors is exceedingly well arranged with absolutely fast dyes procurable.

Manufacturers generally intimate that there is not the usual amount of placing business being done, but that sorting orders are coming along quite freely. January business was considered very good, February promises better and the outlook is that the Spring months will see a big volume of business transacted. There has been no revision of prices downward and there seems no prospect of such a move for some months to come.

SINGLE END DRESS TIES POPULAR

"Men's Wear," New York, Says: Single End Dress Ties Become More Popular in United States

It is interesting to note that the single end dress tie is being featured to a greater extent than ever before by some of the higher class haberdashers in New York and elsewhere. This is the straight single bow tie, tied with an Ascot knot with one end and one loop instead of the customary double end. It is made of either black satin or grosgrain. The ends are made in two styles, the plain square end and the pointed end.

"This form of dress tie seems to be coming in for a greater share of attention from the man who exercises great care in his formal dress apparel and who desires at the same time to have something that is correct and yet rather different from what others are wearing," said the manager of one of the stores which is featuring the tie in unique window displays. "Sales are increasing, but as yet, of course, the regulation double end ties are in better demand. As more dress suits will be worn from now on, there being no voluntary restrictions upon the holding of 'affairs,' as was the case during the war, we look forward to selling this particular tie to a much larger number of particular dressers than heretofore."

Pure silk hand made handkerchief cravat being shown by the King Suspender and Neckwear Co., Toronto.

MERCHANT BELIEVES FIBRE SILK SUPERIOR TO REAL SILK SHIRTS

Although good quality fibre silk shirts are much better garments than genuine silk shirts, the policy of certain manufacturers of the fibered fabric has resulted in a loss of confidence by the public, according to the statement of a local retailer made to "MEN'S WEAR," New York.

"I wear a fibre silk shirt myself and prefer it to real silk, for it wears better. But the market has been flooded with inferior garments since prices went up, and as a poor fibre shirt is absolutely worthless, some people have become afraid to take a chance on anything but real silk."

The statement of this merchant was made in comment upon the assertion by a manufacturer that retailers have been too hasty in condemning fibre silk garments. Any falling off in the demand for fibre silk shirts was due to the fault of the manufacturers themselves, he said.

"Before prices rose," he asserted, "a good quality fibre silk shirt cost $3 or $3.50, a price that is not too high for a shirt of such excellent appearance and durability. As a matter of fact, fibre silk shirts, or madras shirts, for that matter, are better merchandise than genuine silk, for real silk is only worn for show, and the purchaser does not require that article to be especially durable. But with the introduction of fibre silk, he learned that a good deal of dependence could be placed upon a shirt that had all the attractive qualities of genuine silk.

"Then, when prices rose, good fibre silk shirts went up to $5. The cheaper article, which had heretofore sold for about $1.95, rose in price correspondingly to $3.50. A man doesn't expect much of a silk shirt that he buys for $1.95, but when he pays over $3 he demands something in the way of quality. As soon as prices rose, some manufacturers began to use substitute materials, and the cheaper shirts went to pieces in no time. As a result I have discontinued the cheaper lines, and will not introduce them again, unless prices go back to their old level. But the demand for high class fibres is still good, and I actually prefer to sell them to real silk, despite the fact that sales of genuine silk shirts represent a good sized purchase, for the fibre silk shirt gives better satisfaction in the end."

PRICES GENERAL TOPIC IN LONDON

It is Predicted That Pre-War Levels Will Never Return—All-Wool Garments Hard to Obtain—Higher Wages a Clothes Factor

LONDON, England.—The question of retail prices for men's wear continues to be a source of argument in this market and from day to day prices are submitted by various dealers. We reproduce the article as written in the *Daily News Record*, believing it to be of more than usual interest to our readers here.

The point of the controversy is that British army officers, returning to civil life, have complained that prices are very high, and that in some instances 100 per cent. or more over pre-war prices are being charged. One officer found a tweed suit at 16 guineas, about $81.44, which he believes he could have bought before the war at 7 guineas, about $36.65. He told his story to the *Daily Mail*, which made investigations in the West End shops and prepared the following table of prices as being representative:

	Present price.			Pre-war price.			Increase.		
	£	s	d	£	s	d	£	s	d
Tweed suit	12	12	0	6	16	6	5	15	6
Overcoat	14	14	0	7	17	6	6	16	6
Dress suit	16	16	0	11	0	0	5	15	6
Striped trousers	3	12	6	1	18	0	1	14	6
Raincoat	6	6	0	3	3	0	3	3	0
Bowler hat	1	10	0	0	18	0	0	12	0
Soft felt hat	1	10	0	0	18	0	0	12	0
Boots	2	18	0	1	5	0	1	13	0
Shirts	0	15	6	0	10	6	0	5	0
Socks	0	5	6	0	3	6	0	2	0
Woolen vests	1	7	6	0	12	6	0	15	0
Woolen pants	1	7	6	0	14	6	0	13	0
Silk necktie	0	10	6	0	5	6	0	5	0
Gloves	0	16	6	0	5	6	0	11	0
Linen collars	0	1	6	0	1	3	0	0	3
Linen handkerchiefs	0	2	6	0	1	0	0	1	6
	65	5	6	36	10	9	28	14	9

Lower List of Prices

Subsequently, exceptions were taken to these prices as being too high, and one of the popular-priced shops, Horne Bros., 90 Oxford street, with branches all over London, issued a statement with the following list of prices, which, of course, are much lower than those quoted above, and, certainly, no claims are made that the quality is equivalent, but it is guaranteed to be "good":

	Present price.			Pre-war price.			Increase.		
	£	s	d	£	s	d	£	s	d
Tweed Suit	4	15	0	3	3	0	1	12	0
Overcoat	4	15	0	3	3	0	1	12	0
Dress suit	8	8	0	6	6	0	2	2	0
Striped trousers	1	10	0	1	1	0	0	9	0
Raincoat	3	10	0	2	10	0	1	0	0
Bowler hat	0	8	6	0	3	9	0	4	9
Soft felt hat	0	10	6	0	7	6	0	3	0
Boots	1	7	6	0	16	6	0	11	0
Shirts	0	6	6	0	4	6	0	2	0
Socks	0	3	6	0	2	0	0	1	6
Woolen vests	0	16	6	0	8	6	0	8	0
Woolen pants	0	17	6	0	9	6	0	8	0
Silk necktie	0	3	6	0	1	6	0	2	0
Gloves	0	9	6	0	3	6	0	6	0
Linen collars	0	7	6	0	5	6	0	2	0
Linen handkerchief	0	2	0	0	1	0	0	1	0

In a statement issued to-day, Selfridge & Co., Ltd., the great Oxford street department store, present the following range of prices, which are between the two ranges given above:

	Present price.			Pre-war price.			Increase.		
	£	s	d	£	s	d	£	s	d
Tweed suit	8	0	0	5	10	0	2	10	0
Winter overcoat	8	15	0	5	10	0	2	16	0
Dress suit	11	11	0	7	7	0	4	4	0
Striped trousers	2	10	0	1	10	0	1	0	0
Raincoat	7	0	0	4	10	0	2	10	0
Bowler hat	1	5	0	0	16	0	0	9	0
Soft felt hat	1	5	0	0	12	6	0	12	6
Boots	2	5	6	1	1	0	1	4	6
Shirts (cotton)	0	8	6	0	5	6	0	3	0
Socks	0	4	6	0	2	6	0	2	0
Woolen vests	0	15	6	0	7	6	0	8	0
Woolen pants	0	16	6	0	8	6	0	8	0
Silk necktie	0	6	6	0	3	6	0	3	0
Gloves	0	12	6	0	7	6	0	3	0
Linen collars	0	0	8	0	0	6	0	0	2
Linen handkerchiefs	0	2	3½	0	1	6	0	0	9
	45	18	5½	28	13	6	16	17	11½

Of this merchandise Selfridge & Co., Ltd., say: "The articles selected are admirable in quality—not the highest priced, nor, on the other hand, by any means the least expensive, but representative, we believe, of the average wardrobe the average officer or man would require on returning to civil life.

"It is true that men's wear costs more to-day than it did before the war, and will probably never drop again to the old prices. This we say because much of the cost of the articles is labor, and labor will, we hope, not seriously drop in remuneration. It is likely, therefore, that men will require for the purchase of their wardrobes, at least for a long time to come, substantially 50 per cent. more than they did before the war."

At Harrod's, the large English department store in Brompton Road, which specializes in men's wear, a representative of this paper was told this morning that 90 per cent. of the men returning to civil life are buying Standard Suits at 60 shillings. This, of course, applied almost exclusively to men from the ranks. The demobilization of officers has thus far been on a most moderate scale.

When the question of prices for the better grade of men's wear is considered, it is certain that prices in London to-day are from 50 to 100 per cent. higher than before the war, and this affects all articles almost without exception. The writer found the cheapest ready-made tweed suit at Burberry's to be priced at 12 guineas, which is a little more than $60. Cheviot ready-mades were priced at 10 guineas and up.

As for cheap clothing, that is, clothing worn by the average workingman, the increase is quite 100 per cent., and for all articles of men's apparel, 94 per cent. These figures are believed to be quite accurate and are based on an investigation recently concluded by a special Parliamentary committee, of which Lord Summer was chairman. This committee summarized its findings in the following tables:

	Price per article 1914		Price per article 1918		Increase per cent.
	s	d	s	d	
Suits	28	6	60	0	110
Collars	0	5	0	7	40
Overcoats	27	4	46	8	71
Shirts (union flan'l)	4	6	8	2½	82
Underwear (union)	2	11	5	5	86
Hosiery (union)	0	10	2	1	150
Boots (working)	10	10	21	7	99
Boots (lighter)	12	10	26	10	109
Boots, repairs	3	4	5	11	78
Hats	3	0	6	2	106
Caps	1	5	2	7	82

The committee also investigated the increases in the cost of boys' clothing, finding that the average increase over 1914 is 102 per cent. The table on boys' clothing follows:

Boys of School Age

	Price per article 1914		Price per article 1918		Increase per cent.
	s	d	s	d	
Suits	15	9	35	1	123
Shirts	2	6	4	0	60
Underwear	2	5	4	4	80
Stockings	1	7	3	1	95
Collars	0	5	0	7	40
Caps	0	11	1	11	109
Overcoats	13	5	31	5	134
Boots	6	11	12	7	82
Boot repairs	2	4	4	5	89

As to the quality of clothing now being purchased by workingmen, compared with the quality of clothing purchased by the same class before the war, the committee said:

"Outer clothing—all-wool garments which are stated to have predominated in 1914, are now difficult or impossible to obtain, and have been replaced by 'union' materials of mixed wool and cotton. The quality of this material is commonly stated to be from 10 per cent. to 30 per cent. inferior to the wool garments of 1914; but the inferiority is usually stated to be in respect of 'weaving,' 'make' and 'finish,' and one firm states that medium or high grade 'unions' in 1918 are in no way inferior to the lowest grade wool of 1914. Two other firms state that, for men's suits, the expenditure necessary to obtain a quality as good as that of 1914 must be 82 per cent. and 95 per cent., respectively above the 1914 expenditure, the increase given in the statistical table for men's suits is 110 per cent., and for boys' suits 123 per cent. It would, therefor, appear that the actual increase in expenditure has been approximately sufficient to provide the same durability in outer clothing. It is also the opinion of many firms that the introduction of 'standard suits' results in an improvement of quality, one firm specially excepting standard suits from their general statement of the deterioration of quality.

"Underclothing—all-wool and all-cotton goods are now scarce. But unions were common in 1914 except for hosiery, and there are few observations by the firms and co-operative societies consulted as to any marked deterioration in the quality of underclothes. Hosiery, on the other hand, is generally stated to have distinctly deteriorated.

"The conclusion is that the increased cost of necessary clothing, as usually purchased, from 1914 to the summer of 1918 has been between 90 and 100 per cent., and may be taken as 96 per cent. for the purpose of combination with other estimates."

Back On The Job—In Good Old Peabodys

FROM the Big Guns in Flanders to the Big Job in Canada, in Peabodys Overalls and Peabodys Gloves, plain, honest, work-clothes known and worn from Labrador to Vancouver. Our War Work, a million uniforms, is done. And now to outfit the Boys who did the Job—in the regimentals of Peace!

All Together Now—Get on your Peabodys and Get Busy!

PEABODYS
SALES CORPORATION LIMITED
OVERALLS

Are Almost Everybodys. Are They Yours?

WALKERVILLE ∴ ST. JOHN ∴ MONTREAL ∴ TORONTO ∴ WINNIPEG ∴ VANCOUVER

Have you ever made a real honest effort to get the motorists' trade?

You'd probably be surprised to know just how many motorists of a mechanical turn there are who are fond of tinkering round their cars, and even when they haven't any great liking for the job they still do it rather than run up a big repair bill.

Here's your chance.

You're familiar with Carhartt Overalls, of course.

No doubt you've handled them for years and know how they're made and the fine reputation they deservedly enjoy. Thanks to the satisfaction they give the customer and our policy of persistent and widespread advertising, the public knows these things, too.

Now, to meet the special demands of motorists, we are offering Carhartt Safety-first Allovers, a practical and well-made garment designed to meet the needs of motorists and garage men.

As the illustration shows, the allover garment is made in *one piece,* of a tough, durable denim cloth. cloth.

It is neat fitting and well tailored. Besides, it is so constructed that every button is concealed, enabling the wearer to work in contact with the car without fear of scratching it.

All seams are *double stitched.* All buttons are *rivetted,* while the points where the strain is hardest are *reinforced* to prevent tearing or ripping.

A special feature of Carhartt Allovers is the *swing tool pocket,* which keeps tools and pencils from falling out when the wearer is bending or stooping over.

If you haven't a supply of Carhartt Allovers in stock, order a sample lot. Put them on display.

Use our window and counter cards to tie up with our national advertising. You'll find then that the customers that come for Carhartt's will prove buyers of other things as well. So it will be good business for you all around.

Orders sent in now will be filled at once.

Hamilton Carhartt Cotton Mills

LIMITED

Toronto Unit

Toronto **Montreal** **Winnipeg** **Vancouver** **Liverpool, Eng.**

TAPATCO BRAND Gloves for Workers

REGISTERED TRADE MARK

A big army of men will soon be imitating the man in illustration. The work demands a reliable, pliable and scientifically made glove.

Stock TAPATCO Brand and you will be able to confidently cater to the needs of your "Glove-wearing" customers.

The worker is as much interested in the wearing qualities of TAPATCO Brand—as the lady of fashion is in delicate, stylish silk gloves. There's an ever-growing demand for TAPATCOS, as they have no equal where genuine glove values are concerned.

Note the variety of styles: Gauntlet, Knit Wrist and Band Top Styles, in heavy, medium or light weights. Leather Tip and Leather Faced Gloves, Jersey Gloves and Mitts in Tan, Slate and Oxford.

The American Pad and Textile Co.

CHATHAM, ONT.

Wanted—

Is it another position, a new clerk, an agency, or, have you a business for sale, a store for rent?

Why not put these wants in the condensed ad. column of t his paper—the natural medium of the Men's Wear trade? The charge is only 2 cents per word per insertion. Add 5 cents extra if replies are addressed to a box number.

Dry Goods Review

143-153 University Ave.

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Are out to win a favorable verdict for their ability to supply the public with honest values.

Our policy is similar toward the retailer. We offer

Working and Outing Shirts
Flannels, all Shades
Tweeds, Sateens
Drills, Oxfords
Flannelettes
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Boys' Waists

at lowest prices.

Buy early and don't make the foolish mistake of delayed buying.

The Deacon Shirt Co.

Belleville Ontario

DRESS FABRICS AND SILKS

WOOL SUITINGS

An Inclination Felt For Cream Colored Goods—Large Plaids For Sports Garments—Light and Novelty Tones For Spring—Prices Remain High For Fine Goods.

FASHIONS for Spring in woollen fabrics centre chiefly around large-plaid serges for sports skirts and plain tricotines for coats, capes and suits. Beautiful qualities and shades in wool jerseys, duvet de laine, tricotine, gabardines, serge, silvertones (in lighter lines), broadcloth and some silk and wool mixtures, are offered as well, but if any preference exists it is placed as above.

In the plaid serges the checks range mostly from 6 to 10-inch squares, which are, to say the least, conspicuous. The colorings, however, while exhibiting a certain amount of contrast, are quite dignified. They show such combinations as taupe and mauve, dark grey and purple, khaki and red, iron grey and French blue, brown and green, etc.

For capes, dolmans and smart suits there are beautiful tones shown in pearl and silver greys, jay, Pekin and peacock blues, henna, champagne, ecru, beige, dust, fawn, oak (which some call Titian, and some onion, though these shades have a little more of the red cast than has oak; oak is rather more like fawn with an orange tinge in it). The darker tones are of course well represented with navy a leader.

Cream Serge Coming?

It is some years since cream serge suits and skirts have had a Spring run. They are not really here this year, but cream, tricotine, gabardine and wool jersey are being used for the same purpose. Buyers have noted it already, and it is a pretty safe guess that after such a long absence of fine woollen goods there will be a big demand for them as soon as the market can supply them, and for Spring purposes nothing holds quite the same desirable "atmosphere" that soft cream woollen fabrics carry with them. Possibly by 1920 we may look for a cream serge season.

In fancier weaves there is not a big variety offered. Poplins, bengalines, undine cords, some broken tweed effects and black and white mixtures and checks are all selling well. Occasionally one sees some colored checks and hairline stripes this season, but they are not in large quantities though very desirable for Spring. No doubt by a year from now stores will be vieing with each other in securing novelty patterns in these suitings as they do now in silks and voiles.

According to Toronto buyers the suitings which are selling at present range in price usually between $5.50 and $6.50 a yard, which goes to show that people still prefer "quality first," and also that this year is not witnessing any decline in goods of woollen texture. "The prices will keep up to their present levels for fully a year in fine goods," said one of the largest buyers in Canada to DRY GOODS REVIEW. "Fine goods to-day, from the manufacturers, are higher than ever, and they are not after business. They are busying themselves with cleaning up old orders which lack of raw materials prevented their filling earlier," he added.

In Bradford, England, wages are now 103 per cent. over 1914, and "the end is not yet," said a letter from one of the mills there. In addition, the World Congress has asked for shorter hours, which will mean 25 per cent. less production than with pre-war hours. It is felt by many outside of labor circles in England, however, that if Great Britain is to win in the new struggle for the world's trade she must work, and work hard, and not allow herself to "become a nation of loafers."

LINENS

An important development in regard to linen business is reported from Ireland where the Irish Linen Corporation is planning to extend in the United States and Canada, and has 116 firms lined up. It is proposed to expend the sum of $150,000 a year for the next five years in advertising the products of the members of the Corporation, under a trade mark.

In an address, a representative of the Corporation, who will be in charge of the campaign, said that the one thing that Irish linen needed to-day was a goodwill that it had for a half a century neglected. They should create the right atmosphere for their plans and purposes, in order that the Irish Linen Corporation might not be thought to be a new company starting business, or a trust organized by a certain element, or an agreement to come together and see how much they could squeeze the public over everybody else. They must instruct the public in linen history, linen values, linen care, new linen uses, and then arouse a pride in and greater love for linen. To promote the greater use of good linen through a wider knowledge of its many virtues; to establish for consumers and distributors a mark of guaranteed genuineness upon which they can absolutely and always rely; to utilize the combined knowledge, research and efforts of the entire industry for the mutual benefit of all who produce, distribute, or use true Irish linen, were the purposes for which the Irish linen industries had associated themselves in the Irish Linen Corporation.

W. H. Webb, J.P., Randalstown, who presided, stated it would be necessary to have an organization staff in Ireland to keep the trade working in harmony with the propaganda work, and to keep the propaganda work in harmony with the trade. That was a start, and he believed it would gradually develop into a department for really looking after their markets in the broader sense. That was quite a new thing for them, and, indeed, it was quite a new thing as regarded Great Britain, but it was the way in which Germany developed her markets, and it was a method that America had also been developing along for some time—and was developing along much stronger now than she had ever done before.

With regard to the position of the Irish Linen Corporation in the trade, they had 116 firms in it now, and those firms had subscribed the amount referred to. But they constituted only a proportion of the linen trade. People had said to him: "How are you going to get the whole trade in?" In his opinion the rest of the

trade would have to come in of their own accord. A trade mark would be the centre of the whole propaganda, and he could not see how any merchant who was not a member of the Irish Linen Corporation could possibly stand up with such an amount of money being spent on advertising that trade mark in America.

Personally, he believed that in a very short time the whole trade would join in and make that a really big movement. The contract that had been entered into that day was the first one. He thought it was important that they should also work the home market. But they must not attempt to go too quickly; they must develop one market first before they began to spread to another.

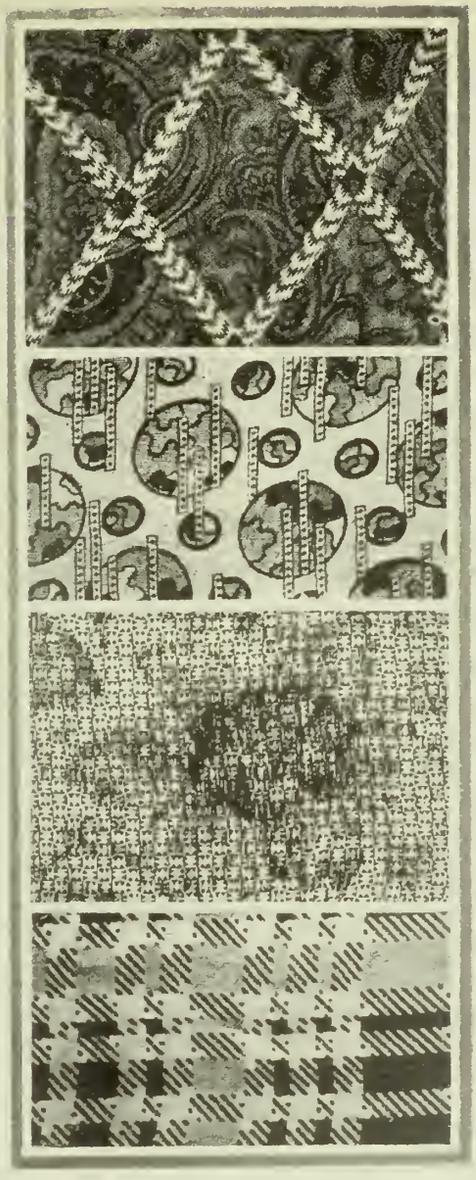
A NEW FRENCH SILK

A very beautiful new silk which has just arrived from Paris is being featured by the Robert Simpson Co., who have the exclusive sale for it. The name given is Peau de peche, which in English is of course "peach skin," and it is well named, for the surface of this silk is velvety and fine, resembling the skin of a peach. In texture it is much like duvetyn though less heavy and finer. This silk comes in some 15 shades and is 36 inches wide, retailing for $7.50 a yard. Some of the colors which are considered especially good are American gold, jade green, called by the French Alsace; casque, which is a silver-grey; ibis, which is a tomato red; scarbic, a green with a silver cast to it; Britannique, the well-known British red, purple, coral, and poilu. There are a number of other greys, reds, browns and blues, which are particularly good shades, and bear out the fancy of the season for bright colors.

OPERATIONS NOW COMPLETE

Processes of Linen Industry Completed by First Wet Spun Yarns in Canada

The flax-spinning industry is at last an accomplished fact in Canada and is now entirely a self-contained one. The first wet spun linen yarns ever manufactured in Canada—or, indeed, upon the American continent—are now being produced at Guelph, Ont. The favorable market conditions for flax growing with the resulting increased crops last year in the parts of the Dominion suitable for it, together with the development of mechanical methods for flax pulling and retting combine to brighten the outlook for the Canadian industry. Incidentally the Western farmers have hopes of utilizing their flax fibre as well as the seed. The establishment of a linen manufacturing industry on a permanent basis has made it necessary to perform only the intermediary process of spinning the flax into yarn to make the industry self-sufficient in the Dominion. Operations have commenced in Guelph on wet spinning of linen yarns up to 60 lea. It is hoped ultimately to spin yarns as fine as 80 lea, and both wet and dry spun tow yarns are expected to be turned out immediately. When additional machinery, now being manufactured in Britain, is set up in the Guelph plant, it is hoped to produce 1,000,000 lbs. of linen yarn a year.



New Summer Voiles

Whether shadowy flower effects or the patterns usually seen on heavy plaid tweeds are desired one may have them all in these Summer voiles which have just arrived from England. It will be noted that these much-patterned all-over designs with intricate coloring carry out the early predictions for the season which were given in Dry Goods Review. These samples are from the lines of John Macdonald & Co., Ltd., Toronto.

SAMPLE GOODS SENT TO VLADIVOSTOK MARKET

The steamer "Monteagle" left Vancouver on February 2 for Vladivostok with, amongst other cargo, 100 tons of goods manufactured in Vancouver, with which an effort will be made to introduce Canadian goods on the Vladivostok market. The shipment consists of herring, dry goods and other British Columbia products.—Department of Immigration and Colonization.

PRODUCTION OF FLAX

In the report of the Minister of Agriculture for the year ending March 31, 1918, it is stated that considerable progress has been made in the work of determining the areas that are suitable for the production of flax fibre, undertaken by the Department of Agriculture. Flax has been grown in experimental plots in various districts in Canada, and the crop from these plots has been shipped to Ottawa and retted and scutched in the fully-equipped flax mill at the Central Experimental Farm. Fibre of first-class quality has been obtained from the Western part of British Columbia, from south-western Ontario, the valley of the St. Lawrence, and the Maritime Provinces, according to the report.

POSITION OF LINEN MANUFACTURERS

The following letters have been received in Canada from Belfast, from manufacturers, and indicate conditions in the linen industry.

The first reads as follows:

"Now that the war has terminated the market here is getting into shape for immediate business and prices will be stabilized for some time to come.

"Our previous advice to you has been fully justified by events. Although there have been strong indications of nervousness pervading the minds of buyers with regard to the existing level of prices, it is well that they should be made aware of the fact that the British Government have made themselves responsible for supplies of all flax, both home and foreign, until our home crop of 1919 comes to be marketed; and consequently there can be no deviation in the prices arranged for until such time as the entire stocks have been disposed of in the manufactured state.

"The Spinners' Association are fixing the price list for yarns and as soon as this is available we hope to send you a further range of samples of all our lines suitable for your market, with our very lowest prices. The demand for linen goods will far exceed the supply for several years to come and stocks are depleted in every market as well as in Belfast."

Another manufacturer writes:

"The Flax Spinners' Association have considered the question of prices of linen yarns. They have decided that prices of linen yarns that have been current for some time are to be the standard prices of same until 1st June next. The idea entertained by some people of a probable or possible reduction in price of cloth, must consequently be put aside. As the prices of finishing are being advanced you will see that any change in our prices lists would be in an upward direction.

"With reference to the better classes of goods, such as linen sheetings, pillow linens and similar cloths, prices will be very much dearer, as a substantial advance is about to be put on yarns suitable for these goods."

CANADIAN PRODUCTS INCREASE

Automatic looms and the latest finishing machinery for producing kimona and dressing-gown cloths, comfortables and robe sheets, etc., have been purchased by Newlands & Co. and the Galt Robe Works, both of Galt, Ont., and the lines will be added to their products. The new equipment will also provide for an increased output of Turkish towels. The buying was done in Philadelphia by Messrs. George A. Dobbie of Newlands and James H. Bennett of the Galt Robe Works.

DYESTUFFS ADMITTED WITHOUT LICENSE INTO BRITAIN

London, Feb. 27.—Referring to the prohibition on the importation of dyestuffs, announced by proclamation on Feb. 24, the Board of Trade has given notice that the order will be administered by a trade and licensing commission, consisting of an equal number of representatives of the dye manufacturing and dye using industries. For the present, however, a general license has been given for the importation of all dyestuffs and other products covered by the prohibitive order which are of bonafide French, American or Swiss origin.

It will, therefore, not be necessary at present, it is announced, to obtain licenses for individual consignments coming from those countries.

SILK CULTURE IN AUSTRALIA

The suitability of the climate of many parts of Australia for the production of silk of the best quality has long been recognized, but hitherto it has been looked upon more in the light of an educative pastime for school children rather than as a possible addition to the industries of the Commonwealth. An effort to establish the silk industry in the state of Victoria is about to be made by a number of Syrian residents. About 3,000 acres of inferior Government land, some fifty miles from Melbourne, have been purchased for the purpose of clearing and planting it in mulberry trees. It is intended to subdivide this area into suitable-sized blocks and settle families thereon. In order to assist the enterprise the Minister of Agriculture for the State has promised to support a request that the Government, at a cost of about £150, should, without delay, import sufficient mulberry trees to plant 300 acres of the land to demonstrate practically the success of the industry.—"Weekly Bulletin," February 10.

CANADA BIG PURCHASER OF U. S. SILK

A report from Washington states that Canada bought more silk dress goods from the United States during last December than did any other country. Her purchases amounted to 868,196 yards valued at $754,954. Argentina was the second best customer, having purchased 39,950 yards, valued at $89,568, while the total exports of silk dress goods during the month amounted to 1,073,589 yards, valued at $1,362,333, and were sent to 39 foreign countries.

NO MORE "CREDIT" IN HALIFAX

After the first of April we understand the retail shoe trade of Halifax will sell no more on credit. They have come to the conclusion that "cash" is the only thing, and so they have agreed among themselves to close up all charge accounts on the date mentioned. Furthermore, they are going to stop the practice of sending out shoes on approval; purchasers after April 1st will have to do their trying on right in the place where the shoes are sold, if at all.—*Maritime Merchant.*

NEW FALL CLOTHS

ONE of the largest American woollen firms which has not had a line of cloakings on the market for two years past, is offering some for this Fall and is creating much interest among buyers. Seven lines have been decided upon by this firm, and they include novelties of fabric and color. "Suedine" is one of the foremost leaders. This fabric is said not to "rough up." "Lowelio cloth," a 19-ounce fabric with thread finish or sparkle; "Sparkle cloth," 14 to 14½ ounces; broadcloth in 12-ounce weight. "Lustone," 19-ounce in dark and light colors and resembling kitten's ear in weave; "Baltice," 18-ounce, embracing 4 types of cloths; "Polo cloth," 19 to 20 ounces chiefly for misses' trade, and serge, are the fabrics listed.

Brown shades are selling best so far. They include elk, kangaroo and bronze for coats, and lighter tones called American, hemlock, wood, deer, Teddy, (a new shade) and morocco for capes.

Pekin and peacock blue are in demand; greens and navy seem to have no place at all. Silver and pigeon (a darker tone of grey); beach (a sand tone); pelt, showing elk, kangaroo, bronze (a greenish brown); evergreen, Ghent (resembling French blue); American (a rose selling); wood (a light topaz) dear, rose color); wood (a light topaz) deer, rose wood, Teddy (a favorite and new) cathedral (of the plum order) malago (magenta) morocco, (a light garnet); these constitute the color range.

Another firm has brought out some novel fabrics which it calls "Tinseltone," "Tinseltone Twills," and "Chamelion Cord."

RESEARCH WORK IN SILK

English University Institute's New Department

The University at Leeds, England, is reported to have instituted a new department for research work in silk. It is planned upon ambitious lines and an endowment of $500,000 is asked.

Much research work in silk manufacture is in progress in England. Just how much, no one outside of the trade there definitely knows. But the work has been planned upon a scale which promises beneficial results and the work done thus far indicates that the trade intends to know all that can be learned about its business.

The Government has taken an active interest in the projects and has given money to assist in carrying on the work. With such progressive action in the scientific department, much may be expected.

England's silk trade was at a low point when the war began, but despite all the untoward influences of the four years of war, it is understood they have made progress and that the business is now in a better position than it was when the war opened.

With a determination to make the business the equal of any in the world, the Silk Association of Great Britain and Ireland is working along the most practical and effective lines in building up the trade. The manufactures of English origin will eventually be formidable in competition in the world's markets.

TO ENLARGE STORE

Messrs. Smallman & Ingram, London, Ont., have purchased the corner of the block which fills in the L-shape of their store building. It is understood that the price paid was in the neighborhood of $60,000. By this transaction the property occupied by Graydon Bros., men's furnishings, and two or three other stores will be turned into the Smallman & Ingram store, when the present leases expire, which will not be until sometime next year.

ELECTION RESULTS

Elections for vice-presidents and directors of the Border Cities Retail Merchants' Association, recently held, resulted in an unusually close race at the polls, A. B. Peddie securing the largest ballot, and being returned first vice-president, representing Windsor, Ont.

The association prides itself on its democratic form of election and the equal representation and protection it assures each of the various branches located at Ford, Walkerville, Sandwich and Ojibway. In all there are five vice-presidents elected by the general body, but from each municipality. Their rank is the by-laws provide that the ballot contain the name of at least one candidate determined by the relative proportion of votes secured. Provision is also made that a member of the executive be struck from the list should he fail to attend three meetings in succession.

The form of constitution held has recently been adopted by the Border Chamber of Commerce and by the Border Cities Great War Veterans' Association

Harry Crouchman, Walkerville, was elected second vice-president; G. D. Edgar, Ford, 3rd vice-president; G. McCallum, Sandwich, 4th vice-president; and A. Bondy, Ojibway, 5th vice-president. The 1919 directors are C. A. Lanspeary, G. H. Wilkinson, H. J. Neal, G. H. Nairn, H. Plant and J. R. Hewer.

WOOLLEN MILL ENLARGES

The Schofield Woollen Mills at Oshawa, Ont., have made several additions and improvements to their plant. There is a new dying and picking house, 70x100 ft., two storeys high; an engine room and boiler house, 60x30 ft.; a new office, 27x36 ft., and a garage, 20x22 ft.

BRIGHT COLORED SILKS

Spring Calls for Much Color and Presents Some New Ones—Foulard Effects Popular—Satins Selling at Present

PRINTED silks are gaining more and more popularity as the Spring advances. There is a big demand for printed Georgette and printed chiffons and ninons, but these are very scarce. Ninons are coming in quite noticeably, and by next Fall some wholesalers anticipate that it will have about equal sale with Georgette. This is due to its lower price, of course, for Georgette on all other considerations is the preferred fabric.

Georgette and crepe de Chine are wanted by all buyers and bright solid colors are of prime importance for Summer lines. The popular tones just now are liberty and army blues, which cover a vast variety of blue tones ranging between Saxe and Japan blues, and are given such names as Overseas, Victory, French, Alsatian, etc. Greys and greens come in rather large selections of shades also. Some of the brighter pinks and yellows are popular, such as salmon, apple blossom, deep rose, maize, peach, sunset and carrot and a good deal of sand and fawn are wanted.

Melon and Rosewood

Two new colors are being advocated by some New York houses. One is melon, which is the same rich orange color that one sees in a Spanish melon. The other is that tone which shows up on rosewood when a high light strikes it—really a deep, soft old rose, and the name given is rosewood.

Silk nets are in big demand for evening wear and will be again next Fall. This is assured by the quantities used by Paris designers, and the fact that Canadians, as well as New York people, are partial to the soft filmy nets in the brightest colors procurable and as many as four or five different tones in one gown. Practically everything on the market is sold up in silk nets at the present moment. Tulle, used as scarfs with evening gowns, sells rapidly in view of the fact that it is only wanted for one or two occasions and then cast aside for a different color effect. Tulle has been worn by practically everyone at the fashionable dances this Winter, and perhaps the fancy of tying it at the wrists with ribbon, or catching it into bracelets, so that it drapes about the arms, is responsible for the almost entire absence of gloves on these gala occasions.

More Color in Foulards

In foulard patterns a good deal more color is noted than was shown last season. The latest combination is a British red pattern on navy blue ground. This is in dainty wreath patterns—no doubt a laurel wreath of victory—and is shown on both pussy willow, and Georgette crepe, which two fabrics in similar tones have exceptional possibilities for gowns. The same pattern is obtainable in sand and blue, green and blue, etc. The batek effects in foulards also introduce elaborate color effects.

Satins are selling well for Spring on account of the introduction of the figure-accentuating skirt, for which satin is especially suitable. The longevity of this skirt is, however, questioned, and so there remains hope that taffetas will be accepted very shortly and with considerable popularity. They are selling, of course, at present as a staple silk, but are not entirely suited to the type of silhouette which New York is advocating. If Canadians refuse to accept this long, straight, narrow skirt, it is almost certain that taffetas will hold sway. Plaid and satin-striped taffetas are selling readily for sport skirts.

Satin foulards are selling very well just now. These drape well, and will doubtless hold favor all Summer long for afternoon frocks, when dressy drapings are liked.

Moires, in both pastel and darker colorings are said to be selling well in New York for gowns and millinery.

SILKS HIGH THROUGHOUT

No More Than 20 Per Cent. Decline Possible in Next Ten Years, Says One Importer—European Shipments Satisfactory

ON reviewing the situation in silks with a view to gaining some conclusions as to prices on Fall goods, authorities in the trade pointed out to DRY GOODS REVIEW several factors which indicate that little adjustment in silk prices will be possible this year. Silk of course did not advance during the war in the same proportions as did wool and cotton, and therefore will not be able to recede in such proportions, but the markets are not showing even cotton and wool manufactured goods to be markedly below last Fall's prices. Some recession has occurred it is true, but it is operating only gradually.

In the second place one importer stated that 70 per cent. of the world's raw silk comes from Japan and that enables that country, if competition in manufactured silks should be inclined to place trade elsewhere, to hold up the raw silk prices. The other 30 per cent. of raw silk is scattered in various countries, so that it is forced to keep about even with the Japanese figures.

Prices of manufactured French silks continue at Fall prices. They will probably remain there until the end of this year, but of course the lowering of freight rates and insurance will have some little effect in time. A much higher level under the new conditions which the war has evolved will be fixed, say importers, jobbers and buyers alike, than that before the war began.

"Crepe de Chines, for instance, which were 70 to 85 cents from the manufacturer before the war have gone as high as $1.60 to $1.80. These may be reduced about 20 per cent., but not more than that during the next ten years or for an indefinite period. They cannot go below $1.20 to $1.35 with labor and all other costs so high," said one of the large importers. Some slight readjustment is possible in the Fall prices which are expected any day now.

Shipments are coming from France most satisfactorily at present. Indeed they get here before the invoices, so that exact prices are not known until after the goods arrive.

Some recent cargoes from Europe included silk numbers which were offered in pre-war days, and this fact points to an earlier return to a normal state of supplies than has been generally anticipated. It is causing some satisfactory surprise.

Swiss silks promise to regain much of their old time popularity since the price asked for it is appealing to buyers who are willing to forego the newer developments of finish and design in markets which have been open despite the war.

Silks on the Canadian markets show no drop so far. Some individual instances have occurred where a fear of being too heavily stocked has affected the jobber, but this is not a general market condition by any means.

Habutais took a temporary drop but have gone up again, remaining in a firmer condition than ever.

To conclude, it looks as if buyers must be prepared for a continuation of present high prices, or at least prices very little under present quotations. They will benefit by whatever decline there may be this year, for it will not be enough to affect retail selling prices. Whatever new quotations there are should be worked out by the middle of March.

Continued on page 66

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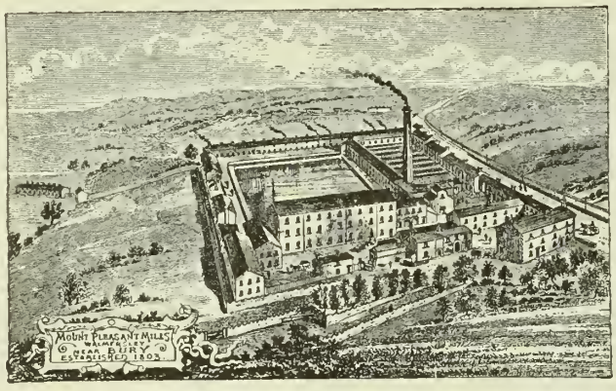

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On these and many other important matters affecting Canadian business subscribers to THE FINANCIAL POST have been kept fully informed in the past few weeks. Important events are in the balance to-day. Don't do business in the dark! Invest $3.00 in a year's subscription to THE POST and be on the alert. Fill in, clip, and mail the coupon.

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IT WILL REPAY YOU IN REPUTATION AND SATISFACTION TO BUY DRESSES, SUITS AND SKIRTS FROM MANUFACTURERS WHO USE RUDOLPH SCHREIBER'S JERSEY CLOTH, ALWAYS LABELED STANDWARE, BECAUSE IT STANDS WEAR

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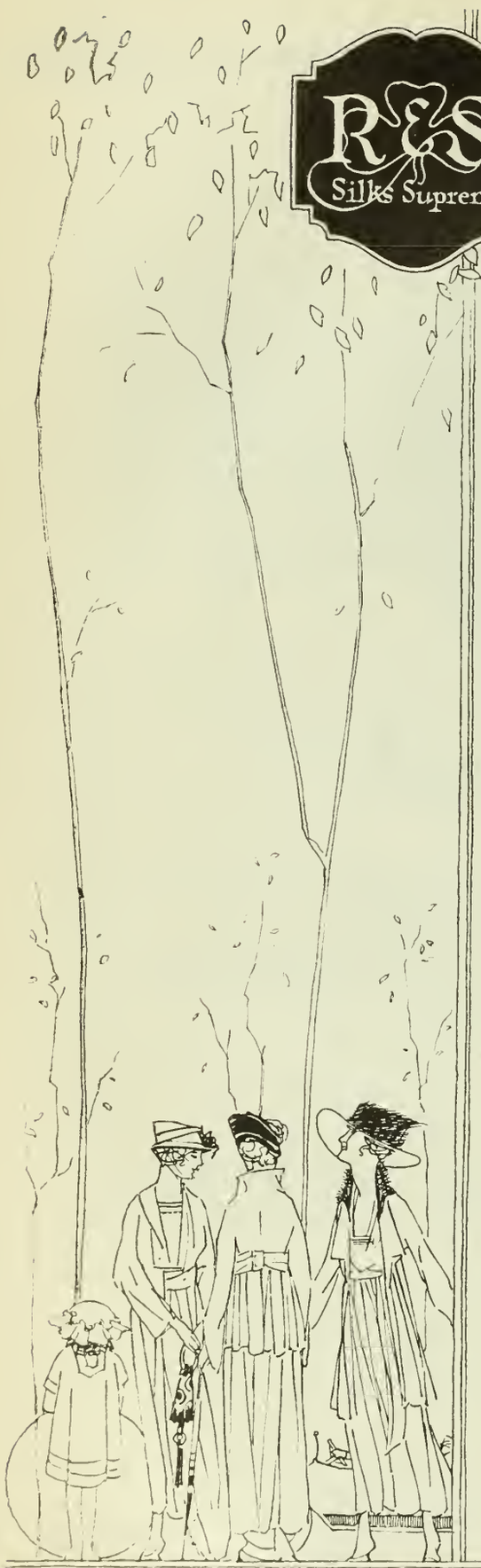

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DRESS ACCESSORIES

NECKWEAR TRADE VIVACIOUS

Waistcoats and Ruchings Leading Items—Sets and Jabots Good—Color Has Strong Hold For Spring.

NECKWEAR has again assumed a role of great importance, both for variety and novelty of design, and for the actual business being done in it. It is said that a keen activity developed in New York within 10 days when buyers suddenly came from all over to replenish Spring stocks. Neckwear factories here are busier than for some years past at this season. In fact a number of them report that the months of January and February have netted them 50 per cent. more business than the same months last year. While this increase is partly due to higher prices, they all remark that the business being done is phenomenal. This is partly attributed to the popularity of frillings such as those described in the last two issues of DRY GOODS REVIEW. These are made up comparatively quickly, samples require little room in carrying around and very small expense is incurred in that way, a few inches of frilling being sufficient for orders mounting up into the hundreds of dollars. Another reason for the activity is the extremely Spring-like weather, which is interesting people in Spring neckwear earlier than usual.

Suit Fashions Demand Waistcoats

While frills and ruchings are still very active, demands for Spring are including a number of other ideas. These have developed very strongly since the last issue of DRY GOODS REVIEW. Perhaps the most influential feature in the neckwear trade for Easter is the fashionable box and waist-coated suit. Practically all the

Paris designers, and the New York houses as well, are featuring the waist-coats, both for suits and dresses, very prominently this season. For that reason there is no end of variety and novelty in the designs of vests, vestees, and waist-coats being made up by the neckwear houses. In waist-coats, the one feature which is seen everywhere is the new length. This year they must be almost in apron style since they extend considerably below the normal waistline. Sometimes this section of the vest or waist-coat shows special trimming or design, such as several rows of lace ruching, or braiding or wool embroidery. Indeed some of them are called apron waist-coats.

Variety of Materials

Many materials are used in these numbers. They include braided or plain pique; black, ivory or colored satin; French flannel, organdie in white or the fashionable colors, such as Victory Red, Overseas Blue, Canary, and the other favorites, also net, Georgette, ninon, moire, poplin faille, broadcloth and a number of the novelty silks of this season, such as Dewkist, Fantasi, Baronette Satin, and in fact almost any fabric which the neckwear house takes a fancy to make up. Waist-coats made of the novelty silks as mentioned last retail at about $10.00 or more. These of course are reserved for the more exclusive trade at such a price, and show self-stripe, brocaded and other fancy effects.

In addition to the novelty of material there is a decided tendency for colors this year. With the Canadian trade as well as that in the United States color seems to be of more importance than for some seasons past, and is selling in the small towns as well as the larger cities, which is not altogether usual in this country. In sets the straight edge numbers are popular, that is the simple little narrow biased pieces made of satin or organdie. Some of these are made quite small and are intended to be worn just at the back of the collarless dresses to give them an attractive finish. Just here it might be mentioned that one manufacturer believes that neckwear houses are liable to kill the trade in organdie by bringing it on too early. "Organdie," he said, "is never favored during the season when people have to wear furs; one crease in it is usually enough to spoil it, and until the weather is sufficiently warm to wear organdie without furs or other weight on top of it, the softer materials will be favored. If organdie is introduced too early people will tire of it later on and refuse to buy it altogether." However, it is being shown to the trade and is selling quite readily, so that buyers are going to be prepared when the really warm weather does arrive.

A great deal of work is being put on some of these organdie numbers, such as many rows of narrow frillings of lace, a good deal of hemstitching in colors, fine tucks, set-in pieces of net, pipings, and so on. Frequently the tucks are arranged in cross-bar effect; this trimming is very popular in both Georgette and organdie.

Tiny Pockets a Feature

One of the tailored vests in cream French flannel was finished with silk braid. It had the edges all bound with the braid, and one or two tiny pockets put in slant ways at either side of the lower part in front. These little pockets were not more than two inches wide and had their edges bound to match.

A few high collars on vests are shown, but not more than perhaps half a dozen at the outside in any one manufacturer's range. They are made of net, Georgette or satin and may fasten up the front, centre back or at the side. Being a strictly tailored style, there is seldom any other trimming on these than fine tucks.

Pique Later

While pique in vests and sets is not

featured very strongly at present, most of the makers-up have stocks on hand or ordered in order to provide for a big call for pique later on. For the immediate present and the Easter Season, however,

Spring Neckwear

White satin tucked and with flat round collar and narrow black moire ribbon makes one of the smartest vests of the month. The one at the upper left corner is shown by A. & J. Hall, Ltd. Beside it is an embroidered lawn slipover collar with sailor back, from the Novelty Lace & Veiling Co. At the upper right corner is a rich ivory satin vest with the new long collar and belt effect. Shown by the Phoenix Novelry Co.

Below is a dainty cross-tucked grey Georgette vest with pipings and buttons in Victory red. In the centre is a pleated French blue collar with black net lace border embroidered in blue. These two numbers are from T. H. Birmingham & Co. At the right is a handsome black satin vest with conventional hand-embroidery. This number is from the R. D. Fairbairn Co. Note the variety of neck-lines.

The way of the vest—in five scenic effects

the novelty colored fabrics and Victory shades are the important items.

A few jabots are selling again, being made in nets, laces, and Georgettes, chiefly.

About the only noteworthy item which has appeared of late in New York which is not already shown here is neckwear cut out of Paisley shawls. The real old cashmeres are cut-up by Lord & Taylor and Co. and made into sets and vests of all kinds. A real vest and waist-coat vest are both featured, and the bottom edges are treated in a number of different ways, forming unusual shapes. Beads are used to trim some of these.

Pearl and crocheted buttons are used for trimming quite a good deal.

The real lace numbers are quite popular where people can afford to pay the price for them. The styles in these are a little wider than are usually shown. Some of the newest numbers are as wide as 6 inches.

The great variety of styles and coloring is indicated by the illustrations and many others are equally as popular.

PARASOLS

Altman's, New York, are featuring some novel parasols for Spring. They are in exclusive styles showing plain and figured chiffon, plain and figured crepe de Chines and Georgette crepe with flowered linings.

It is quite likely that the more frivolous parasols will meet with better sale in Canada this year than they have for the past few Summers owing to the fact that there is a good deal of attention being placed by buyers on the expectation of a Summer of more gaieties than we have had. Garden parties and Summer resorts call for these daintier effects.

D. A. GESCHE, LADIES' TAILOR, OTTAWA

Mr. D. A. Gesche announces the opening of his new ladies' tailoring establishment at 98 Bank street, Ottawa. For the last nine years he has been in charge of the ladies' tailoring department of F. D. Burkholder, Ltd., Bank street.

LEATHER GOODS

THE latest word from New York states that manufacturers of hand bags there are all showing a silk pouch bag for Spring. It is made of black moiré and corded silk, about six inches wide and eight inches deep, finished with a three-inch silk tassel. Chenille tassels are considered passé for Spring. The frame of these bags are metal and the handles of silk. Canadian houses are also including a number of the same nature as the above style in their new ranges.

In purses, some exclusive numbers for Spring are noticeably longer than those which have been in vogue. They are no deeper; usually the familiar size would average about 6 in. by 4 in., whereas the new size is about 8 or 9 ins. long and 4 ins. deep. These are shown in fine-grained leathers, well made and finished as a rule, and sell in the shops at $8 and $10 each. A new feature on one of these designs shown by a Toronto manufacturer has the fastening flap opening downwards instead of upwards. That is the purse folds down in the usual way, but instead of fastening directly on to the under section, there is a tongue which comes up from the under part over the flap and snaps on to it. This method eliminates the tendency towards bending the flap out of shape when it must be lifted first in opening the purse. The new idea is shown on a number of different designs and sizes.

EASTER PURSES

Illustrating the smart new lines in designing and the fashionable types of handles and leathers. Above is a pin seal purse, next is vachette and below one of the dull grained grey leathers with new flap clasp and in longer size, which is coming into favor for Spring.—From Canadian Leather Products, Ltd.

Patent leather and vachette are selling well for Spring. Possibly the bulk of business will be done in these lines since they are produced in good as well as medium qualities. Some are finely grained, others ribbed, and some are left plain.

There are some handles shown with ends stitched on to the purse, but favor is more centred on the handles attached by ring ends to the top edge of the purse. This type of handle, as intimated in the Spring (January) issue of DRY GOODS REVIEW, is much preferred to the strap handles through which the hand passes flatly.

Some colors are shown in novelty lines. There is some call for reindeer, grey, brown, British red and Victory red, a few blues and tans, but smartly dressed women, as well as those with conservative tastes, will carry black in the majority of cases.

It will be seen in the report of the Paris openings elsewhere in this issue that a number of the leading designers there are showing patent leather belts on many of their Spring tailored suits. These are rather narrow widths. A few Canadian stores show dress models with narrow leather belts in colors, but there is no general demand at hand yet.

VEILINGS

Many Spring Novelties

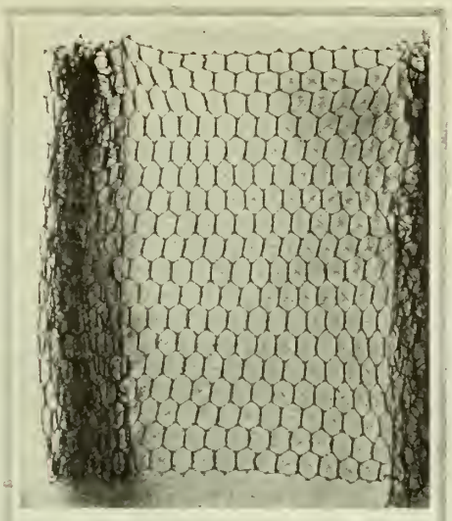
New veilings which have arrived from Europe include some very effective designs, and features which are exclusively this year's. Separate veils are either square, oblong or irregularly shaped. There are few of the round or circular veils of last year. A few of the trailing patterns are shown, but mostly decisive border effects are featured. The borders are usually quite deep on the more exclusive models and show the braidings which were described in last month's DRY GOODS REVIEW, or else fringe edges or hand embroidery work. A few show the elaborate silver and gold threads of last year, but usually they are embroidered in floss or cords in the same color as the mesh. A few numbers show taupe, brown, ruby, grey or henna on a black mesh. Spots, too, are particularly good, sometimes these are united with the embroidery patterns. In colors, taupe seems to be the favorite, both for the mesh and the ornamentation. One of the new designs shows a daisy pattern. This is done by hand with taupe floss, and each motif is as large as the natural flower or larger, and these may be seen in separate designs or grouped. Another new pattern shows polka dots which at a short distance resemble velvet spots, but are in reality, machine stitching. These are connected by machine work in a design and are shown only in black. A novelty which has proven quite popular in Paris is the trench veil. This veiling is sold by the yard and is favored in a shade closely resembling khaki. It is claimed that the name trench was given the veiling because of its peculiar pattern, which indicates heavy lines with light ones in between. The heavy lines are supposed to represent the network of trenches along the Western front, while the finer threads are the communication lines. The mesh is very like some New York productions which were illustrated recently in DRY GOODS REVIEW.

All kinds of spot veils as described are also very popular still and selling even more readily as the Spring advances. A recent novelty from New York is called the "Peacetide" veil. This veil has a straight edge in front and long streamers at the side. These streamers are just half the width of the veil elsewhere and are of such a length that they hang well below the waist line and are embroidered or patterned just the same as the face portion, so that they can be thrown about the neck as a scarf or tied in a bow down the back. This type of veil is suitable with the small round hat. Indeed many of the milliners are showing veils with their hats, each veil matching the hat in color, and sell the outfit complete.

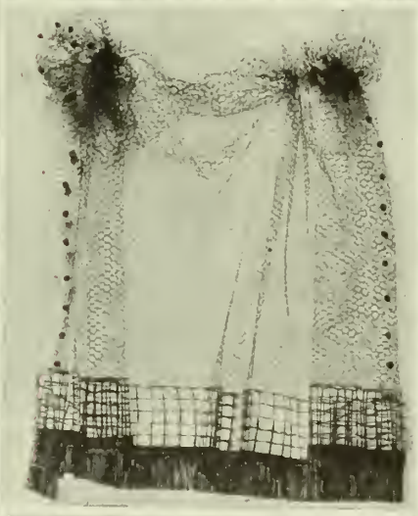
Another New York novelty is the "Victory" veil. This is so named owing to the edge, which is a continued pattern of V's, which form the entire border. These are outlined in chenille dots.

In London, England, a novelty which is proving quite popular is the "Lampshade" veil. This is draped over a wide brim and falls in "corners," which are interspersed with scallops.

New Veils



The "Trench Veil" in khaki color, with its "trenches" and "communication lines" quite evident.



A new draping veil in fine mesh with braid-and-fringe border and dots at back—Taupe shade.

Machine embroidery is at its daintiest in this combination of trails and spots—in black.

Shown by the Thompson Lace & Veiling Co., Ltd., Toronto.

Veils which have novelty borders of tiny bands of fur are considered smart for the immediate present. Such furs as sable, ermine and rabbit are liked for this purpose and are used on meshes in harmonizing colors such as ermine with grey; sable with navy, etc.

FOOTWEAR

Some of the most expensive shoes which are being featured in the United States are quite conservative in style. The black suede oxford has come in for a good deal of attention. These sell over there for $10 or $12. They are made with a long vamp and high Louis XV heels. A similar shoe is to be had in brown. These are considered especially appropriate for wearing with the loose capes and one-piece dresses. Oxfords and pumps are promised almost undivided attention for Spring, and are shown in quite a variety of colors and styles, including low and medium heels as well as high. Vamps are still long unless one follows the French fancy for rounded toes.

Mr. A. M. Betts, of Betts & Oddy's "Ladies' Fashion Centre" store, Rossland, B.C., left Feb. 19 for New York, whence he will sail for London, Eng., to visit his parents, whom he has not seen for over 14 years. Mr. Betts anticipates also a visit to some of the battlefields of France, and will return about the middle of May.

THE BEST VALUE IN CANADA

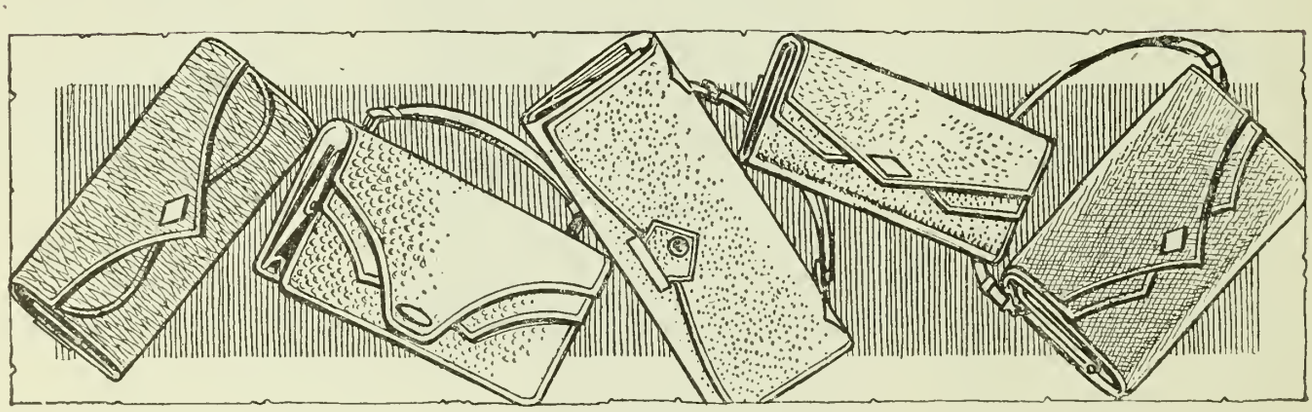
NONE BETTER MADE ANYWHERE

SILK FABRIC BAGS

$1.00 to $36.00 doz.

LEATHER PURSES

STRAP BACK VANITY PURSES, $6.50 to $60.00 Doz.
TOP HANDLE AVENUE BAGS, $9.00 to $60.00 Doz.



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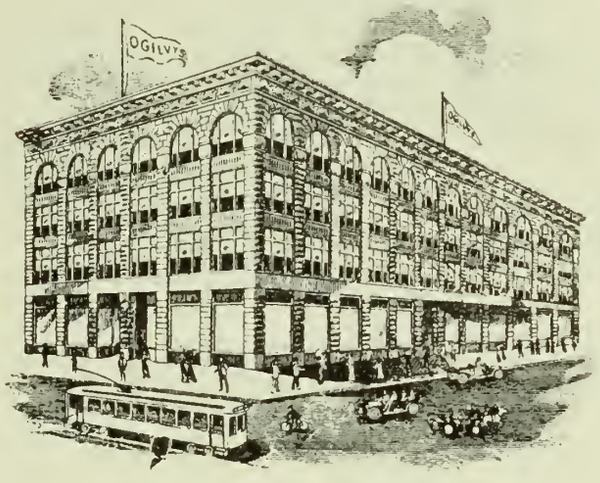
Successful Corset Departments

Ogilvy's say Gossard Corsets make permanent customers



Hundreds of the most successful corset departments in Canada have been built upon the original front-lacing Gossard Corsets and upon the fact that the Gossard Nine Ideal Figure Types guarantee perfect fit, comfort and style to every woman. Ogilvy's Limited, of Montreal, give proof to this statement.

Jas. A. Ogilvy's Limited

Dry Goods, Carpets &c.

The H. W. Gossard Co., Inc., Montreal, Canada
Chicago, U. S. A.

Dear Sirs:—

There can be no question that the selling of Gossard Corsets is of great advantage to us, for the simple reason that the styles are so numerous and comprehensive that we can fit any figure, and that our customers derive so much satisfaction in wearing correctly fitting corsets that they return here for a similar corset whenever they are in need of a new pair.

Yours very truly,

John Atkinson

The Canadian H. W. Gossard Co.

LIMITED

284-286 West King Street **Toronto, Canada**

**This Dome is a Symbol of
The Maximum in Quality**

1919
LOOKING FORWARD

A VITAL business requisite is timely information. Upon this must be built future plans and calculations. The buyer that is able to sift the chaff from the grain and correctly foretell coming events possesses a commercial value of great price.

The glove buyer's problem for 1919 is not so difficult to solve as it would at first appear. **There will be no recession in prices, as the demand will be greater than the supply.**

Raw material is scarce, skilled labor more so, and the demand world-wide.

Careful study along these lines will bring the correct viewpoint and the proper solution. See us and we will talk it over.

PERRIN FRERES & CIE

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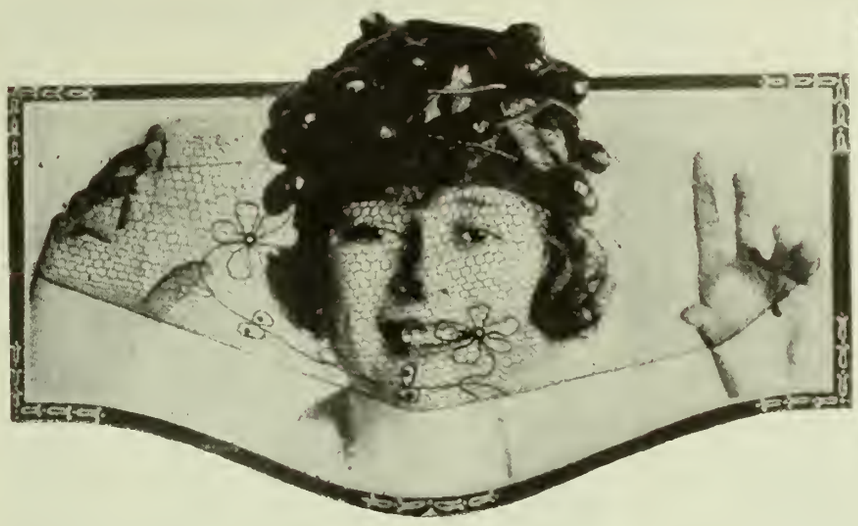
Prominently Before the Bonnie-B VEIL Placed Buying Public

IMPORTED FROM FRANCE

"Just Slip it on"



"A Veil I Really Enjoy Wearing"

Anita Stewart

Veils that are extensively advertised to the customer

Shrewd retailers will see that their next order for veils and human hair nets is sent to the firm which places its goods before the public.

An article that is extensively advertised to the public is the one in biggest demand. The public have a chance to learn of the qualities for themselves and they are guided in making the right choice in purchasing.

Bonnie-B Human Hair Net

Invisible --- Invincible --- Imported

Bonnie B Veils are widely advertised in all the leading magazines. The 25,000,000 prospective customers see they are the kind of veils which are in demand all the time. They have proven fast sellers and will put some life into your veil department.

Bonnie B Human Hair Nets are also in the public limelight, and are receiving faborable comments.

Every effort is being made through the medium of popular magazines to get this line introduced to every woman and girl in this country.

We are the originators of Slip-on Veils.

Be sure you get in a supply to meet the patronage that will come your way.

The Bonnie-B Company

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Over The Top

"War Bride Veils"

WORN BY SMART WOMEN EVERYWHERE

Veilings
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DENT'S D GLOVES

EASTER ANNOUNCEMENT

THE demand for Gloves will be as great as ever this Easter, whilst the shortage continues even more acute.

You will be wise if you look early into the needs of your Glove Department.

Dent's will command sales wherever you have a discriminating customer.

Behind these Gloves is a reputation for the very best. Whenever and wherever you see our Button it indicates a real Glove service.

Remember, that DENT'S Gloves have been leaders in the Glove Trade for the past 200 years.

Be sure you are getting your share of that great patronage that invariably follows DENT'S.

Mail Orders Receive Prompt Attention.

DENT, ALLCROFT & COMPANY

128 BLEURY STREET, MONTREAL

Goods Again Crossing The Ocean

We beg to advise our numerous customers and friends in the trade that the return to Peace conditions enables us to announce that we can now supply all reasonable wants promptly and satisfactorily from stock in

BARBOUR'S

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FAMOUS LINEN THREADS

The uniform High Quality of these goods is well known to the manufacturing and retail trades. Long years of specializing in these Goods only, together with a High Standard of manufacture has made them easily leaders in their line and reliable always.

We should be pleased to quote you on any quantity.

FRANK & BRYCE LTD.

TORONTO MONTREAL QUEBEC

Alexandre Kid Gloves

French Kid and Suede Gloves

Cape Gloves Fabric Gloves

FOR

Men Women Children

Order now for Easter trade

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Alexandre Glove Co.

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31 Horner St., Vancouver

The Sign of Distinguished Service and Style.

Easter Requirements

of

HANDKERCHIEFS
VEILINGS
LACES

If your stock of handkerchiefs is not complete, why not make it so from our large and varied range?

For Easter trade we offer an exceptionally fine line of Handkerchiefs, Veilings and Laces. We carry a large stock and can fill orders promptly.

Order now—we give special attention to mail orders.

WESTLAKE BROS, Limited

24 WELLINGTON ST. W. : TORONTO

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Creator and Manufacturer
of Women's Neckwear

Neckwear of Individuality and ultra-smartness that reveals the latest style features in fascinating fashion.

There's an almost indescribable charm about even the simplest design, and in keeping with all other qualities, the workmanship and finish is distinctively good.

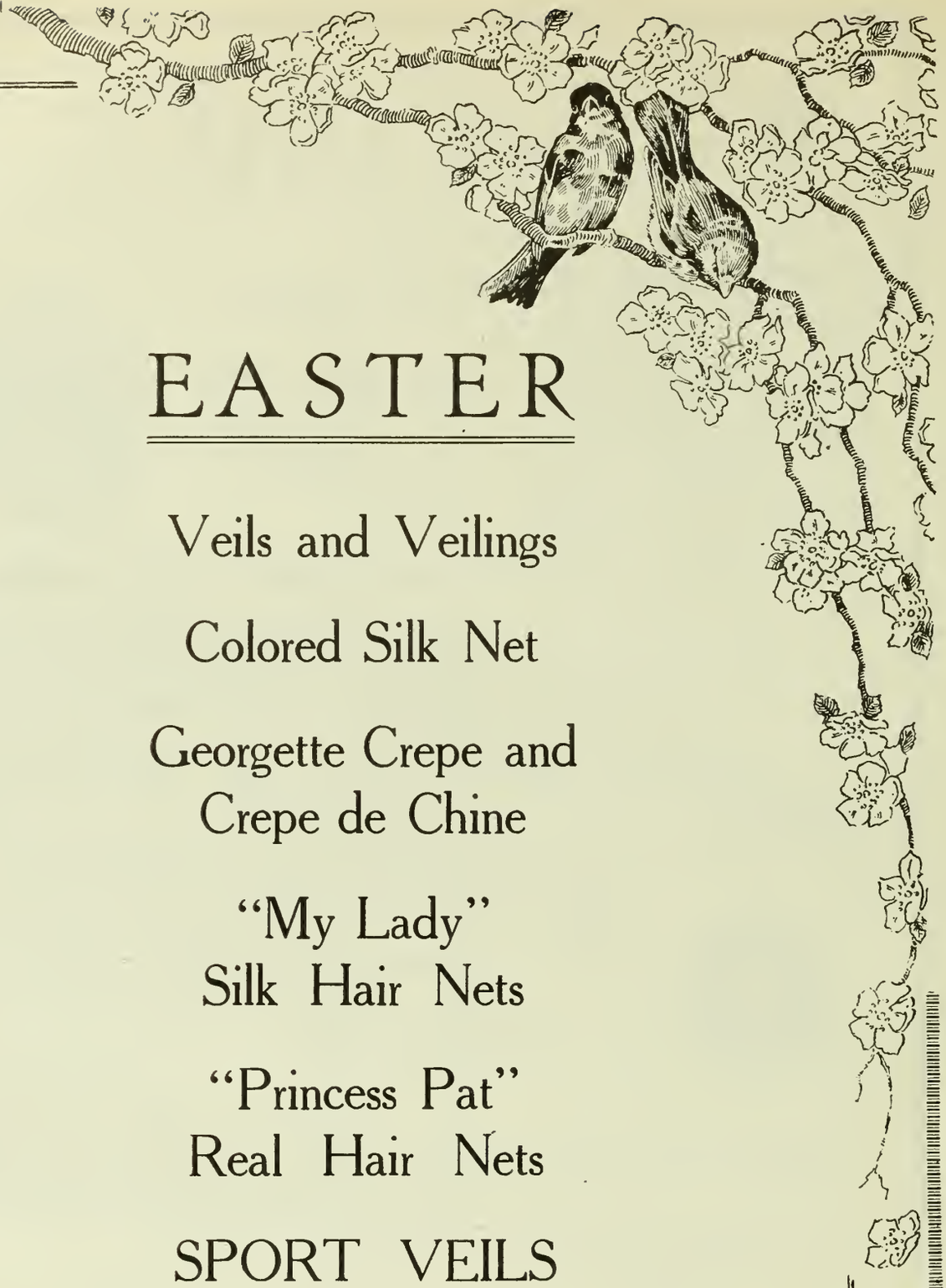
You can readily pick out a "Bland" design from all others, because of the chic daintiness that's so very apparent, and which in time secures the clientele that buys without solicitation.

All materials used in "Bland" Neckwear is of superior quality. "Bland" Neckwear is readily sold in the better stores.

We invite correspondence or a visit from you at any time you may be in Montreal.

W. C. BLAND

10 Cathcart Street, Phillips Square, Montreal



EASTER

Veils and Veilings

Colored Silk Net

Georgette Crepe and
Crepe de Chine

"My Lady"
Silk Hair Nets

"Princess Pat"
Real Hair Nets

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Plain or Fancy

MAIL ORDERS PROMPTLY ATTENDED TO

The Thompson Lace & Veiling Co.

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MANUFACTURERS AND IMPORTERS OF

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CONVERTERS OF

WHITE AND WASH GOODS
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Elegant
Exclusive Neckwear
for
Spring and Easter

We have the very latest in dainty neckwear. It is always up-to-the-minute in style and of such quality as to satisfy the most critical in every point.

Be prepared for Spring and Easter sales.

Prompt deliveries as our stock is complete.

A. Bruce Finnie & Co.
Cor. Craig and Gosford Streets
Montreal

HFD CO.

Furs Dyed in All the Newest Shades

FOXES
WOLVES and WHITE FOXES
DYED TAUPE and BATTLESHIP GREY

SQUIRRELS
DYED TAUPE and BATTLESHIP GREY

RABBITS
DYED KITT, MOLE

The Hollander Fur Dyeing Co., Limited
645 St. Paul St. - Montreal

FUR DEPARTMENT

PRICES EXPECTED TO CONTINUE FIRM

Good Business Being Done in Eastern Canada—Hudson Seal Coats Show Marked Advances

THE solution of the price problem on furs for the next season is still unsettled for the manufacturer, but the longer it goes without material reduction the less the decline will be, according to the views of the fur men. That is, if the pelt holders can afford to stand out for a time, and resist the blandishments of immediate offers, they may get their price. In the meantime the lines that have been sent out for Fall show no indication of any decline in prices; some of the goods that are going out late in March are much higher than one year ago. This, of course, is due to the fact that they are manufactured out of pelts that were bought at a high level, and labor is no lower; in fact, as will be explained later on, costs of labor will be more than they have been.

The way the situation is working out is that the large manufacturers have not bought as heavily of raw materials as in ordinary years, feeling it much safer to wait as long as possible in case skins should take a drop. In some instances allowances are being made in the prices quoted for next Fall for some decline in the courses of the next couple of months or so. If, on the contrary, prices go up, they will be "caught"; if they go down, they will rejoice over their "good judgment." In any case they feel they are playing the safest they can under very puzzling conditions. Indeed, as was remarked by more than one in conversation with DRY GOODS REVIEW: "We thought it was difficult to make a forecast during the war as to what was going to happen; now that peace has come, it is ten times more difficult."

Export Demand

What is tending to hold prices of skins up is the export demand that has developed. During the war ladies in Canada and the United States were able to get their furs with little restrictions. The ladies of London and Paris and other capitals had a hard time, and often had to forego this luxury. Now they want them and are willing to pay all kinds of prices for them. This is said to be the condition with such neutrals as Norway and Sweden as well. Since the armistice the shipping available from New York has improved, and at the New York and St. Louis sales large orders were placed on French account. A large Canadian manufacturing house, for instance, having as they felt overstocked on rats, sold out to an agent of a French house a good portion of their stock, and not at a loss either.

Throughout the trade it is reported that retail dealers are a little loth to stock up for Fall, as they, like everybody else, are expecting a drop. The manufacturers look to make up for this in more frequent orders as the retailers come to realize that even if there is a slight decline there cannot be a very marked one this year, owing chiefly, it is felt, to the export demand that has developed of late. This was a rather new feature for most of those in the fur trade, and without this their expectations of a fairly considerable drop might well have been realized.

Business in East and West

Business in Eastern Canada is reported rather better than in the West so far as placing orders for Fall is concerned. One large manufacturer gives as an estimate of Western buying that it is about two-thirds of last year. He explains the drop by the fact that out in the West there was an abnormal Winter so far as freedom from intense cold is concerned. Indeed instead of temperature far below zero, many of the centres ran around freezing for days and even weeks at a time, with the result that furs were not bought to the extent that they were in a normal year, with business conditions as good as they were this past year, and the dealers are more heavily stocked up than they were a year ago. Then for the past two years the merchants have been buying fairly heavily of furs. In the East, on the other hand, in the earlier years of the war, the dealers rather held off in buying of furs, and their stocks were cleaner this past year than those in the West. Down East too, there has been a greater distribution of money through munition plants than in the West, where the surplus was limited more to the farmers, and only a portion of this found its way into the towns and cities.

Big Advances on H. S. Coats

In speaking of prices one manufacturer pointed to a coat of Hudson seal trimmed with beaver and mentioned the price as $375. The same coat one year ago, a little longer, would have sold for $250. There was thus an increase of 50 per cent., or $125 in this coat. His plain Hudson seals, without trimming, were selling for $300 to $325, as compared with about $225 a year ago. Taking into consideration the fact that this year's coat is smaller, shorter and lacking in the sweep of last year's, the increase in price would be about $125. Sets, he reports, have gone up in about the same proportion.

MONTREAL HAS LABOR DIFFICULTIES

The Montreal fur manufacturers have been facing some pretty steep demands by their employees, under the guidance, it is said, of the leader who was in charge of the threatened strike in New York, where many of the demands of the operators were granted. One year ago last Fall there was a strike of several months in Montreal, which injured the Fall business of the fur houses. The present claims of the workers is for a 44-hour week, in place of one of 49 that has been in force. The wage increase, allowing for the ten per cent. that is covered by this is equivalent to about 30 per cent. A third demand is for the abolition of all piece work.

The fur manufacturers have agreed to grant the 44-hour week, and to pay for the shorter time the amount now paid for the longer week. They have refused to meet their employees for a further increase, and are adverse to the abolition of piece work. They feel that the shortening of the week is all the wage increase they can afford, and so far as piece work is concerned, they want this to go on, as it is an incentive to extra work by those engaged.

The 44-hour week has followed on the granting of this demand by the garment manufacturers in Montreal.

G. F. Reid & Co., 4 Alexander St., Toronto, manufacturers of children's dresses, etc., have moved to Brampton, Ont., where they have better facilities and plant for meeting the demands of their business.

RESULTS OF LONDON FUR SALES

Some Skunk Remained Unsold—Interest Shown by France and America

AN official report on the London fur sales has been sent to DRY GOODS REVIEW with the following introductory paragraph:

"Previous to the armistice of 11th November, 1918, business had been very good with a favorable outlook for the Winter season; since that date much uncertainty was experienced with a great falling off in demand; the result has been a certain adjustment of values in the present series of sales, some articles having a more marked decline than others.

"The market was unable to absorb the very large offering of skunk, many remaining unsold, a result most unfavorable to shippers.

"France was well represented, and America took some interest, as well as Scandinavia to a lesser degree. The home trade bought perhaps less than of late."

Hudson's Bay Company's Sale

Values compared with last October.

Beaver.—(11,063; last January 5,764). 10 per cent. cheaper than October. Musquash—(41,834; last January 10,-270). 10 per cent. cheaper than October. Otter—(1,443; last January 1,-519). Dark 15 per cent. dearer; 260/- was highest price paid, other sorts full October price.

Fisher—(489; last January 494). Dark October price; pale 10 per cent. cheaper. Fox, Red—(3,381; last January 2,373). 25 per cent. cheaper, except 3rds. Fox, Cross—(1,057; last January 835). 20 per cent. cheaper excepting fine. £42 was highest price paid. Fox, Silver—(280; last January 258). October prices; £145 highest price paid. Fox, Blue—(108; last January 29). 25 per cent. dearer; £34 highest price paid. Fox, White—(8,696; last January 2,310). 15 per cent. dearer than in March, about 15 per cent. cheaper than October, 290/- highest price paid.

Marten—(4,586; last January 3,778). 10 per cent. cheaper than in October; 290/- highest price paid. Ermine—8,-219; last January 931). 30 per cent. cheaper than in October. Mink—(1,818; last January 1,565). 15 per cent. dearer. Lynx—(1,324; last January 2,096). 40 per cent. cheaper; 140/- highest price paid. Wolf—(303; last January 394). 40 per cent. cheaper.

Wolverine—(10).

Skunk—(79; last January 188). Hair Seal—(539). Bear, White—(87; last January 93). Hare, White—(55,372). Norwegian, sold 130/-, 250/-, per 100. Squirrel—(24,700). Norwegian, sold 175/-, 180/-, per 100.

Sale of Lampson & Co., Nesbitt, Ltd., and Others

Badger—(7,693; last January 9,382). North American little cheaper. Russian October prices. Bear, Black—(4,070; last January 5,558). October prices. 210/- was highest price paid. Bear, —Brown—(469; last January 464). 10 per cent. dearer. Bear, Grizzley—(22; last January 166). 20 per cent. dearer. 190/- was highest price paid. Bear, White—(144; last January 124). Best skins 20 per cent. dearer, others October prices. £23 was highest price paid. Beaver—(6,779; last January 7,504). 10 per cent. cheaper. 94/- was highest price for dark.

An Advance Model

One of the smart fur sets now under way. Hudson seal with grey squirrel is considered one of the best combinations for next Fall and the lines of this, with the pockets and wide collar, are particularly pleasing.—Made by the Sandham Co., Toronto.

Cat, Civet—(99,741; last January 137,-330). 15 per cent. cheaper. Cat, House —(22,164; last January 17,277). About October prices. Cat, Wild, etc.—(10,-585; last January 12,501). Little cheaper. Chinchilla—(1,116; last January 113). 10 per cent. cheaper. 145/- was highest price.

Dog—(7,819). All unsold.

Ermine—(101,621; last January 100,-482). 15 per cent. cheaper.

Fisher—(2,066; last January 1,422). October prices. 460/- was highest price paid. Fitch—(47,250; last January 113,-584). 20 per cent. cheaper. Fox, Blue —(593; last January 88). October prices. £46 was highest price paid. Fox, Cross —(1,338; last January 1,022). 20 per cent. cheaper. 480/- was highest price paid. Fox, Grey—(22,222; last January 16,405). About October prices. Fox, Kitt—(43,813; last January 18,345). 10 per cent. dearer. Fox, Red—(24,503; last January 49,206). Best 20 per cent. cheaper. Other sorts 10 per cent. Fox, Silver—(2,066; last January 663). Little cheaper. £175 highest price paid. Fox, White—(6,644; last January 6,802). 20 per cent. cheaper. 260/- highest price paid.

Hare, White—(326,656; last January 331,975). 40 per cent. cheaper. 565/- highest price paid for selected.

Kolinsky—(50,283; last January 82,-598). About October prices. 10/6 was highest price paid.

Lynx—(341; last January 2,066. Rather cheaper. Leopard—(199; last January 142). Contained some dressed which sold 95/-, 100/-.

Marmot—(23,273; last January 88,-945). October prices. Marten—(4,112; last January 193). 15 per cent. cheaper. 230/- was highest price paid. Marten, Baum—(173; last January 620). Mostly dressed skins. Marten, Stone—(740; last January 996). October prices. Mink.—(37,000; last January 60,475). 20 per cent. dearer. 58/- being highest price for British Columbia. Mink, Japanese—(1,430). Most unsold. Mole—(501,823; last January 382,378). 10 per cent. dearer, 120/- per 100 being the highest price. Moufflon—(24,824). 20 per cent. cheaper. Musquash, Brown—(618,967; last January 1,745,272). Best October prices. Southern 10 per cent. cheaper. Musquash, Black—(72,625; last January 27,262). A few sold October prices. Most unsold.

Nutria, raw—(118,883) and Nutria, dressed—(102,827)—Raw, part sold, October prices; dressed, part sold, full October to 10 per cent. advance.

Opossum, American—(465,299; last January 629,624). 15 per cent. cheaper. Many unsold. Otter—(2,762; last January 5,733). 10 per cent. dearer. 135/- highest price paid.

Raccoon—(66,475; last January 102,-149). 15 per cent. cheaper, except Dark.

Sable, Russian—(1,003; last January 818). Some nice goods. Sold well. 900/- was highest price paid. Squirrel, Raw—(325,905). Raw Siberian sold well. Squirrel, Backs—(70,278). 10 per cent. cheaper. Squirrel, Skins — (259,169). Dressed skins, October prices. Squirrel, Tails—(9,654 lbs.) Nearly all remain unsold. Skunk—(764,242; last January 426,041). Best 10 per cent. cheaper. Long stripe, white, 20 per cent. Southern's 30 per cent. 40/- was highest price paid.

Wolf—(8,928; last January 17,257) October prices. Wolverine—(1,577; last January 1,216). 15 per cent. cheaper 130/- was highest price paid.

Australian Goods, by C. M. Lampson & Co., A. & W. Nesbitt, Ltd., and Anning & Cobb

Opossums, Australian—(242,357; last January 359,625). 20 per cent. cheaper than October. Opossums, Ringtail—(16,348; last January 82,415). October prices.

Wallaby—(57,838; last January 197,-746). All sorts October prices, except Victorian, which are 25 per cent. cheaper. Red Fox, Australian—(19,537; last January 2,199). October prices. Wombat—(2,789; last January 443). Little dearer. Kangaroo—(191; last January 457).

China Furs: Eastwood & Holt, H. Kiver & Co., E. Barber & Son

Bear, White—(12). Badger, Japanese —(4,663; last January nil). 750 mixed, sold 9/3, 9/6; rest unsold.

Civet Cat, China—(3,247; last January 25,846). 2,000 not landed, some dressed; sold 12/9. Dog, China—(515; last January 304). 251 sold 16/-. Fox, Japanese —(4,334; last January 4,191). 595 Mongolian sold 32/6 and 33/6, remainder unsold. Fox, China—(2,770; last January 73,397). 600 sold 20/-, 24/-; rest unsold. Fox Tails—(2,592; last January 15,468). Sold 5/6 and 6/-.

Kid Crosses—Black—(5,723; last January 1,085). Part sold about October prices, part not landed. White—(515). Not sold. Grey—(1,516; last January 214). Most sold 23/. Mixed—(941). About half sold up to 17/, half unsold. Red Skins, Black—(6,831). 3,000 flat plain sold 1/10, rest unsold. Kid Skins, Grey—(150). Sold 1/6. Kid Skins, White (6,156; last January 3,236). Sold at good prices up to 15/-.

Leopard—(880; last January 110) Most unsold.

Marten, Japanese—(4,913; last January 4,866). Most unsold. Mink, China —56,059; last January 79,780). More than half sold at full October prices. Marmot—(19,361; last January none). 7,361 sold.

Kolinsky—(380; last January 1,015). Sold at October prices. Pahmi—44,695; last January 23,200). 9,625 sold 2/11, 3/6 for selected.

Raccoon—(9,918; last January 32,696). Best parcel fetched 1 3-6, about 6,000 brought in.

Sable Japanese — (45). Sold 50/-. Sable Tails, China—(1,600). Sold 1/5 and 1/6.

Rabbit, White, China—(259,460; last January 175,749). 9,650 sold 1/4, rest unsold. Rabbit, White, Crosses, China—(1,444; last January 2,103). All unsold.

Squirrel, Raw—(39,768). Not landed. Squirrel Tails—(843 lbs.) Not sold. Squirrel, Flying Japanese—(2,000; last January none). Not sold. Slink, Crosses (4,160; last January none). All unsold. Slink, Skins—(177; last January none). All unsold.

Thibet Lamb Skins—(32,089; last January 228). 600 Extra large sold 20/-, rest unsold. Thibet Lamb Robes—(1,-454; last January 20). All unsold.

Goat Skins, Grey—(51,568; last January 20,458). About 27,389 sold at cheaper price. Goat Skins, White—(12,016; last January 1,330). About 3,000 sold 7/6. Rest unsold. Goat Skins, Black—(7,766; last January 7,683). In good demand, selected up to 18/-.

Sheep Skins—(1,413; last January none). Unsold.

Fall Model

Hudson seal coat trimmed with plucked beaver. Novelty roll collar; fancy brocade lining. Length 40 inches, which is likely to be the popular length.—Shown by the Redmond Company, Limited, Montreal.

P.E.I. MAN MAKES LARGEST INDIVIDUAL FOX FUR SALE ON RECORD

Mr. Chester McLure, Charlottetown, manager of the P.E.I. Fur Sales Board, is feeling very optimistic upon his return from St. Louis and New York. He made the largest individual sale on record, of silver foxes—over $100,000 at one sale, the highest price paid for a single skin being $800. This sale was made in New York. Mr. McLure's total sales aggregated close upon $150,000. There should be no break in the fur market, Mr. McLure thinks, because there is no great supply of furs. He believes that much better prices could be secured by the fox farmers of his province if more co-operation in marketing were evidenced.

"We have the product," he says, "but we are demoralizing every principle of trade in the way we are placing our high grade article on the market."

STYLES FOR NEXT SEASON

Canadian wholesalers whose samples for next season's styles are already on the road forecast interesting changes in milady's Hudson seal. Fur coats for the autumn, according to probabilities, will be shorter. The forty inch Hudson seal coat promises to become the most popular style, selling at about the same figure as the 45 inch coat this season. The forty-two inch coat should be in good demand too. Coats will for the most part be belted, with smaller skirts. Cape effects will be worn extensively and the shawl collar will be in vogue. Hudson seal will not only hold its place as the most popular fur for women's coats, but will also take precedence as the choice for scarfs and small furs. The coatee, according to some dealers will not be sold in Canada next fall but others, including some large buyers, predict a good sale for them. One Toronto buyer stated to DRY GOODS REVIEW that coats and throws of all kinds will be more popular than they have ever been, by next Fall.

On account of the high price of muskrat, mink-marmot should command an especially brisk market with the country trade. Natural muskrat, by reason of its forbidding figure, will not be in great demand, for the consumer who can afford the natural rat is fairly certain to be financially capable of reaching the top notch price of Hudson seal, and this for obvious reasons he is likely to do. Mink-marmot promises to sell at the figure for which natural rat was quoted this last year. Men's racoon coats have advanced fifty per cent. in price over last year. Men's fur trimmed coats with beaver, otter, and Hudson seal collars should command an excellent market.

There is some call for summer furs among buyers. "There are really only two months in the year, in Canada, when furs are not an actual necessity, let alone a whim of fashion," said another buyer. "We anticipate a good demand for separate pieces."

SILKS HIGH THROUGHOUT

Continued from page 39

Labor unrest, shorter working hours and increased pay are bound to affect the situation in the United States, in Europe and in Japan, tending to keep up manufacturing costs. On the other hand, high wages will be a big factor in meeting the high-priced merchandise.

Business is exceptionally good at present throughout the silk trade and the balance of the Spring and the Summer are expected to continue exceedingly active.

FUR COATS SHORTER

There is a strong tendency in fur coats for next Fall to be much shorter than last year. Many of the orders now being placed among some of the more exclusive stores are for coats as short as 30 inches and up to 34. This contrasts with 40 to 44 inches this past season. This change in the style is welcomed by the manufacturers as it allows them to turn out coats at a smaller advance (the word "decline" is not appropriate under the circumstances) than would otherwise be the case.

Another change in styles for next Fall that would appear to be fairly well marked is to wide stoles in place of the more rounded, narrowed pieces of the present season. This will mean a lessening to some extent in the animal effects that will be shown, although the material used in these wide, flat stoles runs more to mole, and Hudson seal in particular. Some of these stoles are quite wide, and altogether are quite a contrast in their long flowing appearance to the close, thick-set animal effects that were more prominent before. As a compromise between these is the cape effect, which will be strong again.

In muffs the drop canteen will be very strong, with the ordinary "round" muff as the competitor. Some very smart designs are shown in the dropped canteen effects, with skunk, for example.

Prices of the pelts continue to hold very firm. Wolf skins are up in a few months from $14-$15 to $19.20. Mink, too, has advanced, and skunk averages about 20% higher. Lynx is up as well, and, indeed, is becoming a most popular fur both for sets and trimming. Squirrel falls into a similar category.

SOME NEW TERMS EXPLAINED

Namrit—An English voile with guaranteed indelible colors. 40 inches wide.

Grass Cloth — A ramie-like cotton fabric.

Chantilly—Name applied to a French linen-finish fabric.

Sapinette—A straw braid originated by a New York house.

Nancette—A highly lustrous silk featured by a New York manufacturer.

Peau de Peche — Literally "skin of peach"—a new French silk with velvety texture somewhat like a fine duvetyn or suede, but all silk. Comes in a variety of solid colors.

Tricoline—A cotton production resembling silk; for dresses, blouses, underwear, etc., in popular colors.

Triconette—A jersey-like cotton fabric claimed not to stretch.

JAPAN HAS SOMETHING YET TO LEARN

As importers state it, the great difficulty with the Japanese silk market is in getting deliveries. This is not now due to shipping or any other condition foreign to the trade proper so much as to the Japanese methods of doing business. While Japan has taken great strides in building up foreign markets and developing her manufactures during recent years, she still has many things to learn of Western ideals in business if she wishes to retain the customers whom necessity has brought to her.

"The only way to get satisfactory deliveries of Japanese goods," said one representative—and the same views have been voiced by others regarding various lines of Japanese merchandise—"is to establish an office and warehouse in Japan. A purchaser on the spot could buy a few pieces of silk, for instance, now and then and put them away until he had enough for a shipment, but if he attempted to place an order for several thousand yards for any definite delivery he would never get it. The Japanese manufacturer will sell you what he has on hand or will take your order as you place it, but when he has the goods completed for your order someone else will come along and offer him 10 cents more for it and he sells it rather than take the trouble of shipping it to you. Your order might never be filled or it might be filled in 25 years, but not when you expect it, unless you are on the ground to take it immediately when it is produced. It is the same with their raw silk. They will sell, to the highest bidder on the spot, the bales of silk which you have ordered for definite delivery unless you are right there to take it as soon as it is baled up."

THE SHOPPE DE LUXE, OTTAWA

The New York Importers, exclusive ladies' ready-to-wear, have opened their well-arranged new store at 67 Bank St., Ottawa. The entire store has been remodelled since its occupation by a jewelry firm, and now looks in keeping with the advertisement, which proclaims the store a Shoppe de Luxe. Situated one door from Sparks street, the centre of the shopping world of Ottawa, the location bids fair to prove desirable and profitable.

A NEW STORE WITH A NEW IDEA

The Davis Store, 184 Sparks street, Ottawa, uses the above slogan in their opening advertisement. They will offer to the public great bargains at prices ranging from 1c to $1. Ladies' wear was the leading feature for the first day's business, but enamelware, china, and hand bags were also given prominence. The store is in close proximity to the F. W. Woolworth store, and situated in a busy part of Sparks street.

TO SETTLE DISPUTES

The Senior British Trade Commissioner in Canada and Newfoundland (Mr. G. T. Milne, 367 Beaver Hall Square, Montreal) has been notified by the Imperial Department of Overseas Trade in London that he is empowered to appoint an expert to examine and report upon consignments of goods from the United Kingdom in respect of which a dispute has arisen, and to certify the signature of such experts as authentic. The Commissioner will, however, only intervene when requested to do so by both parties to the dispute.

The kind of disputes in which the Commissioner may intervene are those regarding goods which are alleged to be not up to sample, or which have arrived in a damaged condition owing to faulty packing. The Commissioner is not authorized to deal with claims under insurance policies for goods damaged during the voyage.

As the official Trade Representative in Canada and Newfoundland of the Indian Government, the Commissioner is also authorized to act in regard to disputes relative to shipments from India.

The remuneration of experts appointed by the Commissioner is a matter for the parties to the dispute. No fee will be charged for his services.

The British Trade Commissioner at Toronto (Mr. F. W. Field, 257 Confederation Life Bldg., Toronto) is empowered to act in disputes arising out of shipments to Toronto and to other centres in Ontario.

W. G. Perry, of the F. R. MacMillan stores, Saskatoon, Sask., has returned from a business trip to New York, Montreal and Chicago. James Adams and Robert R. Brown, also of the MacMillan store, have returned from New York and Montreal where they have been purchasing spring stock.

Miss McKinnon, of M. E. Cameron's, Goderich, Ont., was among the many millinery buyers in Toronto recently.

Miss H. P. Kearney, of Sloan & Kearney, Kentville, N.S., spent a week in the leading millinery markets preparatory for Spring openings. Maize, henna, sand, black-and-white, in colors; flowers, especially daisies, sailor styles, and veils are some of the outstanding features of Spring millinery which she discovered.

The N.Y.K. liner "Katori Maru" reached port at Victoria, B.C., Feb. 26, after a 14 days' passage from Yokohama. She carried 7,040 tons of cargo, including 2,080 bales of raw silk valued at over $2,000,000.

An extra distribution of approximately $2,000,000 to the common stockholders of the American Woollen Company was voted March 4 at the annual meeting at Springfield, Mass. Payments will be made in Liberty bonds on the basis of $10 par value on each of the 200,000 shares of common stock. The directors voted this bonus in addition to declaring the regular dividend of 1¾ per cent. on preferred stock and 1¼ per cent. on the common stock.

ABOUT HUDSON SEAL

Hudson Seal is the trade term for sealdyed muskrats.

HOLLANDER Seal is the quality term for sealdyed muskrats.

The public nowadays buys quality.

The wise manufacturer sells quality.

Therefore he sells

HOLLANDER SEAL

which is

SOME SEAL!

A. HOLLANDER & SON, Ltd.

Dressing and Dyeing of Furs

Works :
64 QUEEN ST.
MONTREAL

N. Y. Office :
129 WEST 30th ST.
N. Y. C.

Your business will need

Moose Head Brand Furs

this year more than ever before

Prices for Fine Furs have not fallen.

Judicious buying will have to be the slogan for your department.

Confidence in the reliability of the fur goods you will handle in 1919 will have to be stronger than ever.

Our endeavors for the coming season are not slackening; and we infuse our personality into the manufacture and building up of all our garments.

Moosehead Brand Furs

Established 1852

The Highest Grade of Furs Produced

-- and --

The Most Reliable

L. Gnaedinger Son & Company

90-94 St. Peter Street, Montreal

MILLINERY

MILLINERY SHOWS INTERESTING DEVELOPMENTS

Mary Pickford Sailor a New Feature—Transparent Crowns, Much Trimming, Including Array of Flowers—Colored Spring Likely to Mean Black and White Mid-Summer

FOLLOWING the trend of the various styles of dresses, coats and other wearing apparel millinery this year is showing a very noticeable tendency toward much more trimming than has been in vogue since the war began. The mannish military styles in apparel of all kinds seem conspicuously absent this year, and while simple lines are preferred, millinery as well as gowns have launched strongly into much trimming and ornamentation. The nearer the warmer weather approaches, the more certain does a much-trimmed season appear.

There is decided enthusiasm expressed throughout the millinery trade on the amount and also upon the outstanding features of the business which the early months of the year have experienced. "Millinery is coming into its own again." This is the remark of a number of wholesalers at present. Retail houses, as well, are very pleased over the prospects for the coming season. Although they everywhere express regret at the shortage of supplies in trimming, prices are better this year than they have been for a few years past, but they are gradually coming back to where they used to be, because of the greater amount of material used and the improving conditions generally throughout the trade. With importations coming over more readily from Paris, and the increasing interest being shown in millinery, generally, and possibly the introduction of long skirts so that attention is rising from the feet to the head once more, it is possible that by 1920 millinery will be at one of the most prosperous seasons in its history.

"Before the war we used to get from $15 to $25 on an average for our better grade hats," said one wholesale milliner "This year we are getting around $15 to $18, but that is the highest apart from a very few exceptional cases." There are few women this year paying $40 and $50 for their Spring hats as they used to some five years ago. They are coming back to it gradually however.

A Spring Feature

is the narrow-brimmed sailor set upon a bandeau and with trimming at the back. This particular model is in henna Georgette in folds and same color dull, fine straw; glycerined ostrich at back.—Shown by the D. McCall Co., Toronto.

Dedicated to Our "Mary"

Last month readers of DRY GOODS REVIEW had their attention directed to the revival of the Watteau hat. This is developing quite strongly, and a novel outcome has resulted. It is called, by one or two houses, the Mary Pickford Sailor. This little sailor is tilted up at the back by a bandeau underneath the brim; the bandeau extends all around the crown, but is deeper in the back than elsewhere. The brim varies in width from 1½ to 2 inches, while the crown is correspondingly low. Naturally with this style of hat the trimming is emphasized at the back. In some models it takes the form of many, many, loops of half-inch ribbon hanging down the back from the bandeau or else of bunches of flowers, or glycerined ostrich, or other feathers. These sometimes mount high on the top of the brim at the back as well. The Mary Pickford Sailor in general is characterized by the low crown, narrow brim and bandeau. It is to be had in many of the hand-made shapes of Georgette crepe with fancy trimming straw in the season's novelty colors, such as henna, jay blue, dust, extremely glossy black, and peacock blue.

Transparent Crowns

Another feature which is developing quite noticeably is the transparent crown. This is usually made of tulle or steamed maline without any stiffening under-

Paris Millinery

Poke effect—covered with Georgette and trimmed with grapes. Streamers of velvet ribbon. Marie & Annie model.

Toque—made of black jet covered with maline; maline pompom at side. For evening wear. Vasselin Villetard model.

Fine Milan straw in jay blue; trimmed with flat daisies on crown and folded on edge of brim. Hermance model.

Imported by Messrs. Vyse Sons & Co., Ltd., Montreal

neath. The brim with these crowns may be of fabric or any of the soft fashionable straws or combination of both. One attractive number had diamonds outlined in fine straw and filled in with strands of white ostrich. These motifs appeared on the brim and one on the centre top of the crown.

We are weaned away from the tailored styles this year so that some milliners are doubtful as to whether Italian milans will have their usual vogue this Summer. Instead they predict a call for leghorns with more trimming than the milans usually will stand. The leghorn numbers being shown at present for mid-Summer are frequently tilted up and poked in at the back with the kinks filled in with feathers, flowers and ribbon, one or all, and like the Mary Pickford Sailor they frequently have a bandeau to emphasize the slant upwards.

Hair braid, hair lace, maline and anything that is transparent is predicted to be in very strong demand throughout the season. These are chiefly wanted in black, but colors are selling also.

A Flower Season Promised

Many varieties of flowers are used along with feathers, ribbons and fine straws for trimming.

New York is talking strongly of a decided flower season this year. While the Canadian trade is ready to accept it, the supply of desirable flowers to be had is not yet adequate to allow of the hats made entirely of flowers and piled up in the quantities that some New York designers would like. Veiled flowers, appliqued blossoms, wheat and daisies are much in evidence and several models show daisies folded over the edge of the brims. Ribbons of all widths and colors are used this season; some even in long streamers down the back in wide widths, and fringed ends. One crown on a wide-trimmed crepe model was entirely covered with loops of narrow satin ribbon standing out so that the crown resembled one huge pompon of ribbon.

For Early Spring

A Chic model of basket straw cleverly designed with wings.

Veils and tulle scarfs are very fashionable in some of the dressier numbers.

Indeed some of the plainer numbers as well have scarfs attached for throwing about the neck. One model in lisere after the lines of the jockey cap has a scarf made of fine wide black lace bordered with plain net; it is attached at the side of the hat at the base of the crown, and is conveniently placed for drawing across the face to form a veil and then passing safely around the neck as a scarf. Most tailored hats have some such attachment which changes their severe ways into an effect at once feminine, and trim and neat. Most of the small turbans and toques which last year would have been satisfied with one feather or pompom, must have this season several of them, mounting high—very high— upon the centre of the crown, or drooping over until the little hat is well-nigh submerged.

Black and White to Follow Color

"There is so much color this Spring that it simply cannot last throughout the Summer," said one leading milliner. "I should not be at all surprised to see a distinct development of black and white for mid-Summer." Apart from that, and the transparent hats, there is little suggestion offered for the later season. The trade is awaiting the results of Eastern selling before purchasing heavily of flower-trimmed hats or of any other distinct feature. The feeling is general, of course, that Summery, feminine millinery, with plenty of fruit, flowers, ribbons tulle and soft fabrics will be favored all through the season, and that large hats will predominate for Summer.

EASTER MILLINERY

Trimmed Hats
Straw Hats
Panamas
Straw Braids
Flowers
Fancy Mounts
Ornaments
Mourning

Special preparations are being made by us for early Spring and Easter business. All Departments are replete with New Goods and Novelties, both at Toronto and Branch Salesrooms.

Our travellers cover the Dominion from Coast to Coast, and bring buyers everywhere in touch with our large stocks.

Inspection invited.

Letter orders solicited.

Ribbons
Silks
Georgettes
Crepes
Crepe de Chines
Malines
Nets
Laces

G. GOULDING & SONS
TORONTO

BRANCH SALESROOMS:
WINNIPEG, 66 King Street — OTTAWA, 193 Sparks Street — HAMILTON, 28½ John Street

DYNAMO BRAND

By this Mark you are enabled to recognize MALINES which cannot be equalled in Quality--absolute Exclusiveness and Economy.

"Dynamo Brand" Malines

Are guaranteed Rainproof. They resist Rain—Dampness—Snow—Sun and Perspiration.

They excel where others fail, and they naturally become the ideal Maline for Millinery and for Maline Scarves, so appropriate for evening wear. They are economic, because **one** yard of Dynamo Maline offers more advantages than **two** yards of any other make. Buy Dynamo Maline, it is the Original Guaranteed **Rainproof Maline.**

MONTREAL
Room 705
Read Bldg.
Tel: Main 6524

CHAS. MOUTERDE (*United Makers*)
The only selling agents for *Gros Million & Co.* of Lyons [France] for the Dominion of Canada. *We only sell to the Wholesalers.*

80 Wellington St. West
TORONTO
Tel. Adel. 4184

1919 - SPRING STYLES - 1919

DIRECT FROM THE MANUFACTURER

SERVICE. As we keep in touch with the fashion centres, we are able to give you the latest productions as they are being shown. You can also feel assured in ordering from us that the high standard of quality and workmanship that has built up the popularity of *Peerless Shapes* will be maintained.

DELIVERY. Owing to our complete manufacturing facilities, it enables us to ship your shapes within five (5) days following receipt of order.

CHILDREN'S SHAPES numbered 219x to 230. Price $5.50 per dozen.
LADIES' SHAPES numbered 300 up. Price $6.50 per dozen.

Conditions make it necessary for these prices to be subject to change without notice.

Favor us with a trial order of three (3) dozen of our styles shown here, in ¼-dozen lots.

PEERLESS HATS LTD. 10 ONTARIO STREET WEST MONTREAL

LADIES', MISSES', and CHILDREN'S HATS and BUCKRAM SHAPES

DGR KNITTED GOODS DGR

MANY SUMMER NOVELTIES SHOWN

Boys' Jerseys, Ladies' Fine Wool Coats and High Grade Artificial Silk Models All in Good Demand—Crimson and Navy a Popular New York Color Combination

AMONG the knitting mills the general outlook of trade is reported as good. The lack of labor in some departments, however, is still a source of worry and is causing a hold-up in delivery of orders. Labor is the dominant factor in the holding high of prices and the future seems to give assurance only of further increases.

Boys' Wear

There is steady demand at present for boys' jerseys. The regulation cotton shirt has reached prices beyond the value of its utility and quality. If the popularity of the jersey is any gauge, it is a more practical garment than the shirt for ordinary occasions. The jersey is warm, fits well and looks comfortable, and besides does not seem to need so many visits to the wash tub, as do some other styles of garments. The English jersey market is practically closed at present, which fact is keeping Canadian manufacturers unusually busy. Their difficulty is in keeping on hand sufficient raw material.

Ladies' Fancy Garments

The slip-on sweater coat is appearing in a number of new effects—so radical in some cases that the original garment can scarcely be traced in them. A new number, which is proving of much interest in the United States, and is likely to be featured in this country, is in coat style, in fine wool and fancily cut.

The Canadian Ascot is another new number meeting with considerable favor for the coming season. It is in fine wool also, and has a smart effect, by reason of its novel design.

As was suggested in the previous issue of DRY GOODS REVIEW, the extreme scarcity and the high prices of artificial silk, are regulating sweater coats of that material strictly to the "few." There are some very beautiful garments offered in it, but wholesale prices run from about $15.00 to $45.00. Of course, at such figures, manufacturers are careful to get the very best results possible in the way of workmanship, color and design, and buyers who handle that class of garment are taking them up readily. Stripes and fancy color combinations have given place almost entirely to the coats of plain body with stripe or brushed trimmings on collar and cuffs.

Cape Sweaters

The popularity of capes is felt in the knitted coat world. On some of the newest models, a cape effect is achieved with very interesting results.

The popular colors now, as experienced by a manufacturer of high-grade, artificial lines, are rose, yellow, purple and sand, with a good deal of black being worn.

Art Silk Knickers

A new line being introduced by a Canadian house is the artificial silk underskirt and knicker. This garment will no doubt be very acceptable to women who adhere to the narrow skirts and also to those who do much driving. The satin and glove silk garments are liked and it is reasonable to suppose that the firmer, good wearing artificial silk will also be given place.

In the stores one sees a variety of colors not featured very strongly in the past few seasons. One of these is lilac, or lavender, with wide, white bands on collar, cuffs, and pockets, it is very attractive. One "case" of henna color has been observed in sweaters, though this line was perhaps the strongest resistant to that fancy of the season. Jay blue is very noticeable too. All these shades are in the fine, soft wool models. Tuxedo fronts are shown on some of the new models. These are usually accompanied by a buttoned belt in preference to a sash. Buttoned or laced V necks, flat Dutch collars, and also a number of novelty waist-coated models are seen at varying prices.

Knitted slip-over and skirt suits are being exhibited at the Spring fashion parades. They have brushed wool collars, cuffs, and bands on skirt, and at the bottom of the sweater. The whole of the suit is usually rather close-fitting.

The "Canadian Ascot"

A novelty sweater shown by R. G. Long & Co.

Imported Novelties

A slip-over model, shown by a New York house, is in American Beauty red, showing the fish-tail sleeve; that is a fitted sleeve with ribbed cuff from which a "tail" effect flares out around the hand; the collar is round and flat, and, like the sleeves and body of the slip-over, is knitted in fancy stitch resembling crochet. A number of variations of the round neck are featured. Crimson and navy is a favorite color combination.

Some novelties are shown in French numbers also. Some are made with rows of fibre silk and wool-woven in cardigan stitch in such a manner as to make each row encircle horizontally. There are no pockets, but the fronts show a novel pinch tuck treatment at either side from under which are string sashes of plain fibre silk to be brought around, adjust the waistline fullness across the back and tie with a bow at centre.

One number has a "V" shaped looped and buttoned gilet attached underneath so that a soft edge is achieved, and this is in one with the short, sailor-back collar.

Other collars, however, favor the double circular type which rolls high and away from the throat. Cuffs, usually of the plain silk, are turned back and linked.

Such combinations as gold and black, canary and white, white and old blue, or two tones of delft, are noted.

UNDERWEAR

Outlook for Export Business Promises Activity for Mills—Wholesalers' Stocks Light

UNDERWEAR.—There has been a tendency on the part of buyers, both wholesale and retail, to hold back on placing orders for next Fall and Winter in anticipation of a reduction in price. At the present time there seems no immediate prospect of such a move.

Indications are that there will be some large orders placed by Roumania and Serbia and possibly some of the other Allied countries, which will tax the capacity of the Canadian mills. These orders are not yet in hand, but there has been some business for other lines placed in Canada and that underwear is to be added to the list of exports seems more than likely.

Stocks in wholesalers' hands generally are pretty well exhausted, the orders for the forces undertaking the Siberian expedition being supplied from the wholesalers' shelves. With the retailer indications are that owing to the generally mild winter there may be a very fair amount carried over to another season, and this is undoubtedly a factor to curtail placing from this source. However, with a normal winter next year, or one even approaching normal, there should be big business and sorting in large volume seems quite probable.

COMMENCES OPERATIONS

The Canada Needle Works, Limited, which was organized early last Summer, has now started operations at Georgetown, Ont. They manufacture latch needles for knitting-machinery. A new brick factory, 36x90, has been built and equipped with modern facilities, and there are 25 skilled hands, male and female, employed.

Previous to the war Canadian knitting mills have been dependent to a very large extent on needles imported from Germany. In fact the shortage of knitting needles has been more acutely felt than even wool and dyestuffs, and it is hoped that the new concern will be of much assistance in supplying the shortage.

MODERN MILL UNDER WAY

The new building of the Riverside Silk Mill at Galt is expected to be completed by June 1st. That it is possible for the industry of silk spinning to be carried on successfully in Canada, is demonstrated by the fact that when the above firm started throwing silk four years ago, they consumed 250 pounds of raw material per week, while to-day they use 4,000 pounds. A modern, attractive mill and the pleasant work which it provides, should assist in developing very materially this important new industry in Canada.

Three Leaders

The fine pure wool slip-on sweater is in apple green and white with neat collar and green pompon, knit fancy above the waist and in single and double ribs below.

The coat sweater, also in apple green, shows the white stripes, too, which are much in favor this year. The collar is deep sailor style and the double front forms a chest protection. Slender lines are maintained.

The little girl is wearing a smart Saxe blue and white sweater coat, comfy and neat —Made by the Universal Knitting Co., Vancouver, B.C.

SUPPLIED BIG PART OF CANADA WOOL CLIP

The Southern Alberta Wool Growers' Association shipped a total of 1,584,783 pounds of wool to Toronto during 1918 under the co-operative plan, and private members shipped about 100,000 pounds more. The sheep industry centring around Lethbridge supplied over 40 per cent. of the Canadian clip in 1918 and about 15 per cent, of annual Canadian consumption, according to figures supplied by the Winnipeg office of the Commissioner of Immigration and Colonization.—*Canadian Official Record.*

CAPT. ROY GRAY, M.C.

Death in the Great War has taken a second son from the family circle of an esteemed citizen of London, Ont. Capt. Roy Gray, M.C., son of Mr. James Gray, died of pneumonia, after a long and distinguished service of the most arduous fighting with tanks and infantry. Lieut. Ronald Gray, a brother, laid down his life some months ago. Both these young Canadians were valiant youths in the finest sense of the term. Pte. David Gray, a brother of Mr. James Gray, also made the supreme sacrifice. The sympathy of the trade is extended to Mr. and Mrs. Gray in the severe losses which they have sustained.

THE GAINSBORO SHOPPE, OTTAWA

Ottawa is being favored with a number of fine new stores. The Gainsboro Shoppe, 204 Sparks Street, is the latest and most fashionable one to be added to the list.

The interior of the store is beautifully decorated and everything that can be thought of for the shoppers' ease and convenience has been arranged. A feature is the private dressing rooms which will be very much appreciated by the public. The opening display will include millinery, hats, hosiery, lingerie and corsets.

ATLANTIC

Underwear Does Not Shrink

Atlantic garments are made from pure maritime wool. This wool has been naturally treated by the Atlantic breezes. This means a wool that will not shrink.

The thought behind this is that in offering Atlantic Underwear—you offer a line which you can thoroughly recommend. Explain this to your customers—let them know of Atlantic values and you will secure their business and confidence.

Sell the best—sell Atlantic.

Atlantic Underwear, Limited

MONCTON, N.B.

Harvey

Brand Underwear

The Brand that is different

If you want an easy selling line of underwear, get Harvey Brand. It is recommended because of its ability to meet the full needs of your customers.

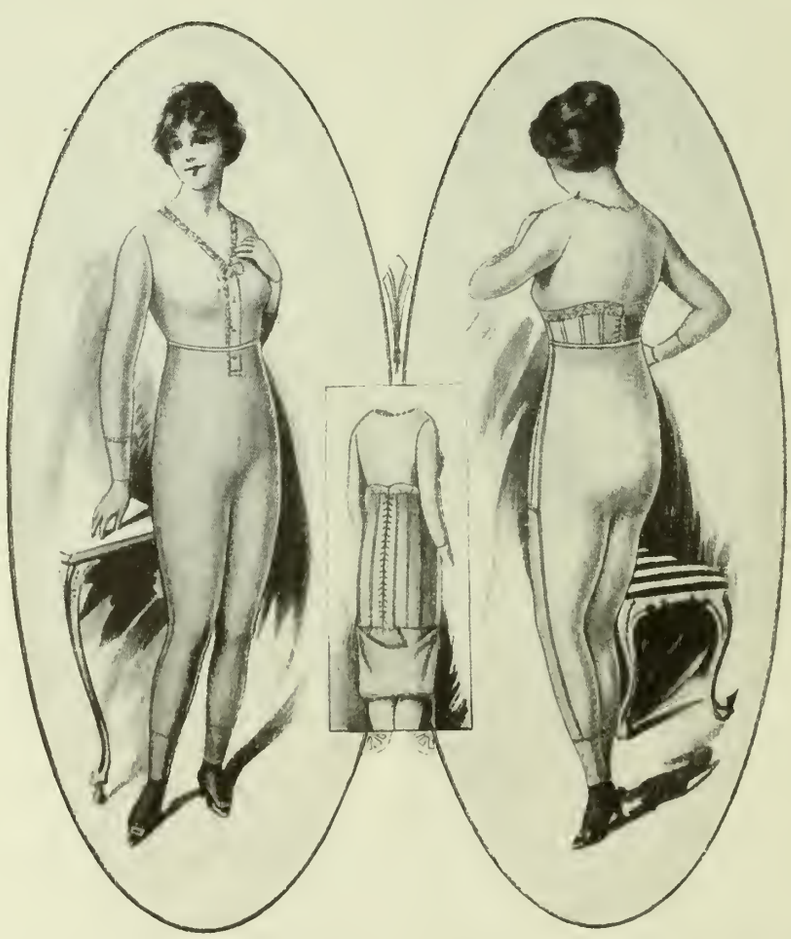
Among the large assortment we carry there is the ever-popular New Mode Drop-seat Combinations.

Stock Harvey Brand—it will give you a real chance to supply your customers with the underwear satisfaction they seek.

These agents carry a complete range of samples.

AGENTS:

Western Provinces: H. P. Lang, 462 Indian Rd., Toronto, Ont.
Ontario: J. E. McClung, 33 Melinda St., Toronto.
Quebec: P. C. Adair, 318 King's Hall Bldg., 591 St. Catherine St. W., Montreal, Que.
Maritime Provinces: F. S. White, St. Stephen, N.B.



Harvey Knitting Company

Limited

WOODSTOCK, ONT.

MONARCH-KNIT

Bringing New Customers To Your Store

The Spring Advertising Campaign for Monarch-Knit Sweater Coats, Monarch Floss and Monarch Down is now in full swing. Attractive advertisements—some illustrated in full color and others in black-and-white—are appearing in the leading magazines. These advertisements tell your customers all about the superior style, quality and value, and the all-Canadian character of Monarch-Knit, and carry the suggestion that the leading stores are showing the line.

Your Spring Selling Season

will show better results if you link up with Monarch-Knit National Advertising. Feature the line in your window and store displays, and in your local advertising. Let the public know you are selling this well-known line. By so doing your sales will show an appreciable increase for the same people who have already formed a favorable impression of Monarch-Knit through our National advertising will come to your store to see the actual goods. Monarch-Knit style, quality and value, plus your selling service will then transform interest into action, to the advantage of all concerned.

The Monarch Knitting Co., Ltd.
Dunnville, Ontario, Canada

Manufacturers of Men's, Women's and Children's Sweater Coats and Hosiery. Also Monarch Floss and Monarch Down.

This Photograph

shows how perfectly Mercury Seamless Fashioned Hosiery for women fits at the ankle, the heel and the toe.

This hosiery is knit by special machines. It is fashioned at the sides—that's why it gives the slim, neat fit

without a wrinkle at the ankle.

It also has a widened top—a comfort feature that women appreciate.

Mercury Seamless Fashioned Hosiery for women has been a great success from the day we first offered it to the trade. Its sales have increased at a wonderful rate.

Cashmere, Cotton, Mercerized Lisle in all leading shades.

Also Mercury Pure Silk Hosiery and Mercury Sports Hosiery for women in Silk and Wool and other mixtures.

A full line of Men's Socks, and excellent lines for children.

MERCURY will win trade for you.

Mercury

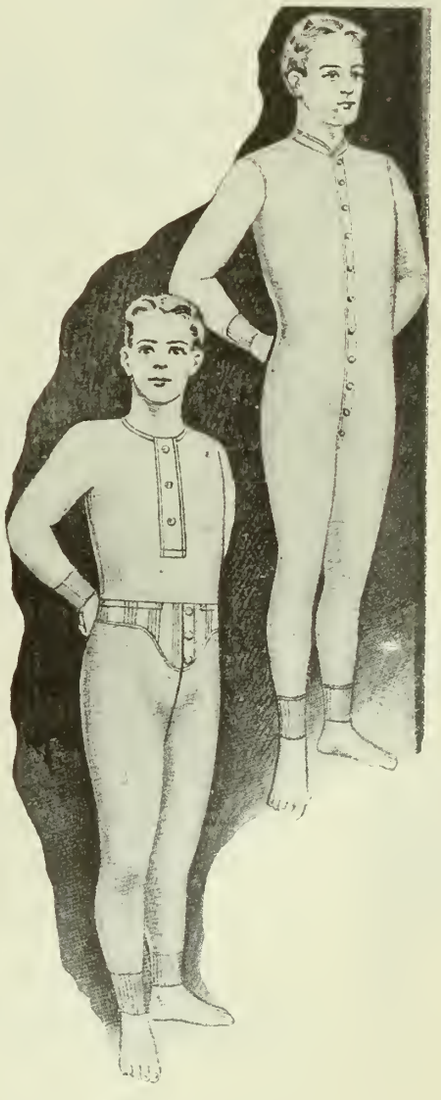
Hosiery

Mercury Mills, Limited

Hamilton
Canada

St. George
BRAND
Underwear

In every town there are customers who know good underwear. They come to you for the best, and you promptly show them St. George Brand. They look the garments over —examine them in detail, and then buy. You have not used a single argument—the garments did the selling. Now that's the kind of underwear which it is our special care to produce.



St. George Brand is made in many different weights and styles and in Scotch Knit, Heavy Wool, Rib and Fine Elastic Combination.

The Schofield Woolen Company, Limited

Oshawa Canada

Circle Bar Hosiery

Supplies the full need wherever Hosiery is worn

For Men

For Women

For Children

Circle Bar Hosiery is made with the idea of supplying you with a dependable line of hosiery.

The demand for reliable hosiery has become a matter for serious consideration with most dealers.

That is why **Quality** has been our chief guide-post in buying raw materials and manufacturing.

Our line is now known as one which caters to men, women and children wherever hosiery is worn.

The wise retailer will "hit the trail" for Circle Bar Hosiery—the line which is a friend to all retailers.

The CIRCLE-BAR KNITTING Co., Ltd.
KINCARDINE, :: :: ONTARIO

AVON-KNIT LINES
for Fall and Winter

Everything that could be done to put full satisfying quality into Avon-Knit goods—has been done without limit or stint.

In Avon-Knit products you have a line which will help you hold profitable patronage to your store.

There is a full range in the hands of our selling representatives who will be around to see you.

Buy Avon-Knit goods and they will put some "punch" into your Knit-goods department.

AVON HOSIERY LIMITED
STRATFORD - - CANADA

Richard L. Baker & Co., Sole Selling Agents
[84 WELLINGTON STREET WEST TORONTO

ZIMMERKNIT
DIRECTOIRE
DRAWERS

THE DAINTY
ALL SEASONS
GARMENT

ZIMMERKNIT
TRADE MARK

A Dainty yet Serviceable article—Very Suitable for your Spring Showing. Directoire Drawers are Knit. They come in four colors, White, Pink, Sky and Black. In Balbriggan, Lisle and Mercerized. Elastic Waist Band and Knee Garter.

ZIMMERMAN MFG. COMPANY
LIMITED

HAMILTON, CANADA

BEAUTIFUL THREE COLOR DISPLAY MATERIAL ON REQUEST

WE set the pace last year in Pullover styles. The season's best selling styles were first shown in "Bentro-Knit," —the manner in which they were copied and adapted testifies to the "hit" they made with the trade and public. For 1919 "Bentro-Knit" styles again lead.

BENTRO-KNIT FOR 1919

The complete range contains a fine selection of novelties as well as standard lines in PULLOVERS, KNITTED COATS, MUFFLER SETS, CAPS, MITTS, GLOVES, ETC.

You will again see the most popular styles first in "Bentro-Knit," so your inspection of our 1919 range is the first step in selecting a quick-moving stock for this year.

The Williams-Trow Knitting Company

Limited

Stratford - Canada

REPRESENTATIVES:

J. M. ROBERTSON & CO., Toronto
J. B. TROW & CO., Montreal
O'BRIEN, ALLEN & CO., Winnipeg
A. M. MOUAT & CO., Calgary
A. J. SNELL, Vancouver

Peerless Underwear and Good Business

Thousands of dollars have been spent to perfect and produce Moodie's Peerless Underwear.

We are rewarded by the public's appreciation of our product. The superb quality, exclusive styles, and perfection of finish have created big demand.

MOODIE'S *Peerless* UNDERWEAR

With dealers rests the responsibility of satisfying that demand. To have Peerless always in stock means increased business — and increased profits.

Peerless Underwear Company, Limited

Controlled by

J. R. Moodie & Sons, Limited, Hamilton, Ont.

"Craftana"

Registered No. 262,0[illegible]

THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

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

TRADE MARK
MADE BY
THE GODERICH KNITTING CO

Maple Leaf Hosiery
Made of Pure Wool

This is a brand which has won popularity by its full satisfying value and sales attracting quality.

Let MAPLE LEAF Brand Hosiery build up your Hosiery department.

Wait for "Maple Leaf" Man.

THE GODERICH KNITTING COMPANY, LIMITED

GODERICH -:- ONTARIO

BALLANTYNE

Coats and Pullovers for Spring and Summer

The Rothesay

The newest styles, the most popular color combinations and workmanship unexcelled, are the distinguishing marks of Ballantyne Knitted Coats and Pullovers.

Shown on this page are four Spring and Summer Trade Builders.

The Margate

The Devon

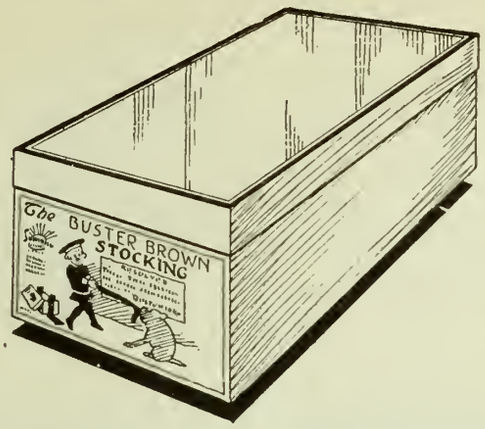
The Brighton

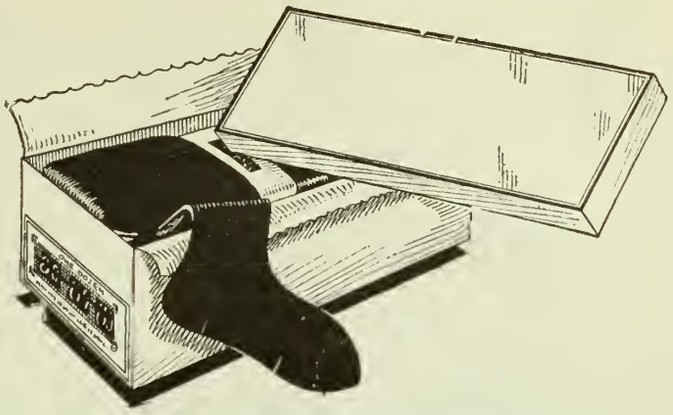
Made in the Season's Most Effective Color Combinations.

Write or Wire Your Requirements

R. M. BALLANTYNE, LIMITED

STRATFORD, CANADA





"Sunshine" Hosiery is a Profit Maker

If you sell a brand of hosiery commanding easy sales, quick turnovers, big volume, it means increased profit to you.

"Sunshine" hosiery is a profit maker. Most women know about "Three Eighties," the famous "Sunshine" hosiery for women. But have you told them about "Sunshine" hosiery for the rest of the family?

About "Buster Brown" stockings — for boys?
"Little Darling," "Little Daisy" — for girls?
"Marathon" or "Pedestrian"—for hubby?

Let your customers know that the above brands for all the family are of the same quality as the Three Eighties for women.

Your Profits will show the result

CHIPMAN-HOLTON KNITTING CO., LIMITED
HAMILTON ∴ ∴ ONTARIO

Sunshine Hosiery
REGISTERED

YARN

To

Make New

and

Better Socks

for the

Returning Men

of your

Town

Bonner-Worth

Domestic and Worsted Yarns

Home-made socks will be in demand when the "boys" get back home again. They will have found out the true virtues of the socks—made from Bonner-Worth Yarns—which were made at home for them during the war.

Bonner-Worth Yarns should be prominently displayed and boosted for this and other domestic purposes. They are Canada's finest yarns and their sale should certainly be pushed. Give Canadian mothers Bonner-Worth Yarns for making socks for the returning defenders of Canada.

Samples and prices on request.

The Bonner-Worth Co. Limited

Telegrams: "BONWORTH"

PETERBORO - - ONTARIO

AGENTS: J. E. McClung, Ontario Selling Agent, Manchester Bldg., Melinda St., Toronto; Bryce & Co., Winnipeg and Vancouver, Selling Agents for West; A. L. Gilpin, 243 Bleury St., Montreal, Selling Agent for Quebec; V. A. Barnwell, Pictou, N.S., Selling Agent for Maritime Provinces.

CASED OR BALED

High Grade Cotton Batting

Extra Handsome *Extra Quality*
Moderate Price

Order Victory—67 rolls to case

The Old Reliable, North Star, Crescent, Pearl will still give far the best value for their price and can be had 125, 100, 80, 67, or 50 rolls to bale or case.

ANY WHOLESALE HOUSE

Mitchell Woollen Co.

LIMITED

Manufacturers of:—

ELASTIC RIB UNDERWEAR, FINE CASHMERE JERSEYS, SWEATERS, TWEEDS AND ETOFFES, ETC. . . . . .

Heavy Wool Socks

At Popular Prices

MITCHELL - ONTARIO

Mr. Merchant:

What about silk military braids for trimming taffeta suits?

Have you seen the very new loop fringe used on taffeta dresses, or any really nice silk dress girdles?

We manufacture all these articles besides soutaches, dress ornaments, elastic cord loops and silk dress fringes.

THE MOULTON MFG. CO., LIMITED

4 Inspector St. *Montreal*

Neyret Gloves for Spring

CHAMOISETTE in Leather Color

New Styles Now in Stock

Also direct imports of:—
Martin, Roche & Bickert's Velvets,
Chapal, L. M., and other Electric Seals,
Olmer's Silks and Cravats,
Coty's Perfumery,
Finest French Lingerie and Laces,
Dresses, Blouses, etc.
And all kinds of French goods imported on a commission basis.

Call or Write for particulars.

A. GERMAIN & CO.
PARIS, FRANCE
Commission Merchants and Importers
Montreal Office: 14 Phillips Square

One Dollar or So

will make your wants known across the continent throught the condensed ad. column of Dry Goods Review. The charge is only 2 cents per word per insertion. If replies are directed to a box number add 5 cents extra.

DRY GOODS REVIEW
143 University Avenue
TORONTO

Bostonian Cream. Put up in Brown, Gray, Cordo-Tan and all the popular colors, The ideal cleaner for kid and calf, both glazed and unglazed.

Nobby Brown Paste for Brown shoes, also **Nobby Brown** combination.

Peerless Oxblood combination for red shoes, also **Peerless Oxblood** paste.

Quick White Liquid Canvas Dressing.

Albo Cake White Canvas Dressing.

Top-Notch White Leather Dressing.

Rival Gloss, Self-Shining Dressing.

Ask your dealer or write us for

Whittemore's Shoe Polishes

BUTTON? Loss or Profit

Menkin Equipments and Service Pay Big

HOW often have you with regret taken fancy button mark-downs that wiped out your profits?

How would you like to "turn the tables" and also give your customers better satisfaction than ever?

OUR proposition is not merely the best Button machine, but also a system that helps you please patrons most as well as making big money for you.

Write for Particulars

S. MENKIN, INC.

Creators, Promotors and Producers of Covered Button Supplies for 60 Years

Now also Sole Makers of SCHOTT and DIRACO Button Moulds and Machines

145-147 West 28th Street
NEW YORK

FANCY GOODS
NOTIONS & TOYS

ART NEEDLEWORK

Some New Stitches in Embroidery and Knitting Hold Interest For Busy Fingers—No Decline in Prices Likely This Year.

WITH the prospect of home-knit sweaters being popular again this season designers have been busy producing new things for people to make. The mills have done their part in producing a splendid range of colors in wools and cottons, and also silks, and now the designers have come out with a number of new ideas in the actual work.

One of the prettiest new effects is filet wool work. A new sweater shown by Simpson's has the body part knit in plain stitch with ribbing at the waist, and from there down the wool is crocheted in filet pattern with some of the same designs which are used in cotton crochet work. These are very effective and novel in wool. On the shoulder of this sweater is a piece set in to match the lower part. Some other numbers are actually knitted in a design which resembles filet crocheting.

So far, it looks as if the regular pullover sweater of last year is to be the silhouette favored this year. There will be some of sleeveless numbers made, but there is a possibility of the wide scarfs replacing these. Now that the scarfs are belted in, or fastened at the wrists forming a nightingale, they fit better than they used to, and are less trouble to put on than the sleeveless sweaters, and, of course, are more dressy looking. The regular style of sweater will continue to be a strong favorite, and in all the brilliant colors of the season. Fancy knitting wools have not yet appeared in the color leader of the season, that is henna. However, a sweater has been made in that tone by one mill. It was shown in a Yonge St. window, accompanied by a pair of boots with vamps in kid to match the sweater, and uppers in sand color. It was a distinctly smart suggestion.

A new yarn is on the market. It is a very attractive mixture of wool and silk, fluffy, soft, and in a good range of colors. The price is rather high, restricting its use so far chiefly to trimmings and baby things. It retails at $1.60 a small hank.

Interest is quite lively in crocheting again. Night-gown yokes, camisole tops, boudoir caps, etc., are all being busily fashioned. With the exception of the caps these articles are mostly done in white, leaving ribbons or touches of hand-embroidery, or possibly a tiny crocheted edge to provide the color. This line, together with infants' and children's stamped dresses, caps, etc., are perhaps everywhere the most active in art needlework. Some of the new designs for children show the waist and sleeves entirely crocheted in filet patterns.

Features in Embroidery Stitches

In colored embroidery work two or three fashionable leaders in stitches are noted. Most important of all this season is the French dot. This is not the tiny French dot, which used to be restricted to forget-me-not centres, but a new large dot in coarse floss. It is used for filling in background, and a great deal of originality may be expressed in shading and in color combinations in this stitch. One of the most handsome sets offered shows a large spray of American Beauty roses —larger than life-size, but as natural in effect as possible—the old reliable rose that never grows old-fashioned. The curled back part of the petals is padded and shaded in the usual way, but the petal proper is filled in, delicately shaded, with these large French dots, which gives a novel and delicately attractive effect. The foliage is done solidly and shaded, which throws up the new idea of the rose the more effectively. A large centre piece, cushion and runner set is to be had in this design.

Another stitch, which is used with good results in backgrounds, is a long,

Ribboncraft

All these and many more dainty articles are fashioned chiefly of ribbon. The boudoir cap has a new touch of style in its large Alsatian or aviation bow (whichever name you prefer). All the articles have little touches of hand coloring which add to their artistic effect, especially where flowers are fashioned, as in the carriage sash, the bag and the mules.—Made by Ribboncraft Co., Toronto.

straight stitch, following a crackle design, or a hexagon mesh effect, the open spaces measuring about a quarter of an inch across. This background fills in the space between the floral pattern and the edge of a centrepiece and at the ends of a scarf and cushion top.

The darning stitch and tapestry effects described in a previous issue of DRY GOODS REVIEW continue in good favor.

Wheat designs are liked, especially when done in delft blue, which is a leading color for Summer fancy work. Daisy designs done in coronation braids, are like roses always saleable, and combined with some of the new touches in backgrounds they are always interesting.

Variety of Scarfs

There are some new ideas in applique work also. One set in crash of natural linen shade has a foliage and flower design appliqued of the same material in blue. The edges are worked in long white blanket stitches, and the veining of the leaves is also white; a half-inch fold of the blue crash edges the scarf.

No end of pretty designs in dresser scarfs are shown. They combine some cluny, filet and Irish crochet laces, but many fine imitations of them, with centres of lace medallions or of fine white fabrics embroidered in delicate designs. Some are left all white, while others show pale or even quite high colorings, sometimes emphasized by a touch of black. Wreathes, garlands, flower-baskets, sprays, scrolls, all are in good taste.

Prices in these stamped goods remain practically the same as last year. It is hoped that within a couple of years more, the favorite linens will be procurable again, but for the present they are far beyond a price that could be paid for easy selling merchandise. Better grades and supplies will probably be offered next year, but with present costs of labor and manufacture, duties and transportation charges on the materials and trimmings imported, it is unlikely that any noticeable reduction in prices will be possible by next year.

A NEW FASTENER

A new dress fastener or "dome hook" is being placed on the market by a Toronto firm. It is claimed to be flat and inconspicuous on the lightest material It operates like a hook and eye, with a sliding motion. A card of a dozen black and a dozen white fasteners is arranged on an attractive display card 5½ x 8½ in. in size, with easel back.

In after-the-war readiness, a number of English toy manufacturers have begun the making of a number of entirely new toys, among them are new toy cranes with self-gripping hooks, and a toy telephone, described as "the real thing," to retail at a shilling in England.

NEW EMBROIDERIES

Daisies of white Coronation braid with blue French dot centres, blue wheat and blue dots make the handsome design of this centrepiece, of which a corner is illustrated. The material is white satin-finished cotton with torchon lace edge.

Large, lovely roses are always good sellers. This sofa pillow belongs to a set done in American beauty colorings, with the novel feature of shaded French dots filling in the petals and emphasizing the padded parts.

Ecru jewel cloth in this table cover harmonizes well with the conventional pattern, worked in rich tones of fawn, golden brown and burnt orange. The darning through the open work is in two shades and very effective.

This ecru linene runner has its effective pattern developed by delft blue material, appliqued with long, white blanket stitches. The border is also of the blue.

Shown by Campbell, Metzger & Jacobson, Toronto.

HAMBLY & WILSON, Limited

11 WELLINGTON ST., W.
TORONTO

ART NEEDLEWORK

SHETLAND FLOSS

INSTRUCTION BOOKS
Crochet and Knitting

EMBROIDERY and CROCHET THREADS

Knitting Pins, Crochet Hooks
Embroidery Hoops, Beads

STAMPED GOODS are in demand.
Our range is very complete.

DRESSES ROMPERS
NIGHT GOWNS APRONS
SACQUES BIBS
CHILDREN'S WASH HATS
TRAYS CENTRES
DOYLIES SCARFS

LINGERIE TRIMMINGS VANITY BAGS INFANT NOVELTIES

We manufacture Ribbon Novelties which heretofore have been imported from U.S.A.
Buy from us and save import duties.

RIBBONCRAFT COMPANY

Phone College 438

229 COLLEGE STREET :: :: :: TORONTO, ONTARIO

SMALLWARES
for
EASTER TRADE

Celluloid Bag Frames
Metal Bag Frames
Hyclass Domes
Hyclass Hair Nets
Sport Veils
Faultless Hexagon Mesh Net
Combination Veil (with spots)
Admyra Veil (Fancy design)

WRINCH, McLAREN & CO.
77 WELLINGTON ST. WEST, TORONTO

IMPORTERS *and* MANUFACTURERS

Art Needlework *and* Fancy Goods

"Peri-Lusta" *Mercerized Cottons* **"Crystal"** *Artificial Silk*
Embroidery Materials

Fancy Linens and Piece Goods

MADEIRA HAND EMBROIDERED LINENS *and* HANDKERCHIEFS

Campbell, Metzger & Jacobson

932-938 Broadway New York Cor. 22nd St.

Canadian Showroom and Factory:

Bay and Wellington Sts., - Toronto, Canada

BUTTONS

REMOVAL NOTICE

Owing to the enormous increase of business, we were forced to look for larger premises and beg to announce to the trade that after March 15th we will be located at **66 Wellington Street West**, where with additional facilities we will be in a better position to serve our customers. Please call in and inspect our new quarters.

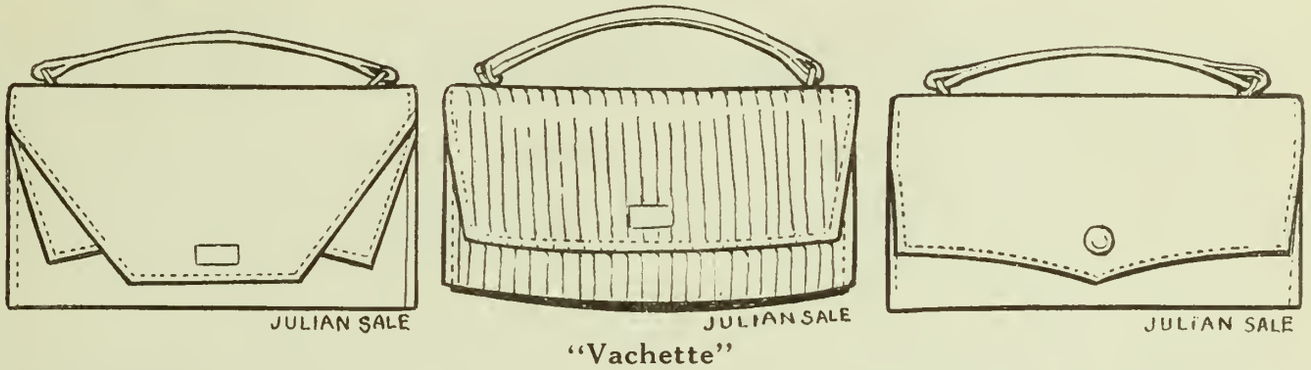
"Canada's Exclusive Button House"

A. Weyerstall & Co.

Button Manufacturers Toronto.

"The name behind the goods is your guarantee for the quality."

The Vogue of the Strap-Handle Purse--A Great Seller



"Vachette"

THE "JULIAN SALE" LINE

It is going to be more popular than ever this season for "My Ladye" to carry a strap-handle purse. Anticipating the biggest kind of a demand for them, we are showing to-day in our sample rooms and on the road, a most complete line of our own special designs. The strap-handle purse is the Spring and Summer novelty, and the trade will do well to show it in a nice "Julian Sale" assortment.

We Show Over 200 Styles and Patterns in Strap Handle Purses

Over 200 patterns of them—90 per cent. of which are new this season. Made in the new "Vachette" leather, as illustrated here, and a number of other leathers, in all the new shades and colors. Made with the strap handle and handle on the top.

The "Julian Sale" line is the greatest line of greatest values. Write, phone or wire your order.

The Julian Sale Leather Goods Co., Limited

Factories, Wholesale, Sample Rooms and Offices :

600 KING ST., WEST - TORONTO

Five Reasons Why Our Terms To Merchants Are So Popular

One—The tremendous advertising prestige of The Ladies' Home Journal—unquestionably the greatest of all women's magazines—greatest in circulation; greatest in advertising patronage; greatest in editorial strength.

Two—Discarded patterns are returnable for full cash credit to current account. This means that a merchant who buys a pattern at ten cents which he does not sell can return the pattern to us and receive a credit of ten cents, just the same as if he sent us ten cents in cash.

Three—Fashion sheets are free—with store advertisement printed on each one.

Four—No restriction against handling other patterns; we do not dictate to merchants what they must or must not sell in their own stores.

Five—Our simple, easily understood order-form agreement which contains only four short paragraphs of five lines each.

There is no one line of goods that a merchant can handle that will bring more high class trade to his store than Home Patterns. Let us send for your inspection samples of our beautiful fashion publications and patterns; there is no charge and no obligation and we prepay all delivery charges. A postal will do.

THE HOME PATTERN COMPANY, INC.

Sole Manufacturers of Patterns For

The Ladies' Home Journal

114 Fifth Ave., New York City, N.Y.

Canadian Factory and Offices: 215 Victoria St., Toronto

For NOVELTIES

IN

Fancy Cotton Piece Goods

DRESS GOODS

Silks and Velvets

RIBBONS

Lace Goods Neckwear

MILLINERY

and Millinery Materials

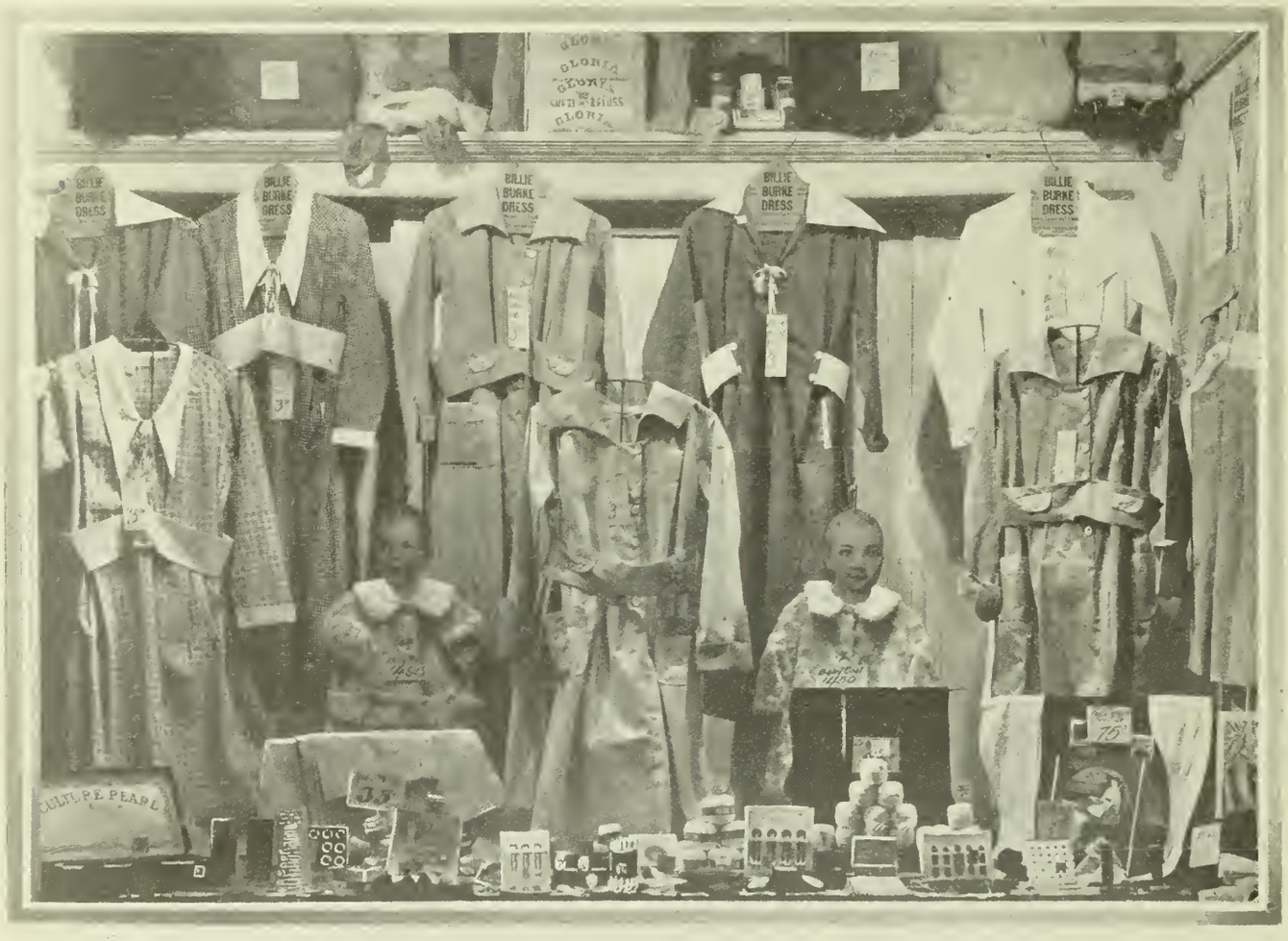
Canadian buyers invited to call when in London, or write for samples

Hitchcock, Williams & Co.

FACTORIES—10 & 11 Warwick Lane, E.C.
29 to 33 " "
And Paternoster Buildings, E.C.

St. Paul's Churchyard,
LONDON

EQUIPMENT & DISPLAY



For the Small Store Window

A display of notions which netted splendid results to Mr. B. Nelligan, 220 James St. S., Hamilton. Small price cards accompanied practically every article in the window. While a little more care in arranging the individual groups more symmetrically would have rendered the whole more attractive, the display is commendable for its groupings of the various small lines. Mr. Nelligan has arranged several displays of notions this Spring, always with prices marked plainly which have attracted customers to his store. The window is small and shallow, requiring a good deal of thought to dress it in a manner which will make it appear "different." The background is filled in with housedresses on hangers with two infants' coats well placed. The long lines of the dresses carry the observer's eye up to the shelf of colored yarns which otherwise would be too high to be of much display value.

FOR BETTER DISPLAYS

The British Association of Display Men has come into being this year. Active membership is limited to men holding positions as display men, who have followed this profession for a minimum period of two years. Those not actively engaged in the profession, but interested in it, may join as associate members.

Competitions will be arranged for the Annual Convention, and, in order to enable members who cannot attend the Convention personally to compete, a number of classes will be for photographs of window displays.

The objects of the Association are: To advance the art of artistic and effective displays of merchandise. To encourage modern and convenient arrangements of stores and show windows. To study economical and effective methods of lighting. To increase the public interest of display advertising. To encourage the exchange of ideas. To give assistance and encouragement to members. To inspire and develop the powers of efficiency in the individual members. To hold an Annual Convention which will be exceedingly valuable to all who can attend.

The Association will be in no sense a trade union.

WINDOW DISPLAY

Mr. C. E. Burns, of the Robert Simpson Co., Toronto, in discussing the importance which an attractive window can bear to a store, gave a couple of valuable suggestions which DRY GOODS REVIEW passes on to its readers.

Attractive floor effects for windows, he pointed out, may be obtained by cutting beaverboard in blocks eight or ten inches square and painting them. Half may be painted black and half white and these used alternately. Other colors, of course, are effective according to the goods displayed. For instance, blue and grey blocks would be suitable with dress fabrics of similar tones or darker, or even some in artistic contrast. Sand and brown blocks might be used with harmonizing ready-to-wear garments. Two coats of paint are necessary in order to get a good even block. Backgrounds in the same color schemes would also help to make the display impressive.

In displaying an article, Mr. Burns also pointed out the advantages of displaying it well. He believes in giving the article a natural setting—that is, having it appear as nearly as possible as it would when in actual use. For instance, a short time ago he had a certain library or reading table to feature. Instead of selecting several bulky pieces of furniture to show with it—as some trimmers do in order to impress the idea of the furniture department — he arranged a cozy section suggesting a corner of a library or living-room with a suitable rug, a couple of comfortable chairs, magazines, books, etc., and in the centre special table. But on the table was an artistic table-runner in colors to suit the rug and the table, and also a beautiful reading lamp, with harmonizing shade, light burning, etc. The lighted lamp was a very strong feature of the display, contributing so much as it did to the "living" effect.

The result of this combination was that a woman came in to purchase the table, but left with a receipt for the table, the runner and the lamp.

Of course, it is very necessary that the salesman appreciate the selling value of such a combination, but the fact remains that the window arrangement brought the customer in with a readiness to purchase the article featured, and that she bought as well the very accessories displayed with it.

"The average small merchant," concludes Mr. Burns, "attempts to show far too much in his window. It rolls up better results, as a rule, to make one article the leading feature and show only enough else to give it a suitable setting."

FIRM IS INCORPORATED

The firm of A. S. Richardson Co., 99 Ontario street, Toronto, manufacturers of wax figures, store fixtures, etc., has been incorporated under the name of the A. S. Richardson Co., Limited. The firm is the oldest of its kind in Canada, being established since 1888. The plant has undergone repairs and alterations and several modern machines have been installed.

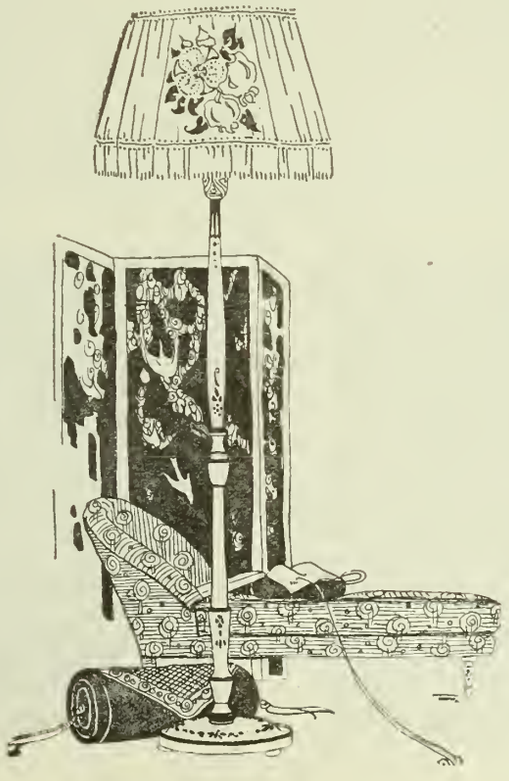
ELABORATE FASHION SHOW

Combining their Golden Jubilee with this first year of peace, the T. Eaton Co., Toronto, believe that they never had better reason for elaboration in their Spring openings than this season. Therefore, continuing their program of demonstrating in the various departments the difference between modes and methods of 60 years ago and now, the first week of March was devoted especially to presentation of fashions in millinery and garments of 1869.

One week in advance tickets were given for the promenade of modern fashions, which begins March 11th this year on the main floor of the Furniture Building, and continues for the balance of the week in four promenades of mannequins each day. Fifty mannequins will be there, and in addition—a new feature in such events—a troupe of children to demonstrate new fashions in kiddies' togs. An orchestra will be in attendance as well.

The method of giving tickets one week in advance of each day of the parade, brings people to the store and impresses the extent of preparations for the formal opening, and by showing new styles and giving the historical settings for them, the customers are given something to remember for their advance trip down town.

Not for a long time has a store display of any kind called forth such a variety of ejaculations as did the old-time garden and bridal tableaux. Old ladies reminisced on their early days when the styles shown were not so strange as they seem to us now; compared old fashions with their own wedding trousseaux, and gloated on lost "taste" and "fabrics." Enthusing over an old-time taffeta suit in light-toned plaid, with its ruchings, bustle, tight bodice, wide sleeves and lace, one elderly observer brought her remarks to a climax when she beheld the white net beaded veil—"And isn't that veil excrutiating,?" she asked of her companion!



Younger women were more inclined to commend the practical styles of to-day when they observed a beautiful silk gown cut two inches longer in front than would be necessary to cover one's toes, longer still at the back, and worn in the garden paths!

Life-sized trees, rustic seats, flowers, peacocks, paths and a sun-dial made the garden display very realistic. In the drawing room were an old-time pianoforte and a high mantel with elaborate brass work and candelabra; the furniture, carpets, and brocaded hangings were also in keeping with the period represented.

At either side of the entrance aisles of the store, large show cards were hung, each bearing the words, "March, the Month of Fashions," and a different style picture; those on one side were present-day fashions, and on the other side, fashions of 1869.

In the window displays a decidedly novel feature was noted in the presence of two or three stuffed dogs in interesting and life-like poses.

Murray-Kay's held their advance showing of Spring fashions on Tuesday March 4. As a special feature, they offered a line of Spring suits and coats including New York samples, at $35.00.

In coats, the colors featured were peacock green, sand, rookie, dark green, navy. For suits they were French blue, wet sand, dark green, rookie, taupe, navy with silk vests.

During the rearrangement of this store the preliminary openings are not so extensive as will be the formal Easter opening later on. Nevertheless, a good showing is made of imported garments, millinery, fine furs, etc. An attractive color scheme of shades of browns and blues was worked out in one of the window displays. Blocks in the two shades formed the floors, and tones from ivory to golden brown and sky to deep blues were developed in the woodwork and scenic effects of the background. Garlands of flowers lent a note of contrast.

At Simpson's palms, hyacinths and canaries gave a Spring-like atmosphere. New Spring goods were featured in every department, and the rearrangement of the ready-to-wear floor gave a freshness, interest and better lighting throughout. In the foreground of the windows were framed fresco panels in Wedgewood colorings, announcing the 21st anniversary and formal Spring openings of the stores; also window boxes of hyacinths. One taffeta suit was shown in amethyst shade and large self-plaid pattern, but it is noteworthy that the light weight silks were conspicuously absent in practically all the advance Spring window displays of made-up garments. Heavier and novelty silk suits are shown, of course, and much color is in evidence.

EXCLUSIVE STORE USES SMALL CARDS

Show Cards in the Windows a Little Larger and More Easily Read Than Those Used in the Store—Color Scheme of the Cards is Frequently Changed, Although White Cards Are Always Popular

One of a series by R. T. D. EDWARDS

ANYONE interested in showcard writing, whether a card-writer or not, when travelling throughout the American continent will take notice of the particular styles of showcards used in various districts. He will also notice the similarity of the work in one district of various card-writers.

This seems to have been the case especially throughout Canada where card-writing has not been practised as long as on the other side of the line. Here, one good card-writer settles in a district and from him many amateurs copy their style. This is gradually improved upon until the district has a lot of good card-writers, all with much the same style.

Could Be Improved

This condition, while not objectionable, could be improved upon by varying the ideas comprised in showcards used in other cities with the local style.

With the object of improving the showcards in various localities, we are running this series of showcards explaining the various methods used in large stores throughout Canada and the United States.

This month's article deals with two large stores in Chicago. Their methods of preparing showcards are well worth studying.

The first store which we will consider is one which handles very high class merchandise, a very exclusive store. Not the type that has to advertise bargains to sell its goods, but whose merchandise is so exclusive that very few cards are needed for the display.

The Difference

This is one of the predominating differences between the Canadian and American stores. The better class American stores use showcards sparingly and those they use are very small with small lettering.

What to Say on March Show Cards

Ready for Spring? Make Your Selections Early. There's No Telling What Will Be Left Later On.

An Investigation of Spring Styles Now Will Repay You.

Dainty, Bright Spring Neckwear.

Do Not Face Spring Winds Without a Veil—and a Nice One.

Gowns of Distinction for Any Occasion.

Styles in Bags and Purses Which Are Correct.

Nature is Providing a Change of Scene. It is Time for You to Do Likewise and Change the Way You Are Seen.

A Breath of Spring in These Sheer Fabrics.

Purses Which Merit a Second Look.

Dainty Lingerie for Spring Finerie.

They Were Clever Designers Who Conceived the New Creations in Our Blouse Department.

A Ruffle of Tinted Georgette Marks the Right Sort of Femininity.

The lettering is very neat, but no neater or better than many Canadian card-writers can do. The lettering is kept to the centre of the card, showing plenty of background, and when a price is necessary the figures appear no more conspicuously than the lettering. The work is usually of brush or pen stroke construction.

Now take the Canadian stores, even the most exclusive; you find them using cards of a type that the cheaper American store uses. Large cards with heavy type and often of gaudy colors are common. This class of card is absolutely barred in the type of American store previously mentioned. They are considered vulgar and absolutely out of keeping with their beautifully designed stores and with the beautiful merchandise they sell.

Their showcards are small, this lettering is small and price is small. The lines are straight across the card and all layouts are uniform. One type of lettering is used throughout the store and only one. These cards are used exceedingly sparingly and not placed in a too conspicuous place so as to detract from the merchandise display.

White is Popular

White cards are popular, but the color of the cards is changed from time to time. But no matter what color is used it must be uniform throughout the store. The card-writers work slowly and accurately to get uniformity in their work.

At the present time the most exclusive store of the two is using a very pleasing brown mottled card with small white lettering for both windows and interior use. The white lettering is put on with a small brush or music pen which will flow the heavy opaque card-writer's white successfully.

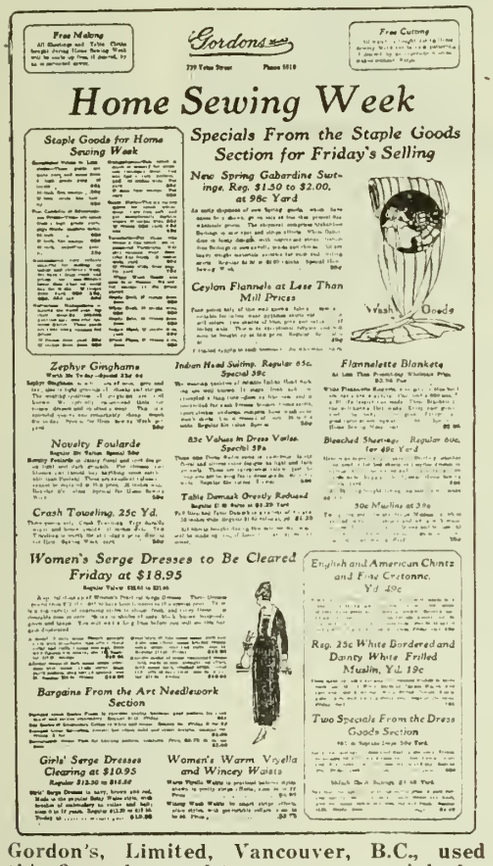
A quarter sheet card (11 in. by 14 in.) is used in the windows and with the most exclusive displays no cards are used at all.

The other Chicago store uses a white card for the interior and varies the styles for the windows.

Continued on page 118

GOOD ADVERTISING

Springtime Ads.

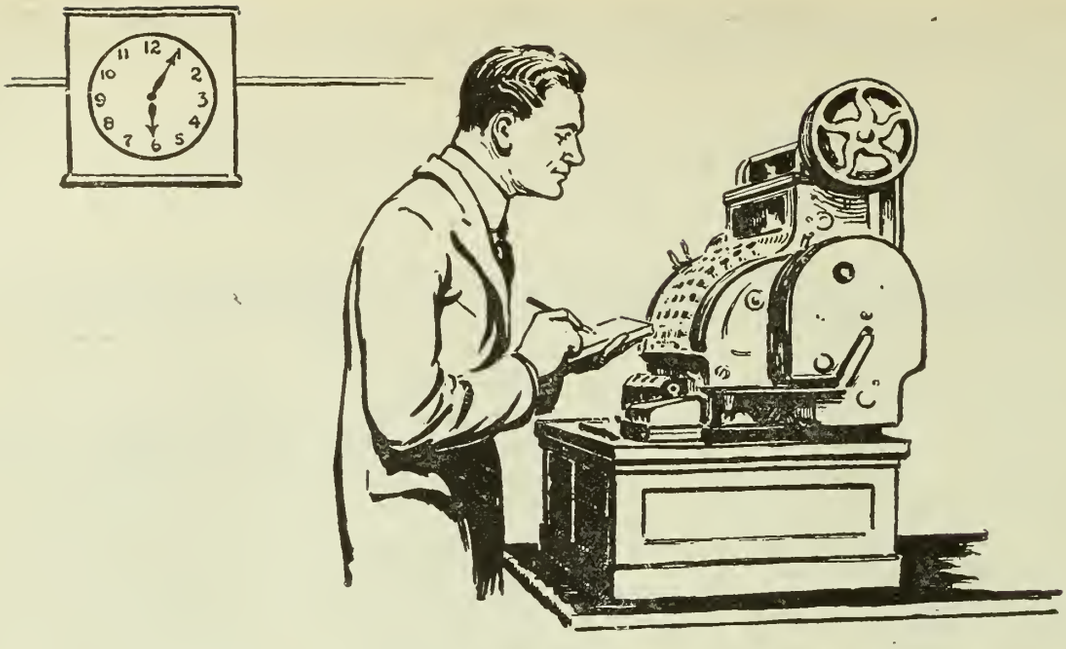


Gordon's, Limited, Vancouver, B.C., used this five-column ad to announce specials for "Home Sewing Week" last Spring.

A page ad giving fashion information, very well laid out. Used March 13, 1918, before the Spring opening of the Hudson's Bay Company, Calgary.

The first day of their Spring display. This 4-column ad was used by the Hudson's Bay Co., Calgary.

A box suit and a dolman wrap, the two outstanding features in ready-to-wear, are pictured in this advance Spring news ad by Holt, Renfrew & Co., Toronto, Feb. 17, in characteristic layout.



Complete information about the day's business just as soon as you want it

That's what a modern National Cash Register will give you. At closing time a glance at your register will show many things.

1. Total amount of merchandise sold.
2. Total cash received for goods.
3. Amount of your charge sales.
4. Detailed record of cash received on account.
5. Detailed record of cash paid out.
6. Amount of each clerk's sales.
7. Number of customers each clerk waited on.
8. Total number of transactions made during the day.

All these figures are there before you—absolutely accurate and reliable because they have been recorded *by modern machinery.*

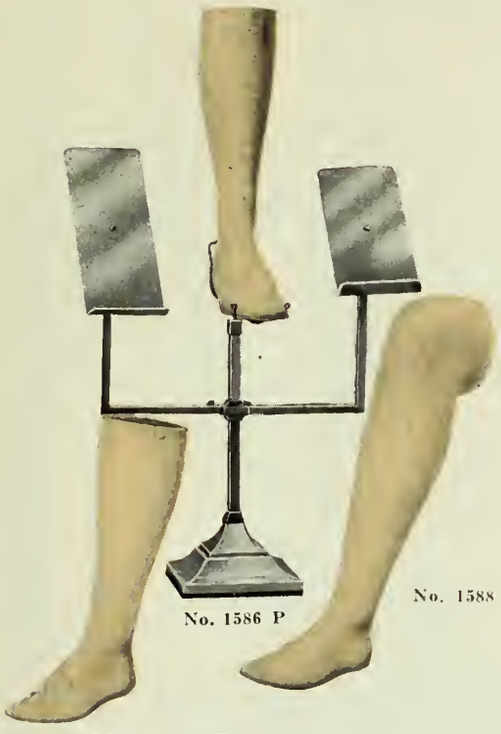
You cannot afford to be without the valuable information that an up-to-date National Cash Register will give you.

The National Cash Register Company of Canada Ltd.,
Toronto, Ontario
Offices in all the principal cities of the world

"DUR-ENAM" DISPLAY FORMS

Make Easter Displays Irresistible

They Impart Elegance and Appeal



No. 1586 P

No. 1588

Hosiery Fixtures

No. 1588—Long limb, washable Dur-Enam finish.

No. 1588 P—Box Hosiery Stand; makes a very attractive display. The limb is used to show one stocking, while boxes of hosiery are displayed on the easels.

No. 1575

Children's Dur-Enam Forms

No. 1575 Made in sizes 4, 6, 8, 10, 12 and 14 years. Dur-Enam bust and neck. White Jersey covered body. Mounted on 9-in. round base, extension standard.

No. 1574

Venus de Milo Form

No. 1574 Excellent for displaying bathing suits, underwear, or dresses.

No. 1568 P

Extended Shoulder Waist Form

No. 1568/P—Extended Shoulder Model, washable Dur-Enam finish, without adjustable velvet belt. Mounted on our beautiful pyramid base and square standard.

Why Your Display Forms Should be DUR-ENAM

1. Dur-Enam is a name given to a distinguished, beautiful, washable, flesh-tinted enamel Display Form.
2. Beautiful, lasting finish, upon which no expense has been spared.
3. Washable feature—no more dusty, dirty forms. Dur-Enam can be washed with soap and water, gasoline, benzine, turpentine or alcohol.
4. Elegance and excellence added to displays. This alone is a valuable reason. No notice is taken of poor, ugly displays these days.
5. Dur-Enam are the latest up-to-the-minute designs. They keep in harmony with changing fashion and styles.
6. **Made-in-Canada** from **CANADIAN MATERIAL** and by expert **CANADIAN** Workmen.

No. 1076 P

Extended Shoulder Waist Form

No. 1076 P—Extended Shoulder Model, washable Dur-Enam finish. Pyramid felt bottom base and square standard; adjustable belt.

CLATWORTHY & SON, LIMITED - TORONTO

Manufacturers of Display Forms and Fixtures, 161 King St. West

Made in Four Sizes
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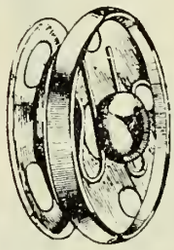
1

It's all in the Spring



Strong—Durable—Made of Brass

It's a Snap to Snap This Snapper

Colonial Maid

Wire Spring Dress Fasteners

Made in Canada

THIS IS NOT A FRICTION FASTENER
But is MADE WITH HIGHLY TEMPERED WIRE SPRING
KNOWS WHEN TO HOLD AND WHEN TO LET GO

BRASS—will not rust

ALSO PUT UP IN ONE GREAT GROSS CABINETS ASSORTED 24 CARDS EACH WHITE AND BLACK ∴ ∴ SIZES: 00-0-1

To be had of all leading wholesalers.

Manufactured by

Colonial Fastener Co., Limited

Montreal, Que.

VAN RAALTE *Veils*

THIS will be a great veil season. Its profit possibilities are enormous—depending on the style, variety and color of the veils you sell. Play safe. Buy Van Raalte veils. Buy bigger than ever before. The Van Raalte veils creations, Van Raalte advertising and Van Raalte selling helps combine to make the most profitable proposition for your veiling department. Write for our salesman to call.

E. & Z. VAN RAALTE, 5th Ave. at 16th St., N.Y.C.

Chicago Office: 105 South Dearborn Street **Factories: Paterson, N.J.**

Foreign Offices: Lyons, Calais, Nottingham, etc.

Made in Canada

Winsome Maid

Hosiery

For Winsome Maids who appreciate good, stylish Hosiery. For the Retailer who wishes to give his customers tip-top quality, —full satisfaction at popular prices.

"Winsome Maid" will win sales. Made in all colors by

The Wilson Mfg. Company

934 Gerrard St. East. Toronto

A.B.C. Hosiery For the Kiddies

Hosiery for the young folks must be equal to the wear imposedby harsh treatment.

A.B.C. Hosiery will stand the test

It is made to give warmth—to fit well and to give absolute customer satisfaction.

A.B.C. Cashmere Hosiery is made in all sizes from 4- to 10-inch, in fine 1 and 1 rib.

Give Canadian kiddies Canadian-made Hosiery.

Allen Bros. Co., Limited

817 Gerrard St. East Toronto

"The Specialty House of Canada"

McINTYRE, SON & CO.

LIMITED

Montreal, Canada

Novelties *for* Easter

Cotton Dress Goods and Wash Goods

For Spring and Easter trade there is bound to be a big demand in wash goods and all cotton dress goods, both whites and fancies.

We have a complete range of such leading lines as fine woven and printed voiles, also plain colored and white voiles, Batiste, Organdies, Mulls, Lawns, Nainsooks, Piques, Dimities, Fine Woven Shirting and Scotch Zephyrs, Colored Poplins, Gabardines, in white and colors; White Shirtings, Madapolams, Linings and Sateens, 31-inch All Wool Taffeta Shirtings, Newest designs for Men's and Women's Wear, Quilts, complete range; also Linen Suitings.

Dress Goods and Silks

You are quite aware of the situation in dress goods — scarcity of good materials. Nevertheless, by our large buying connection and careful foresight we are in a position to offer many interesting novelties, as well as all staple lines, including Broadcloth, Gabardines, Mohair, Lustres, Wool Jerseys, Serges, Silks, Taffetas, Paillette, Messalines, Duchess, Crepe de Chine, Foulards, Jersette, Tricolette.

Hosiery, Gloves and Underwear

"Crown Hosiery" for Men, Women and Children in Cashmere, Cotton, Lisle, Silk and Artificial Silk. Underwear Ranges complete for Men, Women and Children.

"Niagara Maid" Silk Gloves and Hosiery, "the ladies' favorites."

"Niagara Maid" Silk Underwear for Ladies — The favorite for Style, Comfort and Good Wearing Quality.

Linens

The celebrated "Crown Brand" Household Linens, including Table Cloths, Napkins, Glass, Crash and Tea Towellings, etc. Stamping Linen, all width. New Fancy Bath and Face Towels, Embroidery Linen, Handkerchief Linen and Butcher Linen.

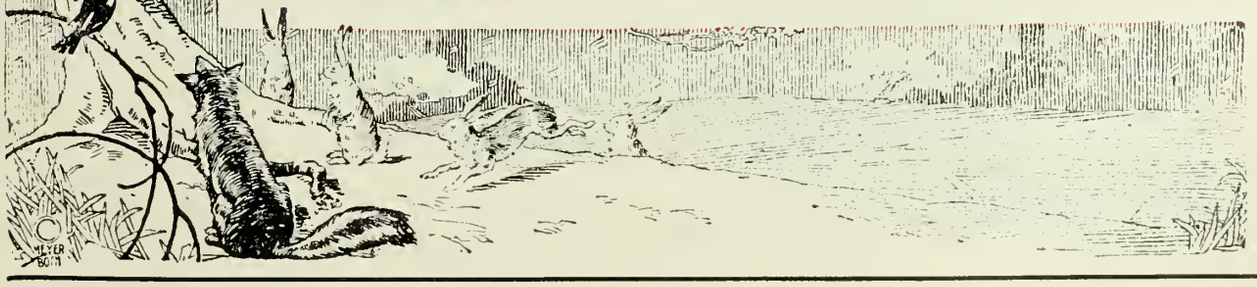
Smallwares, Embroidery and Laces

Entire new stock of Embroideries of all kinds, Laces, Handkerchiefs, etc.

Well-assorted line of general smallwares, dressmakers' supplies, etc., for the coming season.

OUR SALESMEN ARE NOW ON THE ROAD WITH A COMPLETE RANGE.

Letter Orders Given Special Attention.



We are ready to fill from stock, orders for Ladies' genuine French Kid Gloves, suitable for Easter trade. Price while they last, $21.00 per doz.

THE HUDSON BAY KNITTING CO., Limited, MONTREAL

Galt
Automobile Robes

Robes which are nationally known to be the embodiment of up-to-the-minute designs and patterns, combined with a quality which discriminating customers seek.

They are in cotton, wool union cloth, plush, Astrachan, imitation buffalo, and goat; plain, stripes, checks, plaids and floral designs; sizes 48 x 72 and 54 x 72; weight from 2½ to 8 lbs. They can be interlined with rubber at extra cost if so ordered.

Ask for our newest folder on Robes. It illustrates the various cloths in their natural colors.

Galt Towels

Our purpose in making towels was to produce a line which would give more than all-round satisfaction, the result is Galt Towels.

They are made direct by us and they can thus be shipped direct to you, saving time and giving you a greater margin for profit.

Our traveller will show you both lines or if you write, we will be pleased to send you samples and prices.

No. 30—21"x45"—Blue

Galt Robe Company
GALT ONTARIO

The Blue Star Line

which indicates

True Blue Quality

The Best Line for Spring

Ours is a line of renowned quality which can be safely relied upon to meet all the numerous and discriminating demands of **Spring and Easter** buying.

Behind this is the buying and selling experience of Muser Bros., which guarantees full quality merchandise, shrewdly bought to meet the needs of shrewd retailers. Muser goods come to you at most advantageous prices.

LACES
CHIFFONS
GEORGETTES
RIBBONS
HOSIERY
EMBROIDERIES
WASH GOODS
DRESS TRIMMINGS
BRASSIERES
ETC.

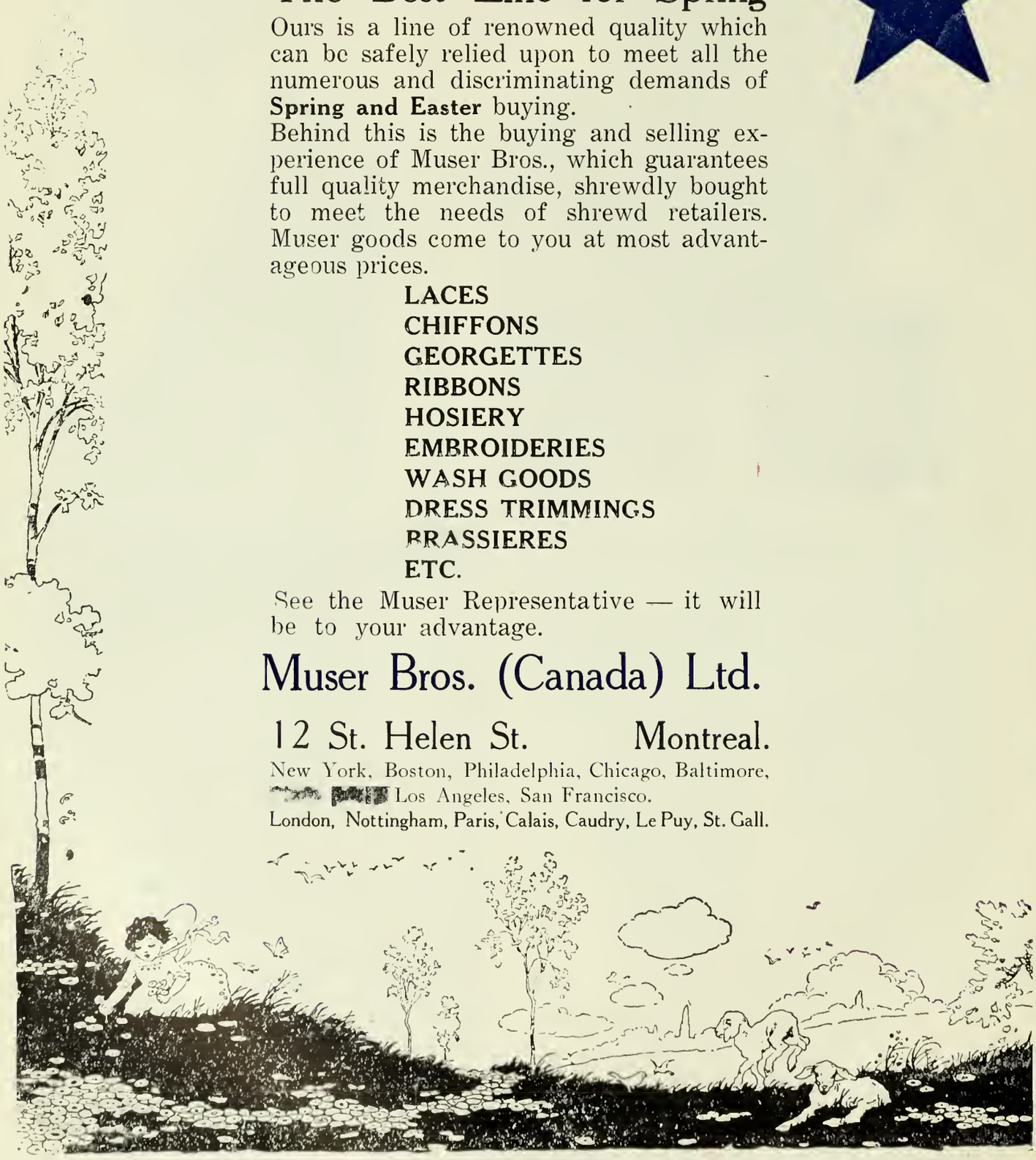
See the Muser Representative — it will be to your advantage.

Muser Bros. (Canada) Ltd.

12 St. Helen St. Montreal.

New York, Boston, Philadelphia, Chicago, Baltimore, [redacted] Los Angeles, San Francisco.

London, Nottingham, Paris, Calais, Caudry, Le Puy, St. Gall.



"Wabasso"

Lawns
Nainsooks
Madapolams
Bridal-Cloth
Voiles
Organdies
Middy Cloths
Cambrics
Longcloths
Circular Cottons

TRADE MARK OF "PURITY"

"Wabasso"

means

"A Snow Shoe Rabbit,"

and stands also for "An absolutely pure Cotton, made from the best Staples and for the best trade".

Sheetings
Sheets and Slips

"If better Cottons could be made Wabasso Cottons would be better."

See that you have in stock, lines with the above trade mark and your customers will be "well satisfied customers."

The Wabasso Cotton Company
Limited
Three Rivers, P.Q.

MAKE YOUR CLERKS WORTH MORE

Every step you save your clerks adds to their value and your profits.

Steps saved mean more satisfactory attention to customers.

Steps saved mean serving more customers and devoting more time to stocks.

Steps saved means that you can do more business without adding to sales force.

Lamson Service has special application to stores of your size and includes not only these economies but also better protection in the handling of cash —"checking up" that reduces wrong change-making.

It costs you nothing to find out about Lamson Service as it applies to your store. Write our nearest office for information.

THE LAMSON COMPANY
BOSTON, MASS.

Designers and builders of automatic conveying systems for saving labor in handling cash, papers and products in stores offices, and industrial plants

Dale Display Forms, Dale Wax Figures, Dale Fixtures

Made in Canada by Canadian Workmen

The Most Up-to-date
The Most Economical
The Most Durable

The Dale Kind

Manufactured by

Dale Wax Figure Co., Ltd.

TORONTO

Canada's Leading Manufacturers of Wax Figures, Display Forms and Fixtures of all kinds for the better display of merchandise. Our Washable Enamel Forms for Dresses, Suits, Silk Sweaters, Waists, Linen Collars, Hosiery, etc., are unsurpassed by any other maker.

Montreal: P. R. Munro
150 Bleury St.

Vancouver: E. R. Bollert & Son
501 Mercantile Bldg.

Palmenberg Skirt Models are a Necessary Adjunct To Successful Merchandising

The one shown here will show your skirts in a proper manner. Black Velvet Top and Girdle, Wood Legs, Flesh Colored Enamel.

No. 68R

Send for Circular giving details.

J. R. PALMENBERG'S SONS, INC.

a consolidation of

Palmenberg Norwich Kindlimann

63-65 West 36th Street, New York

Boston 26 Kingston St. | Chicago 204 W. Jackson Blvd. | Baltimore 108 W. Baltimore St.

ADFORM HANGERS

are conspicuous for their proven merit and utility

They offer a way in which you can give your business some "pep" and "snap." They show the way to more business because they do your advertising in a most practical manner.

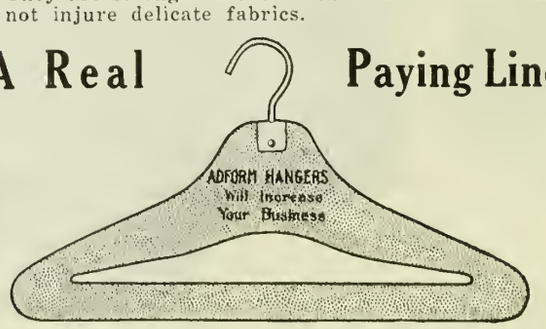
They are a real paying line because they assist in putting more profits into your pocket.

AD-Form Hangers are packed in fibre boxes containing 500 hangers.

AD-Form Hangers are made from heavy fibre board and the hooks from tinned steel wire.

They are strong and the finish is smooth and will not injure delicate fabrics.

A Real Paying Line



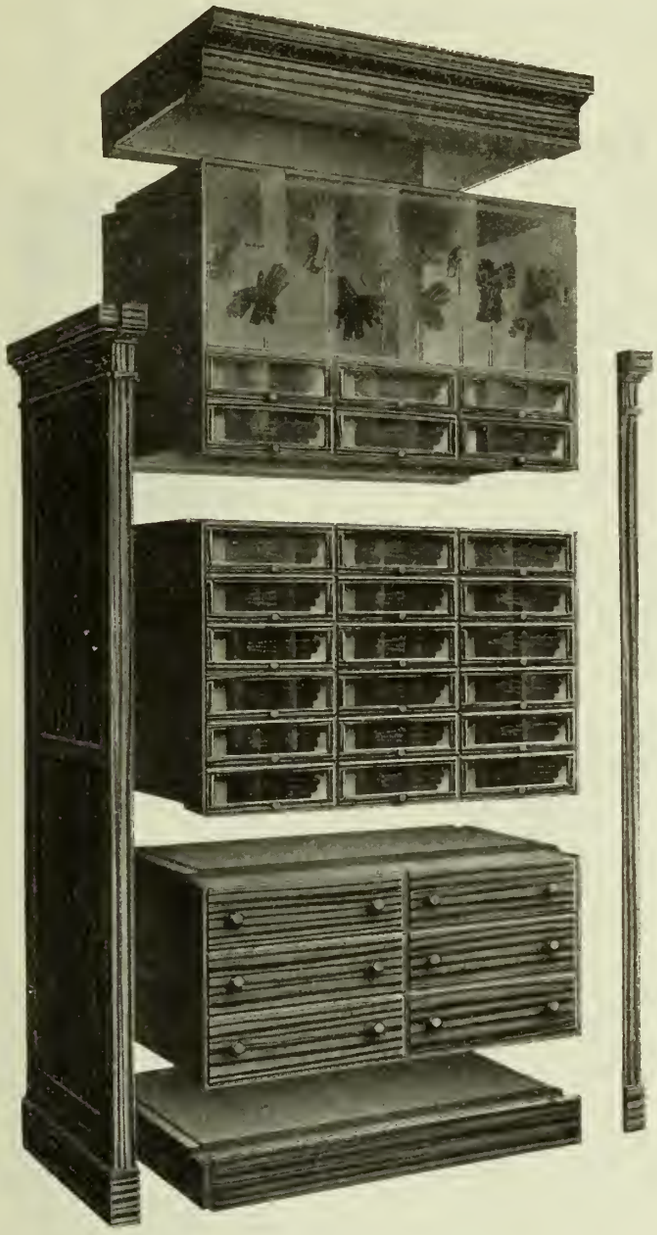
Send for Folder or Sample Hanger at once.

Dept. A *MANUFACTURED BY*

A.D.F.Co., Limited, 14 Millstone Lane
TORONTO

J

THE NEW WAY SYSTEM



THE NEW WAY SYSTEM

Scientifically designed units, one for every item of merchandise, combining to form the most efficient equipment in the world.

The New Way System has conquered the textile trade from sheer merit.

Read the following list of progressive establishments who have ordered New Way Equipment in the first two months of 1919:---

Peter McSweeney Co., Ltd.	Moncton, N.B.
Scovill Bros., Ltd.	St. John, N.B.
Alex. Lesser	St. John, N.B.
Colwell Bros., Ltd.	Halifax, N.S.
Condons, Ltd.	Halifax, N.S.
Winters Bros.	Halifax, N.S.
J. Fisher Grant	Sydney, N.S.
McCurdy & Co.	Sydney, N.S.
G. L. Prowse	Charlottetown, P.E.I.
P. F. Renault, Regd.	Beauceville, P.Q.,
H. McMullen, Ltd.	Montreal, P.Q.,
Morin Freres	Montreal, P.Q.
The Ritchie Co.	Belleville, Ont.
Dempster & Co.	Brantford, Ont.
Grafton & Co.	Brantford, Ont.
W. H. Inglis	Brantford, Ont.
Lyons Tailoring Co.	Hamilton, Ont.
Oak Hall	Hamilton, Ont.
G. W. Robinson Co.	Hamilton, Ont.
Shannon & Grant	Hamilton, Ont.
Newman & Shaw	Kingston, Ont.
C. W. Doan	Niagara Falls, Ont.
Fielding & Co.	Niagara Falls, Ont.
The 2 Macs, Ltd.	Ottawa, Ont.
De Yonge & Co.	Toronto, Ont.
Murray-Kay, Ltd.	Toronto, Ont.
Frank Stollery	Toronto, Ont.
R. H. & J. Dowler	St. Thomas, Ont.
Argue-McLean	Winnipeg, Man.
J. E. Cadieux	Gravelbourg, Sask.

You cannot afford to be without The New Way System. Let us explain the System by letter or personally.

Jones Bros. & Co., Limited

Store Fitters

Eastern Branch:
71 Bleury Street
Montreal, P.Q.

Head Office:
29-31 Adelaide St. West
Toronto, Ont.

Western Branch:
437 Main Street
Winnipeg, Man.

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

You can make every passerby a patron, when you make your displays appeal.

Our figure forms will greatly assist you to gain more patronage.

LOOK AHEAD!

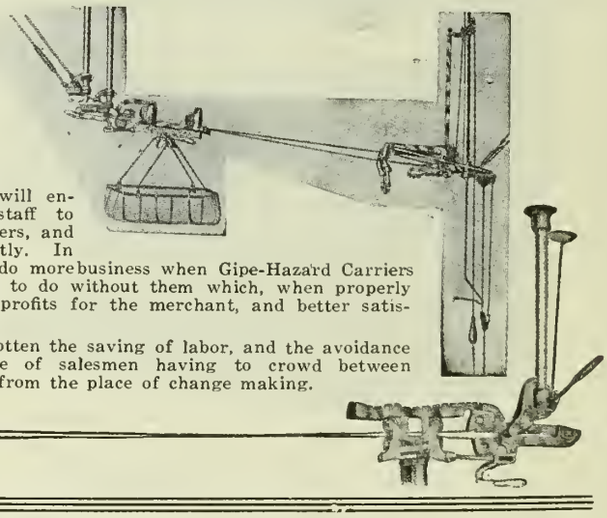
Increase your Easter sales by making Feature displays with the assistance of up-to-date Fixtures.

We specialize in the latest exclusive designs, in Wax Figures, Papier Mache, Display Forms, Metal and Wood Fixtures, Artificial Flowers and Store Furnishings.

Write for our new circular.
SERVICE IS OUR MOTTO.

A. S. Richardson Co., Limited
Head Office & Factory:
99-105 Ontario Street, Toronto, Ontario
Branch Offices: Montreal, Winnipeg, Vancouver

Why Not Benefit By The Light When It Is Let In?



Gipe-Hazard Store Service Co., Ltd.
113 Sumach St., Toronto

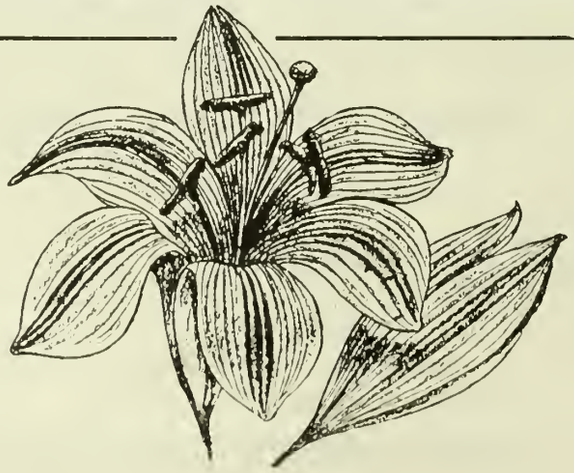
Our Cash Carriers will enable your selling staff to devote more time to customers, and to serve them more promptly. In other words, the staff can do more business when Gipe-Hazard Carriers are used than it is possible to do without them which, when properly interpreted, means greater profits for the merchant, and better satisfied customers.

Too, there is not to be forgotten the saving of labor, and the avoidance of the disagreeable feature of salesmen having to crowd between persons when going to and from the place of change making.

Flowers

We have for immediate shipment splendid variety of artificial lilies, lilacs sweat peas and blossoms.

Write for catalogue to-day



Plants

Vines, palms, etc., in all sizes. Will add tone and excellence to your Easter sales.

—a postcard will do it.

Canadian Flower & Feather Mfg. Company, Limited, 243 Bleury Street West, MONTREAL

Easter Decorations

For Show Windows
and Store Display

Easter Lilies, Lilac, Sweet Peas,
Daffodils, Apple Blossoms, Roses,
Plants, Vines, Palms in all sizes,
etc., etc.

Prices and Samples on Application.

THE DOMINION FLOWER AND FEATHER MANUFACTURING CO.

39 DOWD ST. MONTREAL

NEW ILLUSTRATED FOLDERS JUST OUT

No. 2005—Dress Form, guaranteed Flesh Enamel

MODEL FORM
No. 2014
Note the neat Fitting of coat.

Send for our new Folders just off the press, containing illustations of all our Latest Fixtures including

BUST FORMS for WOMEN, MISSES, MEN and BOYS

DISPLAY RACKS

of all descriptions for the progressive merchant.

Although we have mailed many of these folders we may have missed some customer or friend and if you have not received one, a P.C. will bring it to you. Our fixtures are as up-to-date as any American make.

DELFOSSE & COMPANY

247-249 Craig Street W. Factory 1 to 19 Hermine St.
MONTREAL

Make Your Show Windows Pay Your Rent

Many Sales are made on the Sidewalk

Window Display Fixtures

FIXTURES FOR 500 WINDOW DISPLAYS IN THIS CHEST

A Wonderful set of Patented Interchangeable Window Display Fixtures for displaying Dry Goods, Shirt-Waists, Hats and Women Furnishings. Set will give 10 Years Good Service in effective trade pulling window trims.

The Fixtures you see above are only a very few of the designs that can be set up with the full set, besides hundreds of standard fixtures can be set up.

Made of Oak, either Golden, Antique or Weathered Finish. Set is put up in a Hardwood Hinged Lid Storage Chest, a good place to keep the extra Younits not in use. There are thousands of sets in daily use.

No. 102 Set has 222 Interchangeable Younits For Large Store Windows, **$41.25**
No. 102½ Set has 122 Interchangeable Younits For Small Store Windows, **$20.35**

Stock carried in Hamilton, Ont. Order direct or thru your jobber. Send for catalog. Patented and made in Canada.

The Oscar Onken Co. 3850 Fourth Street Cincinnati, Ohio, U. S. A.

MAKE IT SHORT

But be sure
your Brand is
listed in the

BUYERS' GUIDE

There'll be heaps of waste paper to dispose of after Easter.

CLIMAX BALERS will turn this waste into cash for you

Patent Nov. 9, '15

The big shipment of dry goods coming in will soon be unpacked and sold. But the waste paper, etc., will be on your hands—you will have an untidy store—there will be the risk of fire and an anxiety over that waste paper, unless you get it baled and sold.

Climax Balers are made in 12 sizes. They are built to last a life-time.

Send for particulars.

Climax Baler Co.

Hamilton Ontario

FILL IN AND MAIL THIS COUPON TO-DAY

Climax Baler Co., Hamilton, Ont.
Gentlemen: Without obligating us in any way, please send full particulars and prices of your steel Paper Balers.

Name .....

Address .....

Where to Buy Store Equipment for Easter

A Classified Directory of Equipment and Fixtures

ARTIFICIAL FLOWERS
Botanical Decorating Co., Chicago, Ill.
Clatworthy & Son, Toronto.
Dale Wax Figure Co., Toronto.
L. J. A. Derome, Ltd., Montreal.
A. S. Richardson Co., Ltd., Toronto.
Mrs. J. De Witt, Toronto.

ARTIFICIAL PALMS
Delfosse & Co., Montreal.
L. J. A. Derome, Ltd., Montreal.
A. S. Richardson Co., Ltd., Toronto.

AUTOMOBILES
Carriage Factories, Ltd., Toronto.
Ford Motor Co., Ford, Ont.

AUTO WINTER TOPS
Carriage Factories, Ltd., Toronto.

AUTO SEDAN BODIES
Carriage Factories, Ltd., Toronto.

BRASS RAILINGS
Clatworthy & Son, Toronto.

BUST FORMS
Delfosse & Co., Montreal.
A. S. Richardson Co., Ltd., Toronto.

CASH CARRIERS
Gipe-Hazard Store Service Co., Toronto.
Lamson Company, Boston, Mass.

CASH REGISTERS
National Cash Register Co., Toronto.

CHARACTER WAX HEADS
Clatworthy & Son, Toronto.
A. S. Richardson Co., Ltd., Toronto.

CHILDREN'S WEAR CABINETS
Jones Bros. & Co., Toronto.

CLOTHING HANGERS
Dale Wax Figure Co., Toronto.
A. S. Richardson Co., Ltd., Toronto.

CLOTH MEASURING CHARTS
A. E. Putman Co., Washington, Iowa.

CLOTH SHRINKERS
Spotless Shrinker Co., Cleveland, Ohio.

CLOTHING WARDROBES
Jones & Co., Toronto.
A. S. Richardson Co., Ltd., Toronto.

COAT HANGERS
Clatworthy & Son, Toronto.
A. S. Richardson Co., Ltd., Toronto.

COLLAR STANDS
Clatworthy & Son, Toronto.
A. S. Richardson Co., Ltd., Toronto.

COMMERCIAL TRUCKS
Ford Motor Co., Ford, Ont.

COMMERCIAL TRUCK BODIES
Carriage Factories, Ltd., Toronto.

CONVEYING SYSTEMS
Lamson Company, Boston, Mass.

COSTUME CASES
Jones Bros. & Co., Toronto.

CREDIT REGISTERS
National Cash Register Co., Toronto.

DECORATIONS
Botanical Decorating Co., Chicago, Ill.
Clatworthy & Son, Toronto.
Dale Wax Figure Co., Toronto.
L. J. A. Derome, Ltd., Montreal.
A. S. Richardson Co., Ltd., Toronto.

DELIVERY ROOM SYSTEMS
Lamson Company, Boston, Mass.

DELIVERY WAGONS, HORSE DRAWN
Carriage Factories, Ltd., Toronto.

DISPLAY FIXTURES
Clatworthy & Son, Toronto.
Dale Wax Figure Co., Toronto.
Delfosse & Co., Montreal.
Jones Bros. & Co., Toronto.
Oscar Onken Co., Cincinnati, Ohio.
J. R. Palmenberg, Inc., New York, N.Y.
A. S. Richardson Co., Ltd., Toronto.
Walker Bin & Store Fixture Co., Kitchener.

DISPLAY FORMS
Clatworthy & Son, Toronto.
Dale Wax Figure Co., Toronto.
Delfosse & Co., Montreal.
J. R. Palmenberg, Inc., New York, N.Y.
A. S. Richardson Co., Ltd., Toronto.

DRESS FORMS
Adjustable Dress Form Co., Toronto.
Model Form Co., Chicago.

DRY GOODS FIXTURES
Jones Bros. & Co., Toronto.

"DUR-ENAM" WASHABLE DISPLAY FORMS
Clatworthy & Son, Toronto.

ELECTRIC CABLE SYSTEMS
Lamson Company, Boston, Mass.

FLORAL DECORATIONS
Clatworthy & Son, Toronto.
Delfosse & Co., Montreal.
A. S. Richardson Co., Ltd., Toronto.

GARMENT RACKS
Dale Wax Figure Co., Toronto.
J. R. Palmenberg's Sons, Inc., New York.
A. S. Richardson Co., Ltd., Toronto.

GIRLS' FORMS
Clatworthy & Son, Toronto.
A. S. Richardson Co., Ltd., Toronto.

GLOVE CABINETS
Jones Bros. & Co., Toronto.

HARNESS
Carriage Factories, Ltd., Toronto.

HAT STANDS
Clatworthy & Son, Toronto.
J. R. Palmenberg's Sons, Inc., New York.
A. S. Richardson Co., Ltd., Toronto.

HAT CASES
Jones Bros. & Co., Toronto.

HOSIERY CABINETS
Jones Bros. & Co., Toronto.

LACE CABINETS
Jones Bros. & Co., Toronto.

LADIES' WEAR WARDROBES
Jones Bros. & Co., Toronto.

LIGHT ELEVATORS
Lamson Company, Boston, Mass.

MANUFACTURERS' FORMS
Clatworthy & Son, Toronto.
Dale Wax Figure Co., Toronto.
J. R. Palmenberg's Sons, Inc., New York.
A. S. Richardson Co., Ltd., Toronto.

METAL DISPLAY FIXTURES
Clatworthy & Son, Toronto.
J. R. Palmenberg's Sons, Inc., New York.
A. S. Richardson Co., Ltd., Toronto.

MILLINERY CABINETS
Jones Bros. & Co., Toronto.

MILLINERY TABLES
Jones Bros. & Co., Toronto.

MIRRORS
Delfosse & Co., Montreal.
Jones Bros. & Co., Toronto.
A. S. Richardson Co., Ltd., Toronto.

NECKWEAR CASES
Jones Bros. & Co., Toronto.

PARCEL CARRIERS
Gipe-Hazard Store Service Co., Toronto.
Lamson Company, Boston, Mass.

PNEUMATIC TUBE SYSTEMS
Lamson Company, Boston, Mass.

REVOLVING CLOAK RACKS
Clatworthy & Son, Toronto.
J. R. Palmenberg's Sons, Inc., New York.
A. S. Richardson Co., Ltd., Toronto.

REVOLVING WARDROBES
Jones Bros. & Co., Toronto.

RIBBON CASES
Jones Bros. & Co., Toronto.

SHIRT CASES
Jones Bros. & Co., Toronto.

SHOE FIXTURES
Delfosse & Co., Montreal.
J. R. Palmenberg's Sons, Inc., New York.
A. S. Richardson Co., Ltd., Toronto.

SHOW CASES
Jones Bros. & Co., Toronto.
Walker Bin & Store Fixture Co., Kitchener.
A. S. Richardson Co., Ltd., Toronto.

SKIRT HANGERS
Clatworthy & Son, Toronto.
A. S. Richardson Co., Ltd., Toronto.

SPIRAL CHUTES
Lamson Company, Boston, Mass.

STORE DECORATIONS
Delfosse & Co., Montreal.
L. J. A. Derome, Ltd., Montreal.
A. S. Richardson Co., Ltd., Toronto.

STORE EQUIPMENT
Jones Bros. & Co., Toronto.
Walker Bin & Store Fixture Co., Kitchener.

STORE FRONTS
H. J. St. Clair Co., Toronto.

TEE STANDS
Clatworthy & Son, Toronto.
J. R. Palmenberg's Sons, Inc., New York.

TRIPLICATE MIRRORS
Clatworthy & Son, Toronto.
J. R. Palmenberg's Sons, Inc., New York.
A. S. Richardson Co., Ltd., Toronto.

WAIST FORMS
Clatworthy & Son, Toronto.
J. R. Palmenberg's Sons, Inc., New York.
A. S. Richardson Co., Ltd., Toronto.

WAIST HANGERS
Clatworthy & Son, Toronto.
A. S. Richardson Co., Ltd., Toronto.

WASHABLE ENAMEL FORMS
Clatworthy & Son, Toronto.
J. R. Palmenberg's Sons, Inc., New York.

WASTE PAPER BALERS
Climax Baler Co., Hamilton, Ont.

WAX FIGURES
Clatworthy & Son, Toronto.
Dale Wax Figure Co., Toronto.
Delfosse & Co., Montreal.
J. R. Palmenberg, Inc., New York, N.Y.
A. S. Richardson Co., Ltd., Toronto.

WINDOW VALANCES
Delfosse & Co., Montreal.
L. J. A. Derome, Ltd., Montreal.

KING'S CELEBRATED SCOTCH WINDOW HOLLANDS

have been made for one hundred and forty years and are recognized throughout the world as the best and most saleable shading. They are unequalled for quality, are unshrinkable, fast colors and made in all colorings and widths. To insure getting genuine goods, customers are advised to EXAMINE TICKETS and PAPER BANDS. Also inside Holland Tab on end of each piece and see that each *bears name* of "JOHN KING & SON."

SOLD BY ALL LEADING WINDOW SHADE JOBBERS

Made by

JOHN KING & SON

GLASGOW, SCOTLAND

Established 1775

Canadian Representatives: CAMPBELL, SMIBERT & CO., MONTREAL and TORONTO

PRIME & RANKIN LIMITED

WINDSOR BRAND Scrim Curtains are SELLERS. BECAUSE: The years of close application to an ideal have served to produce a line of Novelty Curtains that stand for the hall-mark of quality and style.

For Immediate and Fall business the line is complete, and invites your attention.

McLintock's Ventilated Down Quilts.

We are now showing the 1919 range of McLintock's Ventilated Down Quilts, and are pleased to announce that the restrictions on Sales, in effect during the last two years, are now withdrawn.

Same standard qualities, and the splendid range of patterns and colors, assure us of further increased business in this department.

We are Sole Selling Agents for Canada and Newfoundland.

Handkerchiefs for Christmas Trade.

Never before have we shown such a complete assortment of Handkerchiefs, including all that is needed to give you a wide range of quick sellers and profit-makers for Christmas Selling.

There are many numbers of exceptional value, and Fancy Boxed Goods are one of the most important features. These are in most attractive boxes, put up 2, 3, 4 or 6 in a box.

See these when our representative calls.

PRIME & RANKIN LIMITED

74 YORK STREET, TORONTO, CANADA, AND AT NOTTINGHAM, ENGLAND

HOUSEFURNISHINGS

Prices Unchanged

There has been no change in the price situation on linoleums, rugs and carpets during the present month. As was stated before imports have been retarded by uncertain conditions overseas, and prices for the present at least, with labor demands pressing on the manufacturers, have been higher than ever. Canadian prices on rugs and carpets show no tendency to come down, and with little being imported the natural tendency would be for prices to remain much as they are. Indeed, there is a feeling in some quarters that the peak in carpet prices may not have been reached, as supplies of yarn are still below normal, and other costs of manufacturing have not shown any disposition towards the downgrade as yet.

The wholesales report that buyers in housefurnishing lines have begun to get in again with orders, after a couple of months or so during which they were disposed to refrain, and to hold off for a drop in prices. It is seen now that there is little likelihood of much of this for some time to come, and stocks must be kept up in the department, especially as public buying continues to keep up as in most departments of the store, restrained, of course, to some extent by the high prices. This buying on the part of the retailer is said to be mostly of the hand-to-mouth order, but the wholesalers realize that this is the best policy under present circumstances, and are content with the idea that their turnover at the end of the season will prove to be as high as last year.

In the case of hangings the prices of cretonnes are reported to hold fairly firm, although there is a disposition on some lines for a slight decline.

In curtains the Nottingham mills are reported to be engaged more on home trade and export is not nearly as large, nor will it be until depleted stocks are filled up again.

Reports from the United States indicate that the mills there are making big efforts to secure a portion of the trade in the East that went in large measure to England before the war, including China, Japan and Australia. These countries have had to be cut off to a great extent by English mills, and the United States manufacturers are sending agents all over to get a hold in these markets.

BEDDING

Some Interesting Points Regarding the Sanitary Conditions of Comforters and Pillows

Have you ever paid any attention to the sanitary condition of the pillows and comforters which you purchase? In these days of new industries, new vocations and the industrial application of scientific achievements, the merchant is continually being asked to go into the history and geography, mathematics and composition relating to some line of merchandise which he has been buying in a matter-of-course sort of way for years.

It scarcely requires a second thought, however, for him to realize that such merchandise as bedding ought to bear no uncertain past. A trip to a modern factory where pillows and comforters are made would do much to convince the average buyer of the necessity of handling only sanitary bedding.

In the first place, the feathers are all thoroughly steamed so that the animal fat is taken out of them and from their quills. Then they are sterilized in a peroxide bath, where they are thoroughly fanned so that the disinfectant gets through the lot. By a draught they are carried through a long pipe which sorts out the sizes. The larger feathers being heavier, drop down first and the lighter ones are carried farthest. The small down feathers are of course used for the best quality of comforters and pillows and the heavier ones are crushed by a later process and used for the cheaper grade of goods.

Apart from the germ-free sterilized feathers and down there is the filling made of cotton to be considered. There is just as much of this said to be offered on the market in an unhealthful condition as there is of second-hand feather filling. Rags gathered from back lanes are not conducive to that "blessed sleep" of which Mr. Shakespeare wrote. The best factories use new cotton as they do new feathers. Sea Island, or the coarser Egyptian cotton, with their long strands are considered the best filling, since they are not apt to break off short into knots and mat up as do the worked-over cottons.

A Good Selling Argument

Naturally, merchandise made of the best sanitary filling will come a little higher in price than that made from "street cleanings," but surely the average salesman would be glad to know the "why" and to point out the infinitely better value of reliably clean bedding. Most important, too, is it that articles for infants and babies be of the purest, even though the covers selected are not always the most expensive.

One large firm which has recently added bedding to its output is featuring this important point of sanitation in all its Fall goods, and is finding buyers quite appreciative of the fact of cleanliness.

It is interesting to note in some of the silk-covered comforters imported from Japan that the color effect of the thin silk covering is enhanced by dyeing cotton filling to match. For instance, a cover, green on one side and pink on the other, has the cotton dyed green under the green silk and pink under the pink silk. A two-toned effect is obtained sometimes, too, by the cotton being dyed in strips, so that a light pink shows through between two rows of stitching, and beside it is a row of a deeper or different tone. This saves the labor of piecing two colors of silk together to form the covering. Many of the padded Japanese coverlets for baby-carriages come daintily printed or embroidered in floral effects. These are being shown in the wholesale ranges for next Fall.

A NEW LAMPSHADE

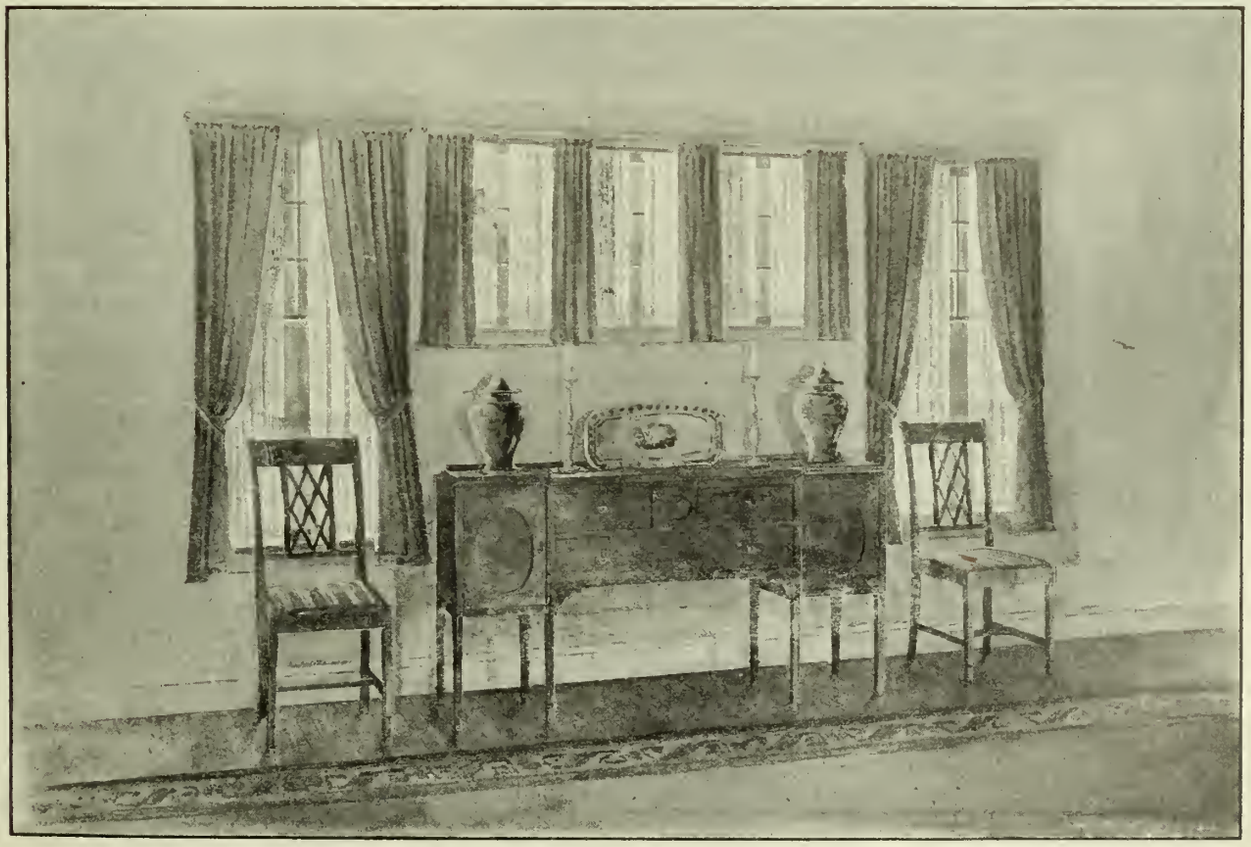
Eaton's are featuring a new lampshade made of filmy materials. These fabrics are cut in squares and show such tones as pale rose, lavender, maize, blue, etc., placed one over the other and thrown over a wire shape in handkerchief fashion like numerous little petticoats, each one having scalloped edges. The price of this new shade is $40.00. The same store has a department where instructions are given customers in making their own lampshades.

In draperies there is a very attractive new fabric offered on the Canadian market for Fall. It is a damask in broken repp effect and with a graceful design of the Adam type. The four colors always wanted, green, rose, blue and brown, are to be had.

The window above is one of those neatly trimmed with straight hanging net and transom curtains; the overdraperies are arranged to cover the window when desired, eliminating the use of shades.

Below is a simple and effective treatment of a set of dining room windows varying in size. Filet net is shown on brass rods; on outer rods are the overdraperies which on the casement windows hang straight to the sill, while those at the longer windows are caught back with bands of buckram covered to match.

These illustrations and the one on the adjoining page are by courtesy of the Scranton Lace Company, Scranton, Pa.



This window treatment shows the new panelled net curtains with plain overdraping and Valance.

WINDOW CURTAINS

The popularity of panel effects in curtains has brought out a novelty which is at once practical and extremely artistic. The design of the curtain is in narrow panels or strips about 6 inches wide and runs across the goods instead of lengthwise. In this way a customer only needs to purchase the exact number of strips to fit the width of her window. For instance, if her window is a small one, no wider than 24 inches, she would buy four strips of the curtain material to cover it. The dainty and artistic designs offered made a window trimmed in this way with the addition of pretty chintz overdrapes remarkably attractive. The widths of these new panelings are to be had in 60-in., 72-in., and 90-in., and these are the lengths of curtain in greatest demand.

This manner of arranging the patterns crosswise of the curtaining enables one to have a bordered curtain and at the same time one purchasable by the yard. The panels are shown in scalloped edges or square border effects. The mesh is fine and Adam filet, French tapestry, block, and other delicate patterns are shown.

Simplicity With Quality

The fashions in window trimming run pretty much to simplicity and quality. Fine nets and meshes are asked for and the finest that can be had in garland, tapestry, dot, and bird patternings. They are hung close to the window. Some library windows have attractive roller shades made entirely of net, with strong tape edges and a brass rod run through a casing near the bottom; a finishing edge of lace and a tassel completes them. With these shades the overdraperies at the sides are of a sheer sunfast fabric and the valance is of heavier material.

A very attractive dressing for a window in a room of Oriental furnishings has the roller shades of panels in Japanese effect; the valance is in Asiatic curves and points cut from plain green velvet mounted on a wooden frame; the side curtains are of green and gold brocade hanging straight to the floor; there are no other curtains but the effect is very complete and rich looking.

There are some other rooms arranged with overdraperies taking the place of shades. In these the straight net curtains hang on rods close to the windows and the overdraperies are easily manipulated with brass rings on a rod; transom curtains are arranged similarly to the net and there is no valance, so that the heavier curtains may be drawn to cover the window entirely.

For the average plain living-room window where overdraperies have to be eliminated, Dutch curtains come already made up. In these thee valance hanging between the curtains serves to cover the otherwise exposed curtain rod and shade roller, giving a soft, finished appearance to the upper part of the window and leaving the lower portion well exposed.

A dainty bedroom window trim has a scalloped cretonne roller shade with side curtains and full valance of allover net in Swiss weave and ruffled edges. A bed cover to match gives an added charm.

WALLPAPERS

One of the leading wall-paper manufacturers states that never before in their history has business been so good with them. Orders from all over Canada are nearly double what they were in past best years. This means one of two things, or both, that the manufacturers are turning out more attractive and more satisfactory goods, and that something is stimulating the people to "paper up." There is every reason to believe that both forces are operating. Manufactureres have been attending to improvements of design, coloring, display, etc., and endeavoring to satisfy the naturally good taste of the prosperous Canadian people, and the joy of the home-coming of the boys, particularly at the Spring of the year, is stimulating many a householder to "dress up" the house and make the veterans feel like making a fresh start with good cheer. Naturally cheery, though not "loud" papers are in demand. Chintz and tapestry effects in nicely blended tones and with artistic cut borders are favored. Some stripes are selling if they are not too striking or decided.

EXCLUSIVE STORE USES SMALL CARDS

Continued from page 96.

On the main and second floors of the latter store it is the rule not to use any larger card than 5½ in. by 7 in. The lettering is made with the pen, using a black carbon ink. Both the lettering and price are put on small, but are quite readable.

The window cards are a little more elaborate at opening times when coloring is used very sparingly. Cards similar to the grey card with black lettering illustrated on this page are used. The edges of this card are sometimes bevelled and gilded. The fancy capital is drawn on white paper and pasted on the card.

The other illustration shows the style used by the store first mentioned. It is a dark brown mottled card with white lettering. This store always have the edges of their good display cards bevelled and gilded.

Infants' and Children's Wear

SPRING HATS FOR THE KIDDIES

All the designs possible for kiddies to wear on their heads have by no means been developed yet. This season has brought out a few new ones, and they are for the tiniest babies, as well as for little folks who can run around. The caps, which are perfectly round, are favored, and they are trimmed with little narrow bands of white rabbit skin or other fur. Lace is used a good deal and some very dainty numbers are made up of white crepe de chine with shirring and hand smocking. There is nothing in the way of materials which quite meets the popular favor so well as silk faille. And therefore a big proportion of the designs made up are of this fabric. These little numbers, made in foot-ball styles, are shown for boys. The seams are corded. One number has points rounding down at each side and a white quill about 2 in. long, to meet his fancy, at one side. Another number is round and of the same size at the top as at the lower edge, giving a miniature band-box effect. Other little round crowns have a turned-up pleated edge of white silk ribbon. These are somewhat like the chin-chin hats worn by grown-ups.

Embroidered pique and linen hats are being made up for the Summertime, but for Easter and Spring the white faille and crepe de Chine numbers are most suitable.

Bonnets as well as caps for the smaller babies are shown in the materials mentioned and have a number of novel little touches of hand work.

F. M. Stafford, Sudbury, Ont., is opening up a new Infants' Department in his store.

Fire early in the morning on Feb. 3, in the W. Y. Kennedy dry goods store, on Granville street, Halifax, N.S., caused damage estimated at $75,000, partially covered by insurance.

The American Fashion House, operating numerous retail stores, is operating another branch on Buade and Garden streets, Quebec.

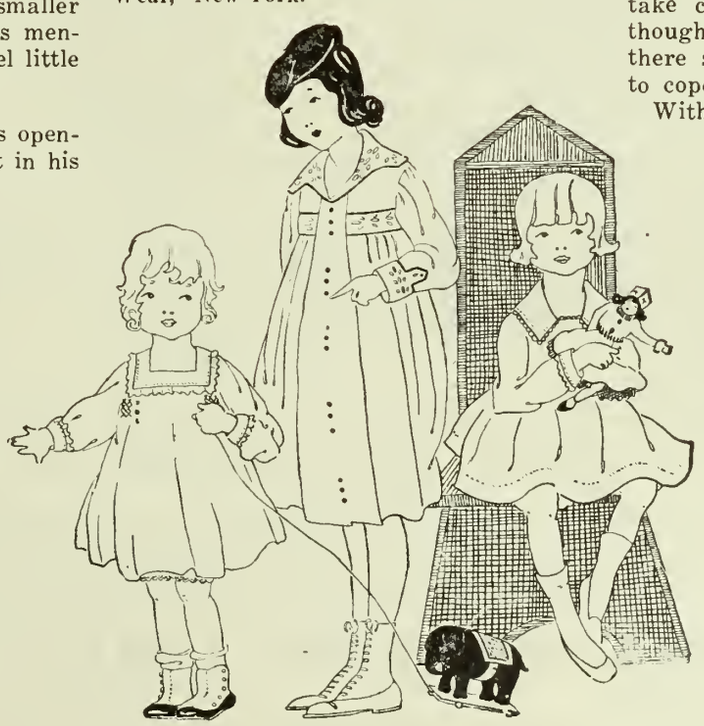
The Dominion Ladies' Outfitting Co., of which Mr. M. Isler is the president, have purchased a store at 247 Dundas St., London, Ont. The price paid for the property, it is understood, was $20,000.

From the Child's Fashion Show

1. A white Georgette ruffled frock trimmed with white satin ribbon. To be worn at a wedding.

2. A flesh Georgette dress with yoke of embroidered net; net ruffles at edge of skirt, yoke and sleeves; ribbon rosebuds at base of yoke.

3. Alsatian cape of blue serge lined with grey; hat to match in visca blue straw faced with grey.—By courtesy of "Women's Wear," New York.



WILLOW FURNITURE

While the art of basketry has proven very successful as an occupational training for invalided soldiers, it has had other effects which require some adjustment. When it was decided to train teachers to instruct the soldiers in the construction of the various articles which come under the head of "basketry," the first big difficulty which had to be met was the procuring of willows for the work. Before the war the big proportion of these came from Germany and some from England. During the war what could be brought in at all came from England. The Government found it necessary, therefore, to commandeer supplies which were coming in for furniture manufacturers and use them for the soldier work.

As a result the large retail stores have been unable to keep up their regular supplies of this merchandise. They imported some from the United States, of course, and have been showing as well a number of new developments in wooden furniture, such as cribs, chairs, chests, stands, etc., made light in weight and attractively enamelled.

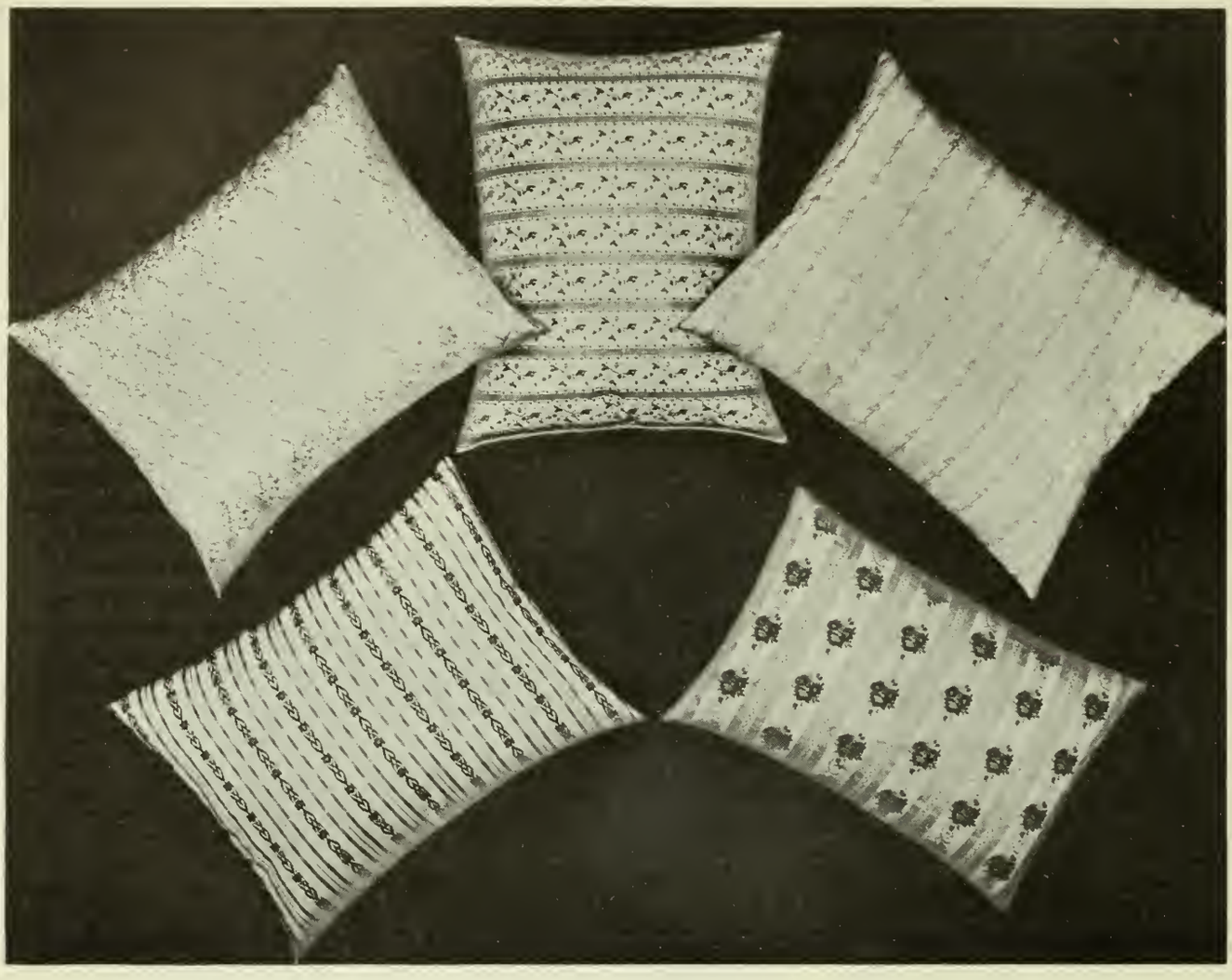
Supplies of willows are a little easier now, however, and manufacturers hope to get enough from England steadily now to take care of domestic business. Even though the occupational work continues there should be enough willows coming to cope with urgent needs at least.

With the growing importance of infants' departments and the increasing number of them, there is little doubt that the manufacturers will be kept busy supplying the goods of all kinds which are so varied and so necessary in the complete departments.

"Bairnsfather" handkerchiefs are a novelty featured by an English house. They are offered in 10 designs, and one can easily guess, from the name, the type of "picture" on the corners or borders.

Miss Bennett has severed her connection with Stitt & Co., and is now in charge of the Millinery Department of Holt, Renfrew & Co., Toronto.

STRICTLY SANITARY PILLOWS



HOW MUCH DO YOU KNOW ABOUT THE PILLOWS YOU SELL?

Would you sell pillows which are filled with feathers that have been used before—that are dirty and full of disease germs?

Do you realize the danger to the health of those who bury their heads in these pillows night after night? Do you know that over 65% of the pillows made are filled with second-hand feathers that are old, dirty and contaminating? Do you know that even new feathers are exceedingly dangerous to health unless the animal matter inside the quill is destroyed?

"Sleepwel" Pillows are free from any such danger. They contain no feathers with a doubtful past.

"Sleepwel" Pillows are made in a factory equipped with absolutely the last wor in machinery. Filled with new feathers scientifically sterilized, and guaranteed sanitary.

They are absolutely *solid value* and we believe that you are anxious to give your patrons a pillow-value, which is only found in "Sleepwel" Pillows.

See our representative before you place another order for pillows.

GEO. H. HEES, SON & CO., LIMITED, TORONTO

MONTREAL QUEBEC WINNIPEG VANCOUVER MANCHESTER, ENG.

Trade Mark

The Identification Marks of two Dependable Lines They Identify The Best in Irish Linens and Cotton

TRADE MARK.

The trade-marks shown above are guide-posts to successful Cotton and Linen buying.

Colleen Brand Cottons and Shamrock Brand Linens are two dependable brands of two staple lines.

Give them a place in your cotton and linen departments and watch your sales and profits increase.

We carry in Canada a large, well-assorted stock of HOUSEHOLD LINENS, COTTON DAMASKS, SHEETS, PILLOW CASES, TOWELS, QUILTS, HUCKS, CRASHES, HANDKERCHIEFS, produced at MUCH BELOW PRESENT COST OF MANUFACTURE.

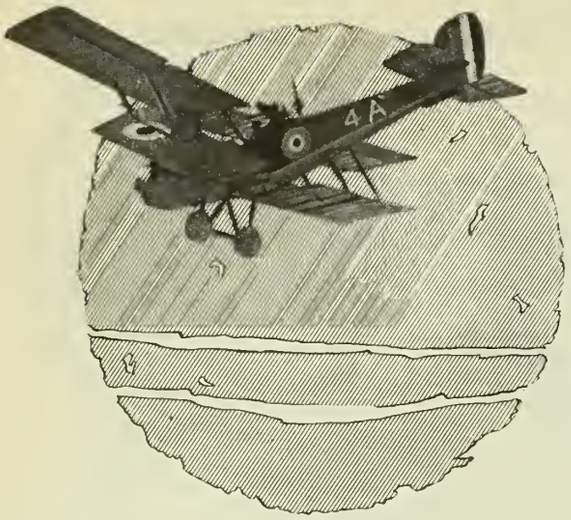
Our well selected stock of Embroidered and Initial Handkerchiefs is now ready for Easter and Christmas trade.

John S. Brown & Sons, Limited

LINEN MANUFACTURERS

Belfast ∴ Ireland

TORONTO WAREHOUSE : 80-82 Wellington St. W.



NO mind yet conceives the magnitude of the World War. The manhood annihilated—the human effort expended—the material destroyed, are beyond our tragedy-numbed comprehension.

But one of the real romances of the war is that of the great industries of the Allies accepting the challenge, and utterly overwhelming those of the Central Empires notwithstanding their long and cunning preparation.

The part played by the Linen Community of Ireland was no greater perhaps than that of other allied industries; nevertheless, that part was vital—difficult and successful.

It was quickly proven that nothing could take the place of Irish Linen for airplane wings. Commencing practically at zero—the co-ordinated Irish Linen Industry worked up to a stupendous production of one and one-half million yards of airplane linen per week—and that with mills practically denuded, through voluntary enlistment of men of acceptable military age.

Belfast, alone, gave of her sons a number totalling one-eighth of her entire population, and this without the advantages of conscription.

Withal, no airplane ever had to wait for its linen wings—the wings that supported Bishop, Fonck, Mannock, Lufberry, Guynemer, Rickenbacher and Collishaw while they brought down 400 Huns, and

—with thousands of other brave airmen—took command of the air—and carried the war into Germany. Truly, as Lord French—first Commander-in-Chief of the British Forces, said, "The Victory in the Air was won on Belfast Wings."

Turn from war's triumphs to peace conditions:

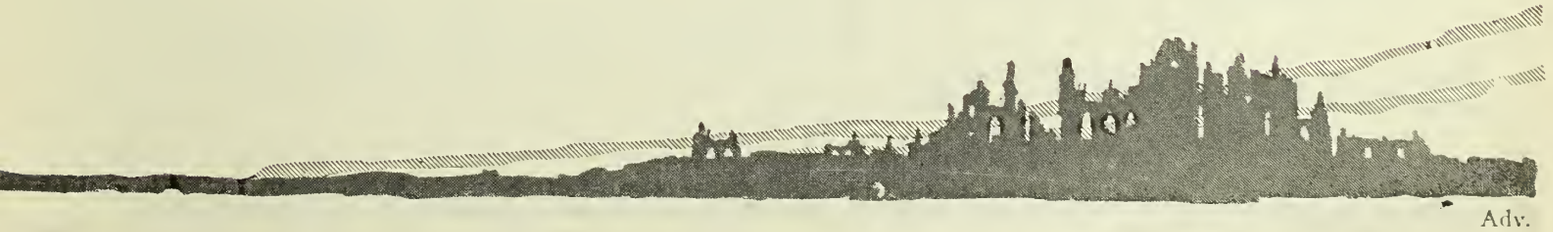
Money is plentiful. The average family has a purchasing power beyond the dreams of ambition of a few years since. Having the money—they can indulge their appetite for quality. Linen doubly satisfies that demand by its inherent value and staple nature.

With a Government control on the small available flax supply, guaranteeing to the grower the present price of raw flax—with labor maintaining its high wage basis with no possibility of a lower scale—with the manufacturer unable to lower his prices—linen prices will not be reduced.

So now is the appointed time to buy and sell linens, in full confidence of price stability. Force opportunity by taking immediate action, for linen stocks will be available only to the forehanded buyer.

Give the same merchandising and selling initiative to linens as to other profitable departments. Do this, and you will be surprised at the lucrative results to be achieved in a market thus developed and stabilized with goods whose nature alone excites the buying impulse.

Be among the first to profit. Concentrate on Linens.



HAVE YOU SEEN

the beautiful new line of "*Dalmor*" Art Novelty Curtains? Also Door and Window Panels, Piece Goods, etc?

OR

the new "*Dalmor*" line of Linene Dresser Scarfs, Table Covers and Mats, Runners, etc?

BY ALL MEANS GRASP THE OPPORTUNITY WHEN OUR REPRESENTATIVE CALLS TO-MORROW.

DALY & MORIN LTD.
MONTREAL

Stock Lines at Prices Below the Market

Ecru and Arab Hemstitched Madras
Colored Madras in all shades
Cretonnes and Printed Repps
Shadow Taffetas
Bungalow Nets
Marquisettes
Plain, H.S. and Cable Voiles and Scrims
Casement Cloths
Novelty Curtains
Muslins
Repps

AGENTS FOR: Wm. Strang & Son, Glasgow; Morse & Springle, New York; Graffon & Dolson, New York, Exclusive Art Fabrics.

Mail Orders Solicited.
Visit our new showrooms.

J. B. Henderson & Company
Limited
80 Bay Street - - TORONTO

John Ainscow & Co., Ltd.

Spinners and Manufacturers

TURKISH TOWELS, QUILTS, COUNTERPANES, &c.

Beehive Mills, Lostock, Bolton;
California Mills, Stockport;
34 Charlotte Street, MANCHESTER.

Canadian Agent: Walter Williams, 508 Read Building, 45 St. Alexander St., Montreal

Say You Saw It
in
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Cables: Worth Stourport.
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Phone: No. 4, Stourport,
7925, City, London

T. Bond Worth & Sons, Ltd.

SEVERN VALLEY MILLS

Stourport, Worcestershire, England

Also

Ham Mill, Stroud, Gloucestershire

TO THE CANADIAN TRADE:-

We wish to advise our Canadian friends that our business has now gone through the period of reconstruction, and that practically all our men who have served with the colours are back again, affording increased facilities for production.

We hope soon to be able to obtain more material, and although prices are expected to remain high, we anticipate being in a better position altogether, as regards production, very shortly.

As in the past, our aim will be to foster trade with you by a careful study of your wishes, and catering in style and colouring for your market.

Your buyers are invited to visit our mills or sales rooms when in England.

Correspondence will receive every possible attention, and enquiries will be esteemed from both old and new customers.

Yours truly,

T. BOND, WORTH & SONS, Ltd.

FLOOR FELTOL COVERING

A large demand for floor coverings is anticipated this Spring and FELTOL is available in sufficient quantities to meet all demands.

FELTOL is waterproof, lies flat without tacking, easy to lay when properly handled, patterns for all rooms.

No felt base or other floor covering on the Canadian market to-day compares with FELTOL for low price and excellent quality.

FELTOL is splendid value and will give satisfaction; order now to be assured of your share of the Spring trade.

Distributed through the Wholesale Dry Goods Trade

Manufactured by

The **Dominion Oil Cloth Co.,** *Limited*

MONTREAL

Table Oil Cloth

— and —

Oil Cloth Table Cover Designs

DIRECT FROM LARGEST DISTRIBUTORS

LEATHER CLOTH

MUSLINS - DRILLS - DUCKS

THE WEISS & KLAU CO.

462-466 BWAY, NEW YORK, N.Y.

"TABLE OIL CLOTH AND WINDOW SHADES SINCE 1887"

INFANTS' FOOTWEAR, LTD.

INFOOT

BRAND

Manufacturers of Babies' Nursery Shoes of dainty and exclusive design. Hard and soft soles.
"Infoot" Children's Felt and Leather Gaiters are unrivalled for material, workmanship and shape.

Infoot House, Peartree St., Central St., **London, E.C.1**

BASS DRESSES
For CHILDREN JUNIORS AND MISSES

No. 1457 N.—*Gingham dress developed in o most attroctive style featuring hand embroidered collar of white pique ond with sash ot bock. Sizes, 6 to 14.* **$30.00 doz.**

No. 1612 N.—*A dointy dress for intermedioles. Mode of finest Amaskeog Gingham and featured in blue, red ond gold. Hos patch pockets with ruffles at heoding and a panel front forming sash ot back. Sizes* **12, 14, 16. $45.00 doz.**

Add PROFIT to Your STORE

More and more dealers are developing their business in children's dresses by concentrating their sales efforts on the BASS line. Bass Dresses yield excellent profits and because they satisfy they stimulate additional business through recommendation.

No. 1710 N.—*A misses' and lodies' garment of best quolity Anderson Ginghom. Collar, vest and cuffs of white pique. Featuring the slip-thru belt. Finished with crochet buttons pique, piped buttonhales. Overskirt has 3 tucks. In rase, blue ond green. Sizes,* **14 to 44. $54.00 doz.**

See the line—compare it. It is the KEY to a bigger dress business.

Other Styles $12.00 per dozen and up

Alex. E. Bass Mfg. Co.

New York, 1270 Broadway. Pittsburgh, 4048 Jenkins Arcade
Philadelphia, 1006-18 Arch Street
St. Joseph, Mo., 412 Francis Street

BASS-GOLD REGULATIONS

A New Source of Profit for Canadian Trade!

REGULATION DRESSES — always popular garments — made doubly attractive by the BASS-GOLD Organization. Examine the Bass-Gold Line. Instantly you will recognize a distinctly fetching style—an originalty — affording splendid business-building opportunities.

Bass-Gold Regulations embody those style-knacks that appeal most strongly to women. They sell easily and quickly — completely please the women who buy them. They build goodwill and create additional business, through recommendation, for the dealer who sells them.

Particularly noteworthy is the quality of the material, the workmanship and finish that is characteristic of every Bass-Gold Garment. Price considered, Bass-Gold Regulations are remarkable.

Examine—COMPARE the line. Judge for yourself the quality, style and finish. WRITE for samples. Write for them to-day.

BASS-GOLD CO.

NEW YORK, 1270 BROADWAY

Pittsburgh, 4048 Jenkins Arcade

Philadelphia, 825 Walnut St. and 1006-16 Arch St.

St. Joseph, Mo., 412 Francis St.

Cater more to the kids of your town . . .

High Brand Coveralls are in big demand wherever kiddies are

If there are a thousand youngsters in your district, it means a thousand reasons why you should cater to their needs, and a thousand reasons why you should handle Haugh Brand Coveralls.

Mr. Retailer, don't neglect this department. Canadian kiddies deserve and demand Canadian made garments.

Send now for further particulars.

J. A. HAUGH MFG. CO., LIMITED
658 to 662 King W., Toronto, Ont.
Also Mfrs. Arm and Hammer Work Shirts, Overalls and Trousers

Recommended for baby by nurses and doctors.

Priscilla Brand
Woollen Goods

We will gladly send you samples. Or await our representative and see this well-known brand of Infants' and Children's wear, which includes—Bonnets, Jackets, Caps, Overalls, Leggings, Boottees, Infantees, Gaiters and Toques, etc., etc.

These lines are both Machine and Hand-made and will prove to be reputation builders and fast sellers.

Henry Davis & Co., Limited
253-259 Spadina Ave. : Toronto, Ont.
Montreal Representative : H. B. Taylor, Mappin Bldg.

Baby wants them
Mothers seek them
Well then, you should stock them
Where there are babies there is a need for this brand

Try It

There's something you want. Perhaps you want to dispose of some store fixtures, some property, etc. Why not let your wants be known to the parties who are likely to be interested? The charge for the use of the condensed ad. column of DRY GOODS REVIEW is two cents per word, but the results will repay you for this slight cost. Write to

DRY GOODS REVIEW
143-153 UNIVERSITY AVENUE
TORONTO

READY-TO-WEAR

SPRING APPROACHES WITH MUCH COLOR

New York Has "Red" Craze Now—Bright Colors Prevail for Spring and Summer—New Sets Include the Separate Skirt—Many Other New Fancies.

NEW YORK, Feb. 26.—At the present moment New York is most interested in an intangible something called "red." The particular shade of importance was introduced at Palm Beach by Harry Collins, the well-known designer. He names it "Mikado" red. It is, as the Mallinson silk house says, "a real Eastern red, subtle, bewilderingly lovely, enchanting." The popularity of this red has sped northwards and has affected almost everything one wears. It is shown in gowns, costumes, trimmings, tulle scarfs, capes and blouses and is most effective in the beads and necklaces. These necklaces are Oriental in effect, having dull metal filigree beads of odd contour appearing with the composition or wood beads which are of this deep pleasing red. Many of the necklaces have long drops in front and they may be plain and highly polished or carved. This "red fever" is of course a passing fancy, but it is prevalent among practically all classes at present.

Dresses

Beads are highly important in costuming. Gowns and blouses are most elaborate in their use of beads and embroidery.

Waistcoats are quite essential in the average dress design as they are in suits for Spring. In fact dresses show many of the same lines and features which coats and suits depict. Coat effects in dresses vary from the short Eton or bolero to the long-skirted effect with open front and waistcoat or vestee. Bloused effects based on Russian styles are again shown and are selling surprisingly well. Braid trimmings, tailored revers and sleeves, slightly fitted backs and stitchings are as frequent with dresses as with outer garments.

So far New York refuses to accept the short French sleeve except in a few instances. Paris houses are modifying some of their pet designs in that particular in order to meet the demands of their American customers.

Apron effects are still good with Summer frocks, many of them are slanting and vary in length. A pretty combination was seen at a recent fashion show. The frock was of draped taffeta in navy with wide crush girdle. The upper part of the bodice, including elbow sleeves and the slanted apron were of flesh-colored organdie embroidered in white. The taffeta formed a short front ruffled peplum over the apron and extended above the girdle a couple of inches. Ribbon run through wide tucks in another dress of organdie made effective trimming. The skirt hung quite full all around.

Titian, or onion shade, is talked of as a coming color for Spring. It is lighter and slightly more yellowish than henna. Henna, by the way, is said to be accepted for sports clothes by London women. Bright colors for all classes of garments are an established fact in this country for Spring and Summer, but they are not combined in the garish designs of a couple of years ago.

For Misses

Youthful sports frocks are in combination of two sports silks, a figured khaki-kool being used for a straight collarless blouse and blue kumsi-kumsa for the skirt, cuffs and pockets. In another model the Russian blouse is of the crinkled fabric and the skirt and trimming of satin plaided poplin.

An interesting new raincoat.

There are a number of beaded Georgettes in youthful colors; sunset, one of the newer colorings, is lined with white beadings and has draped girdle and sash. A champagne color Georgette is beaded in robin's egg blue beads of translucent effect.

Printed voiles are trimmed with plain color organdie, and white organdies are much tucked with skirt and sleeves, lace trimmed. A number of models in white batiste make use of lace insertions and edgings.

One of the smart new rain-capes for Spring is of grey rubberized cloth opening on each shoulder and fastening with buttons of the material. A high, slightly flaring and crushed collar is cut in one with the body of the cape. While capes are extremely popular for rainy days as well as sunshiny ones, there is an attractive storm coat offered. It is fashioned of rubberized dark red cloth, with peasant's cape, which, when thrown over the head, buttons in scarf style at the neck in front; there are package pockets on the hips, a belt allowing a bloused effect, and leather buttons.

The "Jazz cape" is a new feature with one manufacturer. It is made only in navy blue serge and big orders are said to have been placed for it..

New Footwear

White buckskin shoes shown for the South show jet buckles of various sorts. Usually they are very effective. One method of mounting the buckle is to place it on a foundation composed of closely plaited black ribbon, which extends just far enough to give the buckle a little backing. This same idea is developed in some evening slippers. For instance, crescents of rhinestones on flesh satin slippers rest against little pleated satin fans.

Sometimes, too, white satin evening slippers show jet buckles or small jet buttons fastened flat against the tongue section or the edge of the shoe as it slopes up to the instep.

Most of the fashionable French shoes and slippers are featuring short vamps and rounded toes. One pair of after-

noon shoes in black kid are in this style with high cut over the instep; there is also a tiny strap, a buckle of silver, and brilliants, and beneath it all, a tongue.

SKIRTS

To be strictly correct, one's Summer wardrobe must include at least one separate skirt of Georgette crepe. If it is not of white, then it must be of the most vivid color known to the dyer's art. Grass green is one shade that pleases, and indeed these skirts seem not "impossible" after one has actually seen them. They have tucks at least four inches wide from hem to waist, stitched with silk or else hemstitched in place, and are gathered on to a waistband in similar fashion to the satin skirts of a couple of seasons ago. The blouses of fine net, batiste or Georgette which are worn with these skirts make up a more or less dressy costume. Knitted sashes of heavy silk going twice around the waist, looping at the sides, and with fringed ends, are shown with the white skirts.

Few Taffeta Skirts

Separate skirts of heavy satin are much used again and so are those made of the endless array of new silks. Most of these have satin faces and few are priced under $6 a yard. Taffetas seem to be out of the running though they are liked for the one-piece frocks coming on later. Pockets are not a general feature on separate skirts, which is a notable departure from the fashions of two seasons ago.

The separate skirt of voile is also a fancy for the coming Summer. They are in colors and fancy designs as well as white, and have the wide tucks, hem and belt; there are also some made of plain chambrays, percales, and handkerchief linen, and others of Shantung, Pongee, and other rough-surfaced silks. Lavender and British red are spoken of as two leading colors in plain fabrics for Summer skirts. They follow strictly straight lines in the simple styles mentioned.

Sets Include Skirts This Season

More than one designer of fashionable costumes has introduced a hat, scarf and skirt of the correct silks for this season; sometimes plain silks, such as dew-kist, khaki-kool, baronette satin, crepe de Chine or fanta-si are used, and in other cases printed silks in khaki-kool, Shantung, pussy-willow, or roshanara are selected. The wide scarfs used in this manner take the place of the sleeveless sweaters which were worn so much last Summer.

Misses' tailored suits for Spring at Altman's feature such fabrics as Poiret twill, wool gabardine, silvertone, tweeds, and snow-flake and heather jersey cloth in beige, navy blue, Alpine blue, rookie tan or garnet, and the prices range from $35 to $175.

A New Fabric

La jerz luisante is a new fabric upon which Altman's lay special stress. It suggests the richness and sheen of silk, is durable, and therefore important. "It is certainly one of the most interesting fabrics offered," says this store.

A Fashionable Set

There is a tendency this year for wide scarfs to supplant the sleeveless sweater of last season for certain occasions. Hence we have this beautiful set of the new Dew-Kist silk, in hat, fringed scarf and skirt, and a tailored Georgette blouse to complete. Scarf-ends and hat are trimmed alike and note the length of the scarf, also that it is worn belted in.

BLOUSES

Franklin Simon's are featuring Spring blouses which they divide into three classes: Costume waists, tailored waists, and hand-made Paris waists. The costume waists are of Georgette, drop-stitch voile, tricolette, metallic embroidered lace or crepe de Chine, in buttercup, sunset, orchid, cloud blue, Victory red, flesh or white; designs include tablier, peasant, surplice, slip-over or button back models, lace trimmed, and with sashes or embroidery. The prices range from $7.50 to $69.50.

Tailored models are of linen, men's wear crepe, dimity, washable satin, Jap silk, luxor silk or crepe de Chine, in white or flesh, also striped imported ginghams. The designs are both mannish and frilled with tucked bosoms, Charvet cuffs, Eton or Buster Brown collars, pleated Queen Anne collars with black ribbon ties; also high neck models, and prices are $4.95 to $13.75.

In the Paris models there are the new collarless styles, round neck, panel, frilled, surplice, slip-over or button-back models. Materials include white French voile, batiste, net or linen, and many are exexquisitely trimmed with hand embroidery, drawn-work, real Val or real filet laces. The prices of these models are from $9.75 to $98.50.

Features New Blouse Color

The entire corner window at Saks & Company was given over one morning

An Exclusive Blouse

Georgette with white satin embroidered in black silk. The collar, panel, belt and cuffs are of the satin.

recently to a showing of a new color introduced by blousemakers, Julia Sanderson Canary. A large picture of the musical comedy star was placed in the centre of the display, draped with an uncut piece of Canary yellow Georgette. Some ten or twelve different styles of blouses surrounded the picture in a group, making a decidedly effective introduction of the new color, at the same time according graceful acknowledgment to Miss Sanderson for the use of her name in connection with it.

"Town and Country Suits"

The varied discussions which have recently arisen as to whether sports suits should be exploited by that term or called otherwise to signify more clearly their actual uses, are recalled by Wanamaker's announcement of "Town and Country Suits."

Seven models were offered, built on mannish lines in solid colors or heather mixtures, featuring taupe, brown and blue from Copen to midnight. All were belted and pocketed; some with mannish patch pockets and bone buttons to fasten.

Saks & Company will enlarge their millinery department on the third floor by taking over the space that has been devoted to sweaters. The sweater department, which has used a good deal of space adjoining the millinery department, will now be located on the same floor in the back.

The space now being used by the sweater department belongs to the millinery department, but was given over to them for a few months. The millinery department intends to introduce their higher-priced hats and needs the extra space to display them.

FURTHER REPORTS ON PARIS OPENINGS

Directoire Influence Strong, Except With Two or Three Houses—Much Lace and Brocade; Metallic and Braid Trimmings—Some Feature Leather Belts—Cheruit Shows New Blouses Made of Veils.

IN the previous issue of DRY GOODS REVIEW a summary description of the Spring openings of nine of the well-known Paris designers was given. Since those displays, reports of others have reached us and follow in brief. Interest in what Paris has to offer this first Spring after the war is keen, and tendencies, which develop from them, will be of great importance to Canadian buyers.

Doeuillet

Like the majority of the others, exploits the "Directoire" styles, but adds novelties. Tricolor cockades on suit jackets,bodices or girdle;waistline curves up at front; contrasting girdle knotted at side or back. Suit jackets half length, slit or trimmed at sides; skirts, sometimes slashed and with flat flounces or tunic in front. Materials, gray and beige serge; green and red velours de laine. Waistcoats, some with high collars. Afternoon gowns with turnback collars and stand-ups at back. Half and three-quarter sleeves predominate; some very short. Fullness over the hips; draped skirts open at bottom in back. Tunics trimmed. Dinner gowns, short sleeves, sometimes slit; black skirts with contrasting bodice; materials, satin in nickel grey and silk tricot, striped black and gold. Evening gowns, black and gold brocade chiefly; high color taffetas with jet. satin with chantilly and jet; salambo glace (metal cloth) in bright blue or red, silver with jade, gold with pink. Much tulle and ostrich and low flower girdles. Side trains; others caught up at wrist, some looped up under skirt.

Wraps have sleeves, but cape effect at back, belt in front. Materials, etamine in large checks, with woollen fringe; satin with silk fringe, black and gold brocade with long ostrich fringe.

Colored cotton embroidery on taffetas and Georgettes.

Red cotton crepe combined with blue; brick colored shantung, China blue taffeta and blue foulard with big white or red dots seen, as well as beige broadcloth encrusted with stitching in string in same color with motifs of cloth appliqued. Taffeta is stitched in English embroidery in self color thread. White organdie is embroidered in Chinese motifs.

Short coats or little capes to match dresses.

Drecoll

Long, soft lines, no extremes. Jackets of tailored suits, half to three-quarter lengths. Fullness gathered or pleated at sides; no girdles, or else patent leather belts. Paletot models with waistcoat of white pique or organdie. Collars high, turn-down, rounded or stand-out from neck. Materials: heavy cheviot, gabardine, serge, velours de laine.

Colors for suits: black, navy, beige and mustard. Striped silk jersey and window plaids liked, buttons and gold braid trimmings.

Bodices crossed in front or open, with band of satin. Wide girdles and flounces.

Canadians in the South

At the left is Lady Davis and with her Miss Anna Murrat, both of Montreal, photographed while strolling at Palm Beach, Fla. Lady Davis is wearing a white hatter's plush sailor with tailored suit of heavy white wool Jersey; large pockets handsomely embroidered. Miss Murrat also wears white with coarse-straw sailor. The very wide belt of the coat and the very narrow one on the suit are noteworthy features.

Serge, taffeta, silk jersey, foulard in blue and red, nattier blue.

Fringe, important. Dinner gowns in satin, black, blue and dark tobacco brown. Girdles contrast, cordoliere or wide ribbon. High tunics; silk fringe.

Evening gowns, Oriental, Greek and Directoire. Side draperies reveal one leg. Tunics, of light materials, and some are longer than skirt. Tulle predominating material. Some ankle straps fasten the skirt. Square detachable trains, frequently on one side and lined with metal cloth. Jet, brilliants, long fringes, chantilly, white laces, wooden beads for trimmings. For misses, taffeta in rose, blue, yellow and russet, draped up at sides; flowers.

Serge, duvetyn and silk jersey for separate coats, in navy and strawberry. Capes, black or beige, with hoods. Ostrich, embroidery, monkey fur, back flounces for trimming.

Beer

Longest skirts of all openings; five or six inches from ground for suits, ankle length or longer for evening. Suit skirts slightly wider than dress skirts; piped at sides or with loose side panels. Jacket lengths from waist to fingertip; some patent belts. Broad, square collars. Broad striped woollen materials.

Afternoon dresses of striped foulards and checks, taffeta, Georgette, and shantung, with lingerie guimpes and waistcoats; yellow, embroidered with gold, favorite color. Directoire evening gowns with fringe, jet embroidery and wide laces; yellow over white satin foundation shown. Jet and ostrich on evening wraps. Metal cloth and short sleeves for evening wear. Neither sleeves nor decollete extreme. Some narrow trains.

Separate coats made of gabardine in shades of grey, beige, and mustard. The materials for capes chiefly satins in black embroidered in gold or jet or blue brocades, with gold lame. Collars high, made of ostrich.

Callot Soeurs

Go to extremes. Show about 400 new models with varying features. Suit jackets vary from fingertip to knee lengths. Skirts, some wide, bell-shape; some tight. Mostly short, 10 to 12 12 inches from ground. Elaborate beads and spangles for trimming.

Evening wear shows lavish metal and colored brocades. Draping to reveal lines of body. Directoire seen in round decollete. Some V-shapes, not extreme. Rich embroidery, gold spangles, ribbon sashes. Victory blue, Italian green and Dubarry rose featured. Dance frocks, bright tulle with deep flounces on wide moire and taffeta skirts.

Wide silk and wool fringe; much black chantilly and some cream colored Valenciennes and gold and silver laces on dresses. Some chemises, some fitted. Short sleeve lengths.

Absence of lingerie neckwear.

Doucet

Straight narrow suit skirts; 8 inches from floor. Jackets, knee length—some wrist length and some cutaways. High square collars and broad revers. Waistcoats or embroidered batiste blouses with suits.

No Directoire styles. Chemises and fitted dresses. Elaborate embroidery. Much lace, especially chantilly and metal laces. Satin or jersey, with short sleeves for afternoon gowns.

Evening gowns have extreme V-shape decollete in back. No sleeves. Some entirely covered with beads. Skirts ankle length.

Materials: Furracotta, striped serge, figured and striped foulard, satin, crepe de Chine, metal cloths. Gowns have vivid red or blue embroideries.

Worth

Soft lines sponsored. Low waistline and small sleeves. Evening bodices fitted. Tailored suits plain; jackets half length and straight. Short back is fitted; belt in front to lengthen waist. Contrasting trimming and folds of white braid on suits. Materials include black diallaine, striped or checked, with white, mustard, colored toillaine, duvetyn and gabardine. Suit blouses in colors, in basque and belt styles.

Dresses of woollens with white Ottoman or organdie waistcoats. Navy favored. Afternoon dresses have round decollete or open, over striped taffeta waistcoat. Materials, black foulard with white figures; printed organdie, champagne and bisque crepe de Chine. Japanese embroideries, such as straw, forming braid effect or daisies; silk filet lace. Many have leather belt.

Dinner gowns, round or square decollete, some girdles draped around hips. Black satin with mousseline de soie. Tunics with beads and silk fringe.

Greek evening gowns. Long waistline bloused in front, skirt at hips to match. Square or pointed trains; round or V-shape decollete, marked in back. Bead girdles; very short sleeves; chantilly lace. Some models trimmed at shoulders with materials contrasting to bodice. Rhinestones on black and colored satin skirts; brocades in green, night blue and black, combined with gold. Jet fringes and strings of rhinestones in pinkish hue for evening trimming. Ostrich replaces flowers.

Capes gathered to wide band at the neck which forms collar free from neck. Some have collar tied over one shoulder; some have hoods. Taffeta, silk jersey, satin, gold and colored brocades are the materials, trimmed with silk or ostrich fringe, old gold embroidery,

Fashion's Decrees

A graceful wrap of sand-colored tricotine with deep Victorian collar and lining of navy blue pussy willow silk is shown at the left. The bat sleeves, weighted with rows of buttons placed closely together, are cut into a loose hanging cape effect across the back.

Of course one must have a suit as well as a wrap this year. The one pictured here is a Directoire model of sand-colored gabardine with cloud blue silk crepe collar and lining of flowered grey silk. Tucks sweeping down to the smoked pearl buttons in front, on sleeves and at the back, emphasize the lines; the buttonholes are hand made; a wide pleat allowing a slit at the bottom characterizes the skirt.

The distinctive hat is of black lisere, with wide corded ribbon wings. These two models and the hat are featured at the T. Eaton Co.'s Toronto store.

rhinestones combined with jet. Collars high, sometimes trimmed with ostrich.

Jeanne Lanvin

Waistline high in front, dropping in back, for gowns and also tailored suits. Shoulders sloping. Sleeves, elbow to three-quarter length. Suit jackets wrist length, long straight lines, sometimes open on one side. Tailored skirts short, 8 inches from ground, slit at sides. Some cut circular and of irregular length; trimmed with set-in pieces of pleated fabrics. Fancy leather belts; white mother-of-pearl buttons; Oriental and fancy embroideries and stitchings.

Afternoon dresses have crossed bodices or waistcoats, short sleeves, loose panels. Skirts gathered in front or back and slit at sides; puffs at hips, effecting pockets; aprons of lace or embroidery. Dress materials: foulards with large red and blue flowers, crepe marocain in almond green and sulphur yellow, toile de soie in lavender blue, brocades in gold and orange; fringe, beads and lace for trimming. Shawl collars.

Separate coats of heavy woollens, horizontal pleats with black stitchings. Capes of navy serge embroidered. Some have hoods.

Cheruit

Shows originality from others. Does not feature Directoire, straight and narrow silhouette; skirt 8 inches from ground. Suit jackets knee length; turned-back revers, fronts and narrow belts; side skirt panels looped under.

Foulard dresses with long, navy blue serge jackets. Afternoon dresses have ¾ to full-length sleeves.

Chemise dresses with wide sashes.

Cloth and satin capes with foulard and mousseline de soie linings.

No spangles and beads and little lace. Much metal cloth and tulle; some taffeta. Blouses made of Rodier's fancy embroidered veils.

Paquin

Low waistline; bodices simple and smooth, slits under arms, neck free. Mostly long sleeves, some half and ¾. Dark colored fringe, made of flat silk braid, featured.

Tailored suits plain; jackets half to ¾-length. White serge skirts with paletots of burabure in sports shades and cut long and straight.

Scotch plaid capes with small sleeves. Other materials: maroon colored satin, red taffeta, black velvet trimmed with white lawn, lace, brocade trimmed with gold and sable fringe or tassels of chinchilla, etc.

Tailored suits for misses show lavender cheviot with bisque linen revers and twine ornaments; navy serge with straight collar of white cotton plush; rust brown serge with braid and waistcoat of white tussah. White cotton plush flowers on sides of some suits. For misses' evening wear lame combines with "tulle ondayante"; souffle de soie in yellow and cerise with girdle of silver lame. Tulle and velvet flowers.

Capes of lame and taffeta.

Zimmerman

Drapes the figure. Flounces and tunics are profuse. Sleeves short and neck free. Tailored suit skirts very tight at bottom. Dark copper red to light Havannah brown; also tennis stripes liked. Silk and wool galloons, silk tricot and leather for trimmings. Afternoon dresses combine materials and colors. Foulards and taffetas plain and striped shown. Materials striped in gold, silver, white or flesh, trimmed with wide bead fringe, for evening wear.

Coats and capes without sleeves. Heavy silk bure trimmed with burella or satin, fringe and plumes.

For misses, changeable taffeta with flowers, mousseline de laine, tulle with bright rose and silver ribbons; embroidery and mother-of-pearl buttons.

Lelong-Fried

Skirts slightly longer, very tight, very low waistline; sleeves not much in evidence. Little trace of Directoire. Suit jackets short, with scarf instead of collar sometimes. Skirts short and tight. Materials: fine serge, crespy, gabardine, toillaine and wool jersey in light shades. Trimming of bias folds of silk.

Afternoon dresses: foulard, striped taffeta, satin, tussah, cotton goods and crespy, in black, navy, white beige trimmed with roses, embroideries and fringe formed by unraveling the fabric.

Trains deep decolletage and draping for evening gowns. Lame, silk brocades in sombre colors; beads, diamonds, jet, embroidery, lace, metal girdles.

Coats: grey, black and striped velours de laine and duvetyn.

Directoire touches for the jeune fille, in flowing lines of crepe de Chine and metal laces.

DESIGNERS MEET

Canadians Not Yet Too Much Contaminated With Civilization—Was Speaker's Compliment!

The women dress designers, of Toronto, have organized an association, which is developing upon a comprehensive basis and there is no doubt that their co-operation will mean much to the dress trade in Canada.

On Wednesday, March 5, they held a dinner at the King Edward Hotel, and

Beach Fashions

A New York society lady wears this fascinating beach cape and black brocaded satin bathing suit for the aquatic part of her sojourn in the South.

had as guest, Mrs. Angus Campbell, who was in town from Victoria, B. C. Miss C. M. Storey, presided. Roses and pussy willows, the gift of Mr. H. A. Hornell, made the tables lovely. About 50 were present.

The address of the evening was given by Professor C. T. Currelly, of the Royal Ontario Museum, who spoke on design. The topic he considered from the two standpoints of form and decoration. A sense of proportion is a great asset to a designer and one not easy to acquire, he believes.

Canadian people, he thought, had remarkably good taste when they get a chance. Their standard was high when it was not mixed up with other questions, as everything is on the market. If twenty Canadian women, taken at hazard, were asked to select from three pieces of furniture, he believed nineteen out of the twenty would choose the best.

One strange thing pointed out by Professor Currelly was that, artistically, a savage never seems to make a mistake. He has a wonderful sense of proportion. It is probably close touch with nature that brings this about, and similarly with the Canadian people, they are not yet too much contaminated with civilization.

The best color is achieved by the vibration together of a great many colors not quite alike. By this standard modern dye is too well done. Every thread is of the same tone as every other thread. In the old days the thread was dyed first, and in the old velvets a number of colors nearly alike vibrated together, and drew the exclamation: "What marvellous color!"

The decorative side was declared to be more difficult than the formative side. Here again, a great deal may be got by looking at the best that is to be seen, and Professor Currelly said there was more in the Royal Ontario Museum than the designers could exhaust in many years if they would "look at it, and look at it, and look at it till it really soaked in and they made it part of themselves."

"We must be national," he concluded. "We must design for the country we are living in, and for the materials at our disposal in that country.

"In decoration, go very, very slowly, and try hard to make the thing so nice that you won't want to put any decoration on it."

THE PRINCESS' TROUSSEAU

A report from London, Eng., dated Feb. 14, with regard to the wedding trousseau of Lady Patricia Ramsay, formerly our beloved "Princess Pat," states that it is simple and in no respect beyond that of any bride of an officer of equal rank with the groom, and that no materials were ordered outside the British Empire. "Stories of lavish shipments of silks, etc.," it says, "are pure fiction."

The Princess' wedding gown was designed for her distinctive style and was made of broche panne velvet with court train of cloth of silver richly embroidered. The lines of the gown follow those worn by the Florentine ladies in the famous picture of the meeting of Dante and Beatrice. The Royal wedding veil in rare old Brussels lace, was formerly the possession of Queen Charlotte.

Driving to and from Westminster Abbey, Lady Ramsay wore a long cloak of the same brocade as her wedding gown, lined with soft white fur and with a deep collar of white Canadian fox.

The evening gowns of the trousseau were all made with a short train. They included a gown of sapphire blue charmeuse embroidered in Greek key design in white diamonds, another was in peach broche with mother-of-pearl paillette top and petticoat at one side; a powdered blue and gold frock; and an orange and silver brocade with a hanging cape of silver lace. A rest gown of turquoise blue over green chiffon had a sash of green and gold metal tissue and a floating train of chiffon; apricot velvet was used to fashion a tea gown which had a long coat and draperies of black and gold metal lace.

Hand-made Handkerchiefs

There are handkerchiefs finely whipped on the borders with colored thread, with the Princess' initials worked in the corner in the same shades. Others of plain white linen lawn have squares of linen set in each corner and narrow bands of drawn thread work to define the hem.

The rose, shamrock and thistle have been introduced into the Irish crochet lace that adorns some of the lingerie, and there are sets showing the introduction of motifs of colored lawn into otherwise white garments.

Designs in Tailormades

There were a number of plain and more elaborate tailor-mades, an interesting example of the former being of plain black and white striped suiting made with a waist belt; the skirt was plaited in the back and front and plain at the sides; two jumper frocks were made by blind women working under the care of the London Association for the Blind. One of these was carried out in pigeon grey knitted wool with amethyst wool effects, and the other, an afternoon gown, was of navy silk trimmed with beige.

The bridesmaids wore picture frocks of love-in-the-mist blue and hats of shaded blue tulle. Two little pages wore Highland dress, their kilts being their clan tartan.

There is no doubt that the bride's selection, which was made with such care and artistic taste, both on her own part and that of her courturieres, will furnish many suggestions for admiring brides in Canada and elsewhere this year.

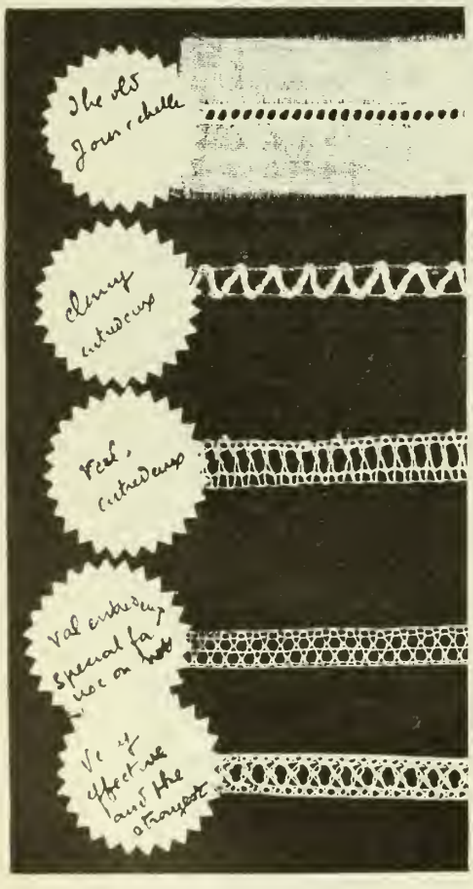
Many New York buyers returning from Paris say that Paris still holds the dominant word in world fashions, and that they believe the long skirt must go from America. Paris is designing decidedly short-skirted apparel and the result is quite unsuited to lengthening. Skirts must go back to 10 or 12 inches from the floor, and New York designers will be unable to hold out against Paris, say these buyers.

Letter from our Paris Correspondent

Paris, France, Jan. 31, 1919.

EDITOR, DRY GOODS REVIEW:—Lingerie is an important item of ladies' dressing, and not the least expensive, too. It seems extraordinary that nowadays, with such short chemises, knickers that take hardly more room than a handkerchief, such high prices could be obtained for those "chiffons." Yet, it is a fact, though, and everyone marvels as much at the daintiness of the present "Lingerie Shows" as at the high prices.

Nainsook is seen in a few instances, and cambric still less often. Both materials, that were manufactured in the North of France, are getting scarcer every day. They are being replaced by cotton voile, and all the light silk stuffs:



For Silk Garments

The old "jour echelle" of drawn threads is shown at the top, used only on staples. Instead the various "entre deux" below it are used with silk lingerie and blouses for joining edges between tucks, laces, or on collars. In order from top to bottom they are Cluny entre deux; Valenciennes entre deux; Valenciennes entre deux special, for use on net; very effective and the strongest. These are reproduced here in actual size just as they were sent from Paris to Dry Goods Review.

SUMMARY

Crepe de Chine and high prices rule in Paris "intimes."

New types of "entre deux" replace the "jour echelle" mode of joining two edges in lingerie.

Fine cottons very scarce. Cotton voile and silks replace them.

New camisoles designed to fill in V-necked blouses and gowns.

Rococo garlands and beads preferred to ribbon trimmings this season.

Dressing jackets in novel effects of panels, Japanese embroidery and two-toned silks.

Boudoir caps, in novel designs and trimmings.

Slippers made of checked and striped silks.

Handkerchiefs have corners showing the little Alsatians, Nenette and Rintintin, and others; also colored borders with black band.

pongee, crepe de Chine especially, silk voile, or muslin and net.

Crepe de Chine is by far the most favored lingerie material; it requires little trimming, as far as lace is concerned, and is much more effective if embroidered with silk. I have seen a set of ivory crepe with just a Greek motif of plumetis embroidery in strawberry silk cord. A ribbon of the same shade gathered in the nightgown and the chemise at the waist, and there was a similar bow at the knickers.

Many Trimming Stitches

There may also be some crepe de Chine bands united by cord faggotings, which are effective, especially on morning gowns. Crepe de Chine may also be used in connection with net.

All the various stitchings, of which I sent you some samples a year ago, are very fashionable still. We see many motifs inserted with "point turc," even some garlands forming knots or flowers are entirely made in "point turc." The regular "jour échelle" with drawn threads made a Greek garland in a set I saw some time ago. These stitches do very well on nainsook and cambric. Silk threads are too thin and more difficult to draw and to work.

"Point de Chainette" also is nice, particularly on silk. Braiding, always effective, comes on elaborate combinations, petticoats, or corset covers, where it appears on a front panel and around the hips, the skirt being all fluffy, with several rows of lace frills.

Instead of the old machine "jour échelle," as per enclosed sample, which is only seen now on the staple inexpensive lingerie, we have several "entre-deux":

One is in Cluny lace: It is very effective and strong, and is seen with cotton voile; it is also a trimming on lingerie blouses, where it comes in between tucks or at the edge of the collar.

Camisole supplies—blouse trimming.

The three other samples herewith are Valenciennes "entre deux," suitable for all purposes; between two pieces of lace, or anywhere it looks nice. The fine one will be used especially on net.

Ribbons are less seen than heretofore, rococo motifs having taken their place.

Empire Styles With Trimming

The styles have not much altered since last year. The regular Empire mode seems to regain favor and to replace the points that were so often seen last Sum-

"Page 2" as described

Yoke effects at left and right for low V-necked blouses. The middle set has motifs set in with "point turc." See descriptions in accompanying letter.

mer. In fact, as you may see in "A," if the trimming is pretty, it will always look nice, even when seen from a V-shaped blouse.

In fact, the pointed shape, when still used, is often made of the same piece as the whole chemise, whereas last year it was sewn on the skirt just at the waist, and a ribbon was threaded through. Now, to underline the waist, you have a few tucks, as in the first set of page 1. You notice, moreover, a kind of yoke, made by the embroidery on the chemise itself.

The second set of that page is in white silk crepe with color bands, and a colored motif inserted by "point turc." There, as in the previous sample, the knickers are slit on each side.

The third set, also in crepe de Chine, has a fine net yoke, with plumetis embroidery on the net. It is beautiful, indeed, to see how cleverly the work is done. Some net yokes have insertions of the material, which is still finer.

In page 2, we have three different ribbon shoulder straps. The first two are very practical, as they prevent the strap from falling off the shoulder, which is very annoying. The third is less practical, on account of the rococo garland, but used on a set which is meant for a present; it is very effective.

In these days, where corsets are reduced to nothing, we have some fitting "brassieres" worn by ladies who are unfortunate enough to be stouter than the present fashion wants them to be, and you have herewith two samples.

(a) is in good shirting, duly embroidered, and fitting the bust closely. So is (b), only it is made of strong net, or better, of filet lace, which is more solid, and duly embroidered. It has the pointed shape; as a rule, one should adopt one shape for all underwear, whether the pointed or the straight one, as there is nothing so ugly to see, under a transparent blouse, as a chemise in one shape and a corset cover (and sometimes a brassiere) in another shape.

Roccocco Garlands or Beads

In page 3, we have two "sault de lit": One is in pleated silk or light woollen stuff, with short sleeves, also pleated, and a lace collar over it. A garland of rococo flowers, as necklace, and girdle complete it, and might be replaced by the same trimming in beads, as in the other gown, which is simple, and must be made of thick silk stuff, so as to hang down properly.

In page 4 we have two "liseuses," as we call those blouses in the morning before dressing:

The left one is in charmeuse, with the bottom enriched by a beautiful Japanese embroidery band, which is also found at the edge of the sleeve. The front is slit, so as to make a kind of fichu, which is tied down at the back into a big bow.

The other one is made of two panels, tied by a ribbon on each side, which is slipped through over the head. A sailor collar and a band at the front and the bottom are of a different shade of silk; the sides are edged by a "picot" lace.

Caps and Slippers

Last of all we have 3 different boudoir caps: One is a piece of net with a big flower inserted on the top, and a ribbon all around the head. Another is a regular lace handkerchief, arranged by means of tucked net and a ribbon to make a round bonnet!

The last one is in embroidered nainsook and ribbon finished in flowers.

Then we have some slippers: One pair is in satin, bordered by a rococo garland. Another pair is in checked silk, and the middle one, with its tip turned up (to use Tennyson's expression) "like the petal of a flower," is in Ottoman striped in various shades.

"Sault de lit" with garlands or beads.

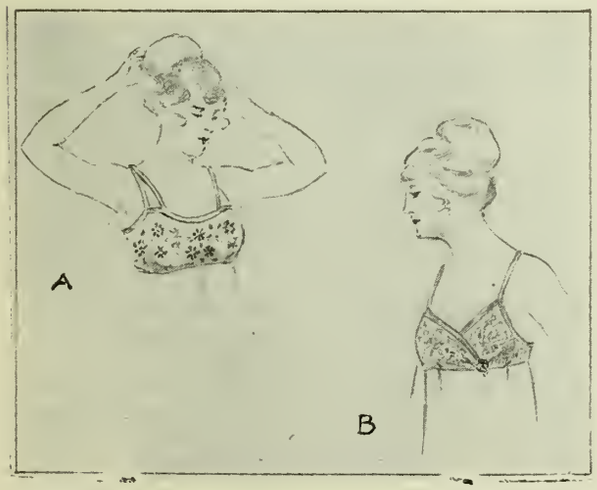
Handkerchiefs are very often in color, yellow, pink, blue, etc., with a narrow black band, and a motif embroidered in a corner; in place of the staple monogram, you have the Alsatian couples, ninette, and many others that vary daily, according to the everchanging fashion.

Next month I will tell you about the new collections that will be shown at the Couturiers in the course of February

Hoping this letter will prove interesting for your readers, I remain,

Yours truly,

Jeanne Gall



brassiere of embroidery and one of net.

"Liseuses" or dressing jackets as described.

Big Demand for Camisoles

Among manufacturers and retailers alike, business in camisoles and other lines of silk undergarments is particularly active. Especially is demand keen for the better quality merchandise. "It takes just as much labor to make a garment of cheap materials as of the best, and therefore there is so little difference in the prices that most people prefer to pay the price for the models made of fine laces and the best Georgettes, crepe de Chines, and hand touches of ribbon." This applies, say some of the leading manufacturers, to the very smallest towns as well as to the larger cities.

There is a greater selection of color shown this season than ever before, though of course the biggest business is invariably recorded in flesh and white fabrics. There are dainty Nile-green camisoles run with lavender or pink ribbons and with touches of hand-made ribbon flowers; lavender numbers are trimmed with fine laces and pink ribbons; pale blues have pink or white trimmings; yellow numbers may have lavender, yellow, pink, blue or white to set them off. Dainty little ribbon motifs are a real feature of the better models even though they may be cut on simple tailored lines.

Quite a noticeable fancy has arisen for rather highly colored ribbons for camisoles. Not only the dainty tints sell but many are made of rich pompadour colorings, conventional patterns in reds, blues, gold, browns, etc., in ribbons 6 or 8 inches wide.

Several new numbers which have the triangle shoulder pieces have delicate sleeves attached made of fine laces or net. Sometimes the whole upper portion is of inconspicuous all-over lace; these are seen on some of the ribbon numbers.

Satin bloomers in both flesh and black are reported to be selling unusually well. They are made with ruffle finish, tiny pocket, double seat and elastic top. Soft all-silk satin is very desirable for these since they afford sufficient warmth without being bulky, and are being substituted for underskirts in many cases. Wash satins are worn for Summer and are comfortably cool, at the same time being especially good for shedding dust and so keeping clean more intimate garments.

Imports from France continue to show black trimmings on white or colors, and some numbers all black, but in every case exclusive daintiness is achieved.

Grey Georgette with pastel tints in decoration is mentioned among the smart products for Spring and Summer in camisoles, chemises, petticoats, etc.

Ruffles are spoken of very favorably in New York for cotton lingerie for Summer. The Canadian trade has never favored this trimming strongly in cotton garments, whether blouses or lingerie, owing to the difficulty in laundering. However, there is no doubt that a certain amount will be sold if it is pushed by New York manufacturers. This inclination for it is said to have arisen from the popularity of Georgette ruffles for neckwear, blouses, and dresses this Winter.

Dainty boudoir caps and slippers from Paris, as described in accompanying letter

Corsets and Brassières

A New Steel for Fall Corsets—Silhouette Unchanged—Tight Skirts Demand Well-Fitting Corsets

Now that war restrictions are lifted, corsets for Fall selling will be manufactured with their full complement of supplies, so far as the markets can supply them. There is no longer the steel difficulty with which to contend, but the qualities of some of the other materials are not yet what designers wish. They are assured, however, that what is going into Fall merchandise is considerably better value than could be offered last year. Their hopes throughout for Fall are for better merchandise, though lower prices are not anticipated. "People have been educated away from cheap merchandise this last four years, and it is up to the dealer to cater to their desires for good goods," said three manufacturers of three entirely different lines of merchandise to DRY GOODS REVIEW one day recently.

While Fall corsets may utilize more steels than those shown for Spring, there is still a strong tendency to keep the corset as light in weight and as flexible as possible. One of the well-known firms have just this month made up their first samples, using a new steel which they believe, through tests of it, to be the acme of perfection and away ahead of anything else on the market. It is light in weight, stands twisting and bending almost like a piece of string, but is steel nevertheless, and most suitable for corsetry. These new steels appear to be coated with an enamel, but the finish is really a part of the steel which result was hit upon in the experimental laboratories of the firm. For higher grade corsets the steels are finished white. They are of course, rust proof.

Some of the corset houses are eagerly awaiting supplies of high-grade tapes for facing the steel pockets such as were used before the war, but for the present are finding it necessary to continue using strips of ordinary cotton facing rather than low-grade tapes.

There is little of a new or novelty nature in view for Fall. The silhouette is unchanged though the tight dress skirts make a special demand for a corset to have a carefully-fitted back. With this point the front-laced corset claims a score. Flat-backed models and low tops are characteristic of Fall styles in corsets again.

One new number which has been added for the Summer and Fall contains only four steels of light weight. It is a rather short model and especially suited for dancing and other activities which are hard on a heavier and higher-priced corset. This new model sells at about

$2.75 for the plain white material and $5 to $7.50 for more fancy fabric.

A new bandeau-knickerbocker combination is on the New York market. It is really a bandeau brassiere with bloomers attached forming a one-piece garment and made of pink wash satin trimmed with narrow lace. There are ribbon straps over the shoulders. The garment fastens in front.

SCHOOL FOR CORSETIERES

The Gossard school for corsetieres which was held at the King Edward Hotel, Toronto, Feb. 10 to 15, was again an enthusiastic success. The list of those present was published in the last issue of DRY GOODS REVIEW. Those who reported later in the week were Mrs. MacDonald, of the Chicago office of the Gossard Co., and Miss Helen Jay, from S. A. Grafton & Co., Meaford, Ont. In addition to technical training in corset fitting, Mrs. McMichael arranged for a number of speakers who discussed subjects of vital interest to merchandising. The address of Mr. Geo. A. Wilson, who is specializing in sales and service work and happened to be in town with the S. S. Gibbons Co., and whom the convention was most fortunate in securing, is reported elsewhere in this issue. In addition, Miss C. M. Storey, fashion editor of "Women's Wear," Toronto, spoke on "Individuality in Dress"; Mr. Colgate, of the Norris-Patterson Co., discussed the relation of the Gossard advertising to the retail corset department, and Miss A. R. Whalley, editor of DRY GOODS REVIEW, pointed out some matters of concern to the woman in business.

On Thursday evening of this week the members and guests of the convention enjoyed a jolly theatre party at the Royal Alexandra.

Altogether the week was a most beneficial one, and many of the most successful Canadian stores were represented.

Illustrating the Fall silhouette in corsetry. Low tops, flat backs and well-fitted skirt portions are characteristic of all figures.—By courtesy of the Canadian H. W. Gossard Co.

TOY LABEL ADOPTED

The Toy Manufacturers of the United States, Inc., have selected the following verse, to be used with a picture of Uncle Sam as a label on all toys manufactured by members of the association:

The pennies spent on Yankee toys,
For Uncle Sam's own girls and boys,
In turn, of course, go back again
To our own native workingmen.
American—the workman's hand.
American—'twas built and planned.
American—in spirit, too,
America's toy gift to you.

PROFIT-SHARING PLAN

Announcement Made at Twenty-first Birthday Party of Robert Simpson Co.

THE Robert Simpson Co., Ltd., Toronto, held a "21st Birthday Party" at Massey Hall on March 1st, when over 3,000 were present. Mr. H. H. Fudger, the company's president, was given a rousing welcome of hand and voice. Mr. Fudger expressed his thanks to his "fellow-workers" for their welcome and for their share in building up the business.

There was mention also of the inauguration of a savings and profit-sharing plan, enabling all members of the staff to have a direct interest in the earnings of the company, an arrangement said to be the first of its kind made in Canada by any large commercial or industrial corporation.

The young people especially were advised to take advantage of the plan offered.

The intention of the plan was to furnish to those who remain in the employ of the company until they reach the age when they retire from active service a sum sufficient to secure them against want, and that those who serve for an extended period but do not remain with the company all their business life would have accumulated a substantial sum; and also to assist all members of the staff to provide an income for their families at the close of their active business careers or in case of death.

Entirely Voluntary

Participation, it was explained, would be entirely voluntary and open to all members of the staff, regardless of position, after one year's service, and thereafter so long as they remained in the employ of the company. In order to participate in the fund five per cent. of wages earned must be deposited, with a limit of $100 per annum, this limit being set so that the higher salaried workers may not unduly share in the profits of the fund. To these savings of the staff the company would add annually a sum equal to five per cent, of its net earnings, and this total amount would be so invested and augmented from year to year that it was estimated that at the end of ten years a depositor should receive at least $3 for every dollar deposited.

Marriage Exemption

Participators completing ten years of service would be entitled to withdraw their deposits with all interest and profits, those leaving before completing this term of years to be entitled only to the amount of their deposits plus five per cent. interest, unless in the case of a woman who leaves to be married after five years of service, when she should be entitled to the same privileges as those completing the ten-year term of service, or in the case of death, when beneficiaries would benefit to the same extent as if the deceased had completed the full ten years of service.

Presentation

A musical program followed the announcement and then a surprise occurred when the staff presented to Mr. Fudger a solid gold watch and to Mrs. Fudger a bouquet of American Beauty roses. Enthusiasm and cheer characterized the entire "party."

THE NEWER IDEA OF SELLING

Mr. Geo. A. Wilson, Sales and Service Expert, Gives Inspiring Address at School for Corsetieres at King Edward Hotel, March 12

"YOU cannot be good saleswomen and selfish individuals at the same time."

"You are engaged in the noblest occupation in the world, namely, a service."

These two thoughts permeated the very inspiring and practical address by Mr. Geo. A. Wilson, who is specializing in sales and service work, given at the Gossard School for Corsetieres in the King Edward Hotel, Feb. 12. Mr. Wilson said in part:

"Advertising and selling are so closely allied in modern merchandise that they have become inseparable from an executive point of view. In other words, no responsible executive to-day recognizes advertising and selling as separate departments. Now that is very important. Executives of large calibre, such as, for instance, Mr. J. Newton Gunn of New York, an international authority upon industrial engineering, has laid it down as a fundamental principle of scientific management, that selling goods and advertising goods are so closely co-related that there is no possibility of a divorce of opinion or of application.

Advertising depends upon laws which are peculiar to itself but which are supplementary to similar laws which underlie selling, as such. Therefore, your selling plan must necessarily be based upon laws which are peculiar to itself and yet be supplemented by laws which are peculiar to advertising, as such.

Now, your store in each case, or your firm in each case, has an advertising department and you have probably assumed in the past that you had nothing whatever to do with the advertising department. As a matter of fact you may have regarded the advertising department as an adjunct to your work, in other words, they tell the public in print what you will sell to the public.

A Responsibility and an Honor

But that is not quite your mission. Your mission is actually to interpret the advertising in the details of selling. In other words, your firms may as well throw the money that they put into advertising into the gutter, as advertise certain facts and conditions about the goods of the concern and then have them misinterpreted by the selling force. Because you are the living personification of the advertisement to the customer.

Realizing that you are the living symbol to the customer of what that customer has obtained from reading the advertisement and what stands behind the advertisement, that you in yourself not merely represent, but are the house, then you begin to realize the great responsibility and the great honor that is laid upon all salesmen.

The President of the United States, laid down certain laws, certain ideas for the guidance of the people over whom he was chief executive. But when it came to a question of having his peers—men who were his equals in every respect—adopt those ideas, he had to go to Europe and sell them. The President of the United States, like the master mind of England, Lloyd George, and the boy who sells papers on the streets of New York or London, are all salesmen in one capacity or another.

The Newer Idea of Selling

And the consequence is that we no longer regard as typical of the selling profession the so-called "drummer class." On the other hand, we demand of ourselves, by the process of self-discipline, certain standards and attributes and a certain recognition of responsibility, because of the realization of the great mission that we have to perform.

We are not offering, ladies, any goods, any commodity—corsets or otherwise—for sale; we are offering a contribution to human happiness, known as satisfaction. Therefore, as missionaries of the newer idea of selling, as missionaries of a greater and a nobler ideal, we begin to see that idealism is not divorced from practice, nor the practical from idealism.

Marriage and Labor Turn-Over

As a student of industrial engineering, I have learned to recognize that, when women go into business, they are governed by a law which is recognized by God and by man as legitimate and worthy—the law which we call the law of marriage.

You see, in Industrial Engineering, we are very cold in our terms, and we recognize that law as fundamental just as we recognize the law of supply and demand and the law of labor turn-over. The law of marriage is closely allied to the law of labor turn-over and production and is one of the greatest disturbing factors in industrial affairs. But—mark you this—there is no employer of labor, who is in his sane mind, who does not recognize that the law of marriage is essential to the greater welfare of the world and that, therefore, it more than balances the loss in labor turn-over, which is phenomenal, and in some cases amounts to as high as 90 per cent. per annum.

The average girl—I am speaking now from the collective opinions of a tremendous number of investigators throughout the world—goes into employment, not merely for the purpose of earning her bread, but with the primeval instinct of motherhood guiding her. She says to herself: "All that I can get out of this job I am going to get out of it while I may. In the first place, I think I am under-paid; in the second place, I am going to get married, and this is not my life work, and therefore every shekel that I can get out of it I am going to get out of it."

This attitude, is not altogether selfish, since the primeval instinct prompts it. But the girls who merely work for the shekels they can get out of their jobs, do so at the cost of character-building elements, which they ought to take into their homes when they go there. And no woman can be successful in a home who is a failure in business. Therefore it is not so much what you can get out of your job as what you can put into it that counts, because it is not the immediate recognition of responsibility, or of reward, or of emolument that matters nearly as much as it is those character-building elements that you in turn will transplant from your business experience into your larger sphere of home life.

Labor Turn-Over May be Offset

Now if you determine to set the ideal before you, to contribute the best that is within you in order to get the best in return, you will more than offset the heavy labor turnover, even from the industrial point of view, because you will bring into your business a point of view, a mental attitude, a psychic element which will in turn inevitably raise the standards of the concern with which you are associated and will attract automatically that recognition which means an increase in responsibility and in emolument. "Responsibility," said Elbert Hubbard, "gravitates to the shoulders that can bear it," and the greatest recognition that you can have of your increased worth is to receive increased responsibity. A larger pay envelope may be a bribe, a subtle bribe, but increased responsibility is recognition of increased ability.

I do not blink at the fact that a man will get $25 a week and a woman will get $12 for comparatively the same work. But on the other hand, we have to recognize the fact that a greater economic responsibility is expected from the man than from the women. Therefore, in adjusting the wage scale, we must necessarily recognize the fundamental law that governs such a condition, namely the average male (this is true from statistics compiled) has some one dependent upon him and the average female is a dependent; therefore there has to be a recognition of that fact in the adjustment governing the monetary condition.

The Saleswoman Buys and Pays

Meanwhile I want to emphasize this fact, that you cannot be good saleswomen and selfish individuals at the same time, because one means annihilation of the other, and the secret of success is the sacrifice of self. Also selfishness invariably defeats itself. It always does in the long run. And selfishness in any form or characteristic is detrimental to a salesman or a saleswoman, because—

now put this down, something that you never heard or read before—the art of selling is the art of buying. I will explain that.

When a customer comes into a store she is prepared to purchase a commodity—corsets, for instance. She is prepared to offer you that recognized means of exchange of commodities known as money. Now you have always—at least most of you I presume, and I have said this thing from one side of the continent to the other to bodies of salesmen numbering from 100 to 1,000 as the case might be, and they have always acknowledged it—you have always regarded yourselves in the light of people who were in a subordinate position of serving. You are not; you are selling, and in selling you are buying. Because in exchange for that woman's money, whereby she buys the commodity, you give her such service that you buy her good will, and you are on an equal plane. You are mutual buyers. You are no longer the customer and the seller merely. You render unto Caesar the things that are Caesar's, but unto the salesman the things that belong to him!

Now, when Mrs. Westdale Heights comes down in her limousine, you must remember that you are engaged in an occupation which is the loftiest and the noblest and the greatest occupation in the world, namely a service which contributes to the welfare and the happiness of the community as represented in Mrs. Westdale Heights. Therefore, you see Mrs. Westdale Heights, not as the Lady Dowager whose box in always reserved at the theatre, but merely as an opportunity for you to express in concrete terms your sense of responsibility to your profession and to the great brotherhood in your profession which you at that moment have the honor to represent.

An Example of Scientific Selling

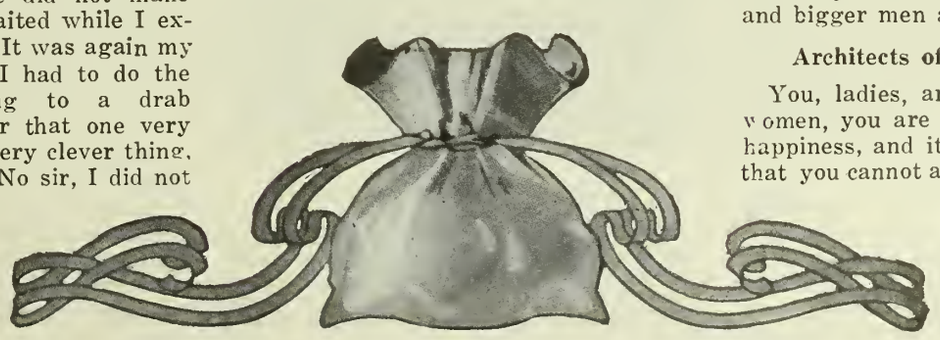
I went into a store on Fifth Avenue once—a store which catered exclusively to men, a store which I need not tell you more about than to say that instead of calling a tie a tie they called it a cravat, and instead of a charge of $2.50 for a tie, they charged $5 for a cravat, the two being interchangeable. I said to the salesman who was there (here is an example of scientific selling by the way) "I would like to see some ties." He noticed the word by the way, and he did not use the offensive word "cravat" at all. If he had, he might have lost the sale. He said "Yes, sir." He did not make any suggestions. He waited while I examined the show cases. It was again my turn. In other words, I had to do the buying. I said, pointing to a drab affair: "I don't care for that one very much." Then he said a very clever thing, a very subtle thing. "No sir, I did not think you would; but we have some very handsome ties with the University and Regimental colors of England, made by Mercheston.' It meant this: he assumed that I was worthy to wear either the University or the Regimental colors of Great Britain. That flattered me, whether it was right or wrong. Also he assumed that I know the famous firm of Mercheston, and he also inferred that I was in the habit of buying that kind of tie. Well, I bought five ties. The point is, that is an example of scientific selling, because it is using the law of association, one of the five laws behind every sale. I bought the five ties not so much because I wanted them, but rather because I wanted to buy them.

Know Your Merchandise

In selling successfully, you are told that you must have a knowledge of human nature. I don't think that a knowledge of human nature is nearly so important as a knowledge of your job, which implies, first of all, a knowledge of your goods. Did you ever think, for instance, how very few women know what composes the clothes they wear?

A man once sold me a suit of clothes and fitted it on me, and he gave me a fairly good fit. But he gave me the idea that he knew nothing about the clothes himself, and I was hungry to know about those clothes, because I was buying them and they were to be my very personal possession. Do you see that he might have told me, for instance, that the tweed came from Ireland, that it was woven by old-fashioned women on old spinning wheels, "jennies" they are called? And that there was a whole romance, a whole history behind this cloth and the making of this cloth? For instance, if that man had had any imagination, if that man had had a spark of imagination, he could have told me, for instance, how difficult it was to get cloth of that kind at that time. He would have pictured the difficulty in getting that cloth across the Atlantic by reason of the submarines. But instead of that, it was just a question of fitting. It was very essential, of course, that I should have a proper fit, but he knew nothing about his goods as such, and when I told the story later, the management awakened up to a new truth, namely that there is romance in the commonplace.

And in this romance of the commonplace you have a tremendous selling value and a tremendous selling argument, because you can appeal so to the imagination, and particularly to a woman's imagination by and through romance, that you have no end of interest aroused by the time she leaves the store. She has not only purchased a commodity but she will remember you as a person who has interested her tremendously and she will tell her neighbors about her talk with you and how you know things that other people do not know.



Ladies, it is absolutely essential to good selling, that you know your goods. And moreover, you must be able to explain your knowledge interestingly. You must give your customer all that you have by way of knowledge, and you must absolutely lay yourself, freely and frankly upon the altar of service without limit. The salesman or the saleswoman who measures contribution of service in the terms of remuneration is short-measuring their own possibilities. You can only give to your fullest to get back your fullest.

Service is Giving of Self

"There are loyal hearts, there are spirits brave,
There are souls that are pure and true,
Then give to the world the best you have,

And the best will come back to you," is the very essence of selling. And advertising and window displaying,—co-related to selling—is the expression, the outward expression of the inward attitude. If I had charge of a great store, I would revolutionize the advertising entirely, but not necessarily upon the advertising of goods so much as the advertising of the institution, the institution being an ideal which every employee contributes by practical application of principle.

And because I would not advertise commodities I would be regarded as a poor business man and a dreamer and an idealist. But we are living in a day of idealism now, and we are learning that it pays to live in it. So I am quite sure that if you merely advertise commodities as such, whether verbally or in ink, if you merely sell or attempt to sell commodities as such, you will fall short of your purpose, which is to sell a commodity so good in quality, so proper in price—and remember that a sale is not made unless both parties benefit—and so complete in satisfaction that you contribute to an individual happiness, which in turn, in endless chain, contributes to the happiness of all. The clothes that we wear, the food that we consume, the very air that we breathe, has only one justfication in the Divine Scheme of Economy and that is to make us better and bigger men and women.

Architects of Human Happiness

You, ladies, are not merely saleswomen, you are architects of human happiness, and it is because you are, that you cannot afford to ignore that responsibility laid upon you by your own choice of profession, in the terms and for the terms of mere monetary reward.

In other words, man may not live without bread, but he won't live by bread alone.

Your responsibility is three-fold: it is to the public whom you serve; it is to the institution which you represent; and it is to your fellow worker.

Notice I have not said anything about yourself. Self does not enter into it. Because those three things contribute toward a bigger self in every possible way.

The public demands of you the greatest possible service that you can give, the greatest possible application of industry and attention, in every way equipping yourself, by study and industry, by the reading of your trade magazines, the following up of your courses and your lessons, and your studies, so as to make yourself an authority, not merely a giver of goods, or a taker of orders, but an authority upon your chosen work, rising higher and higher, rung by rung, until the public come to beat through the very underbrush, a path to your door.

Your responsibility to your institution demands from you all the spiritual and mental attributes which will make and leave it a greater and better institution, which will profit it as a whole, and which will ultimately cause that institution to bear the brand in the public eye, of an institution that stands there, not for the selling of goods, but for the making of human happiness.

And your responsibility to your fellow-employees demands those forebearing qualities, those self-sacrificing qualities that are so essential to the smooth running of any organization—the cheerful word, the greeting, the proper manner of telephoning—and there is a tremendous opportunity to sell by telephone. I told a saleswoman, for instance, about the sale of gloves—that if she would make a list of fifty people whom she knew, from the telephone directory, and tell them that she had just received a special assortment of gloves that were peculiar in certain respects—knowing her women, of course—she could sell those fifty pair. Well, the first day she sold over $400 worth of gloves! The people did not come in at all—she just sold them over the telephone.

One of the greatest lessons which came out of the Great War was that the men and women involved were willing to sacrifice for an ideal everything worth while. I remember reading that Queen Alexandra, a woman over sixty years of age now, a frail woman necessarily and an old woman certainly, took her turn regularly and stood on a London embankment between the hours of 2 a.m. and 6 a.m., with shop girls and munition girls, one in the many groups of devoted women handing out cups of coffee to returned soldiers, who did not even know who she was.

So I think that the only concluding word that I need give you is a word of inspiration, of hope and, possibly, of comfort, in the words of a Canadian who after an all-night vigil beside an operating table, a vigil that we are told lasted over twenty-four hours, reeling from the grind, the filth, the blood and murder of it all, sat down at his desk, as those British boys passed across those operating tables after the first battle of Ypres, and wrote—Col. McRae of Montreal—wrote:

"In Flanders fields the poppies blow
Between the crosses, row on row,
That mark our place. And in the sky
The larks, still bravely singing, fly,
Scarce heard among the guns below.

We are the dead. Short time ago
We lived, felt dawn, saw sunset glow,
Loved and were loved, and now we lie
In Flanders fields.

Take up our quarrel with the foe,
To you from failing hands, we throw
The torch. Be yours to lift it high.
If ye break faith with us who die
We shall not sleep, though poppies blow
In Flanders fields."

And it is the full measure of the responsibility of that great message on behalf of our great dead that we are face to face with to-day—with problems, with issues and with tremendous results that we cannot shrink from unless we shrink from them at the cost of all that they died for."

FANCY GOODS DEPARTMENT

(Continued from page 89)

JEWELRY

The newest fancies in jewelry are quite novel. They include a good deal of fancy bead work, chiefly in a bright scarlet shade. Beads in this color in both wood and composition are made up into a great variety of novel and irregular styles in necklaces, and also the long rope effects. The beads are in different shapes, some being very long and others smaller and round. These beads are usually separated by dull gold filigree beads, or else they are strung on a cord the same color, and the cord is knotted between the beads. Long pendant effects are made with the odd shape beads and metal work in front. The wooden beads are about ½-in. in diameter and are shown in a number of fashionable colors, such as jay blue, scarlet, bright green, jade, and any of the other fashionable colors.

Another important item in this department just now is the big range of novelties in celluloid or pyroxlyn or French ivory, or bakelite, or whichever other member of the same family one happens to meet. Necklaces of this material were described in the New York letter in the January issue of DRY GOODS REVIEW. Since that time these novelties have come over to Canada and have improved in style. Readers will remember that the necklaces were in chain links of the celluloid in various colors, including imitation tortoise shell, and accompanied by large lockets. These are to be had in Canadian shops now, and show a good deal of fancy work in addition to the original shape of the necklace itself. Then there are other necklaces showing a guard of narrow black ribbon with a pendant in front made of celluloid. The effect is very much like an old cameo since the celluloid is made in different colors and carved. The fashionable colors of the season are shown so that one may have a "cameo" to suit each costume. These pendants are set with stones that match in color. For instance, a jade green pendant is set with emeralds, one of old rose is set with rubies, an ivory one is set with diamonds. All of these numbers retail at from $2 to $5, $6, $7 and $8, according to the designing and workmanship on them.

Two Popular Frames

Above is one of the new "one-piece" celluloid bag frames with self-clasp and rings for rope or ribbon handle. The lower one shows a new artistic design in unchangeable metal. —By courtesy of Wrinch, McLaren & Co., Toronto.

U. S. TOY MERCHANTS FORM ASSOCIATION

An association to be known as the American Toy Exhibitors was formed last month at a meeting of toy merchants who have been exhibiting at the Hotel Imperial, in New York. The association will work toward bringing about a cordial relationship between buyers and manufacturers in the toy industry. Ninety toy concerns have joined the association so far.

One of the largest manufacturers of toys said that the toy business in the United States has been phenomenally good since the first of the year and all indications point toward a continuation of this condition.

Mr. Ernest H. Owen, of Toronto, representing Geo. H. Hees, Son & Co., was found dead in his hotel at Halifax, N.S., Feb. 20. It had not been known that Mr. Owen was ill. He had been travelling to Halifax for twenty-five years and was well known to the housefurnishing and dry goods trade. The remains were sent to Toronto.

From the book of Song to the home of Silk Style

the new

MIKADO RED

A real Eastern

RED

subtle, bewilderingly lovely, enchanting

Introduced by

HARRY COLLINS

the master designer

at

PALM BEACH

Shown exclusively in

Pussy Willow

INDESTRUCTIBLE CRÉPE

INDESTRUCTIBLE VOILE

and other Mallinson Silks

We predict this new shade as the definite color note for the Spring and Summer season of 1919.

Orders for this new color will be booked and filled in rotation

MALLINSON'S

Silks de Luxe

MADISON AVENUE

31st Street

NEW YORK

GEORGE DAWSON, AGENT

516 Birks Building MONTREAL, CANADA

P. C. Corsets

Corsets which give most comfort and freedom of movement

In buying corsets to-day you have many things to consider. The day is gone when you could lay in a stock of any old line of corsets.

To-day you must consider that most women know just what a perfect fitting corset should be like.

The wearer is always the best judge of the quality. P.C. CORSETS will meet the most critical buyer's need.

Give your customers a real Corset value at a reasonable price

We want you to have more satisfied customers. When you offer P.C. CORSETS you offer your customers' merchandize that has a splendid reputation and safeguard the reputation of your store.

P.C. CORSETS offer wearing quality — comfort — hygiene and the latest style.

LARGER PREMISES IN TORONTO

To provide for our rapidly growing business in Ontario we have removed to more commodious premises at 76 Bay Street, Toronto, where we will be glad to have customers and friends pay us a call at any time.

Parisian Corset Mfg., Co., Limited

QUEBEC, QUE., CANADA

BRANCHES:

Toronto: 76 Bay St. Montreal: 329 Craig St. W.

Western Representative: C. H. BUTLER, 24 Sylvester Wilson Building, Winnipeg

IT is not necessary for you to be short of waists in Silks, Crepe de Chines, Georgettes, or Voiles, as we always keep a large stock on hand to fill your requirements. Just ask us to send you samples, and see how quick we can serve you.

D. H. CUMMINGS
1187 Mount Royal Ave. E.
MONTREAL

COATS
SUITS and DRESSES

New Spring Suits and Coats in all the latest Plain and Fancy Cloths, for immediate delivery.

Just the thing for your Spring and Easter trade.

Exclusive Ladies' Wear
Limited
112 Hammond Block, WINNIPEG
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Branch Factory: 520 St. Lawrence Boulevard, Montreal, Quebec

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On account of increased business we were compelled to move to

LARGER PREMISES

We are now located at

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The Caplin WAIST & DRESS CO. Montreal.

1770 ST. LAWRENCE
Makers of
Crepe de Chine, Georgette and Wash Silk Blouses

The
De Palma Dress Company
46 St. Alexander Street
Montreal
Announce Their Initial Showing of

AFTERNOON
AND
STREET DRESSES
IN

Crepe de Chine Crepe Georgette
Taffetas, Messalines and Novelty Silks

SUMMER DRESSES

Organdies Fancy Voiles
will be ready for March 15th

AN EARLY INSPECTION IS INVITED

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THESE TWO LINES

Kassab Kimonos

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Silk Underwear

We concentrate on two lines that demand artistic workmanship and highest quality materials.

The recognized quality and popularity of Kassab Kimonos have earned for us this name—"The Kimono House of Canada."

Our success with Kassab Silk underwear was built on the same basis and is winning the patronage of enterprising stores all over Canada.

A complete range of these samples is now in the hands of our travellers, together with our kimono line, and we bespeak a careful inspection.

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50 MARGARET STREET,
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Day and Evening Gowns, Coat Frocks and Tailored Costumes, Jersey Gowns and Costumes.

Spring Models

in

Velour, Baronette and Heavy Weight Wool Jersey.

Up-to-date Togs
for
Misses and Children

We are now located at Brampton, Ont., where, with a larger plant and better facilities, we are prepared to meet the demands for our goods, which are growing in popularity with the Canadian trade.

Write us, or call.

G. F. REID & COMPANY
BRAMPTON, ONT.

Canadian Converters'

Ladies Wear Factory

Manufacture

WHITEWEAR

WAISTS

UNDERSKIRTS

LADIES' DRESSES

CHILDREN'S DRESSES

ETC.

Each line is complete and comprises hundreds of different styles

We specialize in medium and low priced garments

The Canadian Converters' Co. Limited

Montreal

DO NOT FAIL TO SEE OUR LINE

Quality Considered We Sell for Less

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Toronto Showroom
404 Kent Bldg.
Rep., F. Frendt

"American" Waists

Eastern Ontario
Rep., H. M. Nash

Western Ontario
Rep., Geo. Nagley

Sales Built on Quality and Service

MADE BY **The American Waist & Dress Co., Ltd.**

511 Unity Building — MONTREAL — 46 St. Alexander St.

DRESSES

Well assorted line of taffetas and foulards. Full range of Ginghams and Fancy Voiles and Silk Pongees.

VOGUE WAISTS AND DRESSES

WAISTS

that never fail to please the most fastidious. Wide variety in latest styles, Georgettes, Crepe de Chines, Voiles and striped Silks.

Excellence and value patent in each creation.

VOGUE WAIST CO. 207 St. Catherine St. West BLUMENTHAL BUILDING **MONTREAL**

Every Garment brimful of Charming Fetching Style

We are showing an interesting range of attractive, sales-inviting **Cloaks and Suits** in Poplins, Tricotines, Serges, Velours, etc.

Careful study has been made of the public buying need and our line admirably fits these requirements.

Our Cloaks and Suits are made to satisfy the style critics of your town.

Though of high class quality and design, you will find prices reasonable.

Prompt deliveries of all immediate needs for Spring and Easter trade.

Lazare & Novek
CLOAKS & SUITS

Cor. St. Catherine West and Mountain Sts., MONTREAL

ART GARMENTS SATISFY

DRESSES and SKIRTS

That Always Satisfy

100 Per Cent. Value

100 Per Cent. Service

Are you carrying "ART" Dresses and Skirts in your Stock?
If not, advise us and we will see that our Representative calls

Once Bought - Always Sought

Winnipeg Showroom Hammond Bldg.	Western Ontario G. W. Nagley	Toronto Showroom 404 Kent Bldg.
E. & Northern Ontario H. M. Nash	Maritime Provinces I. A. Shwartz	
C. Rose, Montreal		

Art Cloak & Suit Company, Limited

Manufacturers of Dresses and Suits that Satisfy

Unity Building, 46 St. Alexander Street, Montreal

Stylish Double Service Coats

FOR LADIES AND MEN

We are showing some nobby styles for immediate and for Fall in lines that are calculated to find favor in these days of economy.

This is a **double duty coat** in Ladies' and Men's styles, thoroughly waterproof, yet having the appearance, comfort and fit of the up-to-date outer garment.

There is a wide variety of designs and materials from which to choose — all pleasing, and all made up in our usual thorough manner.

Our salesmen are now showing the complete range, including **the new Velour** Rain and Waterproof garments.

THE

Montreal Waterproof & Clothing Co., Limited

The Largest and Oldest Waterproof Clothing House in Canada

MONTREAL, CANADA

For Ladies

For Gentlemen

If the fine Dress Gloves you sell in the next few weeks carry this button you are going to make a lot of people mighty glad they bought their Easter gloves from you.

Sorting Orders Will be Shipped Immediately

ACME GLOVE WORKS
LIMITED
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The Thompson Lace & Veiling Co., Limited

Laces, Veilings, Georgettes, Ninons, "My Lady" Silk Hair Nets, Princess Pat Human Hair Nets, Sport Veils.
Cor. Wellington and York Sts., Toronto, Canada.

HATS

for

Chics, Flappers and Chickens

MAX MAYER, INC.
352 Fourth Ave., New York, N Y.

Infants', Children's, Girls' and Misses' Dresses

We are Specialists in these lines

H. L. WATTS, LIMITED
400 Richmond St. W., Toronto

T. H. Birmingham & Co.
LIMITED
93 to 99 Spadina Ave., TORONTO
Makers of
Women's High Grade Neckwear
"The Exclusive Neckwear House"

"EVERYTHING IN SILKS"

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Distributors—Iroquois Silk Mills

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Skirts Must Be Worn
Wholesale Manufacturers
of
Smart Styles in Tweeds, Serges and Poplins at Popular Prices.
Samples cheerfully submitted upon request.
ROYAL SKIRT CO.
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FRED. BIRKS
Commission Dry Goods
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Tel. Up. 388. Covering all Provinces

APRON SPECIAL

Women's kimono aprons, made in full sizes. Good assortment of prints. Packed in dozens. Sizes 36-42. Special for 30 days only, $7.95 doz. No orders less than 10 dozen. Write for samples.

A. E. Wegenast, Clyde Block, Hamilton, Ont.

BUYER'S DIRECTORY

POST OFFICE DEPARTMENT TO GET COTTON DUCK

It is understood that as a result of a conference between officials of the U.S. Post Office Department and the Surplus Property Division, Quartermaster Corps, it is announced that the Department will take over about 1,500,000 yards of heavy cotton duck for the manufacture of mail pouches. It was intended to double this amount, but Congress failed to make the necessary appropriation.

* *

GERMANY'S SEARCH FOR WOOL

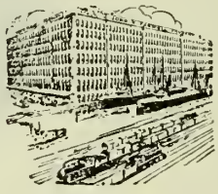
A Bradford wool dealer who is now with the British Army of Occupation on the left bank of the Rhine writes:

"I have had an opportunity to get an insight into the German textile industry in the occupied zone, and in addition have been able to glean other interesting particulars which will give an idea of the appalling conditions under which the German manufacturers have had to work, and the difficulties they have had to contend with. From what I have gathered, the real scarcity of raw material began to make itself felt during the latter half of 1915, when the word 'Ersatz' (substitution) came fully into use, rags being freely used. Manufacturers were allocated a certain percentage of rags in lieu of the same quantities of raw wool.

"Immediately after the outbreak of war, all the stocks of wool, or at least such as were lying in the different large scouring and combing establishments at Bremen, Dohren, and other places, of which there were large weights belonging to the enemy and neutrals, were confiscated. This enabled all mills to work at full pressure for the first few months of the war for military requirements, but after three or four months these stocks had been deeply bitten into. Agents were sent scouring the surrounding neutral countries but without much result. Much attention was paid to Italy, but the action of the Italian Government in putting an embargo on the export of raw material successfully prevented Germany securing any, either direct through that country, or Switzerland.

VEILINGS and SILK NETS

HODGES & LETTAU
232 McGill St. Montreal



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Special Catalogs
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To Dealers only.
John V. Farwell Company
CHICAGO
Wholesale Dry Goods and General Merchandise

Pyjamas
for
Style and Quality
THE FOSTER MFG. CO. Ltd.,
Parkeston, Essex, England

Canada's Largest Makers of Cotton Flags
Write for Prices
THE COPP, CLARK CO.
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LARGEST MANUFACTURERS
Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our 104 page Catalogue. It's free for the asking.
The Botanical Decorating Company
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L. G. BEEBE *Direct Factory Representative*
Canadian, English and American
Toys, Dolls, Wheel Goods, Rubber Goods, Bathing Caps, Toilet Goods, 5 to 10 Cent Goods
Sample Rooms: 53 Yonge St., Toronto

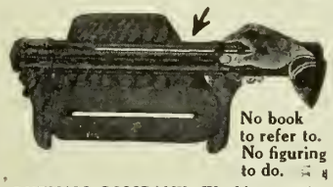
Real HARRIS, LEWIS and SHETLAND HOMESPUNS
Direct from the makers. Special lightweights for Ladies' wear—all shades.
Patterns and Prices on Application.
S. A. NEWALL & SONS, Stornoway, Scotland
State shade desired and whether for Ladies' or Gents' wear

WASTE PAPER
WRITE FOR PRICES
E. PULLAN
TORONTO HAMILTON

DE LUXE SERVICE
Sounds good, doesn't it? But there are no words High Class enough to fully express the work of our New DeLuxe Shrinker. Our catalog will give you an idea.
SPOTLESS SHRINKER COMPANY
Whitney Bldg., Cleveland, O.

RIBBONS OF DISTINCTION
J.C. AMERICA'S BEST RIBBONS
"J-C" Ribbons have peculiar charm. Widely advertised to the consumer under their trade-mark names for the protection of the dealer.
"SATIN DE LUXE"
"TROUSSEAU"
"LADY FAIR"
"SANKANAC" "VIOLET"
"DEMOCRACY"
JOHNSON, COWDIN & CO., 40 E. 30th St., New York, N.Y. Made in U.S.A.

MODEL FORMS
(Collapsible—Adjustable)
GUARANTEE SATISFACTION
"They *Must* make good or we do"
Ease of adjustment, quality workmanship, durable materials assure the ready sale of these popular and in demand forms.
MODEL FORM CO.
554 W. Jackson Blvd., Chicago
We Make a Complete Line of Forms
Send for Catalog and prices

Putnam's Improved Cloth Chart
See yards right there
Measures for Inventory Without Unrolling

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Write
THE A. E. PUTNAM COMPANY, Washington, Ia.

For REAL VALUES in COATS and SUITS
Mail orders to or call on
The G.B.G. Mfg. Co., Inc.
15 East 26th St., NEW YORK CITY

THE SIGNRY
OUT DOOR ADVERTISING
Electric Signs, Show Cards, Commercial Signs, Electrical Displays.
304 Richmond St. London, Canada

"Manufacturers under military disguise were sent to scour the invaded parts of Belgium and France, paying good prices, gold generally being paid in Belgium and 'Bons de requisition' in France. The whole of the stocks at this time were placed at the disposal of the 'Beschlagsamt,' the department dealing with the requisitioning and disposal of war material. These stocks were allotted to spinners and manufacturers as needs demanded; very little of such, however, reaching Germany's allies. After the extreme advance of the German army into Belgium and Northern France, and the accumulated stocks getting low, Germany was obliged to fall back on her own clip, totailing approximately 8,800,000 pounds, and upon the wool of invaded territory. A census was taken of all the sheep in the invaded territory, and owners were obliged to shear the sheep at the local German commander's discretion, who then held lists of all the sheep in their districts. The wool was to be delivered at a given date under strict control to the German commander's stores, the owners being under severe penalty if this was not properly carried out. Sheep were only allowed to be killed after written permission had been given by the German authorities. For the wool thus obtained a very low price was fixed by the German valuers, and payment was effected in the form of a 'Chit,' which, as far as can be gathered, has not been honored up to the present date. The quantity of wool thus obtained is held to have been considerable, the collecting being carried out with characteristic thoroughness throughout the whole of the occupied territory, even where there was only one single sheep in any small village."

* *

GOVERNMENT CONTROL OF WOOL IN AUSTRALIA

The Bradford Wool Record of February 13 contains the following:

"An Australian correspondent writes: We have now had nearly two and one-half seasons under Government control, and it is rumored that a movement is on foot to get the Australasian clips under Government control for the next five years. I think that is very detrimental to the best in-

I Specialize in Boot Laces
for the wholesale trade, in the better grades.
Banded in pairs, in gross boxes
Fancy Cabinets, 100 pairs, banded in pairs. These are more profitable than bulk make-up. Also
LEATHER LACES, all kinds.
E. W. McMARTIN, MONTREAL

FRASER'S CANADIAN DIRECTORIES
Give buyers and sellers complete lists of all branches of the general dry goods trade.
(Also directories for many other trades).
Address: Head Office, 222 Craig W., Montreal.

The Gem of the Notions
Starsnap
The Perfect Dress Fastener

Look for this Card at your Jobbers
Columbia Fastener Company CHICAGO

Fiskhats AND MERCHANDISE
D. B. Fisk & Co.
Chicago
New York Salesroom:
Open During Market Season
411 Fifth Avenue

ADVERTISEMENT WRITERS and SHOW CARD WRITERS WANTED
Big demand for both men and women. We prepare you in few months at home—under experts. Our graduates in demand. They earn good money. Get particulars. Write
SHAW CORRESPONDENCE SCHOOL
Toronto, Canada (Dep. D.R.)

WHEN YOU WANT TO FIND AN ADDRESS, LOOK IT UP IN THE BUYERS' MARKET GUIDE

THE CASTLE BRAID CO.
Manufacturers
329-331 Fourth Ave., N. Y.
SUPERBA BINDING
BRAIDS, CORDS, DRESS TRIMMINGS

FRED JONES & COMPANY
Manufacturers and Importers
Babies' Hand Crochet Goods — Notions
Babies' Hand Knit Goods — Novelties
Art Needlework Materials
Room 617, Empire Building
64 WELLINGTON ST. WEST, TORONTO

Wholesalers and Manufacturers Only
R. R. DAVIS
Manchester Building, Toronto
Manufacturers' Agent
Selling
Woolens, Tailors' Linens, Silks
Waterproofs and Knit Goods.

PERPLEXED!
Then let us solve your business building problems; we are solving them daily for thousands of live merchants with our trade pulling, selling and merchandising plans, human interest copy, letters, illustrations, events, etc. Full particulars upon request.
THE ECONOMY SERVICE
231 West 39th St., New York City

KING FANCY WAIST CO.
KING & BROWN
The waist with the correct style. We are showing a wonderful waist made of best quality Georgette, trimmed with military braid and silk fringe at $48.00 per doz.
Send for a sample to-day.
166 Bay St. Tel. Adel. 3389
TORONTO

Silk and Mesh Combination Bags, Mesh Bags, Coin Purses, Gun Metal Mesh Bags and Purses. Good sellers for your Easter trade.
Ask your Jobber to show you our goods.
WHITING & DAVIS CO.
SHERBROOKE, QUE.

SIGN WRITING
Do your own card writing. Write for our catalogue which will tell you what you need. Best goods at closest prices.
ARTISTS SUPPLY CO.,
77 York St., Toronto

Wirthmor and Welworth
The Standard Popular Priced WAISTS of America
The L. N. GROSS Co. Cleveland

PUBLIC NOTICE
The price of Silk Fabric Bags in the Canadian Leather Products ad on page 54 of this issue is printed in error. The price should read $24.00 to $36.00 per doz, not $1.00 to $36.00.

terests of the wool and textile trades. The purchase scheme is all one-sided at present. The grower is getting an exorbitant price for his wool. We used to record 2s. 3d. for a 60s top as a very big price; now I suppose 60s are costing 5s. 6d. to 6s. 6d.—a wide range when one remembers that before the war we had to be within ½d. per pound, and that meant loss or profit. Of course, all men do not value alike under this or any other scheme, and some men in Western Australia never saw a bale of that class of wool before—such as 'Tamala,' 'Boolathana,' which deceive the best of buyers.

"I expect the Government officials are slightly deceived about the profits of this scheme. They have shipped from this country the good combing wools and made a profit. But they have the bulk of the wool here, consisting of rubbishy carbonized sorts, yielding 30 per cent. to 36 per cent., and costing here, say, 7½d., to 8½d., which in a normal season were sold at about 4d. I have contended all along that they have made a present of £20,000,000 each season to Australasia; that is £20,000,000 too much, paid for the clip."

* *

NAVY TO AUCTION WOOL

It was learned yesterday that the Navy Department is planning to auction approximately 9,000,000 pounds of fine Australian wool some time during the month of April. The exact date of the sale could not be learned, but it was stated that the auction would be held in Boston.

MANUFACTURERS' AGENTS SECTION

MacDonald Brokerage Co.

With our complete organization throughout Canada we are in a position to efficiently represent a few good English dry goods specialty lines. If interested, address Box 78, Dry Goods Review, Toronto.

T. H. Wardell

102 Hammond Bldg., Winnipeg, Man.

Dry Goods Commission Broker

With Staff Covering Territory

Port Arthur to Vancouver

Can give exclusive representation in Alberta and British Columbia to manufacturers of boys' and children's clothing.

GEORGE STRACHAN

906 Welton Block - Vancouver, B.C.

Many years connection with the best trade.

FRED. RUMBLE

Manufacturers' Agent

300 Hammond Bldg., Winnipeg, Man.

DRY GOODS AGENCIES TO WHOLESALE AND RETAIL TRADE

H. E. ROBINSON

100 Hammond Building

Winnipeg

Commission Agent, covering from Port Arthur to the Pacific Coast. Specializing on ladies' ready-to-wear. Open to consider line of high-grade ladies' waists and underwear lines.

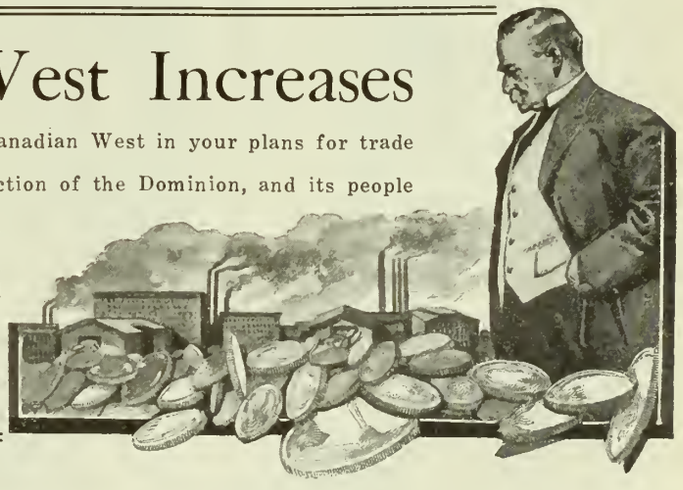
High Grade Lines Wanted

Manufacturers' Agent with wide connections, is open to consider a few lines saleable to the jobbers, wholesale dry goods and large retail trade. Commission only. Box 89, Dry Goods Review, Southam Bldg., Montreal.

Waterproof and Rainproof Garments

A large firm of manufacturers in England are desirous of appointing a live firm of agents to represent them in Canada for the sale of waterproofs and rainproofs, for men, women and children. Only firms in a position to do large business need apply to Box Number 64, The MacLean Co., Ltd., 88 Fleet Street, London, E.C., Eng.

The Wealth of the West Increases



British Manufacturers—You will wish to include the Great Canadian West in your plans for trade expansion after the war.

Remember, Western Canada is the most rapidly growing section of the Dominion, and its people the freest spenders.

Cultivate this fertile field by using a selling organization that can give good results, as our record shows.

We are open to represent a few firms of good standing wishing to develop their business with the Wholesale or Retail dry goods, men's or women's ready-to-wear trade.

HANLEY & MACKAY COMPANY

407 Hammond Building, Winnipeg

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Are a source of satisfaction to every one of the hundreds of dealers who carry them.

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DRY GOODS REVIEW

Vol. XXXI Publication Office: TORONTO, APRIL, 1919 No. 4

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And more important is the second. Hawley's Black Dye is *absolutely* permanent—wear-proof, wash-proof, acid-proof.

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British Dye

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SKETCHLEY DYE WORKS
HINCKLEY ENGLAND

THE MACLEAN PUBLISHING COMPANY, LIMITED, 143-153 UNIVERSITY AVE., TORONTO

DRY GOODS REVIEW, April 7th, 1919. Volume XXXI. Published every month. Yearly subscription price, $2.00. Entered as second-class matter, July 1st, 1912, at the Post Office at Buffalo, under the Act of March 3rd, 1879. Entered as second-class matter at the Post Office Department, Ottawa.

Kenyon

COATS and SUITS

THIS PICTURE will give you a peep at our rare and beautiful styles for Spring. The creation of a large variety, in the richest fabric colorings, comes naturally to the Master Artists and Designing Tailleurs of the Kenyon Atelier.

Left—Jacket style 22379 at **$27.50.** *Sport Satin. Tricotine trim. Navy or Tan.*

Right—Suit style 2-065 at **$28.50.** *Silk Poplin. Angora trim. Navy, Tan or Gray Colors.*

Kenyon Coats, Suits, Dresses and Raincoats will be Nationally Advertised in the more prominent magazines for Spring. The above picture will be featured in the Rotogravure section of the New York "Times," Sunday, March 16th. Many of your customers, besides others, will be cautioned to look for the small label bearing our name.

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NEW YORK
5th Ave. Bldg., 5th Ave. and 23rd St.

NEW YORK

CHICAGO
Congress and Franklin Streets

Ask our travellers to show you samples of our new Silks for Spring, including Chiffon Taffetas in all the leading shades, Fancy Stripe and Plaid Silks for skirts; Colored Pongee Silk for Summer dresses; Crepe de Chine and Taffeta Radium suitable for blouses and lingerie.

Black and colored Sateens, Cotton Cashmere, Novelties, Serges, and Brocade Linings in latest designs.

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John M. Garland
Son & Co., Ltd.

Ottawa - - Canada

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LETTER ORDERS receive our prompt attention and quick dispatch.

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Limited

TORONTO

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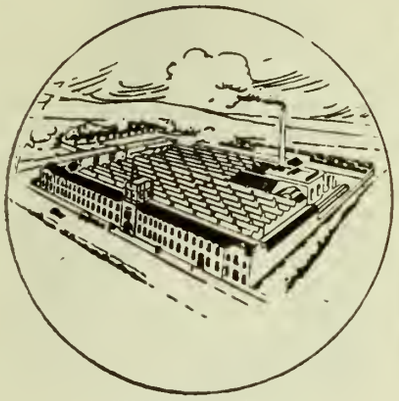

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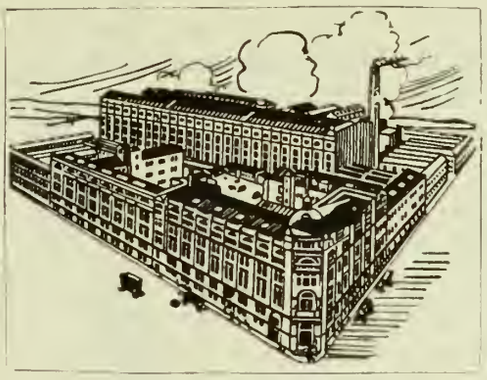

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TRADEMARK

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OBERON
SPECIALITIES

HOSIERY, UNDERWEAR, SPORTS COATS, KNICKERS, LADIES' AND GENTLEMEN'S PYJAMAS, SHIRTS, DRESSING GOWNS, RAINPROOF COATS, RUGS, TOWELS, QUILTS

THE FAMOUS "JAY FINISH" UNDERWEAR (Smedley's Make)

"BELNIT" RIBBED UNDERWEAR

"SUTOPLEX" FABRIC GLOVES

DISTINCTIVE NECKWEAR IN EXCLUSIVE DESIGNS. BRACES, BELTS, COLLARS AND HANDKERCHIEFS

SMALLWARES AND NOTIONS

LADIES' & GENTLEMEN'S HIGH GRADE KNITTED SCARVES AND WRAPS IN WOOL, SILK AND ARTIFICIAL SILK, &c., &c.

SHEETS, COMFORTERS, DOMESTIC AND TABLE LINEN, BLANKETS BATH MATS, &c.

TRADE MARK OBERON

"BELNIT" RIBBED UNDERWEAR
MADE IN ENGLAND
Regd. Trade Mark

ENGLISH GLOVES

"SUTOPLEX" (REG° TRADE MARK) FABRIC GLOVES.

GEO. BRETTLE & CO., LIMITED

MANUFACTURERS AND MERCHANTS
119 WOOD ST., LONDON, E.C. 2, ENGLAND
Factory: Belper, Derbyshire

We want more Canadian trade—and will try to deserve it.

Dept. "G"

Notions

By enlarging this department we are now able to offer a wider range of the following lines:—

Elastics, Whisks, Dress Fasteners, Dolls, Perfumery, Manicure Sets, Pipes, Jewelry, Brooms, Silk Threads, Purses, Mirrors, Mouth Organs, Drugs, Brushes, Flags, Strings for Violins, Hardware and Stationery Sundries, etc.

Perfumes, Powders, Soaps and Creams

by the following famous Perfumeries

J. A. Marceau	-	Paris
Roger & Gallet	-	"
L. T. Pivert	-	"
Rigaud	-	"
Guerlin	-	"
Vivandoue	-	"
Djer Kiss	-	"
Coty	-	"
Houbigant	-	"
Bourgeois	-	"
Tetlow's	-	New York
Colgate	-	"
Taylor's	-	Toronto

APRIL SPECIALS

COLGATE—
Tooth Paste..$2.40 a doz.
INFANTS' DELIGHT—
Soap .....$ .95 a doz.
(3 doz. given free with a purchase of 12 doz.)
CARNATION—
Soap .....$ .90 a doz.
PALMOLIVE—
Soap .....$1.10 "
BABY CHOICE—
Soap .....$ .85 "
SAPHO—
Hand Cleaner.$1.20 "
Call or write for quotations or samples.

Call or Write for Quotations or Samples

P. P. MARTIN & CO., LIMITED

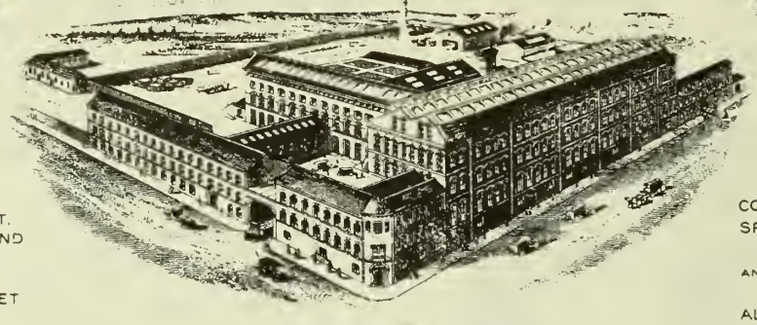
50 ST. PAUL ST. W., MONTREAL, QUE.

Quebec: 7 Rue Charest Ottawa: 25 Sparks Street Toronto: 152 Bay Street
Three Rivers: 82 Royal Street Sherbrooke: Grand Central Hotel

TELEPHONE Nos
2470 } LEICESTER
2471 }
89 STANNINGLEY
24 KEIGHLEY
3464 FORT HILL, BOSTON

TELEGRAMS
"YARNS" { LEICESTER
STANNINGLEY
KEIGHLEY
BOSTON

J. & W. BASTARD,
SPINNERS



COLE
A B C 5TH EDITION

Chief Office
STAMFORD STREET,
LEICESTER ENGLAND

American Office
184, SUMMER STREET
BOSTON.

COMBING & SPINNING
SPRINGFIELD MILLS
KEIGHLEY
AND BRAMLEY, YORKS

ALL COMMUNICATIONS
TO LEICESTER

LEICESTER.

TO CANADIAN MANUFACTURERS OF KNIT GOODS.

FROM NOW ON WE HOPE TO BE ABLE TO DEVOTE GREATER ATTENTION TO OUR EXPORT BUSINESS.

WE BELIEVE WE CAN SERVE YOU AND THAT IT WILL PROVE MUTUALLY SATISFACTORY IF YOU CALL UPON US TO DEMONSTRATE OUR ABILITY IN THAT DIRECTION.

WE ARE SPINNERS OF EVERY DESCRIPTION OF YARN FOR HOSIERY MANUAFACTURERS.

YOUR CABLES OR LETTERS WILL RECEIVE SPECIAL ATTENTION AND WHEN YOU ARE IN ENGLAND WE SHALL BE HAPPY TO MEET YOU.

IF IT IS TO YOUR ADVANTAGE BUSINESS MAY BE CONDUCTED WITH EQUAL FACILITY THROUGH OUR AMERICAN OFFICE, 184 SUMMER STREET, BOSTON, U.S.A.

Racine's

for more business

The Big Spring Season is almost here. Spring Trade is Opening up with a Rush, and You'll have the Biggest-Ever Easter Business

Get Ready

Connect at once with Racine's for Standard Merchandise, Urgent Needs, Anticipated Wants in demanded lines, and stimulators. Racine's are Ready with Quick Service and Satisfaction Values.
Racine's—The House with the stock—Everything in Dry Goods.

Departments

A. Cotton Staples
B. Fancy Cottons
C. Woolens and Trimmings
D. Linens
E. Dress Goods and Silks
F. Men's Staple Furnishings
G. House Furnishings
H. Hosiery and Underwear
I. Men's Fancy Furnishings
J. Ready-to-Wear
K. Smallwares

Letter Order Logic

Wire, 'phone or write your urgent needs. Don't wait for 1920 prices and let the other fellow capture your business. Racine prices have anticipated the market, and you'll know it by ordering to-day. Say you try us out with an order for *"Hosiery"* to-day.
Our travellers cover their respective grounds thoroughly and are worthy of your entire confidence.
Lines manufactured by ourselves, or of which we control the entire output:—"Racine," "Hero" and "Strand" Fine Shirts, "Life-Saver" Overalls and Smocks. "Shepherdess," "Bo-Peep" Hosiery, "Le Cygne" Corsets, "Eureka" Dress Goods, "Arco" Brand Smallwares, "Alphora" Rugs.
All the goods we offer are of the best quality.
We offer them at prices which will meet with your entire approval.
If you need something to stimulate a sale, we have it.

Racine's—The House with the Stock—Everything in Dry Goods

Racine's Have the GOODS

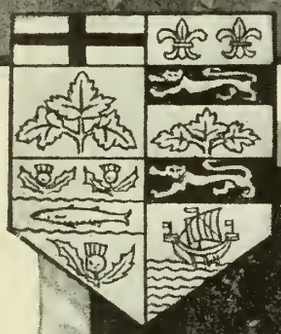
Alphonse Racine, Ltd.

"THE STAPLE DRY GOODS HOUSE OF CANADA"

60-82 St. Paul St., West MONTREAL, CANADA

SAMPLE ROOMS—OTTAWA QUEBEC THREE RIVERS SHERBROOKE SYDNEY, N.S. TORONTO
FACTORIES—BEAUBIEN ST., MONTREAL ST. DENIS ST. HYACINTHE

Worrall's Fast Dyes



VELVETEENS

VELVETEEN depends on the Dye and Finish for its beauty and utility. Unless the dye is right there can be no satisfaction.

WHEN buying a Velveteen—especially for costume purposes—you want the best dye obtainable, viz:—

WORRALL'S FAST DYE

Dyed by

J. & J. M. WORRALL, LIMITED
MANCHESTER

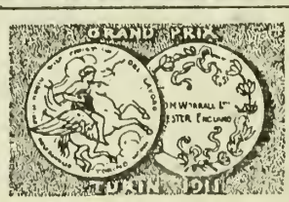
The Premier Velveteen Dyers of the World

Another Speciality is

WORRALL'S CHIFFON FINISH

REGISTERED TRADE MARK

J. & J. M. Worrall, Ltd., are not merchants, so all enquiries for velveteens in their dyes should be sent through the usual wholesale channels.



THE MEN ARE COMING HOME—

and will be glad to get into "Civies" again.

The retailers will therefore require to keep their stocks well assorted.

WE ARE IN POSITION TO ASSIST

having a good assortment of --

Anchor Brand Soft Collars

for Boys and Men. Prices from $2.00 to $3.50, showing large variety in different textures.

HALF HOSE

Cotton in Black, White, Tans.
Lisle in Black, White, Tan, Grey.
Cashmere in Black, White.

All prices in above qualities.

NECKWEAR

showing a large assortment suitable for Easter.

HANDKERCHIEFS

Endless Variety.

THE W. R. BROCK COMPANY, LIMITED

TORONTO MONTREAL CALGARY

Drapery and Curtain Department

HOUSEKEEPERS who have been holding off buying curtains during the war, will, with the opening of Spring, begin to purchase them for the home.

Our stock is well assorted, prices attractive and the patterns will appeal favorably to the most artistic taste.

LACE CURTAINS

36", 45", 52", 54" wide by 2½ and 3 yards long. Prices ranging $1.25, $1.50, $2.00, $2.25, $3.00, $3.75, $4.25, $4.50, $5.50 per pair.

SCRIM AND MARQUISETTE CURTAINS

36" wide by 2½ yards long. In plain, fancy and lace edge. Prices $3.00, $4.00, $4.50, $5.00, $5.50, $6.50, $7.50 pair.

SCRIM AND MARQUISETTE IN PIECE GOODS

We offer a large range in plain and fancy styles. 27", 36", 40" wide. Prices 18c, 20c, 25c, 32½c, 35c, 42½, 45c, 47½c up to 65c per yard.

CRETONNES AND DRAPERY CLOTHS

In a splendid range of patterns. Prices 37½, 42½c, 50c, 52½c, 57½c, 60c, 62½c, 75c, 85c per yard.

VELVENE CLOTH

Velvet finish, new art drapery cloth, 27" wide, four artistic patterns, 75c per yard.

ARMOUR CLOTH

40" wide, in plain shades of red, brown and green, Brocade effect, suitable for covering or drapery. 90c per yard.

ART DRAPERY CHINTZ

Special 48" English Chintz, 85c yard. Beautiful designs.

ART SATEENS

Latest imported designs. Prices 52½c, 60c, 70c per yard.

COLORED BORDERED SCRIM

36" wide, 37½c per yard.

THE W. R. BROCK COMPANY (Limited)
TORONTO

INFANTS' SUPPLIES, TOILET GOODS, CLOTHING

WHEN you become a subscriber to "The Review" this is part of the service you buy. Every day "The Review" receives letters from subscribers stating that they want to secure certain goods, but do not know where they can be procured. We have facilities for procuring information about new goods, novelty lines, etc., and our Service Department is at your disposal at all times. We are glad to be of any possible assistance to our readers, and requests for information are most welcome. Cut out the coupon below and use it when you would like us to give information. The following are a few of the inquiries received and answered during the month of March:

CROCHET BOOKS

Hamilton, Ont.—Please tell me where I can procure books of instruction in crochet work.

Answer—Names of several firms handling these were sent.

FLOWERS FOR DECORATION

Oshawa, Ont.—Will you kindly send me names of firms in Toronto where I can procure artificial flowers suitable for store decoration?

Answer—List of firms was sent.

BUST FRILLS

Kincardine, Ont.—Please tell us names of firms making bust frills.

Answer—Call for these is so little, owing to the ultra-slender silhouette now in vogue, that few firms make them. They are easily made, however, and no doubt the whitewear factories would make up a supply for you. Name of firm making ruffled bandeaux was sent.

CATALOGUE

Broadview, Sask.—Will you please send us a copy of an Old Country dry goods catalogue, if you have one?

Answer—Have none on hand. Sent copy of a well-known English dry goods trade paper.

TOILET GOODS

Bright, Ont.—There is no drug store in our town now and so we have frequent calls for good lines of toilet preparations. Please give us names of wholesales handling the well-known lines.

Answer—List of wholesales carrying toilet goods, drugs and cleaning preparations was sent.

GLOVE CLEANER

Windsor, Ont.—Where can we procure reliable kid glove cleaner to sell over the counter?

Answer—Names of makers and wholesalers were sent.

ARTISTS' SUPPLIES

Paisley, Ont.—Where can I get supplies for card-writing, etc.?

Answer—Artists' Supply Co., 77 York St., Toronto; The Art Metropole, Ltd., 114 Temperance St., Toronto; Bert L. Bailey, Dayton, Ohio.

LADIES' SUITS

Cranbrook, B.C.—Where can we get a good line of ladies' suits, with samples of materials supplied?

Answer—Since the fabric situation has become so acute few houses can guarantee to fill orders to exact sample. Long list of manufacturers was sent.

EARLY CLOSING

Ingersoll, Ont.—Please give us any information re working out of early closing and Summer half-holidays.

Answer—Points in Ontario statutes were mentioned and names of Ontario towns given where system has been adopted.

MEASURING DEVICE

Ayer's Cliff, Que.—Please give me names of firms making measuring device for fabrics, ribbons, etc.

Answer—Names of makers were forwarded.

COLORED SHOES

West Lorne, Ont.—Please tell us where we can procure colored shoes.

Answer—Men's women's or children's? List of names was sent.

INFANTS' SUPPLIES

Brockville, Ont.—We should like to know names of firms supplying toys, dolls, etc., suitable for infants and young children, infants' boots, fancy beads, etc.

Answer—Long list of names was sent.

THE DRY GOODS REVIEW
143-153 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE _____ 191

PLEASE TELL ME WHERE I CAN PROCURE _____

_____

_____

NAME _____

ADDRESS _____

The Marriage of Princess Patricia

NO wedding, unless perhaps that of Queen Victoria herself, has proven of such interest to Canadians generally as did the marriage last month of Princess Patricia to Hon. Alexander Ramsay, Commander of the British Navy, both of whom are well known in this country. The wedding party pictured above was photographed after the ceremony at Westminster Abbey. The charm of costuming is noteworthy for its conservative style and graceful simplicity. The Princess and her bridesmaids all have long sleeves, the flower girls short sleeves with long gloves. Otherwise the eight attendants of the bride are gowned alike. The bride's costume of brocaded velvet, cloth of silver, and her superb lace bridal veil were described in the previous issue of DRY GOODS REVIEW. The photograph shows, from left to right, standing—Lady Helena Cambridge, Princess Mary, Princess Patricia, Hon. Alexander Ramsay, Lady Ida Ramsay, Lady Mary Cambridge and Princess Maud. Front row—Lady Jean Ramsay, Hon. Simon Ramsay, Princess Ingrid of Sweden, the Earl of MacDuff, and Lady May Cambridge.

GOOD WORK ACCOMPLISHED IN MONTREAL

Many Troublous Factors Eliminated by Thorough Work of Merchants' Association of Montreal—Official Bulletin Announces Conclusions and Policies of the Organization.

THE Merchants' Association of Montreal, which was formed chiefly at first for the purpose of concentrating to reduce the alarming volume of stealing from freight in transit, delivery wagons in the city, and shop-lifting in the stores, and C.O.D. thefts among store employees, is showing good results and is constantly increasing its membership. In the last few months the Association, through its legal representatives, has secured forty-five convictions for theft of various kinds, and the big decrease in the number of cases reported, at a time when thefts, burglaries, etc., are on the increase in general, would seem to indicate that the publicity given to the activities of this co-operative association is leading to a wholesome fear among those who might be tempted to misappropriate the property of others.

The Association recently figured in a rather sensational effort to bring an end to what it charged was a case of "straw bail" being furnished to professional operators by which they would be able to get out of town, and the bondsman be released from carrying out his bail obligation. In the first issue of an eight-page publication of the Association called "Greater Montreal," the work of the Association in this direction is described under the heading, "Good Work of Detective Spoiled by Worthless Ball." It is added that the Association "arrests fake bondsman and reveals weaknesses in system,"—"Seven freed by one man." This particular individual seemed to be willing to stake $10,000 on the appearance of an old offender who had ten charges of burglary hanging over his head. This same man had bailed out six men who had skipped out and now was accepted by the Court as bail for a man who was charged by the Association. This man, too, skipped out, and the Association has had the professional "straw bail" man arrested and his case will come up in June. The Association has also applied for a change in the law that will make it less easy for a thief to escape through shuffling his way between several courts.

One of the most valued of the services of the Association among business men is the protection that it affords against suits for libel, or false arrest on the part of the accused. In this respect the law in Quebec makes it rather dangerous to institute a prosecution, if it fails. Damage suits are readily filed, and difficult to defend. In this case it is the Association that prosecutes, not the individual store or wholesaler or manufacturer or transportation company as the case may be, and a suit for damages is not likely to succeed, as the Association has no "personal connection with the accused in launching proceedings, and may be presumed to act simply in accordance with the evidence handed to it. The law calls for "reasonable" proof of guilt, and so far no action has been taken for damages. As was pointed out before in an earlier article, the prosecution being placed in the hands of the Association relieves the firm of any unpleasantness with friends of the accused.

In talk with the manager of the Montreal body, John J. Fitzgerald, an interesting point was raised. In Mr. Fitzgerald's experience the average department and dry goods store, and indeed most retail stores, were found to be averse to the public prosecution of shoplifters. This does not imply that the stores are relaxing in the slightest their vigilance against shoplifters, but there is a feeling that publicity is against the "sales" interests of the store. As one who has gone into this subject said in speaking to DRY GOODS REVIEW: "The stores have a feeling that if they are advertised as being on the special outlook for shoplifters, the average customer will feel that he is not as free to examine goods as he was before, lest he may be suspected of having intentions to "lift" those goods, and the result, they think, would be that many people would decide to patronize the smaller stores in preference."

Of course it must be remembered that the great majority of shoplifters, especially those caught in the first offence, are not professionals, and they are of the class that naturally would be let off with a warning, or as the usual course is, "on suspended sentence."

The Association has had a number of claimants for its offer of a reward for information leading to the detection of thefts. On packages sent out by many manufacturers and wholesaler members

(Continued on page 24)

"To Foster the Trade and Welfare of Montreal"

GREATER MONTREAL

Bulletin of The MERCHANTS' ASSOCIATION of Montreal

VOL. 1 MONTREAL, MARCH, 1919 No. 1

Spirit of Our Members

That the members turned out so well to the last meeting held at Freeman's Hotel gives us reassurance regarding the impression which is being made by the work of the Merchants Association of Montreal. Everyone took a keen interest in the discussion of the three matters set before the meeting which are made the subject of special articles in this issue. Just before adjournment the chairman Mr. E. E. Wallace made an appeal for co-operation in securing new members. He pointed out that the executive was gladly giving a great deal of time to the work of the Association. He felt that they should be able to count upon each member to devote sufficient time to secure one new supporter. Each new member would be given the habit of finding another and the Association would thus automatically grow in strength and influence. Perhaps it is too much to hope that the day will ever come when any association will enjoy the luxury of having this eminently practical theory munificently applied to the machinery of its existence.

There are special reasons however why a member of the Merchants Association of Montreal should be moved to urge his confreres in business to join the Association. The fee which he has paid is a substantial one intended to pay for a direct service in prevent[ing] by dishonesty. When men[bers] they become a [part] ciation but be prevention wh is in connecti by them or not

It is recogniz to spend money but if the mon excessive or if t required for this is getting that m fee he has paid.

The appeal there securing members is inspired by a sincer cents' worth of effect collected in fees.

The list of membe imposing one it repres city in fact no busir turned down the prop the list however and cc delay experienced in se and every one we cant much more encouraging it much it would have help had a spontaneous respo

Every member can get a from at least one prospect.

Every member can do wl have already done in respo at the meeting.

As suggested in a circular le of someone in your lines of bus customers, supply houses, a someone in your block or buil included in the complete lis published in this issue. A list o is also inserted. Probably you c them. Get him on the phone n

Good Work of Detectives Spoiled by Worthless Bail

Association arrests fake bondsman and reveals weaknesses in system

Seven Freed by One Man

Any one who has the opportunity of frequently conversing with people in touch with the criminal courts has heard a lot of things said about bail. Members who have been victimized by persons whom the M. A. O. M. undertake to prosecute often inform the Manager that such an accused "must not get out on bail". In the face of British principles some members and the public generally will have to modify their opinions in this connection.

Every accused is absolutely innocent before the law until proven guilty. Consistent with this principle provision is made for an accused to enjoy his liberty until such proof is made.

Any Association which would attack that principle would be attacking one of the things for which millions have died to maintain. When we say that some members and the public generally will have to modify their opinions we do not intimate that there is any one member or any one citizen who does not know the principle but somehow it seems hard for [us] of us to apply it when we are [affected] the man who, in our [opinion] has [made] ced, try il, in le

Litman Hupmeyer Vagrancy and having morphine
William Patterson alias Salmon Robbery
Hyman Chrysral, 10 charges of theft and burglary
Joseph Williams, Burglary.

Some of the above were subsequently re-arrested and are now in jail. The last named was the only one in whose case the Association was directly interested.

In order to illustrate the method of procedure we shall select one case — the most flagrant — that of Hyman Chrystal. There were ten charges, the judge fixed the bail at $1,000. Real Estate each case, that is $10,000. in all. That seemed perfectly safe. If there was any man or group of men who had confidence enough in Hyman Chrystal to stake $10,000. that he would appear at his trial then it was safe to believe that he would appear. What happened? Gabriel alias "King" Gianetti appeared to a clerk of the Court, said he was Pellegrino del Sole the owner of a property on St. Dominique Street valued at over $10,000 and he was prepared to act as bondsman for Chrystal. He produced a deed of sale showing that the property had been sold to him in July 1913. The clerk took him before a judge, other than the one who had fixed the bail. Gianetti probably so engineered it that he came at a time when the judge who had fixed the bail and who knew the seriousness of the case was not there. The judge accepted the bail and released Chrystal who has fled with the hope of never returning.

A similar process was repeated in each case. Investigation by the Association proved that the bail was worthless. Now two questions come at once to one's mind: How is it that no one thought to question the identity of this extraordinary individual who was willing to take his $10,000 property on the appearance of an old offender who had 10 charges of burglary hanging over his head? How is it that the same man who had bailed out six and perhaps more released who had skipped bail was able to successfully go bond for a seventh? The answer is that there is something wrong. It is true something is wrong but be very slow to say just what it is. For instance the clerk or judge who accepts the bail has no knowledge of the past the accused does not subsequently as that happens generally in another court; has no knowledge either that when the bond was posted there was nothing or nobody found [to] suffer from. We state this to temper any [hasty] judgment members might be tempted to [form] regarding individuals or departments. [When the] Association is able to put its finger on [where] is wrong we will do so, we hope to [in each] issue of the bulletin, we hope also to [point out] at the same time what can be done to right [matters].

[The] police and detective departments be [made] efficient the results of their work [would] much avail if the criminals slip [away] under the shadow of bail which is [but a] shadow.

[Gianetti] has been arrested on a warrant issued by the Association and is faced with five charges in the Criminal Courts

MERCHANTS' ASSOCIATION OF MONTREAL

808 BANK OF TORONTO BUILDING
MONTREAL
Phone MAIN 1420

Any person or persons pilfering this package in transit liable to

14 Years Penitentiary

The above Association will pay
$10 to $500
for information leading to their apprehension

Eight-page paper (9 x 12) and label (4¼ x 5½), issued by the Merchants' Association of Montreal. Described in accompanying article.

NECKWEAR FOR EVERY SIZE OF PURSE

Live Department in John Murphy Company's Store, Montreal — Keeping Stock Clean — Special Sales Tables.

Splendid Showing of Neckwear

View of John Murphy & Co.'s neckwear department, Montreal, one of the livest of its kind in Canada. The photo is taken from the back. The department begins at the front of the store at the main entrance and runs back, giving the curved corner shown here, and is continued on the other side as well. At the left hand side next the showcases are tables for special neckwear showings. Note the big counter showing of the two leaders of the season—waistcoats and frillings.

A NECKWEAR department that has shown itself among the leaders in Canadian stores in steady development is located in the John Murphy Company's store in Montreal. Its location is the most valuable of any department in the store, directly facing the front entrance. The view shown here is not as might be supposed of the front: This in itself seems to emphasize the size of the department. This is the "rear" end, showing only a portion of the section towards the front. Moreover, it runs around the corner on the right and has space allotted to it on the third side.

The view taken shows along the left side the new designs in vests that are proving so popular, and a wide and very attractive variety is shown. At the end are pleatings, which divide with the vests the chief sales in novelty lines.

Was Honored by Countess

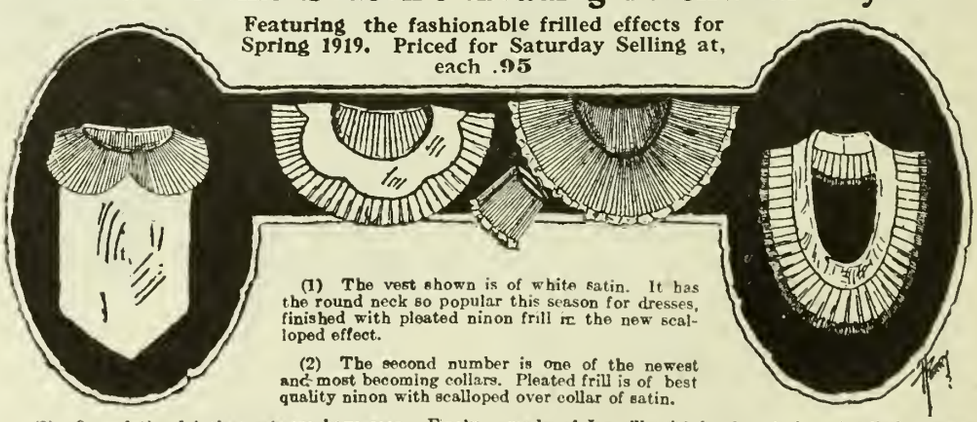
The manager of the department is W. H. Kyle, who has grown up with the store: coming in as a boy and now counting 27 years in the past filled with valuable experiences there. His control of departments works in admirably for a range of the lighter goods, women's accessories—for Murphy's is a "women's store." These include neckwear, handkerchiefs, laces and embroideries, trimmings, chiffons, etc. It is worthy of note that the Countess of Aberdeen, in her campaign some years ago to develop the Irish lace industry, was induced to go behind the counter by Mr. Kyle and sell her beloved Irish laces therefrom. Murphy's have held a large trade in these ever since.

Special Orders for Tables

One of the features of this department is the practice of arranging for a number of special lines to be made up to order at a special price—a lower than ordinary one through quantity buying —to be set out on a table or tables in the aisle adjoining the department. These may be put on sale at 95 cents, where ordinarily they would sell at $1.25 or $1.50. A price ticket is set up and these goods attract attention and buy-

Four of this Season's Leading Neckwear Styles

Featuring the fashionable frilled effects for Spring 1919. Priced for Saturday Selling at, each .95



(1) The vest shown is of white satin. It has the round neck so popular this season for dresses, finished with pleated ninon frill in the new scalloped effect.

(2) The second number is one of the newest and most becoming collars. Pleated frill is of best quality ninon with scalloped over collar of satin.

(3) One of the daintiest sets we have seen. Finely pleated with two rows of stitching to match the band of velvet or satin at the top. In all white, white and black and white with colored bands.

The fourth style is a cowl collar with pleated frill, made of Jap silk with border of ninon in all the newest shades.

Also a collar and cuff set of satin in all white, collar is the new shape, shorter than in the past season. For dresses and blouses. Priced for Saturday only at Each..... .95

The John Murphy Company Limited

Section of advertisement devoted to lines featured on special tables once a week.

ing, and draw trade to the "regular" lines in and on the show cases.

This plan was followed, for instance, in developing the Spring-Easter trade this year. Starting in February, about the last week, there was a special week-end sale each week, with these special offerings. At the same time window displays featured these and other lines, and a third element of close co-operation was secured in newspaper advertising, with special cuts made from drawings showing exact reproductions of the neckwear. This triple combination works out very successfully and harmoniously in this store.

A Big Range of Merchandise

While the department contains the highest class lines, running up to $25 for a single vest, Mr. Kyle declares that anyone who comes in, no matter for how low priced an article, can be satisfied. The showcase at the end, shown in the photograph, contains some of the lower priced lines and mourning neckwear, while just around the corner, not shown in the photograph, are the more moderate priced lines, such as Windsor ties, strings, linen collars and so on. He aims to satisfy any customer that may come into the store, from 25c up to one hundred times that amount.

Not only he himself looks after the stock and watches it very carefully to see that it keeps moving, but his staff are carefully instructed in this very important matter. He said that sometimes when the goods come in, before they have been put out for sale, and he gets an idea that they don't look as well as he thought they would, he puts a lower price on than he intended, and tries to quicken their sale in this way. In such cases he would probably place them on the price table at the left and use a show card with it. If it is reported to him that certain lines are not moving as quickly as might have been expected he has no compunction, so the reduction is made, probably sold at a third of the original prices. In such cases again they are likely to be placed on the table where the price ticket is prominent.

The manager of the department keeps in close touch not only with Canadian lines, but with New York, and often if he sees something novel across the border, either in the manufacturers' or the retail stores, will buy a line and have something like it made in Canada to order. Or it may suggest to him a certain change that might make it look better and an order for this would be given to Canadian manufacturers.

Improves Upon Tissue Paper

In place of the very common method of placing tissue paper in the bottom of the showcase, Mr. Kyle says he got tired of this and covers the bottom with cardboard painted over in imitation of mahogany. This gives a rather rich tone, as it is a very good imitation of wood, and he finds that the white neckwear shows up better with this under it than colored tissue paper. For the opening this year, which occurred early in March, he used a good deal of mauve paper, in the tone that was one of the most popular shades, and on the top of the showcases, here and there, and ferns covered over with this mauve paper.

Constant changes are, of course, made in the dressing of the showcases and the top of the showcases and the ledges behind. The department sees that every advantage is taken of the opportunity for displaying the goods, not only in the showcases, but on top. So the department, as does most of the store, looks like a regular bower of goods, although the displays are not made so high as to prevent good view from being possible over the whole floor.

In the showcases no effort is made to divide the neckwear according to price. A good assortment is shown constantly, and it is felt that the desire for a particular style sells the goods, rather than a particular price.

FUTURE HOLDS GOOD OPPORTUNITIES

So Says Great London Merchant Who Reviews Situation in England—Unrest Should Soon Clear—Few Price Concessions Yet.

By G. GORDON SELFRIDGE,

Head of Selfridge & Co., London, to Philadelphia News Bureau

Regarding the business outlook in England and Europe, it seems to us, who try to do things quickly, that it is taking longer than well-directed energy should take to get things back into after-the-war normal conditions.

There is still a wide difference of opinion as to the prices that merchandise should and must bring during the coming months. I, personally, cannot see how prices shall be maintained at their present rates because the enormous numbers of manufacturers, who heretofore have been on war work exclusively, are now free for civil requirements.

Factories have been making more of everything than they ever did before, and it is not likely their owners will settle back into the old, easy-going methods. The more a machine makes, the less are overhead charges, of course, and this should work toward lower prices of merchandise. On the other hand, wages and salaries have increased decidedly, and there is a general desire that they shall not recede more than is necessary from their present point.

Raw materials, of course, are higher and the cost of carriage and insurance, which have been a great factor, still show their effects because most of the stuff on hand now has been brought to this country at high cost.

One factor, which is continually used by the manufacturer to maintain higher prices, is a claim that orders for export are very heavy. We have insisted that they were not great enough to be a deciding factor, nevertheless we find, even up to now, the end of January, difficulty to obtain any concessions in prices except in a few directions. We insist that prices must come down, gradually at any rate, if not as rapidly as would have seemed likely. We find ourselves only buying closely from hand to mouth, and we decline to place orders ahead beyond the bare requirements.

The Advancing Market

It was difficult to navigate a commercial ship during the first two or even three years of the war, but during the last year up to the time of the armistice one could hardly go wrong, all merchandise was continually advancing, and the public had plenty of money with which to pay the advanced prices. The day, however, that the armistice suggestion was made the great wage-earning public seemed to realize that the good times, as far as they were concerned, had possibly come to an end, and that very high wages and salaries, which had never been dreamed of until recently, might not continue for long.

At all events, there was a decided drop in business, and while that jolt is now somewhat less evident increases in returns in England in per cent. over last year are not nearly so great as they were during the months preceding the armistice.

We are going through in this country a natural result of an unexpected quick ending of the war. Wages have continually been advanced, both because it was right that they should, or often because of trade unions' demands, which, during the war it seemed impossible to ignore. These demands for increases, for shorter hours and what not are still being made.

The general feeling of this country is that the common sense, absence of hysteria or wild actions on the part of the great body of the public, which, of course, is made up in a large per cent. by men and women who work with their hands, will, in a reasonable time prevail, and that the present atmosphere, which is so associated with strikes, will soon become cleared.

What Future Holds

We believe that the future holds in it, to those who try and work, as good opportunities to do and to build commercially and in other ways as ever.

Of course we have before us all the time the knowledge that taxes must be high. We have been going through a

Continued on page 53

SIMPLE BOOK-KEEPING FOR MERCHANTS

How to Start a Ledger—Double Entry System Enables Perfect Check to be Kept — Explanation of Entries From Journal Into Ledger

By C. J. MORRIS

HOW many failures on the part of retailers are attributable to the fact that the victims were not acquainted with the real condition of their affairs until it was too late to seek a remedy? In other words they have failed to keep track of their progress, or lack of progress, by a proper system of bookkeeping and in many instances a business which had in it all the elements of success has thus turned out a dismal failure.

The man who launches out on his own account is in many cases an experienced man in his line; he knows how to buy well and how to show his goods attractively. He treats his customers with courtesy and gives good service, but if he knows nothing of bookkeeping nor makes it his business to find out how to keep a proper record of his transactions so that he can find out periodically exactly how he stands he risks losing all the advantages which his experience and capability in other directions of the business should bring him.

Systems Usually too Complicated

It is not that he is unwilling to take the necessary pains or give the necessary time to it; the trouble usually is that he has very hazy ideas of how books should be kept, and all the systems which profess to make the way easy for him are too complicated to be understood without a personal explanation.

With a view to overcoming this difficulty it is proposed to show in this series of articles how a small merchant can start bookkeeping with two books only and how, with these two books, a perfect record of all his transactions can be kept. It will, further, be demonstrated how, after taking stock, he can, with an hour or two's work, or even less, calculate exactly what his position is, how much he owes, how much is owing to him, and what his profits have been since his last stock-taking period. The keeping of these two books need not involve more than half an hour to an hour's work each day and could probably be carried out at odd moments during the day itself.

Any Queries Will be Answered

It will first be shown how the books should be started by anyone first commencing business and later on details will be given as to how the system can be instituted at any moment by those already in business who may wish to adapt it to their own needs. The possibility of expanding the system will also be dealt with.

As far as possible, technical language will be avoided and explanations given in everyday phraseology. Should, however, any point arise which is not perfectly clear to the reader, or should any problem occur which is not dealt with herein, any query will be gladly answered.

In order to make the system of entering up various transactions as clear as possible, a series of typical happenings in the conduct of a business will be taken and the way in which they should be entered will be explained. This series of transactions will, necessarily, cover only a short period of three or four days and this period will then be dealt with exactly as if it were for a year and a profit and loss account and balance sheet drawn up just as would be the case for the longer period. The principles of the system can be illustrated equally as well with a few entries as with those for a whole year.

Books Required

The first of the two books mentioned is called a Journal or Day-book, in which every money transaction and every case of selling or buying of goods is entered at the time it takes place. This book should be headed and ruled for single column entry thus:

Date	Page in Ledger	$	c

It is a simple account book which can be purchased at any bookseller's. The second book, which is called the Ledger, will be dealt with in the next article.

In addition to these two books we shall require two small memo books, one for entering any orders which may be received (although these can, if necessary, be entered in detail in the day-book) and the other for entering small items paid out for Petty Cash, which are not large enough to make it worth while entering singly in the larger books.

We shall also require a numbered invoice pad, with carbon copy, for goods sent out on credit or taken away and charged up to the customer. Two files will also be necessary, one for filing the carbon copies just referred to and the other for filing invoices of goods received. Either a cash register or some other system of recording the amount of each sale as it is made will also be required.

Making a Start

With the outfit now complete we open our store; having the day-book handy in which to make any necessary entries. purchases, enter Mrs. Jones, of 24 Main St., who gives an order, the details of which we enter in our order book and for which we make out Invoice No. 1, amounting to $5.60.

We now make the first entry in our Journal as follows:

Jan. 1,
Mrs. Jones, 24 Main St.,
Goods as per Invoice No. 1 ..... 5.60

The next item which concerns us is the arrival of some goods from Anderson & Co., value $57.20, on which there are freight charges to pay of $2.75. We therefore make the following entries in the Journal:

Jan. 1,
Goods rec. from Anderson & Co. .. 57.20
Freight paid on " 2.75

The telephone collector calls for $7.50 which we pay, entering same in Journal; and so as each transaction takes place an entry is made recording same in the Journal.

At the end of four days our Journal shows the following record:

JOURNAL

	Date		Page in Ledger	$	c
1.	Jan. 1	Mr. Jones, 24 Main St., Goods as per Invoice No. 1		5	60
2.	"	1—Anderson & Co., Goods received	201	57	90
3.	"	1—Freight paid on goods from Anderson's	307	2	75
4.	"	1—Paid Telephone Account	307	7	50
5.	"	1—E. W. Smith, 54 High St. Goods as per Invoice No. 2	8	3	40
6.	"	1—Mr. Brown, 135 North Ave. Goods as per Invoice No. 3	2	7	20
7.	"	1—Goods received from Green & Son.....	202	20	65
8.	"	1—Taken from Till for Petty Cash	307	5	00
9.	"	1—Mrs. Robinson, 41 South St., Goods as per Invoice No. 4	7	8	32
10.	"	1—Mrs. Jones, 24 Main St. Goods as per Invoice No. 5	5		75
11.	"	1—Paid out for Price Cards	307	1	50
12.	"	1—Amt. of Cash Sales for day	50	52	90
13.	Jan. 2	—Paid into Bank.....	301	52	90
14.	"	2—J. W. Robinson, 89 Western Ave., Goods as per Invoice No. 6	6	9	30
15.	"	2—J. W. Robinson, Paid on Account	6	8	00
16.	"	2—Returned from Mr. Brown, 125 North, Ave., Goods to be Exchanged, Value (Red.)	2	1	40
17.	"	2—Goods sent in Exchange to Mr. Brown, Invoice No. 7	2	1	70
18.	"	2—Mrs. Jones, 24 Main St., Invoice No. 8	5	9	35
19.	"	2—Mrs. Green, 37 King St., Invoice No. 9	4	4	30
20.	"	2—Mrs. White, 89 Queen St., Invoice No. 10	9	11	15
21.	"	2—E. W. Smith, Paid on Account	8	3	40
22.	"	2—Mr. Black, 90 Upper St., Invoice No. 11	1	5	55

(Continued on page 24)

SALESMANSHIP

CAN YOU SIZE UP PEOPLE QUICKLY AND ACCURATELY?

In the Final Analysis, Picking Men for a Jury is the Same as Picking Men for Business—Read This Story—You May Get a Tip That Will Help You With Your Work

JOHN B. STANCHFIELD is one of the greatest trial lawyers in America. His success he attributes largely to being able to pick men. If you are a good picker he says you win. In the "American Magazine," he tells how he sizes people up as follows:

Human nature is always interesting; but to me personally it has been the most interesting in two very different places—the baseball field and the court room. I know them both very intimately, for, before I was a lawyer I had been a baseball player at college.

My father was a country doctor at Elmira, New York where I was born. As with most country doctors, his practice was not rich in financial rewards, and when I went to Amherst I helped to put myself through that college by playing baseball during vacations. I was a pitcher and we used to do our spring practising in the bowling alley of the gymnasium.

By accident I discovered that I could pitch a ball which would curve out over the adjoining alley, a feat which attracted so much attention that it came to the ears of the professor of mathematics. He declared that it was impossible ,violating the law both of God and of man. He could not be convinced to the contrary, until I proved it to him by pitching a ball and curving it around the corner of a building.

With these curves at my command I naturally had a secure place on the college nine, and as I also rowed with the crew I spent more time on athletics than on books. But I think that, because of this very thing, I learned to study human nature, and the training I got in this way was worth more to me later than mere book knowledge could have been.

To know what the other fellow is thinking, to be constantly on the alert, to watch all the different players on a ball field, is not so very different from a lawyer's work in a court-room. In both places it is a battle of wits as well as of technical skill. In a trial one must watch the opposing lawyers, the plaintiff, the defendant, the judge, the witnesses, and the jurymen.

The battle as a rule is not over points of law. Instead, it's based on the knowledge of human nature possessed by all parties concerned. In fact, human nature plays so important a part in a court-room that most cases are won through shrewd observation of how the human being thinks and acts.

In selecting a jury, for example, the law plays practically no part. It is understanding of human beings that counts.

For this reason I study your face, your tone of voice, the answers you make, and, especially, whether or not you look me in the eye when speaking. I make it a point to find out whether you are well-to-do, or perhaps a clerk in a store. In addition, I always want to know the occupation of a prospective juror's children as well as the occupation of the man himself, his position, age, religion, and many other things, because they all aid me, as the prosecutor or the lawyer for the defence, to make up my mind whether or not I want you for the jury. And if I don't want you, I try to get rid of you, as I shall explain later on.

If your answers are hesitant, both the prosecution and the defence are against you. And the reason is, of course, that we both fear you will be too easily swept with the crowd; that you will bring in whatever verdict the majority decides upon. We doubt your ability to think for yourself.

There is, however, another side to this point. If, instead of being a weakling, you have a hard, determined jaw, and show by your answers that you are stubborn and defiant, we may also hesitate to take you. If we get twelve stubborn men on a jury, the end of the world might arrive before they would come to an agreement! The ideal jury is one composed of four strong men, and eight intelligent and resolute ones. We want a few men of great decision so that they will bring a verdict for one side or the other.

Your position in life is always considered, of course. If I were defending an employee I should hesitate about having many employers on the jury. They may try to be neutral and fair; but if there is any "leaning" at all, it will be toward the prosecution instead of the defence. The same thing would apply if a rich man were being tried. Then, I should try to get a jury of men of property, and of the same standing as the defendant. For a jury of poor men is not inclined to be merciful toward a wealthy defendant, even though he really may be innocent. The poor love to "swat" the rich whenever it is possible. We always try to get men of one class to try men of the same class in order to insure fairness and justice.

Another point that must be watched is that of religion. A fanatic of one faith may take an instant dislike to a defendant of another faith, and so make his decision on the ground of religion, instead of on the evidence. On the other hand, however, the prosecuting attorney knows that it is dangerous to his case to allow many men of the same faith as the defendant to sit in the jury box. For they may allow the common interest to sway them in rendering their verdict.

Membership in a society or a fraternal lodge is to be taken into account, for the same reason. If a juror belongs to the same society as the defendant, he will usually be challenged by the prosecution on the ground that he could not give a fair verdict. Of all problems, however, that of an Orangeman and an Irishman is the most difficult. You can well imagine what would happen if one were set to decide the case of the other.

There is a vast variety of things which can influence human beings in rendering judgment on others. Just take as an example, the incident which taught me always to ask, "What are your children's occupations?" Apparently the occupation of a man's son could not affect the verdict he would render. But I found that it sometimes does.

I was defending a man accused of some crime against a department store, and I was very much surprised when a verdict of guilty was brought in against my client. I was so surprised, in fact that I spoke to some members of the

jury after they had been dismissed. And this is what one man told me:

"The fellow that swung the verdict," he said, "has a son working in the department store. He seemed to think it was up to him to help to convict your man just because his son works in that store."

You, as the reader, may probably say that you wouldn't have let such a fact influence you. Nevertheless, if one of your children or a near relative had a good job with some corporation, and you were a juror in a case brought by that corporation, I'll wager that your sympathies would not be with the defendant. In cases for the Government, especially, lawyers for the defence have to be careful to find out if any of the prospective jurors have children in the Civil service. If they have, we don't care to take a chance; for, though the man may not blindly disregard justice, his sympathies will all be the other way. It might be possible, of course, that he and his children might dislike the Civil Service, and so be for the defence. But we are not likely to find this out.

It is impossible to know what relationship may exist between the defendant and some member of the jury. We have sometimes discovered, long after a trial, that the defendant had wronged some member of the jury years before, and that the juryman voted against him "to get even."

If a man is lying, however, you can always catch him by asking him to repeat. And the test isn't, "Does he tell a different story?" It is, "Does he tell exactly the same story, word for word?" If he does, you can bank on it that he has prepared his story beforehand, memorized it, and can tell it the same way a hundred times if you ask him.

The honest man can never tell the same story twice in the same way. He always leaves out something or adds something. No man can tell the same story exactly the same unless he has prepared and memorized it.

If you want to detect a liar watch hos face. Liars always shift their eyes. They cannot help it, especially in a court room, where everyone is watching. They also hesitate for a fraction of a second. The simplest way that lawyers can catch them is to ask if they have talked the case over with the opposing lawyer. If they say "No," you've got them, because no lawyer would dare to put a witness on the stand without first talking to him. Many witnesses do not know this, however, and so they fear an admission would be harmful. Accordingly, they lie. And if you can make the jury realize this, their testimony isn't worth two cents.

Recently—and it just shows that you never stop learning—I've discovered another thing: When a man wants to make a special point he will emphasize that point, though unconscious that he is doing it. He will say emphatically: "I know that he was in the drug store at ten o'clock." If you catch him up quickly and say: "Why did you want to emphasize that point? Why did you need to bring that out so emphatically? Come on, now! Answer me! Answer me!" you'll get him confused and uncertain. In most cases you will discover that he emphasized the point and raised his voice because he knew he was lying! He raises his voice to still the thought in his mind that he wasn't telling the truth. That's just plain, simple, human nature, but I learned it only after years of experience and practice.

Women are always harder to trap in a lie than men, they remain cool and smiling, whereas men get nervous and confused. I think the reason is that men realize the seriousness of the court-room, whereas women don't. Women do not pay attention on the stand, they talk when they are spectators, and they generally pay little respect to the laws of the court.

As an actual witness, a woman differs from a man. She is so much more observant than a man that she will remember many details which a man will forget. Women are at their best, however, when they are testifying in behalf of someone they love. Then they are cool, collected, and on the alert for anything which may harm the defendant. Perhaps the best witness New York ever saw was Evelyn Nesbit Thaw when she testified in behalf of her husband twelve years ago.

When children are telling the truth, they, also, make good witnesses. You can't make them change their stories, They keep saying "No, no," or "Of course, of course," and their words carry the conviction of truth. When they have been coached, however, it is very simple to pull their stories to pieces.

Women and children also come under the category of "what influences human beings." When I got Harry Thaw out of the insane asylum at Matteawan, my greatest card was his white-haired mother, who sat in court comforting and encouraging Harry. Mrs. Thaw is quite a wonderful woman, and I could see the jury melting as they watched her, day after day, fussing around her son. I kept reminding them of her; asking them how they could keep a boy from the mother who had fought ten long years for his freedom, from the mother who had suffered. And, as the world knows, Harry Thaw was declared sane and given his freedom.

However, though human beings are mostly soft-hearted and inclined to be lenient, they hate to feel they are being fooled, that their heartstrings are being wrung in an attempt to wipe away evidence. That is why anything of this sort has to be well managed to carry any conviction with it. When there is no good reason for the presence of a mother or children in court, their introduction is likely to turn the jury against one's client, especially if the jury is composed of hardheaded business men.

The old-fashioned oratory of the past is another thing for which people no longer seem to care. At least, they don't like it in New York City. What New Yorkers want is the facts, and the sooner you give them the better. This is not true, however, in the South, the West, and in rural districts. In these places, people still love to hear long, rolling, eloquent oratory. If you start this in New York, however, the jury begins to say:

"Good Lord! Here is this fellow keeping us away from our home and business with his infernal speech-making."

All of which merely goes to prove that human nature is human nature—especially in a court-room!

GOOD WORK ACCOMPLISHED

(Continued from page 19)

is a slip with red border and the seal of the Association, announcing the "Any person or persons pilfering this package in transit is liable to

14 years

Penitentiary.

These last three words are in red ink also. The notice ends with these words: "The above Association will pay $10 to $500 for information leading to their apprehension," with the amount in red ink to make it prominent.

The membership fees run from $15 for firms with 10 employees or less to $70 for firms with 150 to 200 employees, with a slight increase for those over this number.

BOOK-KEEPING FOR MERCHANTS

(Continued from page 22)

23.	"	2—Holden Bros., Ltd., Goods Received	203	74	00
24.	"	2—Sent Cheque to Anderson & Co.	201	56	16
		Discount		1	74
25.	"	2—Paid for String and Paper	307	3	80
26.	"	2—Total Cash Sales for Day	50	73	90
27.	"	2—Short in Till (P. & L.)	302		35
28.	Jan.	3—Paid into Bank	301	85	30
29.	"	3—Drew from Bank for Change	301	50	00
30.	"	3—Drew from Bank for Private Account	301	25	00
31.	"	3—E. W. Smith, 54 High St., Invoice No. 12	8	3	59
32.	"	3—Anderson & Co., Goods Received	201	37	10
33.	"	3—Mrs. Jones, 24 Main St., Paid on Account	5	10	00
34.	"	3—Mrs. White, 89 Queen St. Paid on Account	9	11	00
35.	"	3—Discount	9		15
36.	"	3—H. E. Edwards, 77 Main St., Invoice No. 13	3	7	40
37.	"	3—Universal Supply Co., Goods Received	204	22	30
38.	"	3—Total Cash Sales	50	64	79
39.	"	3—Over in Till	302		35
40.	Jan.	4—Paid into Bank	301	85	79
41.	"	4—Mr. Black, 90 Upper St., Invoice No. 14	1	8	30
42.	"	4—Mr. Black Paid, Cheque.	1	10	00
43.	"	4—H. T. Edwards Paid	3	5	00
44.	"	4—Mrs. White, 89 Queen St., Invoice No. 15	9	17	63
45.	"	4—Mrs. Robinson, 41 South St., Invoice No. 16	7	9	38
46.	"	4—Mrs. Robinson Paid Last Account	7	8	32
47.	"	4—Paid Holden Bros., Cheque	203	50	00
48.	"	4—Cash Sales	50	83	70

The vertical lines with which the Journal is ruled are not here shown.

In the next article the method of transferring these items from the Journal to the Ledger will be explained.

(To be Continued)

NO REDUCTION WANTED

Girl weavers employed by the T. H. Taylor Co. in the woollen mills, Chatham, Ont., are out of work because of their refusal to accept a reduction in piecework prices.

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXXI. TORONTO, APRIL, 1919 No. 4

WILL HELP CANADA

IMPOSITION by the French Government of an import embargo to the British is regarded by Government officials as evidence that the Allies have completed their plans for industrial reconstruction and are proceeding to put them into effect.

Great Britain and France have established a pool to control whatever purchases they need to make in the United States, and Italy is co-operating with them to a limited extent. As a result trade experts do not think there will be much sale for American finished products in the European countries for some time to come, it being the announced policy of the Allies to do without those articles which they cannot manufacture at home. Many basic materials still will be obtained from Canada and already inquiries are coming in in a manner that indicates that considerable furture business will develop. The building up of a vast inter-Empire trade is in progress and Canada will benefit, while at the same time helping the Motherland to maintain her industrial place in the world.

A BUSINESS can get along without advertising. A man can get along on one leg. But why make a cripple of your business?

DON'T try to build a business without having a foundation. Store service, good advertisement and enthusiasm are a good combination on which to start.

LONG after you have turned the key in your shop and have gone home, your advertisement, if it is well written and attractive, is proclaiming your store and your goods in many a family circle. A good ad. is a salesman who works 24 hours a day.

BOOTERIAS—WISTARIAS—CAFETARIAS

YOUR correspondent got a distinct shock to-day when, as he rushed along one of the Vancouver streets, his eyes were caught by a sign which blazed "BOOTERIA." I thought this was going a little too far. We had seen cafeterias—then groceterias, and now if we were to fit our own boots, and worst of all, lace them up ourselves, this was taking all the joy out of life; the only comforting thought that occurred to me was the fact that perhaps now the boot and shoe manufacturers were going back to the old open and above board practice of letting a fellow know just what size of foot he really had. Then I was puzzled to know how they would be able to placate a disillusioned lady customer who had all these years been kidded into thinking she had a number three foot, while she was fitted with a number six shoe. This was serious. I then imagined what the men's wearteria would do now in the way of letting you fit yourself with a ready-made coat, with no one to gather in the slack at the back of of the coat, while you admired the way the front "draped." Why then could they not run a millineria where a lady could fit herself with a hat of her own choosing, whether she "looked just perfectly stunning" in it or not? And for that matter, why not a dentists's office where you wander round among the glittering tool racks and choose a pair of forceps with which to extract your own offending molar? All this and more seethed through my staggered brain as I regarded the legend "Booteria"—but when I went in I found that it was just a name, and you had to guess what size you took—and as I went on my way, I encountered a chocolate shop called "The Wistaria," and I found that here neither could you help yourself to whatever you wist."—Roy A. Hunter, Vancouver.

MARKET REPORTS

THE MARKETS AT A GLANCE

TORONTO, April 7.—There seems to be a much better feeling in the trade as a whole, and some lines have shown a much better movement in the last month's trading.

A buyer recently returned from Great Britain reports the woollen situation there very strong, with manufacturers in some instances refusing to accept orders for delivery prior to the end of the year. The situation in the United States seems much improved from last writing, and sales of the finer grades of wool at the recent Government auctions revealed a much better demand for these lines.

Cotton is being maintained on a fairly firm basis. Cotton yarns seem to have reached a settled basis, and whereas some price cutting is reported yet, this is not so pronounced as formerly. The trade is awaiting the announcement of prices for Fall by Canadian manufacturers who seem loath to announce what their ideas are in respect to this business. A slight reduction seems possible if any change at all is made.

What the future holds in respect to linens seems to be somewhat obscure. Prices are firmly held, and that union fabrics may become a staple as a result of the present high price of the linens is a possibility which manufacturers are facing without any great degree of optimism.

Conditions following the signing of the armistice tended towards reducing prices on silks, but the last few weeks has shown a reaction, and the market, from its primary source to the finished product, is gaining strength. There seems to be no surplus of desirable lines, and the demand for the better grades is so consistent that higher prices for Fall are being freely predicted.

Hosiery seems to be selling better, with silk lines and the better grades of cotton having the preference in orders being placed.

The trade are awaiting the opening of Spring business on underwear, and retailers are already experiencing some demand. Two or three weeks of mild weather now would stimulate this business appreciably, tend to clean up stocks, and bring in repeat orders which would greatly improve the underwear outlook.

There seems to be some activity in sweaters, but orders are confined largely to actual requirements. Fall business is being held back until jobbers are in a position to gauge the outlook somewhat more clearly.

Altogether, however, the situation seems much improved and a decidedly more optimistic note is shown around the trade as a whole.

COTTONS

Still the Canadian textile mills are holding back in their prices for Fall. March passed without any indication as to whether there would be any changes in present prices, and April came in with the same silence. One company that expected to be in a position to make an announcement the first week in April deferred action to the first of May, and most of the others are keeping their own counsel. No one wants to take a definite step until the future course of raws, and the final disposition of the Peace Conference, becomes more clear.

Auything might happen. There might be further declines in the United States with their reflex effect in Canada, or prices there might firm up again as they have been doing for several weeks past. Then there is the big problem as to whether there will be a rush of goods to Europe, not only raw cottons but the manufactured lines. Just before this issue went to press there was an announcement that an order for at least $3,000,000 had been sent by cable to the Dominion Textile Company, by a representative who had gone over to be present with the mill's exhibit at the Lyons Fair. It was not known definitely at the time whether all these goods could be supplied by the one mill, or whether this would mean a division of the order among several others as well, but if large quantities of goods are shipped from Canada and the United States to Europe it will have the same effect on prices as if large quantities of raws were in demand overseas and thus prices would stiffen again, and reductions for Fall would be very mederate.

So far as can be learned there is likely to be a general reduction for Fall to a slight extent only. The first week of April there was an announcement of one, five cents a yard on all kinds of prints sent out by the wholseale houses. This was said at the time to be only temporary in its effect, and should not be regarded as a "precedent." Some of the trade were inclined to regard it as the shadow of approaching events, others to withhold any judgment until a complete Fall list was available.

Those who have come in touch personally with prices and goods across the border combat the idea of a general

reduction having taken place. The greatest cuts were made by jobbers who were operating in a speculative capacity, and were caught unexpectedly with large stocks at the signing of the armistice. In some lines prices have come back to a fraction of the former level, but in the main prices there were unusually high on a war time basis and reductions could be made without any ruinous consequences to the various mills.

From across the water there are indications that the British mills are getting in a position to reach out more energetically after Canadian trade. Early in April word came from one of the largest Manchester houses that they were sending out a representative, the first in two years, and would be prepared to accept orders with a reasonable chance of delivery. Many others are in a similar position. The price situation over there is very uncertain at this time, and everyone has given up the idea of the repetition of "cheap" English goods in the present generation. There are two chief causes of this; the main one, the pressing demands of operators for higher wages and lower hours, not only in the weaving end but in the spinning as well. Another is the much heavier cost of freight on the cost of cotton, which promises to continue for a long time. These two elements prevail throughout the whole of the list of British industries, and are causing misgivings among manufacturers as to how far these will interfere with the regaining of the immense volume of trade before the war times.

In the universal uncertainty it is not surprising that all buyers are holding back, and filling only their pressing needs. In some cases guarantees are demanded that they shall receive the benfit of any reductions. One mill has given this up to the first of next October and some others cover the guarantee only to the time of delivery of the goods on order. If prices drop after that the buyer must stand the loss.

There is another question in the United States that is not bothering the Canadian mills so far: the question of hours. Many granted reduction from 54 to 48 hours a week, many others refused and are going on at the old number, thus paying smaller wages than the first, or if the first pay only by the hour they have had their costs of production forced up by the shorter hours. It is this phase of the question that is bothering the Canadian mills; if they shorten the hours they would want to feel that all other mills with which they were in competition were doing the same, otherwise the basis of manufacture would place them under a handicap. Fortunately labor troubles have been few and far between in Canada.

By the time the next issue of DRY GOODS REVIEW is out it should be possible to form some definite conclusion as to the trend of prices for the next six months or so. In the meantime high prices do not seem to detract much from the trade of the retail departments.

HOSIERY

Silks in Favor Along With Better Grades of Cotton Lines—Outlook in Misses' and Children's Lines Satisfactory

HOSIERY — Reports indicate that more business continues to be placed on hosiery, with little, if any, change in the grades and styles wanted. In women's hosiery, silks are very firm and no large stocks are reported in any quarter of the market. The export demand for women's silks keeps up despite the fact that shipping is still hampered, while the domestic call is showing a firm trend. Cotton numbers, especially in low end, are not selling any better than has been the case for some little time, while the medium and better grades are receiving some passing attention.

Men's silks are firm, and there is some steady buying being done on them. The export demand is keeping up, while domestic calls are showing no let up. The cuff top silks that were in the market prior to the signing of the armistice are a thing of the past. Mills that shifted their machines from making women's to making men's have made the shift back again, because of the strong demand for women's silks, and as a result of this move the men's cuff top silks are slowly being taken off the market.

The situation in men's low end cotton shows no change from when last reported. There are still large quantities being held by mills without buyers, and buyers give no indication as to when they will show an interest in that class of merchandise.

Misses' and children's hosiery is holding the firm position that it has been holding for some time back, and little in the way of new developments are reported in this trade at this writing. Orders are being taken in fair volume and no surplus is reported in any quarter of the market. The indications are that the present firm situation will continue for the immediate present.

There is some question in the trade whether low grade merchandise is as strong as it used to be. The time was not far back when low grade goods were staple sellers, but the experience of some mills and selling agents to-day would seem to leave this statement open to doubt.

For instance, low end hosiery is plentiful in this market and there is apparently no avenue open for its sale. Cotton hosiery that sold before the war is unsalable now and some mills are understood to have their warehouses filled with such merchandise. This spot stock is both men's and women's and interest in either is no greater than the interest in the other.

On the women's numbers it is admitted that women are no longer interested in cotton hosiery as much as they were. They want silk now, and while this is apparently a change in demand that is new, it is generally felt that the call for silk hosiery will continue strong. And silk half hose for men is making headway, although the progress may not be as great. Certainly low end cotton lines are less interesting than they used to be.

UNDERWEAR

Better Feeling Being Displayed and Additional Fall Orders Placed—Good Weather Would Soon Reduce Stocks of Spring Lines

UNDERWEAR—From all accounts it would appear that there is some duplicate business on fall underwear coming in at this time and this is giving a better tone to the market than has heretofore been the case. Last week saw some little duplicate business, and the outlook seems to be that the improvement will continue with no let up. No large orders are coming in, but jobbers find that they are selling and are willing to follow the renewed interest by taking on some more for Fall.

One selling agent said yesterday that his customers were not selling all that they were buying, but that they were getting 30, 40 and 50 per cent. of their normal business, and as a result were ready to place some duplicate orders in order to cover. Wool underwear seems to be more attractive than cotton numbers at this writing and the possibility of a shortage of wool underwear later on is felt to be in back of this desire to play at least partially safe.

Indications seem to be that if retailers could have two or three weeks of good spring weather they would be cleaned out of spring underwear and would be back to the jobber for more. In jobbing quarters it is felt that supplies are more or less limited and should this prove to be the case a firm situation would most likely be created. According to one selling agent sixty days of spring weather would see a radical improvement in the underwear situation.

It is difficult to say what the price trends are at this time. For the present they are remaining unchanged, but there seems to be a general feeling in the trade that they have reached bottom if they have not gone below that and any changes are expected to be upward. Wool underwear especially is felt to have reached a bottom that cannot be lowered. Just how true this is cannot, of course, be said, but if any sort of demand develops and shortage develops a very firm situation would seem the only possibility.

SILKS

Broad Silks Enjoying Better Demand—Higher Prices Mentioned For Fall—Primary Markets Showing Strength

SILKS—While conditions for some time following the signing of the armistice operated to force prices down somewhat in the silk market,it is indicated that a reaction set in during the past few weeks and the price situation is felt to be strengthening, with a possibility of touching higher levels as the season advances.

The demand for silks, outside of the labor problem, is perhaps the biggest price determining factor today, according to views expressed. One man said that on certain lines of shirtings he knew of three customers to every piece of goods, and commented that if he had the merchandise he could go out and within 24 hours take orders for every yard of material on hand.

In this connection, it was emphasized in every quarter of inquiry that the demand is for the better grades of silk. It was said that the poorer qualities have had less and less call for several seasons past, but that the trend toward high class merchandise was never more pronounced than now.

From all accounts reports indicate a marked improvement as regards sales of broad silks. Some belated buyers are still arriving for Easter lines and repeat business is being handled by those who were in the market early.

Some of the buying may be due to the fact that with raw silk advancing again and with labor costs remaining about as they have been, manufacturers insist that Fall prices will be higher. Certain lines of fancies which are scarce and wanted, are 10 cents a yard higher now. Manufacturers insist that all Fall silks will have to be higher. In the main, manufacturers who say anything about price, say that they will have to have from 5 to 10 cents a yard advance over the Spring prices, regardless of whether buyers want to pay the figure or not. They can't make a profit on their output unless they make these advances. The statement comes from a great many different producers, indicating that the conditions under which they are operating are similar everywhere.

The big sellers recently have been satin and satin-faced goods. Foulards have continued their activity. Crepes have done better and plain and printed Georgettes have continued active, despite the feeling that Georgettes are to come down and have come down in some quarters. Crepe de Chine, both printed and plain, is active and considerable business has been done in voiles. Demand for Georgettes seems to be increasing, but low grade goods are not wanted at any price. High grade goods sell, regardless of the cost.

Reviewing market conditions as a what on low grades, but the better qualities are doing very well. Sports silks, including the different makes of sports satins, have continued their activity. Pongees have sold better, with demand increasing. The high priced brocaded and tinselled silks have gone out faster this week than before.

Altogther, the market has presented a satisfactory condition all month.

There is a disposition on the part of buyers to make contracts for Fall, and while some manufacturers are accepting orders for some staples, the Fall fancies and specialties are not yet out. Manufacturers say these goods will be higher and buyers are anxious to get in their orders now.

Reviewing market conditions as a whole, it has been pointed out that manufacturing costs in every branch of production point toward continued high prices. From the raw silk to the finished goods everything that enters into the situation was said to cost more, thereby, reflecting higher prices.

WOOLLEN GOODS

British Manufacturers Refusing Orders According to Buyer—Prices Remain High—Situation in Uuited States Markets Showing Improvement

WOOL—Mr. Jagger, the English buyer for the House of Hobberlin, stated woollen goods would remain high for some time. Yet in view of the amount of clothing that goes to make up the returned man's outfit, suit, overcoat, cap, shirt, etc., all these goods have to be manufactured with cloth for something like six million soldiers. This is going to take a great deal of machinery which has been used for military clothing contracts, and it is taking longer than at first anticipated to get these plants back on regular lines again. Couple these facts together with the report that practically all neutral countries are without wool, and you can readily see that wool will be high for some time to come.

The Allied nations, with the exception of England, United States and Australia, are also without wool. The United States report a surplus, but owing to the high duty it is almost prohibitive to import raw wool from that country.

Mr. Jagger stated that they were able from time to time to buy some cloth from the manufacturers, for cash, but that the majority were refusing any kind of order, stating that it would be impossible to deliver any goods before the end of the year.

The Wool Statistical Committee just recently issued its census report of wool stocks in the United Kingdom on December 31, 1918, and its estimate of stocks on March 31, 1919, according to the "British Board of Trade Review." The census of wool stocks on December 31, 1918, shows a reduction since the census taken on June 30, 1918, of 42,793,978 pounds in the stocks of crossbreds, merino, East Indian and other wools, representing 32,474,852 pounds in clean scoured weights. The estimate places wool stocks in the United Kingdom at 227,000,000 scoured pounds.

Reports from the United States show that the wool market there is somewhat more active and generally strong. The fine wools and half-breeds holding firm with the lower grades off following Government withdrawal limits being lowered. In covering the situation, the "Journal of Commerce' has the following to say under date of March 31:—"The past week has reaffirmed the strength of the market so far as the finer wools down to and including half-blood grades are concerned. In the face of the reduced limits of the Government of 7½ per cent. grades above three-eights, except for the poorer clothing wools, have held fully firm, and it is a question if half-blood staple wools are not just a shade dearer than they were. It is very evident that fine goods are getting the call in the goods markets.

It would seem, however, from the course which the wool sales have taken during the week, and especially during the last day, when territory domestic wools were put up, that there is a rather better call for good medium wools as a result of the lower limits which the Government made effective last Tuesday. Whether some of the buying in these wools has been done by dealers with the expectation that wools will not be any lower right away, and for that reason they will be a good speculative purchase, cannot be said, but it is still true that the great bulk of the wools sold are being taken either directly or indirectly for mill account.

Mill Situation Irregular

While some of the largest mills have withdrawn popular lines of goods from the market, presumably because they have been sold up, others are finding the situation still untoward and have taken very few orders, according to very reliable information. Those mills which have done business, as is generally well known now, have done so because of the very low prices which they have named and the percentage of profit, where there is any profit at all, must be exceedingly small. Then, too, the strike situation in Lawrence, while apparently settled so far as the majority of operatives is concerned, still drags along with more or less persistency on the part of enough operatives to keep the situation constantly stirred up and threatening.

The topmakers and spinners are getting a moderate amount of business more or less regularly, and more particularly on the grades running half-blood and above. Consequently prices on these counts are very firm, but show no particular change from the prices which have been ruling for several weeks. Good 2-50s half-blood yarns are still to be had at $2.50. Good fine tops are held firmly at $2 and some combers went 5c to 10c more, according to the stock.

The Western Situation

Shearing has begun in Southern California and is progressing very rapidly.

Continued on page 39

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MEN'S WEAR SECTION

FELT HAT STYLES FOR FALL

High Rolled Brims the Coming Feature

ONCE more after three or four years of stagnation in the development of felt hat styles, manufacturers are enabled to exercise their ingenuity in the designing of fashions. During these years of war time the element of style has been lost to sight in the overwhelming consideration given to prices—coupled with the influence of the strong advance buying that had placed heavy stocks on the market and had made inadvisable any radical revision in hat styles—a situation that had its culmination in the restrictions of last Fall by the conservation division of the Government which so limited style effects that new designs were practically prohibited.

Now, however, that the ban has been lifted, the new lines shown by manufacturers once more blossom forth in new styling effects and once more fashion is an element to which buyers must give thoughtful consideration.

High-Rolled Brims the Coming Feature

The general tendency in soft hats for Fall is toward a more decided flange, producing a higher roll for the brim—such effects striking the keynote of the new fashions, although there will continue to be, particularly in the West, many sales of flat set brims trimmed with 4 line band and 4 line binding, and some of the 10 line band effects show unmistakably the influence of the military note. For the new brims, however, well set up on the sides, the trimming will be 24 line band and 10 line binding. Bindings, especially for finer grades, are once more the favored styles.

Crown Dimensions

Crown dimensions will vary from 5⅜ to 5¾ inches, although, of course, there are exceptional blocks as high as 6 or even 6¼ inches which taper off fast in the tip, but in reality the effect after creasing does not produce a higher crown than the 5½ and 5¾ inch shapes with full tip.

Smaller Shapes Favored in the East

While in the West there is a strong tendency to favor the wider brims, running to 2⅝ and 2¾ inches, the vogue in the East will narrow the brims to a decided extent and the favorite proportions will be 2⅜ and 2½ inches.

Smaller shapes will therefore rule favorite, more particularly for the fine trade, and many of the choice novelty styles will centre around proportions of 5½ x 2⅜ full crown and well rolled brim.

Colors

The darker shades of green such as ivy and dark browns will be the prevailing colors, in a general way the greens being preferred over the browns in the West and the browns having the preference in the East, although the brown is steadily gaining favor in both sections. There will be the usual small percentage of staple colors of course.

A New Blue in Prospect

The Fall will see the introduction of a new blue, somewhat of the character of blue steel but more decidedly blue than dark steel. It is most attractive in effect and will make a strong appeal to those men who are attracted by something distinctive in refined effect.

Light Weights the Thing

Extreme light weight felt hats will continue to grow steadily in public favor and more men than ever will this year discard their summer straws when the Fall season opens and don an airy felt. The influence of this tendency is most strongly reflected in the less weight that characterizes the entire felt hat product of to-day, efforts being made by all manufacturers throughout their entire line to lighten the weight in every way possible.

Rough felts, ranging from mixes and fancy silk finishes to beavers and velours, will be worn by many well dressed men as a second hat the latter part of next Fall.

A Boom in Velours

Velour hats will be more popular in the Fall than any season heretofore, more generally popular, in fact, than in the big velour hat season of some years ago. The favorite colors will be black, dark brown and dark green in the order named; styles to be worn being the regular velour hat shape with little variations, in dimensions 5¾ x 2⅝ inches; taffeta trimming with bows on the side will predominate.

The velour hats as now produced by American manufacturers are the culmination of many years of experiment, practice and experience, and now show decided advances in refinement of product comparing favorably with the best that the world has ever produced. The superior quality of velour hats which the manufacturers are now making is undoubtedly the big factor that has created the remarkable favor that these hats now enjoy.

Trimmings

In trimmings the finer rib bands will mark the styles of real distinction. Colors will match the body of the hat, the fancy bands in refined designs being prime favorites confined largely to two-tone effects.

Linings will find much favor, particularly in fine grades. They would be just as prevalent in the popular price hat but there is some question whether the high cost of using them will make them prohibitive. A handsome, soft lining does dress up a fine hat but it would seem to be much better policy for popular price hats either to save the cost of the lining altogether, or to spend it where in some way it would improve the effect of the hat outside.

Stiff Hats a Possible Factor

The possible revival of stiff hats is a prospect that must be given consideration. During recent months there has been a decided increase in the sale of derbies and for next season the trend of fashion will be watched very closely for any indication of general public favor for stiff hats. Some authorities there are who attempt to trace the source of inspiration for this new tendency in headwear vogue to the steel helmet worn by the soldiers in the trenches and on the battlefields of France, and the national development of a taste for stiff, set headwear by returning soldiers who don civilian clothes. Whatever the cause may be the effect is sure—there have been several times as many derbies sold in the past three months as during any entire felt hat season in many years. Whether the trend is substantial enough to carry itself over the Summer and early Fall, is too early to predict at this time.

Full crowns will be the only block effects. In the East small shapes in extreme full crown and medium flat set brim with slightly rounded curls, dimensions of 5 x 2 and similar proportions, are the choice styles in the exclusive shops this Spring.

MANUFACTURERS OF SHIRTS SEE PROSPECTS FOR EXPORT

Trade With Europe and New Zealand to be Developed

SHIRT manufacturers are likely to participate in considerable business for export account, which will tide them over the period of temporary uncertainty and will ensure continuous operation at practically full speed until domestic business demands a larger share of attention. While there is, perhaps, most attention being paid to the European markets in connection with reconstruction, Canadian manufacturers are looking for business in other directions as well. Mr. Samuel J. Williams of Williams, Greene & Rome of Kitchener, told the "Globe" last week of preparations for securing foreign orders. Whereas it was very difficult to compete with Great Britain before the war, conditions are much changed now. Wages in this line of manufacture have increased more than 100 per cent. in England, as compared with pre-war scale.

While his own firm will not participate in the European business, Mr. Williams considers it possible that trade may be transacted with New Zealand in high-class shirts. It has been found that business may be conducted more successfully with that country than with Australia. Canada enjoys a preferential tariff with New Zealand, and in addition there is the consideration that Australia has developed her garment-making industries considerably, both before and during the war, while New Zealand is almost altogether dependent on outside sources of supply. The drawback hitherto experienced with Australia was that its winter coincides with the Canadian summer and vice versa. This makes it difficult to turn out seasonable patterns unless such can be made immediately after Canadian trade needs for the particular season are met. Changes in fashion do not make feasible the holding over of patterns from one season to another.

Aggressive Action in Europe

Cottondale trousers and working shirts will be the principal kinds of articles that the cotton garment manufacturers of Canada can supply Europe. Durability and cheapness will be two of the requisites in connection with the business that is expected to be secured in Europe by Mr. Levine of Montreal, Vice-President of the Canadian Garment Makers' Association, who has left recently for Europe.

Current business is described as larger than it has ever been, but orders for fall trade are rather quiet at present. Conditions in this regard are due to mend soon, and the orders for immediate delivery are looked upon as more desirable than business that will not actually mature for several months yet. Autumn business will come along in due course, in Mr. Williams' opinion.

The situation as regards raw materials is much easier now than it was a few months ago. Materials are now procurable in quantity, whereas there was considerable difficulty experienced in getting adequate supplies before the first armistice terms were signed in November. Prices on cotton have not shown signs of further weakening, owing to the fact that such great consuming countries as France, Belgium and Germany are now in need of raw material. Cotton will also be in great demand to replace wool stocks, which may not be available at consuming centres in time to meet pressing needs. Less wool will be used in union fabrics, and larger quantities of cotton will be used accordingly.

The tendency as it has been noted, however, is more strongly in the opposite direction and it is confidently anticipated that the derbies of next season will have moderately full round crown with well rolled brim and round curl with the trend of the vogue toward still greater roll and decided pitch front and rear for well dressed men of discriminating taste. In these styles the prevailing dimensions would be 5¼ and 5½ x 2 inches.

BAD CHECK IS GIVEN MERCHANT

Claiming that he had been suddenly called to attend the marriage of his brother in Toronto, an affable, six-foot stranger, accompanied by a woman, evidently his wife, walked into a Richmond Street store just shortly before closing time one afternoon recently, and for a suit and gabardine raincoat he purchased tendered apologetically a check on the Imperial Bank for $78. Next day the check was found to be worthless, neither the bank nor the International Harvester Company, for whom the man claimed to be working, knew anything of James Hunter, the signature attached to the scrap of paper.

The pair entered the store just as preparations were being made to close for the day. The man, whose description is that of a man between 35 and 40 years of age, clean shaven, six feet tall or over, and weighing close to two hundred pounds, was well dressed. The woman accomplice appeared to be about 35 years old, with reddish curly hair.

Worked Game Well

During the transaction and while the clothes were being picked out, the woman took on an unmistakable protecting wifely air, the conversation, naive and unaffected and unhurried, made an excellent background to the negotiations regarding the check.

"I'm afraid I'll have to give you a check," apologized the man. "I know it's rather unusual, but I have an identification card from this aeroplane works of ——. I was working for them during the war and have just gone back to my old job with the International Harvester Company. They are closed up, unfortunately, or you might phone up the office and they would identify me."

The man produced the identification card with his picture attached, and although the store manager was not enthusiastic about the transaction, everything appeared all right, even to the fact that the bank chosen was the nearest to the International Harvester Company, and it might easily be presumed that the company did business with this particular bank.

No Funds

As plausible as the stranger undoubtedly was, there was the slightest suspicion that things were not all right, and an early call at the bank next morning to cash the check verified the suspicion in total repudiation of any knowledge of any James Hunter or any existing account to his credit. The International Harvester Company had never heard of the stranger either.

Two weeks ago a Dundas Street firm was the victim of a forged check by a returned soldier, who presented a check in payment for clothing purporting to be signed by an army captain. The check was for $25, and though the matter was reported to the police the merchant refused to lay any charge whatever.

SHIRT AND COLLAR TRADE BOOMING

Demobilization Creates Big Demand

Londonderry, Ireland, March 9, 1919. —The shirt and collar trade in the Londonderry district of Ireland is at present hard put to it to satisfy the demands of home consumption. There are about thirty firms, large and small, employing an aggregate of something like 10,000 hands, mostly women, working full time at a pre-war increase of 100 per cent. in wages! This does not spell a drop in prices even though cotton has slumped.

Questioned on the subject of export trade, manufacturers are all agreed that the Canadian market attracts them immensely. It would offer big opportunities if increased output were possible by extending factories, or in the event of more goods being released by the removal of restrictions and a falling off in the home market.

It is stated by firms who have done business with Canada in the past that the prohibitive tariffs have been a great stumbling block to competition with the States, who have always had the advantage of being so much nearer the source of production.

European buyers are tumbling over one another to get contracts fixed up for deliveries over periods of two and three years. Prices are up fully 50 per cent.

HANDKERCHIEF TRADE DULL IN BELFAST

Belfast, Ireland, March 20, 1919.—Manufacturers report that trade with Canada is for the time being at any rate at a standstill. Firms who did considerable business before the war complain that buyers are holding off, and no sign is yet forthcoming that business will be brisker. Demobilization does not as yet appear to have had the effect of increasing sales to any extent, although in other trades it has promoted great demands. The general hope is expressed that as the raw material situation clears up prices will become more stabilized, and buyers will settle down. There are good stocks held ready for shipment.

In regard to linen handkerchiefs—these being in the nature of a luxury—little disappointment is felt at the absence of any demand.

LANCASHIRE COTTON MILLS IDLE

Huge Demand for Goods but Prices Too High for Buyers

Although the demand for cotton goods is enormous, Lacashire looms are idle. Co-operation amongst the mill owners is lacking, but the real trouble is that customers are unable to afford the high prices.

The Manchaster Chamber of Commerce says that £6,000,000 to £7,000,000 worth of yarn and cloth is being held back, although badly needed in Holland, Denmark and Scandinavia, pending the removal of restrictions on the export of manufactured goods to neutral countries.

RAW SILK MARKET

H. L. Gwalter & Co., New York, in their latest review of the raw silk market there, say:

"The local raw silk market has advanced sharply during the last week in sympathy with higher quotations on the Yokohama market, and the demand has become more general and continues active at the advance. The supply of raw material at the mills is plainly inadequate for present needs, and buyers are finding stocks in importers' hands light and poorly assorted, particularly in high grade silks and special sizes. Tram stock, also has been in urgent request recently and difficult to procure for ready delivery.

"Advices from Europe report the situation in Italy unchanged. The Lyons market, on the other hand, is showing some signs of improvement and the demand is becoming more active.

"The Yokohama market is very strong and an active business for American account has considerably reduced the visible supply. The latest cables to hand quote Sinshui No. 1 at 1.510 yen, and other sorts in proportion, while high grade, double extra white silks are reported missing. Stocks on hand are given as 16,000 bales, about.

"The Canton market has improved somewhat and prices have advanced about 10 cents per pound on all grades. The supply of sixth crop silk is mostly disposed of, and contracts have been booked in new season's silk at full prices. Coarse sizes 22-26 are exhausted.

"Shanghai is unchanged but firm, and a fair business is reported in China steam filatures, which have become attractive in consequence of the rise of Japan silks. In Tsatlee sorts, also, some business has been booked for American account at slightly higher rates. Tussah silks, on the other hand have declined further and continue inactive."

Cable

A cable received during the week by H. L. Gwalter & Co., is as follows:

"Yokohama, March 29.—Market very firm. Kansai filatures, double extra, 1,690 yen; Kansai filatures, extra, 1,620 yen; Kansai filatures, No. 1 1500 yen."

LONDON WOOL SALES TO BE RESUMED

Eighty Thousand Bales on Sale in April —Prices Uncertain

By Special Correspondent

London, March 10.—The wool section of the War Office has made a further step towards the restoration of freedom of private transactions in the wool textile industry. The sale of wool will be resumed by auction in London on April 2 and the seven following days, when 80,000 bales of Government-owned wool will be offered to the trade.

Similar sales are to take place in London and Liverpool each month to the end of the year to enable the Government to unload their wool, which either on the water, or in Australia, or New Zealand, amounts to 8,999,000 bales, apart from large stocks in the United Kingdom. The fact that no announcement has yet been made by the Government regarding the extent to which their issue prices for wool are to be reduced is causing dissatisfaction amongst the buyers.

Some new designs being shown by Tooke Bros.

PEABODYS
SALES CORPORATION
LIMITED
OVERALLS

Are Almost Everybody's.
Are They Yours?

GOING STRONG: Again Peace, Progress and Prosperity in Good Old Peabody's

A YEAR ago—the beginning of the final "Big Push"—he was driving a tank that blasted the way to Hunland. To-day he is back on the old job driving Peace-Time Canada to her glorious destiny. Tens of thousands of the Boys who did the Job Over There are back on the Job Over Here. We outfitted them with Uniforms—Fighting Clothes. Now we are outfitting them with Peace Regimentals, Peabody Overalls and Peabody Gloves, plain, honest work-clothes; worn everywhere by good men for good work. *Everybody pull together—Get on your Peabody's and Get Busy.*

WALKERVILLE ST. JOHN MONTREAL TORONTO WINNIPEG VANCOUVER

Carhartt Overalls

Are Well Known to Your Customers

Think what that means; effort and time in making sales reduced to almost nothing; frequent turnovers; and bigger profits! All because customers are well pleased with the kind of service they get from Carhartts.

True, Carhartt Overalls are well advertised, but there is also that exceptional quality that creates good-will and brings your customers back for them again.

If you haven't a supply of Carhartts in stock, why not order a sample lot? Put them on display. Use our window and counter cards to connect your store with our national advertising.

You'll find, we believe, that purchasers of Carhartts will usually prove generous buyers of other things as well.

Our line comprises Overalls for railroad men, farmers, mechanics, factory operatives. Allovers for motorists, garage men, women and children. Also gloves for workers.

Your order if sent in now will be filled at once.

SPECIAL FEATURES

Every seam double stitched; every button riveted.
Every point where strain is hardest is strongly reinforced.
Angular rule pocket.
Swing pockets to keep tools and pencils from falling out.
Lined watch pocket and an extra rule pocket in right leg.

Hamilton Carhartt Cotton Mills, Ltd.

TORONTO UNIT

TORONTO MONTREAL WINNIPEG
VANCOUVER LIVERPOOL (ENG.)

Seen these Store Cards?

They are printed in colors —attractive and compelling business-getters. They will bring you many sales for

CHALLENGE CLEANABLE COLLARS

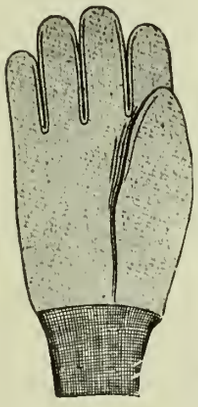
Drop us a post card. Glad to send you a set for **your** store.

Arlington Co. of Canada
63 Bay Street
TORONTO

DU PONT

TAPATCO
REGISTERED BRAND TRADE MARK
GLOVES

Open a wide and profitable field for you wherever you are doing business



Every man who works with his hands is a prospective customer of the merchant who carries a stock of "TAPATCO" Cotton GLOVES. There's a "TAPATCO" for every industry, and there's a need in every industry for the "TAPATCO."

Gauntlet, Knit Wrist, or Band Top Styles in Heavy, Medium or Light Weights. Leather-tip and Leather-faced Gloves. Jersey Gloves and Mitts, in Tan, Slate or Oxford.

And remember—"TAPATCOS" give that thorough satisfaction which brings the "casual" customer back again.

The American Pad & Textile Company

CHATHAM, ONT. - CANADA

DRESS FABRICS AND SILKS

ARTIFICIAL SILK NOVELTIES POPULAR

Satins and Foulards "Best Sellers"—"Patriotte" a New Weave in Plain Colors—Artificial Silk Likely to Remain a Staple Fabric.

THE speed with which retailers, and now the public, are taking up fancy and novelty silks seems to be enthusing manufacturers to tempt further with new productions. It seems as if there is no limitation put upon the "seasonableness" of what they show, for satins and such warm autumn colors as flame, scarlet, henna and crimson are shown with quite as much readiness as the cool greens, blues, mauve, etc., and the really Summer weaves, such as silk, voiles and taffetas. Of course, this "mix-up" in colors is laid at the feet of "Victory," but it will probably mean that stores who have bought to any extent in those warm colors will be offering special price attractions in them before July, unless May and June should prove cold months. People will not regard those colors as "the latest" if they are held over until their rightful season—the Fall. Besides the terra cotta shades are difficult ones to wear as a rule, and so some of the well-known buyers are not putting strong faith in them. However, the large stores can scarcely veto these peculiar novelties so long as New York sponsors them.

Canadian women are independent enough in their judgment to purchase more often the seasonable than the latest fashion, and while satins are selling well, they are selling in navy and black principally, and being made into smart frocks and wraps in place of the fine light weight wool goods, which are now almost a memory.

In taffetas, too, navy blue has by far the biggest sale among colors. In fact both dress and suit manufacturers and retail buyers state that never before has navy blue been so strongly favored as it is this season. And that seems to be the case in New York, too, even though she does have some success in her insistance on something more unusual. "We are selling nothing in taffetas except navy blue," said one Toronto buyer.

In addition to satins and taffetas the stores report excellent sales in the novelty weave, "Dewkist," for summer suits and separate skirts, which has previously been described in these columns; in foulards and in plain colored Georgettes. Quite a yardage of the fancy baronette satin is selling in Toronto. In fact most of the novelty weaves are selling satisfactorily. "Never before has there been such a variety of artificial silks on the market as there is this season, and people seem to like them pretty well, even though soap and water are not advisable in cleaning them," said a buyer in one of the large shops to a DRY GOODS REVIEW representative.

An Open Voile and "Patriotte" View

One of the new Summer voiles, in silk, is of much coarser weave than we usually see. It looks rather more like silk scrim, though the threads themselves are finer than in scrim. This voile comes in printed patterns, a striking one being a large scroll effect in black on a white ground. This and "Patriotte," another new silk, are shown at Eaton's. Patriotte is like an open basket weave, in artificial silk, and comes in white, pale yellow, pale rose and other plain colors. At a short distance it resembles tricolette, but being woven instead of knitted it does not stretch. It is selling at $6.50 a yard.

Asked as to whether they believed artificial silk will hold its place in the future as a staple dress fabric, buyers differ a little in their opinions. Some are uncertain, but there seems a tendency to look upon it as here to stay, unless market conditions arise to alter its production very materially. At present women are paying more for it than for any pure silk fabrics. It takes on an appearance which is distinctly different from pure silk very often, and so long as it can maintain its place in vogue by means of new and attractive patterns, weave and finish it will doubtless be sold. Few women care at present whether the fabric they buy is pure or artificial silk, and it is possible that developments in its manufacture may become so refined and specialized that artificial silk will be looked upon as a distinct material, just as linen and cotton and wool are to-day—though mixtures of all are frequent.

The Question of Navy Blue

Going back to the matter of color, there is a tendency in some quarters to get away from navy blue for Fall. This may become strong enough to cause quite a new trend in New York, but buyers and manufacturers in Canada are inclined to look upon navy once more as the leading shade. They are quite willing for the most part to let New York make the break a season ahead. This applies to both wool and silk fabrics.

Lighter and sapphire blues, those along the peacock order and light clear blues for evening wear are spoken of very highly.

Greys are receiving a good deal of attention just now. One manufacturer of dresses during the month got out range of some dozen or more models, all featuring grey in voile and voile and silk combinations, which are very attractive. Browns, too, are quite popular just now. Black-and-white patterns are selling well and are expected to be quite strong when people pass out of the gaily colored Spring season. A deep rose and a certain amount of green are looked upon by some authorities as good buys. "They always accompany a "terra cotta season," said one large manufacturer.

TWO LARGE LONDON DRYGOODS STORES COMBINE

It was announced at an extraordinary general meeting that Debenhams Ltd., and Marshall and Snelgrove, Ltd., were to combine. The identification of interests is to be completed by Debenhams Ltd. purchasing the whole of the shares of Marshall and Snelgrove, Ltd. It was further proposed to issue £700,000 of 5½ per cent. first mortgage debenture stock and £1,000,000 6½ per cent. cumulative first preference share to provide for the development of foreign trade and manufacturing, rebuilding, etc.

GINGHAM WEEK

Hundreds of merchants throughout the United States are taking up with energy the plan for a "National Gingham Week," to begin April 21. Ginghams in the piece and made up are to be featured in all the new stripe and plaid designs of both imported and home manufactured goods. Already reports from all over state that ginghams have been a leading item in the cotton goods departments, and that the week following Easter will witness tremendous sales of it.

IS LINEN CENTRE TO SHIFT?

United States and Japan Seek Slice of Linen Trade—Irish Mills Have Difficulties to Face, But Have Asset of Long and Successful History in the Industry

IT is evident that the Irish linen trade is face to face with many adverse conditions. Inquiry is good enough, but transactions are few, and delivery from stocks that are fast being depleted is anything but rapid, while large stocks are not held because of the uncertainty as to the future trend of prices. Government action is responsible for a falling off in output, which, in turn, is leading to shorter hours of working, with resort to the unemployment donation to make up the difference to the workers thus affected. The high price of flax has kept back private orders, and both in quantity and quality it has to be conceded that the Irish supply of fibre has been far from superior. Clearly it is time for great caution.

In America the market is reported as inactive. At all events, new orders of importance are small; and many in the trade out there are becoming sceptical whether a number of lines of linens will ever attain the position occupied before the war, the belief in substitutes having strengthened so much as to give them what appears to be a permanent niche in all popular lines. Added to this is the proposal that the United States should set up a linen industry of their own. Hitherto the States have confined themselves to the manufacture of cotton and silk goods. Linen fabrics have been produced only in a nominal way, and reliance was placed before the war entirely, or almost entirely, on the Irish producers. Significant reference to what is on foot is made in an official statement issued by the Bureau of Foreign and Domestic Commerce at Washington. Thus it is declared that the situation created by the war has given an opportunity to those interested in flax and linen; the fact is emphasized that linen fabrics have been already successfully manufactured, and, it is argued that "the present world shortage of high-grade textile fibres" lends itself to the development of a home linen industry. The use of the automatic loom on linen fabrics is pointed to as solving some of the difficulties; but as against this it should be mentioned that the loom in use in the States, the Hattersley type, is only adaptable to coarse fabrics.

Mr. Alfred S. Moore, in a recent article on this subject, is not satisfied that America will have all the success her bureaucrats anticipate. "The success," he says, "of linen production by Austria, and now by Japan—the latter bound to be a stiff rival in the Far East and South America, and largely fostered by the education given to Japanese students at the Belfast Municipal Technical Institute—has dissipated the old idea that our Irish climate meant a monopoly for us in linen production. So it is possible that by chemical and mechanical helps America can similarly attain some degree of success. But what is just as important as capital and energy is the skill of the operatives, which is probably as hereditary as acquired. In this respect America must keep on struggling."

Be that as it may, the Irish linen trade must be alive to the danger with which it is confronted. It must take into account not only the resources of American capital and energy employed in the setting up of a distinctive linen industry, but also the risk of an increased tariff on imported linens. Moreover, it must not lose sight of the statement which has been circulated that the Committee on Foreign Relations of the United States Chamber of Commerce have formulated a resolution for "mutual understanding and good will between America and the new Democracies of Central Europe." We hear on this side of the Atlantic of refusals to deal with the Central European countries for a term of years following the peace. The question arises—Are we going to allow America to step in and capture these markets? Trade is a very tangible asset, and in peace time it knows no boundaries. Apparently, therefore, we must accept with a good deal of reserve the story conveyed to us by some American authorities that many millions of Americans have agreed to buy nothing at any time from Austria or Germany. A very brief study of the economic and competitive forces at work helps to convince that we shall require heavy safeguards against encroachments on the preserves that we have so laboriously, and with such expenditure of money and brains, tended through the years that are past. The Irish Linen Corporation's publicity campaign in the States is bound to evolve ways and means of making known the impossibility of producing linen equal to texture, finish and durability to that of the Ulster mills and bleach greens; but other steps are essential to save our great industry from the dangers that threaten it. One of these should be the relaxation of Government control. It has been a grievous vexation all through the war period; it is stifling in its effects to-day, and until it is lifted and full freedom given to manufacturers and merchants there can be no contentment and no encouragement for the skill and business capacity that are to us such invaluable factors.—"The Irish Draper," Dublin.

The 1919 Type

There will be many afternoon gowns this year worn in lines following those illustrated here. The skirt is draped to a side point and very narrow at the ankles. The bodice is beautiful with a dainty vestee collar and sleeve ends of organdie threaded with narrow moire ribbon. Blue foulard is the material used. The smart hat is of rose taffeta and black Milan.

LIEUT. WORTH RETURNS

Lieut. Walter G. Worth, son of Mr. Dyson Worth, of the Bonner-Worth Co., Peterborough, Ont., has returned home. Lieut. Worth enlisted with the 93rd Battalion in Peterborough, and was transferred to the 18th Battalion. After receiving a severe wound at Vimy Ridge he was sent to a hospital in England. Immediately after recovering from his wounds he was appointed to the Wool Commission for Canada, residing at the High Commissioner's office in London. As he had the work fully organized, and the wool control is gradually easing up, he found it possible to resign his position and leave it in other hands. His resignation was hastened by the fact of his father's serious illness, from which he is happily now recovering.

UNCERTAINTY STILL

Prices for Fine Woollen Goods Remain High for the Present—Some U.S. Firms Offering Reductions in Medium Grades

A number of the large United States mills are holding off their Fall prices as long as possible owing to the uncertainty which still prevails. One large firm whose Fall lines were reported in last month's DRY GOODS REVIEW states that its prices for medium grade goods were lower than last year's figures, and for that reason several lines are already sold up, chiefly to the cutting-up trade. Other firms where cuts have been announced are doing the same kind of business so that it looks as if made-up garments are going to be offered below the prices which have prevailed so far. While fine goods remain high, there will scarcely be maintained as big a gap between the medium and high grades as exists at present, say those familiar with New York conditions. Nevertheless, no reductions are imminent in the better grade merchandise, and openings are being held off while ordering is brisk in the other lines. Buyers are said to be looking for fancy colors and weaves for Fall in both men's and women's goods.

So far as Canadian mills are concerned they are filled up with orders for the present on the staple types of fabrics which they produce, and there seems little likelihood of prices receding this year. The Canadian market does not depend so much upon "overnight" fluctuations as does that of New York, since there is not such a variety in novelty nor even in regular output here. There is a certain amount of expense of labor and wool, etc., in each yard produced, and prices are fixed accordingly for some months at a time. There is little change anticipated therefore in offerings this year While a certain amount of speculating was carried on in Canada during the past year, unloading has not affected the markets here as it has in the United States where, it is reported, all classes of people were storing up serges before last November. One barber had $5,000 worth of serge stored over his shop! In this country speculation was pretty much confined within the trade and holders knew the trade well enough to know who was short of goods and where they could "get from under" without too much slaughtering.

More complaints seem to be registered in cutting prices of silks than of woollens, of late. The large wholesalers are pretty well stocked with woollen fabrics, having placed orders for this Spring sometime before there was any word of peace, and the mills were enabled to fill orders better than they anticipated when the orders were placed. Business has been a little slow ever since November, though in most cases it compares about equally with last year. "It has cost us more to do business than it did a year ago," said one wholesaler. "simply because we have had to carry the bigger stocks." "It has meant more work for travellers this season than a year ago," said another. "This season the salesmen have to sell, whereas a year ago business came in easily. It looks as if there will be plenty of material to be had when retailers come into the market to place orders for Fall, but they will find little change in prices as already stated. Especially in English goods will prices continue firm for there is very little to be had over there and no speculators' stocks to be gotten rid of. This is the opinion of some half dozen wholesalers and retail buyers who have recently returned from England. "Nothing to be had," is the gist of all their findings in regard to woollen fabrics.

OLD PRINTS REVIVE

New Cotton Fabrics Show Old English Calico Effects—Other Novelties Appear

A tendency towards Roman striped ginghams is predicted by one of the leading New York houses. Already a certain amount of them have been selling. They are quite a novelty after the dominance of plaids and checks for so long. Some other reports state that in fine ginghams black and yellow color combinations have been the best sellers. Certainly yellows seem to be quite the fashionable shade in children's Summer clothing this year.

A new fine wide print was out April 1. The styles are fashioned after those of the old English prints, which have recently become popular. They show little old English calico figures, some on stripes and in some plaids are used with overprinted figures. The shades are claimed to be very satisfactory and in such variety as Copenhagen blue, helio, old rose, tans, greys, olive green. etc. There are 20 different styles, of five different colors each. These calico effects are quite popular at Palm Beach just now for morning dresses and in chiffons and Georgettes for more formal wear. Patterns in red and white are given special favor. Some of the neckwear houses are already showing vests and waistcoats in these English prints.

A big range of fancy linings is to be had. They include perhaps more small and close patterns than formerly and affect the coloring and finish of silks. Some show batik backgrounds, others fine brocaded effects.

Voiles of fine quality continue to appear in the shops in greater and greater variety of pattern and color combination. The allover effects and small designs are regarded with approval, and there is also a big proportion introducing mixed colorings, though not strong contrasts. The designs may be decided, but the colors blend.

As was predicted in the Spring (January) issue of DRY GOODS REVIEW, a big demand is developing for plain colored goods in the cotton suitings and other wash fabrics. Organdies do not interest Canadian dress goods buyers, and only to a very limited extent the cutting-up trade. Voiles, crash, linen-finished fabrics, chambrays, soft mercerized novelties, poplins, etc., are all liked in plain blues, white, green, yellow, rose, raspberry, champagne, fawn, grey and navy (where a good navy is to be had). Frequently these materials are combined with plaid or striped gingham, the fancy prints described above, or in the case of afternoon frocks, plain and figured voiles are being shown combined with silks.

SUMMER NOVELTIES IN IRISH FABRICS

A go-ahead Belfast house has a wide range of new lines for export to Canada, the outstanding feature of which is the unique color designing. These have been supplied by leading London illustrated newspaper and magazine artists, such as "Fish" and Gladys Peto, who are famous in both color and "black and white" for quaint originality.

In the treatment of voiles and Georgettes the use in some patterns of as many as six colors in working out the individualistic designs of each artist has produced some delightful effects. The selection is very wide and even includes a futurist pattern or two, which the makers confess are somewhat in the nature of an experiment. Some of the color schemes have a distinct Oriental flavor about them, whilst others are almost Puritan in their simplicity.

The quality of printing is said to be excellent and the colors quite fast.

EXPORT OF RAW COTTON FROM UNITED KINGDOM FREED

Raw cotton, other than Egyptian cotton, is to be transferred to list B. This means that it may now be exported to destinations within the Empire.

H. F. Pearce, manager for Canada of Dent, Allcroft & Co., glove manufacturers, has left on an extended business trip to London, Eng.

Simons Ladies Wear, Ltd., Montreal, have absorbed the waist department of the Quality Waist & Dress Co. and are moving to larger premises, at 591 St. Catherine St. W., on the first of May.

IMPORTS FROM SWITZERLAND

The secretary of the London Chamber of Commerce has received a letter dated March 13, from the Controller of the Department of Import Restrictions, bearing the following information: "Permission is being granted regular importers to bring in the second quarterly allowance of their 1917 ration, any time they may feel disposed to import, between now and August 31. 1919. This will make 50 per cent. of the total 1917 ration."

This will probably mean that silks. cotton embroideries, and machine-made cotton lace, etc., from Switzerland will, through English importers, reach this country during the Summer.

WHAT IS TO BECOME OF AEROPLANE LINEN

A Knotty Problem for the Trade

The fate of forty million yards of aeroplane linen, which has cost the Government seven million pounds sterling, is at present exercising the minds of all classes of Irish linen trade.

The textile workers of Belfast district shouldered by far the largest share of work entailed in producing this cloth, which has amounted to about four-fifths of entire output of looms since war began.

Government contracts terminate at the end of this month and since this enormous stock cannot possibly be consumed by the state, it will have to be placed on the market at prices which will keep the taxpayer's hands out of his pockets.

It has been suggested in the daily press that an ideal way out of difficulty would be to popularize the fabric for ladies' wear during the summer and at the seaside. This sounds very ideal, but the cost price is placed at the lowest figure from 3s. 6d. to 4s. a yard, and the retail price of dress fabric as 7s. per yard. Even supposing this were feasible the selling price of colored linen dress material is to-day 3s. 6d. a yard, and people are asking why prices do not drop.

The Linen is Heavy and Brown

One Belfast linen merchant, whose opinion is worthy of note, states that the linen is quite unsuited for ladies' dresses. In the first place, it is brown in color, and would cost an additional sixpence a yard to bleach. The value of linen would be lowered in the process, whilst the cost would be increased to 4s. or 4s. 6d. per yard. But even bleached it would not be suitable on account of heavy weight, which would make it unpopular.

It is too narrow for sheets and would require a seam in it if used for this purpose. For handkerchiefs it is too coarse, although it might be used for collars if the price were not prohibitive, and it could be disposed of as a commercial proposition. There is such a scarcity of linen articles at the present time that sheets, which, in 1914 were being sold for 35s., are to-day costing £8 a pair.

The prospect of linen prices running down the scale is extremely unlikely for some time to come. Stocks are near exhaustion point, and it is unlikely that manufacturers will replace them with flax costing five times what it did in 1914. All agree that unless unforeseen developments occur, Russia must remain in possession of the key to the linen door.

Mr. and Mrs. Harold Ansley have moved from Kingston to Colborne, Ont., where Mr. Ansley has become manager of the Fensom and Smith Co. He was formerly a traveler for the W. R. Brock Co., and before leaving Kingston was presented with a handsome electric library lamp by the local travelers.

LINENS

Wider Call for Union Fabrics Not Viewed With Optimism by Belfast Interests

LINENS.—New developments seem to be lacking, according to information gathered from importers. Prices, of course, remain high on the other side, as they must until more flax becomes available or the Government changes its attitude. Manufacturers in Belfast seem a bit anxious over the future of their product, especially since of late they have noted a wider call for union fabrics. Through the decline in cotton, a shading of price is possible on some classes of this material. Producers look on it as an undesirable competitor of pure linen. Some merchants in Belfast are forecasting that union constructions of many grades may shortly be established as market staples. Even handkerchief cloths are not excepted from this forecast.

The publicity campaign for Irish linens goes on and has been extended to Canada. It is now stated that the organization of linen firms behind the movement have in mind the establishment of a brand to cover all their merchandise. How this feature will appeal to those mills which have established brands of their own is not stated, but it is believed that the brand of the Irish Linen Society might be used as supplementary to any existing brands.

As time goes on merchants here are impressed with the actual need for lower prices before a desirable current of linen orders may be resumed. The tax levied to carry on the publicity campaign must in the last analysis add something to the cost of the goods. Some merchants now see in the advertising an effort to hold potential demand for linens during a period when it may not be possible to bring enough yardage to this country to maintain the usual distribution.

Woollen Goods

(Continued from page 28)

sections. The Eastern dealers are quite at sea as to the future, but for the better class of fleece wools none of them is advising that much over 40 cents be paid; indeed, it would seem as if the person who should pay in excess of 40 cents would be likely to find that he had "bought into a loss."

The Foreign Market

The strike situation at the River Plate is not entirely cleared up, judging from recent cables thence. The Government apparently has not got the situation in hand so well as had been hoped, although offerings of wool are being made from Buenos Ayres this week with the expectation that shipping will be in normal condition there once more within a month. These offerings show no change in price for wools of half-blood grade or finer, but wools of three-eighths grade and lower are offered at a decline of about 10 per cent., and purchases have been made this week on the basis of that reduction, which is about the extent to which wools of this type and grade have declined here as a result of the lowering of the Government upset prices on Tuesday last.

Offerings continue to be made from Montevideo at about recent rates, although the medium to low crossbreds are quotably lower also.

The situation at the cape is still firm, with English topmakers still taking some wool and Japanese and American competition adding somewhat to the tone of the market.

The London colonial wool sales open Wednesday this week with an offering of 80,000 bales, or 10,000 bales per day, equal to about 3,250,000 pounds, or just about one-third of the quantity of wool offered in the Boston market last Saturday morning and handled in two hours. It is expected in English wool circles that medium and fine cross breds, especially, will be up all of 5 per cent. above the Government withdrawal limits and that merinos will be strong, while low crossbreds are in a doubtful position.

Current Private Transactions

There has been a little business in the local market this week on private account and at prices which are fully firm all around, except that medium to low wools, except pulled wools, are naturally off in sympathy with the wools of similar character in the auctions. Pulled wools are getting in limited supply, especially as regards staple wool and more especially as relates to the fine pulled wools. Nearly all good staple wools have been sold ahead by the pullers already and the wools still to be had are held very firmly indeed. Noils likewise are firm as quoted last week.

Receipts of wool for the week ending March 29, according to the returns to the Chamber of Commerce, were 2,586,000 pounds of domestic wool, compared with 1.582.595 pounds last year and 2,084,126 pounds in the previous week and 3,921,940 pounds of foreign wool compared with 3,581,283 pounds in 1918 and 4,634,569 pounds in the preceding week.

Shipments for the week were 3,688,000 pounds, against 6,481,266 pounds a year ago and 1,848,000 pounds the preceding week.

Mr. H. Muller, of Wilson & Cohen, Toronto, leaves early in April to visit the markets of Switzerland, France and London with a special view to investigating the silk situation there.

Messrs. Wilson & Cohen, Toronto, have opened a branch office in Montreal. It will be in charge of Mr. R. East, formerly of the Henderson & Smythe Co.

The secretary of the War Purchasing Commission at Ottawa is asking for tenders at once for the sale of surplus military and naval stores, including cloth, new and second-hand clothing, tents, blankets, leather, etc.

"SPERO" MAKE on Selvedge
is your protection and our guarantee of quality

"SPERO" TAILORS' LININGS

TOP VALUE AT
EVERY PRICE

SUPER-STANDARDISED QUALITY
IN COTTON GOODS.
"The Best in the World"

A TRIAL ORDER MEANS
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SYNONYMOUS OF DURABILITY

RICHARD HAWORTH AND COMPANY, LIMITED
MANCHESTER, ENGLAND

MILLS ON MANCHESTER SHIP CANAL

STEELCLAD GALATEAS
STAND THE RUB OF THE TUB

For Smart Dresses, Frocks, Middies, Rompers and Play-Suits.

Distinguished for Strength and Durability---Guaranteed Fast Colours.

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TORONTO MONTREAL WINNIPEG

Fabrics You Can Depend Upon

Sure to Sell, Sure to Satisfy

The productions of the Calico Printers' Association, Ltd., are known all over the world for dependability and a unique multiplicity of fabric and design, all carefully adapted with the sureness gained by long experience, to the market they are intended to supply.

CEPÉA SERGE

The Cotton Fabric with the Serge Finish

An entirely new cloth, already in great demand, and an assured success.

Cepea Serge is a heavy, firm-textured Cotton Fabric with a Serge finish, used for Day and Night wear for Ladies, Men and Children. Guaranteed unshrinkable and fast in colours. Light and dark grounds in 108 ways. Stripes, spots, etc., and plain shades in black, indigo, navy, blue, pink, helio, green, brown, etc. Width 30 inches.

Crum's Standard Prints carry a guarantee as a thoroughly reliable print of British make. The range comprises a vast assortment of colourings, Indigo, Red, Black, Butcher Blue, Blue-greys, Black-greys, and White grounds, Shirtings, Covers and Fancies. Width 32 inches. With Selvedge mark "Crum's Standard."

Orlaine A dainty, attractive material containing over 50% of pure Merino wool and constituting the nearest approach to ordinary Wool Delaine on the market. Works well, washes well, wears well. In an unusually large variety of exclusive designs.

Voile de Chine is a superfine voile in unique colourings, of wide width, silky finish and up to date designs.

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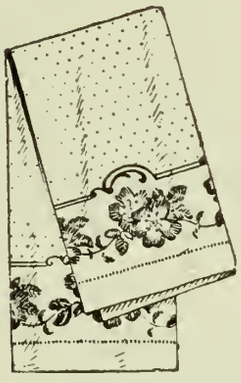
St. James Bldgs., MANCHESTER

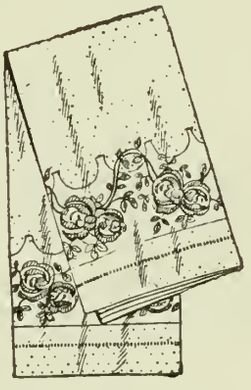
Crockers Bulletin

Britains Best for Bedroom and Bathroom



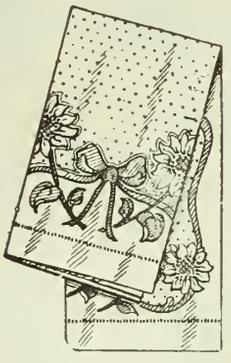
U.5156. Hemstitched Damask Bord. Union Huck Towels. 20 x 40 ins. 28/11 doz.

U.5135. Hemstitched Diaper Towel 22 x 40 ins. 25/11 doz. Also U.5136, 22 x 40 ins. 27/11 doz.



U.5161. Hemstitched Damask Bord. Huck Towels 22 x 38 ins. 22/11 doz.

U.5162. Hemstitched Damask Bord. Linen Huck Towels 24 x 40 ins. 45/6 doz.

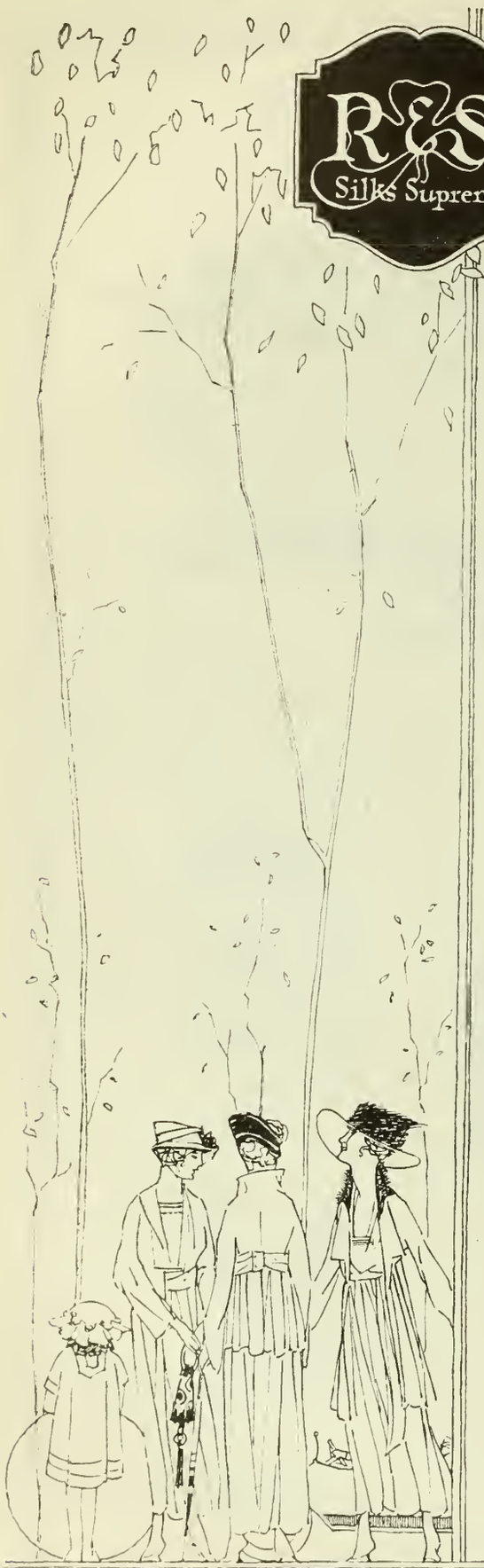


U.5158. Hemstitched Damask Bord. Linen Huck Towels 24 x 40 ins. 46/11 doz.

Crocker Sons & Co., Ltd.

Friday St.,

London, England



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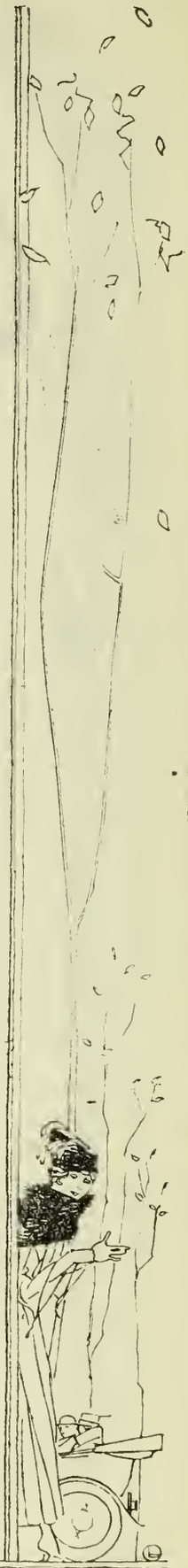

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ARMURES
GEORGETTES
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During the season our representative in the Dominion will be visiting Toronto, London, Ottawa, Montreal, Quebec, Halifax, St. John, etc., and all enquiries should be addressed to him as follows: H. D. Marshall, c/o Thompson, Ahern & Co., 40 Yonge St., Toronto.

To Canadian buyers visiting the English Market we extend a cordial invitation to visit our warehouse, which is situated in the Heart of the London Dry Goods Trade.

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LISTA PURE SILKS

not only make exquisite Blouses, Shirts and Pyjamas, but are simply ideal for Children's Dresses and Sleeping Suits. In the clothing of your merry, romping boys and girls quality counts; it is here in wear and washing that

LISTA SILKS ARE SUPREME

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Women, who aim to express the I and My of Individuality, wear Standware Jersey Cloth for Dresses, Coats, Suits and Skirts for Town or Country.

IT WILL REPAY YOU IN REPUTATION AND SATISFACTION TO BUY DRESSES, SUITS AND SKIRTS FROM MANUFACTURERS WHO USE RUDOLPH SCHREIBER'S JERSEY CLOTH, ALWAYS LABELLED STANDWARE, BECAUSE IT STANDS WEAR

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An amazing versatility, elusive radiance and colors and designs of exceptional originality, make these glorious silks incomparable for every purpose.

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establish a precedent in the art of printing silks.
The name on the selvage marks the genuine.

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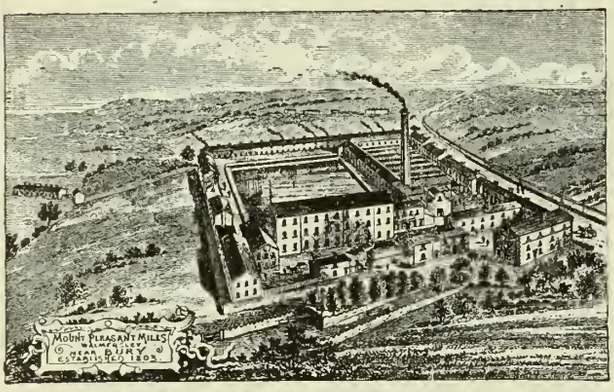

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Special Notice

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HEATHER MILLS COMPANY
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We are also offering for immediate delivery

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Are out to win a favorable verdict for their ability to supply the public with honest values.

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Working and Outing Shirts
Flannels, all Shades
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Buy early and don't make the foolish mistake of delayed buying.

The Deacon Shirt Co.
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Furs Dyed in All the Newest Shades

FOXES
WOLVES and WHITE FOXES
DYED TAUPE and BATTLESHIP GREY

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DYED KITT, MOLE

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Irish Linen "Wings of Victory" Sprang from good Canadian stock

WOULD not your most patriotic Canadian customer buying Irish linen respond richly to the truth that the strong Irish linen web on the wings of Allied airplanes was woven from flax grown from good Canadian seed?

There is a sound Canadian strain in every fibre of some of the finest Irish Linen you import and retail. The facts—which have an important business significance for every Canadian merchant handling linen — are found in THE FINANCIAL POST of April 5th.

Every week THE FINANCIAL POST comes before you with a message of profit-making interest. Its editorial contents each week cover the Canadian business field comprehensively and constructively. To read THE POST every week understandingly is to develop a breadth of business knowledge which has a cash value, whether you are employer or assistant, or if you occupy any business position of responsibility.

Read over this outline of some contents of recent issues of

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Realize the business value of being able to talk and act with sure knowledge of these matters in your dealings with other business men.

The Post of March 29th, 1919,

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The Menace of Confiscatory Legislation
Shareholders of G.T.R. Entitled to a Better Deal
Tariff Amendment a Poor Political Move
Where is Capital to Come From?
Lord Shaughnessy on the Labor Problem
C.P.R. Will Put Confidence in Public Opinion
The Increase in Current Loans Still Continues
West's Problems Considered by Loan Cos.
New Steel Prices List Evidently a Compromise
Construction Plans of C.P.R. Announced
General Electric Coming Back to Peace Basis
Engineer Murphy Attacks Hydro Policy
More American Capital for Canada

The Post of April 5th, 1918,

CONTAINS:

An Opening for Canada in Irish Linen Industry
Trust Company is Formed by Merchants' Bank
Labor Commission Will Aid Industry
Fairbanks-Morse Shows 44.38 Per Cent. on Common
C.P.R.'s Position Was Maintained During Year
A Canadian U.S. Alliance in Bank Field
Big Bond Issue for an Eastern Pulp Company
Building Costs Not Likely to be Lower
Big Market in Sight for Canada's Paper
U.S. Railroads Are Ignoring Steel Prices
Germans "Saved Materials From British"
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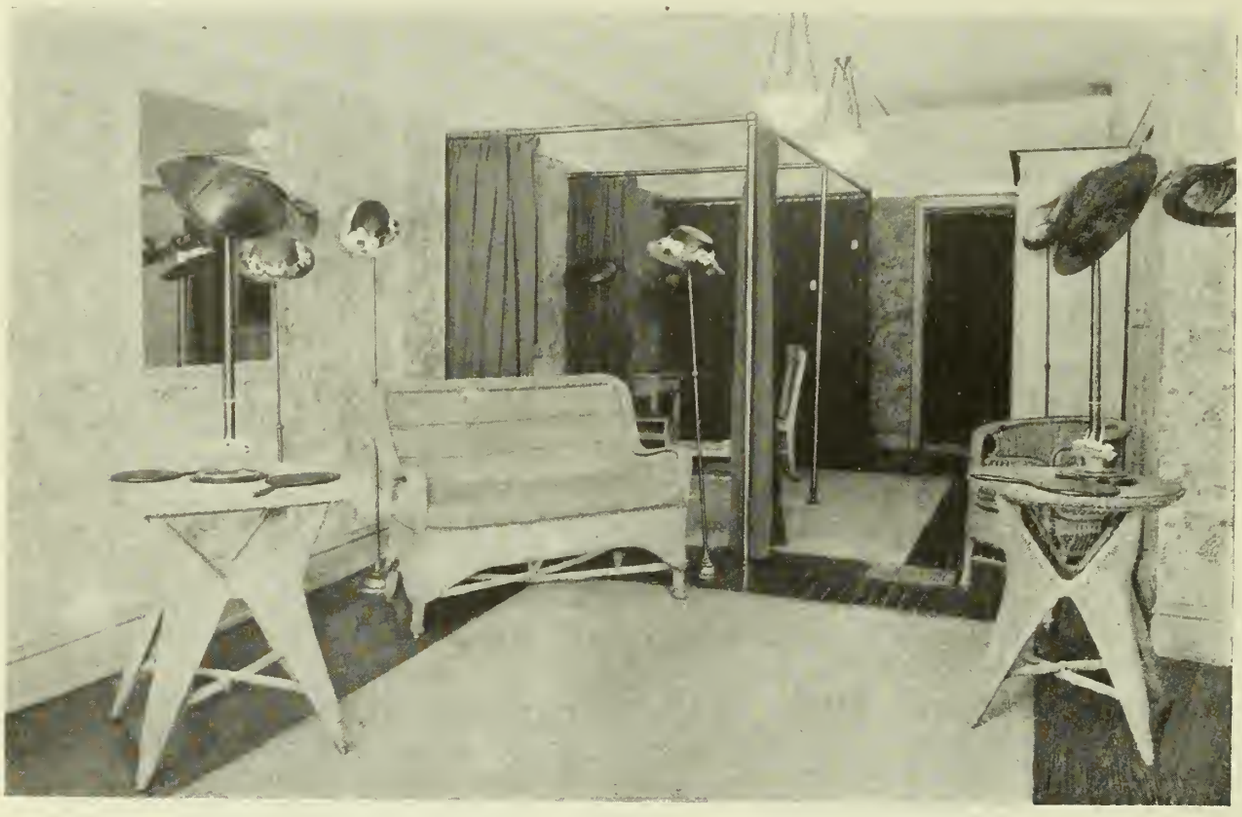
DGR MILLINERY DGR



A Modern Millinery Shop

View of Mrs. Allan J. Smith's store at 744 Yonge St., Toronto. The curtains at the left are drawn back to show the private show rooms. At the right are cabinets with mirror doors where surplus stock is kept and at the back is the workroom.

SPECIALIZATION SUCCESSFUL IN MILLINERY

The Store is an Individuality Expressive of its Owner—There are Customers for all Types—Some Points in the "Art Work" of Mrs. Allen J. Smith

THE busy throngs of Toronto people who pass daily to and from business in the Yonge and Bloor streets district and the increasing number of well-to-do shoppers as well, do not omit as a matter of habit to glance into certain shop windows, which never fail to present one or two definite ideas. For twelve years the millinery shop of Mrs. Allan J. Smith, at 744 Yonge St., has been one of those which have commanded an initial respect by the very dignity of their windows. One does not look in those windows to see hats trimmed with carrots or tin wheels or bananas! The windows are narrow at either side on the street and long from the sidewalk to the entrance door. They are unpretentious, and yet the two hats which are displayed in either window carry always that idea of thought and discrimination which appeals to the carefully gowned woman—and her husband.

A busy passerby cannot carry half a dozen impressions of hats down town and back. He—or she—is much more likely to come back at leisure with a distinct memory of a model which appealed, if the model is given a chance to make its appeal and not crowded in with a window full of millinery. Mrs. Smith sells a great deal from her windows by showing the few carefully selected hats and placing different ones there every day.

Private Show Rooms

On entering this shop one is greeted by a pleasant, but not elaborate, arrangement of the room. Grey wicker furniture with chintz cushioned seats, a plain grey carpet, walls covered with paper of verdure pattern in greys, mirrors, of course; four or five hats on tall stands; these are the factors contributing to the pleasantness of the "waiting room." Beyond this room, at the left hand side, are partitioned off with grey velour portieres, three smaller rooms, where individual customers are shown hats privately. Each of these rooms has a grey stand, mirrors and a couple of chairs. That it is not pleasant for customers to select a hat under the scrutiny of strangers, is Mrs. Smith's reason for supplying the convenience of private rooms, and this consideration for

store is largely responsible for the large numbers of purchasers. A customer is more at ease in a private room and can place all her attention upon her selection. She is more likely to be certain of what she buys and not leave to be discovered later some view or feature which is not altogether becoming. Satisfaction is nearly always assured in this way.

Convenient to the private rooms, being just across the aisle from them, are grey cupboards with long mirror doors, where models not on display are kept. These are shown freely to the customer.

Likes Customers to Feel Free

When asked by DRY GOODS REVIEW whether she used the telephone to call the attention of individual customers to new models which have come in, Mrs. Smith explained that she did this rarely, for the reason that she wants her customers to feel perfect freedom in coming in at any time and examining what she has, and people realize by now that she has new things coming along continually.

Though situated in a city which is considered one of the largest millinery centres in Canada, Mrs. Smith goes herself to New York four times a year and selects models largely for use in her workrooms. Sometimes her profit on buying and selling a New York model does not amount to more than $3 or $4, but it may have been of a great deal more value than that in furnishing ideas for other models in her own shop. It is very necessary to maintain individuality in one's millinery, Mrs. Smith believes, and appreciating that, her customers are willing to pay for individuality in sizes. "Indeed the store itself is an individuality and indicates the individuality of the owner," she remarked. "People who respond to the characteristics of this store for example, will probably be suited here, and we take pleasure in endeavoring to please them. There are others who never would be suited here. I find it is more satisfactory to develop and express one's own ideas of what is artistic, than to make up something of which you do not approve yourself, even though you know someone will buy it. It is useless to hope to please every type of purchaser. One could not do it in a store of this size. Those who want a certain type of hat will go to the store which specializes in it. There are customers for all types of store."

There are some who would read into this an independent attitude, but it is not so. It is simply a realization of the value of specializing. Mrs. Smith stated frankly that there are women who come in whom she knows at once she could not please, and that there are other milliners who could. It is the trend of practically all successful business at present to specialize, and Mrs. Smith has built up a very satisfactory clientele on that principle.

Becomingness vs. Price

As stated above, owing to her windows and to her location, there are new people coming in continually to try on hats. To these new ones Mrs. Smith shows the hat which suits well. The matter of price does not interfere with showing hats which are becoming. One must use judgment, of course, and size up the new customer carefully. In so doing and then fitting on a hat which looks unquestionably well, one often sells a really good hat where the purchaser might have been satisfied, though less enthusiastic, with a more medium priced and less attractive model.

The reader can surely picture now the bright, kindly, thoughtful little woman who manages the store in question and realize that her business in its ideal conception as well as in its practice, is a fine art.

WHY NOT MAKE UP A FEW?

Dainty little hats in jade green have been taken up by two or three of the leading shops in New York during the past month. No other color is introduced. Some are made entirely of taffeta and others have soft bands of breast feathers in jade. These are considered especially becoming to golden or black hair.

A NEW SPECIMEN FROM BOSTON

From staid old Boston—the city of cod and mackerel, beans and pedigrees—comes one of the most novel millinery creations of the season. It is the "fish" hat. It is modelled after the mackerel, white in color. A profile view reveals the silhouette of the fish quite distinctly, with its tail poised upward, its "fins" and gleaming eyes in evidence. Celluloid petals give the head, tail and fin effects and smaller ones cover the whole of the hat. The originator of this startling chapeau says that it took eight hours a day for eight days to produce this marine specimen.

SUMMER MILLINERY SHOWING FOLLOWS EASTER

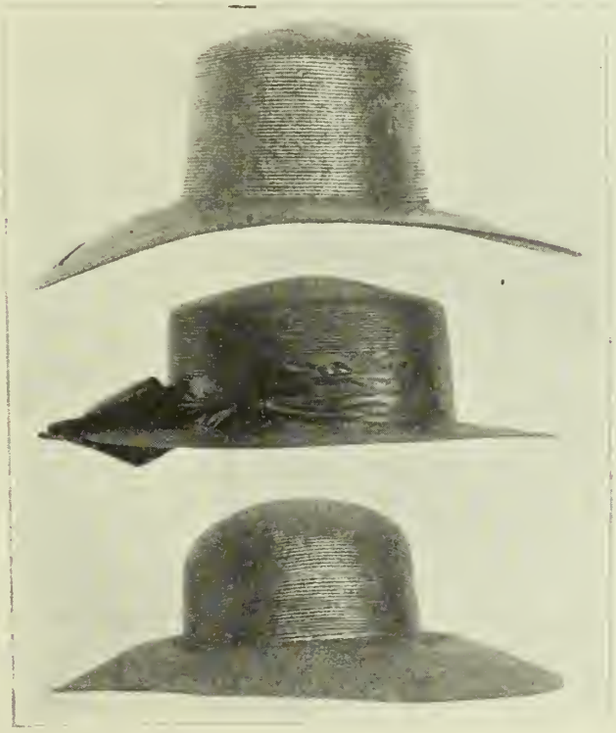
The Retail Millinery Association of America believes that a distinct Summer season, if carefully attended to, would mean excellent business throughout the trade and therefore they are launching a campaign for its development. The week beginning April 21 is set apart for showing ideas for the first definite Summer season. Invitations are being sent to millinery buyers in South America, Canada, Australia, China and elsewhere.

FUTURE HOLDS OPPORTUNITIES

(Continued from page 21)

long period of unrestrained money spending and accepting the wise axiom, that "there is a time for paying as well as a time for borrowing," we feel that these necessarily extravagant four years must be balanced by efforts in the other direction.

The whole world is in a most unusual condition and there is a certain amount of rocking the boat going on everywhere. I cannot help thinking that the rocking will be less severe and dangerous here than in most other countries. What Germany does in the future in her commerce we, outside of her borders, cannot yet assume to know, but we may be sure of one thing, while the Germans, as a nation led by unwise military leaders, have been beaten in this world-war, the skill, resourcefulness and initiative in the individual German's mind still remains, and for the rest of the world to count them out in the race for commercial development will in my judgment be a serious error.



New Hat Shapes

The "Merry Widow" is the name given to the top hat shown. The crown is higher than those of the original hats by that name.

And the "Charlie Chaplin" sailor coming next has a slightly wider brim than the "Mary Pickford" shown last month. It has the trimming at the back but no bandeau.

A new development of the popular poke effect appears below. All three are lisere models.

Shown by the New York Hat Mfg. Company, Montreal.

ANNA
GAGE

ORIGINALITY and INDIVIDUALITY
are the qualities most essential
for a successful April business

GAGE HATS expressing these
qualities are being displayed by
both our Chicago and New York
establishments — — — — —

You are invited
to inspect them

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PRODUCERS
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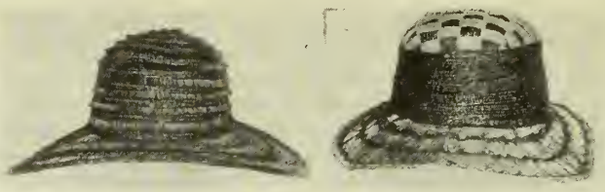


The Rage of the Day

Transparent Hats of mohair braid, brims with silk straw or lizerie crowns, is the last word from the large millinery centres. Made in Sailors, Turbans, Pokes and large, dressy Hats. Price, $24 to $42. Twenty-four different styles.

Write for one of each.

Satisfaction guaranteed.

We will charge them to you.

The Montreal Hat Co., Limited
15 St. Helen Street
MONTREAL

Furs of Fashion

Neckwear
Coatees
Capes
Muffs

HUDSON SEAL, ERMINE
MINK, GREY SQUIRREL
AUSTRALIAN OPOSSUM
FITCH, SKUNK

SPRING AND SUMMER
FURS
READY FOR DELIVERY

The W. N. Ward Fur Co.
70 Bay Street - TORONTO

For Fall

We were exceptionally fortunate in purchases of skins from which we will make up Fall, 1919, furs, so that our salesmen, now out on their placing trip, can offer you unusual values in Persian Lamb and Mink, in which we specialize. Our range and prices will interest every keen buyer. You will be quite safe in booking for next Fall at C. & C. prices.

"Plaza" Kolinsky Scarf, 14 x 80, with barrel muff to match.

Hudson Seal Coatee, trimmed with Kolinsky.

C C FURS

For Spring

We can make immediate delivery of styles illustrated and many other attractive models in

MINK
BEAVER
FOX
ERMINE
ALASKA SABLE
MOLESKIN
KOLINSKY
HUDSON SEAL
SQUIRREL

Salesmen now out with new samples.

"Bronx" Scarf in Mink, with oval muff to match.

Cummings & Cummings

Montreal

FUR DEPARTMENT

NO LATE SPRING SLUMP IN PELTS

Prices Holding Firm—Muskrats Tend to Soar to $3 a Skin—Eastern Canada Not in Favor of Shorter Coat.

As month succeeds month after the armistice, it is getting more and more clear that heavy slumps in prices are not to be. This, it is seen, will apply to nearly every line of merchandise, and illustrates anew the statement that this war and its aftermath will not accept anything else in the history of mankind as a precedent. When all theories were in favor of an immediate and decided decline in prices of most commodities, actual results have shown that prices are coming down very slowly, where at all. In some cases scarcity of goods have combined with continued cost of raw materials to incline prices a little upward instead of down. This condition of affairs is likely to be welcomed by the fur trade, that is under conditions as they are in a large proportion of districts. For the truth is, unfavorable circumstances have left many fur departments with stocks on hand, and a serious decline in prices might have meant a loss to them. As a matter of fact, they will gain in many cases, because the advance in prices will more than make up for interest and other charges, depreciation, etc. At the same time, DRY GOODS REVIEW has no compunction for advising departments just after the armistice was signed to get rid of all their stocks at regular prices, rather than risk holding any over for the next season. This "hold-over" idea is not a safe one to apply to any lines where the element of fashion enters so largely as it does in furs these days.

No Decline Now Likely for Fall

The end of March sees little indication of any real change in the prices of pelts, and it is fairly safe now to hazard the opinion that the Fall will not see the decline that many anticipate. Up to the present there was a feeling in the minds of the largest buyers of pelts for manufacturing, as well as the smallest, that there might be a late slump in prices of skins in Spring that would have some effect on the prices for sorting business in Fall. At the time of writing there is no sign of this. Any jobbers who may have been stocked up, have either disposed of these at the auctions in the United States or are able to hold back for their own prices. Those going out into the market find prices keeping up firm in nearly every case, and in some, such as muskrat, there is a tendency to higher prices. Indeed, some buyers expect that muskrat prices will soar to $3 a skin before the Fall, as compared with 40 to 50 cents before the war. If this were so the price of Hudson seal coats for sorting trade can be left to the imagination.

A Fall Model

The collar, sleeves, cuffs and silhouette are distinctly those for Fall, 1919. One may still have the full length if one wishes it. Shown by Laberge, Chevalier & Co., Montreal.

Influenza and Mild Weather

Speaking of stocks on hand, this is attributed to two reasons, especially where the West is concerned. One is the late epidemic of influenza which struck the Western districts later than in the East, and ran into the Winter. This demoralized trade for the stores in scores of places, and, all over, reports are that business fell off badly in all lines, not only furs, just as it did in the East about November. Then there was the additional factor of the mild Winter. For week after week the Easterner might have noted reports from the West that the temperatures were running much the same as in the East, and this interfered seriously with sales of the heavier furs in Western Canada. As a result, the manufacturers are finding business a little smaller than in normal years.

Willing to Pay High Prices

All the makers agree that in the more fashionable lines, as distinguished from the staple goods, there is evident a willingness to pay the higher prices. In the case of Hudson seal coats, these are running from 40 to 50 per cent. above last year, especially in the heavily trimmed coats. That is, the retailer is showing confidence that the public will spend as lavishly for the finer fur goods as last year. As the new style in sets runs a good deal to the larger sizes in stoles, this again is another indication that styles will not be much influenced by a desire for lower prices. It is true that there is a new demand for the shorter coat, from a few of the larger cities, as referred to in last issue, but this in turn is not attributed to any streak of economy on the part of the buyer. It is a matter of fashion to ask for a 30-inch coat in preference to the more general 40-45 inch one, but Toronto is said to be the best customer for the shorter

line, and Montreal and other Quebec cities have shown no enthusiasm for the chillier garment so far.

The prospects are opening up for a good sale for summer furs. Among the leaders reported so far are mink and marten, with fitch in fair demand. Fox would appear to be a little weaker, both for Summer and for Fall up to the present.

A Customer's Experience

Do You Cut Your Prices to Certain Customers?—Are Your Salespeople Obsessed With Fear of Losing a Sale?

Sometimes it seems difficult for the retailer to broaden his vision to the point where he appreciates that there is a difference between merely saying things about his store until he really believes them, and keeping a strict watch on his service and his methods until his salespeople live up to his claims advertised day by day.

To cite an instance. This was told to the writer by the woman who had the experience. This little incident could not have happened without the sanction of the proprietors themselves, for the floor man as well as the sales woman were involved—and the sales woman displayed every sign of fear when the vision of a sale lost came before her. Fear of that sort only comes as the result of one policy—the driving of salespeople.

The woman referred to entered a store of the southwest to purchase a hat. Her husband was with her. Hats for women always seem high in price to the man. The $17.50 hat shown appealed to both of the people, except that the man thought the price was too high. The wife should have left him at the hotel. Both of them complained about the price, although it was March and the hats were getting their first showing.

"Well," said the husband, becoming impatient, "let us look about a bit. There's no need to hurry. We can come back here."

"All right," said his wife.

"I do not like to see you do that," said the saleswoman, and the look of fear came to her face. "The hat becomes you so well that I think it is what you wish. I'd rather—just wait until I speak to Mr. ——." And she left them hat in hand to consult a floor man at the head of the aisle. Soon she returned with the hat and a smile on her face—a forced smile, at that.

"I got Mr. —— to consent to let you have this hat for $12.50." She had likely received a black mark also.

"Do you mean to say," asked the husband, "that if we had made no complaint that we would have had to pay you $5 extra for this? How do we know that the next person may get it for an even ten?"

"Decidedly not!" said the saleswoman, the look of fear coming to her face again. "I want her to have the hat. I'd rather see it go at this mark than to see her not have the best hat for her. That is why I got an exception made in her case."

"Come, let us go to a one-price store," said the husband. They left this store, which is supposed to be the better one of the two in the town, and went to another. At the second store they tried the same procedure; but were firmly told that the original price or none went. They bought.

Fall Coatee

We have here one of the newest coatees being made up for Fall. It shows a straight line front and back which extend into dolman sleeves of three-quarter length. This model is of Hudson seal with taupe squirrel collar and cuffs—a popular combination. By courtesy of W. N. Ward Fur Co., Toronto.

WILL FREE IMPORTS MAKE LONDON AGAIN CENTRE OF WORLD'S FUR TRADE?

Due to the restrictions placed upon cargo space, the great world market for skins moved to America from London, and peltry from Northern Canada, Russia and Siberia, went to the United States for sale. British buyers have had to go to America, but now that import restrictions have gone, London may come into her own again.

The New York Millinery Co., of Halifax, N.S., featured a big sale, March 27, of Spring merchandise purchased from wholesalers who suffered a big fire loss at Quebec. They advertised 3,000 of "the latest style Spring hats of well-known wholesales at less than half price. the salvage stock having been purchased at less than 25c on the dollar."

SIBERIA REPORTS TEN MILLION SQUIRREL SKINS

London, March 30.—Reuter's learns that telegrams from Siberia report the following results for the fur season just ended:

In the Omsk Government 10,000,000 squirrel skins, 10,000 skins each of fox and blue fox, 1,000 of sable, 30,000 of ermine, and 50,000 of hare.

The office of Revillon Freres was destroyed in a fire at Peace River, Alberta, on March 31. Three of the business places on the Main Street were completely destroyed. The total loss exceeds $30.000.

THE LONDON FUR MARKET

A London furrier says that the statement that the fur market has moved to St. Louis, and that buyers have had to follow furs to America is somewhat beside the mark. The isolation of Russia and Siberia during the war and the shipping difficulties have had the effect of putting up prices, but there is, notwithstanding, a remarkably brisk market in London. Furs have been filtering through by various channels in good quantities, and at the present time there are large stocks in London to be had for the money. Skins which in pre-war days were fetching five shillings are now as much as fifteen, but prices are on the downward trend. The sales are expected to take place as usual.

ABOUT HUDSON SEAL

Hudson Seal is the trade term for sealdyed muskrats.

HOLLANDER Seal is the quality term for sealdyed muskrats.

The public nowadays buys quality.

The wise manufacturer sells quality.

Therefore he sells

HOLLANDER SEAL

which is

SOME SEAL!

A. HOLLANDER & SON, Ltd.

Dressing and Dyeing of Furs

Works :
64 QUEEN ST.
MONTREAL

N. Y. Office :
129 WEST 30th ST.
N. Y. C.

WINTER FURS
SUMMER FURS

FURS FOR ALL SEASONS

Moose Head Brand

Established in 1852

Unskilled workmen may do their utmost to transform pelts into garments; but their results are butchery.

The same materials in the hands of true furriers at once assume beauty and grace.

Our time-tried employees rank as real artists in carrying out the ideas of our creative corps.

Our output represents the most perfect ensemble of fine materials and artistic execution.

We are offering for Fall 1919 a beautiful range of samples, all are masterpieces.

THE HIGHEST GRADE
OF FURS PRODUCED *and*
THE MOST RELIABLE

L. GNAEDINGER SON & COMPANY

90, 94 ST. PETER STREET, MONTREAL

DRESS ACCESSORIES

UMBRELLAS

Umbrella manufacturers report a phenomenal demand for colors. "We sell fifteen colored numbers now to one before the war," said one of the well-known makers. In fact color and a demand for high-priced goods seem to be the two outstanding features of the umbrella trade at present. The manufacturer already quoted stated also that an umbrella to sell retail at $12 to $15 was considered an article either merely for display purposes or for a presentation, five years ago, whereas now-a-days, especially for Christmas selling, orders from buyers frequently call for five dozen at once at $90 a dozen. He could not keep up with the demand for this high class merchandise.

In colored goods last year this manufacturer sold five times what had previously been the customary amount. This year he provided for the first six months double last year's consumption for the same period, but the six months' supply was all sold up and the lines taken off the road by the third week in March. He was preparing to go to New York at once to get what new novelty silks there were in order to supply the balance of the Easter call. Other manufacturers report similar conditions.

The colors favored are first of all purple; then hunter's green, which is slightly darker than Paddy; myrtle green, royal and navy blue. A few reds and some browns sell, also some of the fancy shades, but the five mentioned first are the big sellers. The borders on these silks are neat and narrow, usually along the checked or striped order and with novelty handle carrying out the color tone.

Enamel, silver rings, and bakelite are the three wanted lines in handles, with bakelite the leader. The enamelled handles are wood with colored enamel, sometimes in two tones with the addition of a dull "silver" spot on the end, or a couple of "silver" circles. Knobs and flattened ends are the usual shape in these. Silver rings are plain, running through a wood handle or very finely woven chains on the higher-priced silver handles. Bakelite, however, rules the field in variety and numbers. This composition (of the celluloid family) has been described in previous issues of DRY GOODS REVIEW, but new designs and color effects are continually appearing. The popular rings on these handles are quite large, so that the arm may slip through easily. One reason attributed for the readiness of people to pay higher prices for umbrellas this last couple of years is just the fact that the umbrella is not so easily lost when a ring, ribbon, or strap loop is attached for carrying, and therefore they feel like investing a little more than they used to and so keeping their turnout smart, even to the umbrella.

It is interesting to note that the ring handles were practically a war-time necessity since all the finely curved and gracefully crooked handles before the war came from Austria. Necessity was the mother of the invention of bakelite rings, and they are proving more practical and interesting than the wooden handles, which were "in" so long.

The "clubby" style of parasol continues from last year. The handles are short and thick, and so are the ends. This style is easier to carry and less likely to catch in one's draped skirts when the ferrule is blunt and thick than if it were long and slender as formerly. The really "nobby" numbers for this season have ends, toothtips and handles to match in bakelite, though some have only the bakelite handles, or handle and end.

While manufacturers are showing practically nothing in the way of light, fluffy sunshades for hot days, they are nevertheless keeping in touch with the novelties coming out in New York and the South, lest a hot Summer should provide for many garden parties and other social functions where ribbons and lace and embroidery would be prominent. These materials are always at hand of course for making up orders as required, and that is likely to be what will be wanted rather than the specially made fancy umbrella silks. New York is showing several of the season's novelty dress silks made into parasols.

The Canadian trade always buys with greater readiness umbrellas which are suitable for sun and rain both, and that style will continue to satisfy the bulk of demand.

Quotations on Italian umbrella silks were received recently by one large firm. These figures showed some gentle declines for goods for October and November delivery. These silks will be much used in the merchandise retailed in the Spring of 1920. Before that time there are those among the manufacturers who think the 7 per cent. war tax will be lifted, that the war risk on insurance will be off, and that other factors will combine to make goods for Spring, 1920 from 15 to 25 per cent. less than at present. No declines will be possible before that time, they believe.

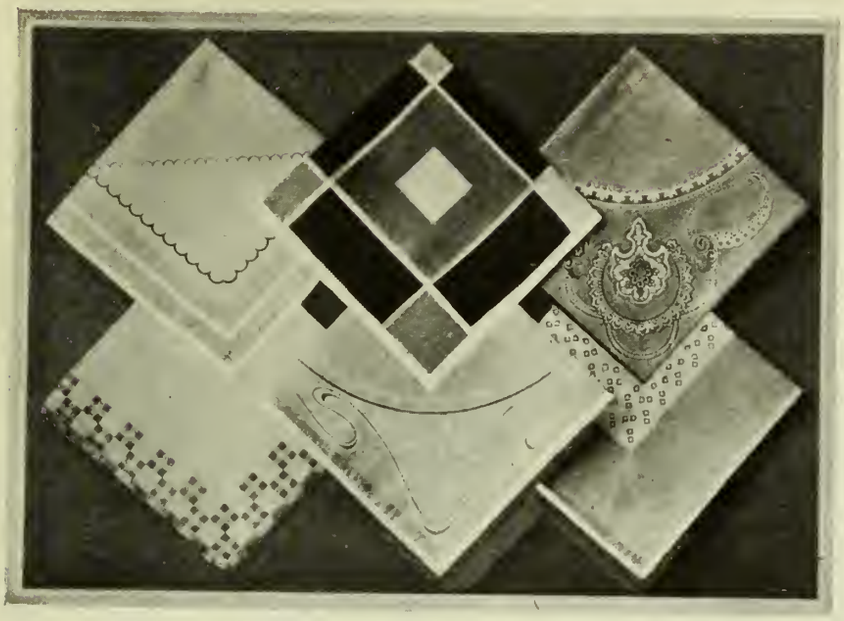
RIBBONS

Ribbon wholesalers report a brisk demand for practically all kinds of ribbon. In fact the ribbon trade as a whole seems to be coming into its own once more with the new trend of fashions towards trimmings. Both dress houses and milliners have increased their orders materially over last year.

For Summer dresses a range of dainty printed satin messaline ribbons is selling. These are in patterns of Dresden type and are very suitable in their

Handles That Sell

From left to right the colors are tortoise and white; amber and ivory; black, green and dull silver with green cord; jade, navy and ivory. The middle number is enamelled wood, while the others are all bakelite. The jade ring widens to a point at the top.



For Summer Frocks

Can you think of anything more appropriate in the way of handkerchiefs to be carried with the dainty voile and other colored frocks than these designs in mauve, pink, blue and rose with an occasional line of black? They are of sheer, mercerized materials. Shown by Lace Goods Co., Ltd., Toronto.

clinging softness for the sheer Summer fabrics. They are in 6-inch width.

All widths of ribbon are selling for millinery with a liking for velvets and grosgrains in plain colors. Four to six inch grosgrains were much in evidence at the formal openings. One of the leading wholesalers states that without a doubt 2-inch grosgrains will be in strong demand for Fall.

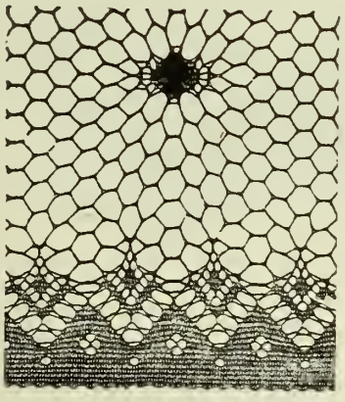
Velvet ribbons are quite active at present. Even more of them are selling in colors than in black. Widths from one to two inches are a little in the lead. Both velvet and grosgrains are used for the wristlets which are a popular fancy for holding in the loose cuffs of Georgette, crepe de Chine or other dainty blouses. The ribbon bands are fastened with snap fasteners and trimmed with tiny buttons.

The wide brocaded ribbons in one tone or in pastel stripes and also the fancy-colored ribbons continue to be liked for camisoles. Sometimes the 10-inch width is chosen and sometimes the 6 to 8-inch, with a fancy narrower ribbon and lace to supplement the width. Negligees, too, are providing a little more place for ribbon adornment than they did in the plainer war-time garments, and many of the "Garden Party" sunshades are being banded with ribbons.

Prices for the present and for Fall are about the same as a year ago. They have not advanced except in a few cases, and those are counterbalanced by an occasional decline in a very few lines.

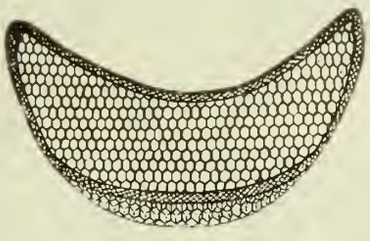
Mr. H. Y. Farr, of Lace Goods, Ltd., Toronto, sailed Mar. 22 on the Minnedosa for a two months' visit to the European markets. Mr. Farr will call upon his daughter, Miss Winona Farr at Taplow Hospital in England. Miss Farr has spent over three years nursing overseas. She was at home last Christmas, but after only ten days, was recalled to her post. The French Government has shown recognition of her services by bestowing a decoration upon her.

Veils From England

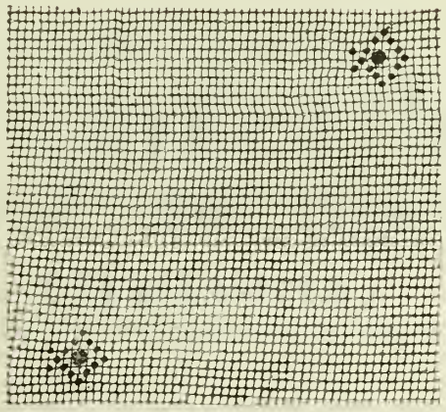


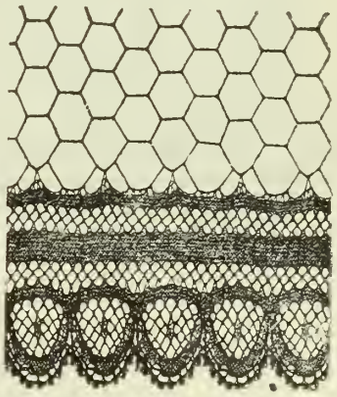
Woven spot and border

Right: Filet net with velvet spots, in clusters.



Fits snugly over face and under chin.





Open mesh and lace border

Sent to Dry Goods Review from Ciro, Fils et Cie. London, England.

THE BEST VALUE IN CANADA

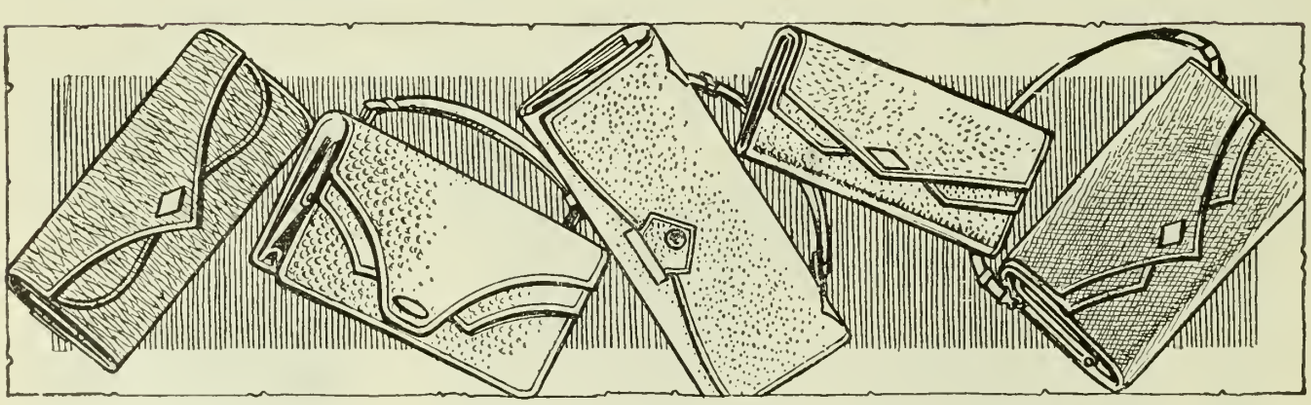
NONE BETTER MADE ANYWHERE

SILK FABRIC BAGS

$18.00 to $54.00

LEATHER PURSES

STRAP BACK VANITY PURSES, $6.50 to $60.00 Doz.
TOP HANDLE AVENUE BAGS, $9.00 to $60.00 Doz.



MANUFACTURED BY

CANADIAN LEATHER PRODUCTS LIMITED

144 WEST FRONT STREET

TORONTO

Ribbon Season Is Now Commencing

GROS GRAINS for millinery of all kinds

NARROW RIBBONS for trimming purposes

VELVET RIBBONS for girdles and sashes

WIDE SATIN RIBBONS for camisoles, girdles and sashes

FANCY RIBBONS for every purpose in endless variety particularly the new vestee effects

A strong demand for Ribbons is certain to be experienced in the coming season. All the latest Paris and New York fashions show a surprising quantity of ribbons used for trimming.

As RIBBON SPECIALISTS we have a full stock of everything you should have. You are cordially invited to inspect our new warehouse.

Samples sent on request

RIBBONS LIMITED

TORONTO: 100 Wellington Street West

MONTREAL - - WINNIPEG

Made by BLAND

More than a trade-mark—the attainment of supreme quality.

Tailored Pique Neckwear

Style creations fashioned in materials that are exclusively—Bland's.

We specially feature Tailored Pique Neckwear, made double and turned with skilled hands.

Quality and style "par excellence" exemplifying Paris and New York vogue—a distinctively advance showing of interest only to the better class shops.

W. C. Bland extends to all buyers a most cordial invitation to call and see the many varied and exclusive designs.

W. C. BLAND

10 Cathcart Street, Phillips Square
MONTREAL

Fitwell Veil

CIRO

Sole Manufacturers of the

FITWELL *and* **CIROVEIL**

We hold a very large stock of **VEILINGS and VEILS** of all descriptions, suitable for all markets, and we are in a position to ensure immediate deliveries.

Canadian Representative:
Mr. H. D. MARSHALL
40 YONGE ST. TORONTO

CIRO FILS ET CIE
92 Wood St. LONDON, E.C. 2

Shoe *and* Corset Laces

MADE IN CANADA
THE EQUAL OF ANY IMPORTED

COTTON
SILK *and*
MERCERIZED

Black and popular colors. Put up in bundles, also paired and boxed.

Samples and prices on request

INDEPENDENT SILK CO., LIMITED
137 McGILL ST. - - - MONTREAL

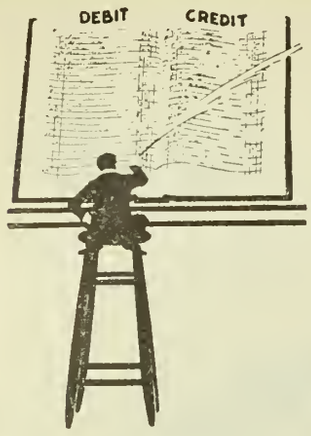
VAN RAALTE *Veils*

VEILS are going big this Spring and Summer —especially Van Raalte Veils with their new patterns and dependable meshes. Write for samples or have your New York representative call upon us.

E. & Z. VAN RAALTE, 5th Ave. at 16th St., N.Y.C.

Chicago Office: 105 South Dearborn Street Factories: Paterson, N.J.

Foreign Offices: Lyons, Calais, Nottingham, etc.



MILITARY BRAIDS

ALL WIDTHS & COLORS. SAMPLES ON REQUEST

MOULTON MFG. CO., 4 Inspector St., Montreal

EASTER *and* NECKWEAR REQUIREMENTS

Finnie Neckwear creations include the latest styles and artistic designs. They will prove themselves the backbone of all neckwear departments. Successful merchants handle this quality line because the prices are right to suit the retailing needs, and because one sale of Finnie Neckwear is usually productive of continued patronage.

A. Bruce Finnie & Co.

CORNER CRAIG AND GOSFORD STS.
MONTREAL

Neyret Gloves for Spring

CHAMOISETTE in Leather Color

New Styles Now in Stock

Also direct imports of:—
Martin, Roche & Bickert's Velvets,
Chapal, L. M., and other Electric Seals,
Olmer's Silks and Cravats,
Coty's Perfumery,
Finest French Lingerie and Laces,
Dresses, Blouses, etc.
And all kinds of French goods imported on a commission basis.

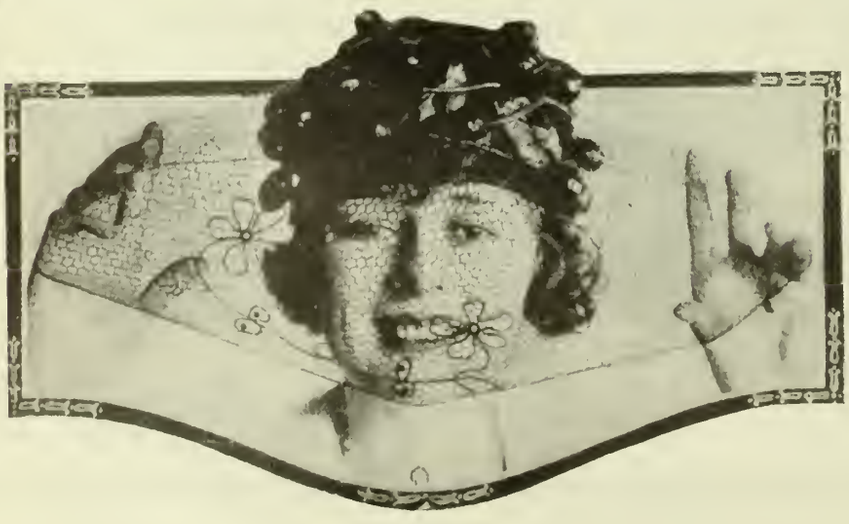
Call or Write for particulars.

A. GERMAIN & CO.
PARIS, FRANCE
Commission Merchants and Importers
Montreal Office: 14 Phillips Square

Two Cents

a word is the charge for space in the condensed ad. column. Make *your* wants known across the continent by sending them to

DRY GOODS REVIEW
143-153 UNIVERSITY AVE.
TORONTO



Bonnie-B VEIL

IMPORTED FROM FRANCE
"Just Slip it on"

This widely-advertised BONNIE-B VEIL gives that little touch of Paris so desired by every woman. It is chic, it is new, it is becoming to all and its "slip-pon" feature—"under the chin and over the hat"—makes it so convenient and easy to wear.

Put up tastefully in individual containers retailing at 10, 25 and 50 cents.

You can see why the "Bonnie-B" sells.

THE BONNIE-B COMPANY
TORONTO, 156 Yonge St. NEW YORK, 222 Fifth Ave.

"Kayser" GLOVE

REAL CHAMOISETTE

MADE IN CANADA

Imitation is the Sincerest Flattery

This is a generally recognized fact, and the number of Imitators of the justly Famous Chamoisette Glove has come to make the name of this high-class product so generally abused that we deem an explanation necessary, not only in our own interests but for the protection of the trade and general public as well.

"CHAMOISETTE" A REGISTERED BRAND

The originators of the well-known Chamoisette Glove and the owners of a registered trade-mark covering same are the Kayser Company, Incorporated, the largest manufacturers of Silk and other fabric Gloves, Hosiery, Underwear, etc., in the world.

"CHAMOISETTE" was the name applied by the Kayser Company to a high-class fabric made by a special process in dyeing and shrinking which rendered it eminently suitable for the manufacture of Gloves, both for Ladies and Men. So rapidly did Chamoisette spring into popularity that soon it became the recognized name for this class of Glove with the average buyer. This led, of course, to the inevitable substitute, many being offered under similar names and some under the direct name of "Chamoisette."

MARKET FLOODED WITH CHEAP IMITATIONS

The result now is that the market is flooded with cheap imitations which have as much claim to the real "Chamoisette" as have some of the mixtures of so-called "pure silk" and "pure wool" fabrics, offered to the public during the war period.

On the other hand, "Kayser Chamoisette" has steadily maintained its quality or even improved it, if possible. "Kayser Chamoisette" Gloves have a certain uniformity of quality, dyeing and finish that preserves their elasticity and service far beyond any imitation product.

Merchants who wish to preserve their own reputation and that of high-class products should, therefore, be careful that only the real Chamoisette Gloves are sold under this name, and that the cheaper imitations are classed where they belong.

All Kayser real Chamoisette Gloves bear the above trade-mark and are for sale solely in Canada by

PERRIN FRÈRES & CIE.

SOMMER BUILDING

MONTREAL

KNITTED GOODS

ENGLISH FIRMS UNITE TO HOLD MARKET

Science Brought to Bear Upon Hosiery and Glove Production—Canada and Other Colonies Were Big Purchasers in 1913—Conditions of After-War Recovery

From the *Morning Post*, London.

LACE manufacture has become so closely associated with Nottingham in the popular mind as to be generally regarded as the city's chief commercial concern. But hosiery production is its larger, as it is its older, industry. In neighborly rivalry Leicester may lay claim against Nottingham to be the larger and more important centre of hosiery output, but the burden of coping with foreign competition, mainly from Germany, in days preceding the war, has fallen with equal severity upon the two great East Midland towns, whose recent coalition, to produce scientific research in the interest of the trade, marks a notable advance towards meeting a common danger.

Scientific Methods

Notoriously Germany's vastly increased hosiery trade has not been due to any marked superiority in mechanical appliances, but her manufacturers have enjoyed an unmistakable advantage in the finish of goods, resulting from closer application of scientific methods to the end in view. It is only comparatively recently that English hosiery manufacturers have been content to call to their aid men of pure science, whom in the past they have been too prone to regard as being without the pale of possible commercial utility. If the war has effected nothing more, it has proved of inestimable advantage in bringing together Midland makers of hosiery, dyers , bleachers, finishers, and others into a homogeneous body to develop participation in the national scheme, which has for one of its essential features the devolution of responsibilities to district committees, acting through the central body in London.

The commercial stake at issue should afford a potent stimulus for co-ordination of enterprise in relation to one of the oldest, as it was formerly one of the most lucrative, of national industries. Plauen is to be attacked in the interest of the English lace trade, and Chemnitz, which has grown at the expense of British producers, must necesarily be the main objective in the commercial fight to be continued by hosiery manufacturers upon lines presenting possibilities of more substantial results than a baneful economic system has hitherto rendered feasible.

Glove Fabrics

At a period not far remote the Midland area, of which Nottingham is the centre, enjoyed practically a monopoly of the glove fabric industry, the output being in plentiful demand not merely for home purposes but to meet the requirements also of a large section of the French manufacturers of gloves. The German process of competition, radiating from Chemnitz, began with the slaughter of the British glove fabric trade, upon lines of cheapness, which rendered insular production impossible of continuance on remunerative lines. One important British firm anterior to the period of acute German competition had employed 2,000 hands in the making of gloves, a number which just before the outbreak of the war had fallen to 100, they being mainly employed in producing special classes of goods. A factor of success in the German scheme was naturally the diminished cost of labor, represented by a difference of 25 per cent. in the Chemnitz area compared with the ordinary British rates of remuneration, but an element of no less significance was that of a concentration of German industrial processes, whereby there was a grouping of the various elements into one business— an unmistakable advantage over our own system, under which weaving, dyeing, and finishing are carried on by separate firms.

But war exigencies have afforded Midland manufacturers opportunities for rehabilitating the glove fabric trade, and the return of both home and French glovemakers' support to former centres of British labor is an indication of a revival which may be rendered possibly permanent, in relation not only to glove fabrics, but to other more important branches of trade, if some moderate means of protection such as is now being asked for can be secured in the interest of British enterprise.

The Open Door

Obviously there will be little encouragement for English manufacturers to embark upon the expenditure of capital for necessary appliances in this department or for the development of the cotton hosiery industry, unless the fiscal fallacy of the "open door" is effectually exploded. The supreme value of efficient technical methods has been nowhere more potently illustrated than in one predominant department of the hosiery trade. The lack of perspicacity which led to the originator of the stocking loom being driven to seek a foreign field for the exploitation of his patent was as nothing compared with the national failure at a long subsequent period to recognize adequately the value of Perkins' synthetic processes. How effectively lost ground generally is now being recovered in relation to the production of dyeing materials at the great works at Huddersfield and elsewhere is a matter of common knowledge, and to no class of English manufacturers has recent enterprise in the dyeing industry more cogently appealed than to those concerned in the Midland textile trades in which hosiery occupies the leading place.

Leeway to be Made Up

A tremendous leeway yet remains to be made up in the interest of the British hosiery industry. There is no serious competition to be faced from abroad in regard to woollen and worsted stockings, although Germany before the war exported a considerable quantity of underwear, pants and vests, but in relation to cotton hosiery the experience is quite of another kind. In 1913 British exports of cotton hosiery were valued at £671,000, of which the Colonial markets absorbed nearly 73 per cent., but in that period the exports from Germany of cotton hosiery of all kinds totalled in value £7,681,000, the lower prices of the German goods standing her manufacturers in excellent stead. Our Colonies purchased British woollen and worsted hosiery goods to the amount of £1,533,000 in 1913 from a total export of £1,967,000, Canada and Australia being the principal customers, and nothing has given a greater incentive to hosiery, as to other branches of the textile trades, than the Government decision, as one substantial result of the

Imperial Conferences, to purchase during the period of the war, and for one season afterwards, the Australian and New Zealand wool clip, a plan which might be rendered of further inestimable advantage by the inclusion of South African supplies, for obviously without raw materials, which they have hitherto laid under plentiful contribution from our Imperial resources, German manufacturers will be driven to the use of artificial substitutes of doubtful value, which even now they appear to be busy in attempting to produce with the chemist's aid. America and Japan have hitherto proved Germany's most formidable competitors in relation to cotton hosiery goods in Canada, Australia, and India.

Meanwhile there is a more hopeful feeling prevailing generally in Midland hosiery circles, in anticipation of a measure of fiscal protection which is largely overdue.

TEXTILE MACHINERY MAKER'S VIEW ON CANADIAN LINEN

A Belfast firm of textile machinery manufacturers for the linen trade who have lately supplied machinery to a Canadian firm, are of opinion that the future of flax spinning in Canada depends entirely on whether a sufficient quantity of cheap labor is forthcoming to enable the flax to be converted on the spot at a cost which will make competition with Irish linen possible. The successful growing of flax is one matter, but the spinning of yarn is a very different proposition, and although to a great extent modern machinery is self-operating, it still requires a plentiful supply of hands.

SWEATERS

Trade Restricting Orders to Actual Requirements—Fall Lines Show Little—Activity Yet—Spring Movement Fair

SWEATERS.—If there is one line in which caution seems to be exercised, sweaters it is. Indications are that buyers are placing sweater orders for only what they sell, and this is resulting in all sorts of odd orders being received. In few cases are orders being placed for more than has been sold, which indicates that jobbers are trying to play as conservative a game as possible.

The demand for Fall lines is still limited and the trade seems to feel that little of consequence will be done in this direction until about June or July. It is felt that jobbers are not quite certain of the future and do not care to operate on Fall lines until they have had a better chance to look over the situation and get a better line on it. However, it is felt that business will finally come through, although any long postponement of buying will most likely tend to create a shortage of merchandise later in the year.

Spring lines for immediate delivery are fairly firm. There is quite some of this sort of business being done, and in the majority of cases buyers want to place an order one day and receive the merchandise the next. It is a hand-to-mouth proposition all along the line.

WHEN

When did you inspect your insurance policies last?

When did you last inventory?

When did you compare the price you have goods marked in stock with the prices of your competitors?

When did you refresh your mind by comparison of profits made?

When do you make it a point to assemble your clerks and helpers in a business meeting?

When did you last encourage your helpers and say, "Well done?"

When did you go carefully through your duplicate stocks?

When did you last have show cases cleaned and polished?

When do you make it a point to file letters and bills?

When did you last consult your legal adviser in reference to new business laws and tax regulations?

When do you clean out the breeding places of oddments which are to be found in every store?

When do you examine the goods on the top shelf, under the last counter and in that obscure bin?

When last did you examine fire buckets, blankets and fire equipment so that if fire should break out in your store you will be prepared to fight it?

When did you last raise the salary of the deserving clerks?

Remember other merchants have a place for desirable help at all times, and the underpaid helper is a drone.

When did you last examine the window curtains, awnings and signs of your store so same will not reflect on the neatness of your establishment?

When do you recall using paint inside of your store, also cleaning the decorations?

When last did you remove that soiled drapery in the windows and in the show case?

When did you last take a personal inventory, and do you measure up to a full standard of efficiency?

When did you compare the sales averages of your clerks, and can you tell which costs 4, 5, or 6 per cent. to sell your goods?

When did you last examine lighting, telephone and heating contracts, and are you sure you are getting the best price and rates on all?

When did you last interview salesmen for concerns other than your favorites, and do you know the life of a business consists in looking at all lines and being thoroughly posted?

When did you last read your trade paper from cover to cover?

When did you last go over your books personally and note the "dead" accounts?

When do you last recall asking a debtor for money? And why not, since it is your own money you are asking for?

When did you exercise last? Or do you expect the human machine to go on for ever without attention?

When last did you say a cheery word to the beggar on the corner and drop a dime in his battered hat?

When, oh when did you forget that Golden Rule?

COTTON YARNS STEADY

Though Some Cutting in Prices Occasionally Noted

Boston, April 3 (Special). — According to the opinion of some of the best known yarn factors, the market has at last reached something approaching a settled basis. It is true that the demand is still far from satisfactory, but the inquiry is steadily broadening, and gives promise of an early return to normal conditions. Spinners are still showing considerable anxiety for new business, though most mills are at least partially covered for the Summer months. Some of them, possibly all, have some forward business on their books running into the fall, but this is not enough to allow them to run full, and more orders are needed if the mills are to be kept busy, even on the short time schedules now in force or that will be in order under the forty-eight hour plan. Though there is this desire for business, factors say that the spinners are not so ready to cut prices as they were a month ago, and that in many cases they are standing up to recent quotations pretty firmly. Prospective buyers are obliged to find sellers who are willing to make material cuts in prices in order to get the business.

It would seem that sellers have gone about as low as they can afford to do with raw cotton on the present price basis. This firmness is perhaps more noticeable on the low edge, and it would appear that the spinners have reached the limits, below which they will not go. The recent demoralization has undoubtedly resulted in considerable unprofitable business being placed on the books. This was done to tide over the difficult readjustment period, and for that reason is not subject to criticism. Now the time has arrived, according to the best opinion in the trade, to stop the slaughter and to return to sane and safe business methods.

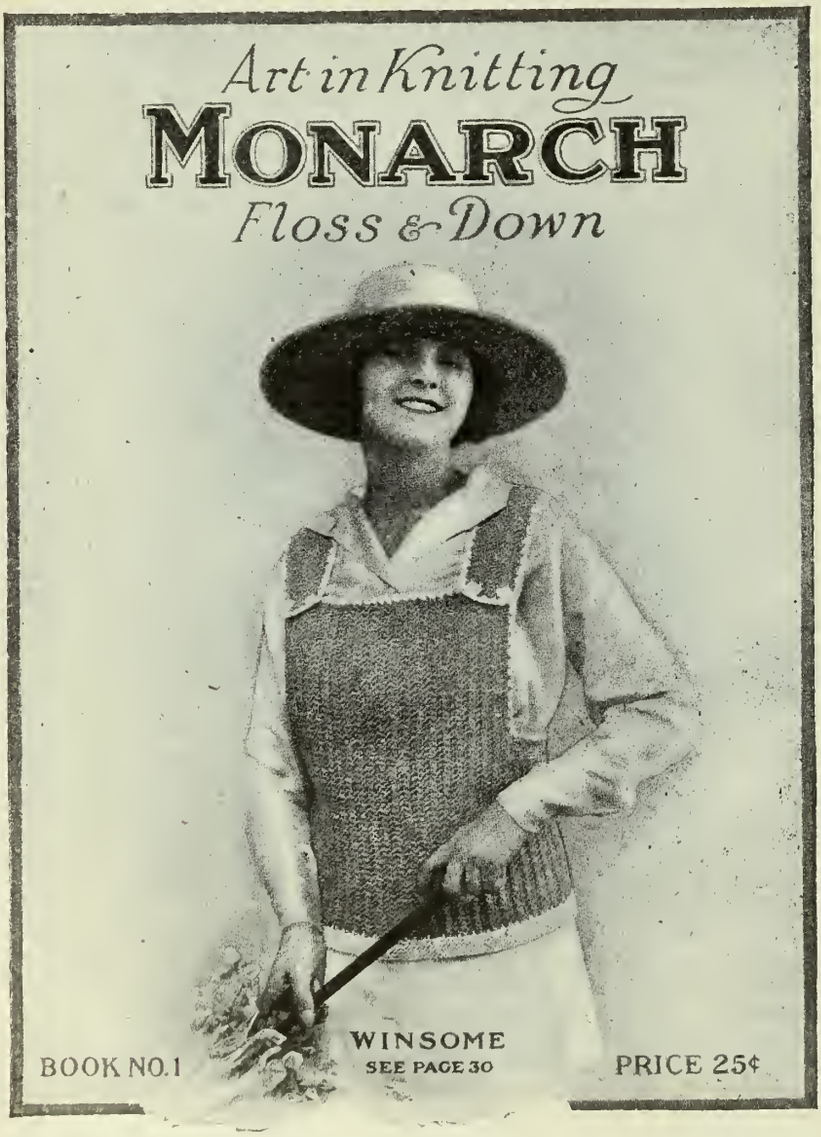
Buyers have had the whiphand so long that they do not yield gracefully to the suggestion that prices must be higher, or at least that the previous price-cutting has reached the end. At one time there was a large volume of low-priced yarn on the market, the so-called "distressed" yarn, but this no longer dominates the market, and spinners who are trying to get a fair price for their product are paying less and less attention to competition from that direction. —"Journal of Commerce."

Mr. Archibald McCaig, recently of the Hudson's Bay Co., Vancouver, B.C., has joined the forces of Geo. H. Hees & Co., and will leave in about a month to represent that firm at their Manchester office in England.

This Book Will Increase Your Sales Of Monarch Floss and Monarch Down

THE illustration shown is a miniature reproduction of a book we are preparing, to tell your customer how to make pretty things from Monarch Floss and Monarch Down. Every Dry Goods merchant should write for an advance copy of this new Knitting Book.

It is commonly known that nearly every woman has become an expert in the art of hand knitting, and now that the war is over and the necessity for soldiers' comforts is past, she is turning her attention to home comforts and economy.



This book will contain beautiful quadri-color illustrations, and will give full details as to the knitting and the quantity of yarn required for each model, descriptions of stitches, etc.

The above illustration of the cover is greatly reduced, the actual size being 8½ x 11 inches.

Most women just naturally love to knit pretty and useful things—they like to have the satisfaction of employing their spare time both agreeably and profitably. And there is a distinct demand from women everywhere for specific instructions that will enable them to keep their knitting needles busy.

So, at a very considerable expense, we have compiled a book of instructions entitled "Art in Knitting Monarch Floss and Monarch Down," the purpose of which is to increase the sales of Monarch Floss and Monarch Down by showing women exactly how to make a great many artistic and practical garments. This book is beautifully illustrated in quadri-colors and tells your customer exactly how much yarn to buy for the piece of work she is doing.

If you gave this book to your customers it would not be nearly so effective as to sell it. People value what they buy. And you've only got to show it in order to sell it. Women are looking for it. Our suggestion is that you send us your order for a few dozen books and then display them well in your yarn section. Get your saleswomen to realize the importance of the book as a sales-stimulant for Monarch Floss and Monarch Down.

Books will be ready for distribution May 1st. But, as we expect the first edition will soon be exhausted, we strongly advise placing your order immediately. Price 17 cents each. You sell them for 25 cents each, netting you a handsome profit and also greatly increasing your sales of Monarch Floss and Monarch Down.

The Monarch Knitting Co., Limited

Head Office: Dunnville, Ontario

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

MADE IN CANADA

MONARCH-KNIT

SWEATER COATS AND HOSIERY

Monarch - Knit Advertising

Works for you every day

ALL the leading magazines in Canada carry Monarch-Knit advertising—much of it printed beautifully in colors. The style, quality, fit and value of Monarch - Knit Sweater Coats, Hosiery, etc., are emphasized in a striking and convincing manner.

And each advertisement carries the suggestion that the reader call upon his dealer to see the actual goods and judge of their worth by personal inspection.

In many instances you are the nearest dealer—your store is the point of attraction.

Are you taking the fullest possible advantage of this? Do you keep your Monarch-Knit Sweater Coats, Hosiery, etc., well to the front?

Good display of Monarch-Knit in your windows will link up your store with Monarch-Knit advertising as also will the frequent mention of Monarch-Knit in your own advertising in the local newspapers.

Co-operate with us in helping you to build up bigger sales of Monarch-Knit.

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED

THE MONARCH KNITTING COMPANY, LIMITED

Dunnville, Ontario
Canada

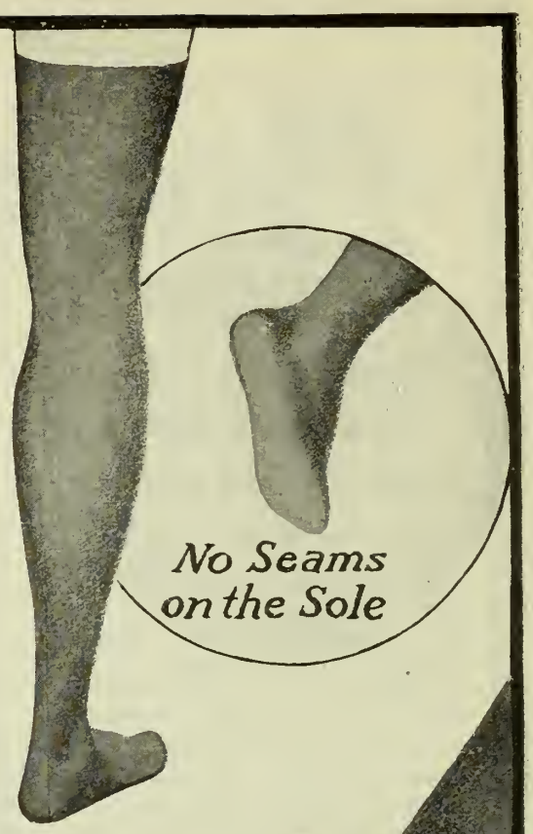
Factories at Dunnville, St. Catharines and St. Thomas, Ont., and Buffalo, N.Y.

Manufacturers of Men's, Women's and Children's Sweater Coats and Hosiery. Also Monarch Floss and Monarch Down.

Sell the Line That Has Scored The Big Success

There are more women wearing it—more dealers selling it—than other lines that have been on the Canadian market for years.

Mercury Hosiery



No Seams up the Leg

Knitted on our new patented machines has scored a big success, because—

It is knitted in a new way—**fashioned at the sides**—which gives it the narrow ankle that fits without a wrinkle. This is an exclusive "Mercury" feature.

It is also widened at the top—a generous, easy fit here—something that women appreciate.

The beautiful shapeliness of Mercury Seamless Full Fashioned Hosiery is knit into it. Mercury is not stretched into shape while wet. The Mercury shape is, therefore, a permanent feature of Mercury Hosiery. It does not disappear in the washing.

There is added pleasure in selling hosiery that is out of the ordinary. And it is a sure way of increasing hosiery sales.

Ask one of our travelers to show you samples, or write us direct for quotations.

Made in all fashionable materials and shades.

Mercury Mills, Limited
Hamilton, Canada

Also makers of Men's and Children's High-grade Hosiery. Also Underwear for men, women and children.

Fashioning at sides gives narrow Ankle

Perfectly turned Toe

BUY W-S-S WAR-SAVINGS STAMPS

ZIMMERKNIT

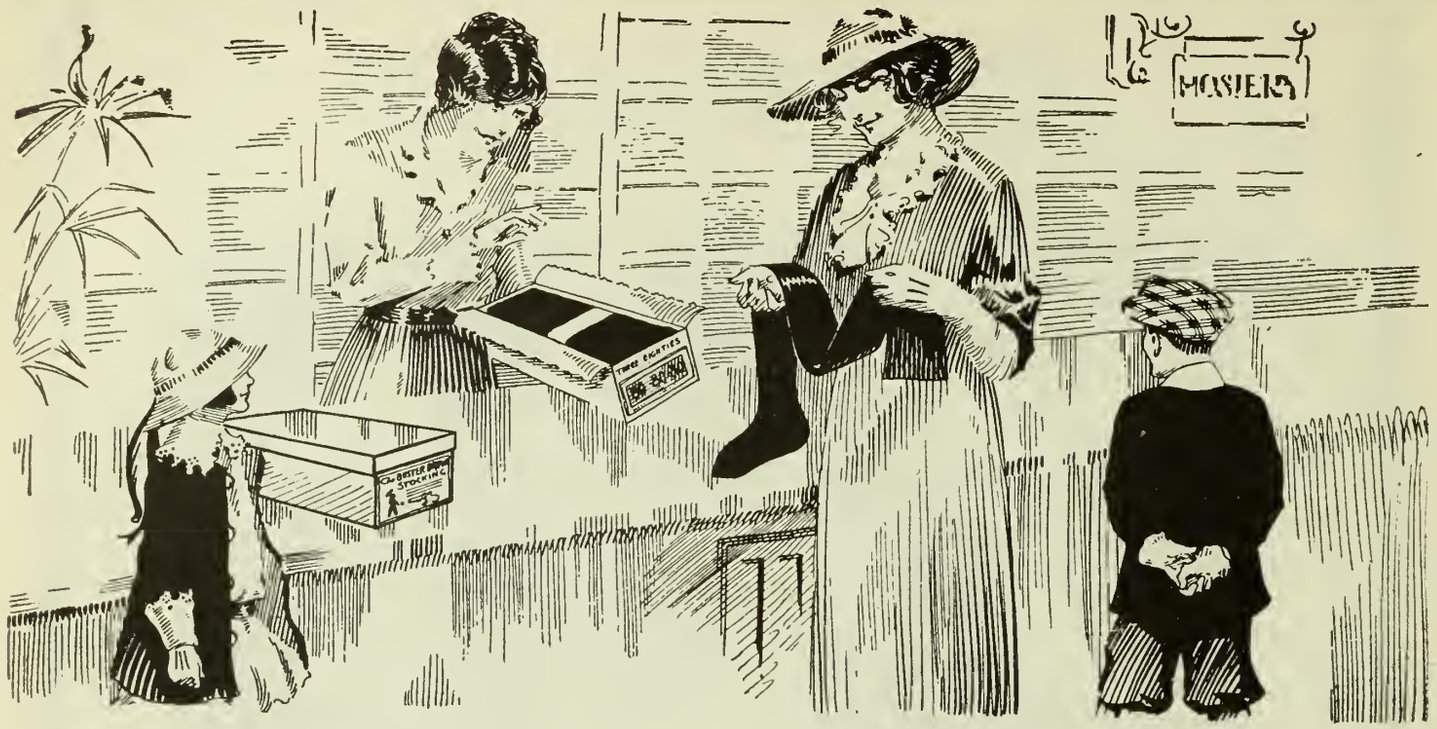
Directoire Drawers a Spring Suggestion

A Style, Fit and Finish that gives this line the preference with your customers. Directoire Drawers are made in Balbriggan, Lisle and Mercerized. Four colors—White, Pink, Sky and Black. Elastic Waist Band and Knee Garter. There is going to be a big demand for this style of garment—Order Early and Liberally.

Beautiful Display Material on request.

ZIMMERMAN MFG COMPANY, LIMITED
HAMILTON CANADA

ZIMMERKNIT



Now's the Time to Make a Drive on Hosiery

You know how pleased women are after they have tried "Three Eighties" stocking—the "Sunshine" hosiery for women. Then tell them there is a special "Sunshine" brand for each member of the family.

That there are "Little Darling" and "Little Daisy" for girls; "Buster Brown" stockings for boys; "Pedestrian" and "Marathon" for hubby. That all these brands embody the same superior qualities that made "Three Eighties" the largest selling women's hose.

They will welcome this information—your hosiery department will show an increased margin of profit.

Chipman-Holton Knitting Company, Limited

Largest Hosiery Manufacturers in Canada

MILLS AT HAMILTON AND WELLAND

Sunshine Hosiery

REGISTERED

Ballantyne Knitted Goods

Promote Better Merchandising

STOCKING a selection of merchandise, showing it to customers, wrapping up purchases and delivering them to customers is only about one-half the service the real merchant renders, the service that entitles him to his profit. The other half of his service consists in giving his customers the benefit of his experience and judgment by stocking only goods that he knows will give absolute satisfaction, and this latter is really the most valuable thing he does.

For this Spring and coming Summer season, Canadian merchants have stocked and have on order a greatly increased amount of Ballantyne Knitted Goods: pullovers and knitted coats, jerseys, etc. In doing so they have placed themselves in a position to offer their customers not only the quality of materials and workmanship that gives lasting satisfaction, but also the elusive element of style which makes speedy sales.

Their best service to their customers this season will be to show them these goods and explain their merits. They will then get the fullest reward for stocking this dependable merchandise.

Ballantyne styles and Ballantyne quality are identified by the Ballantyne label. Let your customers know you sell Ballantyne Knitted Goods and get your share of the sales created by the widespread public approval of Ballantyne Products.

R. M. Ballantyne Limited

STRATFORD - - ONTARIO

ATLANTIC

Underwear

When you buy "Atlantic" you are protected on quality, service and price

The material used is the best obtainable — its durability and comfort-giving quality will infuse your customers with enthusiasm—the price is reasonable.

Remember, when showing an "Atlantic" garment, that it will retain its fit until worn out, and remember, there's a reason that will impress your customer and help you sell.

Probably we have aroused your interest in Atlantic Underwear; if so we will be pleased to answer any enquiries.

Atlantic Underwear, Limited
Moncton, N.B.

Peerless Trade is Profitable

The luxurious softness and warmth of the fine materials—the careful fashioning of the garments—the wide choice in weights and styles—these features have made Peerless Underwear famous. Peerless is in growing demand. The trade offers good margins of profit. Moreover, it is lasting.

An attractive display repays every effort spent on it.

Peerless Underwear Company, Limited

MOODIE'S *Peerless* UNDERWEAR

Controlled by
J. R. Moodie & Sons
LIMITED
HAMILTON, ONT.

YARN

Women Are Still Knitting

The war may be over in Europe, but they are still knitting in Canadian homes. The women who plied the knitting needles while Jack Canuck was away doing his bit, are still carrying on.

The cessation of war has not stopped the habit of knitting. It has only diverted it into another channel.

And so, while there is still considerable knitting being done—there is a considerable need for Bonner-Worth Yarns.

They are strong, they are soft. When others introduced substitutes Bonner-Worth kept strictly to the highest standard of quality and to-day they have the unlimited confidence of many yarn users.

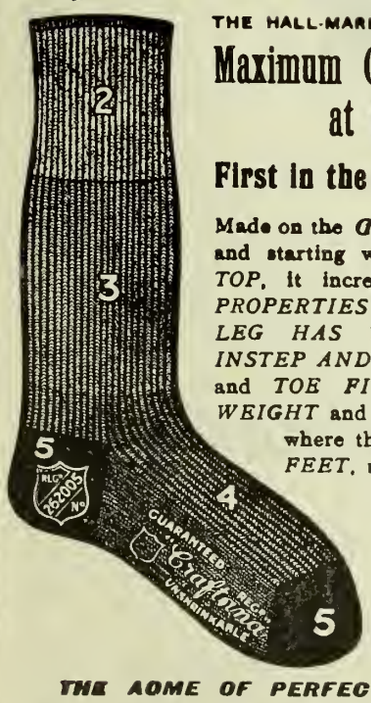
Place an order for Bonner-Worth Yarns now. Knitting is sure to continue. Canadian women are not likely to slip back to the indifference of pre-war days. They've "carried on" and they will continue to carry on with Bonner-Worth Yarns.

Bonner-Worth Co.

Peterborough, Ont.

"Craftana"

Registered No. 262,00[illegible]



THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

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

HOSIERY, etc. MENDINGS

WOOL
SILK
COTTON
LISLE and
MERCERIZED
All Colours

CARDS
SKEINS
BALLS and
REELS

Oldest English Makes

BRANDS:

"LAMB"
"OLIVE BRANCH"
"CIRENELLA"
"AMAZON," etc.

Josiah Wilson & Co.

1 EDMUND PLACE, ALDERSGATE STREET
LONDON, E.C.1. - ENGLAND

ESTABLISHED 1808

BENTRO KNIT — THE WEAR IS THERE

Model 1050

Pullover

Made in great variety of colors and combinations.

THE growing popularity of the pullover provides an opportunity for profitable knit-goods selling during the Summer months. Your customers will like the attractive models we are showing this season. Bentro-Knit Styles lead.

The Williams-Trow Knitting Company

Limited

Stratford - Canada

REPRESENTATIVES:

J. M. ROBERTSON & CO., Toronto
J. B. TROW & CO., Montreal
O'BRIEN, ALLEN & CO., Winnipeg
A. M. MOUAT & CO., Calgary
A. J. SNELL, Vancouver

St. George Brand Underwear

WE believe you would rather gain patronage than uncomplimentary criticism. The idea behind this advertisement is to help you to sell better merchandise and so point you to a reliable line of underwear which creates more satisfied patronage.

Combinations in

Scotch Knits, Heavy Wool Rib and Fine Elastics

A feature of this line of COMBINATION which adds to their strength and wearing qualities is the REINFORCED SHOULDERS and the Closed Crotch. This line goes hand-in-hand with our old reliable and two-piece suits—the

St. George Unshrinkable Underwear for men

The Schofield Woolen Company, Limited

Oshawa Canada

HOSIERY FOR MEN WOMEN CHILDREN

The great factors to success in retailing are dependable merchandise and intrinsic value.

Circle Bar Hosiery is made for the whole family with the particular needs of each member of the family always in view. The same comfort that makes Circle Bar a favorite with men, the same style that attracts women to Circle-Bar and the same quality that makes Circle-Bar for children wear so long combined in like degree in every pair whether for man, woman or child.

Dependable quality comes first in Circle-Bar Hosiery.

It is a quality which is sufficient for the need and creates a desire for more.

The Circle-Bar Knitting Company, Limited

KINCARDINE ONTARIO

Mitchell Woollen Co.

LIMITED

Manufacturers of:—

ELASTIC RIB UNDERWEAR,
FINE CASHMERE JERSEYS,
SWEATERS, TWEEDS AND
ETOFFES, ETC. . . . . .

Heavy Wool Socks

At Popular Prices

MITCHELL - ONTARIO

The sign that stands for Canada and good Hosiery

Maple Leaf Hosiery is made of pure wool. It is a brand you can sell with utmost confidence knowing that each sale will bring you steady patronage.

Wait for our representative or send for samples.

The Goderich Knitting Co., Limited

GODERICH, ONT.

Have You?

read the

Buyers' Market

Guide

Pages 134-5-6.

Crochet Needs

Crocheting is very popular to-day. We have all shades of thread in stock.

Mercerized—Texa Tatting.
Perle thread—Stranded.
Luxura Artificial Silk Thread.

INSTRUCTION BOOKS
To Retail at 10 Cents
Crocheting and Knitting.

Crochet Hooks and Knitting Pins.

All Shades in Shetland Floss.

Warner's Mercerized Mending — all Shades.
To Retail at 5 Cents Ball.

Hambly and Wilson, Limited
11 WELLINGTON ST. WEST, TORONTO
EVERYTHING IN ART NEEDLE-WORK

Smallwares
Notions
Jewelry
Leather Goods

See our line with the travellers.

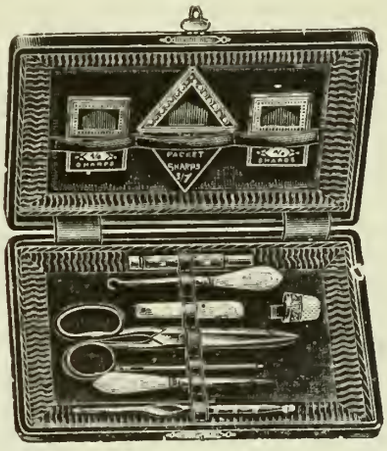
Write for sample stock of Bag Frames in either Celluloid or Metal.

BEADS are also in great demand. We have a splendid variety to choose from.

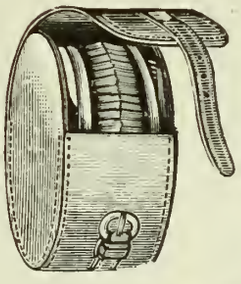
WRINCH, McLAREN & CO.
77 WELLINGTON ST. WEST, TORONTO

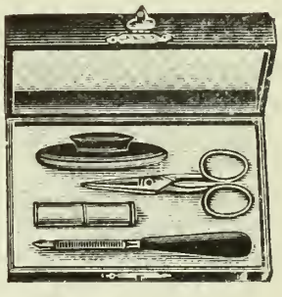
Manicure Cases
: Fitted Companions :
Fancy Leather Goods
Bags, Purses, Pocket
: Books, etc., etc. :

Gradually our factories are getting into their peace-time stride again. Stocks are becoming more plentiful and a wider and more comprehensive range of styles and new patterns is being added to our assortment. Write to-day for illustrated catalogue and the supplementary lists which will be issued at frequent intervals.



Write for samples or illustrated list





WOOLNOUGH DRAPER & CO LTD
12-13 Chiswell St E.C. 1

Factories: Lever St. and Enfield, London, Eng.

FANCY GOODS
NOTIONS & TOYS

U.S. TOY MEN SHOW NEW AND IMPROVED LINES

Originality, Novelty and Improved Workmanship More Than Ever Mark New Toys for Next Christmas—Much Interest at New York Toy Fair.

AT the New York Toy Fair, held February 4 to March 15, there were many exhibitors, and the efforts of the toy manufacturers of the United States to hold the trade which they have built up since Central Europe has been off the trade map were to be detected in the new and interesting articles offered. Past "best sellers" were featured, too, sometimes with a new name, sometimes with a new improvement, always with some distinctive feature.

Among the interesting numbers to be noted were the "Duckdoo," a low rocking duck with a flat back, for the baby. It is considered quite safe. "Four in One" is a child's car, adaptable to the size of the child. It can be adjusted to ages from 2 to 8 or 10 years.

Dolls, toys and Christmas goods, all of paper, were in great variety. Whole towns of paper houses were ready for setting up, and some even had paper inhabitants. The war cut-out included paper airplanes and battleships, to be cut out and assembled.

The "Sam-E-Kar" is a wooden velocipede, colored in red, white and blue, propelled by arm action and thus providing healthy exercise; it is also adjustable so that as the child grows he need not cramp his body in working the car. There were several lines of cars built on this plan of adjustment to ages.

Realistic stuffed animals were, of course, prominent. Teddy-bears were in grey and brown, and there were lifelike cats and dogs, elephants, and other popular beasts. Materials were plush and felt in attractive colorings. Mechanical dolls, clowns, performing bears, etc., were numerous also.

One company showed some three hundred numbers in stuffed toys, including squirrels, rabbits, seals, and others, which have not been in the child's menagerie many seasons. A Nursery Rhyme series attracted a good deal of attention. They showed funny dressed animals: Miss Pussy, Mr. Bunny, Miss Piggy, Miss Elephant, Mr. Teddy Bear and Mr. Fox being new additions. A large dog on wheels, strong enough for a child to ride on; a standing "Teddee" bear, and a red-white-and-blue bunny were novel.

Movies for the Home

A toy motion picture machine which can be run by electricity, the cord being attached to any lamp socket, was featured by one firm. Three films go with the machine, also cord and plug.

Non-breakable Christmas tree ornaments showed varieties of fruits and vegetables in proper colorings, also fancy bells, balls, etc.

Among the new games attractively gotten out were "Grasshopper Tennis," played with miniature racquets and tiddledywink discs on a padded court; this followed the same rules as the regulation lawn game, "Basket Ball" and "Snappy Foot Ball" were also interesting.

The "Visual Geography" is a cut-up map, and the "World Flag Builder Blocks" set was a new item. It consisted of wooden blocks with which flags of all nations may be constructed.

The tanks, rapid-fire guns, armored cars, etc., would appeal to the boys who are fond of "action" toys. These items are painted grey and supplied with wooden ammunition and wooden soldiers as targets. The tank is said to be the only shooting tank on the toy market.

The "Toddle-Bike" and the "Billie-Bus" are substantial miniatures.

In dolls the array is large, some have moving eyes. Cork dolls with cushion-covered joints were new, and there were several lines showing little ladies in silk and jersey bathing suits.

The "Horsecycle" is a sturdy wooden horse on wheels and dappled in color. It is fitted with a saddle and is worked by treadles which connect with the rear wheels, while steering is done by means of a handle on either side of the head, the entire head and front wheels turning. The animal has a lively cantering appearance.

A toy phonograph was shown. It is large enough to play the small records and is featured in cabinet style.

"O-U-Kids" are dolls with roguish faces and daintily frocked, some showing sweaters and some dignified veils. Each is packed in a separate box.

The "Hero Alphabet in Rhyme," is a new educational item.

A "Life-Like" Sub.

A new submarine slowly subsides in the water, rests on the bottom a few seconds, then rises again. The periscope protrudes above the surface of the water, and upon the approach of a "chaser," submerges again. This operation continues with one application of power for about two hours.

The "Sport Camera," whose funny films are developed in water, is a novelty of the season, and so, too, is a calliope, which plays a complete tune.

The "Rub-a-Dub-Dub" is a novel idea —a chopping bowl with extension railing. The kiddies sit in it and rock in any direction with safety.

The "Plunder Box" is white enamelled —a treasure chest for sewing and cut-out work, and is accompanied by a stool.

The "Ski-Skoot" is a flexible combination of ski and sled. It folds flat for storage in the Summer.

A 15-inch doll and her complete wardrobe of fifteen articles, from hat, coat and gown to dainty shoes, are properly placed in a real trousseau trunk of three compartments. It is of fibre and riveted, resembling a "grown-up" trunk, and has a handle for the little mistress to carry it conveniently.

"Speed Up," "Spiral Dive," "Bowlinette," and "Up-and-Over" are some of the new war games for Winter evenings.

A Metal "Plane" Which Flies High

An aluminum aeroplane is warranted to fly 300 feet. It is claimed to be the first metal toy aeroplane guaranteed to fly.

A doll made entirely of papier-mache except for its natural curly wig was featured by one firm. The body is of natural form and tint, jointed, unbreakable, has sleeping eyes, and may be washed in hot or cold water. It was shown in three sizes—18, 22 and 26 inches.

The "Be Hound Coaster" is a funny wooden dog made of flat pieces of wood, painted yellow and red, with beady eyes and mounted on wheels so that a child may ride and steer it. Small replicas of the "animal" are hinged so that head, ears, tail and legs may be moved in-

dependently. A black cat and a rabbit are similarly constructed.

Many numbers made by wounded soldiers were shown; among them were engines run by compressed air, and also a baby aeroplane which flies for several hundred feet; it is in several styles, made entirely of a light weight wood with a motor of rubber bands.

One of the numerous "cars" shown resembles the familiar all-wood sled on wooden wheels, worked by arm action. It is claimed to have no rasping gears and to be a thoroughly safe coaster for little children as it has nothing to hurt them or tear clothing, and will not run backward down hill.

One firm featured a new composition for representing rocks, mountains, bridges, and other scenic effects in realistic manner for display purposes.

A new ferry boat automatically reversed when it struck an object and the change in its course was properly announced by the ringing of a bell.

Altogether the Toy Fair created a vast amount of interest and amusement, to say nothing of the keenness with which buyers placed orders.

BRITISH INDUSTRIES FAIR

Many Raw Materials Still Scarce But Optimism Prevails For Future—Many British Lines Surpass Hun Products of Former Days.

THE exhibition organized by the Board of Trade of London, England, was held from February 24 to March 7. The exhibitors were confined to actual manufacturing firms in the following trades: Earthenware, porcelain and china, glass and glassware, fancy goods, stationery and printing, paper, toys and games.

The intention was to restrict the class of visitors to bona fide buyers for home and overseas markets. The fair was well attended. Belgian, Dutch, and Scandinavian buyers were numerous, South African and Australian fairly so, but it was too early in the year for a record attendance of Canadians.

In placing orders and discussing prices it seems a difficult task for the overseas buyer who has not done business with the Old Land since the war, or at any rate since the war conditions practically paralyzed the export trade, to realize the many factors which are putting up prices that should be falling, and are playing all kinds of tricks with the business machine.

The great resourcefulness of the British manufacturer was exhibited at the fair by his production under extremely difficult conditions, of goods which before the war were the sole monopoly of Germany and Austria, which countries paid smaller pre-war wages, and turned out in most cases an inferior article.

To-day British manufacturers are up against increased wages and labor disturbances, lack of shipping facilities, scarcity of raw materials, limitation of plant, and all the other attendants of a devastating war. Nevertheless, there is extreme optimism about increased production in the near future, and an endeavor to cope with the home market as well as the demands from overseas. It is undoubtedly a critical period.

Bags With British Frames

Marked progress has been made in the fancy goods lines, and several new features are added. Bags and purses are now fitted with British frames, which hitherto English makers had not bothered with. The output was divided between Germany and the United States, but war conditions allowed the development in England of this new industry, which is likely to prove progressive. Prices are, of course high, but when steel gets easier and manufactured brass finds the level of present ingot, the export trade should go ahead rapidly.

Hides Scarce and Affect Trade

All fancy goods requiring leather and skins are affected by the scarcity of hides. Calf is very scarce, morocco is easier, and sheep skins are difficult to obtain. In fact, at present morocco is cheaper at the price than skins, owing to the high cost of labor employed in splitting sheep skins into skiver.

Some of the lines in which a big Canadian trade is expected are very fine indeed. Well-made suit cases, leather cases in solid and fancy leathers, attractive bags in leather and silk, purses, note cases and fitted cases of all kinds figured prominently.

Brushes and Combs

Supplies available of brushes and combs seem to be fairly plentiful. The quality is good, only the best English materials being available for manufacture. Quite a number of houses have stocks in hand for early export to Canada.

Toys and Games

Toys appear to be booming, with a wide field vacated by the Hun. Any number of new firms are thriving and anxious to do business in Canada. Materials, of course, are still scarce and expensive, and prices consequently quite high. Dolls are prolific, also games and mechanical toys. Grotesque, soft, fluffy, shapeless teddy bears and character puppets were much in evidence. So, too, were indestructible linen books, rag dolls and novelty ideas.

High-class productions were seen in sports outfits, such as bowls, croquet, tennis, etc. Seasoned woods, boxwood and lignum, suitable for these articles are restricted. Great quantities of these sports goods were supplied to the Canadian Y.M.C.A. during the war for the troops.

Pottery and Glass

Manufacturers of pottery and glass are unable to complete orders owing to the scarcity of coal and labor. Some firms are two years behind in their deliveries but hope that the situation will be relieved at an early date and exportation resumed.

IVORY GOODS

The Day of Cheap Merchandise Has Passed Says One of the Largest Producers of French Ivory Goods

Makers of solid French ivory are making a strong selling point of their "quality" feature, and it would be well for merchants to familiarize themselves thoroughly with the different processes of construction so that they know exactly why some goods last a lifetime and may always be matched in color, while some other lines are of varying shades, spring apart, will not stand engraving, and are light in weight and unsubstantial.

There are merchants who know the differencee in the various methods of construction but who buy the cheaper grades "because they are asked for them." The buyer, however, who goes after the best business, that is, the trade

"Rub-a-Dub-Dub," a new play toy novelty on the market. By courtesy of The American Toy Journal.

which will yield him the most satisfied customers and the greatest profits, considers carefully the price value of what he buys.

The same condition holds in ivory that has prevailed in manufactures of cotton, wool, and a great many other products, namely, that labor costs chiefly and other essential costs of production also have been on such a high level during recent years and promise to continue so to a large extent, that goods made from cheap grades of materials have advanced in price at a much higher rate than those of the best qualities, so that there remains very little difference in price between the low and the high grades at present. Labor costs just as much for cheap materials as for the best.

So far as ivory is concerned the labor cost for producing wood-filled articles is even higher than for solid ivory. In the latter case, one operation is required in cutting the solid sheets for, say, brush backs, where five operations are required for a wood-core back, with its necessary cementing, filling, etc.

The tendency on the part of the public is so strongly towards good qualities of merchandise that it should not take much educating on the part of the merchant—even the smaller ones—to satisfy customers who stick to the lowest price, that there are many advantages to be had in paying a little more and getting the best grade of goods.

One of the large manufacturers has been working for the past two years on a new design which he felt would be wanted after the war was over. This new line is now about to be placed on the market and, while the original numbers are to be continued, it is felt that the new pattern will create a good deal of interest and stimulate buying, both for the Easter and next Christmas trade. The makers believe it will be a splendid line for building up sets by degrees because of the distinctive lines and fine finish.

FILET WOOL JACKETS

The crocheted sweater which has been described in previous issues of DRY GOODS REVIEW seems to be "taking on" very well in New York, and is making some headway in Canada. These new jackets are made of wool in filet stitch and with filet patterns incorporated as in the vast variety of filet crocheting in cotton and linen threads. They are worn with every kind of blouse, and sometimes act as blouses themselves. Sometimes they hang loose like a smock so as not to crush a delicate blouse, and are banded with Georgette. Soft collars like lavender, canary, rose, and blue are liked, and with a combination of angora are unusually lovely. One model in Eaton's window recently was done in fine ivory wool, slip-over style, with V-neck and armholes edged with rose.

NEW ENVELOPES

New stamped envelope combinations for embroidering have seam on shoulders and are cut in one piece with band fitting at knees, and have side openings. They are finished daintily with ribbons.

TOYS FROM THE EAST

Some Japanese Products Surpass German and Please Canadian Buyers.

IN THE substitution of Japanese toys for those that formerly came from Germany, gratifying progress is being made. This has been referred to on several occasions in DRY GOODS REVIEW, and this month an interesting item comes from the Department of Trade and Commerce, Ottawa, that throws an insight on the determination of our Allies in the East so to perfect their products that they shall be satisfactory to Canadian buyers. This has been done to a remarkable degree in the case of crepe de Chine, and to a considerable extent with crepe Georgette. No doubt the record of eight trials that is mentioned below in connection with a certain kind of toy has been more than duplicated with crepe de Chine and other fabrics. The "Bulletin" of the Department says:

"On the title page of the "Weekly Bulletin" this week appears an illustration of toys made in Japan in imitation of German toys. These toys were made particularly for sale in Canada, but they are likely to compete in all the markets of the world. Immediately after the outbreak of the war several of the large department stores of Canada sent buyers to Japan with samples of German toys with a view to getting them imitated by the Japanese. One wholesale house in Western Canada made a collection of over 8,000 German articles. Shortly after the outbreak of the war the head of the firm took a trip through Canada picking up German articles wherever he could find them in the retail stores. He afterwards went to Chicago and New York and bought German articles there. He then shipped the whole collection to a firm in Yokohama, Japan, asking them to get Japanese manufacturers to imitate them. In the case of one German jack knife which he sent over to Japan, the first Japanese imitation of it was not satisfactory. The Canadian wholesale merchants sent it back with a criticism. A second knife was returned from Japan which was better than the first but not entirely satisfactory. The knife went back and forth eight times. Finally a quantity of jack knives were shipped to Canada which the Canadian importer states was superior to the German article and cheaper. The Japanese were very ready to receive criticisms and endeavored to satisfy the Canadian importer."

LACE AND EMBROIDERY

While lace importers are looking for a downward trend in prices they do not anticipate any change for the next three months. Some place it at six to nine months. Demand is good for all that is coming along, but Swiss goods are still too high to arouse very much interest in the trade. Nottingham mills are busy turning out filet nets of all kinds, which are in great demand both for trimmings and for curtains. Wages for lace makers have advanced in all 115 per cent. since the war and now a reduction is asked from a 54 to a 44 hour week, which will probably be granted. Cotton yarns and threads are still away up and one wholesaler recently returned from England states that buyers from Norway have been in the market paying whatever prices were asked. One case is recited of a buyer taking 50 per cent. of the whole stock of one manufacturer. The lace man did not wish to sell so much all at once and reduce his stock so materially, so he kept raising the price on each lot. This however, did not interfere with sales in the least. There was a suspicion that the goods would find their way ultimately into Central Europe, but no information was at hand. This gives some indication as to the probable effects upon the markets once the way is open for imports to go into the depleted countries.

Malines and silk nets are still reported in good demand, though it would seem to be towards the end of the season now for retail placing. Black nets are quite strong. Interest is very keen in fine white cotton nets. Buyers are taking them up readily and waist manufacturers also.

SELFRIDGE STORE IN DUBLIN

A Dublin dispatch to the "London Times" states that Selfridge & Co. have acquired the control of the business of the well-known drapery firm of Brown, Thomas & Co (Limited), Grafton, Street, Dublin, and propose to conduct it in the same manner as their establishments in Oxford street, London.

JEWELRY FOR MEN

For the last five or six years jewelry in the men's lines has been very conspicuous by its absence. Now, however, one cannot help but notice the revival of the Waldemar chain, the fancy belt buckle, colored cuff buttons, and neat tie pin cultivated by the up-to-the-minute dresser. With the advent of Spring and Summer, the soft collar will be in greater use and gold or chased safety-pins will be in brisk demand. The jewelry manufacturers claim that the better class jewelry will be more in evidence, as the snappy dresser wants plain, neat designs, and these are generally found in the higher grade lines.—MEN'S WEAR REVIEW.

RETAIL MERCHANTS IN CONVENTION

Many Important Questions Dealt With by R.M.A. Executive and Legislation is Urged —Bankruptcy Act Criticised—Price Maintenance Advocated.

Reported by Resident Representative.

THE Dominion executive of the Retail Merchants' Association has been in session at Ottawa recently. The following were in attendance: Horace Chevrier, W. G. Devlin, C. W. Rannard, J. A. Banfield, Winnipeg; J. G. Watson, A. Daniel, J. S. A. Filion, L. M. Cornellier, Montreal; W. C. Miller, D. W. Clark, Toronto; A. A. McIntyre, John H. Vaughan, St. John, N.B.; W. J. Hopgood, J. C. Doyle, Halifax; B. W. Ziemann, Preston; C. H. Burtt, Fredericton, N.B.; J. J. Polson, Regina; E. J. Turcotte, East Broughton; Henry Watters, E. M. Trowern, Ottawa.

The delegates were welcomed by E. R. Fisher, S. McClenaghan and Henry Watters, of the Ottawa branch of the association, the speeches of welcome being replied to by B. W. Ziemann and J. G. Watson. The whole day, until 8.30 at night, was spent in discussion of the matters to be laid before the members of the Dominion Cabinet and members of the House of Commons and Senate.

The meeting with the members of the House and Senate took place at the Hotel Chateau Laurier, and was well attended by those representatives particularly interested in retail trade. Mr. Horace Chevrier of Winnipeg occupied the chair and presented the whole programme for the consideration of those present in a most admirable manner.

He dealt at length with the Bankruptcy Act. He said the retailers did not think there was any need for such an Act. It is being asked for by the Credit Men's Association. The retailers did not think an Act could be made that would not cost more to the commercial and financial interests in Canada than it would save, in the way of expenses as well as stability in trade. Owing to the way it was originally drafted, it was more like an addition to the criminal code than an Act to help trade and credit. Even today, after many amendments, it bids fair to be fruitful of litigation and waste of estates.

It is necessary for a small proportion of traders, but the only object of a Bankruptcy Act is to free of all bonds the man who has given to his creditors all he has in the world. Unless there are important changes in the draft of the Act from last session, that principle is lost sight of. If those powers which are asking for the Act are strong enough to hypnotize Parliament and to obtain the consecration of the principle of the Bankruptcy Act in spite of the fact that it is absolutely unnecessary from our point of view, then certain safeguards would have to be imposed.

He said there had been a Bankruptcy Act in Canada years ago which worked hardships to the public, and the whole credit structure of Canada was placed in a bad position. There is no evidence that the credit men and bankers were any more angelic than they used to be, and if this proposed Act is not carefully looked after we may see the same thing repeated.

"Do you think," interposed Senator McSweeny, "that we need one at all? We should much prefer that there be no Act passed."

In the matter of the proposed legislation requiring merchants to keep books, the Association agreed that this was necessary, but care shoud be taken to see that it was not made excessive. The proportion of men in business who go in with the deliberate intention of swindling was very small and should not govern in the matter.

On the False Advertising Act, it was pointed out to the meeting that up to the present the law could not catch the man who systematically allowed his advertising to be conducted to the detriment of the trade and the public. The association was asking amendments to the False Advertising Act to deal with this. The Act was quite severe on the merchant who personally advertised falsely, but did not get at the man who allowed his agent to do so.

The officers for the ensuing year were as follows:

President, J. A. Banfield, Winnipeg.

First vice-president, J. G. Watson, Montreal.

Second vice-president, J. L. S. Hutchinson, Saskatoon.

Third vice-president, F. W. Daniel, St. John, N.B.; fourth vice-president, T. A. Gaetz, Red Deer, Sask.; fifth vice-president, W. J. Hopgood, Halifax, N.S.; sixth vice-president, G. A. Howker, Vancouver; treasurer, Henry Watters, Ottawa; secretary, E. M. Trowern, Ottawa.

Carrying of Parcels and Catalogues by Mail

It was pointed out that only a small portion of this was borne by the parties benefiting, the remainder of the cost had to be borne by the letter service. This allowed the mail-order houses to take away a great deal of trade from those parts of the country where it should be carried on. The country was being drained of its small towns and villages and those centres of society which were so necessary and which retail trade tended to encourage were suffering. The trade which they should get was being taken from them by the mail-order houses. He regretted to say that many who should have a wider outlook were among the greatest encouragers of this business. The clergyman, for example, who should have a wider outlook. The mail-order catalogue was next to the Bible in many homes, where they sat down on Sunday and studied the big catalogues and made out their orders. The whole thing was largely due to the fact that the Government was carrying parcels at less than cost.

Senator Blain asked if it was not a fact that the country merchants themselves were great sinners in this respect, and often bought abroad what they could get at home. He was told that if there were those who did so, they were not members of the Retail Merchants' Association. "Anyway," said Mr. Chevrier, "we ask that you make this impossible on the part of the merchant or any other individual."

Fire Insurance Act

It was pointed out that it was not the retail merchant who was asking for this legislation. An attempt was being made to put through forms of applications containing innumerable questions and to make this signed application a part of the policy. In many cases the questions were impossible to answer. Exception was also taken to the fact that the Act would allow of too many structural changes in buildings being required. The agent of one company would require one thing and another agent would require something else, so that, if, as very often happened, a man had ten or a dozen policies, his building might practically have to be reconstructed. It looked to the association like a well-organized system of black-listing. They objected to the application becoming part of the policy, but if it is so, then the rates should be reduced. If the companies are to take absolutely no risk, they should share part of the premium with us; or, we say, once a policy is issued on this proposed application form it should be absolutely non-contestable after a certain time.

Weights and Measures

The Retail Merchants' Association asked that the fees for inspection under this Act be abolished. If this were done the merchant would invite inspection. It was for the public benefit and should be a public service.

Price Maintenance Legislation

The association was in favor of price maintenance in order that the manufacturer should be able to maintain the quality of his goods. It was pointed out that a catalogue picture could make anything look good, but that did not assure quality, as they knew.

(Continued on page 126.)

Barbour's and Knox's Linen Threads are in the Canadian Market Again

STOCK OUR LINEN THREADS FOR

Carpet Sewing	Tailoring and Fur Trade	Retail Trade	Crochet Work
on 2-oz., 4-oz. and 8-oz. Cops, also Skeins. Black, Drabs, Green and Red	2-oz. Spools, all Nos. Skeins. Fil au Grand Prix No. 35/4 Black Button Thread.	100 and 200-yard spools Black, Drabs, W-Brown, White	F.D.A. White, Nos. 25 to 80 One price

Write Us for Prices and Samples

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TORONTO ∴ MONTREAL ∴ QUEBEC

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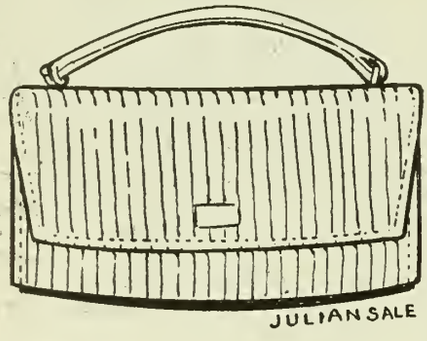
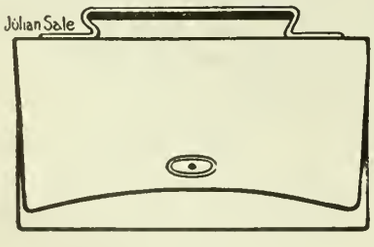
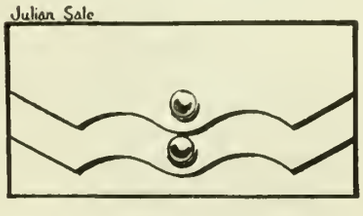






Place Your Order To-day For Strap Handle Purses

The Trade has likely learned by now that there's a decided "right-about-face" from the large hand bags and purses to the neater and smaller strap-handle purses. There's going to be the biggest kind of a demand for them—and the shop that shows the nicest line is going to get the lion's share of the trade.

The "Julian Sale" line is by far the largest and best assorted line presented for the season—nearly 200 different patterns of them, and over 90 per cent. of them are new this season. Vachette is one of the popular novelties—it's a bright leather. White pin seal and Moroccos are amongst the more staple numbers in the line.

Place your order and be ready for the big call for strap-handle purses. Let us send you a nice line to-day. Phone, write or wire.

The Julian Sale Leather Goods Co.,

LIMITED

Wholesale--Factory--Sample Room.

600 King Street W. ∴ Toronto

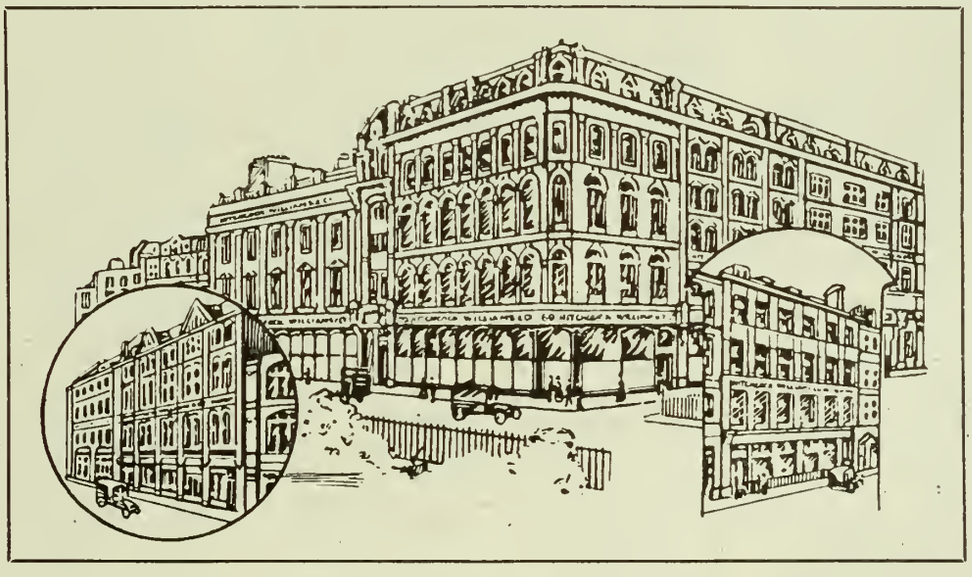
The LONDON HOUSE *for*
Ribbons *and* Lace Goods Novelties

In SILKS, VELVETS and WOOL DRESS MATERIALS

Our Mr. A. W. Cliffe will be in Canada from early in April till end of June with sample ranges of the above.

WINDSOR HOTEL, MONTREAL QUEEN'S HOTEL, TORONTO
ROYAL ALEXANDRA, WINNIPEG

and will be pleased to hear from numerous friends.



Canadians visiting London are invited to walk round our extensive warehouse and to ask for our manager who will give them a hearty welcome.

Hitchcock, Williams & Co.

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Mantle and Costume Factories:
10 & 11 WARWICK LANE, E.C. 4 29 to 33 WARWICK LANE, E.C. 4
and PATERNOSTER SQUARE, E.C. 4

HOUSEFURNISHINGS

THE PERFECT FITNESS OF THINGS IS ART

Summary of Lectures on Household Decoration Delivered by Resident of Art School—A Period of Plain Painted Walls is at Hand, Said Speaker—We are Turning Now to Italian Type of Decoration

THE application of intelligence to all matters of daily life," may in in a broad way be given as the interpretation of art which was the thesis of the series of lectures delivered in Toronto by Professor Frank Alvah Parsons, M.A., president of the New York School of Fine and Applied Art, during the first week of April. The lectures were given free to the public, under the auspices of the T. Eaton Co., Ltd., and delivered in their furniture building. By pointing out, in a very forceful way, several things which art isn't, Professor Parsons conducted his large audiences to a conclusion which was much more definite and intelligent than is usually the case when such a widely interpreted topic as house decoration is under discussion.

In the first place it was pointed out that art is not imitation. No matter how lifelike a flower, or a crab, or a peach may be represented it still falls far short of the original thing, and therefore, because of its imitation, it may not be considered artistic. There are five appetites in human nature, said Professor Parsons, and an appeal to any of them—food, air, water, clothing or sex—is inartistic. Appetite is a thing of the flesh, whereas art is a thing of the mind. It is a quality and expresses itself without difficulty.

Art is not sentiment. How many people there are who value a thing for its associations, whereas the thing itself may be very imperfect. For instance, a lovely, youthful girl will weight down the soft, sheer fabric of her gown with a large, heavy cameo, totally inharmonious with her own nature and clothing and think it beautiful because her grandmother and her mother wore it before her. It is the associations which attract her, not any beauty of the thing itself.

Art is not antiquity either. Age does not always beautify.

Nor is art fashion or pictures or aggregation.

Art is a very definite thing. It is the expression of an idea. Clothes and the home have a very definite relation to life. The home is the soil for the development of the allround man and therefore in its expression of taste it should cater to more than the flesh. Clothes exist for people unless you be mannequins —then you exist for the clothes. If clothes exist for people then they should express an idea of the wearer. Art is an answer to man's need for anything. It is that which man does himself to express that which he feels. It is very necessary first of all to be sure of what we want to express, whether it be in clothing or house decoration, in furniture or anything else in which man is interested. Fitness is fundamental in art. For both beauty and use art depends upon color, form, shape, lines and texture. A tasteful and beautiful arrangement of these comes only by thought.

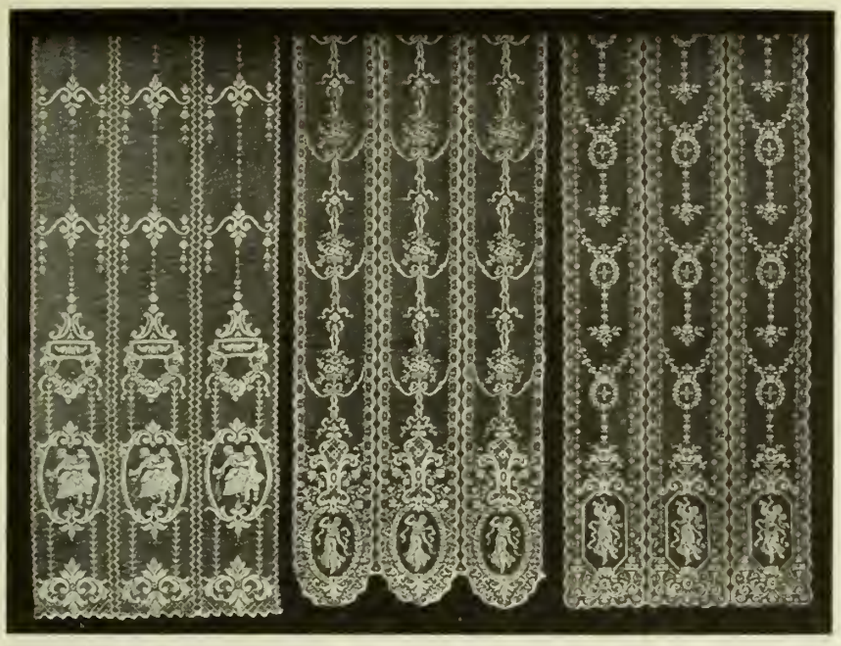
Decoration is not a quantitative thing. The purpose of decoration is to render something which is less attractive more so, not to draw attention to itself. Professor Parsons here interjected a wish that for one season all the women would wear black hats when on the street—by way of giving the rest of the public a relief from all the startling things it sees in headwear.

Each Room Has a Special Function

In the arrangement of a house, said the speaker, each room has a special function to perform, a special reason for its existence. Line, spot and color throughout in a bedroom should be restful. In a dining room cleanliness is the first impression which should be provided. Colors which leave a "dark brown taste in your mouth" should be avoided. There are muddy tones to be avoided and there are others which suggest cleanliness at once. A living room should be arranged that it may fulfil its function of being lived in with comfort. It is the room for all the family. Might it not have an unobtrusive sewing-basket, an ash tray, books, a few flowers, with attention to selection and arrangement throughout? In a drawing room one makes merry. In it one has a moral holiday, so to speak. Nobody stays very long and therefore it may be arranged to "make an impression" by its fine things. It may be furnished with the idea of stimulating joy and sociability. The guest room is perhaps the most difficult of any to furnish artistically, for it is an impersonal thing, and yet must suggest comfort and repose.

Backgrounds Should Not be Aggressive

In considering the principles upon which decoration is based it is found that to discriminate as to which is the decorative thing is important. Backgrounds should not be aggressive. As already stated, the house is the setting for the individual, therefore, the people should be considered the decorative thing. To illustrate how one's identity may be lost in badly chosen backgrounds, Professor Parsons introduced four mannequins. One, a distinct brunette, one a decided blonde, a fair medium and a dark medium. The first of these was gowned in deep red, illustrating the suitability of clear rich coloring in contrast to her hair and eyes, and in its fine touches of black trimming taking up again the colors of the wearer to advantage; for the blonde a light clear blue was chosen, reflecting the tone of her eyes. This gown had no other color introduced. The light medium complexion looked well in a pastel tint, mauve in this case, where strong, decided color would be quite unsuitable. The indecisive tone was necessary to allow full play to the shade of the hair, eyes and complexion. The dark medium type with auburn hair wore a deep rich henna colored satin gown, expressing more stability of nature and harmonizing well with the colors of the wearer. Each of these in turn was tried against three different backgrounds. The first was a striking assemblage of black and white and red with a large motif pattern. So decidedly did it take from the effect even of the strongly colored types that it was evident to everyone how unsuitable such a background must be in a home. A dark rich green with figured ground was used in the next experiment, and while less objectionable it still impressed itself too much. The hair, eyes, skin and costume of all four were allowed their ful-



Filet Panels

These are some of the delicate designs in the new narrow panels which were described last month. The customer buys whatever number of panels required to fit her windows, the length of the curtain being the width of the material. In this way dainty borders are possible as shown. From the lines of Geo. H. Hees, Son & Co., Ltd., Toronto.

lest expression when posed before the light grey ground, this tone allowing the most delicate tints of complexion and fabric to play their part to the fullest extent.

Painted Walls To Replace Paper?

Professor Parsons predicted a coming vogue for painted walls in preference to paper ones. "Plain plaster walls offer many and pleasant opportunities for adopting backgrounds suitable for the majority of homes and peoples," he said. With regard to ceilings Professor Parsons thinks they should be toned into the rest of the room, "lest they seem to be going," he said, with an expressive wave of his hands upward. "Putting the tone in the ceiling holds it," he added Of course the size of the room and height of the walls are matters which will affect the treatment of the ceiling.

Rugs, too, are important decorative features in a room. The placing of rugs should be in conformity with the structure of the room. Consistent structural unity should be observed in the placing of rugs and furniture, in the hanging of pictures, in fact, in everything in a house. Balance is another law which must be observed throughout—that is, harmony with the law of gravitation. Pictures should not look heavy on one part of the wall and light and few on another. They should be arranged with attention to proportionate distances from ceiling, corners and furniture. Size, solor, line, etc., all affect this law of balance and when it is observed it gives an effect of repose and dignity to a room.

With regard to motifs and decorations they too have their rightful place. The motif in decoration is the theme, just as there is a foundation idea or theme or motif in music or in a story. Motifs are the sources of interest in textiles. There are three types of motifs in house furnishing and decorations. The first source is known as nature. As pointed out earlier, art is not imitation, and so nature applied anywhere where it is "unnatural" kills art and the sense of things. A lobster painted on a plate from which one eats, of the face of a beautiful girl painted on a sofa pillow where one is accustomed to stick one's elbow, life-like flowers made of wax, or even with their veined leaves imitated on millinery, do not tend to develop a wholesome love for nature but rather misfit it. If naturalistic motifs are to be used it should be with discretion. They must be placed so that you do not think nature first and say "how life-like." The motifs should be so blended and arranged in their coloring, etc., as to call forth an admiration for the thing itself, that is for the medium in which thet motif appears.

The second type of motif is the conventionalized or better formalized one. It is changed from the natural for a definite decorative purpose. It is artistic because it does not pretend to represent nature but to look like the thing they decorate and look right there.

The third type of motif is the abstract, such as stripes or blocks. These go with anything. For instance stripes may appear in the same room with patterns provided the stripes are not too harsh and the two should not be placed too closely together. In combining different types of motifs one must see that they are all in "scale"—that is in size proportion. And they must all agree in color and there must not be too many. The three are impossible unless the room is very large.

In reference to the conventionalized motif, Professor Parsons pointed out that Oriental motifs are almost all symbolic Rugs depict family histories, customs and so on. Color is symbolic to the Chinese and Egyptians in the same way The Orientals saw in the circle the all surrounding goodness of God; triangles, trefoils, septfoils, all had a distinct meaning; hence the significance of these motifs in their textiles, stained glass windows and other art productions. "The art of Europe is the basis of the idealism of the world," said the speaker.

One lecture in the series was given to the discussion of historic furniture and its modern uses. There is a psychological connection between furniture and its maker. Chairs and buffets illustrating the different types were on the platform for reference. The willows idea in pillars and legs, of the Elizabethan period, was German, brought into England by German workmen.

Henry VIII would have nothing Italian, but his different wives were responsible for bringing in Spanish and other influences. Scantiness was characteristic of the Puritan and Cromwellian era. Then came the frisky Charles. French ideas, highly ornate, were expressed through the English mind in his reign. William and Mary with their Dutch and Stuart tastes touched the people in a way that the Court proper had not done. Then developed the Queen Anne style in better proportion than the Hague ideas, but the Dutch feeling is there. Needlework and hand made tapestries became the fad at court and all over England. Anne was fond of her garden too and so a domestic connection was established between art and experience.

The vagaries of Chippendale came in for review and the necessity of knowing the good from the bad in furniture before one selects what Chippendale sponsored.

Finer developments will take place in the next five years, Professor Parsons thinks. There is a big field coming for the French art but now we are turning to the Italian of the 18th century. It is easier to copy, not so perfectly finished as the French, and it is natural, simple and charming.

Furniture, like clothing and everything else, has a definite function to perform, and only when we have the facts responsible for the different styles of furniture do we know where and when to introduce specimens of Elizabeth, Charles or Anne. The first requisite in furniture is comfort. It must be well made and proportionate. As to ornament it must not have Cupid wings protruding where one's head should rest. Leonardo well said that decoration must

not interfere with use. As to its placing, good furniture can be bad, according to the way it is used.

The Essential Facts in Every Good Room

In arranging a room there is a certain order of thought to be observed. "A room without 'atmosphere' is a hotel," said the lecturer. A room must have the atmosphere of being lived in. It must have the home touch, the living quality. Every house ought to be a perfect thing, from a workman's cottage to the palace of the oil magnate.

Everything in a house should be for use. An aggregation is by no means decoration but often a defamation. One should ask the question of every article, "Is this doing everything it can do?" and that constant question is the first story in house decoration.

The background is the first atmospheric influence in a house. What color, how intense, how light or how dark, are to be settled first. The walls and woodwork must be toned down to allow play of all the beauty of pictures and of people, they must not be too dark or too light for the furniture. Decoration nowa-days assumes that there is nothing "true" to begin with, such as the old-fashioned chandeliers, gilt mirrors and ornate mantelpieces.

How to group two things which are to be seen as a unit is fundamental. This applies to two pictures of different size, to a picture and a chair, a side table and a chair, or whatever the two things may be. A Greek law has stated the case and is always applicable: "Two objects to be seen as a unit must have the distance between them not less than a third or more than half the width of the smaller one. Just half is considered clumsy. This covers the arrangement of all things."

Referring again to books, Professor Parsons stated that no house is well decorated without them. Book-cases are not altogether essential. A few books should be on every table, easy of access, appearing to be read. "They are more decorative than pictures since they bespeak intelligent inhabitants in the house," he said. Simply made book-ends keep them convenient, neat and decorative.

Flowers, a few, placed with thought as to their number, size and color, will add much to the artistic atmosphere of a room.

Laws of Aesthetics Rather Than Representations Should be Taught

With regard to art education, the fault of it in America is in emphasizing representation rather than creation. "If there is no appreciation of art developed in the primary classes of the public schools then there will be none later on. An appreciation of art can dominate the world in its whole commercial and manufacturing spheres. We have not accounted in the commercial world for the value of art to it," said the lecturer. Children must be taught to differentiate between art and appetite. It is not expressive of a love of nature nor of an appreciation of art when children gather handfuls of flowers promiscuously, crush them into a bottle, and present them to the teacher who leaves them on the desk to fade by the end of the day because there are too many. Intelligence is necessary in art. People are wedded to show and that intelligence must overcome. Art is expression, putting meaning into a thing; it is a state of mind—whether it is expressed in talking, writing, sewing, painting, singing or making music. Everything that is artistic fulfils its purpose perfectly. A dress that is so narrow that it interferes with normal walking is inartistic; shoes that are so ornate that they are the only thing one can see in a costume are inartistic, for people's feet are not the thing to be pushed on a public's vision.

Along with use, art is beautiful. Beauty is perfect harmony. Its laws must be understood. How to formulate color correctly and to associate form should be taught to children. The perfect fitness of things is art.

It will be seen readily from the foregoing that Professor Parsons' view of art is just as applicable to store arrangement, window display, advertising and anything else that relates to the proper functioning of a store as it is to the conception which an adviser on house furnishing and decorating should have. It is for the purpose of assisting to crystalize that conception in order to keep it workable, definite and intelligent, that this summary of nearly a dozen lectures by one of America's best known authorities is given.

CURTAINS

There are some new colored madrases in mixtures on the market once more—the first that have been produced in five years. These are indelicate shades and lacev patterns for the most part. Some, however, have black backgrounds which show up the designs the more distinctly. Chinese effects are also developed with black backgrounds. Pale rose, sage green, light blues, ecru, cream and tan are the chief colors noted.

Then in the one-toned natural shade madras there are some showing hand blocked colored motifs in the borders or else narrow, unbroken, colored borders.

In the all-ivory madras are some in very highly-mercerized Egyptian cotton which are unusually attractive in finish, resembling raw silk. All of these madras curtainings are 50 inches wide and the colors are claimed to be sunfast.

While American cotton has been fluctuating in price, Egyptian cotton is likely to remain high for the reason that the acreage planted this year is fully one-third below normal. This will mean that all kinds of goods with mercerized finish will continue at high prices, and that goods for next Spring will show an increased proportion of American cotton, since the Egyptian cotton is what is used for the mercerized finish.

Demand is still strong for filet laces of all kinds, from the small motifs a couple of inches across for insets, to the curtaining measuring as wide as 90 inches. There are strips of square and rectangular panels which a woman may purchase to cut and rearrange as she chooses, oval motifs set in squares to be used in either shape, and the long panels 6 inches wide with fancy border finish as described in last month's DRY GOODS REVIEW and illustrated here, and then there are the wonderful tapestry patterns which have been adapted to the lace looms with excellent results in theme and shading. These filets of course are fine and the more intricate the design the higher the price, but they are high class lines throughout. Some other new Nottingham productions show patterns adapted from the fine Italian, Dutch, Spanish, and Belgian hand-made laces, in all-over patterns, some of which are heavy and some delicate in effect.

LONDON ART FABRIC HOUSE MAKES BIG PROFITS

Liberty and Co., dealers in silk and other fabrics, carpets and furniture, of Regent Street, London, Eng., have made a net profit on the past year's trading of £99,047, representing a gain of over 200 per cent. in a couple of years. The dividend and bonus are again to amount to 20 per cent. free of tax, and whereas twelve months ago £21,887 was reserved, this time the special allocations are to be £55,000, of which £15,000 will go to the special fund to meet the increased cost of building new premises.

HAS FAITH IN WORKMEN

Mr. W. G. McJannett, of the J. B. Henderson Co., Toronto, returned March 20 from an 8-week trip to the Old Country. He reports conditions very unsettled at present with traces of the war still everywhere apparent, but he is by no means pessimestic over the future. "The character of the British workman is such that even though he may be carried away for a time by agitation he will only go so far, and will settle down very shortly and go to work with a will," said Mr. McJannett. In England the people are still living on meat, butter and sugar rations, though restrictions are lifted from oleomargarine.

BETTER YEAR FOR BRITISH LINOLEUM MANUFACTURERS

London, Eng., March 7.—Although much difficulty has been experienced in the United Kingdom in obtaining materials, the trade has evidently had a much better year, judging from the report of the Linoleum Manufacturing Co. A final dividend of 7½ per cent., with a bonus of 5 per cent. is announced, making 15 per cent. for 1918. This compares favorably with 10 per cent. for 1917, 7½ per cent. for each of the three years to 1916, 12½ per cent. for 1913, and 15 per cent. for the five preceding years.

Mr. Ernest Clarke, the commercial manager of Herbert Terry & Sons, Ltd., Redditch, Eng., makers of spring armlets, pen clips, etc., is on a visit to Canada, now that the establishment is released from state control.

Filet Curtaining

This lace is claimed by the makers in Nottingham to be the finest piece of work which has ever come from a machine. Certainly the shading, the detail, and the artistic conception are far beyond the ordinary for machine work. Shown by courtesy of Lace Goods, Limited, Toronto.

DRAPERIES

Velours in plain colors for draperies for Fall are shown in an attractive range of colors. One firm is sending some twenty-six different tones in its samples carried by travellers this month. Some, of course, will sell less readily than others. The newest among them are terra cotta, peacock blue, and burnt orange, but these will probably not be wanted in as large quantities as greens, rose shades, ruby, browns and amethyst.

A new fabric just on the market this month for upholstery purposes is a mohair lock-stitch velours.

A NOVEL TABLE-BED

A Chicago firm is featuring a new line of folding beds. When closed, they are in the form of a library table, mahogany, or walnut, and have no appearance of bulkiness. The table is in Adam or Louis style, with slender legs, with a box top, which, instead of being the regulation long drawer, is really the hiding-place for the bedding, springs, etc. To convert the table into the bed, the top is raised up to a perpendicular position forming the head of the bed. The springs, etc., are then opened out in the usual way. the length of the table forming the width of the bed.

SCRIMS AND TAPESTRIES STIFFEN AGAIN—ENGLAND BUYS IN CANADIAN MARKET

During the past few days prices have stiffened up considerably in plain scrims, colored scrims and tapestries for draperies and furnitue coverings. A short time ago a temporary drop was recorded but this has been counteracted by an advance of about 15 per cent.. This is chiefly in goods of United States manufacture. One large Toronto manufacturer reports that orders which he intended placing ten days ago for a certain fabric of which he uses considerable quantities, but delayed on account of the spring busy season, were not to be had now (April 8th) under 11 1-2c. Another line of which he bought heavily a year ago and which he is again open to purchase is higher now than it was at that time.

In English goods there has been no recession whatever. In fact English firms are so filled up with orders for northern Europe, China, and elsewhere and are so materially affected by the coal situation there, that no hint of lowering prices is felt. Every manufacturer in Great Britain is feeling the effect of the fifty per cent. advance in coal. Since imports from the United States have been prohibited into England buyers from the old land are placing orders here in Canada. One firm has received quite a good deal of business in poles, and pole sets and textiles of various types to be shipped to England. This together with a large Roumanian order for Canadian cottons will tend further to make prices firm and continue high for home consumption.

FUTURE CARPET SUPPLIES

In a paper on "English Carpets," which Mr. A. F. Kendrick (Department of Textiles, Victoria and Albert Museum) read before the Royal Society of Arts recently, he restricted the scope of his remarks more particularly to hand-woven pile carpets, and admitted, not without reluctance. that the future in the industry lay with the power-loom. It would be a thousand pities, however, if hand-knotting were to die out, either in the East or the West. Speaking with regard to the future, he said that for a good many years the Western market in Oriental carpets had drawn largely upon the reserves in the East, but these reserves were now practically exhausted, and the exportation could only keep pace with temporary production. They could not expect much from Turkey and Persia, the products of which had been severely checked by the war. Under stable Government, India seemed now to have a chance such as never before, and no efforts should be spared to encourage there the weaving of the best carpets that could be produced. This need not offer any check to the industry at home, which, though not large, had its own special field.

Lord Carmichael emphasized a suggestion made by Mr. Kendrick that it ought to be possible to train disabled sailors and soldiers for carpet and tapestry weaving.

DEPARTMENT STORE BURNED

A disastrous fire broke out March 14 in the prosperous town of Petitcodiac. about 23 miles from Moncton, N.B. The fire is thought to have originated in a blacksmith shop. It jumped across the street to Blakeny Brothers' boot and shoe store, and from there rapidly spread in all directions. Among the buildings destroyed in the business section were the Bank of Nova Scotia. Flemming's drug store, the postoffice, H. C. Goggin & Co., Myles McInnes' departmental store, H. W. Church & Co., A. M. Brown & Co., and S. L. Stockton. A very strong wind was blowing toward the east, and the railway station and freight sheds were wrecked by the flames. The extent of the damage is about $150,000.

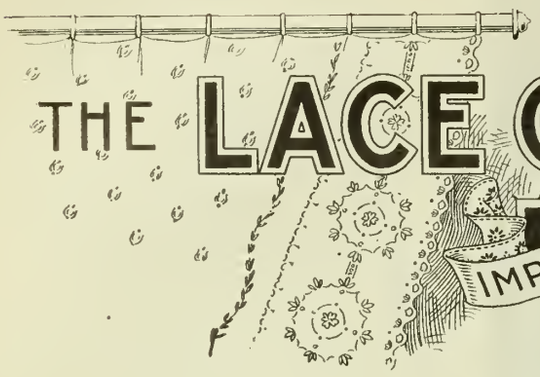
MAKES ALTERATIONS

Mr. Harry Thorpe, North Bay, Ont., has been making considerable improvements to the interior of his store. A large balcony has been erected at the rear which will be used as an office as well as for stock, while the space downstairs that was formerly occupied by the office will be devoted to "more stock." With these improvements much more space will be added, and as a consequence a larger stock will be carried.

The Imperial Dry Goods Co., Moose Jaw, Sask., have opened a new millinery shop where they are featuring Gage, Fiske, Orb, Gainsboro', Elite, and other lines of millinery.

R. C. WICKWARE, Pres.

H. Y. FARR, Sec.-Treas.



THE LACE GOODS CO. LIMITED

IMPORTERS AND MANUFACTURERS' AGENTS

64 WELLINGTON STREET WEST, TORONTO, CANADA

In Stock for Immediate Delivery

We have in stock for immediate delivery a complete assortment of

SCRIMS
CURTAIN NETS
MARQUISETTES

Our fine assortment of above lines is just what is needed to put your House Furnishings stock in tip-top shape for Spring business. We are prepared to give you excellent service on these lines.

Look into the values we are now offering and you'll see at once the profit in dealing with the house that is prepared.

Let us have your sorting orders then as soon as possible. We'll endeavor to satisfy you with quality, price and service.

A call will be to your interest, or,

See samples now in hands of our travellers.

The LACE GOODS COMPANY, Limited

64 Wellington Street West Third Floor Empire Building Toronto, Ontario

IMPORTERS AND MANUFACTURERS' AGENTS

House-Cleaning Time
IS HERE

OLD WINDOW SHADES are being taken down and discarded. New ones must necessarily go up.

People are moving into new homes, that means more new shades.

HOW IS YOUR STOCK?

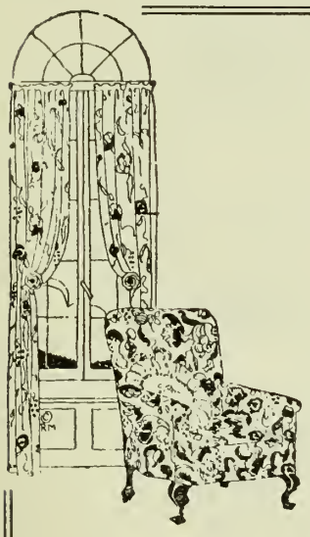
Are you ready for this big rush of spring trade?

We are ready to co-operate with you. Order now. "Dalmor" Brand shades are the best—ask for them—they are—

Arrow · Dominion · Regal · Peerless · De Luxe Tints

DALY & MORIN LIMITED

LACHINE · MONTREAL · QUEBEC



Cretonnes

and other House Furnishings for Spring, 1919

We have a complete range of Cretonnes and other house furnishings in stock for immediate delivery. Our prices are much below the market.

Place your orders for Spring with us for the lines listed below, and you will be assured of the best service and the lowest prices.

Ecru and Arab Hemstitched Madras.
Colored Madras in all the wanted shades, plain and Hemstitched edges.
Cretonnes and Printed Repps in an infinite variety.
Shadow Taffetas.
Bungalow Nets.
Marquisettes.
Plain, H.S. and Cable Voiles and Scrims.
Casement Cloths.
Novelty Curtains.
Muslins.
Repps.

Mail Orders Solicited

J. B. Henderson & Co., Limited

80 BAY STREET: : : . TORONTO

"In the heart of the dry goods district"

Introducing the Irish Linen Society

Early in 1915, before the gravity of the war was quite realized, various branches of the linen industry in Ireland considered a proposal to co-ordinate for research, analysis, development and the stabilization of the entire Irish linen industry.

As the war intensified, the British Government recognized that, although the normal production of Irish linen had been reached, it was still inadequate, so it encouraged organization in order to get the maximum finished product out of a given supply of raw material and labor.

The great war success of this co-ordination determined the Irish linen industries to continue in a similar way so as to help in the solution of the inevitable problems of peace.

On this basis over a hundred representative spinners, weavers, bleachers, manufacturers and machinery makers founded the Irish Linen Society, the aims of which are to standardize both product and market that the ultimate distributor will be assured of his outlet, profit and merchandise quality.

The work of the Society in nowise interferes with individual brands or merchandising methods, but is solely concerned with promoting public interest and knowledge, in fostering good-will towards true Irish linen, and in furthering the interests of all its distributors.

The immediate advantage to Linen buyers is stabilized prices. In which connection, remember these facts:

The cost of Linen yarn and labor cannot be reduced this year.

The Linen trade in Ireland has arranged for *minimum prices* for 1919, to protect retailers in their purchases, and to give them time to dispose of stocks at a fair margin of profit.

Thus buyers may proceed at once to fill their reasonable requirements for the year, confident that the Linen price basis is firm and stocks will not depreciate in value, on their handle.

Prepare for a big "Wedding Season." This promises to be the greatest year that department stores have ever enjoyed. Your Linen department—essentially a quality department—should be prepared to meet this unequalled opportunity for expansion and profit.

Educate your staff to the viewpoint that Linen prices cannot drop —moreover, that these prices are in proportion to general conditions and other lines of merchandise in the after-war price level.

The Linen scarcity will be felt principally by those buyers who fail to act promptly in placing their orders.

The Irish Linen Society, Belfast

KING'S CELEBRATED SCOTCH WINDOW HOLLANDS

have been made for one hundred and forty years and are recognized throughout the world as the best and most saleable shading. They are unequalled for quality, are unshrinkable, fast colors and made in all colorings and widths. To insure getting genuine goods, customers are advised to EXAMINE end of each piece and see Also inside Holland Tab on TICKETS and PAPER BANDS. that each *bears name* of "JOHN KING & SON."

SOLD BY ALL LEADING WINDOW SHADE JOBBERS

Made by

JOHN KING & SON

GLASGOW, SCOTLAND

Established 1775

Canadian Representatives: CAMPBELL, SMIBERT & CO., MONTREAL and TORONTO

Table Oil Cloth

= and =

Oil Cloth Table Cover Designs

DIRECT FROM LARGEST DISTRIBUTORS

LEATHER CLOTH

MUSLINS - DRILLS - DUCKS

VITRA PHANE

STAINED GLASS PAPER

THE WEISS & KLAU CO.

462-466 BWAY, NEW YORK, N.Y.

"TABLE OIL CLOTH AND WINDOW SHADES SINCE 1887"

CABLES: Worth, Stourport CODE: A.B.C. 5th Edition

T. BOND WORTH & SONS, LTD.

SEVERN VALLEY MILLS
STOURPORT, WORCS., ENGLAND

Specialities in Carpets

in suitable styles and artistic effects—the result of many years experience and careful study of the requirements of the CANADIAN MARKET.

Saxony Wilton Rugs (seamed)

Made in Two Qualities
Omdurman and Persian

Seamless Axminster Rugs

9' 0" 10' 6" and 12' 0" Wide

SEVERN
ASTORIA
AMBERLEY

Royal Axminster Carpets

Piece Goods Seamed Rugs
Hearth Rugs

SABRINA IMPERIAL STANDARD QUALITY
THAMES AND AVON QUALITIES

Brussels and Wilton Carpets and Rugs

Chenille Hearth Rugs and Mats
Corridor, Vestibule and Sofa Rugs

"My new floor covering—designed by an artist"

Highly paid artists are responsible for the attractive designs which we have included in our range of Feltol Floor Coverings. The great variety of beautiful decorative designs ensures a selection in harmony with your interior decorations—color tones that blend with walls and furniture. So pleasing are the patterns that once you see them you will immediately become a convert to the use of

Feltol

The moderate priced
FLOOR COVERING

This is the type of floor covering you have wished for—with many of the advantages of a good linoleum, yet infinitely lower in price. Feltol is neither Linoleum nor Oilcloth although it resembles Linoleum in appearance.

Instead of trying to make a soft wood floor presentable, by painting or varnishing it, cover the floor with Feltol. Try it in one room—you will like it so well that eventually you will adopt it for every room in the house.

Then you will have floors that combine charm with practical utility. For Feltol, like Linoleum, is easily cleaned and may be waxed to a high polish if desired. Quiet to the tread and splendidly resilient, this new floor covering is durable, sanitary and attractive.

You will find Feltol on sale at all the better stores where floor coverings are sold.

FELTOL IS MADE IN CANADA

The illustration shows in reduced size, one of the Feltol Advertisements appearing in April Issues of Farm papers.

ANNOUNCING *the* FELTOL CAMPAIGN

During March, April and May we are introducing an extensive advertising campaign on Feltol. The best newspapers and farm papers, throughout Canada, are being used on a large scale. Thousands of people, who have never heard of Feltol before, will be told of its many advantages.
This campaign has been undertaken to help dealers sell more

FLOOR FELTOL COVERING

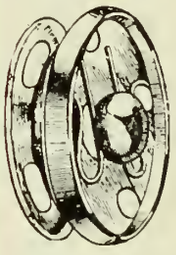
Feltol is not linoleum or floor oilcloth, but—it is the best felt base floor-covering made—at least, the equal of the best imported, yet much lower in price. In order to take advantage of this campaign you should carry a good stock of Feltol. Pattern book and quality sample on request.

Made in Canada by

The Dominion Oil Cloth Company, Limited
Montreal

Made in Four Sizes 000 00 0 1

It's all in the Spring



Strong—Durable Made of Brass

It's a Snap to Snap This Snapper

Colonial Maid

Wire Spring Dress Fasteners

Made in Canada

THIS IS NOT A FRICTION FASTENER But is MADE WITH HIGHLY TEMPERED WIRE SPRING KNOWS WHEN TO HOLD AND WHEN TO LET GO

BRASS—will not rust

ALSO PUT UP IN ONE GREAT GROSS CABINETS ASSORTED 24 CARDS EACH WHITE AND BLACK ∴ ∴ SIZES: 00-0-1

To be had of all leading wholesalers.

Manufactured by

Colonial Fastener Co., Limited

Montreal, Que.

"Wabasso"

Lawns
Nainsooks
Madapolams
Bridal-Cloth
Voiles
Organdies
Middy Cloths
Cambrics
Longcloths
Circular Cottons

TRADE MARK OF "PURITY"

"Wabasso"

means

"A Snow Shoe Rabbit,"

and stands also for "An absolutely pure Cotton, made from the best Staples and for the best trade".

Sheetings
Sheets and Slips

"If better Cottons could be made Wabasso Cottons would be better."

See that you have in stock, lines with the above trade mark and your customers will be "well satisfied customers."

The Wabasso Cotton Company

Limited

Three Rivers, P.Q.

Easter and the Blue Star

All your Easter and early Summer needs are met in Blue Star quality.

There is still time to fill your orders for Easter trade. You will find the Blue Star lines as charming and fresh as ever, if not better. We carry a large stock of

LACES
CHIFFONS
GEORGETTES
RIBBONS
HOSIERY
EMBROIDERIES
WASH GOODS
DRESS TRIMMINGS
BRASSIERES
ETC.

Muser Creations can be relied upon to bring you retailing success. They appeal to discriminating buyers; they meet the demand for a popular price, and they offer all that is required to complete a first-class line.

If you want anything for present selling, let us know. We can give you immediate delivery.

Muser Bros. (Canada) Ltd.

12 St. Helen St. :-: Montreal

New York Boston Philadelphia Chicago Baltimore
Los Angeles San Francisco London Nottingham
Paris Calais Caudry Le Puy St. Gall

A Superlative Hosiery

Winsome Maid represents that quality of Silk Hosiery which all women love to wear. It is made to wear well and has a complete range of colors.

For perfect fit and charming appearance, Winsome Maid Hosiery has no equal.

Send a trial order to-day.

"Made in Canada."

The Wilson Mfg. Company

934 Gerrard Street East, Toronto

A·B·C Hosiery

which is especially made for the kiddies

This is a fine line of Cashmere Hosiery which can boast of proven merit and entire satisfaction-giving quality.

A.B.C. is made for warmth, fit, wear, and appearance, and will meet with approval from the most fastidious buyer.

It is made in all sizes—4 to 10-inch in 1 and 1 rib.

A·B·C. Hosiery is a line which the wise retailer will become acquainted with.

We would gladly send you further particulars, if we knew your address.

Allen Bros. Co., Limited

883 Dundas Street East, Toronto

McINTYRE, SON & CO.

LIMITED

Montreal, Canada

The Specialty House of Canada

SOLE AGENTS IN CANADA FOR

Trefousse Kid Gloves
Rouillon Kid Gloves
Niagara Maid Pure Silk Gloves
Hosiery and Underwear

NOVELTIES

For Spring and Summer

DRESS GOODS and SILKS

Plaids and Stripes for Skirtings, Printed Foulards, Tricollettes and Jersettes. Full range of Fancy Silks.

WASH GOODS NOVELTIES

Plain, white and colored Voiles, Printed Novelty Voiles, Woven Striped Voiles, all White Novelty Voiles, Ginghams, Plain and Striped, Checks and Plaids.

STAPLES

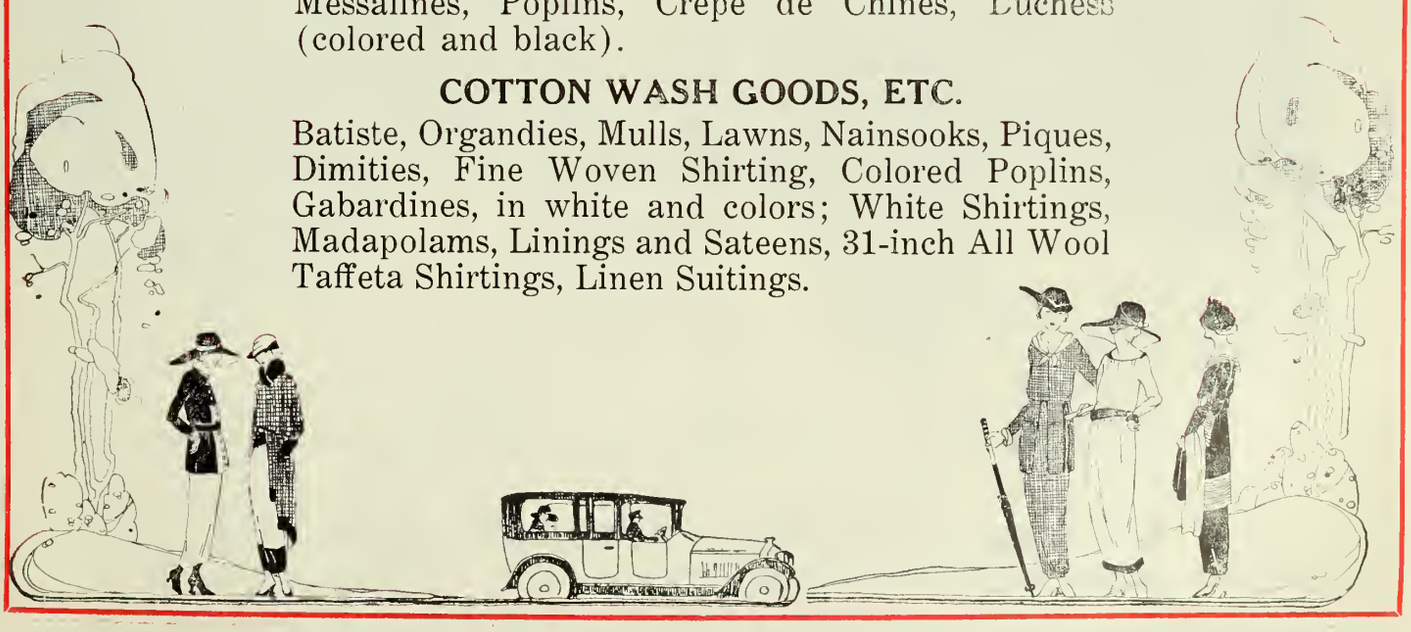
We Carry a Complete Range
in All Departments, including:

DRESS GOODS and SILKS

Wools, Serges, Gabardines, Broadcloths, Taffetas, Messalines, Poplins, Crepe de Chines, Duchess (colored and black).

COTTON WASH GOODS, ETC.

Batiste, Organdies, Mulls, Lawns, Nainsooks, Piques, Dimities, Fine Woven Shirting, Colored Poplins, Gabardines, in white and colors; White Shirtings, Madapolams, Linings and Sateens, 31-inch All Wool Taffeta Shirtings, Linen Suitings.



Over The Top

"War Bride Veils"

WORN BY SMART WOMEN EVERYWHERE

Smart Veilings
Fancy Veils
Mourning Veils
Motor Veils
Mona Lisa Veils
Colored Silk Nets

Cotton Nets
Laces
Ninons
Georgette Crepes
Chiffons
Cotton Crepes, all colors

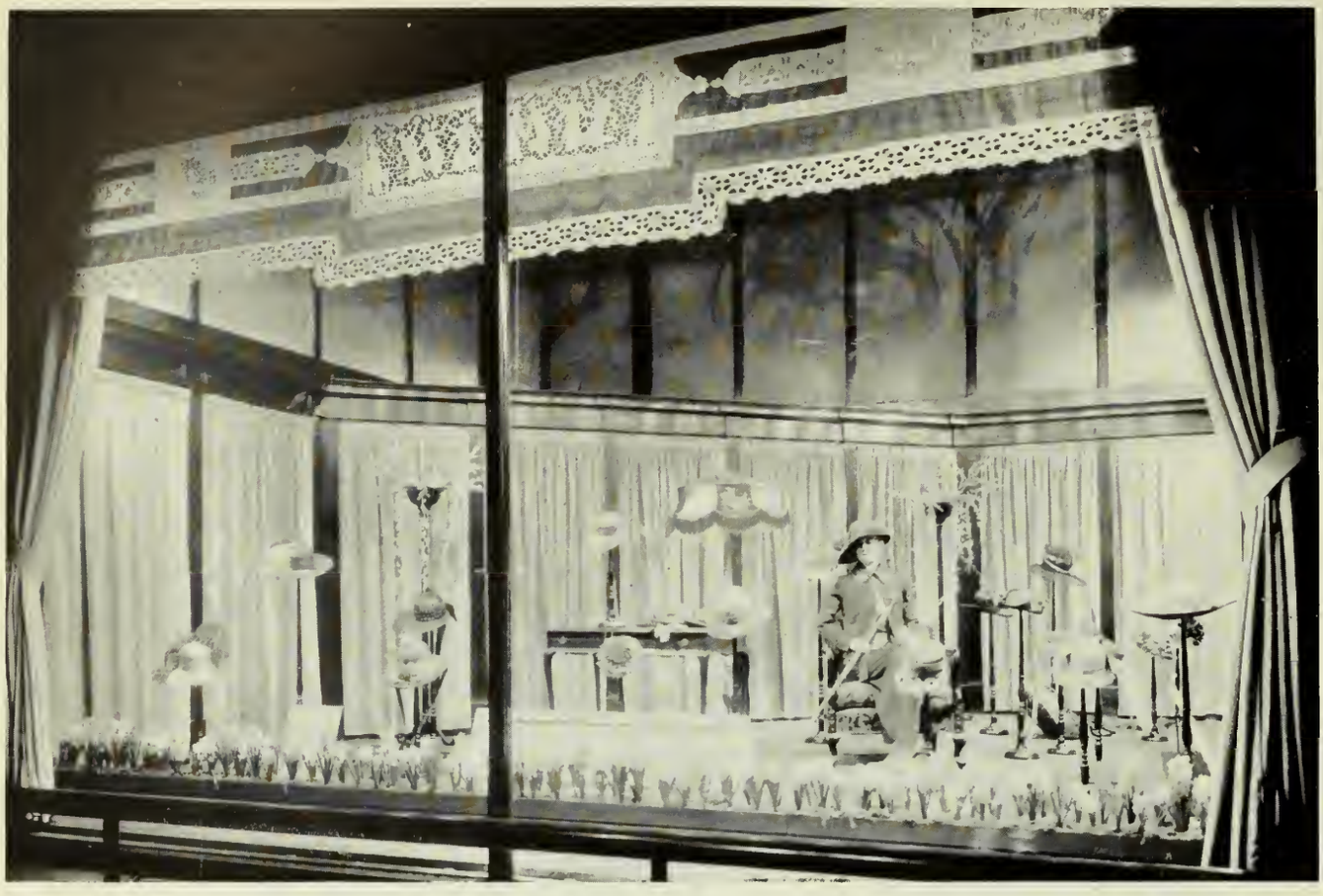
Canada Veiling Company, Limited

84-86 WELLINGTON ST. W. TORONTO

We are ready to fill orders for ladies' genuine French Kid Gloves, equal in style, quality and workmanship to any glove on the market. A sample pair sent on request.

THE HUDSON BAY KNITTING CO., LIMITED

MONTREAL, QUE.



Large Corner Window Devoted to Millinery

This display was put in for the 21st anniversary of the Robt. Simpson Co.'s store and at the same time for the formal Spring opening display. Bronze colored carpet covered the floor; a row of hyacinths in bloom bordered the front. The lamp shade and cushions match in tone. The background is mahogany set in with biscuit-colored curtains. Millinery stands are mahogany. The framed piece was in Wedgewood effect, announcing the anniversary. The windows are given a permanent attraction by the new lambrican and silk side draw curtains in raw silk tone. These are used on all the Simpson windows now.

A Yonge Street Window

Here we have an illustration of another bright Spring window of one of the smaller stores on Yonge St., Toronto, that of the Woolnough Company. The windows here were more attractive for their color effect than for the arrangement of the units themselves. Especially does this apply to the right hand window. At the left one dark blouse is surrounded by units of pale, delicate tones and the background, too, was in pale tints, which allowed the green of the decorative vines and the light pink flowers to suggest the season at hand. This proved a good selling window since the grouping was good and attracted many passers-by. The window at the right is not so well arranged because of no connection with the other window. If the high form had been at the outside and the lower one nearer the entrance, the arrangement would have corresponded somewhat with the other window where the high unit is away from the entrance. Nevertheless, the fact that nothing but pale pink corsets were shown here is in its favor.

Above is the modern Summer bungalow shown on the fourth floor at the T. Eaton Co.'s store. The stone effect is secured by heavy painted cotton. Real hyacinths exhaled a fragrance around the whole display. Beside the verandah and its fittings there is inside a living room, dining room, three bedrooms, one of which is a child's bedroom, a kitchen and sunroom. At the extreme left of the illustration is seen the sunroom. All are completely furnished for customers to inspect.

Below is a Japanese garden which attracted a great many visitors to the floor. It was placed near the modern type. The Japanese scene was complete in every detail, the figures, the jinrikisus and the "cherry tree" shown here having come direct from Japan. The very realistic trees were developed by the use of plaster on the regular pillars of the store. At the back of the "garden" was a rivulet with gold fish swimming about in it, a rustic bridge and three little Japanese children in life-like pose and characteristic costume. Grass, shrubbery and flowers assisted in the novel presentation.

"THE FRENCH SHOP"

LOCATED in the up-town Yonge St. district in Toronto is one of the most attractive little shops in the city. It is less than two years old but has developed some very striking and attractive characteristics. Miss M. O'Connor, the lady who presides there stated to DRY GOODS REVIEW that when she took over the shop it was one of the most unattractive on the whole of Yonge St. Now it may be classed among the finest in appearance. The woodwork, including the window background, is entirely in white. The background of the window is a couple of feet high with open space in the centre. There are posts on either side of the opening, topped with electric lights in white frosted globes. The floor of the window is white with white cotton crumpled over it softly, and the walls inside are papered in pearl grey with the faintest of narrow rose border. There is a mirror at one end of the window.

Purity, brightness and daintiness are characteristic of the whole shop as well as all its merchandise which, you may have already guessed, is nothing less than beautiful Georgette blouses and dainty silk lingeries. At the right-hand side when one enters is a long glass case in which the blouses are arranged on hangers; a glass counter towards the end of the room has blouses and lingerie on stands above it and displayed inside it. Open tables at the left-hand side also have a couple of stands on which are shown blouses and camisoles, and there was a bouquet of lovely tulips giving out their breath of Spring. A full size wax figure stands just behind the window background inside and in an interested attitude wears the latest things as they are produced. At the far right-hand corner is a screen which makes more private the large mahogany desk behind it where the progress of the business is recorded.

Miss O'Connor goes often to New York and keeps in close touch with everything new and attractive in blouses and boudoir apparel and to this and her attractive window and shop she attributes in large measure her success. Her window display is changed almost every day and in it one always sees two or three very striking models of daintiness. The white fittings and grey walls always allow the very daintiest and palest of colors as well as the novelty bright colors of this season, and the delicate trimmings, too, have full play in the customer's attention. The newest ideas in trimmings, pleatings and rufflings are to be seen on the models in this little shop continually, and picoting is done to order "while you wait," as the framed announcement in the window states.

And how does the French shop obtain such variety in small quantity? The answer to this question is found in a room at the rear of the shop itself for there everything which is sold in the shop is made. Lingerie is fashioned and hand-embroidered; dainty touches are put upon the blouses as they appear fresh from the machines. When the shop opened a little over a year ago two girls were employed on this work; now there are five kept busy all day long, and Miss O'Conner is inclined not to regret the fact that she is a block or two down from the larger stores located nearer Bloor St. She gets the class of trade which appreciates daintiness and individuality in blouses and dainty silken wear, and finds that a pleased customer seldom questions price, particularly in that district where most of even the casual observers are of the same well-to-do class.

The business has grown very rapidly and is well established. The week before Christmas $1,500 was the business turnover which is no small amount when one considers the proportions of the shop.

DRY GOODS REVIEW has pleasure in reproducing herewith a photograph of one of the attractive window displays characteristic of "The French Shop." The lettering on the window is in gilt. The blouse at the left is sand-colored Georgette, the one in the centre is white, hand-embroidered, and at the right is one in sand and overseas blue.

KEEPING THE TRADE AT HOME

If you are puzzling over plans to make people in your community send fewer orders away from home, you'll doubtless be interested in the following. It's a letter from a customer, typical of the customers who come into your store in dozens every business day, and it explains clearly some of the reasons why many customers do not place all their orders with their local merchants.

"There is a merchant in my town who advertised in big letters in one of his display windows: Complete change of program in this window daily. Every morning I go by his store, just to see what new displays he will have in the windows.

"One day he had a small bush in his window, loaded with all colors of half hose, with a placard: 'A pair of sox on your feet is worth two on the bush.' I saw the ones I wanted and bought a box.

"Suppose this merchant—as a lot of the others around here do—kept a few pair of shoes and hats in the windows, day after day and week after week. Wouldn't his customers begin pretty soon to want to see new things? I'm sure I would. I always look in a show window half unconsciously, and I invariably react favorably when I find a merchant who dresses his windows regularly, puts new goods on his shelves, does something new for his customers; just as I surely react unfavorably toward the merchant in whose store I always find about the same old goods, displayed in the same old ways.

"Maybe it's not as important as I think—I'm merely a customer, and not a merchant. But it seems to me it's one of the important reasons why in many localities you find a lot of people passing up the home stores in order to buy in other cities from mail order houses."—*System.*

SHOE STYLE SHOW

A shoe style show has been announced to take place at Kitchener, Ont., sometime during July next. Some thirty-five firms will be represented. The idea is to afford retailers an opportunity for style comparison, the first of its kind in Canada.

FEATURES GOODS IN SEASON

Fine Store in Pembroke Believes in Cleanliness and Live Display Methods—The Farmer is a Good Customer.

Based on an Interview of DRY GOODS REVIEW *with Mr. F. B. Shields.*

"Get the Goods, Then Let People Know You Have Them—Keep the People Interested in Your Store"

These are a few of the principles upon which the firm of Lacey and Shields, of Pembroke, Ont., base their retail policy. Their new store on Pembroke street is one of the finest of many fine stores which have been built on the town's main thoroughfare since the big fire last June. Of red brick, two storeys and basement, 69 x 32, it embodies in its construction many of the most modern features, all aimed to increase business and facilitate the handling of merchandise. Two large and well arranged show windows are dressed every week.

On the main floor of the new store the entire right half, as one enters, is devoted to dry goods, while the left half is occupied by groceries. Full advantage is taken of the value of display and on every turn the prospective customer finds himself confronted with various lines of goods which are "good buys." Every care is taken to keep lines especially seasonable well displayed in the front of the store, where they compel the attention of customers as soon as they enter the door.

"Business has been splendid," said Mr. F. B. Shields to DRY GOODS REVIEW. "People are not only buying freely, but for three or four years past there has been an unmistakable tendency on the part of the buying public to demand better goods. It is not a question of price with most of them. They will gladly pay a little more for a quality article. People seem to have thoroughly realized that with the advancing costs even articles that were cheap are dear at present prices, and they gladly pay a little more to make sure of getting something really worth while."

The Farmer is Honest

Discussing the question of credits, Mr. Shields said that while there is a tendency to shorten credits, it is impossible in handling a general store business to get away from extending some accommodation. In the 22 years he has been in business, he says, credit terms have been cut down from five or six years, often longer, to twelve months at the outside. Lacey and Shields do a big trade with the farmers, and Mr. Shields holds that it is good business policy to accommodate them until they can turn their crops or their stock into money.

"My opinion is that the farmer is honest, said Mr. Shields. "They often want fairly long accommodation, but they usually pay up. The people we have to watch are the 'floaters.' These are the men who are employed in mills or some similar occupation. They will buy for cash for quite a while and then will come in and tell a tale about being up against it on account of sickness or troubles of some kind, and ask for credit. If it is granted they will run up a pretty fair bill, and then very often they are suddenly missing. If they do not skip, it is generally impossible to collect anyway, because they have nothing. On the other hand, in the few cases we have where farmers do not pay, they always have some collateral, which, if necessary, can be seized and turned into cash."

Mr. Shields estimated that taking one year with another, losses from being unable to collect amount to about five per cent.

In connection with business in Pembroke, he said a splendid spirit obtains among the merchants. There is, he says, absolutely no price cutting, and the merchants work together well.

How to Freshen Window Backgrounds

Are your beaver board window backgrounds the worse for wear? They were clean and fresh when first put in, to be sure, but how would they strike a stranger in town who has not seen them aging imperceptibly? Have the stains on them been troubling you? One merchant who had such backgrounds in weathered oak frames fastened curtain rod hooks at the tops and the bottom of each panel. Across each panel he could stretch a new piece of drapery as often as desired. And the attractive patterns available would give the first man some striking, fresh windows.

In his panels another man uses striking wall paper patterns. He buys the most attractive patterns he can get, and many of them harmonize with the displays in the windows at the time.

Kalsomine was the medium used by a window decorator who has some poster talent. He covers each panel with a coat of color and then draws poster designs over this. He secures simple designs from various sources, and when drawn in bright poster colors over the flat background they get by—decidedly.

Asked where he got his ideas, this man mentioned that he subscribes for a magazine devoted to the window decorating art. From this he also got a style of lettering which was a great help to him. He is many miles from metropolitan windows but he has kept in touch.

Many proprietors are subscribers for several copies of trade papers which appeal to them and their salespeople, and they make much good use of the help afforded through them.

Do you know, too, that you can purchase cardboard picture frames which could be put to good use in making panel backgrounds and also in developing living room and other picture effects, are light in weight and inexpensive?

SUDBURY BLOCK BURNED

Fire, which caused approximately $75,000 loss, occurred March 24 at Sudbury, Ont., when the DesRosiers Block was gutted. The major portion of the loss resulted from water and smoke. Ninety thousand gallons of water was poured into the building to keep the flames from spreading. The DesRosier Block is Sudbury's largest business building, and was occupied by nineteen tenants, practically all offices and stores. The heaviest loss is that of E. N. DesRosier, owner of the property and occupying all the main floor with a $50,000 dry goods stock, none of which was spared.

Mrs. Bonhomme's millinery was also among the losses. The fire occurred in the busy business hour between 4 and 5 o'clock. It will be several weeks before the portion of the building affected by the fire, water, and smoke will be ready for occupancy.

OLD-TIME TEA PARTY

The 12th of March in Strathroy, Ont., was the birthday celebration of the Wm. Geddes Co. Thirty-eight years ago this business was founded by Wm. Geddes and J. Ross Geddes. In 1909 a limited company was formed, Messrs. C. E. Evoy and J. R. Stevenson going in as shareholders and directors. This year the company gave an old-time tea party (prohibited during the war), and put out a general invitation to the celebration, making at the same time a full display of all the new lines of apparel, fabrics, etc.

BIG TEXTILE ORDER SHOOTS STOCK UP

Cable Announces Business of $3,000,000 With Roumania—New Record of Profits

MONTREAL.—While details are still lacking, a cable despatch would appear to guarantee an order of between $3,000,000 and $4,000,000 to the Dominion Textile Company from Roumania, secured by a representative of the company at the Lyons Fair in France. Acceptance of such an order is made possible now by the creation of a credit of $25,000,000 with Roumania through the Canadian Government. It is not known yet whether a portion of this order will be divided with other Canadian cotton mills or not. It is stated that it will consist of some 30,000,000 yards of cotton, with prices at the current market rates .

This favorable news had a magic effect on the market: the stock in a day jumped from 107 to 110, its old high, and created lively buying.

The fiscal year of the company ended with March 31, and it is certain now that even better results will be shown than last year, when profits amounted to $1,873,371.

GOOD ADVERTISING

WHAT IS CORRECT?

The Theme of New York Store's Advertisement — An Effort to Impress Appropriateness of Dress.

A NEW note in "educational advertising is struck in a recent advertisement in a New York Sunday paper by Bonwit Teller & Co. The idea is one possible of infinite development among both manufacturers and buyers in Canada quite as much as in the United States. Is it not a fact that with the exception of a very occasional ad. of this sort, stores appeal to readers of their ads to purchase this blouse because of its novel design, that skirt because of its exceptional value, one of those dresses because it is imported, a hat in the latest color scheme, etc. An arduous effort at educating customers to plan a whole season's wardrobe suitable for the various functions which characterize the life of the particular consumer and to buy particulars with the whole general scheme clearly in mind would surely result in a better dressed public and be a stimulus to the many careless ones to dress up according to the occasion and the time of day.

What woman could read this ad. of Bonwit Teller's without wanting to visit the store to participate in the refinement and discrimination which it claims to have developed.

This is what they say in a three-column space with an inch of white space around the reading matter:

BONWIT TELLER & CO.
The Specialty Shop of Originations
FIFTH AVENUE AT 38TH STREET

The Elegancies of Dress for Women and the Jeune Fille—and the Etiquette Thereof

Social obligations imply and carry with them a punctiliousness in Dress that is almost a code. The "faux pas" in attire is as much a breach of etiquette as the lack of gentle manners.

Inappropriateness, inelegancies, commonplaces and obtrusive gaucheries are often committed in the Name of and under the Cloak of Fashion. The delicate sense of style-culture is one to be strictly regarded.

Ability is the Measure of Responsibilty in Women's Dress

Were it not that the shop of Bonwit Teller & Co. is the source of Fashion Making; were it not that this many-talented organization creates originations which set the fashion; were it not that it has the instinct of discernment to make fine and subtle distinctions between the "altogether-correct-thing"—and the "not-quite-right-thing"—women of refinement and good taste would not place upon this shop the responsibility of providing their apparel.

This responsibility is measured only by the ability of Bonwit Teller & Co. to provide women of high distinction in the World of Fashion with individualized and distinguished types of Dress.

On the Matter of Appropriateness in Women's and Misses' Dress

The tailormade suit or the tailormade frock for the morning hours or the shopping tour should have the trig, graceful, well-groomed appearance.

An afternoon frock must carry the wearer with an eclat and manner born to the luncheon, the matinee, the restaurant tea.

The Five-o'clock At Home Tea requires the proper robe d'interieur for the hostess.

The dinner frock, the evening gown, the evening mantle should have the cosmopolitanism of world affairs, the "savoir faire" of social ethics.

Attire for the college miss should breathe the freedom of the campus.

The "Coming-out-Gown" for the debutante and her afternoon frocks are to be simple, debonnaire, chic.

For the sportswoman—pink coat and breeches for the Hunt Breakfast, leather coats for a motor journey, golf and tennis jackets, sweaters and skirts. And other appropriate garments for various sport activities.

And the millinery, the neckwear, the footwear, the gloves, the hosiery—all the accessories of dress must be complementary in the ensemble.

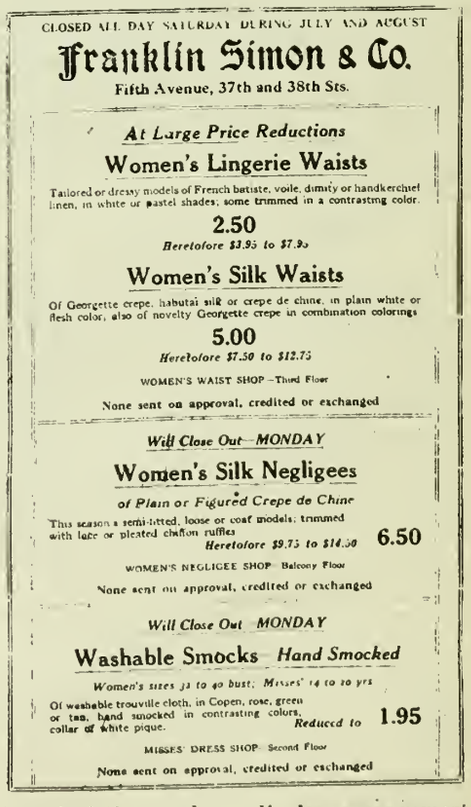
SHORT HOURS GIVE CHOICE OF EMPLOYEES

The visit of E. Handford Aird, or Harrod's, London, to the American stores is arousing much discussion in the matter of business hours. The New York stores show little inclination to favor even the Saturday half holiday, let alone a 5-day week. "The advantageous hours which we allow our help," said Mr. Aird, "have proved a strong factor in obtaining for us a better class of employee than would otherwise be possible." The New York stores, however, hold that Saturday is their biggest day in the week, and, moreover it provides opportunity for people in other lines of business to do their own shopping then.

It seems unlikely that New York will shorten its shopping hours in the very near future, even though such stores as Harrod's, Selfridge's and Eaton's have taken the step.

MORE GIRLS WANTED

A serious shortage of girls for working in factories is reported by the Woodstock, Ont., Board of Trade. Seven factories there employing girls are experiencing the same difficulty, though wages offered are $14 to $17 a week.


CLOSED ALL DAY SATURDAY DURING JULY AND AUGUST

Franklin Simon & Co.

Fifth Avenue, 37th and 38th Sts.

At Large Price Reductions

Women's Lingerie Waists

Tailored or dressy models of French batiste, voile, dimity or handkerchief linen, in white or pastel shades; some trimmed in a contrasting color.

2.50

Heretofore $3.95 to $7.95

Women's Silk Waists

Of Georgette crepe, habutai silk or crepe de chine, in plain white or flesh color, also of novelty Georgette crepe in combination colorings

5.00

Heretofore $7.50 to $12.75

WOMEN'S WAIST SHOP—Third Floor

None sent on approval, credited or exchanged

Will Close Out—MONDAY

Women's Silk Negligees

of Plain or Figured Crepe de Chine

This season's semi-fitted, loose or coat models; trimmed with lace or pleated chiffon ruffles **6.50**

Heretofore $9.75 to $14.50

WOMEN'S NEGLIGEE SHOP—Balcony Floor

None sent on approval, credited or exchanged

Will Close Out—MONDAY

Washable Smocks *Hand Smocked*

Women's sizes 32 to 40 bust; Misses' 14 to 20 yrs

Of washable trouville cloth, in Copen, rose, green or tan, hand smocked in contrasting colors, collar of white pique. *Reduced to* **1.95**

MISSES' DRESS SHOP—Second Floor

None sent on approval, credited or exchanged

A typical three-column display arrangement of Franklin, Simon & Co., New York

Different Cards for Each Season

Montreal Firm Aims to Make Changes so Noticeable It Will Be Striking — Directions For Writing Some Attractive Show Cards For Your Own Windows

Written for Dry Goods Review by ROBERT T. D. EDWARDS

MANY firms throughout the Dominion have excellent systems for show-carding their stores. Some of these systems are based on one principle and some on another. Some from an economic point of view, others from a uniformity standpoint. Others use their cards for the decorative effect to their store. Many have all three principles embodied in their show-carding scheme, but you will find that all systems worked out are subject to local conditions, both from the kind of trade catered to and the various systems necessary to secure business in the various localities.

These various systems are interesting indeed, especially to those who use this form of advertising.

There is a store in the City of Montreal where the system for placing show cards on merchandise is worth while knowing. It has a somewhat different method to that usually used by the departmental store.

The principle of this firm's system is to change its cards often; to give the public a complete set of show cards to look at at least every season of the year and to make the change so striking that it will be quite noticeable. For instance, they may use a white card for the winter months and as soon as the spring season comes they in all probability will change to a light green, and then from green to some other noticeable color for the summer. They change their cards for the various seasons and they find it puts a lot of life into their inside advertising.

There are a good many firms who do not believe in using highly colored cards for other than sale purposes, but this firm seemingly has had good results from this method and we pass it on for what it is worth to other firms.

Must Watch This

One thing that is most important in show-carding a store after this system is to see that only one color card is up at one time. It has been found that clerks very often follow the line of least resistance, and if yellow cards are in use and they have nothing but a green card in the department to meet the requirement they would use it rather than take the trouble to get a new one. It should be instilled into those in charge of the cards for each department to see that nothing but the one color card be used at one time.

Two Good Cards

Your attention is called to the two card reproductions on this page. The card referring to "good workmanship" will apply in the case of a display of wedding invitation cards, visiting cards, embossed correspondence papers, etc., a branch of trade which is not developed as it should be by some firms. This half-tone is reproduced from a card done with white lettering on a brown mottled board card.

The other card is done on a medium dark mat board with a broad gold border design. The lettering is a modern Roman in black ink.

From a show card standpoint Montreal is a splendid city. The firms not only use show cards generously, but they use good ones. Many of the firms have excellent show-card writers. Their work is of an entirely different style to that of Toronto cardwriters, but it is clean-cut and many good ideas may be gleaned from the cards.

Their brush stroke work is exceptionally well executed. This is a very important factor in the work of any cardwriter.

Card Phrases Suitable for April

Beautiful Materials for Overdrapes.

You're Interested in Real Quality Here It Is.

Here Are Irresistible Underskirts.

You Will Not Want to be Without a Supply of Novelty Sports Clothes. There is a Choice Selection Now.

Wouldn't You Like to Look Like the Mannequins in the Fashion Parade? See What Our New Neckwear, Bags and Hosiery Will Do.

Wonderful French Laces and Embroideries Have Arrived. Fashion is in Love with Them.

It Sometimes Rains on Easter Sunday. We Have the Smartest Parasols for the Occasion.

All-Black Hats, Always Elegant.

Handkerchiefs with Character for Use with Summer Frocks. Approved by the Elite.

GOES INTO ADVERTISING BUSINESS

Mr. J. Burt Malette, who, until February 1 was advertising manager for the Hudson's Bay Co. at Calgary, has joined with C. A. Larmour, divisional manager of the B. C. Refining Company of Calgary, under the firm name of Larmour-Malette, advertising, business promotion, in Calgary, and they report splendid satisfaction in their first month's business.

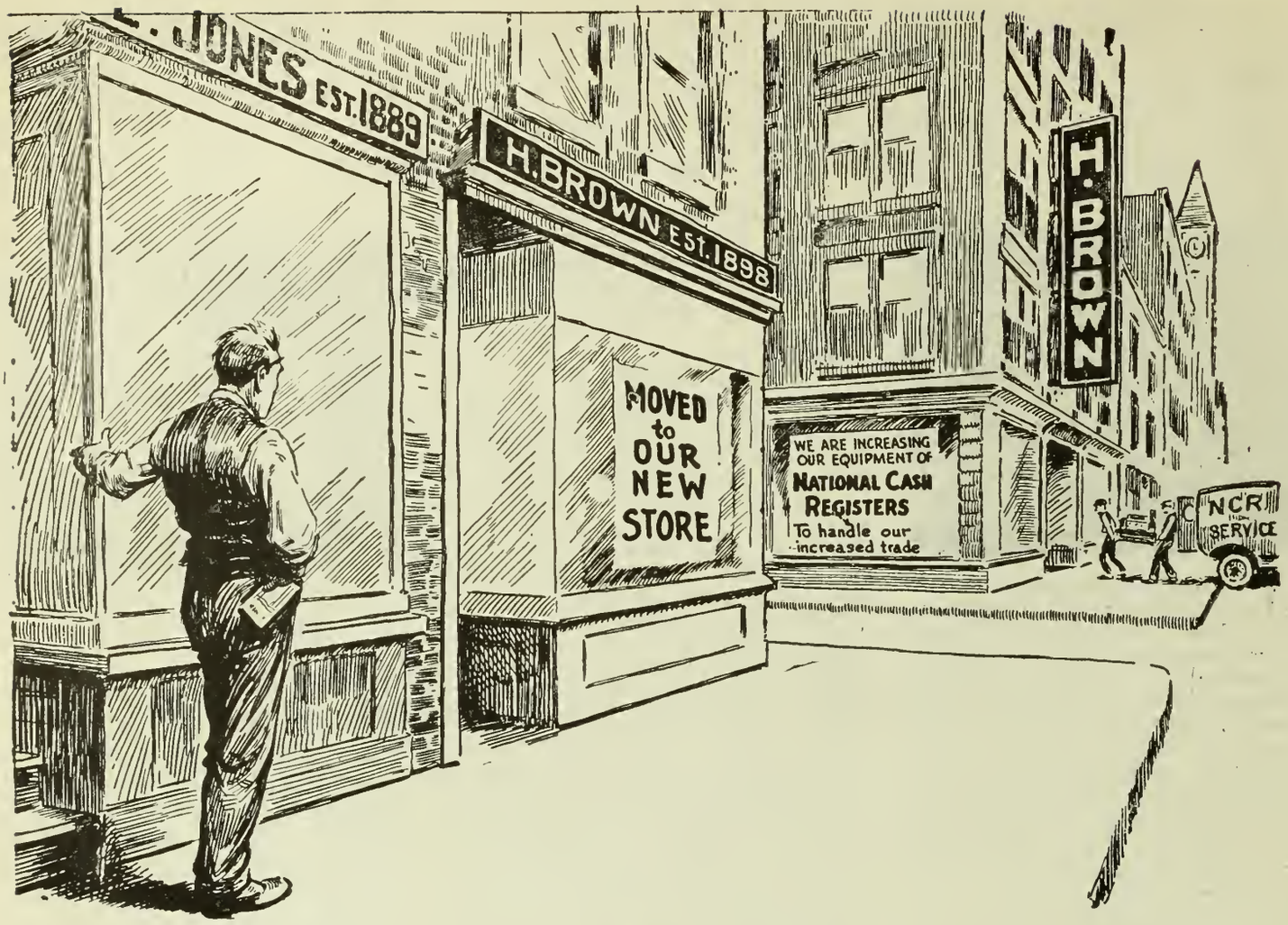
Mr. Malette is succeeded at the Hudson's Bay Co. by Mr. Frank Reeves, formerly advertising manager of Pryce, Jones (Canada) Ltd., Calgary, now insolvent.

CELEBRATES ITS TENTH ANNIVERSARY

The history of the first ten years in the life of Gordon Selfridge's big departmental store in Oxford Street, London, England, is quite one of the most romantic among Metropolitan business concerns. At its inception in 1909 many people regarded it as a certain failure, and looked upon it as a "white elephant." At the end of the first year Mr. Gordon Selfridge voluntarily contributed £28,500 to pay the dividend on the preference shares. Then, due to the wonderful initiative and enterprise displayed in cultivating the friendship of its customers, the net profit three years ago amounted to £120,222, and for the last year it reached the large sum of £258,763.

The position the store occupies is one of the largest island sites in the world, and the building is not yet completed, owing to war delays. When completed it will be one of the finest in London.

Feather auctions will likely take place in London, England, about the middle of June Shipments have been arriving there from South Africa since the end of January.



Use an up-to-date N. C. R. System and match your neighbor's success!

The merchant who combines a cash register system with progressive merchandising is bound to grow.

The merchant who handles his money and accounts slowly by hand instead of quickly by machinery, cannot meet competition.

An up-to-date N. C. R. System protects hard-earned profits; increases trade; cuts down expenses; makes clerks more efficient; stops errors, losses, and disputes; speeds up the business.

Every merchant needs the help of an up-to-date N. C. R. System in handling his money and accounts.

An N. C. R. System is within the reach of everybody. The payments are easy and the machine will more than pay for itself out of what it saves.

An N. C. N. System is a modern business necessity

The National Cash Register Company of Canada, Ltd.
Toronto, Ont.
Offices in all the principal cities of the world

From this Lamson Central Desk radiate tubes that reach every office and every department, and keep all in instant touch with each other. Thus Lamson Service controls all sales transactions, handles store messages, and solves the administrative problem.

Denholm & McKay Co., Worcester, Mass., U.S.A. Lamson Central Tube station connects selling with administration.

Lamson Service Essential to the Sale of Merchandise and to Administration

LAMSON SERVICE stands firmly beside your sales-clerks and supports their effort unfailingly in all departments and in sales of every type. LAMSON Wire, Cable or Pneumatic Tube Carriers provide in a single, uniform system the safest and most economical method for expediting and completing all sales transactions. They safeguard the storekeeper's cash, merchandise and credit allowances because they enable him to centralize the functions of cash-keeping, change-making and credit-authorizing at one point in the hands of a few trusted, experienced experts.

LAMSON SERVICE establishes the full value of the itemized written sales slip which becomes a document—the guarantee of the store that the customer's right to full protection is an essential item of its creed.

LAMSON CARRIERS relieve the sales clerks of all extraneous work and permit them to concentrate upon the customer's desires and the art of selling; they are an adjunct to selling, and by smooth, uniform operation distinctly raise the average of salesmanship in fostering customer satisfaction— thus profits increase through added sales and improved service.

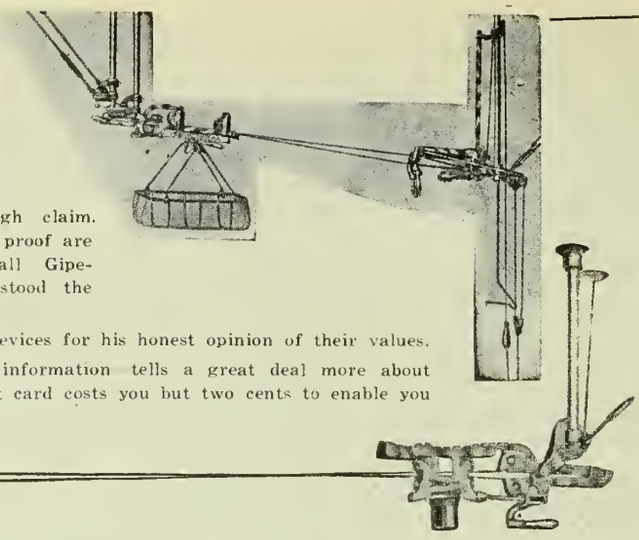
LAMSON SERVICE is vital to the efficient administration of the retail store. It provides a rapid means of inter-communication between clerks, departments and executives, by which all basic records and reports for the control and direction of the store's activities are immediately transmitted to the management as required. The centralized administrative control thus established safeguards cash, credits, merchandise and profits—insures rapid service to customers and economical but flexible operation to the store itself.

THE LAMSON COMPANY

BOSTON, MASS.

LAMSON SERVICE

Overcoming Loss of Time--- Mistakes and High Cost of Needless Delays

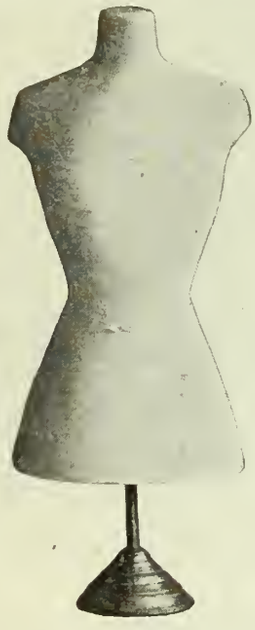


This is a fairly high claim. Claims without actual proof are very shallow, but all Gipe-Hazard claims have stood the test of experience.

Ask any user of our devices for his honest opinion of their values.

Our circular full of information tells a great deal more about the matter, and a post card costs you but two cents to enable you to get it.

Gipe-Hazard Store Service Co., Ltd.
113 Sumach St., Toronto



DALE
For Display Forms

DALE
For Display Fixtures

DALE
For Garment Racks and Hangers

DALE
For Wax Figures

DALE
For everything for the better display of Merchandise.

DALE DALE DALE

Get in touch with us. Write us. Come and see us.
Canada's Leading Display Fixture House

Dale Wax Figure Co., Limited
TORONTO
Montreal, 150 Bleury St. Vancouver, 501 Mercantile Bldg.

Climax Baler

Pat. Nov. 9, '15

Is an absolute necessity

The Climax Baler represents a solution to that problem of converting waste into profit.

Every storekeeper is interested in the task of cancelling all risk of fire and in the general tidiness of his store and warehouse.

Then, too, the paper that is usually thrown away can be successfully turned into cash when baled up and shipped to the right place.

The Climax Baler is an all-steel baling press that is built to last a lifetime.
It will soon pay for itself.

Climax Baler Co.
Hamilton, Ont.

FILL IN AND MAIL THIS COUPON TO-DAY

Climax Baler Co., Hamilton, Ont.

Gentlemen: Without obligating us in any way, please send full particulars and prices of your steel Paper Balers.

Name .....

Address .....

Make Your Show Windows Pay Your Rent
Many Sales are made on the Sidewalk
Window Display Fixtures

A Wonderful set of Patented Interchangeable Window Display Fixtures for displaying the Seasons Latest Novelties in Dress Goods to advantage. Set will give 10 Years Good Service in effective trade pulling window trims.

The Fixtures you see above are only a very few of the designs that can be set up with the full set besides dozens of standard fixtures can be set up.

Made of Oak, either Golden, Antique or Weathered Finish. Set is put up in a Hardwood Hinged Lid Storage Chest, a good place to keep the extra Younits not in use. There are thousands of sets in daily use.

No. 116 Set has 36 Interchangeable Younits For Dress Goods Window Trims. **$34.65**

Stock carried in Hamilton, Ont. Order direct or thru your jobber. Send for catalog. Patented and made in Canada.

The Oscar Onken Co. 3852 Fourth Street Cincinnati, Ohio, U. S. A.

VANCOUVER, B.C.
BUSINESS PREMISES FOR LEASE

Four storey brick and stone building on one of the best corners on Granville Street, 250 feet frontage, 130 feet on lane, contains 49,000 sq. feet floor space. Over 90 per cent. of city street cars pass premises. Changes made to suit tenant.

Suitable for Dry Goods and Ladies' Wear, House Furnishings, etc.

Communicate Owner, 909 Rogers Bldg., VANCOUVER, B.C.

The Moment of Opportunity *for* Retail Merchants

THE next few years will mark a tremendous change in the business of retailing.

Here and there out of the mass of small businesses, big retail establishments will spring up.

Every community will see some few stores rise rapidly above Ordinary Success to Big Success.

Opportunity is knocking now at every merchant's door.

For, to-day, the handicap that once set a limit to a store's expansion no longer exists. The trading area, which is the area to which goods may be delivered profitably, has been greatly extended.

The store in the centre of the town can serve customers on the outskirts. The east-end store can deliver goods in the west end.

The whole community is laid open to competition. And in this fair field the live merchant must win.

Railway Transportation revolutionized trade. It made Big Business possible. By opening up distant markets, by moving goods rapidly at comparatively low cost, Railway Transportation built up big central successes.

Motor Transportation, now reduced to a low-cost basis, will produce, in local trading, results similar to those effected in national markets by Railroad Transportation.

As men everywhere grasp this idea, as they seize the opportunity for business growth that now presents itself, the retail business will be operated on a higher, more efficient plane. The public will be better served. Larger and more varied stocks will be offered for sale. Better and bigger stores will appear.

The Ford One-Ton Truck makes available this opportunity. It is motor transportation at low cost—low first cost, low maintenance cost, low operating cost.

A large investment in equipment is not needed. Every business that is paying cartage bills or maintaining a delivery system can employ Ford Trucks economically.

A small outlay will motorize your deliveries and open to you the opportunity for business expansion.

Complete Ford Trucks in Two Standard Body Types Now Ready for Immediate Delivery

The Ford Truck Chassis is being used with hundreds of special body types in every line of business. But, ordinary hauling and delivery work can be best adapted to two standard types—the Stake Body and the Express Body.

These two body types are kept in stock by Ford Dealers and Ford Branches, ready for immediate delivery. They insure the maximum efficiency from the Ford Truck. They give the buyer of a Ford Truck the recognized benefits of Ford production.

Both types have the Enclosed Cab with the two-way windshield which gives the driver proper protection from the weather. This Cab—a Ford feature—is warm in winter and cool in summer. It may be ordered with or without doors as desired.

See These Complete Trucks

No question affecting the future of your business is quite as important as this question of motor deliveries. Can you afford to evade it? Will you wait until your competitors force it on you as a defensive measure?

Seize the opportunity to enlarge your field of business. Consult the Ford Dealer. Let him solve your delivery problem. Act. To-day.

Ford One-Ton Truck (Chassis Only) $750.00 f. o. b. Ford, Ont

Freight charge to London, $15.00; Toronto, $17.00; Montreal, $22.00; St. John, $31.00; Winnipeg, $47.00; Regina, $63.00; Saskatoon, $66.00; Calgary, $77.00; Vancouver, $93.00.

For either Stake or Express Body, in lead coat with cab but without doors

$128.50 .....F.O.B. Ford
$133.00 .....F.O.B. London
$134.00 .....F.O.B. Toronto
$135.00 .....F.O.B. Montreal
$137.00 .....F.O.B. St. John

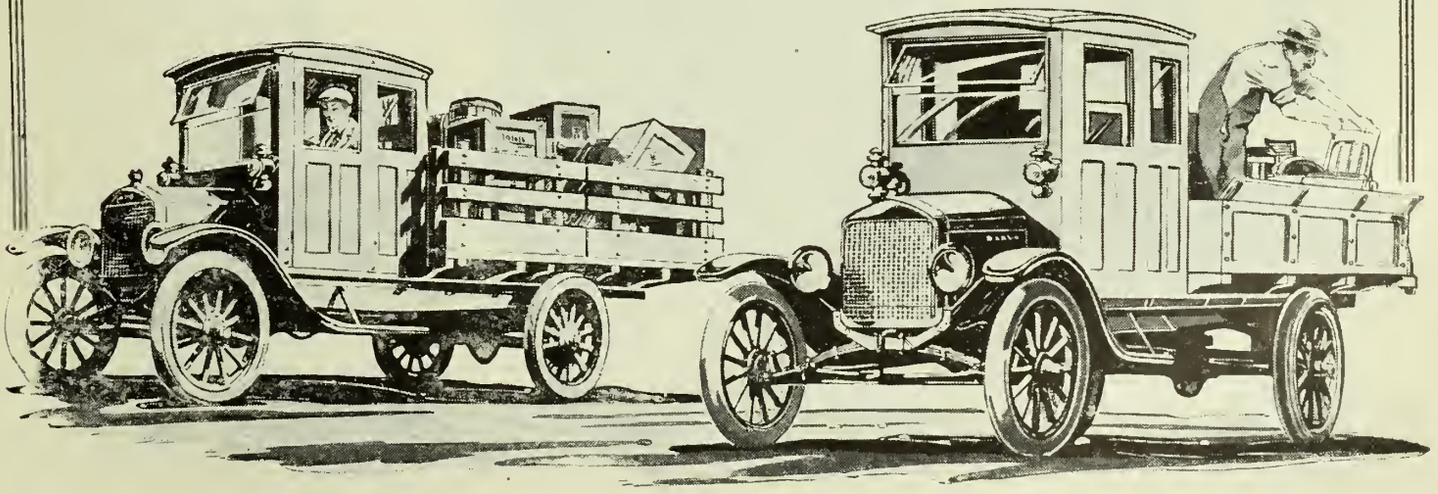
Ford

For either Stake or Express Body, in lead coat with cab but without doors

$140.00.....F.O.B. Winnipeg
$143.00.....F.O.B. Regina
$143.00.....F.O.B. Saskatoon
$147.00.....F.O.B. Calgary
$151.00.. ....F.O.B. Vancouver

If painted job desired, add $4.00 to above prices. If doors desired on cab, add $6.00 to above prices.

Ford Motor Company of Canada, Limited, Ford, Ontario



Infants' and Children's Wear

SAKS' INFANTS' DEPARTMENT HAS NOVEL FEATURES

Section is Light, Airy and Colorful—Everything Possible is Glass—Stock—is all Attractively Displayed

Light, airy, colorful, and spacious is the rearranged infants' wear department of Saks & Co., New York. The color scheme of the department is French blue and grey. Four low display cases stand at the entrance to the section which has been moved from the second to the fourth floor. Back of these are ranged low display tables, which, in deep and capacious drawers, contain the models displayed on top. At the rear and sides of the section are counters, back of which are glass-enclosed shelves, topped by glass display cases. The wall above these display cases is painted white.

The floor space of the department is nearly twice as large as it was before it moved. Double the amount of shelving is available.

Stock Well Displayed

The well-lighted display cases in front contain several models on racks and on dolls. On each of the display tables are a few dresses, "not enough to become soiled," as the buyer there says.

Hats and coats are also displayed on tables, at the right hand side of the department as one enters, and it is this feature of the section which is nearest the heart of the buyer, for she says she can have each line, each color, well displayed on a table and have the bulk of the stock available underneath.

A minimum of wood and a maximum of glass are used in the shelves back of the counters. Sliding doors made entirely of glass enclose the shelves. Each color can be seen through the sliding door, and the customer can easily make her selection from the goods on the shelves. Even the handles of the door, by which the saleswoman can move it aside, are of glass and a part of the door.

The same sort of sliding door is provided for the display racks which are on top of the shelving. The arrangement of the shelves is such that while ample room for the stock is provided, the display cases on top are not raised to such a height as to be inaccessible, but may easily be reached by a saleswoman. These display cases contain dolls which feature some of the garments carried.

Effective Arrangements

An effective arrangement is worked out in a case of shoes. There are four tiers in the case, each tier containing six trays of shoes. This makes possible the segregation of styles and colors, and furnishes an opportunity for a very effective display.

One of the features of the stock are the play sets. These consist of a hat, pillow, play apron, all decorated with letters of the alphabet and characters taken from fairy stories, Mother Goose rhymes, and "Alice in Wanderland."

A collection of baby furniture is finished in ivory, with pink and blue Dresden flowers. A large case contains the collection. The opinion of the store is summed up in the phrase of Mr. J. De Lancy, superintendent, who characterized the department as:

"The swellest infants' wear section in the country."

NEW THINGS FOR LITTLE FOLKS

In the absence, or at least scarcity, of wicker furniture for the baby, wooden lines are assuming more and more attractive appearance. One really beautiful crib is in Sheraton design, and has a drop side. A button underneath the crib automatically drops the side which slides down a groove until the top is even with the mattress. This is quite an improvement on the clumsy hinged side which opens downwards like a door, and has to be hooked up. These new cribs

Continued on page 125

For Summer

Child's dress of soisette, in old rose, green, tan and cadet. Round neck effect; pique collar with tabs of pique on cuffs and pockets. Shown by Canadian Converters, Limited, Montreal.

The Silhouette For Girls

is depicted in this neat Summer frock. The square neck, the yoke and cuffs to match and the tablier front are important, but the main idea is the slightly rounded contour —one dare not call it a barrel shape in this modified state. Shown by the Hampton Mfg. Co., Montreal.

READY-TO-WEAR

NAVY BLUE THE BIG LEADER IN NEW YORK

Other Blues and Bright Tones Too, But None Appeals Like the Good Old Navy—Bloused Effects in Waistcoats and Evening Gowns as Well as Suits—"Eskimola" a Possible Substitute for Hudson Seal

NEW YORK, March 31, 1919.—There was one day during the past month which afforded an opportunity better than usual for getting a "panoramic view," as it were, of what all classes of women have selected for their Spring clothing. That was a day, sunny and mild, when Fifth Avenue was thronged with "everybody" to welcome home New York's own 27th Battalion. A few black satin suits and dresses were noted but the dominant feature of the new togs—dresses, wraps and suits alike—was navy blue. Light tans lent a little variation. In millinery, blues were favored, but again the lighter ones were outnumbered by navy. Bright red hats were dotted about here and there. Strictly tailored suits were more in evidence than might have been expected.

The top coat, mannishly tailored and of such fabric as camel's hair cloth, was seen on several smart women, confirming the various rumors one hears as to its growing popularity.

In general, that day, women seemed to have rejected the extremely long and tight skirt. A comfortable walking width of a yard and a quarter to a yard and a half was chosen, and they were six or seven inches from the ground.

Hosiery, with elaborate openwork patterns over the instep, was seen frequently, and the low-heeled Oxford that has had things its own way for so long, was rivaled by French-heeled Colonial pumps with handsome square buckles.

The Kurzman Review

Another occasion of interest was the Kurzman fashion review during the last week of March. This introduced Paris modes.

A reflection of the changed interests of society was quite noticeable in a tendency for more strictly formal types of apparel. Afternoon dresses were more richly assembled as strictly afternoon gowns rather than semi street gowns which predominated a year ago. Evening gowns were more elaborate and fabrics and trimmings were gorgeous. Foundations of cloth of silver or cloth of gold were frequently veiled with overdresses of net heavily beaded or paillet-ted in jet. One model was caught with many red roses. Looped fringes of crystal were used also.

A Suit For Summer

An attractive suit of pussy willow silk with the new low waist line and sash. Pearl buttons match the other white trimmings. The hat is of chenille with gingham silk band and Georgette crepe facing.

Brocades, heavy silk jersey, ostrich, chiffon satin, silk net and floss fringe were all well represented.

The suits were mainly of navy blue tricotine and Poiret twill, well tailored, sometimes embroidered, but frequently quite plain. The skirts are usually narrow and short, as Paris has insisted. Wraps favor capes rather than dolmans, which is somewhat the reverse of fancy among American trade so far.

The hats were extremely interesting and varied. Sport hats favored ribbon and Oriental touches. In dress hats transparency and feathers were features.

New Hickson Silhouette

The Hickson fashion fete was another event taking place the same week as the two already mentioned. Fabrics and ribbons as well as the distinctive Hickson ideas were matters for consideration at the Morosco Theatre. The new silhouette was of chief interest. It emphasized fullness just below the knees, standing out prominently at both sides. The fullness was caught in again and posed over a tight foundation which was sometimes almost hidden. Viewed from the side the line from neck to hem fell straight at the back. Cording was prominent.

In a tailored model of soft gray twill the whole overskirt was corded at bottom; on another little taffeta frock the cording was used in sunray effect at bottom of the skirt in front, puffing it out at the sides. In another, three-tiered overskirts at the sides only left front and back flat.

One of the most applauded models in the new lines was of henna taffeta, with touch of jade in the girdle, made as plainly as possible with bodice on a cord around the neck and three-quarter length sleeves. With this was worn a large capeline of the same shade tilted at back with long curled ostrich wrapped about the low crown.

There were some other models depicting a pencil-like slimness with ultra tight skirts. Only a few reached below the ankles; some dance frocks were shorter.

New Neckline and Sleeves

One of the neck treatments showed a square line at front with a sort of Medici collar built up. Another followed the French wide fichu with open decolletage. Sleeves varied from long tight ones to puffed ones ending above the elbow, with a number of three-quarter ones. Youthful frocks showed the culotte effect.

Figured materials and the sheerer tissues were not used. Chantilly lace was favored. A great variety of wraps was shown and box and Eton suits, new tier tailleurs and caught-in panels came in for much attention.

New Featured Items at the Stores

With the splendid Spring selling weather the stores are featuring something new every day. At Macey's were capes introducing the tablier waistcoat. One was of soft fine velours with panel back and draped sides shirred to a shoulder yoke. The tablier waistcoat was bloused. This and the draped collar were of contrasting shade; the band and belt were of the self color. It was priced at $69.75. At the same price was another number with the waistcoat narrow at the top, broadening at the bottom and fastened at both sides with covered buttons. The bottom lengthened to a point at one side.

At Altman's was a smart button-back blouse of Georgette, pintucked, and accentuated with narrow lace insertings; the Vandyk collar and cuffs were edged with lace. It was priced at $12.75.

Three interesting taffeta dresses were observed at Lord and Taylor's. One introduced wool embroidery in silver grey on long panels and tunic, a second in brown and navy had jewel-colored beads and emoroidered motifs, while the third combined with Georgette was in simple design all grey or grey and navy.

A New "Two-in-One"

A novelty which has not yet had time to be given a "try-out" is a cape and bed-cover in one, suitable for steamer or travelling uses. There is an adjustable collar. The garment is buttoned down the front to be worn as a cape; the edges are trimmed with fur. It is cut square and when unbuttoned is a suitable rug.

The fashionable furs featured by Bonwit Teller for Spring include fox and fisher in animal effect; stone marten with one, two and three skins; natural blue fox; Hudson Bay and Russian sables in two skins.

Altman's called especial attention the other day to their novelty gilets priced at $3.85, $4.50 and $5.50. They were made of French ratine and ornamented with the popular moss embroidery; there was a variety of colors and combinations of color.

Buyers in the stores report a big sale in progress for beads, necklaces, and other novelty jewelry, with a tendency towards the better grades. Oriental effects are quite popular. The blending of colors is commended, and "live" effects are the only ones which sell, although a call for black jet is included. Steel beads and buckles, rhinestones with jade and coral, santoires and opalescent beads are among the best sellers. Bead dog collars are a novelty in metal beads which are guaranteed not to tarnish. Beaded bags are promised to provide better Fall business than ever before. The better grade of these is preferred rather than numbers where the beads are crocheted on net and soon fall out. Red is still the big fancy of the hour.

Misses' Suits at Stern's

Misses' suits featured by Stern Bros. depict the straight line, blouse and box coat styles, with waistcoats of duvetyn, silk tricolette and period tapestry in rich color effects, many finished with touches of embroidery and other treatments. The materials are silk duvetyn, tricolette, tricotine, velour checks, serges and Poiret twill; also satins combined with duvetyn.

Fine grade dress ginghams in checks, stripes and plaids, printed dimities; printed novelties and woven voiles were items of interest in the cotton dress goods department at the same store.

Ribbons of varied types are playing an important role in mid-Summer frocks. One handsome creation of white pussy willow satin and ecru lace has a sash girdle of extremely wide white moire ribbon. Some six or seven bands of narrow mauve and yellow two-faced ribbon were tied in bow knots around each sleeve all the way up on a gown of yellow indestructible voile. These two gowns were shown at the Fashion Art League convention.

Pyjamas and nightgown are combined into novel "robes de nuit." In one instance the garment is of crepe de Chine with dark blue dotted net borders and gore trimmings. The "nightgown" extends to the ankles at the back and scarcely to the knees in front, the pantaloons are caught in to the ankles.

Russian Note in Evidence Again

At Wanamaker's a special display of Paris importations revealed the Russian note in the form of design, bits of bright embroidery and the Russian peasant blouse in both street and evening gowns. A Wanamaker idea in footwear shows a high tongue engirdled by a small strap, finished at the side with a fancy button or buckles. It is in dull or patent leather at $12. The long-tongue effect is featured in afternoon shoes. Colors are conservative.

From sweaters being featured at Macy's it is evident that, besides pure silks trimmed with angora, quite some attention is being paid to coat models of matelasse brocade and Shetland in both the loose and close stitches.

One of the latter is made with an interesting collar which is strapped over at centre front and drawn in to form a type of butterfly bow.

A loose Shetland in white on Tuxedo lines has its revers, cuffs and sash woven with irregular spots of lavender and blue, combined.

A New "Seal"

With the long favor which has been accorded Hudson Seal it is naturally time that someone tried to launch a "substitute." It has been attempted of course before. The latest innovation is "Eskimola." This fur is a ringtail, dyed and dipped to simulate seal, and is said to be produceable at a considerably lower price than the seal, while the wearing qualities and finish are commended. Eskimola is shown made up in wraps of various styles, sometimes trimmed effectively with the natural ringtail.

The collar standing away from the neck gives the newest smart note to the latest fur models.

Otter is another fur being featured by one house which claims to create its own ideas largely.

Wanamaker's announce a Georgette wrap which they describe as follows:

"It is of Georgette, a dusky brown over soft, rich henna satin, draped to show all the nuances and shadows of the two shades as they blend. The Georgette is embroidered in gold and silver thread, and finally the wrap is collared and banded with flying squirrel."

The "Carnegie Derby"

A new sensation in millinery appeared on Fifth Avenue recently when Peggy Hopkins, in a gorgeous sable coat, wore a steel helmet which had been presented to her by a returned doughboy. She had the helmet smartly trimmed with flowers and called it a "Carnegie Derby."

OTTAWA RETAIL MERCHANTS' ASSOCIATION PASS RESOLUTION TO CLOSE AT SIX ALL YEAR ROUND

A special meeting of the Ottawa Retail Merchants' Association held on April 2, passed a resolution favoring the closing of stores all the year round at six o'clock with the exception of a few days at Christmas. The resolution was as follows:—Resolved that the retail merchants of Ottawa close their stores at six p.m. every day all the year round excepting the time from Dec. 20th to Jan. 1st, this scheme to be put into operation the first Saturday after Easter. Caried by 31 to 2.

The meeting selected a number of well known business men to endeavor to bring the law into operation to confirm the above resolution. Mr. E. R. Fisher, President of the Association, and Mesrs. L. E. Stanley, E. A. Stephens, J. Brownlee, A. J. Fieman, Capt. Grant, J. A. Lorocque, S. McClenaghen and Mr. E. M. Trowern were appointed to the committee.

The H. J. Daly Company, Limited, have decided upon a 48-hour week for their employees. Each of the staff in this big department store get one hour and a quarter for lunch.

LONDON DEPARTMENTAL STORE SUCCESSFUL

So successful has been the year's trading of William Whiteley's London emporium that the dividend has been increased from 6 to 8 per cent.—the highest rate for fourteen years. The carry forward figures have gone up from £19,650 to £90,000. The directors have again placed £10,000 to the reserve and £7,200 to displacements account.

Letter from our Paris Correspondent

SUMMARY

Corsets of tricot and other fabrics are lithe and almost boneless. Some lace on both sides in front.

Styles go back to 1914 with emphasis.

Luxurious glittering and shiny fabrics favored for evening gowns. Net and fine laces also popular.

Dresses short and narrow.

Jet, beads, fringe, feathers, tassels, embroidery ribbon, all used for trimmings.

Lame shoes and stockings worn, or else the stockings have real lace set in. Slippers have hardly any tip and are tied on.

Paris, France.

EDITOR, DRY GOODS REVIEW: I told you last month that corsets were reduced almost to nothing. In fact, every lady who is slim enough does not wear any; the others have some kinds of belts more or less long below the waist, according to their size, and rendered extremely supple by the very few bones they have; one on each side of the fastening in front, same behind to keep the lacing straight, and that is all. Such are the corsets made of the two samples of "tricot" herewith; that material is very strong and extremely supple.

The two other samples are stronger still and make the best corsets for stout women, so that they do not look stiff; they have not many bones and often they have a lacing on each side of the front and no other fastening. As they always leave the bust free, the brassieres I spoke of last month come in useful.

Society Revives

Let us see now about the fashion that has just come out for Spring garments, and especially the evening gowns and theatre cloaks.

When one has visited the collections of the Parisian Couturiers, one cannot but say that every fancy that was just outlined last season is fully developed now.

Last August things looked still gloomy, and in spite of everybody's hope it was difficult really to be fully attracted by the beautiful cloths and drapings and laces that were shown. Buyers somewhat hesitated in purchasing expensive garments which they were not certain to sell.

Since November 11, however, things have turned right on the other way, and in every country you hear of nothing but balls, evening parties, "premieres" in every theatre. Life is more intensive than before the war, even, and we have more "tangos" than were ever heard of.

Feathers, diamonds, all luxurious jewelry has come out again, and there is a display of luxury dazzling after those four years of severe simplicity.

Except that dresses are shorter than before the war, they have almost the same shape, exceedingly narrow, and the present capes are of the same kind as those of 1914.

Favored Materials

Amongst the most favored materials I must mention: Plain lames; these are plain mixtures of silk and metal threads.

I might mention one of grey silk and silver threads that can be used in any case, even for wedding gowns; it is not so showy as another, which I think should only be used veiled or appear here and there, so that the gold does not show too much, else it would look gaudy; it is exceedingly bright.

The same applies to a third, in gold with yellow silk, although a dark lady could wear it with yellow if both shades suited her complerion. As trimming, however, it is very effective, especially for the theatre.

For girls there are "shot" colors in cerise or bright blue silk woven with gold. I have seen also one pattern of green lame, which was very fine as it gave the gold thread the appearance of natural greenish gold.

All these are used mostly on evening gowns. As a rule these garments are straight, quite flat, narrow, and short. They are real "fourreaux" veiled with net or lace.

Net gives way to many combinations. In some cases it covers the bodice in front, which is not very low neck, and the back, open as low as the waist line. Then it hangs down in two panels that sweep the floor. It is very pretty but not at all practical. In other instances

For Fashionable Corsets

Above are four samples—very slightly enlarged in order to show the texture—of fabrics which are used for the favorite corsets in Paris. The top one is white, the next white with a yellow silk embroidered motif. The very fine tricot at the bottom is flesh color and beside it is a rich brocaded cretonne in all white. Sent direct from Paris to Dry Goods Review.

the waist and hips are covered with a fluffy mass of net, with a big bow behind the back and one end of the net hanging down in a train.

Bayadere Belt

That kind of "bayadere" belt is sometimes a wide ribbon that comes from one shoulder and thus covers only half of the back and front, and is rolled around the waist and then hangs down same as the net. The part of the back and front that are left bare are veiled with silk muslin, and the dress has some very short flat sleeves, either in lame cloth or in net or muslin.

In some instances the waist is as low as the hips, where the belt is a "torsade" of gold cloth and satin; the skirt is then slightly gathered and the bottom of it must be very narrow although gathered, and sometimes turned inside. In any case there is a train coming direct from the skirt which would be very ugly since skirts are so short.

Young girls who want to dance a lot now wear some fresh gowns of white silk printed crepe or embroidered in bright shades, with silk or Rococo ribbon. To their youth also is devoted the beautiful Chantilly "entredeux" that come in as loose panels on so many of this season's collections. That valuable lace is seldom cut, and we have dresses made of loops of it over a narrow satin "fourreau."

Many Trimmings

Tulle point d'esprit is very youthful, too.

Beaded embroidery seems to be quite as fashionable as heretofore; jet and gold tube beads make some beautiful motifs on evening dresses and cloaks; so are fringes, and the various samples herewith will show you how they are made.

Feathers, especially ostrich, have a large place in evening garments. They may be fringes, in which case they are quite straight, or used, as I saw in one instance, just as they are, across a dress at the waist line, or they are worked into round patches and sewn here and there. Monkey is also a fashionable fringe. It seems to be much in favor, probably on account of its originality more than for its beauty!

Tassels are also seen this year again, often in fringes. When "paillettes" are used they appear in small quantities, or are half hidden under a panel.

All evening cloaks are capes, whether they be made of satin, velvet, taffetas, and even cloth in fine homespun weave of wool, which is exceedingly light in weight and of a golden tan color; they are all of a similar shape, having a yoke with or without gatherings. Some have sleeves, others none, the arm coming through a hole slit in front. For Winter wear, sleeves were found necessary, but it is quite possible that for Summer, both shapes will be quite as fashionable.

Original Cape Collars

Some capes have collars, which are generally square pieces of material more or less embroidered or made of lame as per sample herewith draped around the neck at will.

The Fringes of Paris!

No. 1 — Nine-inch black and white spun silk fringe. No. 2— lack spun silk fringe with very fine gold threads intermaingled. Nos. 3 and 4 are similar to 2 except in color; 3 is deep yellow, 4 is pearl grey and No. 3 has a yellow and gold knitted band at the top. No. 5 shows 2-inch knitted band and one-inch looped fringe in solid grey floss silk.

No. 6 is rich blue and gold lame, a favorite fabric for evening wraps and gowns.

All of these were sent direct from Paris to DRY GOODS REVIEW and are described in the accompanying letter.

I have seen some like the above and others without any collar; the yoke is so made that when the lady wraps herself in her cape the top folds itself, making a rever; in that case the cape is in plain satin with a beautiful bright printed silk or soft satin lining which, when folded makes a fine revere that enlightens the garment.

Beaded embroidery yokes make a very fine trimming, but lames are very effective, too, especially in Japanese or Oriental showy designs.

Embroidery "au passe" and "point de reprise" have lost none of their vogue, and I have seen some models where that darning stitching was ended at each row by irregular loops that made a fringe. It was most original.

Many capes are in satin with a band of lame ribbon that gathers fullness at the bottom, and comes in at the waist for instance to underline the yoke. Velvet ribbon is also used, as well as net; both make flounced collars, the latter especially.

Some Hair Ornaments

Head dresses, diadems, have regained all their favor and look more brilliant after four years. However, some people consider it is a bit early yet to display so much splendor, and it is why many ladies prefer wearing in their hair a velvet ribbon with a beautiful ancient camee rather than diamonds or aigrettes, crosses, and all the feathers that hastened to come out this Winter.

Fans are fine, too, whether made of Chantilly lace with painted silk insertions or only ostrich feathers.

I might mention that I have seen some white kid gloves with a revere of pink, blue, lilac kid skin. It did not look bad.

To be really up-to-date, it is necessary to have some lame shoes and stockings to match exactly the lame of the dress. The only exception is for very thin silk stockings with real lace insertion.

Ball slippers have hardly any tip, being tied to the foot by numerous straps that make them look like the sandals or cothurns of old. It is of course exceedingly pretty, but one must have Cinderella's foot!

Next month I will tell you about tailored costumes. dresses, teagowns, etc.

Yours very truly,

Jeanne Gall

The death occurred recently of Chas. A. Burdick at Victoria, B.C. Mr. Burdick was well known throughout the trade, having been at one time a salesman in Mara's store, London, Ont., and later manager of the Helena Costume Co. of the same place. He had been living in Victoria for the last couple of years.

Mr. Grant Fetterly, formerly of Robinson & Little's, London, Ont., is reported to have died in England. He was, while in London, a well-known hockey player.

An Artistic Spring Wrap

Since wrap coats have become so important a part of one's wardrobe, they have adopted altogether new and becoming ways. Few are as charming as this one, with its deep yoke extending across the back and ending in a peculiar sleeve effect. It has a large shawl collar that may be rolled up snugly or opened to the belt line. There are little slash pockets and, of course, a belt.—Shown at the Murray-Kay Store, Toronto.

From the Paris Openings

A delightful evening frock for misses. It features the spun-silk fringe which our Paris correspondent describes and also indicates the demand for sleeves and short skirts.

FALL COLOR CARD

Colors in Wool Introduced — Blues, Browns, Terra Cotta Again Important —Ember and Burnt Orange Give Brilliance

The new colors for Fall have been launched during the month by The Textile Color Card Association. The distinctive feature of this card is the introduction of ten colors in wool. All colors previously issued by the Association have been in silk only. Such a departure, however, is a big step in the right direction. The card is planned to meet the special needs of the woollen manufacturer, garment producer and cutting-up trade in general.

Of the forty-two colors shown, the majority are new, a few standards and past seasonable colors have been included owing to their promise of continued popularity. The woollen colors include two unusually smart brown, nut and elk. Etruscan and morocco are browns with a coppery cast, the latter being especially effective in its depth and richness of tone. Trooper is a new blue. Freedom, likewise a blue, has more brilliancy, while navy 3 is the standard navy included. A very adaptable color is kangaroo, the latest contribution to the Taupe family. Hemlock is a dark green, and cathedral, a deep rich purple.

In reviewing the silk colors, Louvain, Bruges and Ghent hold the centre of attention. They are blues of rare charm with just a suggestion of green blended to give them a touch of old-world artistry. Ember is a glowing shade, full of life and fire. It belongs to the Terra Cotta family, but is far more brilliant in tone than any of its predecessors. It is followed on the card by Cuba, of darker hue, and mahogany, a standard. A very pale shade resembling somewhat a sand is called peanut. This is grouped with beech and pelt, both much darker, reminiscent of castor. Other members of the brown family are bark, and Liberia, which is similar to a Negro brown.

The prophecy goes that Copenhagen blue, and blues of its type will again be very much in vogue. Three of these tones are represented. Delphinium—which is but another name for Larkspur,

is the lightest, and is followed by Copenhagen, and Denmark, of deeper hue.

The rose shades this season are rather subdued in tone. They are named Dianthus, Pomegranate and Malaga, all soft shades. There are three reds, the standard cardinal, brilliant in tone, followed by barberry and oxblood, both darker, oxblood being very subdued but deep and rich. Lava and bat are additions to the Taupe family. The only greens are juniper and spruce, similar to a sage green.

As navy blue is always a good soldier of fashion, no card would be complete without its saving grace. Navy 2 and navy 3, from the standard card, have been chosen, while France is a new blue of considerable brilliancy, generally associated as a "royal" blue.

Petunia and grape are the representatives of the purple family this season. Henna again makes its appearance, accompanied by a new shade of slightly lighter tone named Persimmon. Last comes the very vivid, flaming burnt orange, promised attention as a trimming shade.

Readers who wish copies of this card may have them at the regular rates of $1.50 by writing DRY GOODS REVIEW.

BIG POSSIBILITIES FOR DESIGNING IN CANADA

Manufacturers Should Copyright and Advertise, Says Mr. G. Frank Beer

THE bigness of their vocation was impressed upon the Toronto Women Garment Designers, when they discussed their future at a dinner in the King Edward Hotel, April 2. The question was considered from various angles, providing a broad conception of the possibilities. Miss C. M. Storey presided. Miss Marjorie MacMurchy spoke of the high value of the work of designers to their employers and the far-reaching effects, especially when they are so organized as to be considered a body with definite ideas to pursue.

Mr. G. Frank Beer, of the Canadian Trade Commission, also disclosed a vision of Canada's future in his discussion of some of the many and cumbrous problems which are facing Canada at present. He first gave some moving pictures illustrating the educational uses to which the Government is putting the film. His discussion also pointed out mistakes that have been made in railway construction to the cost of the country, the problems of taking care of shipping and making the best of trade routes, developing new markets, overcoming exchange difficulties, and some hints on the tariff, all of which served to inspire a new idea of going into the field of design in a big, broad way, which would mean the evolving of something valuable to and expressive of Canadian life. Mr. Beer is strongly in favor of designs being copyrighted. "We do not begin to take the advantage we might of our copyrighting laws," he said.

Specializing, standardizing and advertising were pointed out as three definite pursuits, which manufacturers should follow if they wish to eliminate a lot of waste which is now inclined to keep prices high and the product below what it should be in quality. If we specialize in our various outputs, standardize them so that their value can be recognized anywhere all the time, and let the world know about our products by advertising them well, it will tend to place Canada in a stronger position, both at home and abroad. "Canada is now capable of supplying cotton as cheaply as any place in the world," he remarked.

At a business discussion later it was decided to lay before the Toronto manufacturers the proposition of having an extensive designers' display at the Candian National Exhibition this year, and the wish was also expressed that designers' clubs would be formed in Montreal and other manufacturing centres throughout the Dominion.

MORE "INDIVIDUAL SHOPS"

Franklin Simon & Co., one of New York's Fifth Avenue shops, has made three additions to their "Individual Shops." One is the "Shoe Shop for the Junior Miss," the "Women's French Gown Shop," and the "Haircutting Shop for Children" are the other two. The "Mourning Shop," the "Fitting Rooms," and the "Shoe Shop for Boys" have been enlarged. In addition they state:

"The visible changes are not all. There are many other important changes in the Individual Shops which you do not see. Enlarged workrooms for making suits, gowns, waists, coats, sports apparel, underwear, negligees, furs, French millinery, infants' apparel and novelties, and a new workroom for making glove-silk underwear. These changes may not be visible in themselves, but they are as broad as daylight in the profound influence they exert in the clothes we make for you."

HOUSE DRESSES MADE OUT OF BURLAP BAGS

Presentable house gowns are being made out of burlap at the University of Maine. The home demonstration department takes the meal bags and by a process removes the brand letters and figures. Then the cloth is dyed and housegowns are fashioned. Suits for farm work have also been made from the burlap.

DEATH OF THOMAS W. WATKINS

Mr. Thomas W. Watkins, one of the most prominent business men of Hamilton, and head of one of the oldest business houses, the Right House, died on March 12 at his residence in Toronto, where he has resided since 1909.

Mr. Watkins was born in Hamilton on May 25, 1854. He received his education in Hamilton before entering the business of his father, Thomas C. Watkins, where he showed marked ability. A history of this splendid business was given in a recent issue of DRY GOODS REVIEW upon the occasion of the store's 75th anniversary.

Mr. Watkins was looked upon as one of Canada's leading and successful business men. He made his first purchasing trip to Europe at an early age, and during his career made nearly a hundred crossings of the Atlantic Ocean. He was the first Canadian buyer to visit large European centres and the second to visit Paris.

Mr. Watkins traveled far throughout Europe and Egypt at various times, and was an art connoisseur. The death of Mrs. Watkins last December proved a severe shock. Three sons, all residing in Toronto, survive.

H. P. Ritchie & Co., manufacturers' agents, have been granted a permit by the City Architect, Toronto, to enlarge their factory at 38 Clifford Street, by erecting a three-story addition. The cost is estimated at $20,000.

Mr. J. S. Whaley, who has been managing the Winnipeg branch of Fairweather & Company's wholesale and retail fur business, spent a few hours in Huntsville late last week. His health has not recovered from three successive attacks of the flu, and he has been ordered to take a three months' rest. Mr. Whaley was en route to Toronto and Guelph.

Col. Wm. McLean, of the Ideal Clothing Co., at Port Hope, Ont., was found dead in bed at the Dominion Hotel, Huntsville, April 1. He had gone north on a business trip and apparently was in his usual good health. He was a prominent citizen of Port Hope, active in military circles, having been in command of the Durham Field Battery for many years.

The death occurred March 31, of Mr. Samuel Baker in his 83rd year. Mr. Baker, who was a native of Ireland, where he received his early training in the drygoods business, was for many years in the employ of the Robert Simpson Co., Ltd., and the former W. A. Murray Co., Ltd., Toronto.

The White Clothing Mfg. Co., Ltd., has purchased the building known as the Smallwood Building on Duckworth Street, St. John's, Newfoundland. The building is only about ten years old, is built of concrete with brick facings. It contains 4 stories, floors 50x50, and is fitted with a modern heating system, lavatories on each flat, electric elevator, gas and electric lighting and other conveniences.

HAVE YOU A MISSES' DEPARTMENT?

Better Styles and Fewer Alterations for Women Purchasing Misses' Sizes — Merchant Doubled Business in One Week by New Department

HAVE you a distinct misses' department in connection with your ready-to-wear merchandise? Or do you merely carry a few misses' sizes of mediocre character liable to be found anywhere in your department? Has it ever struck you—especially since youthful styles have been in vogue—how many women there are of very similar proportions to the miss of 16 to 20 years?

One merchant was urged by a manufacturer from whom he bought to stand at the entrance to his store for 15 minutes, expressly for the purpose of judging the size of the customers who entered. He was amazed when he discovered, regardless of their age, how many were within the 18 to 20 year class in size, and it was only occasionally that a regular 38 to 40 woman's measurement appeared. The proportion was something like 9 to 1.

One Week Doubles Business

At once that merchant decided to make a real feature of misses' apparel. This department was not opened with the idea—be it borne in mind—of making an appeal only to young women. It was in order to supply them and also women of slender build with garments of the proportions which manufacturers have found to meet the needs of that type of woman. And of late years every woman wants to appear of that type whether she is or not. This merchant found that within one week after he had featured his misses' department, his ready-to-wear business had doubled.

An "Added Something"

What is the reason? Two or three manufacturers have stated that there are better, more attractive styles available in misses' garments than in women's. One of the largest makers of dresses stated to DRY GOODS REVIEW that when he wants an "added something" to give smartness to a design he tells his designer that it is a misses' dress he wants, and the result is there is always an extra touch in some way which would have been left off if he had asked for a woman's gown. "It is peculiar," he said, "but it remains so. Human nature is such that it designs what it likes itself. A young woman will design well for young girls, but ask her to design for a woman and she thinks of all "women" as matrons, and designs accordingly. An elderly woman will design well for the well-proportioned conservative woman, but she will not put that dash of youth into it which she will if asked to design a dress for a girl. The result is that many a woman finds what pleases her—and what really suits her, if she be of the fashionable proportions, in the misses' departments."

Other manufacturers who specialize in misses' garments stated that their output by no means went finally to misses. Perhaps the majority of their high-priced lines went to women who were, as a rule, under 5 ft. 6 in. in height and slender in build, though their years were considerably over the "16 to 20" class.

Less Alterations

Women who are over 5 ft. 6 in. in height are usually suited best by the longer waist and longer sleeve and skirt of the women's sizes, though it is known that many of them, too, are fitted in misses' departments, but under that height less alterations would be required, as a rule, if they had a misses' department in which to purchase. Sizes 32, 34, 36 and 38 correspond in misses sizes to 14, 16, 18 and 20 years, respectively.

A FANCY WEAVE SLIP-OVER

Of a brilliant henna shade is a fancy silk slip-over sweater advertised by Wanamaker's. It has a loose effect like a short sacque with two slanting pockets on each side of the front. Instead of a collar a folded scarf (of self) outlines a V neck and is drawn through a loop in the front.

The Summer Mode

Afternoon dresses will show many combinations of silk and voile. The figured part of this dainty gown is in silk voile with old China blue the predominating color. The plain part is of taffeta in the same tone. The upturned ruffles and novel ending of the girdle in the back are notable features. One of the new models from H. C. Boulter & Co., Toronto.

WHY IS THE WHOLESALE?

Specialized Service an Essential to Smoothly Running Business Machinery.

An address delivered before the Montreal Publicity Association, by D. R. Campbell, director Alphonse Racine, Limited, Montreal

I SHOULD, indeed, have taken preferably the subject of selling and advertising, even to giving away the secrets, but, as the subject given is Why is the Wholesale? I stick to it, and at the end say a few words on selling and service.

Although the subject of the wholesale is a very big one, and a book could be written with long chapters on such aspects of the wholesale as "The History of its Birth and Development" from the time of the first wholesaler recorded, Joseph of Egypt, he who prepared for the seven years of famine, to the present high standard; on the "Place of the Wholesale in the Social and Economic life of a Nation," on "Selling Problems of a Wholesale," and on many other relating subjects; I will endeavor to merely give you a general outline of the start of the wholesale and its place in the nation's life.

Why is the Wholesale? First answer off-hand is, Because it is.

In every city in the world the name wholesale is associated with financially solid institutions, among the founders or executive of which are men known for their active and loyal citizenship. The wholesale is the backbone of every city, and has the same reason for existence that the city has. There are certain people, however, in spite of the solid connections the wholesale in every country has made in commercial life, who see no necessity for it, and it behooves us to show the development of the wholesale and its rightful place in the distribution of merchandise.

Anything I may say will be given without prejudice, and just my own viewpoint as I see it, without any sentiment in the matter whatever.

In looking back to the first of things, and working up to the present high state of civilization, I found four main factors, sequential stages in the world's economic development:

1. Farmers—Production.
2. Manufacturing—Secondary Production or Improvement.
3. Retailers or Traders.
4. Wholesalers or Large Traders.

Primarily there are three essentials in existence—Food, Clothing and Houses, and under the first head—

1. Production—the farmers were entirely self-sustaining in all these essentials, and may easily be to-day if they so wish to be.

2. Secondary Production or Improvement—the manufacturers started from tailors, shoemakers, etc. — men who, from some physical defects or natural adaptation, left the farm and relieved the farmers of these tasks to the latter's advantage.

3. Traders—Retailers—As farmers intervisited, as far as the means of transportation would allow, traders developed who were the go-between for the exchange of products of different sorts, and, money soon becoming the token for payment, traders took fixed places of business, and became the retailers of to-day. These, with the tailors, shoemakers and other small manufacturers, soon founded communities, villages or towns carrying stocks for their local districts.

4. Large Traders—The Wholesalers—In like manner, as ships brought wares from far away, carrying larger stocks of merchandise, wholesales and cities came into existence, from whom the smaller villages and towns looked for supplies.

In these four stages of development, it will be seen that the first, Production, while it is the essential, represents after all "existence" only, and the second, Manufacturing, and the third and fourth, Economic distribution, have, by the enlightenment and comfort they have brought, changed the word "existence" into life, and mark all the progress that has been made since primitive times.

L for Land—Production.

I for Invention—Manufacturing.

F for Furnisher—The Retail.

E for Enterprise—The Wholesale, the City.

The first, the farmer, stands for existence. The other three, the manufacturer, retailer and wholesaler, the frills.

The farm produces the wealth, which the other three separate from him as much as they possibly can, giving in return the frills of life, and, I contend for the most part, giving him good value. If not, it really is his own fault, for he is the monarch of all he surveys—he is the master, and we are, or should be, the servants. He doesn't need us, but wants us because we make life worth living for him, and the service given is the reason why the servants seem to reach higher positions than the master—a fulfillment of the promise of the good Book that if any man desires to be greatest let him be servant of all.

It is the enterprise in this service that made necessary the present systems of transportation; that stimulated inventions; that made possible churches, schools and every other form of education, including advertising.

Of all these three factors that make for improvement, just as the country looks up to the city, so does the commercial life of the country, including the city, whether willing to admit it or not, look up to the wholesale as the backbone of business. Everybody needs the wholesale—make no mistake about it, and statistics prove that the very large percentage of business passes through the wholesale.

If the farmer would specialize on production, and not want to go to storekeeping, he would be more prosperous and happier.

If the manufacturer would seek to improve production and not want to merchandise,

If the wholesaler would stick to wholesale distribution, and not break packages nor try to be a manufacturer,

If the retailer would use every effort to give better service to his locality and not, as in some cases, seek to ignore the wholesaler,

I am sure all the different elements of commercial life would work much more harmoniously, and the few frictions and misunderstandings, that now exist, would soon be removed.

A Summery Blouse

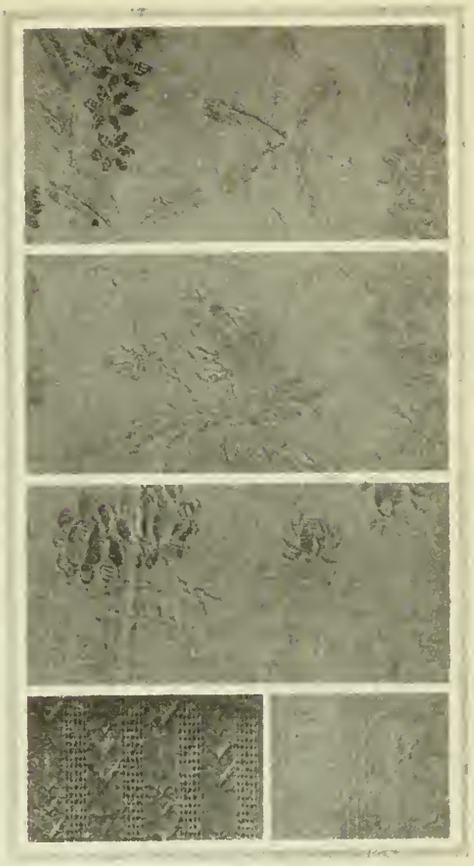
The material is daintily printed silk voile, magenta on white ground, combined with ivory net, crocheted buttons and Valenciennes lace. The softly arranged square neck and loose sleeves give decided charm. The skirt which accompanies is one of the new striped tricolette with jersey-covered buttons.

New Silken Wear

One of the new "diamond" combinations made of pale pink Japanese wash satin with ribbon and fine lace trimming. An elastic runs through the top to secure it in position when worn.

Below is something new in camisoles. It is made of white taffeta on "comfy cut" lines and is embroidered and edged with pale blue floss.

Shown by the H. P. Ritchie Co., Toronto.



Corset Fabrics

Above samples are illustrative of the beautiful silk and mercerized cotton fabrics which are being used by a corset manufacturer in Paris. Pale pink, yellow, pale blue, mauve and white are the colors and the weave is close and firm for fashioning with the fewest possible bones or steels. The lower left number is in pink with open weave stripe, especially suitable for dainty Summer models. The fabric above it is white with pink roses. Sent from Paris to Dry Goods Review.

MANY ORDERS AT RED DEER OPENINGS

Between 80 and 90 per cent. of the visitors on millinery opening day, March 26, at the W. E. Lord Co.'s store at Red Deer, Alberta, left their orders—a very tangible proof of the success of what was shown and how it appealed.

The millinery proper had been set off by baskets of fruit and flowers which added to the decorative effect. The new shapes this Spring, Miss Blakely, the head milliner, says, run to pretty Chinese effects, while large drooping sailors and fancy tams in all forms have their friends. The hats as a rule are lavishly trimmed with French flowers. The new mid-Summer colors are peace white, victory red, camp-fire red, shrapnel blue, henna, brown and dust. There are also a number of smart things in black, jet designs of all kinds being dominant.

Miss Blakely and the firm are very highly pleased at the patronage shown in this opening event.

The Independent Silk Co., Montreal, have entered upon the manufacture of shoe and corset laces, a line hitherto very largely imported from the United States and England. They are installing a number of new modern machines, and will manufacture these lines in cotton, mercerized and silk goods.

The Hudson's Bay Co., Winnipeg, turned over the management of their store, April 6, to six well-known Winnipeg women, who had charge of the departments for the benefit of the Victorian Order of Nurses.

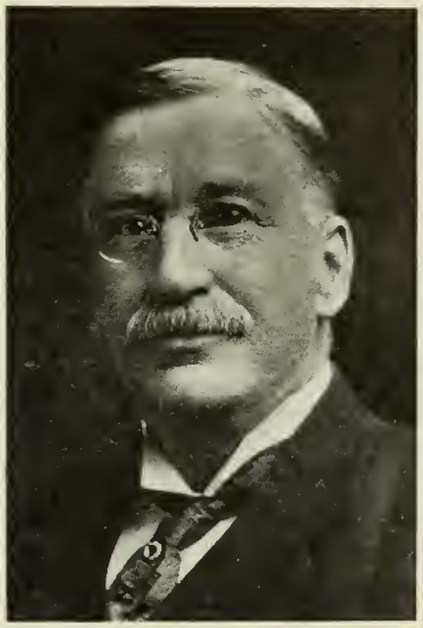
NEW THINGS FOR LITTLE ONES

(Continued from page 116)

are finished in white, ivory or grey enamel.

Then there is the kiddie-koop, which is a combination of crib and play-pen on wheels. It is screened in and folds up for easy carrying, and may be fitted with canopy frames for draping daintily as a bassinet.

New baby pants are on the market. They require no buttons, pins or strings for adjustment. They slip on over the diaper very simply.



J. A. BANFIELD, WINNIPEG

Elected president of the Dominion Executive Council of the Retail Merchants' Association in Ottawa last month.

A novel little play dress is made with panel front bodice, giving a square neck line, elbow sleeves, plain colored collar, cuffs and skirt. The feature is the style of skirt, which is in full bloomer, cut with umbrella drapes at the sides forming pockets. These are made for tots up to six years.

Among the dainty spring things shown at Simpson's, Toronto, is an Empire coat in rajah silk, lined throughout and having contrasting collar and cuffs, such as sky blue with sand or sand with rose, etc. This store held a formal Spring opening in its infants' and children's department, March 27.

Macey's, New York, made an interesting feature of the Russian blouse type of silk frock for juniors. The waistline is slightly lowered; one model was in printed silk in a bisque and blue flower figure trimmed with plain blue satin. Checks, which have so long been considered a youthful staple, are not so prominent this season, a fact which may be due to the replacing of coats by capes to a large extent.

Thos. J. Whiskard, 83 years of age, one of the best known dry goods men in Ontario, died at his home at London, Ont., April 9.

Weight of Contents of Cereal Packages

With this matter was also considered the weight of the wrapping on hams. While it has usually been possible for the merchant to protect himself in this matter, there is a limit to the distance he can go. They are many who do not realize how much this adds to the cost of the hams. It should be delivered to the merchant at the net price, regardless of the weight of the wrapper. In regard to weight of package contents, this is asked for by the consumer, the complaint being frequent that packages are not equally filled.

Adulteration Act

The association thinks the standard should be set in regard to honey and maple sugar. As to margarine, there was a question in the minds of some as to whether it should be sold at all or not; it was one of the matters on which opinion was divided, but in any event it should be graded. At present it is all sold the same, though there is a great difference in the materials composing the product masquerading under the name. This may be profitable for the manufacturers, but it is hurtful to the country. The consumer should have a chance to know just what the grade is of the material he is buying.

Inland Trade Commission

"Much of the trouble we are giving you gentlemen this morning would be obviated if we had an Inland Trade Commission," observed Mr. Chevrier. "As regards inland trade, we must say that the Department of Trade and Commerce is still only at the beginning. We find it always in the position of being about to be made as useful as possible—but not yet. A commission would stimulate inland trade; it would simplify matters, benefit the public and make the life of those in business better than it has been."

Government Employees and Garnishee Act

With the possible exception of the Bankruptcy Act the matter of garnishee of the wages of Government employees was laid more stress on than any other subject that came up. It was pointed out that with the C. N. R. becoming part of the Government machinery and the law preventing garnishee in civil suits, we had the condition where thousands who were once good pay were now trying to deadhead under the protection granted them. Any man who gets his cheque from the Canadian National Railways—and they are scattered all over Canada—cannot be garnisheed. The laws in the different Provinces vary so much with regard to debtors that it is a fact that in certain Provinces you can not get at a man's goods nor have him up under judgment summons, so with the absence of garnishee you have no recourse at all. We have to recognize that there is a large class which has become known as civil service deadbeats. Probably 95 per cent. or more of them were originally honest, but they are being put in the position of not being easily trustable, so that there is no disposition on the part of dealers any longer to extend credit to civil servants. The only reason for garnishee not being allowed is the inconvenience it might be to the Government, but, as has been the experience where it has been allowed in the case of Provincial Governments, the very fact that the privilege of exemption does not extend to the civil servants has made it very seldom necessary to invoke the Act.

War Stamps on Patent Medicines

This has worked a hardship to the retailer as the Department has had spotters all over the Dominion looking for a chance to catch men, and actually laying traps for them by making pretence of great hurry on the part of the buyer and of his being unable to wait for the stamp or even to have his purchase wrapped up. It has been haste, not dishonesty, which has caused whatever trouble there has been. It has cost the Government over 62 per cent. to collect the revenue. It should be abolished.

War Profit Tax on Luxuries

This also should be abolished. It is hard to say just what luxuries are nowadays, and when you put jewellery in that category any man is prepared to say a watch is a necessity, and the same is true of cuff-links and other articles. Automobiles also were necessities in many cases.

There was such unanimous assent to the suggestion that the purchaser of goods on Sunday should be made equally guilty with the seller that the matter was not considered as requiring further urging.

Daylight Saving

The chairman said he was aware that there was some difference of opinion in regard to this. As he went on to discuss it he was interrupted by some of the legislators present who said the scheme was practically dead so far as Parliament was concerned, and it was unlikely that anything more would be heard of it.

Cost of Living Statistics

It was pointed out that this was now in the Department of Labor and had not been well handled. It was thought it should go to the Department of Trade and Commerce, so there might be a chance of getting dependable figures.

Customs Confiscating Automobiles

Numerous cases of this kind had arisen and worked great hardship. There was a practice of smuggling or distributing liquor in cars, and the cars, when caught, were seized at the border. It was pointed out that in a great many cases the cars were not the property of the nominal owner, being paid for in instalments. Unless it was proved that the real owner had guilty knowledge he should be protected.

Co-operative Societies

All such societies should be carefully examined as they were guilty of deceptive methods. Active steps should be taken by the Retail Merchants' Association to see that the public was more fully informed regarding them. Their method of showing profits, when they did show them, were not fair or legitimate. In this connection the matter of the co-operative efforts of civil servants was brought up, and the fact that they were doing their work to some extent with Government conveniences and in Government time. "You can stop this," the legislators present were told. "They are breaking bulk on their purchases and dividing stuff up in Government time and on Government premises."

The chairman made it plain that the association was not in favor of asking for a tariff commission. They thought the tariff should be changed at once and not left to the slow operations of a commission, but if a commission should be established they wanted to be represented thereon.

A more or less general discussion on the different points brought out then ensued. Senator Blain wished to know something definite regarding the position of the retailers on the matter of the accuracy or inaccuracy of the trade statistics. Secretary Trowern pointed out many inaccuracies. At the time of the postmen's strike last summer statistics were presented stating that there had been an increase of 64 per cent. in the cost of living, which the association claimed was far too high. They asked to be permitted to put expert men in the Labor Department who would conduct an investigation free of cost, but the permission was not granted. Babsons' reports, which are considered a standard, show the postmen's figures to be far too high. Another speaker pointed out that in Moose Jaw figures had been taken for eight items and compared with the reports of the Department of Labor, and the figures of the latter had been shown far too high.

Senator Blain said it was very important from the standpoint of Canada as a country seeking immigration and business, that the figures should be accurate.

Different members and senators spoke and expressed pleasure with the idea of bringing them to the meeting. Many of the arguments presented had impressed them favorably. Garnishee was a hardship and should be abolished. Speaking on co-operation, one of the visitors said he was in favor of the old tried way of selling goods from the manufacturer to the retailer and from him to the consumer—a way which had stood the test and could not be beaten.

In a further discussion on the matter of an Inland Trade Commission, it was pointed out that the object of the association in urging this was to try to control Canadian business for the Canadian manufacturer. We should find out if we are losing trade, and to whom. Why can we not get trade now going to the United States turned into Canadian channels? The matter of men's furnishings was instanced, and it was asked what was the matter with the Canadian manufacturer when he could not control this business. If it was a matter of inferior goods, less attractive packages, or whatever it was, it should be found out. We want the balance of trade to remain in Canada. All the retailers asked was that the Dominion Government should help them to find out those things.

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Voiles, from ...	$12.00 doz. up
Silks, from	21.00 doz. up
C.D.C., from ...	33.00 doz. up
Georgette, from	36.00 doz. up

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REGULATION DRESSES—always popular garments—are made doubly attractive by the BASS-GOLD Organization.

Examine the line. Instantly you will recognize a distinctly fetching style—an originality—affording splendid business-building opportunities.

Bass-Gold Regulations sell easily and quickly—they completely please the women who buy them. They build good-will and create additional business, through recommendation, for the dealer who sells them.

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If you are interested in

CHILDREN'S DRESSES

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Montreal

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IN STOCK

On May 1st large assortment of gingham and fancy voile dresses, regular line of silks for order.

VOGUE WAISTS AND DRESSES

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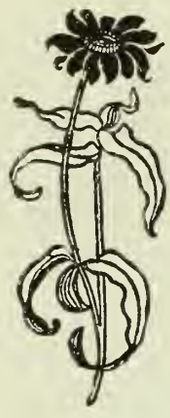

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Our garments reflect the styles of the moment.
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Makers of
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WILL SHORTLY BE SUBMITTED FOR YOUR INSPECTION

Smart up-to-date Garments in GEORGETTES, and all kinds of SILKS, also in ORGANDIES, VOILES, etc.

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it will pay you.

The kiddies of your town open up a wide and profitable field of business. They all need

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Haugh Brand Coveralls will cover all your needs in this Juvenile Department.

You can sell them with complete confidence in regard to full customer satisfaction.

They offer retailing possibilities that will appeal to you. We would gladly tell you more, but a sample order will tell you what we can't say here.

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For CHILDREN JUNIORS AND MISSE'S

If you want real money - makers, write — to-day — an open order.

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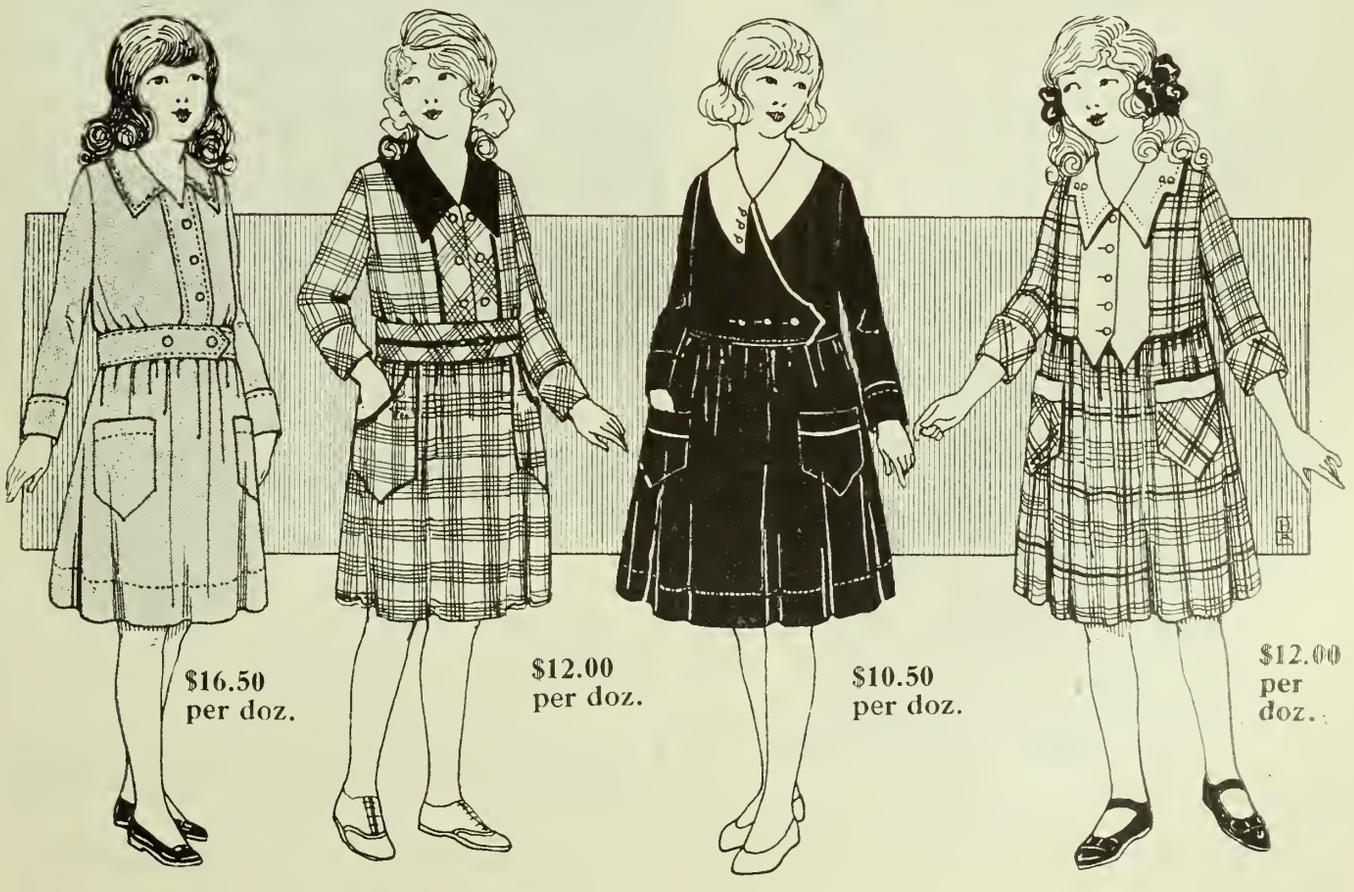

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Up-to-the-minute, Original and Snappy Togs for Misses and Kiddies

They lead the way to a profitable and lively Children's Wear department.

They are capable of meeting the most discriminating need and create a feeling of confidence between you and your customers.

They are full value for money spent.

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Reputation gained by long years of vigorous conscientious and successful work.

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High Grade Cotton Batting

Extra Handsome *Extra Quality*
Moderate Price

Order Victory—67 rolls to case

The Old Reliable, North Star, Crescent, Pearl will still give far the best value for their price and can be had 125, 100, 80, 67, or 50 rolls to bale or case.

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Beautifully enamelled. Latest contour, all modern features. Will help your displays greatly. Write for new illustrated folder with full particulars of this and many other up-to-date fixtures.

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Only manufacturers of Wax Figures, Bust Forms, Display Fixtures, etc... in Eastern Canada.

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PIERRE IMANS, Wax Fixtures

Bostonian Cream. Put up in Brown, Gray, Cordo-Tan and all the popular colors. The ideal cleaner for kid and calf, both glazed and unglazed.

Nobby Brown Paste for Brown shoes, also **Nobby Brown** combination.

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Hayes Candy & Co., Ltd., Silks, Ninons, Georgettes, Voiles, Laces
Ciro Fils et Cie, Veilings.
R. Whittaker & Co., Ltd., Bradford and French Dress Goods

I wish to state that owing to delay in getting demobilized from the Canadian Expeditionary Force, I shall be unable to open my sample room in Toronto until April 20th. I am sailing from England April 2nd and as soon as possible will communicate with my numerous customers.
In the meantime any enquiry addressed as below will have my immediate attention on arrival.

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c/o Thompson, Ahern & Co.
40 Yonge St. - TORONTO

BUYERS' MARKET GUIDE

Latest Editorial Market News

The Thompson Lace & Veiling Co., Limited

Laces, Veilings, Georgettes, Ninons, "My Lady" Silk Hair Nets, Princess Pat Human Hair Nets, Sport Veils.
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We are Specialists in these lines

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LIMITED
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"EVERYTHING IN SILKS"

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Distributors—Iroquois Silk Mills

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In case our travellers do not reach you, write for samples.
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A. E. Wegenast, Clyde Block, Hamilton, Ont.

TEXTILE INTERESTS OFFERED BIG BUSINESS

Latest reports just to hand indicate that confirmation by mail of the business offered the Dominion Textile Company by the Roumanian Government has been received, and indicates that the order will involve considerably in excess of previous estimates, which were based on the cabled information. It is stated that, instead of the $3,000,000 to $4,000,000 originally spoken of, the business will run substantially over the $6,000,000 mark, and will rank as one of the largest orders for export in Canadian trade statistics.

* * *

Information available in connection with the mission of the representatives of the Canadian Association of Garment Manufacturers, who have been overseas for several weeks, would indicate that they have succeeded in closing some important orders for shirts and the cheaper lines of clothing. As these manufacturers have to look to the textile mills for their raw materials, the latter interests are vitally interested in the business. One of the orders alone, it was stated, involves the use of some 800,000 yards of cotton materials.

* * *

MORE INTEREST IN COTTON

"The sales one day last week, of 10,000 bales of American cotton in Liverpool, the biggest in years, since the war started, are significant. Holders would not part with their stock—which probably are bought for Continental account—unless they expected a sudden influx from this side. This in turn means big exports, of which the signs are daily increasing. We learn that some European commission houses are on the ground here with orders to buy several hundred thousand bales of cotton for export. We expect the upward movement to be resumed." This is the view expressed by Hugh F. McElroy, of N. L. Carpenter & Co., New York.

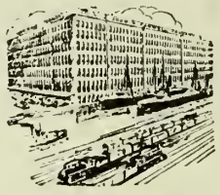
* * *

WILL TEST MARKET ABROAD FOR CANADAIN FLAX

The Daily Mail stock reporter says:

VEILINGS and SILK NETS

HODGES & LETTAU
232 McGill St. Montreal



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To Dealers only.
John V. Farwell Company
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Wholesale Dry Goods and General Merchandise

Pyjamas
for
Style and Quality
THE FOSTER MFG. CO. Ltd.,
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Canada's Largest Makers of Cotton Flags
Write for Prices
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Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our 104 page Catalogue. It's free for the asking.
The Botanical Decorating Company
(Incorporated.)
504 South Fifth Avenue, Chicago, Ill.

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Canadian, English and American

Toys, Dolls, Wheel Goods, Rubber Goods, Bathing Caps, Toilet Goods, 5 to 10 Cent Goods

Sample Rooms: 53 Yonge St., Toronto

Real HARRIS, LEWIS and SHETLAND HOMESPUNS

Direct from the makers. Special lightweights for Ladies' wear—all shades. Patterns and Prices on Application.
S. A. NEWALL & SONS, Stornoway, Scotland
State shade desired and whether for Ladies' or Gents' wear

BUYERS' MARKET GUIDE
Latest Editorial Market News

LARGEST CANADIAN DEALER
ADEL. 760 WASTE PAPER
E. PULLAN TORONTO

WRIGHT'S BIAS FOLD TAPE
Advertised for 20 Years
Known to Home Sewers Everywhere.
"W & N", Monarch and Meteor brands. Reliable fabrics cut on a true bias; full elasticity retained; selvages trimmed; seams opened and pressed.
WM. E. WRIGHT & SONS CO., *Mfrs.*
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De Luxe Processed Goods
That's New, isn't it? Yes, the New and Better Shrinking Service just out will find its way in most Leading Dry Goods Houses. Our New Catalog reveals something.
SPOTLESS SHRINKER COMPANY
Whitney Bldg., Cleveland, O.

RIBBONS OF DISTINCTION
J.C. AMERICA'S BEST RIBBONS
"J-C" Ribbons have peculiar charm. Widely advertised to the consumer under their trade-mark names for the protection of the dealer.
"SATIN DE LUXE"
"TROUSSEAU"
"LADY FAIR"
"SANKANAC" "VIOLET"
"DEMOCRACY"
JOHNSON, COWDIN & CO., 40 E. 30th St., New York, N.Y. Made in U.S.A.

MODEL FORMS
(Collapsible—Adjustable)
GUARANTEE SATISFACTION
"They *Must* make good or we do"
Ease of adjustment, quality workmanship, durable materials assure the ready sale of these popular and in demand forms.
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We Make a Complete Line of Forms
Send for Catalog and prices

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See yards right there
Measures for Inventory Without Unrolling
No book to refer to. No figuring to do.
Write
THE A. E. PUTNAM COMPANY, Washington, Ia.

For REAL VALUES in COATS and SUITS
Mail orders to or call on
The G.B.G. Mfg. Co., Inc.
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THE SIGNRY LIMITED
OUT DOOR ADVERTISING
Electric Signs, Show Cards, Commercial Signs. Electrical Displays.
304 Richmond St. London, Canada

Robert J. Hutchinson, Canadian flax fibre expert, who is going to Great Britain, will take up with the British Government the protest of Western Ontario flax growers against the proposal to ship to Western Canada 10,000 bushels of flax seed now at St. John, N.B. The seed is a portion of the 110,000 bushels of Western Ontario seed flax purchased last season by the British Government. One hundred thousand bushels were shipped to England, and the remainder, if an arrangement made by the British Government with a Winnipeg man is carried out, will be sent to Western Canada for use in experiments looking to the production of a fibre flax seed in that part of the Dominion. The Ontario growers are asking for the 10,000 bushels. They say that they require the seed for planting, inasmuch as their supply last year was limited to the quantity required for fibre production. They also argue that the market for seed flax which they have gained abroad during the war, may be injured if unsatisfactory seed is grown from the Ontario seed to be sent to Western Canada.

Mr. Hutchinson, on behalf of the Dominion Government, will support the claim of the Ontario growers to the seed they produced and now require for planting. He will investigate modern methods of retting and scutching flax fibre now in use in Britain. He will also test the market for Canadian flax fibre in Britain by offering for sale on the open market samples of various varieties of fibre obtained from different plants in Canada. In this way he will secure information as to the prices obtainable and learn the qualities of fibre required in Great Britain.

* * *

LESS WOOL CONSUMED IN U.S. DURING FEBRUARY

Reports indicate that less wool was used by manufacturers in February of this year than in any month since monthly consumption reports have been issued by the Bureau of Markets. February consumption was 27,500,000 lbs., grease equivalent, compared with 63,700,000 in February a year ago, a decline of over 50 per cent. Consumption during February, 1919,

I Specialize in Boot Laces
for the wholesale trade, in the better grades.
Banded in pairs, in gross boxes.
Fancy Cabinets, 100 pairs, banded in pairs. These are more profitable than bulk make-up. Also
LEATHER LACES, all kinds.
E. W. McMARTIN, MONTREAL

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Give buyers and sellers complete lists of all branches of the general dry goods trade.
(Also directories for many other trades).
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Starsnap
The Perfect Dress Fastener
Look for this Card at your Jobbers
Columbia Fastener Company CHICAGO

Fiskhats AND MERCHANDISE D. B. Fisk & Co. Chicago
New York Salesroom:
Open During Market Season
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Big demand for both men and women. We prepare you in few months at home—under experts. Our graduates in demand. They earn good money. Get particulars. Write
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Manufacturers
329-331 Fourth Ave., N. Y.
SUPERBA BINDING
BRAIDS, CORDS, DRESS TRIMMINGS

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Manufacturers and Importers
Babies' Hand Crochet Goods
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64 WELLINGTON ST. WEST, TORONTO

BABY'S Novelties

We offer you complete range from stock. Write for $5.00 sample assortment.

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PRISCILLA BRAND HENRY DAVIS & CO. LTD. TRADE MARK REGISTERED

PERPLEXED!

Then let us solve your business building problems; we are solving them daily for thousands of live merchants with our trade pulling, selling and merchandising plans, human interest copy, letters, illustrations, events, etc. Full particulars upon request.

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KING FANCY WAIST CO.
KING & BROWN

The waist with the correct style. We are showing a wonderful waist made of best quality Georgette, trimmed with military braid and silk fringe at $48.00 per doz.

Send for a sample to-day.
166 Bay St. Tel. Adel. 3389
TORONTO

Silk and Mesh Combination Bags, Mesh Bags, Coin Purses, Gun Metal Mesh Bags and Purses. Good sellers for your Easter trade.
Ask your Jobber to show you our goods.

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SHERBROOKE, QUE.

SIGN WRITING
Do your own card writing.

Write for our catalogue which will tell you what you need. Best goods at closest prices.

ARTISTS' SUPPLY CO.,
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Wirthmor and Welworth
The Standard Popular Priced WAISTS of America
The L·N·GROSS Co Cleveland

Bartell Patent Pockets

Used and Endorsed by 59 Canadian Clothing Manufacturers. This List can be had from

BARTELL PATENT POCKET CO.
17 Madison Ave., N.Y.C.

WRITE US FOR
Textile and Knitting Machinery
We are Specialists
W. J. WESTAWAY CO.
72 JAMES ST. N. HAMILTON

in classes by pounds as, grease, 17,773,920; scoured 3,467,457, and pulled 1,964,411.

Massachusetts used the most wool, followed by Rhode Island, Pennsylvania, New York, New Jersey, New Hampshire, Connecticut, Ohio and Maine.

Strikes and the inability of small manufacturers to secure wool because Government auctions were on a cash basis, are two of the reasons given for the decline in consumption during February.

* * *

LONDON WOOL AUCTIONS

At the wool auction in London a week or two ago, 10,300 bales of wool were sold. The attendance was large, and there was a strong demand. Good merinos and fine crossbreds were ten per cent. and other grades from unchanged to 5 per cent. of the Government minimum price. All the Allies except Americans were buyers.

* * *

VISIBLE SUPPLY OF COTTON

The Chronicle estimates the world's visible supply of cotton at 5,492,077 bales, against 4,707,437 bales a year ago. The American supply is placed at 3,817,077 bales, compared with 3,449,437 bales last year.

* * *

BRITISH WOOL SYSTEM TO CONTINUE IN FORCE

According to the Melbourne correspondent of the Economist "the wool purchase made by the British Government includes the 1919-1920 Australian wool clip, so that the system now in force appraising the clips of individual growers in order that the average for the whole season may conform to the purchase price of 15 1-2 d. per pound paid by the British Government will continue in force until June 30, 1920. It is understood that proposals are on foot in official circles to continue this system of organization beyond that date, though nothing has been published to indicate whether this is for the British Government to insure control over an important raw material or due to leaning on the part of the Commonwealth Government to an official organization of trade."

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20 WELLINGTON ST. W., TORONTO

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Manufacturers of
E. & P. Awnings and Tents
THE BEST IN THE LAND
Write for Price Lists and Measurement Charts. Address
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THE ROBERT HYSLOP Co LIMITED
HAMILTON, ONTARIO

IDEAL VALUE
IDEAL GARMENT CO.
Manufacturers of
DRESSES
18 West 33rd Street New York
STOCK on HAND for IMMEDIATE DELIVERY
PRICE $8.75 to 24.50

While the textile mills, as a rule, are still uncertain as to Fall prices, the DRY GOODS REVIEW understands that when the full list is issued it will show a tendency to reductions. The difficulty in forecasting what course the new market would take, after peace was finally settled, has made action by the mills unusually hard this season.

Canadian mills have at last revised their prices for new business, as well as announcing prices for Fall. Some styles show material changes from the high quoted last Fall from which Spring contracts were placed, while others, particularly those of finer character, in which the better grades of cotton are used, do not show so much change, and here and there individual cases occur where there has been no change. It would appear that the trade is likely to accept the prices established by the mills as timely under the circumstances. There was a feeling undoubtedly, not only

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Dry Goods Commission Broker

With Staff Covering Territory

Port Arthur to Vancouver

Can give exclusive representation in Alberta and British Columbia to manufacturers of boys' and children's clothing.

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Many years connection with the best trade.

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Linens, Dress Goods, Lace Curtains

Open to represent manufacturers of other lines.

FRED. RUMBLE

Manufacturers' Agent

300 Hammond Bldg., Winnipeg, Man.

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H. E. ROBINSON

100 Hammond Bldg., Winnipeg.

Commission Agent, covering from Port Arthur to the Pacific Coast. Specializing on ladies' ready-to-wear. Open to consider line of hosiery and underwear lines.

Agency wanted: Agent established with good connections, calling on wholesale and large retail dry goods and manufacturing trades in Winnipeg, is open to consider another saleable line. Commission only. Write Box 37, Dry Goods Review, 143-153 University Ave., Toronto.

T. WHITEHEAD

Dry Goods Commission Agent

834 Grosvenor Avenue - - WINNIPEG

WHOLESALE AND RETAIL TRADE

Winnipeg to the Pacific Coast. Est. 1897.

Agencies Wanted for Ontario

Manufacturers' agent, who has a good connection with the wholesale dry goods trade in Canada, would like to represent British, American or Canadian firms in Province of Ontario, Canada. Headquarters in Toronto. Communicate with D. Jones, 15 Lynwood Ave., Toronto, Canada.

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MANUFACTURERS' AGENT

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READY TO WEAR AND DRY GOODS SPECIALTIES

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Agent for

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Shipping Wholesale Trade Agent

ROBERT C. PARSONS

Foy Building, 34 Front Street West, Toronto.

among wholesalers, but retailers, that very drastic cuts, even if they had been possible, would not have been advisable and would have had the effect of depreciating the value of stocks already on hand in the stores.

Moreover, as the Canadian trade is largely a matter of seasons, it was felt by the mills that as they had arranged for raw materials for their December, January, February and March deliveries that they should not be called on to lower prices on most of their business right in the midst of the season.

The Wealth of the West Increases

British Manufacturers—You will wish to include the Great Canadian West in your plans for trade expansion after the war.

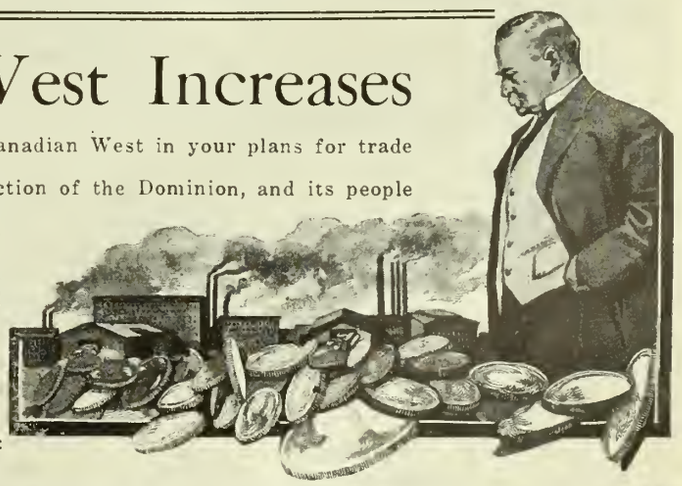
Remember, Western Canada is the most rapidly growing section of the Dominion, and its people the freest spenders.

Cultivate this fertile field by using a selling organization that can give good results, as our record shows.

We are open to represent a few firms of good standing wishing to develop their business with the Wholesale or Retail dry goods, men's or women's ready-to-wear trade.

HANLEY & MACKAY COMPANY

407 Hammond Building, Winnipeg



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MERCHANTS' STATIONERY.—150 EACH—LETTERHEADS, ENvelopes, Statements and Shipping Tags—Post paid anywhere in Ontario, $5.00—other provinces, $5.25. The Farmers' Printery, Beaverton, Ontario.

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WANTED — IMMEDIATELY, THOROUGHLY EXPERIENCED buyer and salesman to take charge of men's furnishings and boot and shoe department. One speaking German useful. State age, experience, give references, salary expected and all particulars in first letter. Trochu Valley Department Store, Trochu, Alta.

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CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION RUBBER SYSTEM
AND ASSOCIATED COMPANIES

Dominion Raynsters

"Made-in-Canada" Raincoats

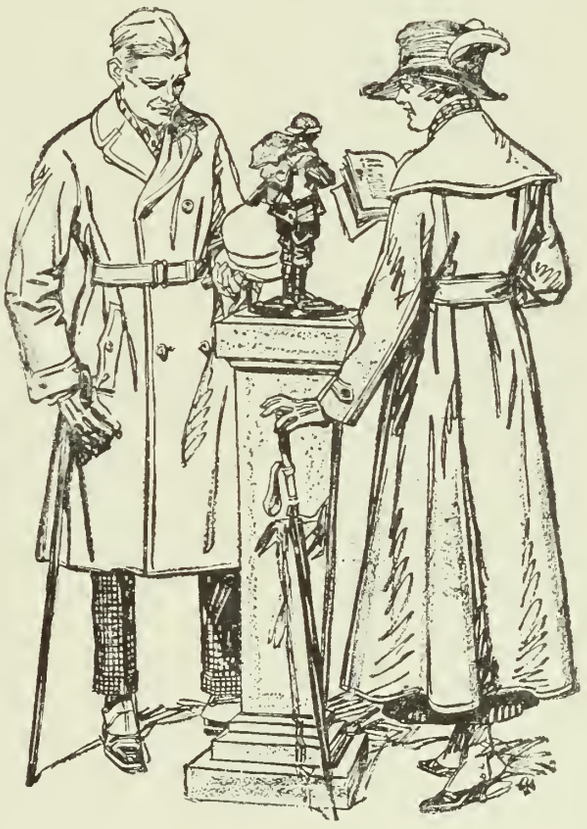
We do more than give you absolute waterproof Raincoats — of guaranteed quality and workmanship —in styles and sizes for men, women and children.

We offer you a dealer service that gives you what you want when you want it.

Our Service Branches so cover the country that we are able to give a very prompt service to any point in Canada.

We pride ourselves on Dominion Rubber System Service to dealers—and ask you to put us to the test.

Wire, telephone or write your orders.



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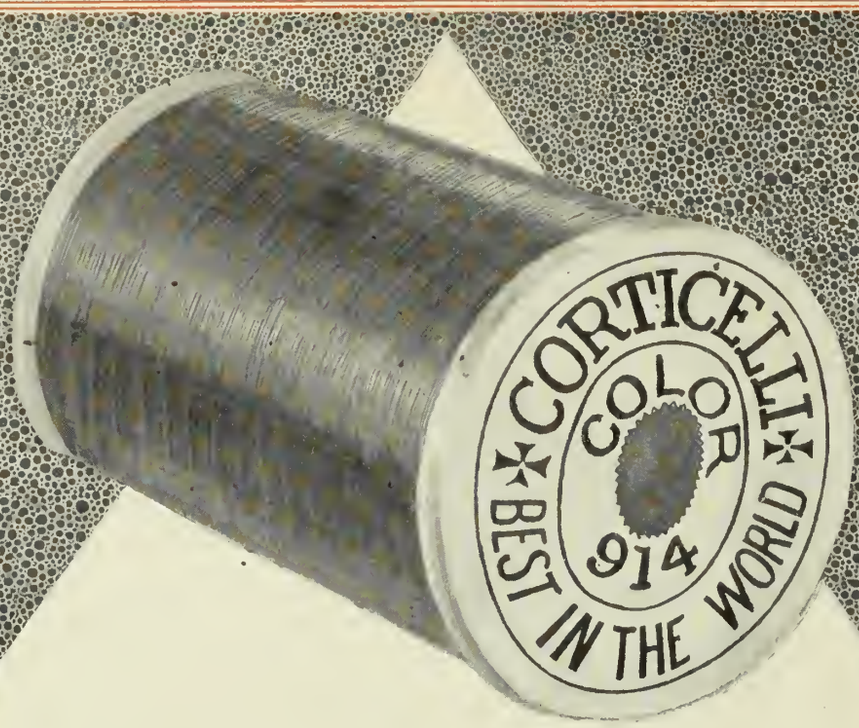

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CORTICELLI and Beldings---the carat marks of spool silk---hold by sheer merit the place pre-eminent in the minds of Canadian women. Your customers have made them standard.

There is no art in selling Corticelli or Belding Spool silks. The name stamped on the end of the spool guarantees your customers the highest possible standard of value.

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Belding Paul Corticelli Limited

Sales Offices:

MONTREAL, TORONTO, WINNIPEG, VANCOUVER

We manufacture Corticelli and Belding's Art Silks.
Also Mercerized Crochet and Embroidery Threads.

DRY GOODS REVIEW

Vol. XXXI Publication Office: TORONTO, MAY, 1919 No. 5

The Better Dye on Hosiery

Hygeio Goddess of Health

A brilliant, full-of-lustre black, more beautiful than you have hitherto seen on cotton hosiery. That is the first Hawley-Dye achievement.

And more important is the second. Hawley's Black Dye is *absolutely* permanent—wear-proof, wash-proof, acid-proof.

You can recommend with enthusiasm all cotton hosiery bearing this stamp in full confidence that your customer will be perfectly satisfied.

HAWLEY'S HYGIENIC DYE WARRANTED STAINLESS & ACID PROOF

Hawley's Dye is a significant factor in hosiery selling. It marks the death knell of German dye dominance; it is a typical better British product.

Hawley's Hygienic Black

British Dye

Write for list of manufacturers and merchants supplying Hawley Dyed Hosiery to the sole dyers

A. E. HAWLEY & CO., LTD.
SKETCHLEY DYE WORKS
HINCKLEY ENGLAND

THE MACLEAN PUBLISHING COMPANY, LIMITED, 143-153 UNIVERSITY AVE., TORONTO

DRY GOODS REVIEW, June 7th, 1919. Volume XXXI. Published every month. Yearly subscription price, $2.00. Entered as second-class matter, July 1st, 1912, at the Post Office at Buffalo, under the Act of March 3rd, 1879. Entered as second-class matter at the Post Office Department, Ottawa.

THE MOST FASHIONABLE MATERIAL, IN BRILLIANT COLORINGS

Left: Style 735. Center: Style 736. Right: Style 737. Silk Paulette. The present rage for stylish suits. Colors: Peacock, Blue, Bisque, Walnut, Coral, Silver and White, $32.50. Prompt deliveries.

Make a memo now to call at our New York or Chicago offices when in market.

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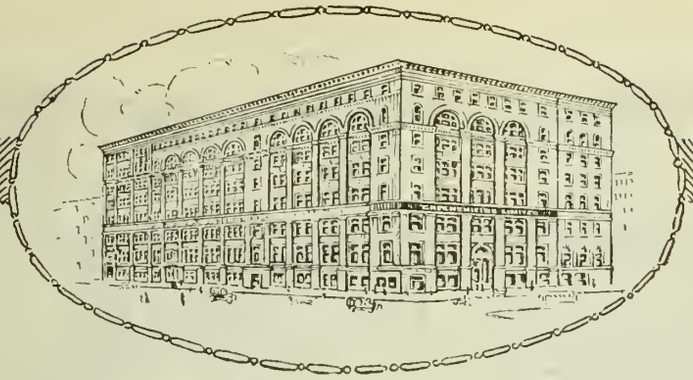
5th Ave. and 23rd St.

C. KENYON COMPANY, INC.
NEW YORK

CHICAGO
Congress and
Franklin Street



Let Us Help You To Speed Up Your Turnover--And Increase Your Profits

Speed up your turnover and inevitably you will increase your profits. Small stocks frequently turned will pay you better than large stocks moving slowly.

Take greater advantage of the service we can give you! Our warehouse contains a complete stock of dry goods gathered from various markets and this stock, and the services of our staff, are constantly at your disposal.

YOU CAN MAKE MONEY ON SILKS

It takes but a small investment in silks to-day to return you large profits. They are reasonable in price and very popular. We offer two specials:

B30—36" black "Shieldsilk" taffeta, specially recommended, for prompt delivery, per yard...$2.20

B22—36" white and colored wash satin, all popular shades, in stock, per yard $1.65

Write for samples.

SWEATERS ARE WORTH PUSHING

With outdoor life setting in and people going to the country, merchants who feature sweaters, which are quite the vogue, will reap good profits. We have an exceptional stock of wool pullovers and sweater coats in all popular colors and combinations, for immediate delivery.

Check your stock and write us for requirements.

TWO MONEY-MAKING MAT SPECIALS

3500 Gordon Tapestry Mats, 27x54, six beautiful patterns, each, $2.25, or dozen, $25.00.

1800 Jute Brussels Mats, 22½x45, six attractive patterns, each, $1.10, or dozen, $12.00.

You can increase your business by using our Mail Order Department.

GREENSHIELDS LIMITED

SEVENTEEN VICTORIA SQUARE

MONTREAL

A.S. KING SILK CO. LTD

The Silk House of Canada

TORONTO

Piece Silks Exclusively

SILKS FOR FALL

Our salesmen are now out on their respective territories, booking for Fall delivery.

The range shown consists of the most popular weaves in a full range of colors.

SATINS

In Messaline, Duchesse and Charmeuse weaves.

CREPES

In Chin-Chin, Crepe de Chine and Georgette weaves.

TAFFETAS

In Plain, Chiffon and Pussy Willow weaves.

PRINTED LININGS

In various designs and qualities.

MISCELLANEOUS

Faille Francais, Habutais and Wash Satins, in all colors. Peau de Soies, Bengaline, Paillettes, Duchesse and Taffetas, all weights and finishes, in black.

For immediate delivery we have a full range of all the wanted lines.

Write for samples.

Piece Silks Exclusively

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Yokohama, Japan
Lyons, France
Chefoo, China

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This is a Ribbon Season

The Present Vogue Demands Ribbons for Practically Every Article of Wear.

In Our Large Stock is a Ribbon for Every Purpose.

Fancy Lingerie Ribbons in Assorted Cartons

Fancy Trimming Ribbons

Fancy Warps

Fancy Plaid Taffetas

Heavy Corded Dresdens

Plain Heavy Cords in all Millinery Shades

Several Qualities and all Colors in Plain Taffetas, Satins and Messalines etc., etc., etc.

How is Your Stock of Lace Flouncings, Edgings and Insertions and Sport Veils?

Our stock in these lines is good.

John M. Garland, Son & Co.
Limited

Ottawa Canada

Wholesale Dry Goods

Children's School Dresses, Rompers, etc.

made from the new, small rosebud, butterfly, bluebird and two-toned check patterns of

Serpentine Crêpe

delight every parent, because they not only look dainty and sweet, but can be washed without ironing and wear superbly.

We are advertising these small patterns very fully in the leading fashion publications, and have a very interesting and profitable proposition to make to any retailer who is in position to push the sale of these goods in his vicinity.

We are waiting to send you swatch book and full information.

PACIFIC MILLS

LAWRENCE, MASS. DOVER, N.H. COLUMBIA, S.C.

LAWRENCE & CO., Selling Agents

BOSTON NEW YORK PHILADELPHIA CHICAGO
ST. LOUIS SAN FRANCISCO LONDON, ENGLAND

TRADE PACIFIC MARK

To the Trade *1849 to 1919*

House Furnishings Department

CONGOLEUM RUGS

Sizes: 2 x 3, 2½ x 3, 3 x 3, 3 x 3½, 3 x 4 yards. These rugs are seamless, handsome designs, rich colorings and greatly in demand. Each rug packed single.

FELTOL FLOOR COVERING

2 yards wide, eighteen designs in beautiful patterns and colors.

CARPET SQUARES

Tapestry, Ingrain, Brussels and Wiltons. Exceptional value.

HEARTH RUGS AND DOOR MATS

Axminster, Wilton, Jute and Rag grades in new, up-to-date designs.

CURTAINS

Lace, Scrim and Tapestry; Bungalow Nets.

QUILTS

White and Colored.

IMPORTED LINOLEUMS

8/4, 12/4, 16/4 widths, block, floral and wood designs.

Our Stock is large, fully assorted, excellent value and ready for immediate shipment.

We Strongly Advise prompt attention to your Spring Season requirements in the different sections of your housefurnishing department.

John Macdonald & Co., Limited

TORONTO

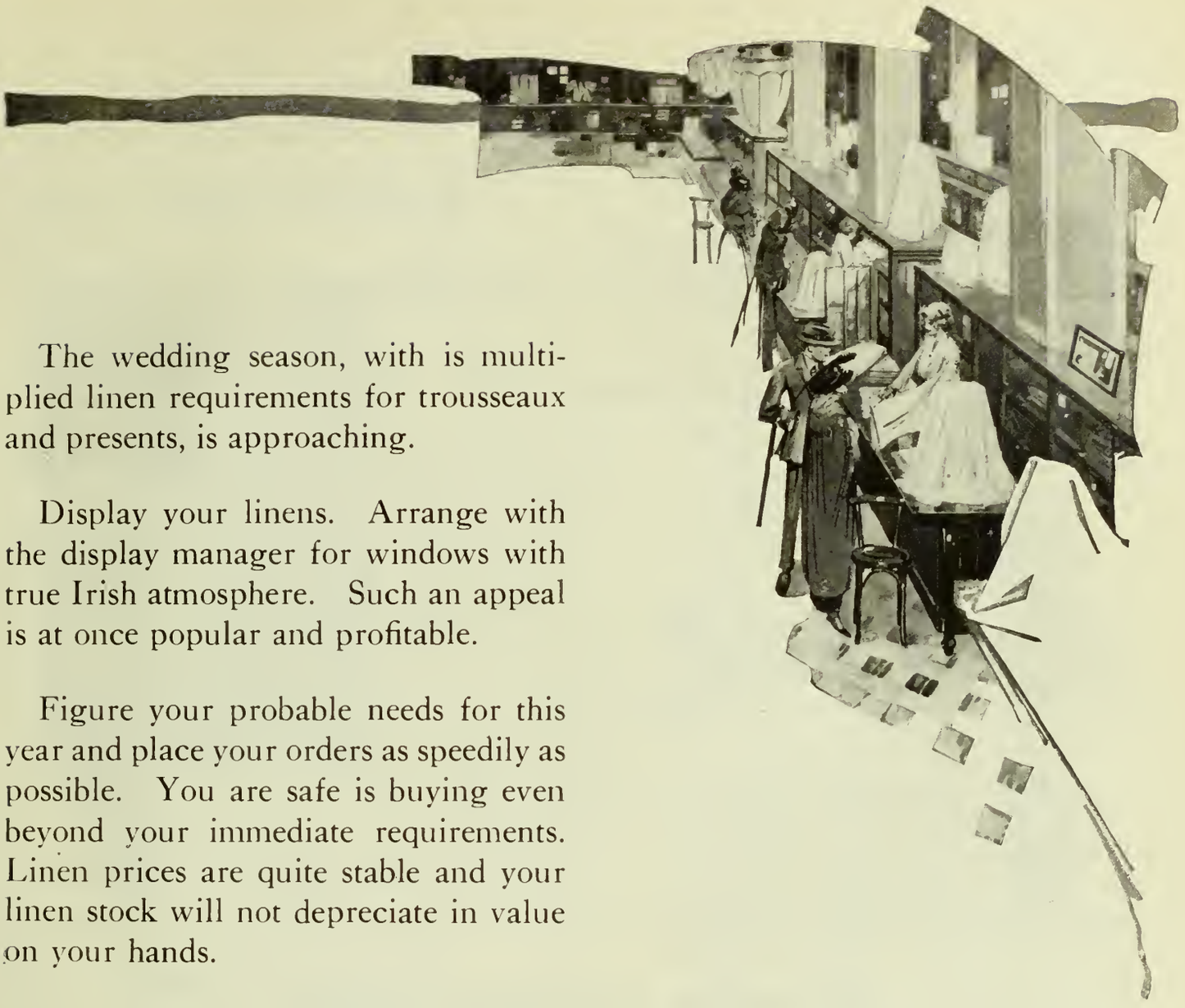
Join the Great Prosperity Campaign

THOUSANDS of merchants and manufacturers throughout the country are co-operating in this great movement which is educating the public to the fact that a new era of prices has arrived. "We can no more go back to 1913-14 price levels than can we expect to return to the scale of 1900-01," say learned professors of domestic economy.

Large advertising space has been donated to further the ideas of this campaign and to prove to the public that it is useless and unpatriotic to further defer their necessary purchases. "Buy what you need and buy NOW."

Linen closets and wardrobes everywhere have suffered from the shortage of linen.

Women are starting to buy linen when and where they can get it—to replenish their depleted supplies. Never was a better opportunity ready-made, for expansion and profit in your linen department.



The wedding season, with is multiplied linen requirements for trousseaux and presents, is approaching.

Display your linens. Arrange with the display manager for windows with true Irish atmosphere. Such an appeal is at once popular and profitable.

Figure your probable needs for this year and place your orders as speedily as possible. You are safe is buying even beyond your immediate requirements. Linen prices are quite stable and your linen stock will not depreciate in value on your hands.

You will have many calls for true Irish linen and requests for suggestions as to what form of Linen merchandise makes the most attractive wedding presents. See that your stock is in shape to satisfy the needs of your customers.

The Irish Linen Society
Belfast, Ireland

Martin's Values are For Summer Trade—

Department "E" Hose

E823—Tan cotton 1/1 rib hose, cabinet of 30 doz.	$ 2.25
E821—Black cotton 1/1 rib hose, cabinet of 30 doz.	2.25
E822—White cotton 1/1 rib hose, cabinet of 30 doz.	2.25
E832—Black cotton 2/1 rib hose, size 5-5½, $4.00; 6-6½, $4.25; 7-7½, $4.50; 8, $4.75; 8½ to 10	5.00
Buster Brown Sister—White, brown, mercerized hose, sizes 7 to 10	5.90
Utility—Black lisle thread hose, sizes 8½ to 10	4.50
DAISY—Black, white and tan cashmere 1/1 rib hose, sizes, 4-4½, $4.40; 5-5½, $5.75; 6-6½, $7.15; 7-7½, $8.70; 8-8½	10.50
E878—Plain black cash. hose, sizes 8½ to 10	8.50
E303—Plain black cash. hose, sizes 8½ to 10	12.00

Woollen Sweater Coats

E1236—Ladies' woollen sweater coat, sailor collar, sizes 38-40-42.

Very Special

Melon, Nile and White
Nile, White and Melon
Apricot, Kelly and Brown
Turquoise, White and Melon
Purple, Black and White

$120.00 a doz.

Call or write for quotations and samples.

Fall orders will be accepted at guaranteed prices for DAISY and LITTLE DARLING.

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50 ST. PAUL ST. W., MONTREAL, QUE.

Quebec: 7 Rue Charest Ottawa: 25 Sparks Street Toronto: 152 Bay Street
St. Hyacinthe: 229 Cascades Street Three Rivers: 82 Royal Street
Sherbrooke: Grand Central Hotel

CANADIAN-MADE

COTTON BATTING

Order VICTORY BATS, NORTH STAR, CRESCENT and PEARL

Packed in Shipping Cartons or in Bales

The best value for the price.

Can be had in 125, 100, 80, 67 or 50 rolls to the bale or 124, 96, 80, 64 or 48 to a lot of four cartons.

ANY WHOLESALE HOUSE

IRISH LINEN

In spite of the prevailing scarcity of linen materials we are proud to say that the unexcelled qualities of—

LIDDELL'S Gold Medal

products have been maintained throughout.

HAND-EMBROIDERED

Bed Spreads,
Pillow Cases,
Baby Cases, Sheets,
Tea and Lunch Sets,
Cosy Covers
Handkerchief Cases,
Doylies, etc.

R. H. COSBIE
LIMITED

Irish Linen Agency

22 West Wellington St.
TORONTO

Supply All Colors

Make More Sales

Carry the Complete Line

Sunset Soap Dyes

Twenty-two standard colors, including Black, Navy Blue and other dark colors. Sunset colors are fast and only one simple operation is necessary to clean thoroughly and dye all fabrics.

Sunset is a Real Dye, honestly and extensively advertised, and sure to please your best trade: all colors can be supplied immediately. The spring and summer demand will be heavy—due to the high cost of clothing of every sort. Be prepared—order a gross packed in an attractive counter display and let it make sales for you. Sunset selling at 15c pays you more profit than any other dye.

North American Dye Corporation

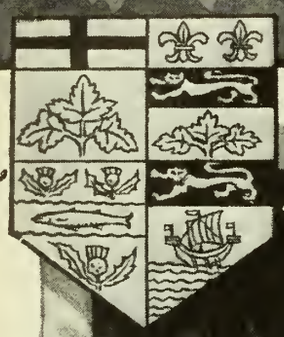
New Corporate Name of SUNSET SOAP DYE CO.

Mount Vernon, N.Y. Toronto, Canada

Sales Representatives for U.S. and Canada:

Harold F. Ritchie & Company, Ltd.
NEW YORK TORONTO

Worrall's Fast Dyes



VELVETEENS

VELVETEEN depends on the Dye and Finish for its beauty and utility. Unless the dye is right there can be no satisfaction.

WHEN buying a Velveteen— especially for costume purposes—you want the best dye obtainable, viz:—

WORRALL'S FAST DYE

Dyed by

J. & J. M. WORRALL, LIMITED
MANCHESTER

The Premier Velveteen Dyers of the World

Another Speciality is

WORRALL'S CHIFFON FINISH

REGISTERED TRADE MARK

J & J. M. Worrall, Ltd., are not merchants, so all enquiries for velveteens in their dyes should be sent through the usual wholesale channels.

Sphere Suspenders

have the true "quality" stamp—they are so well made and beautifully finished that they never fail to please. They maintain the highest standard of "British-made" goods.

Made of fresh, strong elastics, full of vitality, with neat, rustless, white metal fittings, and a soft yet firm grip that will not tear the finest hose.

Prices and full particulars gladly furnished on request. Enquiries and orders executed through London House or direct.

WHOLESALE ONLY:

FAIRE BROS. & CO., LTD., Leicester, England

and at 19, Fore Street, London, E.C.2. Works: St. George's Mills, Leicester

BRITISH MADE HOSIERY *and* UNDERWEAR *for* CANADA

OUR newly appointed representative for Canada, Mr. Hugh D. Marshall, has now opened offices at TORONTO, and has got to work with the collection of samples he carries for us. These include samples and patterns of the goods as indicated on the margin, and, as we think the value will be found thoroughly competitive, consistent with the good quality which is SYNONYMOUS with the name of "BRETTLE," we hope our Canadian friends will hold over their orders until such time as Mr. Marshall can see them, and we ask them also to write, requesting him to call.

WE think there will still be a considerable shortage of goods throughout this year, owing to the TREMENDOUS demand for our goods which is setting in from all over the world, not only from the neutral, but from the devastated countries of Europe. It will, therefore, be seen how necessary it is to place your orders for the Fall as early as possible. If you want goods of DISTINCTIVE CHARACTER and HIGH QUALITY you should certainly include in your stock a representative collection of our manufactures.

Canadian Representative:

Mr. Hugh D. Marshall, Stair Bldg., Corner Bay and Adelaide Sts. Telephone Main 3354. Toronto.

OBERON
SPECIALITIES

HOSIERY, UNDERWEAR, SPORTS COATS, KNICKERS, LADIES' AND GENTLEMEN'S PYJAMAS, SHIRTS, DRESSING GOWNS, RAINPROOF COATS, RUGS, TOWELS, QUILTS

THE FAMOUS "JAY FINISH" UNDERWEAR (Smedley's Make)

"BELNIT" RIBBED UNDERWEAR

"SUTOPLEX" FABRIC GLOVES

DISTINCTIVE NECKWEAR IN EXCLUSIVE DESIGNS. BRACES, BELTS, COLLARS AND HANDKERCHIEFS

SMALLWARES AND NOTIONS

LADIES' & GENTLEMEN'S HIGH GRADE KNITTED SCARVES AND WRAPS IN WOOL, SILK AND ARTIFICIAL SILK, &c., &c.

SHEETS, COMFORTERS, DOMESTIC AND TABLE LINEN, BLANKETS BATH MATS, &c.

TRADE B MARK OBERON

"BELNIT" RIBBED UNDERWEAR
MADE IN ENGLAND
Regd. Trade Mark

ENGLISH GLOVES

"SUTOPLEX"
(REG° TRADE MARK)
FABRIC GLOVES

GEO. BRETTLE & CO., LIMITED

MANUFACTURERS AND MERCHANTS

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

Factory: Belper, Derbyshire

We want more Canadian trade—and will try to deserve it.

TRADE
D J A
MARK

YOU CAN SELL WITH CONFIDENCE
IF YOU HAVE THIS MARK ON YOUR

SHIRTINGS

There is an enormous range of fine designs, and you are sure to find just the one you want!

The **SHIRTINGS** include Zephyrs, Cheviots, Silk and Cotton, Fancy Mattes, Ceylons, All-wool and Union Taffetas.

The Dress Goods include the **ORIGINAL SCOTCH GINGHAMS** and latest novelties in Voiles and Crepes.

David & John Anderson, Limited
ATLANTIC MILLS, GLASGOW
REPRESENTED IN CANADA BY
GREENSHIELDS, LIMITED, MONTREAL

SWEATERS

$30 PER DOZ. f.o.b. New York **PURE ZEPHYR**

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No. 35 — This pure zephyr slipon is knitted in the **popular imitation hand crochet stitch** and trimmed with tasteful combination stripes.

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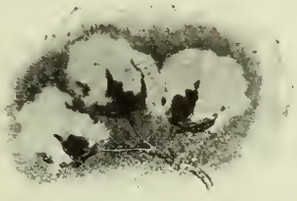

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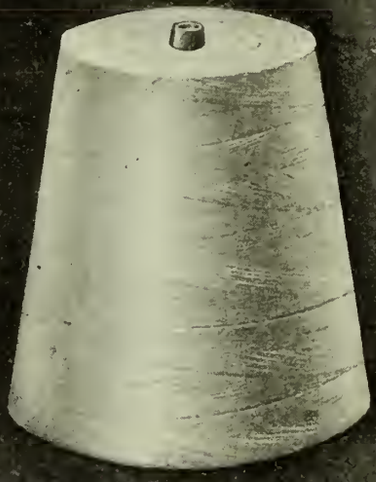

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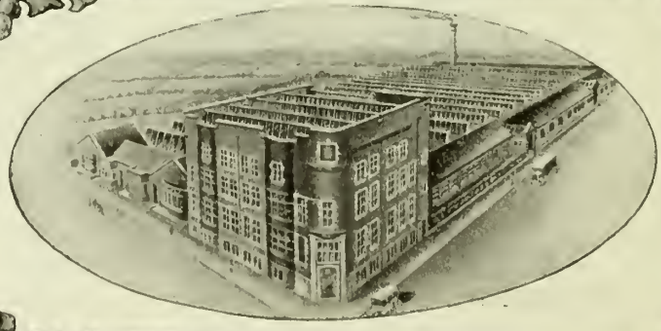

Fall 1919

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TORONTO

DRY GOODS REVIEW

The Recognized Authority of the Canadian Dry Goods Trade

Published Seventh of Each Month — Advertising Forms Close Third of the Month

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SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $2 a year; United States, $2.50 a year; Other Countries, $3 a year; Single Copies, 20 cents. Invariably in advance.

For the June Wedding

A beautiful bridal gown of distinctly Oriental influence is shown here. It is of white satin made with long culotte skirt, handsome tunic, sleeves and bodice veiling of chiffon embroidered with pearls. The veil is caught in simple arrangement, suggesting the Orient again where the face is entirely covered.

The bridesmaid depicts the popular Victorian fashions with her dainty Watteau hat and surplice bodice and ruffles. The gown is of white taffeta with drop skirt and frillings of organdie and twisted bands of moire ribbon.

Laying a Foundation for a Personnel Dept.

A Big Link Between Firm and Workers—Education for Efficiency Pays—It Makes Employee Worth Her Wage—Co-operation of Older Employees Necessary.

Written especially for Dry Goods Review by MISS KATHARINE J. DENNIS,
Personnel Manager, L. S. Plaut & Co., Newark, N.J.

PERSONNEL work includes every phase of activity which has a direct bearing on the development of each individual in an organization. When an employer has one assistant to aid him in the running of his business he first picks out the applicant best suited for the work and who has either reached the greatest efficiency or who has the greatest potentiality of so doing. He then spares neither time nor effort in helping him to understand his responsibilities and in making it possible for him to grow up to them. If the assistant is ill the employer helps him to get well. He teaches him his methods of doing business. His work receives close supervision. Either blame or praise is given as the results justify. The employer's eagerness in helping his assistant is not a matter of philanthropy. It is a matter of good business and loyalty. He even becomes so well acquainted with his assistant that he knows when there is sickness or death in the family, and even when there is great joy.

In the larger organization where the employer has hundreds or even thousands of his assistants the employer needs the efficient help of each worker just as much. He has the same vital interest in the development of his people and he owes the thousand the same loyalty and understanding that he owed the one. Let the man who has now a thousand or more employees and who started out with one, call to mind his relationship to his first assistant. Let him multiply the thought and effort demanded on his part towards each helper a thousandfold and he will have some measure of the responsibility of his personnel department. This department expresses the firm's goodwill and intentions to each worker in as personal and individual a way as possible.

Mind Sets its Own Pace

The organization of such a department so that its functions bring their full quota of benefit is necessarily slow. We can hurry up an order for merchandise. We can have it expressed. If freight is too slow and if express is also too deliberate, parcel post or even aerial service may be resorted to, but we cannot hurry the processes of the human mind any more than we can expect a child to master his algebra in an afternoon or a man to read his Bible in a day. An Eastern firm which has recently organized a personnel department says quite frankly, "We do not expect any visible results within five years."

The chart following describes all of the functions which the personnel department some day hopes to embrace, but as the personnel department of L. S. Plaut & Co. is barely six months old, and as it has but recently acquired its full quota of leaders, the aim of this article is to describe some of our present activities and operations which we hope in the future will bring about the accomplishment of our ideals.

Three Divisions

The present members of our personnel department are three—the personnel manager, the educational director and the superintendent of juniors.

Besides having the responsibility of planning and seeing that each phrase of personnel work is in harmony with the other, the personnel manager also acts as an employment manager. When the size of the store demands it, another member of the department will be secured, whose sole function will be employment.

The Error System

The superintendent of juniors and the educational director are associates in the department rather than assistants. Each has the privilege of working out the details of her job in her own way, as well as the privilege of submitting her plans for any new or unique work to the firm for approval and receiving credit for it. Assistants are apt to be shadows. It was, therefore, decided to have the members of the department associates.

Strength of purpose and of method is obtained by grouping all personnel activities under one head. In some stores the superintendent, besides all his arduous duties, employs and attends to all the other details of hiring and firing, hearing complaints and giving increases. The educational director teaches and keeps an error system. The sick room cares for the sick. The time clerk scolds the people for tardiness, and that is the end of it.

While every function of personnel work may be represented, there is no unification of its elements, no results are obtained and the people are dissatisfied. Unless the store be a small one the superintendent should not employ. He may keep his finger on selection and personally interview important executives. He will have frequent conferences with his associates: the merchandise manager, the advertising manager, the engineer, the comptroller and the firm, his one aim being to increase sales, to keep down the "overhead," to see that his people receive their just recompense, and to improve service to the customer so that she may be taken care of without friction and with true service.

Planning and real supervision take a great deal of time. Consequently the progressive store manager welcomes a personnel department which relieves him of the interruptions of incessant interviews and which assures him that each individual receives attention.

Eliminates Long Apprenticeship

While each member of the personnel department should have the point of view of a teacher, it is the educational director who follows up the training of every employee most closely. Her first contact with the new comer is made in the system class, where the newcomer learns to make out the various sales checks and is drilled on them until she is practically "system perfect." By the time the newcomer reaches the floor she is able to handle each transaction with a degree of confidence that she otherwise would not possess until she had been in the store two or three months.

The educational director turns the newcomer over to a sponsor. The sponsor system is in vogue in many organizations. As soon as an employee has had her instructions in the training department, she is introduced to one of the older women in her section who has the responsibility of acting as her sponsor. This saleswoman, who understands the stock thoroughly, goes through the department with the newcomer, explaining everything to her in detail, at the same time introducing her to her fellow-workers, and helping her to overcome the feeling of strangeness which so often frightens the new members of an organization.

Approaching the Older Employees

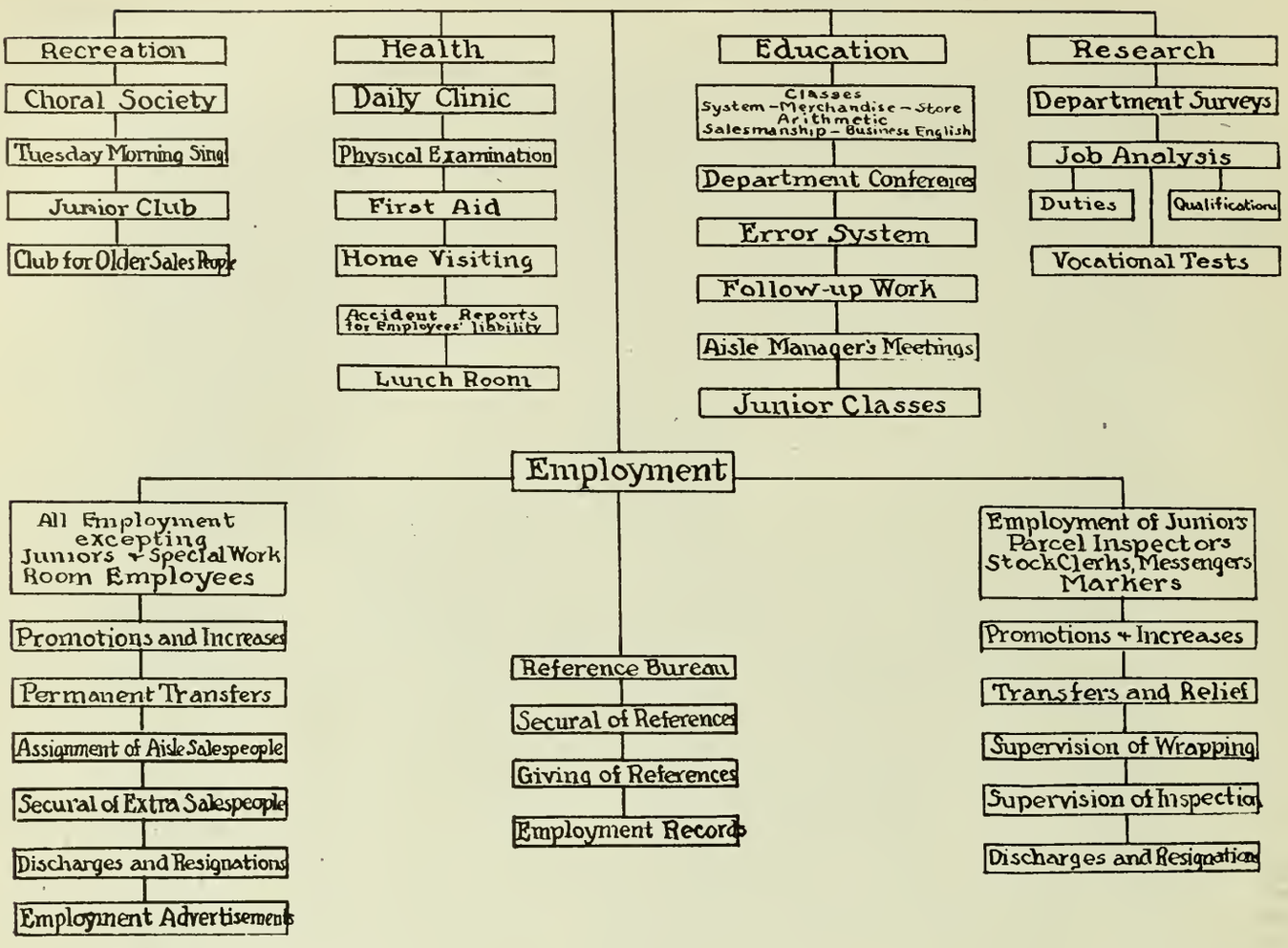
New people are open to suggestions and criticism, but in order to have them accept new ideas as working principles, it is necessary to get every employee in the organization thoroughly in sympathy with the ideals that are taught. Older employees as well as the new must be reached. Unless properly approached the longer a woman has been in your employ, the harder it will be to gain her co-operation.

Conferences are helpful in order to teach these older women and such minor executives as heads of stock and assistant buyers, some of the things which they ought to know. We do not say, "You must learn this." Instead, when we call them together, we say, "Will you help us teach the new people?"

Functional Chart

Personnel Department

L. S. Plaut & Co.



In telling them what to teach their subordinates and what mistakes these people are making, we are able to present a great deal of important subject matter to these executives in such a way that they learn it unconsciously.

Even more important than the knowledge which they gain, is the interest and enthusiasm which results. Instead of the employer fighting alone for high standards of work, his older workers will fight for him. Ideals can and do exist in all organizations, and once they are understood the worker strives to attain them just as the artist continually attempts to express in paint the picture of her mind.

The Error Eystem

The responsibility of keeping an error system and following it up belongs to the educational director. Her records are used by the personnel manager at the time when promotion and increases are given. These are decided not upon the basis of sales alone, but also on account of accurate work.

Salespeople are ever before the public like actors upon the stage. In order that the viewpoint of the public may be represented, shoppers' reports are necessary. The shopper and the saleswoman are not known to one another, a fact which guarantees an impersonal report. These reports are also used as a help in deciding matters of promotion.

Besides doing conference and advisory work, the educational director holds regular classes in system, store policy, salesmanship and merchandise. Some classwork is essential because it is impossible to teach all of the essentials while the employee is on the job. Individual instruction is always good, but it is a costly method. After group instruction has been given, individual follow-up may be done. Many workers are much more open-minded when they are addressed as part of a group than when they are talked to individually.

Non-Selling Workers

The superintendent of juniors employs the non-selling workers of eighteen and under and fills the positions which are outlined on the chart given at the beginning of this article.

Adults need supervision, but juniors need twice as much supervision and twice as much training. The superintendent of juniors, besides being responsible for the operative work of parcel inspectors and messengers, acts as an advisor to each one. She has special classes for them on subjects relating to their work in the store. Every morning there is inspection to make sure that each boy and girl is well groomed.

This is one of the most vital phases of personnel work. First, because these young people are filling positions of greater responsibility than they are capable of realizing and so need careful instruction and supervision. Secondly, discriminating selection and the ability to hold in an organization its younger people, are of great value. The future of the store depends to a large degree upon the selection, promotion and training of its juniors.

The doctor and the nurse help to keep the employees in good physical condition. When newcomers enter the store they receive a physical examination. We plan to have this examination repeated every six months. If teeth are in poor condition we recommend that they be cared for. There is a store dentist with whom special arrangements are made so that work is done for our people at a discount. The doctor holds a clinic for an hour each day, when anyone in the store has the opportunity of consulting him free of charge. The nurse is on duty at all times and takes care of first aid cases. Through her the personnel department comes in contact with the people in a way that would be otherwise impossible.

(Continued on page 82.)

How Departmentizing Helps a Store

Benefits Revealed Early in the Game — System Employed Simple — Monthly Stock Record

A. F. HIGGINS,
Proprietor A. F. Higgins Co., Ltd., with stores at Roland, Carman and Morris, Man.

How the Records Help Out—Cash Business is Conducted—Spending Cash Where Credit is Given.

THE departmentizing of the general store as outlined by A. F. Higgins, proprietor of the A. F. Higgins Co., Ltd., with general stores at Roland, Carman and Morris, in Manitoba, does not look like such a tremendous task. The benefits which have accrued to this company have more than proved the wisdom of such a course, and to-day each of these stores is operating successfully, with a complete record of what each department is doing available at a moment's notice.

What Departmentizing Revealed

"Before instituting our present system," Mr. Higgins explained to DRY GOODS REVIEW, "we were conducting our business in what I must now term the usual "hit and miss" style. I say this advisedly for the revelations we had when our businesses were switched over to their present system of knowledge of the various departments do not leave room for me to call it anything but that. "Let me give you a couple of examples," Mr. Higgins continued. "These will give you an idea as to what I am trying to bring home. We used to figure that when we bought a fur coat for $75.00 and sold it for, say, $100 to $110 that we were making a handsome profit. When we classified furs into a department of their own, we found that on the margin we allowed for profits we were actually losing money.

"Another case I recall is that in reference to one of our retail stores where we devoted a small corner to men's wear —collars, neckties and kindred lines. It was a small corner, too. We figured it was a convenience to our customers, but most certainly not a money-maker. Again we were wrong, for we found this little corner one of the best paying departments in the store."

System Employed is Simple

There, briefly and clearly, are concrete evidences of the benefits which can be derived from knowing what each branch of your store is doing. The system employed is not a complicated one—in fact the bookkeeping is really very simple in this store. A record of what each clerk is doing in the matter of sales is kept in one book (just a scribbler)—in another the departments are classified and sales tabulated according to class of goods. These two books, which are really just scribblers, are ruled and the figures constitute the daily record.

The Results Obtained

Now, just what do these books really show? Perhaps it might be well to state that a cash carrier system is used. There is a sales slip made out for every sale and these go through to the office, where the cash girl holds forth. When these slips come through, the cash girl enters the amount of the total sales in what might be called the clerk's sales record book. The book is ruled—one way of the ruling showing the sales slip number and the other the clerk's number or letter. At the end of the month then there is no difficulty in getting the amount of the total sales as well as what each clerk has contributed in this respect. The sales slip in the counter check books are numbered of course and each of these slips must be turned in or some explanation of its absence be made by the clerk responsible.

The Department Idea

Book No. 2 is the one which shows what each department in the store is doing each day and month. Dry Goods, Men's Wear, Smallwares, Housefurnishings, Furs,—they are all here in the scribbler, perhaps A representing Dry Goods, B representing Men's Wear and so on. As the sales slips come through, the cash girl, who soon becomes familiar with the goods and what department they belong to, enters them up according to departments. Should one slip show goods from more than one department, the list is separated and entries made accordingly. This book then should show a total volume of sales equal to the other book containing the clerk's sales records and the two should tally with the cash—not only a complete record of the various transactions, but a check against the cash taken in also.

The books used during the month, giving the daily record, form the basis of what might be called the recapitulation book. In this are shown the total sales of the different departments—a column is included in which returned goods are entered up and deducted from the sales of the various departments, and in this way a net total of each department for the month along with complete net total for the month is arrived at.

Another Step Forward—The Stock Record

But the system of figures goes still further in the Higgins stores. There is a record kept by which it is possible to determine pretty closely the amount of stock on hand, and the profit made at the end of each month's business. Another book is ruled out carrying a column showing the letter of each department and in which the invoices for goods received are entered. The date of invoice, the name of the firm bought from, the total amount along with the itemized amount for each department are all entered up. A column is provided for freight, the cost of the case and packing charges being included in this figure.

This record then shows the total amount of goods bought during the month, the amount bought for each department, the freight paid and charged up against the goods. This enables further statistics to be worked out. The firm knows about what percentage of profit on sales each department should show—from this they can determine pretty accurately cost of goods which have moved; they already know amount of goods on hand the first of the month—the sales during the month —the amount of goods received, and are in a position then to work out the amount of stock on hand at the end of the month and estimate profits.

How the System Helps Out

There is nothing complicated in the working out of the system, and the benefits of having an accurate knowledge of what is being done in each department are many. For one thing if any single department is falling behind, it is possible to check same up at the end of the month —it isn't necessary to wait a whole year to see what departments pay. The monthly records, usually available between the fifth and the tenth of the month, enable Mr. Higgins to keep his finger on the pulse of the business. As every variation or change is recorded, and should for any reason one or more departments be falling behind, an explanation must be forthcoming. If the change is a big increase, the reason is asked too, so that if it is a general condition, all departments can be speeded up.

A record of all produce such as butter and eggs brought in to the store is kept.

(Continued on page 135.)

Buy-at-Home Campaigns

Merchants of Barrie and Orillia Inaugurated Campaigns in April Calling Attention to Merchandise Available "at Home"—Interesting Individual Methods.

The cities of Barrie and Orillia offer two typical illustrations of the dry goods trade as at present situated in many parts of Canada. Trade in Barrie has not been affected by any inflated demand for merchandise because of any establishment of munition factories during the war. It has felt, as have the majority of towns, a steady increase in business and has noted the tendency generally towards a demand for more and better goods than formerly. The farming trade especially has called for more luxurious dry goods and clothing of all kinds than it ever anticipated five years ago. Farmers are still getting high prices for all the supplies they have to sell, and so the ending of the war has not served to cut down or alter demand except for the patriotic work. In fact, business on the whole has gone on improving.

In Orillia the situation is different, though similar to a number of other towns. Large munitions factories brought about abnormal selling and prosperity in the stores, and with the closing out of war work a quietude naturally followed. The farm trade is still good but stocks were necessarily higher and more upset by the irregular selling, leaving the merchants, some with big stocks of one line, and some of another, at the end of last year. Their buying has had to be regulated accordingly this Spring.

Steady Business to be Had

In both these towns it was felt that there was a big staple trade to draw from this Spring, however, and with the mail order houses on the alert to offer inducements for trade with them, and, to help the situation, with roads almost impassable during April, the merchants decided that some method of acquainting prospective buyers with merchandise to be had "at home" was necessary. Publicity was pushed in various ways. In Barrie practically all the town merchants, including Allandale as well, took space in the local paper in a special assemblage of small announcements under the heading: "If you buy out of town and I buy out of town, what will become of our town? The dollar you spend in Barrie will 'come home to roost.'" In the centre of the group was reading matter headed: "Taxes raised by hard times —Burden is lightest in communities boasting live and thriving towns—Farmer feels the effect—Is inclined to forget,at times, that he is most vitally interested in prosperity of near-by towns."

Draped window for Easter at Moore & Armstrong's store, Barrie, Ont. Floor is in tile effect, French grey color; background large senic painting. The panels are in grey with buff borders. Small trees in front of each panel have full bloom apple blossoms. These blossoms were put on real trees with excellent effect.

Easter Ready-to-Wear window in the same store. The floor here is stone grey tile effect. The background of mirrors panelled in stone grey, with buff borders. The decorations are Easter lillies and Wisterias. The floors and backgrounds were designed by Mr. Moore and the window derssed and showcards to match, written by Mr. Bricker.

In addition, large individual space was taken, circulars sent out, and the attention of potential buyers drawn to the local merchandise, the advantage of seeing what one buys when one buys, and otherwise of buying locally. It was expected that the month's campaign would have very beneficial results.

Music Hath Charms

One Barrie merchant finds that a corner at the back of the store devoted to showing a few gramophones, and maintaining a well-filled cabinet of records is a good drawing-card. Passers-by hear the music and come in to hear the new records. They pass the full length of the store, and often stop at special displays to make purchases which would otherwise be forgotten.

This merchant devotes one evening each week to the preparation of his weekly advertisement, and finds that the time and care are well expended.

He has made a reputation for his hosiery department, by making special purchases of manufacturers' samples twice a year. From these novelties are selected for regular stock and display purposes and a big variety is left for special sales. He is enabled thus to live up to the slogan which is posted up on country and town roads: "Everything in Hosiery." By this special featuring this merchant finds that his hosiery

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DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

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CONDITIONS THAT FAVOR BUSINESS

THERE was a tendency following the signing of the armistice to hold back—to wait for prices to drop; merchants all over were conservative. Some to-day are sitting away back in their offices telling people things are quiet and prices must come down and missing the chance of their lives to move their stocks.

There is business within reach of the aggressive merchant—the farmer was never so prosperous—there are some retailers creating sales records this spring. A merchant at Picton, Ont., writes in the course of a letter recently received:

"Business is fine, and has every appearance of keeping up. The farmers are getting enormous prices for their calves and hogs. When the latter went to 18c last year, it was thought the utmost price had been reached, but they were paid 21½ cents here last Saturday. In the old days they would realize $4 or $5 for a month old calf, now they get $23.00. One farmer got $176.00 for four head of cattle last week. Verily, the farmers' lines are falling in pleasant places these days."

Isn't there some reason here to believe conditions should be good with the merchant? Are you out in the sunshine or glooming away back in the office where every day is dull? "Business is fine"—are you getting your share?

RETURNED MEN GOOD SALESMEN

SOME one has said that the best school of salesmanship is the school of hard knocks and experience. It would appear that this is being proven by the fact that young men who went overseas and returned are now better at selling than they were before. It is pointed out that two of the disabilities common in young salesmen before the war were timidity and fright and lack of force. In many cases there was added to this inability to understand or read human nature. This last was very often the result of inexperience, and of not having rubbed sides with the great buying public sufficiently to size people up quickly. It is stated that the conditions the youths had to face every day from the very start of their training were calculated to overcome these troubles. To start with they were up against an entirely new set of conditions, and almost every minute they were meeting new men. They had to rely upon themselves very often, and on their own judgment depend on a lot of their progress. In the case of young officers, who came in thousands from the business houses of Canada, it is stated this was especially noticeable. Some of them, when they first started and had to give commands, were almost frightened at the sound of their own voices. A few weeks though in the army and they developed confidence. The same was true of the men. The hard training, regular hours and the outdoor activity resulted in physical changes that wrought wonders in giving many of them the force they were lacking before. It is said there is no education like travel. This has also been exemplified in the case of the boys who have been "over there." They have learned new languages, they have seen how other people do things, they have broadened out and they are coming back to their positions with a vigor they did not have before, and with a confidence and force that would have taken years of experience to have acquired in the ordinary way. They will bring to Canadian trade an added vim that may go a long way in increasing business.

RETAILERS ARE HELPING

IT is predicted that the sales of war savings stamps will reach new records this year as a result of the plan that is being followed of enlisting the co-operation of retailers. There is perhaps no surer or quicker way of getting in direct touch with so many people as through the stores. The proprietors and their staffs have taken hold of the work and are lending every aid in helping it along. In the United States, where the sales of savings stamps have reached huge sums, the National Retail Dry Goods Association, with a membership of 700 department stores scattered in cities from coast to coast, has also pledged its support.

MARKET REPORTS

THE MARKETS AT A GLANCE

TORONTO, May 7—Continued strength in all branches of the trade, with little indications of recessions in either woollens or cottons for some time to come, sum up conditions in the dry goods markets.

The woollen situation is very strong in the Old Country, American and Canadian markets all evidencing renewed strength. Labor conditions, including higher wages and shorter hours of work, have contributed largely to advances which dealers state, in some instances, are fully 25 per cent. higher than six months ago. The finer grades of wool are scarce and in great demand. Coarser qualities are more plentiful.

There is every indication that prices on cottons are again in the ascendency, following recent declines. The fact that the armistice found many American concerns with large stocks on hand, coupled with their desire to unload, brought about easier levels. With this accomplished, prices are again going up, and New York quotations are from two to three cents higher.

The market for linens presents no change. Dealers hold out little hope of any appreciable decline for the next five years. Stocks for the most part are not large, and are rather firmly held. Cottons are bound to be better sellers, because of the shortage.

Firmer tendencies are again evident in silks. Increasing demands have contributed largely to these higher levels. Japanese silks have advanced more than five per cent. since April 15th. All lines are selling extremely well. There has been a little buying of European silks, but prices are yet too high to compete with the American and Japanese silks.

There is a very active demand for hosiery, silk lines being the leaders in this department.

There is a brisk demand for carpets and rugs and supplies are none too plentiful. New buying orders are likely to be made only at advancing prices. Draperies and curtains are selling well, with scrims, marquisettes and voiles selling especially well.

Spring underwear is still a little slow, warmer weather being necessary to stimulate business in this way.

On the whole, however, business in retail dry goods is more active than for some time past.

WOOL

Shortage is Reported in Fine Wools, But Coarse Qualities are Plentiful

WOOL.—A shortage of fine wools is generally reported in the wool market. The coarser qualities are more plentiful, and the 56's and upwards are confined to narrow limits. Tops, which are the basis for all yarns, are up 12c, and there is a gradual stiffening of prices. As far as any recessions in the wool market are concerned, according to the statement of manufacturers and wholesalers, they are out of the question. The Canadian wool clip will be coming on the market this month. It is expected that it will be heavier than last year. In the American market, fine wools are quoted 20 per cent. above the fixed minimum price, and coarse wools show an increase of 10 per cent. Poor wools have few buyers. Prices are not yet named on the Canadian clip, but the market in this country is largely influenced by the American situation.

London wool sales have been resumed after an interval of two weeks. This marks a definite stage in the restoration of the wool trade to normal conditions. It had been anticipated that the action of the Government in fixing issue prices for a period of eight months would have the effect of preventing a rise above the level indicated in the schedule, and top makers, prior to the sales, were chiefly interested in the reserve minimum price. It was known that there was to be a fixed minimum, a certain percentage below the issue prices. The new schedule of issue prices, which came into operation on April 1, showed a decline of from 5 to 10 per cent. from the preceding schedule, but the spinners, and particularly those who comb their own wool, were evidently totally indifferent as to the prices at which the department was prepared to sell tops. They forced the bidding to such an extent that merinos and fine crossbreds realized from 10 to 15 per cent. in excess of issue prices, and even the lower grades, which it was thought would be more difficult to dispose of, were taken up at from 5 to 7½ per cent above Government prices. The explanation of this is in the fact that for the time being there is a shortage of fine wools. Spinners have found it impossible to cover their April and May requirements either from the department or private top makers, and have been forced to rely upon the limited offerings in London.

Top makers are absolutely sidetracked for the time being. They have got little or no wool out of London, and they are in such a position that they have had to withdraw all their quotations. In response to inquiries, they say frankly that they will not sell, except on a basis corresponding to that set up by spinners in London this week. This means an advance of anything from 4d. to 6d. per pound in the price of tops. It is recognized that this is a passing phase, and that spinners will not continue to pay such prices when supplies are more plentiful. There are 600,000 bales of wool on the water, but there has been serious delay because ships with cargoes of wool have been turned back in the Mediterranean to take Colonial troops home. Similar conditions will probably prevail at the May series, but by June it is expected that supplies will be more in harmony with the demand, and that values will settle down somewhere near the Government level.

In covering the situation on the wool

goods future, the "Journal of Commerce," April 25, says:

"The consensus of opinion on the woollen cloth markets was that lower prices could not develop for some months. Men's wear and dress goods mills have done a good business and are resting in many cases with their books well filled with forward orders.

"Mill agents' confidence in Fall is only exceeded by their confidence in next Spring. One manufacturer, for example, who has preferred not to sell his mill's production of heavy weights beyond July, said yesterday that if things were so shaped in a few months that he could not sell a further heavy weight production to advantage, he would run his mill on light weights from July onward.

"Selling men's clothing at retail has been in progress on a large scale according to reports. This will so clean out Spring stocks, merchants say, that buying by clothiers for Spring 1920 in good volume is almost guaranteed."

New allotments of orders for Roumanian and Belgian account among the woollen goods manufacturers were made recently. Mr. Frederick H. Yapp, secretary of the Canadian Woollen Goods' Association stated that the Belgian order would be for $500,000, and the supplementary Roumanian order for $700,000. The first Roumanian order was made about a month ago, being distributed among sixty-three manufacturers. It consisted of men's and women's and girls' and boys' underwear, women's and children's stockings, men's socks, and a large quantity of cloth. About forty manufacturers will participate in the second order. It will consist entirely of knitted goods, including men's and women's sweaters, men's underwear, and women's and girls' stockings.

Supplies of woollens among Toronto wholesalers are fairly ample, although purchases are being made at greatly increased prices. Values are fully 25 per cent. more than they were six months ago. American mills are all working at capacity and their output is enormous. Heavy orders are being booked both for export and domestic account.

SILKS

Silks are More Than 6 Per Cent. Higher Since April 15

SILKS.—Quotations on Japanese silks have advanced between five and six per cent. since April 15, according to the statement of importers. In fact cable despatches from Japan received since the above announcement show further advances. Reports are to the effect that the Japanese raw silk market continues active with all quarters doing business. The demand from American buyers is keeping up, with the inquiries of Japanese buyers increasing rather than declining. As a result further advances in prices in the local market are shown.

According to the New York "Journal of Commerce" of April 25, buyers in New York are operating to quite an extent, but the absence of any sizeable stocks of raws from that market is making market activity small. As a result of this situation there is a growing tendency to buy for later delivery, some commitments having been made as late as July, it is stated, and in one or two cases even later buying has been reported.

For some time this year wholesalers were cutting silk prices, but buyers did not take particular advantage of these, awaiting further price reductions. Now that the buyers are again in the market there is a new activity, and in the last month values have more than doubled. Demand for all grades is on a very large scale. Hosiery manufacturers, after an absence from the market of several months, have been active buyers of both raw and thrown silks.

There has been some buying of European silks on a small scale recently, but quotations are yet much too high to compete satisfactorily with American and Japanese silks. It is possible that Fall buying in European silks will show expansion. Satin and satin-faced goods and foulards are selling well. Demand for crepe de Chines and Georgettes is very active, particularly for the high-grade goods.

HOSIERY

Silk Hosiery is the Biggest Seller in Hosiery Lines at the Present Time

HOSIERY.—Silk hosiery is selling well and the large business that has already been reported is being increased from week to week. In both men's and women's the situation is very firm and there is no indication that the demand will drop off. Prices are stiffening as a result of the advancing raw market and despite these facts buyers seem to be interested in what they want. The trade is convinced that it is no longer a price proposition but rather a case of being able to give the deliveries that are wanted.

In women's hosiery the better grades of cotton are attracting some attention but there is a noticeable trend toward silk numbers which in time it is felt will affect the demand for cotton numbers. Low end lines are about as quiet as they have been and the general opinion in the trade is that there is little chance of a quick recovery for some time to come. Some factors in this end of the market even go further and say that the low end women's cotton stocking situation is serious.

In men's lines cotton numbers that possess real merit are in demand and some most satisfactory business has already been placed on them. Some of the finest trade is taking on silks more than ever, but fine lisle are still holding a firm position.

COTTONS

Recent Declines in Cottons are Likely to Be Soon Recovered

COTTONS.—Within the next week advancing prices on all cottons are likely to be quoted by the mills. In spite of the fact that the first week of April saw marked declines in most cotton lines the tendency is again upward, and the declines are all likely to be partly, though perhaps not wholly recovered, when the new prices are announced. The fact that many American dealers were heavily stocked when the armistice was signed, coupled with their desire to unload, resulted in a drop in prices. Now that this cleaning out of stocks has been accomplished, prices are again turning upward. Spot cotton at all primary points has advanced, the advances running up very considerably. The cotton industry is on a sound basis in England, and unless troubles arise because of the lack of co-operation between capital and labor England's immense output should come to the rescue of a much depleted world market.

Sir Charles W. Macara, president of the Master Cotton Spinners' Association in England, in referring to conditions in the Old Country, speaks hopefully of the outlook for the industry in England. In speaking of the competition of the United States in the cotton industry, he says:

"Recently I noticed a paragraph in the press dealing with a syndicate with a capital of £20,000,000 which, it was stated, had been formed in the United States for the purpose of supplying England with cotton goods. So far as cotton-spinning machinery is concerned, the United States possesses about half the number of spindles there are in England, and the climate there makes the demand for cotton clothing for the 100,000,000 people of the United States much greater proportionately than is the case in England. Statistics show that before the war the United States exports of cotton manufactures amounted to about 5 per cent. of the production, whereas of the production of the 57,000,000 spindles and dependent machinery in England over 75 per cent. was exported.

"One fortunate circumstances for the English cotton industry in this connection is, although we did not appreciate it at the time, that we put down twelve million new spindles in the ten years before the war. The enormous advantage we possess in machinery becomes more an all-important factor."

Thus it is evident that the British mills will be in a position to take care of a good share of the Canadian trade. The price situation in the Old Country is uncertain but there is nothing to indicate that goods from overseas will be cheap.

The piece goods market in the United States is decidedly firm, and the great bulk of demand has originated in the cutting-up trade. Merchants there display an inclination to hold aloof and buy only when they have orders from their customers in hand, a position which is not altogether satisfactory in view of the advances in prices that are predicted.

A development of prime importance in the cotton manufacturing industry in the United States is the new law, which became effective on April 25, putting a 10 per cent. tax on the net profits of plants employing children under 14 years of age, or those permitting children between the ages of 14 and 16 years to work more than eight hours per day or six days per week. This gives the Southern mills a new problem to contend with.

BOOTS AND SHOES

Kid Advances 10 Per Cent.—Grey Kid For Women, Brown Calf for Men in Big Demand

BOOTS AND SHOES.—There is an enormous demand for low shoes for women and girls at the present time. Factories are very busy and demand is almost greater than the supply. Prices are higher and it is believed that still higher levels will be reached. There has been a slight advance in the past month. Black kid, colored kid and colored calf are almost off the market, being extremely hard to get. Advances in kids represent approximately a gain of ten per cent. Children's shoes in the above lines are also scarce, and very high in price. There is a strong demand for grey kid shoes, both high and low, for women, and in heavy brown calf for men. There has been no particular demand for Summer lines of rubber shoes as yet. This usually does not materialize until about May 24. The position of the leather market at the present time is very strong, and indications point to a maintenance of this strength for some time to come.

LACES AND EMBROIDERIES

LACES AND EMBROIDERIES.—Buyers of laces and embroideries anticipate no cheaper prices for the next nine months. Some New York houses are refusing to take contracts, declaring that they are filled up until next December. While quotations in American goods are lower than they were six months ago, it is believed that they are at the lowest ebb and that they will be for some time. English goods are ten per cent. higher than they were last September.

Canadian buyers in England, looking for handkerchiefs, report a great scarcity. Buying is merely of a hand-to-mouth character and quotations are more than 100 per cent. in excess of prices in 1914.

Nottingham laces are selling at strong prices. Conditions in England are anything but satisfactory, and owing to the unsettled conditions of labor and poor transportation, buyers are experiencing considerable difficulty in making purchases. Narrow Valenciennes are selling well at steady prices. Silk tulle and silk nets are the biggest sellers of the year and have been in great demand since last December. Inquiry is particularly for the lighter shades. Heathcoat nets and waterproof silk tulle in all shades have an active demand. Shipments are arriving almost weekly, and supplies are fully ample for the rather extensive trade.

Embroideries have been a little quiet, the selling season for these being practically over. Some sales of Swiss embroideries are being made to whitewear manufacturers. Any goods now coming forward are being purchased at high prices, and there is little likelihood of any declines.

DRAPERIES AND CURTAINS

Abnormal Demand for Tapestries—Labor Increases 30 to 40 Per Cent.

DRAPERIES AND CURTAINS.—A buyer of drapery fabrics for one of the leading wholesale houses has just returned from the New York and Philadelphia markets, where he found them pretty much sold up on furniture coverings and curtain materials in scrims, voiles, and marquisettes, with a strong tendency to increase in price. The demand for tapestries is abnormal, and with an increase of from 30 to 40 per cent. paid for labor, plus the shorter hours, manufacturers state emphatically that there is no immediate likelihood of lower prices prevailing.

The decline that took place, he said, following the armistice, in December and January on the American market in cotton curtain goods, was forced, because of the fact that jobbers had large stocks that had been made up on high contract prices. Retailers withheld placing orders, liquidating their stocks on hand. Jobbers were in a similar position and were also forced to liquidate, but at a loss to themselves. Several manufacturers contracting at lower prices were able to accept orders for much less than prices ruling pre-armistice days. These conditions have now changed. The retail trade has enjoyed good business, which has forced them to purchase, causing a phenomenal demand and thereby raising manufacturers' prices. One firm states that its buyer was successful in securing cotton curtain materials and tapestry furniture coverings at good prices, and these they expect to show to their clientele at an early date.

Fifty-inch damask in black, blue and mulberry grounds are still in demand and also in all-over and stripe effects. Tapestries of medium and better qualities in black and blue grounds are also much sought after. Quotations on British goods are still very high.

NEEDLES

Supplies of Needles From England are Larger but Prices are Firm

NEEDLES.—Supplies of needles now coming from England are decidedly better, but prices show little likelihood of receding. There will be no declines this year. There is a big demand and stocks are reported low among jobbers and wholesalers. Quotations are from $3.75 to $5.40 per gross for staple lines.

CARPETS AND RUGS

New Buying Orders of Rugs Will Likely Be at Higher Prices

CARPETS AND RUGS.—There is a heavy demand for rugs at the present time. Prices are very firm and no recessions are likely before 1920, and may not even be effected then. Some houses declare that new buying will be fully 10 per cent. higher than present quotations. The demand is reported to be greater than the supply; 3 x 4 tapestry rugs are selling at $25 and $26, and Wiltons of the same standard size are quoted at $65 and $66. Axminsters are steady at $45. These are not likely to see much advance. Deliveries are inclined to be poor. Oilcloths are still very scarce in the face of a big demand. Substitutes of felt base goods are firm. Oilcloths are beginning to come on the market again after having been off for six months. Prices show an advance of 15 per cent. as compared with last June.

LINEN

Linens Show Advances of Twenty-Five Per Cent. Since Last December

LINENS.—There has been no improvement in the situation in linens. Prices show an increase of 25 per cent. above December last. The scarcity is growing and the feeling in Belfast is that there will be no reduction after June as some expect. Dealers state that there can't be any appreciable declines for the next five years even if flax should drop 50 per cent., because of the increasing costs in spinning and other operations. Retailers have mixtures and cottons, and will have to buy cottons for some time to come. At present there is nothing at 2.25 and hasn't been for the past few years. Two-yard cloth is now selling at $8.75 as against $2.25 in pre-war days. Cheap ends of linen would sell quickly if they could be procured. There has been no flax from Belgium or Russia for some time, and the fact that all the flax and yarn was taken by the Government has left the market almost bare. Prices naturally will not see lower levels for some time to come.

It has recently been learned that an endeavor is being made to manufacture linens in the United States, the difficulty of retting flax, which heretofore has been the drawback, now having been simplified by means of a chemical procase. This new way of retting flax, it is believed, makes it possible to procure a greater quantity of fibre than may be spun. Should this work out satisfactorily, linen manufacturing may become an established industry on this continent, which would be a decided boon to the linen market on this side. It would also tend to relieve the present situation, which does not promise to improve for some time to come.

The livest, biggest retail merchants are constantly on the watch for new ideas. Salesmanship is one of the greatest things in the world.

Think of business in broader terms than your own store, your own street and your own house. All merchants have common problems, and by getting together and deciding on a common basis of action they can usually solve them. Co-operation not only counts in business but it makes broader-gauged men.

Shorter working hours and higher wages seems to be a popular demand all over the world just now.

SHARING THE BUSINESS WITH CLERKS

New Business Presents Difficulties—Penalties for Failure to Meet Conditions—Keeping the Store Bright and Clean—Preventing a Rowdy Atmosphere in the Store.

"THE question of getting the best results from every agency of the store is one that is of vital interest to every merchant. To have the store clean and attractive at all times, have goods so arranged that they may be ready for instant sale, to have deliveries out promptly at the time promised, and more than all, to have the employees of the store constantly on the alert, constantly on the lookout for business, working with the real interest of the store at heart, is certainly the pathway to an assured success.

"I started in business in Grandview Man., last September, with a general stock of about $18,000. Beside myself I employ two clerks.

New Business Presents Difficulties

"Starting business in a new place presents a good many difficulties. With a new store, more than ordinary care is required if business is to be built up to a satisfactory basis; the store must be bright, attractive and well ordered. A hundred little details have to be looked after, details perhaps small in themselves but that added together make the conditions that bring customers to deal at the store. While I understood the importance of these things and did my best to see that everything was kept in the best possible condition, I found that under the system I was using it was impossible to achieve this result. It was either a matter of doing the things myself or of getting a habit of changing clerks every week or so, for they soon developed careless habits. But changing clerks frequently is bad business for the store. To have strangers constantly behind the counter is not the way to success, for it takes time before the customer will learn to trust the clerk and to put confidence in his judgment. I spent a lot of thought in trying to devise some plan that would overcome these difficulties, and finally I adopted an entirely new system that seemed to show some chance of success.

A Bonus System Devised

"Under the new plan I employed the same two clerks, paying them a good salary and providing board and lodging. The head clerk gets $15 a month more than the junior. Each clerk is expected to sell $1,500 worth of goods a month. On business they do over and above that amount they each get a bonus of 2 per cent. Then to provide the element of competition, in addition to the incentive of the bonus, and to keep the junior clerk always on his tip-toes for business, I give him an additional bonus of 5 per cent. if his sales exceed those of the head clerk. In order that this bonus may not be too easily earned it is one of the conditions of the new plan, that if the head clerk is beaten in sales he loses his 2 per cent. bonus. He has then two chances to redeem himself, but if in the two following months the junior's sales again exceed those of the head clerk then their positions are reversed, the head clerk becomes the junior, and the junior the head clerk with the additional $15 a month that goes with that position.

"I have found that this scheme works splendidly. There is now no necessity for the bonus, and I am glad to pay them all the bonus they can earn, for while it pays them it also works greatly to my advantage.

Penalties for Failure to Meet Conditions

"Then there is the matter of looking after the store. They each have their own department to look after. For instance, the junior has the groceries, hardware, crockery and paints. It is his duty to keep everything spick and span in this department. He must always have enough 10, 25 and 50 cent packages of rice, sugar, dried fruits, etc., and 5 cent packages of candy.

"As a penalty in not having fulfilled these duties, and having sufficient stocks of these goods ready, he loses his counter check book. Even if it is in the midst of the busiest day I simply take the book away from him and put it in the register and he loses his chance of selling, and must then and there get to work parcelling up the number of packages required. When he has done so he has his book returned and can resume his selling.

"The head clerk looks after the dry goods, gents' furnishings and boots and shoes, and somewhat similar conditions apply to his work.

Keeping the Store Bright and Clean

"Now in the matter of keeping the store swept and the counters and shelving dustless and bright, they are each given this duty for a week at a time and are required to keep the store as clean and bright as the day on which it was opened. If this standard is not absolutely maintained then the penalty is that they lose their sales books until the condition is set right. This keeps them constantly alive as they are both looking forward to the end of the month in their endeavor to increase their bonus and to endeavor to beat each other's sales.

How Carelessness is Discouraged

"In regard to goods that are damaged through carelessness, I have also thought out a way of making the clerk feel his responsibility. I do not attempt to sell these goods to the customer. I simply make out a bill for these goods to the clerk as though they had been sold across the counter, and this bill is of course deducted from his bonus. By this system the clerk gets a certain part of the profits of the business, and it is only right that he should be made to share the loss in the case of avoidable waste.

"Then in regard to the important matter of deliveries. Where deliveries are promised for a certain hour they must be delivered at that time. If a customer refuses goods on account of them being delivered late then the same policy is adopted, the goods are confiscated and the clerk responsible is given a bill for them and this amount is again deducted from his share of the profits.

Preventing a Rowdy Atmosphere in the Store

"Then we have adopted a system to prevent the use of profane language in the store. We have a charity box in the store, and if anyone swears they have to put five cents in the charity box and the proceeds are given to the Red Cross. This of course is a matter of mutual understanding, and is scrupulously observed.

"That is the general framework of the system I have adopted to keep the store running smoothly and at the highest possible level of efficiency, and it has worked wonders with us. All the difficulties that caused so much trouble and dissension under the old system, where the clerks were merely clerks with no interest in the success of the business, have vanished, and you would hardly recognize it for the same store. We are giving better service, and the clerks are more contented and more interested than they ever were, even at the best of times nuder the old method.

"This system has certainly proved itself of value in the case of our store."

MEN'S WEAR SECTION

NO ROOM FOR PESSIMISM IN CANADA

Business Better Than Most Optimistic Expectations—Clothing Factories and Other Industries Allied With the Men's Wear Trade Working to Capacity.

TO-DAY, where are all those persons who were loudest in crying retrench, conserve, prepare for the worst, for when peace is declared there will be a period of commercial stagnation? One may well ask where are they? And if the question was followed up by action, one would find them at their desks, busy, worried, irritable; not because their factories were idle, but on account of the difficulty they are experiencing in filling orders with the present staffs of operators, realizing that Canada has before it, is now in the midst of, a period of expansion instead of the stagnation period they had predicted, for when peace was referred to in those days, one meant cessation of hostilities, and if the present prosperity is due to the cessation of hostilities, is a fair example of what the future has in store for us, then we need worry, for we are just as unprepared for expansion commercially as we were for retrenching in 1914.

Expansion

Canada to-day is an exporting country, not only in food products, but in manufactured goods. The war has taught the manufacturers one lesson—and that is in "unity there is strength." They have formed different associations, have sent representatives abroad, and have succeeded to a very great extent in securing Canada's share of the after-war orders. And it is through the publicity these associations are getting that we are reminded of the wonderful opportunity there is for Canada to expand.

Confidence

The whole of Canada has more confidence in itself, fostered no doubt by the success of its troops in the spirit they displayed in getting what they went after, and what is more, getting it by fair-play methods; her commercial army is now out to do the same thing, with the result that everywhere there is prosperity.

Unemployment a Myth

Not so long ago we all were wondering what would become of the thousands of employees thrown out of the closing munition plants, skilled men and women. It was felt that public works should be started to take care of them until factories got back on a peace basis. Now with the shorter working hours, the loss in production caused by them, and the rapidity with which the factories have adjusted themselves to manufacturing of more peaceable production, the question has solved itself and to-day, labor is at a premium even with larger wages and shorter working hours. True there is a certain amount of unemployment, but in most instances, it is the fault of the wage earner who, having a surplus, hates to start in at a lower rate than earned in munitions plants.

Reconstruction

A term that as far as Canada is concerned is almost an empty one, for reconstruction means to re-build. How much have we to re-build? A few munitions plants, that in most instances have been sold lock, stock and barrel, that community only within a very small radius being affected. Our reconstruction has been and is simply a passing from an era of uncertain prosperity divided amongst a few to a general prosperity scattered among the factories, the wholesale houses and the retail merchants over the whole Dominion of Canada, and this only the beginning, for shipping is not back to normal yet and only the fringe of the export business touched.

Exports Affect Prices

As always or nearly always demand and supply govern prices, although of latter years and especially now, labor has been a factor to reckon with. With the increased exports, creating a comfortable shortage and imports as yet small, prices are bound to remain stationary or if anything climb higher; add to this the labor conditions mentioned previously and it is safe to predict higher prices in all lines related to the men's wear store.

The Consumer Pays

The merchant need not hesitate to ask a price that will return a fair margin of profit, for the average individual is reading in the daily press articles that refer to the higher prices of general commodities, and is prepared in most instances to pay the price. Sometimes he asks (as is natural) why he should have to pay so much, he has already been educated to expect higher prices of most things he buys and the act of enlightening his mind on the particular article you are trying to sell him should be a matter of simplicity, if you yourself are in possession of the basic facts relating to the higher costs of production on the lines you are stocking.

The Soldier Business

Everywhere one hears that the business done with the returned soldiers buying civilian outfits has surpassed the most extravagant expectations. The prices paid have been good, and the quality demanded is usually the best. An outfit invariably runs over $135.00 and is considerably more where the merchant carries a complete line from socks to hat as it were. Are we not right then when we say there is no room for pessimism in Canada to-day? And especially is this true in relation to the men's wear trade, for they are getting the cream of this desirable trade as well as sharing in the general prosperity of the times.

CONTINENTAL FASHIONS

From the "Daily Chronicle," London, Eng., March 27

We notice another brave attempt is being made to "reconstruct" the Englishman's garb. The intermingling of nations brought about by the war raises fresh hopes in the breast of the manufacturer that our insular tastes in masculine attire may be susceptible of modification in the direction of a more continental mode.

It will prove a difficult matter. There may be a certain period of experimenting with colored dress suits and dazzle shirts for morning wear. But we are not "dressy" by nature. The velour hat proved a popular import from the Continent, and we thought it had come to stay. But now we are told of a rush for silk hats and a moderate struggle for bowlers, as in the days beyond recall.

CLOTHES IN ENGLAND LIKELY TO REMAIN AT PRESENT HIGH PRICES

From Our London Correspondent

ALTHOUGH the wool section of the War Office has announced a reduction in price, and the London wool auctions have been resumed, both facts tending towards a more plentiful supply of cloth, prices are not expected to be reduced this year. The principal causes operating in favor of maintaining high prices may be summarized as follows:—The Government have been commandeering civilian cloth and clothing to provide standard suits for the demobilized soldiers on a large scale to supplement the output of the army clothing stores which has been too small to meet the increased demand. The scarcity of raw material and the shortage of skilled labor has hampered the tailors. It has also been the practice of the latter to put up a great deal of their unfinished goods into the hands of out-door workers, a great number of whom were either women, or foreigners. The latter during the war have to a great extent become unavailable as enemy aliens, and the former have deserted their old occupation for more remunerative work. Of course a number of those who gave up tailoring for making munitions now figure amongst the unemployed, but until their out-of-work donations come to an end, they are unlikely to return to the needle.

As an indication of London prices for ready-made clothes West End stores are now charging about sixty dollars for high grade suits.

Demobilized soldiers are now given the choice of keeping their uniforms minus buttons and badges. Khaki is being dyed blue and brown—these being the favorite and most suitable colors.

BRITISH CLOTH FOR FRANCE

Until the spinners of Lille and Roubaix are able to deliver supplies again, the French Minister of Reconstruction promises to admit enough British cloth to bring down tailors' prices and to facilitate manufacture by French firms of a type of material which will make clothes generally 45 per cent. cheaper by July. This will give an opportunity to Yorkshire woollen merchants who were refused permission to import into France £10,000,000 worth of cloth made to French order. Parisians are at present having to pay £12 or £15 for a new suit of clothes.

BOOM IN SILK HAT TRADE

Great activity is reported in the English silk hat trade. Manufacturers are already faced with difficulties of production. A fair quantity of material is on hand such as plush and shellac, but skilled labor is scarce. The work of a silk hatter demands many years' experience including an apprenticeship of seven years, and the young hatter is said to be a rare bird.

The reason for this phenomenal demand is said to be the expectation of the forthcoming peace celebrations, and the resumption of horse racing and other large social gatherings.

During the war many people declared themselves firm in the belief that the "topper" was as dead as the proverbial door nail, but the tendencies of the moment point to a vigorous resuscitation of the one-time aristocrat among hats. London newspapers are busy hunting the "topper" down and writing up his psychology. Apparently he is to be reckoned with amongst the immortals.

As regards other and less vexed types of headgear, velour hats are to be seen everywhere. Men of all classes are welcoming them with open arms. Three lines in great demand are light fawn, gold and silver with black as well as self-colored bands.

SELLING SAFETY RAZORS IN MEN'S WEAR DEPT.

A Side Line That Requires a Very Small Outlay.

THE safety razor is distinctly a men's specialty. It is an article that is sold to men, it takes up very little shelf or display room and the cases and advertising matter supplied by the manufacturers go a long way towards introducing the goods for you.

Safety razors have been sold for years in the hardware stores and also the drug stores and it seems that the men's furnishers are just awakening to the fact that they can sell them just as well as the other fellow and that once the decision has been made to stock them they wonder why they did not do so before.

These lines have been well advertised and the advertisin has created a very large demand. Most of the returned soldiers are confirmed safety razor users; this means a large business to be done in repeat orders on which there is a very good profit to be made.

As for windows a men's wear display is much more attractive to the ordinary man passerby than displays of assorted hardware or drug lines, and then again, the location of the average men's wear store is better than that of the hardware store. In the drug store there are so many small lines to be displayed, the safety razor as a rule does not get a great deal of prominence, whereas, a small article can be picked out immediately amongst a window given over to displaying suits, ties, shirts and collars. Especially is this true if display cards are used in connection.

All of which goes to show that your chances of selling safety razors are as good as, if not better than, any other class of merchants. There is a good profit to be made on the complete outfit, and also the blade repeats; it's a line that is not out of place, but distinctly connected with the men's trade, and in stocking safety razors there seems to be an opportunity for additional sales that should not be passed by without going into the matter thoroughly.

A new style in Caps. Although made in the regular shapes, the pencil seams give it a very nifty and smart appearance. Made in both plain and fancy tweeds it is one of the new lines shown by Palter Bros.

FELTS EXPECTED IN THE FALL

In common with everything else, straw hats are going up in price. The cheapest lines will be retailed at prices varying from $1 to $1.30. The increase in price is put down to the scarcity of raw materials. As regards styles, there will be little variation from the vogue of last season. There is perhaps a tendency for crowns to be a trifle higher and brims slightly narrower.

A leading London house informed the DRY GOODS REVIEW that they were looking forward with confidence to the return of the hard felt in the Fall. The price of high-grade hard hats is likely to be rather alarming unless the skilled labor questions solves itself.

COMING CONVENTION

The second regular convention of the newly-formed Canadian Association of Garment Manufacturers will be held at the King Edward Hotel, Toronto, May 12 and 13. In view of the extraordinary conditions of trade at the present time this will be a vitally interesting meeting for the membership of this association, which at the present time includes eighty-five per cent. of the total cutters-up of overalls, work shirts and men's working clothing in Canada. The executive committee will have to report at the convention the results to date of the efforts to secure export business. Mr. H. M. Levine, vice-president of the association, who is in London at the present time acting as the representative of the association on the Canadian trade mission, of which Mr. Lloyd Harris is chairman, has already closed orders with the Roumanian and Belgian Governments for shirts and overalls.

It is expected that seventy-five per cent. at least of the entire membership of the association will be present at this meeting. The officers of the association are as follows: President, Horace B Peabody, Walkerville, Ont.; vice-president, H. M. Levine, Montreal, Que.; treasurer, W. B. Deacon, Belleville, Ont.; secretary J. A. Haugh, Toronto, Ont.; asst. secretary, W. F. Corbett, Toronto, Ont.

WHAT IS WHAT IN MEN'S FASHIONS

In conversation with a prominent Montreal men's outfitter, Mr. Henry Marks expressed the opinion that men who are discarding the Canadian uniform for the civies of everyday life, will find exceptionally smart styles for Spring and Summer featured this year. Soft colorings that bespeak Springtime are especially evident in shirts, socks, and spats.

White, purple, grey, green and brown stripes predominate in the silk shirt this season. As for materials, the new cotton and fibre mixture has already won favor for its excellent wearing qualities. English Madras, zephyrs, silk and wool taffetas, have also come to the fore as popular materials for Spring shirts.

For Summer suitings Palm Beach cloth in green, brown, and in tans will be extensively used. Although difficult to obtain, flannel and duck trousers will continue to be favorable for sport wear.

Spring topcoats range all the way from the Burberry and gabardine to the slip-on in fawn shades. Many of these coats have the military touch that is especially in vogue this season. The military trench coats and the belted leather motor coats promise to carry off honors for outing wear. Chesterfields in three-quarters and box lengths, in gray green and in heather mixtures, and the imported Bannockburns will be especially smart.

The golfer will require for the accessories of his wardrobe chamois gloves with pores or fingerless gloves. He will doubtless note the excellent quality of the smart golfing hats in Scotch makes in tans and white with a green backing for the protection of the eyes from the sun.

There are numerous designs and colors in the wide assortment of ties from which the man of fashion may choose this Spring. Four-in-hands, derbys and batwings will predominate. Wide open collars, especially in the lower shapes, have attained the pinnacle of popularity and the soft collar, in shapes new and interlocked, will be the prime favorite in the sultry days that lie ahead.

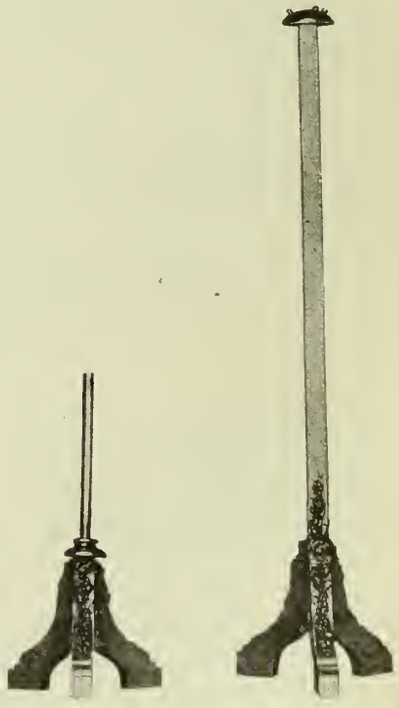
Spats in light fawn, fawn, gray and white will be extensively worn this season. Silk socks will claim an equal share of favor, especially the hose with silk clocks in different colors, buffalo browns, Russian calf and in all shades of champagne, grey, white and green. Gloves of silk and fabric will replace leather gloves in a great degree on account of the high price of the latter.

DEMAND FOR HOSIERY IN NEW SOUTH WALES

According to the "Weekly Bulletin" issued by the Government there is a good demand for hosiery, ladies' artificial silk ankle and cotton leg, also all silk. Colors required are black, white, and fancy. There is also a demand for some denims in grey or blue for workmen's overalls, also blue drill for shirts, also cotton gloves.

NO DECREASE IN PRICE OF CLOTHES THIS FALL

Chicago tailors state that there will be no decrease in prices of medium and better-grade clothes, although there may be a slight modification in charges in lower grades containing reworked wool (shoddy) and cotton. Continued high price for raw material and increased labor cost are the factors concerning these prices.



ART DISPLAY FIXTURES

Something entirely new and made in Canada for the first time by the Dale Wax Figure Co. of Toronto. They are very artistic and really works of art, being surrounded by floral relief work and finished in many colors such as Old Gold, French Grey, Pearl Grey, White, Etc., with gold relief.

Pull Together!

Man's Work Again—for Canada in good old Peabodys

ASK Bill what he was doing a year ago: Building pontoon-bridges chasing the fleeing Boche across the rivers he had held three years, straight into Hunland. You KNOW what Bill is doing TO-DAY: He is building real bridges for peace-time GROWTH, the commerce, the prosperity, the new happiness and content of Canada. And it's a man's job. The same boys whom we outfitted with fighting-clothes are back on the Job now Fighting the Bigger, Better Battle of Peace in good old Peabodys. Peabody Overalls and Peabody Gloves, worn wherever there's a big job being done by real men.

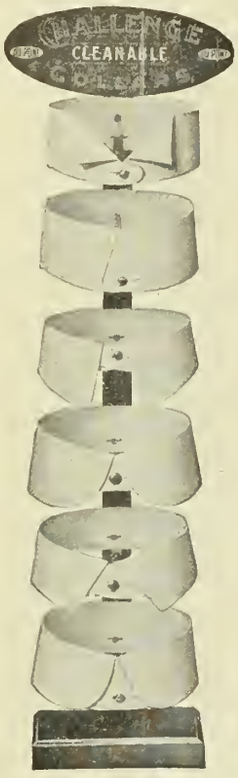
So, Pull with Bill, Everybody—in good, old, honest Peabodys.

PEABODYS
SALES CORPORATION LIMITED
OVERALLS

Are Almost Everybodys. Are They Yours?

WALKERVILLE ST. JOHN MONTREAL TORONTO WINNIPEG VANCOUVER

DUPONT CANADIAN INDUSTRIES



"Challenge Cleanable Collars"

WE want every dealer who sells "Challenge Cleanable Collars" to have one of our counter collar stands.

Place it in your window or on your counter, with a range of "Challenge Cleanable Collars," and watch your sales grow.

Finished in mahogany, they are designed to harmonize with your fittings generally.

Write to-day

The Arlington Company of Canada
LIMITED

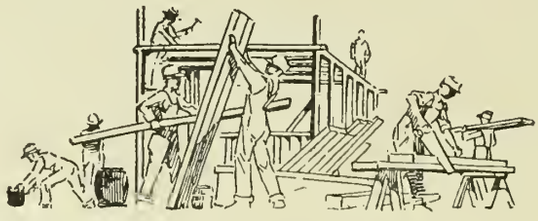
Sales Offices: 63 Bay Street, TORONTO
Montreal Winnipeg

DUPONT

RECONSTRUCTION

We are entering upon the greatest period of Reconstruction Canada has ever known. Industries which have been restrained in order to give precedence to War Work, are resuming their pre-war activity.

Our Boys are rapidly returning from "Over There" and stepping from the ranks to swell the civilian work-a-day populace. They will demand **Canadian-Made Goods**—and rightly so.

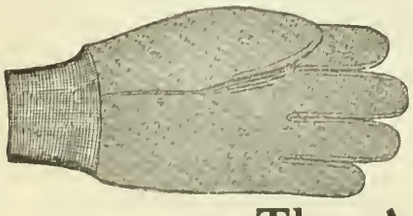


THE DEMAND FOR TAPATCO GLOVES WILL BE GREAT

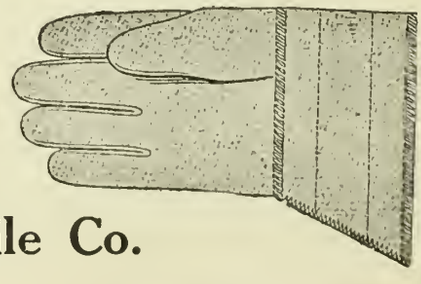
Leather Tip
Leather Faced Gloves
Jersey Gloves and Mitts

Heavy, Medium or Light-weights
Tan, Slate or Oxford

Gauntlet, Knit Wrist and Band Top Styles



TAPATCO
REGISTERED TRADE MARK
BRAND



The American Pad & Textile Co.
CHATHAM, ONTARIO, CANADA

There's going to be another great run this Summer on Carhartt's Allovers for Kiddies

ALTHOUGH we realized how good the garments were, how likely they were to "take" with mothers of little folks, it was very encouraging the way orders came in last year for this popular type of children's overalls.

However, when you come to think of it, this result is hardly surprising after all. Mothers for a long time have been looking for something that would save the youngsters' better clothes and at the same time keep them neat and clean in appearance. Carhartt's Allovers for Kiddies meet both requirements. They completely protect the children's clothes and stockings and at the same time look stylish and smart.

Dressed in a suit of Carhartt's one-piece Allovers the little ones can romp and play to their hearts' content. Roomy and neat in cut, Carhartt's Allovers are double-stitched throughout, while the pearl buttons are firmly sewn on. They are especially designed to stand the strain of rough-and tumble play. They are made up in plain and fancy galatea in various sizes and only have to be shown to find a ready sale.

Carhartt's Allovers for Kiddies are now being extensively advertised in a list of women's magazines, circulating throughout the whole Dominion. Such publicity is going to stimulate further the demand for these popular garments and benefit the dealer who carries them.

Send along your order for a sample assortment. You'll like them and so will your customers. Prices have now reached rock bottom; the cotton market is stiffening up as a result of the abnormal demand for raw material, and prices far from going lower are likely to go higher. Moreover, there is a large import business in sight, so that all in all it would seem good business to order now while we can supply your needs.

Hamilton Carhartt Cotton Mills, Limited

Manufacturers of Men's Overalls and Workgloves and Carhartt Allovers for Men, Women and Children.

TORONTO MONTREAL WINNIPEG VANCOUVER

Silks Firm Up Again

Unloading Ended—Buying Active—Fall Outlook Most Favorable—Satins, Taffetas, Crepes to be Popular—Hairline Stripes for Fall Dresses.

THE past month has witnessed marked revival of buying in the silk trade. The public at no time this year showed any marked inclination to hold off, and now slashing among wholesalers and jobbers has come to an end. Raw silk has taken an inclination upward again, reaching the highest point attained last year. European houses are again coming into the market, though still of necessity with very high prices, and there are buyers everywhere anxious to place orders. The cutting of prices among silk jobbers during February and March was reason enough for many buyers to wait until the "bottom" would be reached. As a result goods that were bought in those months meant the loss of thousands of dollars to jobbers. They had then to go into the market and found that raws were again stiffening up. The slashing had to cease. Buyers came to them during April when their prices were already steadying again, and one firm stated that they did as much business last month as they had done last year, but this was offset to a great extent by the dullness and losses of the previous two months.

It looks now as if the trade were becoming permanently steadied with activities likely to keep up for the balance of this year at least. Beyond that those best fitted to make predictions refuse to state an opinion. They seem inclined however to believe that it will take more than up to the middle of next year for wool and cotton fabrics to get anywhere on the road to stable conditions and that silks will therefore hold the attention of buyers and consumers for the next few seasons. "We are optimistic concerning the future of the silk industry; more so than we were a few months ago, but there is no accounting for the details which may affect it during the coming year or two," said several wholesale buyers to DRY GOODS REVIEW.

What's What for Fall

During several Fall and Winter seasons past, fancy silks, it will be remembered, have been chiefly of the plaid and stripe effects suitable rather for separate skirts and trimmings than for whole dresses. The other fancy lines have been for linings. It is thought that some influence will be felt this year from the

All Black and Blue

Silk grenadine is being shown for Summer again, and over colors as well as self-tone. This "Mikado" costume for afternoons is of figured black silk grenadine over blue with hat matching.

French and Swiss imports, resulting in a fashion for dress silks embodying hairline stripes and similar patterns suitable for whole dresses.

Taffetas, too, are promised more recognition as a Fall silk than they have had of late. Possibly this is a retaliation for the protruding of satin into Spring affairs this year. Nevertheless taffetas and satins are both promised goodly favor for Fall. Charmeuse is especially mentioned for high-class trade again and doubtless taffetas in pastel tints will have big call for misses' party frocks.

Lining silks will be almost exclusively fancy for next Winter. Fur coats, sets, coats, suits, capes, cloaks and wraps of all kinds are featuring the richly printed silks again.

Georgette Troubles

Crepes are again to the fore. Crepe de Chine in heavy weight is especially wanted for afternoon gowns. Georgette crepe will be in strong demand again if it does not lose public confidence because of some very poor qualities which are said once more to have found their way into the market. In 1917 some of the heavily-loaded Georgettes, which are not really a crepe but an embossed chiffon, were offered at prices below the original Georgette and threatened for a time to upset the market. They were suitable enough for neckwear and other uses where there is little strain, but for blouses and dresses were found to be very unsatisfactory. They would not stand laundering or wear for any reasonable time. However, the better goods managed to hold their own and buyers were well pleased who stuck to the real crepe. Once more, however, some of the lower-priced goods are to be had, and so long as it is handled and sold as such, so that the public is aware of the difference between the flat thread of the embossed fabric and the twisted woven crepe, the sale of the former will not tend so much to interfere with the opinion of the latter. Buyers should be careful to see that consumers are acquainted with what they are getting and not allowed to buy "Georgette crepe" at various prices promiscuously. Wholesalers state that the fabric of real crepe construction cannot be retailed under $2.50 a yard.

Some Revivals

For Spring and Summer there is some revival noted in New York for moire silks and for silk grenadines. Moires might well come along for Fall uses in this country. Indeed they are shown in a few instances now, but they are a type of fancy silk which would be very suitable for Fall gowns, when they are to be had in the soft, all-silk grades.

Silk voiles, both plain and printed, are liked for Summer frocks, and there is every indication that they and Georgettes will be highly favored all Summer. Printed chiffons, too, are enjoying a good deal of attention; they are to be had, of course, at lower prices than the Georgettes; it is probably in consequence of these sheer silks worn over plain silk slips that grenadines are brought out again.

SILVERTONES AND SUBDUED CHECKS

Novelty Wool Fabrics For Fall—Henna, Beaver Brown, Taupe, African Brown and Reindeer the Fancy Colors Which Are Leading—Prices Temporarily Slightly Lower.

INTEREST is keen for everything in dress fabrics for Fall merchandising. Manufacturers have been making purchases and are busy preparing their first ranges of Fall samples in ready-to-wear lines. These will in most cases be on the road by the middle of May or during the last two weeks of the month. For the most part they have purchased only enough of the few available novelties to brighten up their stocks of staples with which they are quite well supplied owing to the poor business of last Fall. Their indulgence in novelties can go little beyond some new tweeds for coats, fancy skirtings, subdued checks for suits and silvertones for the beter grade coats. The silvertones are attractive in finish and color range, and the price is a little lower than last year—perhaps 10 per cent. to 15 per cent. just to start the season. It is thought by authorities in the trade, however, that this recession may be a thing of the past by the end of the year.

The Leading Colors

The novelty colors selected most frequently in these silvertones by manufacturers and also by retailers are henna, beaver brown, taupe, African brown, and reindeer. In addition there are to be had blues, greens, plum and purple. In these shades, however, the trade seems more inclined to the staple fabrics, which will again have the leading place. For suits, serge, tricotine, gabardine, lightweight silvertones and silvertones which have a plaid overcheck, also subdued checks and plaids will be popular, it is believed. These latter are not reserved for sports garments, but are being taken up for regular street wear.

Suede-like fabrics are selling well in the United States, but they are very high in price—too high to be of much importance in Canada.

There are some lightweight mixture serges in one and two-toned checks and stripes which are offered for separate skirts and for children's dresses. These will retail in the neighborhood of $1.75 a yard.

Novelty Tweeds on the Market

For coats and sport skirts the newest arrivals in novelty British tweeds are interesting. Firms handling them feel highly delighted at being able to get such a range with conditions as they are in the old land. High colors are intermingled in some of these tweeds, such as green, red and black; bright blues and brown; white, gold, red and black; brown, purple and black; heather mixtures, etc. Similar colors are blended in the striped fabrics, and there is sometimes a white thread running through with the stripes suggesting based stitching.

In the new cheviots there is a range of some eighteen color shades from which to select and in gabardines about ten, so that it looks as if there will be enough variety to satisfy the public, unless buyers all choose the same few and push them into popularity. Looking over the past three winters we find the earliest of them with a strong demand for burgundy and taupe; following it taupe and navy had a strong lead; last winter navy blue was both the fashionable and the staple shade and no other color approached it in demand, even for dressy, fashionable apparel, so that so far as color goes this coming Fall, there is little guide for buyers, except the supply available and that is still largest in navy blue. If there were sufficient variety in material and colorings it is possible that the subdued checks and hairline stripes would have a decided vogue for the public is about ready for novelties in suitings and dress cloths, but this is scarcely likely this year with the big stocks of plain goods to be used up and mills unable to produce novelties in fine goods at reasonable prices. Some interesting French suitings and dress goods are illustrated and described in the Paris letter elsewhere in this issue.

Buying is still being done in a hand-to-mouth way as far as possible but it is evident that the mills will be governed in the amount of output of novelties by the readiness of the trade to take them up at this season.

POCKET EDITION OF COLOR CARD

The Textile Color Card Association has issued a pocket edition of the Fall 1919 season card. The colors, thirty-two of which are in silk and ten in wool, are exact duplicates of those on the regular season edition, which was described last month. In place, however, of the usual cloth binding, this new card is made of lightweight cardboard, with the ribbons and woollen samples cut and pasted to the card.

Convenient to carry and easy to mail, these cards will be found suitable by those needing quantities of cards for distribution purposes, especially in the exporting trade.

A pocket edition of the Standard Card, which contains 128 colors, may be issued later.

The pocket edition of the Fall 1919 Card is sold only in quantities of twenty-five and over. Single copies cannot be purchased.

THE NEW IRISH LINEN SOCIETY

How and Why it is Organizing the Trade—Aims to Serve Producer and Consumer Alike — Trade Must Await Flax from Russia.

By Special Correspondent from Belfast, Ireland

THE Irish Linen Society is the title which has been chosen for the new selling organization formed by the merchants engaged in the linen trade of Belfast and district. This organization has been brought into being as a result of war conditions which have made it imperative that not only must the productive side be remodelled after four years of Government control, but the selling end must in the future provide a wider net to catch the world's buyers the moment the market recovers and economic conditions of trade reassert themselves.

The first task the society has set itself is the popularizing of Irish linen in America, where in pre-war days the bulk of Irish linen found a ready market. By embarking upon an extensive co-operative advertising scheme it is sought to create a greater demand for linen products.

The question of expansion has been before the whole trade for the period of the war and was translated into definite action on February 15 last, when an advertising campaign on a large scale with an appropriation of £90,000, spread over a period of three years, was opened out in the trade papers of the United States and Canada. If this initial outlay proves successful the promoters of the scheme are fully prepared to invest six times this sum in further publicity. This is in itself sufficiently significant to attract widespread attention, but the aims of the society do not stop here. It has before it the still wider programme of encouraging the production and improving the quality of the raw materials by stabilizing the price and raising to a uniform standard the growing of the flax, the supplying of its own seed to the growers, and the establishing of an up-to-date scientific research department in all the branches of manufacture.

By this means it is confidently hoped to rebuild the fabric of the entire industry on a sound and lasting basis, and to win for "true Irish linen" a vast number of staunch followers appreciative of its excellent qualities.

A Trade Mark of Genuineness

A trade mark is now being chosen which will be for consumers and distributors alike a guarantee of genuineness,and members of the society will seal their linens with the brand of the society in the same way as the Government Inspectors did as long ago as the year 1800, when they passed and sealed as perfect the linens woven in Irish cottages, and bleached on the village greens.

As the first stage of production the organized linen trade is carrying on the work of the Flax Society, Ltd., which began its operations with Government support and direction in 1918. Eventually an industrial council will be formed on the lines of the Whitley Industrial Council's scheme for reconstruction, which will inherit the powers of the official Flax Control Committee, set up as a war measure by the Government, and with the help of the Irish Linen Society, the Research Department,the Flax Supplies Committee and the Flax Society, will control the raw material as well as the manufacturing and selling ends, thus linking up the spinners, weavers, dyers and makers-up of the finished article, in all represented by about fifteen subsidiary trade associations watching over particular interests.

It will then be realized how extensive is the province, yet how close the combination uniting this big federation of merchant interests.

Uncertainty of Future Supplies of Flax

The bar to immediate realization of economic trade conditions is the question of raw material which is at present governing both prices and reduction. To keep the Irish looms working at full time for next year would require the planting of 400,000 acres of flax. Last year, 1918, Ireland only grew 130,000 acres. At the present time the trade is working three days a week, and it is estimated that the 1918 crop has only yielded sufficient flax to keep the looms going at half time until the 1919 crop becomes available. The trade is not optimistic about the attitude of Irish flax growers whose keenness to sow has been blunted by bad seasons and the difficulty in obtaining seed. It seems doubtful whether there will be more than 100,000 acres under cultivation in the coming season. As a measure of persuasion the Government has definitely decided to take over the 1919 crop, offering 10/- a stone less than in 1918. This cannot be regarded as any criterion of price, because the demand will naturally regulate it. The whole question of future supplies of raw material is absolutely obscure, and must depend largely on the prospects of importation to which Russia, as the largest grower, holds the key.

Prices Firm for Two Years

Taking into account the last factor mentioned and imposing upon it shorter working hours, and increased cost of labor, a situation is arrived at making it impossible for the prices of the finished product to drop for at least two years.

There are at present small stocks of linen on hand, which, if disposed of at low prices, would have the undesirable effect of demoralizing the market. The Irish Linen Society, whilst realizing that high prices are a great enemy of popularity, desires to keep the market steady, and

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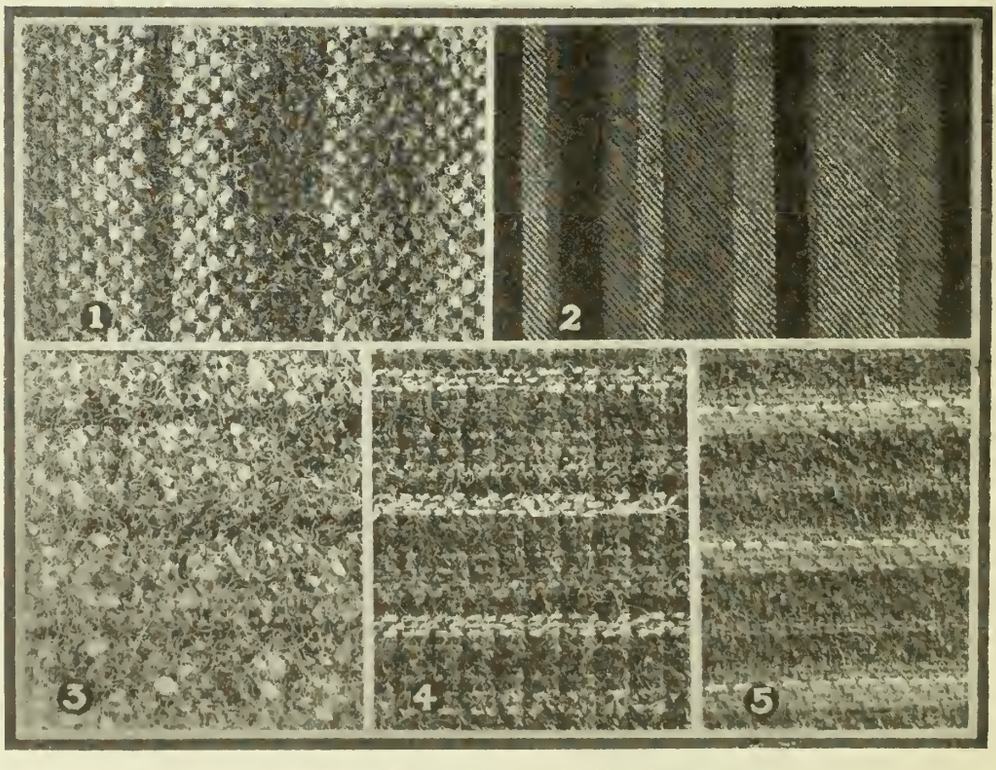

Novelty Woollen Fall Fabrics

1. Novelty tweed combining orange, blues, greens, yellow, pink, black and white in "spectrum" stripes. 2. New serge in blue, brown and black colorings. 3. Black and white tweed with over-check suggested. 4 and 5. Tweed skirtings in novelty stripe effects combining various colors. From the new lines of Debenhams Ltd.

Cuts in Cottons May be Short-Lived

Mills Hint That Higher Costs of Raws May Force Revision Upward—Heavy Declines to Cut Out Competition—Trade Fairly Well Protected

SCARCELY had the April cut in cottons gone into effect when the word went out from the mills that an advance again in many lines could be expected in the near future; prices in the States—where slashes had been made in many directions until the cost price had been reached and passed on the downward path—had begun to come back, and the approaching of the signing of peace made it likely that raw cotton prices would advance as indeed they were already doing. Hence wholesalers were urged to place their orders without delay, and word was sent on to the retail trade to follow suit. And there is every indication that the recent decline in Canadian prices is but a temporary swing of the pendulum. By this it is not suggested that the top prices of Spring, 1919, will be reached again; only that there will be a "come back," to a certain extent.

Some Reductions by Retailers

Inquiries among the retail trade as to the result of the cut in prices—ranging from 10 per cent. to as high as 40 per cent.—lead to the impression that partial reductions are being made in the stores. The wholesalers, of course, responded to the mills' new lists by corresponding cuts in their own, applicable to all unfilled orders. Thus on a portion of Summer lines still undelivered, the retail trade will benefit to the extent of the decline, and, of course, on all Fall lines. Still on the most of their Summer deliveries the retailers will not secure the benefit of the new prices. Ordinarily this would mean that any reductions they made—particularly if they attempted in any way to meet the 15, 20, 25 and 33 1/3 per cent. ones in the new lists of the mills, they would be turning over their stock at a loss, but the greater part by far of the stocks throughout the country were bought months ago; in many cases years ago, and hence at lower prices than today's.

Indeed a comparison with many of the figures in the new lists shows that they stand about midway between the prices issued for Fall 1918, and those for Spring 1919. Hence those of the trade who were covered even last Fall for this Spring, or, of course, better still, one year ago, can look on most of the present declines with a contented mind. This does not imply, however, that the trade as a whole will, or should, meet the new prices, until such time as they can benefit by them in the new stock on their shelves. But in many quarters, competition will force such a course.

Where Declines Were Greatest

While it would appear that most lines still run above the prices fixed for Fall 1918, in some others the new ones are far below. This is, notably, in the heavier lines, such as denims, and tickings, and some numbers, for instance, of striped flannelettes. In this connection there is a far-reaching conclusion in the trade that the Canadian mills in lines like these, where competition from outside is keen, were determined to cut the ground from the feet of the outside salesmen by meeting, or more than meeting, the very heavy cuts they had made some weeks before. That they succeeded in doing so where they had set out to effect this, is generally agreed. Probably it will be on some of these lines that the upward move that is now foreshadowed will take place.

Lower Prices on Undelivered Orders

The mills, as a rule, have taken a uniform course in allocating the advantages of the lower prices. In some cases the buyers are bound by a clause stamped across the invoice that makes them liable to take the goods at the contracted price, no matter what the delay in delivery, or other reasons that abnormal conditions might involve, provided the goods are commercially equal to sample. One mill in particular, that ordinarily expects its customers to accept the balance of goods undelivered at the stipulated prices, even if declines do go into effect, has included all its customers, those with goods still undelivered and contracted for at the higher prices, in the new rates. So that, throughout the whole trade, the lower prices came into effect at once.

Some of the cuts run as high as 25 cents a yard. In the former $1.15 line of sheetings the new price is 90 cents; the 80-cent price to 60 cents, from 67½ to 51½ cents, and from 60 cents to 45 cents. In denims the 47½-cent price is down to 37½ cents, and another from 57½ to 40 cents.

WHITE COTTONS

	Former Price	Present Price	Decline per yd.
1	17½c	15c	2½c
2	25c	20c	5c
3	32½c	27½c	5c
4	35½c	30c	5c

COTTONADE

1	52½c	42½c	10c
2	57½c	37½c	15c
3	65c	52½c	12½c
4	45c	37½c	7½c

SHEETING

1	55c	40c	15c
2	60c	45c	15c
3	67½c	51½c	16c
4	72½c	57½c	15c
5	80c	60c	20c
6	1.15	90c	25c

DENIMS

1	47½c	32½c	15c
2	57½c	40c	17½c

GREY COTTONS

	Former Price	Present Price	Decline per yd.
1	18½c	13c	5½c
2	19¼c	14c	5¼c
3	20c	15c	5c
4	25c	18½c	6½c
5	32½c	27½c	5c
6	32½c	25c	7½c

STRIPED FLANNELETTE

1	25c	21c	4c
2	32½c	26½c	6c
3	38½c	30c	8½c
4	45c	31c	14c

TICKING

1	30c	20c	10c
2	32½c	22½c	10c
3	45c	35c	10c
4	55c	43½c	11½c
5	66c	47½c	18½c
6	67½c	57½c	10c

APRON GINGHAMS

	Former Price	Present Price	Decline per yd.
1	25c	24½c	½c
2	30c	27½c	2½c
3	37½c	36½c	1c

WHITE FLANNELETTE

1	23½c	19½c	4c
2	25c	21½c	3½c
3	27½c	22½c	5c
4	32½c	27½c	5c
5	35c	29½c	5½c
6	37½c	32½c	5c

DUCK

1	32⅞c	27c	5⅞c
2	42¾c	35c	7¾c
3	52½c	44c	8½c
4	64⅛c	52½c	11⅝c

Table showing declines in staple cotton lines during first week in April. These changes are said to be temporary and mills state that higher figures will be quoted again in the near future.

Ginghams to be Higher in the U. S.

Trade reports from the United States agree that higher prices are to be expected in cottons for the future. One of these lines is dress ginghams. The prices that have been named for Fall are higher than they had been anticipating. Some of the Western jobbers have been selling lines at 18 cents that it will cost them 17½ cents to fill at the new prices. It is stated further that "two of the largest dress gingham mills in the country have not turned a wheel for three months, and others have been running short time because of labor troubles. With production short, agents say a relatively high price was unavoidable."

Another report states: "The change that has come over the silk and cotton goods division has been remarkable in that sales are now being made at prices far advanced above the levels traders would accept in the middle of March. There is a sharp demand for some of these cloths to be rushed to converting establishments and finishers of these goods are being urged to hurry out goods that have hardly been in their hands a week or two."

Colored Lines

The colored lines show about an equal reduction. These work out at about mid-way between the prices for Spring, 1918, and Spring, 1919. For instance, in points, the Spring opening price in one line was 26¾c; the April price as reduced, 21½c, and the price for Spring, 1918, was 16¼c. The last, however, ran up to 23 finally for sorting.

In dressed duck the Spring, 1919, price was 22½c, now it is 17½c, and one sorting price in Spring, 1918, was 20c, but again the last finally rose to 25c.

In sateens one line was 30c this Spring, now it is 25c; one year ago it was 19½c.

In foulard linings the price for Spring was 22½c, now it is 17½c, and one year ago it was 13½c.

The three corresponding prices on a line of cotton cashmeres were 30c, 25c and 19½c.

Dress ginghams, however, have been about the lowest right through, and on these no reduction has been made. Wholesalers in these lines are looking for increases soon, however, cotton flannelettes having gone up 1 cent early in May and others are pending.

NEW BOARD OF TRADE REGULATIONS FOR COTTONS

The President of the British Board of Trade, after considering the recommendations of the Consultive Council on imports, has given the following directions:

That no ration is to be granted for cotton hosiery other than in the piece, for which a ration of fifty per cent. of 1916 imports is to be allowed.

That no restrictions are to be retained on cotton yarn and grey and bleached cloth other than cotton duck, after April 30.

That dyed colored and printed cotton goods are to be admitted freely from all sources.

BRITISH COTTON KING LEAVES $23,000,000

Lord Glentanar, formerly Mr. Thomas Coats, of the house of J. and P. Coats, the cotton thread manufacturers of Paisley, who died in November last, has left estate valued at £4,642,263, on which £865,399 death duty has been paid.

Looks Favorable For U.S.

A large textile manufacturer in the United States who recently has returned from a trip to France and England, where he spent several weeks studying the whole industrial situation, takes an optimistic view of the future of American textile industries. While he fully appreciates that very few American textiles can be exported to France at present, due to the natural desire of the people there first to restore and then to protect their own industries, and the necessity of safeguarding as far as possible the exchange situation, yet in the not distant future the United States, he believes, will have the opportunity to aid in reconstruction by both financing and furnishing promptly the necessary equipment.

He is especially optimistic as to the future of the textile industry. The American mills, he recognizes, are at present going through a period of racial adjustment which was inevitable following war conditions and many problems will have to be solved. Yet comparatively few mills have been built during the past five years, while hours of labor and, therefore, the production of the mills, is being reduced. The consuming power of the American public has increased during the past few years; in fact, the sales of the retail dry goods stores have kept up even during the readjustments of the past Winter. In addition to the home demand there is bound to be an increasing export demand, for Russia and Germany are temporarily, at least, entirely out of the world's business.

Wages have been increased and hours of labor reduced in England, in addition to the tremendous increase in the cost of coal and all supplies going into the manufacture of goods. This same condition is true in the United States, but not relatively to the same extent. This increased cost is an especially serious thing for a country like England, which is so dependent on its export business. France not only has lost about a third of her textile machinery, but her wages have increased greatly and the demand for shorter hours will be granted. Moreover the United States have more generally adopted labor-saving devices and methods to accompany shorter hours and higher wages. This manufacturer feels assured that with a strong home demand and larger opportunities for an export trade, the United States textile industry should be on a stable basis for some years, provided labor is reasonable in its demands and the employers meet the new problems and new conditions with both sympathy and courage.

THE SURPLUS AEROPLANE LINEN

The thirty-one million, nine hundred and seventy thousand, seven hundred and twenty-five yards of linen no longer required for aeroplanes is apparently still a deadweight in the hands of the British Government. Although at present it is not fulfilling the useful function of covering the "human form divine," its existence is useful as a source of "copy" to journalists. Now that it has been so thoroughly advertised it is pretty certain that the trade can be confidently left to do the rest in due season.

HUGE PROFIT INCREASES

D. H. Evans and Co., Ltd., the well-known West-End of London drygoodsmen, report as follows for the past year: The gross profit amounts to £280,140, being an increase of £55,000 over that of the previous year. The profit carried to the balance sheet amounts to £94,465, being an increase of £25,148. The sum of £10,500 had been voted to the staff benevolent fund. This year it is proposed to devote to that fund a further 5,000 guineas. The value of stocks held amounts to £155,917, an increase of £19,000 over last year.

John Barker and Company, of Kensington, report a most successful year for their large departmental store. The net profit for the past twelve months was £133,300, in comparison with £115,300 for the previous year. This enables the dividend to be raised from 10 to 11 per cent. Appropriations are £10,000 to special reserve, £5,000 to general reserve, and £2,000 to employees' benevolent fund. The carry forward is raised from £32,600 to £54,200.

Yet another famous London dry goods store, Frederick Gorringe, Ltd., has made remarkable profits for the past twelve months, and reports a steady progress in business during the past four years. For 1915-16 the profit total was £52,200, the following year it rose to £59,500, while for 1917-18 the figure was just short of £50,000. The report for 1918-19 shows a record profit of £57,800. Special allocations total £10,625 and £13,800, against £11,300 carried forward.

THE NEW IRISH LINEN SOCIETY

Continued from page 38

by the careful regulation of the various interests involved, to feel its way towards a gradual reduction of the cost of the finished article, based upon a reasonable working profit, and in the best services of the producer and consumer alike.

Great emphasis is laid upon the fact that it is not the purpose of the industry to create a monopoly, or trust in linen as such, but to so constitute the conditions of trade that the various associations of merchants within it will have the power to put a stop to any unjustifiable inflation of market values, or unfair competition amounting to the old evil of "cutting."

SUMMER COTTONS

Pinks for Sheer Goods, Blues for Suitings, Liked by Toronto Women—Fancy Voiles at $1.50 Ready Sellers—Dainty Floral Patterns for Girls and Misses.

IF one judges by what has been selling in the large stores so far, one may easily concur with the buyer in one of Toronto's leading stores, who stated to DRY GOODS REVIEW that everything is going to be good this Summer in cottons. Nevertheless there are some features of both merchandise and buying which are of trade interest. In the first place the above-mentioned buyer remarked that sales in cotton goods, for the past four months, are easily 33 1-3 per cent. ahead of last year for the same period. The fine, early weather is largely responsible for the difference, and upon it will depend the success of Summer cottons in the next three months.

Staple goods, such as prints, are to be had at about the same prices as a year ago, or even a fraction lower. A good range of patterns is to be had in the staple lines also. Those which had to sell last year at 25c. to 30c. do not go beyond 25c. These before the war were 10c. or 12½c.

Fancy goods, over the counter, have advanced slightly over last year and not a great deal since before the war. The voiles which sold then at $1.25 are now $1.50, not an appreciable difference as affecting sales. "And it is much easier to sell our $1.50 voiles than it is the $1 voiles, because of better colorings and weaves," said Miss Geer, of the Robt. Simpson Co., Ltd. This seems to be the case in smaller cities as well. They are nearly all finding the better goods still the most wanted.

75-cent Suitings Liked

In ginghams, poplins, and other Summer suitings 75 cents is the popular price being paid. In yardage fancy voiles take the lead so far, and all the other lines, such as basket cloth, Rocky Mountain cloth and Palm Beach cloth in plain colors are about equally popular. Their sales will no doubt be better still if the Summer proves a hot one. Linens sell well, but cannot be featured because of their scarcity. Only a few pieces in blue, pink, oyster, white and grey are shown.

In suitings, blue tones have the lead in colors, with rose, grass green, and the other offerings following. In voiles and other sheer goods, pink is the favorite apart from the dark mixtures which are the safe buys at this season. Foulard patterns in black and white, navy and white, and Alice blue and white are snapped up very quickly. "We have never before had such a wide range of black and white patterns in voile, and they are all selling," said Miss Geer, mentioned above. "We have only two patterns left in navy and white and one in Alice blue. These are in big demand." While plain voiles are in fair demand fewer are selling than did generally before the war. The imperfect weaving in the plain voiles available has allowed Georgette crepe and the silk voiles to be used where plain cotton voiles were chosen formerly.

Compared with other seasons plain colored organdies are selling in Toronto very well. They show some little increase over last year.

Swiss Goods Here Again

In fine white goods there are some of the Swiss voiles and organdies shown, the first for some time. These retail at $2 a yard. They have a tiny figure embroidered all over and are very fine and evenly woven. Plain French and Swiss voiles and organdies are to be had in white, but the price is around $1.50 a yard, and unless for special purposes most people prefer the fancy printed effects.

Light figured voiles in fine floral designs are liked for girls and misses, and there is a big sale for the silk and cotton mixture "Georgette." Printed mixtures in foulard and spider-web patterns are selling readily, chiefly for linings.

THE NEW FALL SILKS

SOME of the leading New York houses have brought out several new and interesting productions in silks for Fall. "Highlight" is a new light lustre crinkled satin-faced crepe for dresses. It is shown in the new cotillon shades.

"Crepe Silhouette" is another new dress silk, also featured in shades for dance frocks. It is claimed to be especially adaptable for the silhouette sponsored by Hickson—full over-skirt and tight bodice.

"Dovedown" is a chiffon silk duvetyn of soft texture as its name implies.

Novel Satins

Satin fabrics are numerous. "Satin de Luxe" is for wraps and tailored effects; satin "Sonata" has a vague line or stripe in the weave which suggests the effect of a crepe chiffon. In the darker shades this is being taken for street and afternoon frocks and in lighter tones for elaborate evening gowns.

"Chinchilla" satin is another novelty. It is really a Roshanara crepe on one side and has a satin surface on the other. It is especially for tailored frocks and separate skirts. Kumsi-Kumsa, one of the Spring silks, is shown again for Fall in a range of street shades for wraps and dresses in plaid combining black with green, purple, henna, or brown.

"Whippoorwill," of the same family as that just mentioned, has the crepe or rib much finer and more regular, and is suitable for evening dresses, or in darker shades for afternoon.

The new prints in the indestructible voiles and in the Pussy Willow silks and satins all seem to tend to the larger effects, not the extremely large figure effects, but there are few of the small, all-over designs which were recommended for Spring.

New metal brocades are done on both voile and satin and show golden apple designs, leaf and poinsettia patterns, drooping flower sprays and a plaid of fine leaf vine effect crossing the fabric diagonally.

For linings and wraps there is a big range to choose from. One firm has a series of seven combinations in nine colors under the name of "Cinderella" prints. They appear in blues, browns, greens, and some with touches of gold.

There are also jacquard Cinderella prints. These are made in jacquard weave with varied desings worked out and then they are printed.

Another series is of Persian effect in six-color combinations, including jade, bronze, brown and navy, all with gold. A bird series is also shown, and one of wheat.

Autumn Colors

There are striking combinations in the autumn colorings. There is an acorn design, reproduced in a variety of colorings, and an oak-leaf design, equally effective. Floral designs are in large effects. The Pershing orchid is variously introduced, and a sunburst floral design and some brilliant and striking colors and designs are produced in the hand-blocked Pussy Willow satins, showing bouquets of field flowers in their natural colors, poppies, daisies, pussy willows and cornflowers on such vivid grounds as bright yellow and magenta. These are effective on navy as well.

There are some charming Japanese prints and Persian effects, and an underwater design, which is unusual in color.

BRITISH DYES SUPERIOR TO GERMAN

(By London Correspondent)

Manufacturers are unanimous in the opinion that British dyes are better than the German. At the outset makers of British dyes were not able to supply all the ranges in color, but now it is possible to get any shade. Generally speaking, firms are more than satisfied with the work of the dyers, and the prospects of the two big firms engaged in this new industry are considered very favorable.

The cost of dyeing to-day is increased more than three times pre-war scales.

LONDON, ENG., CLOTHING GUILDS FAVOR RESEARCH

A meeting of the representatives of the City Guilds connected with the clothing trades declared themselves in favor of encouraging scientific research and invention and the revival of apprenticeship, and the establishment of a trade university.

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Crockers Bulletin

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"LE MEILLEUR DE LA GRANDE BRETAGNE"
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The most suitable tissue for Autumn wear.

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ARMURES
GEORGETTES
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During the season our representative in the Dominion will be visiting Toronto, London, Ottawa, Montreal, Quebec, Halifax, St. John, etc., and all enquiries should be addressed to him as follows: H. D. Marshall, Stair Bldg., corner Bay and Adelaide Sts., Toronto. Phone Main 3354.

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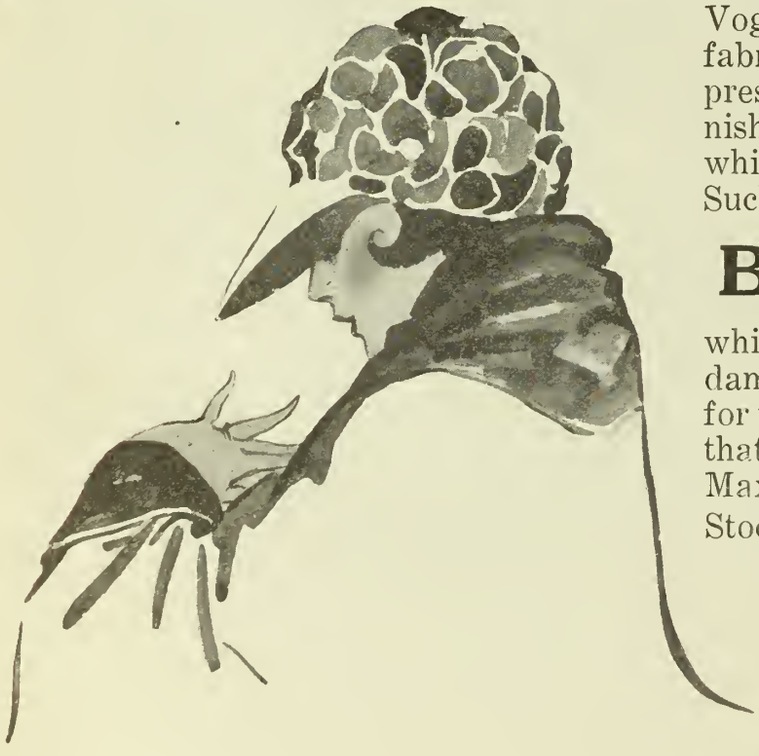

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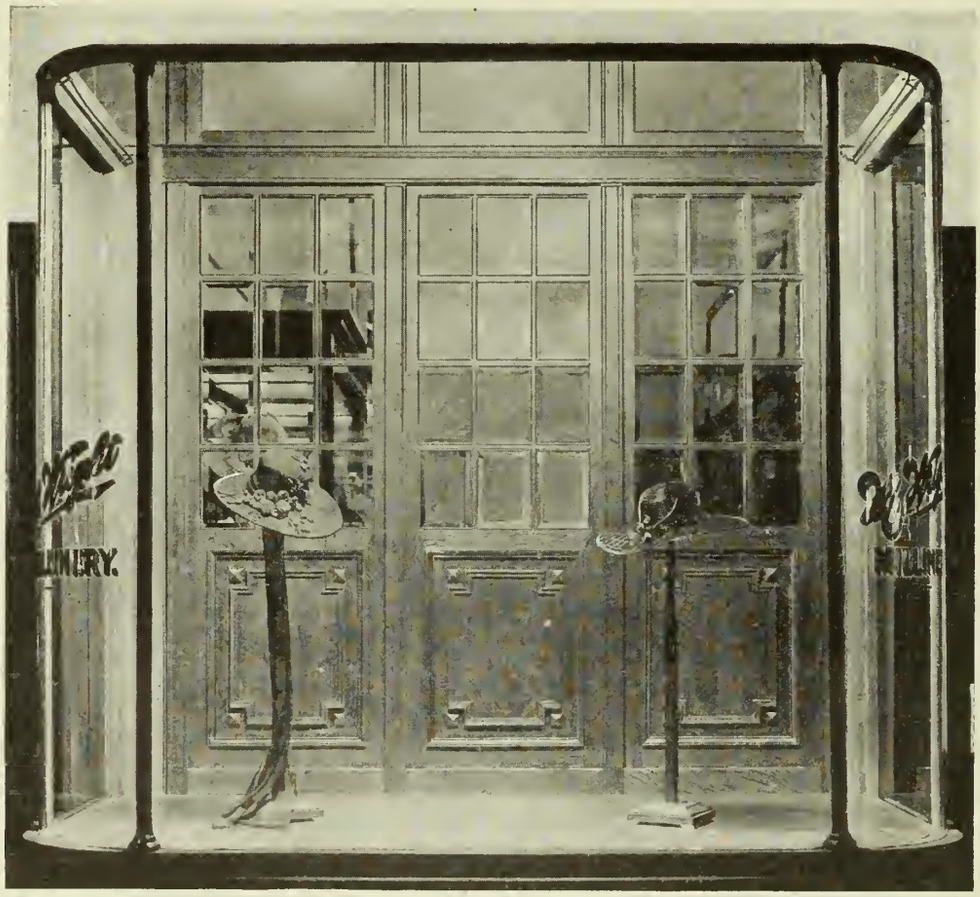
SUCCESS MEANS MORE THAN GIVING SATISFACTION

Customer Must be Happy in Wearing Her Hat, Says Miss M. Wright, Long Established in Toronto—Two Hats in Window and Many Inside Make Sales Easier — Better Prices Coming.

THERE is scarcely a discriminating woman in Toronto who is not acquainted with the millinery shop of Miss M. Wright, located at 672 Yonge Street. There can surely be no busier shop of its size and kind anywhere, for on bright days women love to go to Miss Wright to see what she has new in hats, and the showroom is often really crowded. It is a store similar in many ways to that of Mrs. Allan J. Smith described in last month's DRY GOODS REVIEW, and yet distinct differences are obvious. Miss Wright has been at the above location for some years now and has had ample time to feel the pulse of response to her care and thought in developing a high-class of merchandise as well as artistic window displays, all of which, to say the least, is interesting.

An Effective Window



Showing front of Miss M. Wright's millinery shop, at 672 Yonge St., Toronto, described in accompanying article.

Miss Wright not only wants her customers to be suited in their purchases but happy as well. This latter is a point which she emphasizes very strongly when discussing her methods. She not only wants her customer to have a hat which is suited to her but one in which she is really happy. That is, the customer must not only make a purchase which is correct as to rules and regulations of line and color, but one in its harmonious whole which is highly pleasing, and one which she is happy in wearing. To assist a customer to this achievement is one of Miss Wright's delights and one which has helped to establish her business upon such a permanent basis.

"One method will not do for everybody," said Miss Wright to DRY GOODS REVIEW. "It is very necessary to study every customer as she comes in: to study her mood, her attitude, and her whole temperament, and to be able to respond to it in a manner which, without aggression, pleases her."

Frequently a customer is undecided between two hats. Then comes the problem: The customer asks Miss Wright which she would advise, and Miss Wright has to consider that both hats are becoming, there may be a price difference and there may not, one is perhaps Miss Wright's own choice, while the other has some one feature which makes a strong appeal, and she must still hold to some extent a final court of appeal for the customer. Such a crisis occurred while the representative of DRY GOODS REVIEW was in the shop. One woman and her friend had the choice boiled down to two. One of the hats was a navy blue combination of Milan and taffeta, very smart and distinctive in line, a tailored model, the other, also navy blue, was a clever little beretta shape with a garland of tiny flowers around it. The note of color was its strongest link with the customer's affections. Her mother liked flowers, so did her husband; she knew they would prefer that model; it was becoming, she liked it herself, but the other was more distinctive and had more real character, though no color was introduced other than the navy blue, which formed at once hat and trimming. "Which do you prefer?" was the critical question put to Miss Wright.

"I had told her already my preference but did not think it wise to restate it at this juncture. I wanted her to make her own choice. The attractiveness of both hats was before her; I could not go back on what I had already said of my own choice of the two, and I felt that she would be satisfied with either one, but I wanted her to be more than satisfied; I wanted her to be happy in

wearing the one she decided upon, and one is not happy wearing a hat that does not please one's friends. I think she will be happy in her selection though I preferred the other one on her."

Miss Wright is one of those wise milliners who pays close attention to the selling value of her window. The window itself is an artistic one with a natural oak panelled background and plate glass panes, as are seen in the accompanying illustration. These neutral tones allow full expression to the hats on display. Through the centre the passerby gets a glimpse of soft rose color, shed from a pedestal lamp with large silk shade, inside the store. The window itself has curved corners and no seams between them to spoil the effect of the two or occasionally three hats displayed on stands as the picture indicates. Some times a veil or a scarf or a drape of ribbon is shown as well.

Featured Seasonal Colors

Early this Spring when certain colors were receiving much comment there would be seen two or three hats all featuring one color; the next day or two another color would be shown. Miss Wright was one of the first to show in her window jay blue models, which met with so much favor. In January one day the silver and cerise combination was observed, then henna was in line, cherry red, gold and black brocade—each had their "day." Those in the window at the time the photo was taken were afternoon models, one in navy blue and Georgette with large spray of handmade flowers and Georgette scarf; the other was in glossy black lisere with maline brim barred with lisere.

Inside the shop the customer is delighted with the large show cases. Here she may look over a great many models at her left, her right, or across the back of the room, and in a very few seconds form an impression of the "nice" class of millinery carried, and of a model here and there which is the color, the size, or the shape which is suitable for herself. This generous display, arranged of course with care and with the hats well protected, facilitates the work of selling to a considerable extent. Dressing tables and chairs, also wall mirrors are placed at convenient locations for comfortable selection.

Miss Wright has a book in which she enters the name and address of purchasers, the new ones being added to a permanent list. Once a season she sends

out announcements to those listed and finds that customers like to be reminded in this way of Miss Wright's interest in them as well as of new hats ready to be inspected

An Alluring Picture Hat

The delicate black lace which forms the brim veils a wreath of blue daisies and pink roses and the net crown is swathed in shimmering blue ribbon. It is a desirable model to accompany the beautiful Summer gowns of lace which are to be worn this year.

"Millinery is gradually getting back to its old place of importance," said Miss Wright. "We are selling a great many more imported and pattern hats this season than during the war, and customers are showing more care in selection, all of which indicates the importance of millinery under stable conditions. Prices, too, are getting better. They did not begin to be as high during the war as costs warranted. Buckram, which used to cost $1.50 in 1914, has risen to $5.50, and everything else is at least double, with selling prices even less than they were. Millinery is due to bring higher prices for a few years to come in order to make up for the extremely close margins of profit necessitated by the war. We used to sell many hats at $45, $50 and $60, and have even sold one as high as $85. This year we have sold a number at $25 and a few higher than that, which is an improvement over the last couple or three years, but really beautiful millinery with selected trimming, much hand work in the making, and designs of value, is returning now so that the future of millinery looks very bright."

A NEW KIND OF "STRAW"

Another novelty has come out of Boston! Last month it was the fish hat. This month it is corn husks! What is Boston coming to? The corn husks are not really so grotesque as one might imagine. They are wound over a wire shape from crown to edge of brim and under it, and are woven over the crown. The trimming is fern leaves and dusters of forget-me-nots, the ferns making a lacey veil over the crown and the flowers a dainty garland effect on the top edge of the brim.

Henderson & Smyth, Ltd., of Montreal, Toronto, and Winnipeg, have received word that W. R. Mathews, who has been looking over the silk situation in Japan for them, is on his way home. Mr. Mathews spent several months in Japan and reports that there will be no immediate change in the conditions there.

E. S. Mathews, who lately joined the firm to take charge of the lace and ribbon department has sailed on the Mileta for Switzerland and will be away for several months.

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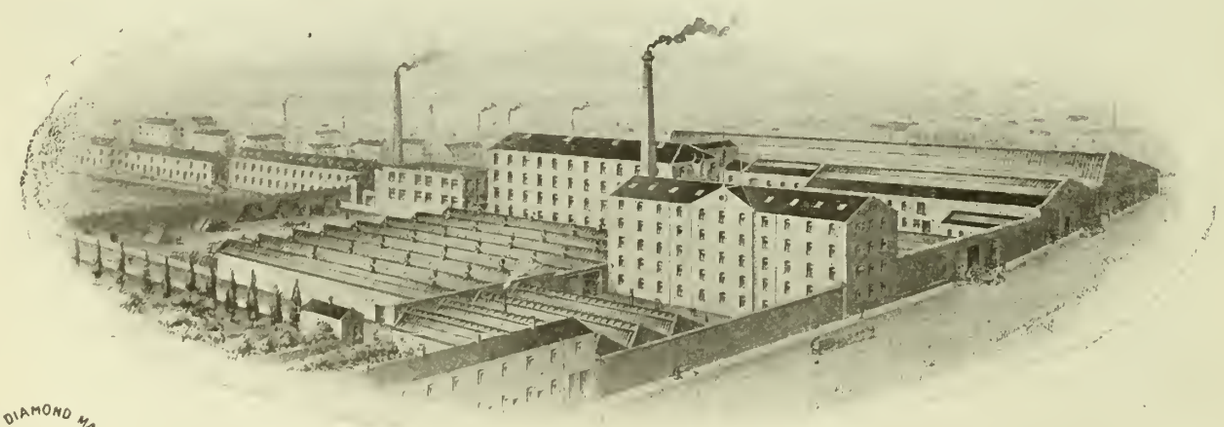

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Mathematics

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FUR DEPARTMENT

Furs Go Higher in April Sales

Australian Opossum up 35%; Muskrat up 5%—Most Other Popular Furs Showed Advances Also—Prices Must Remain High for Next Winter.

THE New York fur sales that took place in April made a new high record in the volumes and prices of the goods that were offered for sale and purchased. Whatever idea anyone in the trade might have had that the prices of skins would show a decline after the war these must be dissipated once and for all, after this second series of sales since the armistice was signed. While the January sales showed figures in many cases higher than ever before, the range of prices at the April sales was still higher. The surplus stocks that some felt were being carried and that must be sacrificed later in the season did not appear, or, if they did, they were well disguised. The manufacturers who have been holding off for several months find now that they are compelled to go into the market to secure their supplies for Fall, and have been doing so on a larger scale than heretofore this year. With few exceptions they find the prices higher than ever before and on this account it is probable that the later lists for sorting business will be revised on a still higher scale than for placing orders this Spring.

Some of the largest increases were in opossum, which is coming to be used a great deal for trimming purposes. Australian opossum was 35 per cent. higher and ringtail 25 per cent. higher than in January. One of the largest advances was in marten, which is coming to be used more in Canada, and was 60 per cent. above the January prices. Silver fox, both the medium and low-grade, was 50 per cent. up, with fresh black skins 15 per cent. up, and clear skins 10 per cent. higher.

There was no change in white fox and grey fox was 15 per cent. lower. Red fox on the other hand was 10 per cent. up, and cross fox the same.

With the steady use of wolf the northern and south-western brought a 10 per cent. advance. Seal on the other hand showed no change. Squirrel was 20 per cent. up.

The price of mink was for the northern, 35 per cent. up, and south-western 30 per cent.

Kolinsky, which in its various forms is in strong favor for trimming, was 20 per cent. up; badger was 30 per cent.; flying squirrel, 10 per cent.; Japanese marten, 35 per cent.; Japanese fox, 10 per cent. up.

Muskrat, which has been exceedingly high owing to the very strong demand for Hudson seal coats, and also from the fact that the trapping has been rather less for the past couple of years, was 5 per cent. higher, with the black, 10 per cent. higher. Skunk on the other hand showed no change for any variety. Bear—for the black, 10 per cent. up, and the brown, no change; grizzly, 20 per cent. higher, and Polar, 50 per cent higher.

Ermine, which is not growing in favor particularly, partly on account of its exceedingly high cost, showed no change in prices. Civet cat was 10 per cent. higher, with house cat 15 per cent. up. Mole, in spite of its popularity for sets this year, showed no change. Nutria was 10 per cent. higher.

Raccoon, both the northern and south-western, showed no change over January prices, and Australian rabbit was also the same. Fisher was 60 per cent. up and Russian sable 30 per cent. Beaver was 10 per cent. higher than in January.

N. H. BACON BECOMES HEAD OF FUR CORPORATION

N. H. Bacon, who is well known to the fur trade all over the world, through his 15 years of association with the Hudson's Bay Co., as fur trade commissioner, has been made president of the New York fur auction sales corporation. During the war Mr. Bacon was associated with the New York office of the French High Commission, and purchased all the American and Canadian supplies, excepting munitions, used by the French Government. During this period he was also active director of a fleet of thirty ships, which had been assigned for the transport of these goods to France.

Mr. Bacon is now abroad in the interests of the corporation and is expected to assume his duties in New York some time during the Summer. He succeeds Chas. S. Porter, who has been head of the corporation since its foundation, and who now becomes chairman of the board of directors.

Annuncement was also made that the next fur sale will begin on October 13.

NEW FUR COMPANY

A new fur concern has been organized at Quebec, under the name of Eastern Canada Fur Co., with Quebec capital. J. A. Daignault, for a number of years connected with Revillon Freres of Montreal, in the capacity of manager, will be the managing director.

It is understood that the offices and warehouses of the company will be located in Quebec. It will have suitable steamers for seal hunting in Canada's northern seas, and the further parts of the Province of Quebec.

SMALL FUR NECKPIECES IN VOGUE

Many of the popular Spring and early Summer furs this year are much smaller than those in vogue during recent years. Little "collars" of mink, sable, ermine, etc., merely fasten snugly around the throat; some have one long end and some remain quite trig and short and do not begin to cover the opening left by the low-necked blouses and dresses. Inconsistent—therefore, fashionable, some would say. Nevertheless, these little furs look smart with tailored suits and will look well in the early Fall, if not in July!

INFORMATIVE REVIEW OF FASHION PICTURES

Early Britons Wore Modern Sports Costumes

"The book of fashion is one of the most interesting and intensely human we can read," said Mrs. J. E. Elliott, when she spoke to the Women Designers' Club on "Period Costumes," May 7, illustrating her talk with selections from her remarkable collection of fashion prints. Her first print showed the bards

NO DECLINES AT MAY FUR SALES

Majority of Skins Bring Big Advances in St. Louis—More Than 10,000,000 Pelts Offered—Extremely High Figures Paid for Sable and Fox.

IT is expected that the fur sales at St. Louis this month will considerably outstretch the record ones of January, and that the total sales will reach the $12,000,000 mark. All previous records for a single day's selling were broken in the New York sales in April also. The grand total there amounted to over $5,000,000.

The St. Louis sales began April 28, to last two weeks. The figures up to and including May 2 showed no declines, but many advances as compared with January, which looks as if furriers are confident of a big fur buying public again next Winter. More than 10,000,000 pelts were offered and some Russian sable skins brought as high as $1,025 apiece. The next price for these was $850. Japanese sables sold up to $60, the poorest qualities bringing $20. White fox sold from $2.50 to $66. The individual advances in percentages over January. up to May 2, are as follows:

Blue fox, 60; fitch, 100; leopard and leopard cats, 20; hair seals, unchanged; mountain lion, unchanged; kolinsky, 25; house cats, 20; ringtail cats, 125; Japanese fox, 15; China coon, unchanged; Japanese marten, 50; Japanese mink, 60; flying squirrels, unchanged; white hares, unchanged; China mink, quantity too small for comparison; squirrels, 35; fisher, 80; chinchilla, 20; chinchilla rats, unchanged; marmots, unchanged; stone marten, 85; marten, dark, 150, pale and brown 100; moles, 30; silver fox, 25; grey fox, unchanged; white fox, 25; Russian sables, 100; Japanese sables, 75; lynx, 30; bear, 75; swift fox, 25; cross fox, 60; red fox, 30; Australian fox, 10; Karagon fox, unchanged; Macedonian fox, 10.

Alaska seal, 30 per cent. higher than last October.

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of 55 B.C. acting as animated newspapers and telling the news and the fashions. Pictures of Britons under the Roman influence seemed a forecast of the sports costumes of to-day with middy blouses and striped skirts. Mrs. Elliott pointed out in the old prints, how capes were pulled through a ring and other devices employed before the invention of buttons.

A picture of styles of 1066 showed the first lady's glove. Sleeves were enormous, and rather than consent to curtail them the fashionable dame tied them in knots to keep them off the ground. Head-dresses of 1377, the furred and jewelled "coat-hardy" of the time of Richard III, the coat of arms gorgeously embroidered on the dress, were of much interest to the designers. About the same time men's coats began to grow shorter, but they wore shoes so long and pointed that laws had to be made about them.

Incidentaliy the extravagances of femininity of to-day looked mild compared with those of these old days when ermine and rare jewels were the vogue.

The ruffs and wide lace collars of the time of Mary and Elizabeth were very picturesque, as was also the story of the laundress good Queen Bess imported from Holland because the art of starching had not yet reached England. This woman starched the Royal ruffs in various colors, and yellow was a most fashionable tint until one day a lady went to the headman's block wearing a yellow frill, after which the shade fell from popular favor.

Mary I, in her solid steel corset to make her waist small, other ladies in their steel farthingales and with their tresses arranged over steel frames, gave some idea of what women suffered for fashion's sake in days gone by.

The time of Louis XIV, that period of beautiful brocades and purest hand-made laces, was illustrated, and also the most extravagant period of Louis XV.

The elaborate headdresses and costumes worn in England in the time of the Georges brought out the story of how a smart riding habit worn by the Duchess of Bedford induced George II to alter the uniform of his navy, replacing the red tunic by a blue one, hence the origin of the renowned "navy" blue. The narrative concluded with the waning of the crinoline in 1867. Miss MacLean presided.

The Designers' Club purpose petitioning for the Sunday opening of the Ontario Museum of Art, which is not now taken advantage of to the extent it should be.

A Fashionable Wrap

Among the elite, Russian sable is coming strongly into vogue. Those who purchase Summer furs, as well as those who are in touch with what is on the way for Fall, are keenly interested in sables. This costly wrap is made of natural Russian skins in a style that is approved, especially for its generous shawl collar and dolman sleeves.

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DRESS ACCESSORIES

Gilets and Waistcoats

Summer Dresses Provide for This Style of Neckwear in Sheer Fabrics.

BEYOND the confines of waistcoats, gilets, vestees, pleated ruffles and some organdie collars and sets there is little of the neckwear world known at present, but those seem all-sufficient for neckwear manufacturers. They, as well as retail departments, are as busy as can be.

While many of the richly-patterned silk and ribbon numbers are selling in the stores, the majority of those seen in the factories presage somewhat of a warmer season. Among the newest silk numbers seen were some trimmed with silk coronation braid and beads or buttons. One in sand-colored satin had the braid in the same tone and beads in variegated colors. Another in rose satin had black coronation braid and small diamond-shape jet buttons.

So frequently do the Summer dresses provide for a vestee or waistcoat in their design that neckwear manufacturers feel safe in placing no limit upon the daintiness and delicacy of their Summer models. They are using a great deal of fine lace and insertion for little inset corners, yokes or borders in organdie or Georgette fabrics. One new gilet of white Georgette bands shirred on to lace insertion with collar to match is illustrated. This is suitable for wearing with silk or satin suits or with any type of plain or fancy silk dress, or even with organdie and voile frocks. One original sand-colored organdie number had a roll collar of red tied low at one side. In organdie for both sets and vestees there are three outstanding colors at present—sand, overseas blue and Victory red.

One vestee has the white satin wide collar coming below the straight neckline, and the vestee proper is just row after row of fine lace about two inches wide. These very frilly effects are quite "the thing" just now.

Another firm has several attractive models in linen. The natural shade is trimmed with narrow or wide tucks and

pearl buttons; some have the addition of a picot edge and a touch of linen-colored embroidery. One number had a panel inset of finely-tucked organdie, the whole being in unbleached linen shade; another was of a rather deep blue linen with the organdie panel in white. Grey and white linen are also being shown and some numbers have white hand embroidery in dainty sprays. A tendency is noted too for polka dot foulard silks. For gilet and collars the newest preference is for quite large dots. The silk is cut with two rows of the dots running down the front of the gilet suggesting a double-breasted front with large buttons.

Pique shows signs of renewed popularity for the Summer, as has been intimated in previous issues of DRY GOODS REVIEW. Accompanying these is quite a fair demand for Windsor ties. The newest design in silks for these is called "Greenwich Village." This design is illustrated in a drapery chintz elsewhere in this issue. There is a feeling of uncertainty in some quarters as to the extent to which the highly-colored goods will be accepted by the public as the Summer approaches. Colors have been selling so far very satisfactorily in many places but it is possible that a white season will develop once more with the hot weather. Some recent Paris novelty sets show a tuxedo-shaped collar with cuffs in dainty hand embroidery and real filet oval inserts; the edges are in tiny button-holed scallops and the set is entirely white.

Notwithstanding the quite general acceptance of colored pleatings, it appears advisable that buyers, especially in smaller centres, should not stock too heavily in highly-colored numbers but make some provision for fine white as well as pique neckwear for the hot weather. The whole trend of neckwear at present is towards good quality in materials and design. The days when buyers placed almost a season's order at a time, and at perhaps $27 a gross, are but a memory. To-day the "popular priced" neckwear is about $24 a dozen. Is it any wonder then that the neckwear factories are having plenty of difficulty in securing sufficient help skilled enough to produce merchandise of the calibre called for by the public? There is little place for the inexperienced girl who must be taught everything at the expense of the manufacturer, for poorly made merchandise will not sell, and yet he has to fill up his ranks in this way—and the public pays!

Still Lead in Neckwear

Lace is Profuse — Linen Polka Dot Silk and Coronation Braid Used—Some White.

FOOTWEAR

"The demand for white footwear for this Summer will be bigger than it has ever been before," said the buyer for one of the leading Toronto shoe departments to DRY GOODS REVIEW. "It will be decidedly a 'white' season." For Fall, this same buyer predicts a good deal of color in plain and also novelty two-toned effects. Black, grey, and brown in their various shades will be the biggest selling lines again, but for the "smart" turnout the fancy tones of a year or two ago will be shown in greater variety than ever.

Prices for fine shoes will show a slight advance over last Fall, with the lower grades remaining about the same.

NEW VEILS

One of the latest veiling novelties is designed for wear with sailor hats. It is so shaped that it hangs straight from the brim of the hat, sloping up to the brim at the back. It is trimmed with a 2½-inch wide taffeta band which extends at the ends and is tied at the back of the crown with a smart bow. In New York this is called the "Mitzi" veil. The Robert Simpson Co. call it a "Harem" veil.

Pronounced trailing designs on large-mesh fine veils are appearing occasionally still; their artistic effect assures sales.

A new "Shetland trench" veil is shown. It is similar in pattern to the trench veil which was illustrated recently in DRY GOODS REVIEW, but is entirely a woven veil with wide plain border, also woven on.

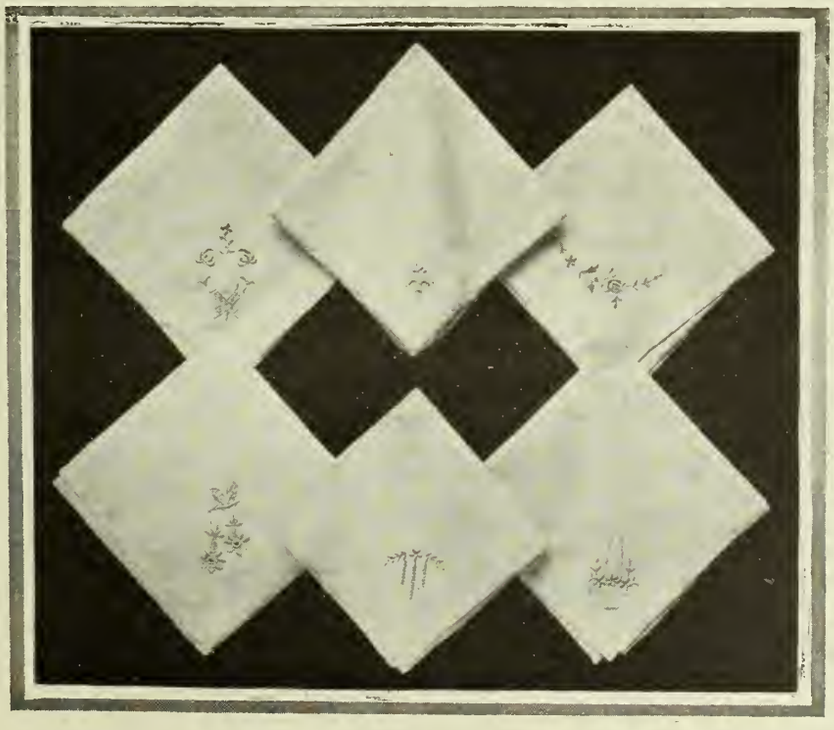
DESIGNS ESPECIALLY FOR KERCHIEFS

One of the leading novelty houses of Belfast is featuring something decidedly original in handkerchiefs. "Be it said no more," they claim, "that a handkerchief is common and characterless." Their numbers express picture-like designs with a good deal of color and the square of such universal requirement is surely field for some real thought in designing. One number shows a tiny checked hem with solid color border adjoining with scroll edge; then in one corner is a head and shoulders figure of a girl. There are others showing a fusion of Japanese parasols in effect, trailing bouquets extending from one corner across to the one diagonally opposite, cubist and conventional floral effects, etc. Certainly they are quite different in their conception to more familiar numbers. It looks as if the matter of color is important the world over this year.

Two Important Styles

A vestee of white Georgette with Val. lace. Charmingly dainty for wear with the silk frock or dressy suit. Made by T. H. Birmingham & Co., Ltd., Toronto.

Delft blue linen with inset of tucked white organdie is used for the right hand number. No woman would overlook the possibilities of the little fold at the bottom for car-ticket pockets. The edges are neatly picoted. Shown by A. T. Reid Co., Toronto.



Made in Canada

While the handkerchief industry in Canada is in its infancy, the fact that it is here at all is interesting after its long standing "seat" in Europe. These cotton kerchiefs with a variety of colored embroidery corners and edges (as in the case of the middle top number) were made entirely in Toronto by the H. P. Ritchie Co.

RIBBONS

No ribbon department should be allowed to lapse into a state of indifference with so many beautiful ribbons on the market, so many more suggestions for utilizing them and a general inclination on the part of the public to acquire "trimmings." Never were boudoir accoutrements and silken underwear of so much interest to the average woman and girl, for they seem to be within the realm of possibility for the majority and not reserved for the ultra fashionable or the wedding trousseau as was the case not many years ago.

Vests and bags have been the chief roles of most of the fancy ribbons during the past season or so, but now elaborate, richly colored ribbons are being used to make such lines as lamp shades, pillow covers, children's and women's hats, boxes, bands on negligees and table runners and a great many other articles.

One of the newest ribbon bags is made after the style of the "miser" bag, which appeared crocheted and in silver mesh last winter. It is a long strip forming a bag at each end and with slides to close the openings leaving the central part as a "handle." One number is made of plain ribbon with brocade appliqued on the ends which are pointed and finished with fringe. Another is all plain ribbon with rays running in floss stitch at the ends and little bead drops from the end of each ray.

One of the daintiest new ribbon camisoles has a lace foundation with a row of deep "petals" of ribbon across the top and one of wider ribbon with the petals pointing upward, at the bottom. These are tacked to the lace to keep them in place. The dainty one-toned figured ribbons are especially suitable for these. Other members show the ribbon stitched onto the lace in points and bands, or shirred in ruffles for the jeune fille.

Babies' articles made of ribbon are more numerous than ever. Most of these articles may be purchased from wholesales to use for display purposes or patterns and there are scores of them which a clever ribbon saleswoman will fashion herself to interest her customers and to give them suggestions.

Altman's, New York, recently devoted their entire Fifth Avenue windows to ribbon displays—mostly gold and silver brocades in large floral geometric and Chinese patterns. They were draped to form vestees, bodices and entire dresses; then there was made-up neckwear, etc.

A Novel Arrangement

There are many dainty ways of arranging the bridal veil. This one is devised for the bride who wears the coiffure high. Embroidered net band has elastic at the edges to secure it and at the same time allow a soft fulness. It is also a suitable setting for the orange blossoms.

GLOVES

The endeavors of Paris to popularize extremely short and three-quarter sleeves, and the readiness of many New York dress and waist manufacturers to accept them are having some effect upon the new silk gloves shown for Summer. Long cuffs with various fancy features such as piping, tucks, folds, etc., in contrasting or deeper tones, are shown. Some indeed, are designed to be worn softly wrinkled over the tight sleeves. There are gloves to be worn over tight long sleeves, under long loose sleeves, with three-quarter loose sleeves and with sleeves which only nicely cover the shoulders.

All-white silk gloves are strongly favored for Summer. Just now, with suits, and no doubt for Fall as well, the favorite tones are mastic, pongee, greys and navy blue.

While longer gloves are the new feature of the year, there is no doubt that the shorter glove will bring the bulk of business for 1919. There is every possibility, however, that for the Summer of 1920, short sleeves and long gloves will be generally accepted and so it may not be wise for merchants who have stocks of long gloves on hand to have them made over into short ones.

Kid glove interests are not at all anxious yet for the debut of the long gloves, owing to the continued shortage of kid skins, and the poor qualities of them with prices very high. Many have to be rejected as unfit for making glace gloves, but these are being used for suedes, which are favored in Paris and London.

The Scottish Rubber Company, Montreal, has been turned into a limited company following the death of Mr. Solomon Vineberg, and is now under new management, Messrs. Adelman Bros., experienced men, having taken over the business. It is intended to carry on the manufacture of high-class rainproof and top coats for men and women as in the past.

D. R. Campbell, director of Alphonse Racine, Ltd., spent Easter in New York. Mr. Campbell states that prices are firming up there and the manufacturers are not particular about accepting orders at the present rates.

Mr. E. A. Cole, of McIntyre, Son & Co., Montreal, has returned from a trip to England in the interests of his firm. Mr. Cole reports conditions still very upset and prices firm.

A "Commercial and Industrial Bureau of the Polish National Department" has been opened in New York with the object of developing interest in the Polish market, that country being in great need of supplies of all kinds of necessities.

Some Facts Relating to Irish Laces

War has had Adverse Effect on Peasant Industries.

By Special Correspondent in Belfast

IT seems that there is a likelihood of lace becoming popular again, in which case not only will the demand for the machine-made article be increased, but its more aristocratic ancestor, the hand-made variety, will be correspondingly sought after. Among the British hand-made laces, famous the world over, Irish lace has in the past taken a prominent position, but unfortunately during the war its production has been reduced to a minimum, and unless some stimulus is forthcoming to infuse new life into this beautiful industry it may die of inanition.

To appreciate the causes of decline one has to realize that it was purely a local peasant industry carried on by elderly women, often as a spare time occupation, in the villages throughout the length and breadth of Ireland, and that it was handed down as a craft from mother to daughter. The younger generation of Irish womanhood has not shown itself eager to acquire the knowledge and necessary skill for lace making. The war has afforded too tempting baits at higher wages in the form of munition making and other kinds of war work in the cities and industrial areas. This, combined with a general realization of the fact that the remuneration received for many hours, and even months, of highly skilled finger work, was miserably low compared with the wages paid for less exacting unskilled labor, has thinned the ranks of lace makers to vanishing point.

The convents are still fostering the making of local lace, as they have always done, but the work to a great extent is voluntary, and it is doubtful whether their influence will be sufficiently powerful to keep it alive on a really productive basis. A short review of the distinctive and more popular varieties of Irish lace often met with may be informative.

Six Types of Lace Commercially Popular

The types of lace which have been of commercial value are six in number, and recognizable according to their distinctive characteristics as Flat Point, Rose Point, Carrickmacross lace, Limerick lace, crochet lace and tatting. Most of these have been introduced into the country from outside sources. Point lace, for example, was inspired from Venetian and other Italian models. The industry as a whole dates back to about the year 1820, when Carrickmacross lace was first made.

Flat Point lace comes from County Cork. It was Italian in its inception, but has been greatly developed and enriched. The lace is made stitch by stitch without any foundation, the whole fabric being built up from the thread. As may be imagined, it is most costly and requires the greatest skill in manufacture of all the Irish laces. It is also considered the most beautiful, being endowed with wonderful richness and grace of design which produce an effect of light and shade.

Rose Point has its birthplace in County Fermanagh, and is often known locally by the name of "Inishmacsaint," after the wild and barren country where it is made. This is a similar type to Flat Point, and is made with the needle without foundation, but differs from the former by reason of the design, which is raised in high relief. It has the advantage of being wonderfully durable and strong, and resembles old Venetian Point, of which it is a descendant.

Carrickmacross lace is one of the best known of all the varieties, and has created for itself a steady demand. Unlike the previous kinds it is worked upon a foundation of net, and is made in two distinct types—Guipure and Applique. The process of manufacture and the method of the manipulation of the material is interesting. In applique the pattern is traced out on fine muslin and cut out, then it is sewed down round the edges and applied to the net; there are a quantity of open spaces left in the net which are subsequently filled with lace stitches similar to Flat Point. It will thus be seen that it is really a combination of lace and embroidery and not strictly speaking a pure lace. The Guipure is made in very much the same way except that after applying the muslin design the net remaining uncovered is entirely removed. There is also in addition a lace which is a combination of the Guipure and the Applique which is very beautiful indeed.

Limerick lace is another kind which may be subdivided into two sorts known individually as Tambour and Run lace. Like Carrickmacross, it is worked on to a foundation of net. The pattern is arrived at by working on the net with a tambour needle, whilst the Run lace is worked with an ordinary needle. The latter is characterized by a more open stitch and possesses a light filmy texture.

Irish Crochet has a wide range of varieties and is found heavy, raised, and flat in both silk and cotton threads. It has always been a great favorite with the Parisiennes, and on account of its moderate price enjoyed a fine market. It has been extensively made in several parts of Ireland.

Tatting is the sixth of the principal varieties enumerated above. It is worked principally in County Louth, and has in the past provided a considerable amount of employment. The method of manufacture which is fairly general in lace-making districts in other parts of the world is by looping the thread with a species of shuttle. A number of small circles are woven in this manner into a netting. It is one of the cheapest forms of hand-made lace.

As an illustration of the time and care which is expended in the manufacture of the finest examples of Irish lace, no better example can be found than the work entailed in making the Irish Point lace court train which was presented to Queen Mary on the occasion of the Coronation, by the ladies of the city of Belfast. It required sixty highly-skilled workers, working a total of 98,020 hours, 84,240 of which were by day and 13,780 by night to finish the court train, and if the work had been entrusted to one worker it would have taken her between twenty-five and thirty years to complete. The number of stitches of all grades put into this Irish Needle Point lace train by the sixty workers employed was roughly estimated at five and a quarter million, and the quantity of thread used amounted to twenty thousand yards, or nearly twelve miles.

DONEGAL TWEED—THE HOME-SPUN OF IRELAND

Whilst on the subject of hand-made textiles it might be useful to add that the fate of the old hand-made looms at one time so numerous in County Donegal, is similar to that of the lace industry. Prior to the war there were several hundred family looms working, but now the number is said by some to be reduced to about fifty. Easily-operated power looms and the attraction of city life and higher wages has drawn the younger men away from the older occupation of the homestead. The home-spun cloth is wonderfully durable and possesses many faithful adherents among people of discrimination who can afford to pay the price. One thing, however, has always stood in the way of its general popularity, and that is the question of the home-made vegetable dyes which are used to color the yarn. These are very variable, and it is almost an impossibility to match a piece of cloth when once that particular length has been exhausted.

CLP T

CLP T

SILK FABRIC BAGS

PRICES
$15.00 Doz.
TO
$54.00 Doz.

STRAP BACK PURSES
$6.50 Doz.
TO
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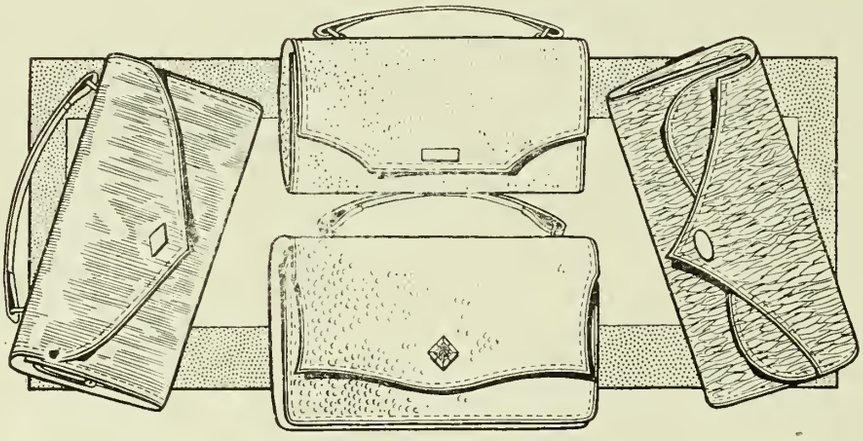

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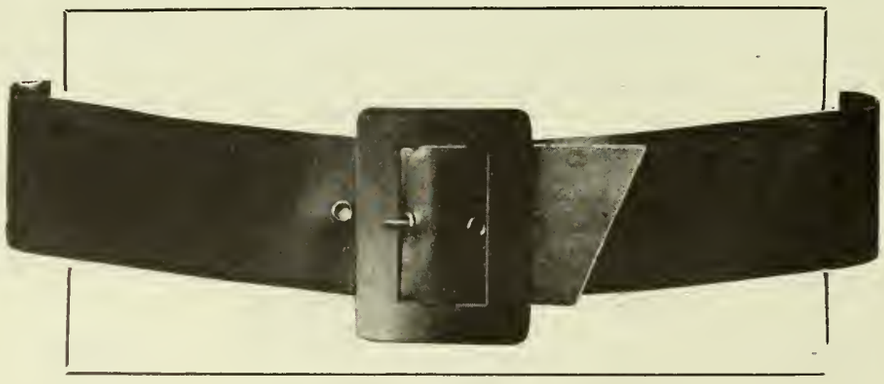


1 inch	$1.90
1½ inch	2.25
2 inch	2.75
2½ inch	3.25
3 inch	3.90

MANUFACTURED BY

Canadian Leather Products, Limited

144 West Front Street, Toronto

MONTREAL OFFICE:—230 McGILL STREET—C. E. DEMERS

There is no such thing as a substitute for a Gossard Corset

This advertisement is written for the protection of the merchants of Canada and the corset clientele whose welfare and patronage depend upon their judgment.

It is a well-known fact that every season certain corset manufacturers purchase the Gossard product, attempt to copy it, and offer their imitation as a substitute for the genuine---often at greatly reduced prices.

It seems hardly necessary to emphasize the fact that reliable merchandise cannot be produced by this commercial piracy. However, perhaps it is well to give a few of the principal reasons why none of our many imitators have ever been even moderately successful.

It is not possible to take a Gossard Corset, rip it apart, and cut even a fairly accurate reproduction of the original pattern. When taken apart, the various sections lose their shape---the design is lost.

That unequalled method of design, that is the despair of all imitators, is unknown outside the Gossard designing rooms. Only Gossard can produce a Gossard Corset because each and every Gossard in every size and every model is a masterpiece in itself.

Each and every Gossard is produced by expert operators, skilled to their profession through months of working under the strictest supervision of highly specialized superintendents, and with their work subject to the exacting criticism of the Gossard designing rooms.

There is no such thing as a substitute for a Gossard Corset, the original front-lacing corset, in which every principle of front lacing has been originated, developed and perfected.

The Canadian H. W. Gossard Co. LIMITED

284-286 West King Street **Toronto, Canada**

Wear Gossard CORSETS
They Lace In Front

Vests

Washable Materials the Sellers

Pique, gabardine fancy vestings, white organdine
Also the following shades:
Grey, nattier, sand, maize, flesh, old rose, reseda and navy

Quick Deliveries

Middie ties—All colors and prices. *Windsors*—Plain colors and sport designs.

Phoenix Novelty Company

TORONTO

Shoe *and* Corset Laces

MADE IN CANADA
THE EQUAL OF ANY IMPORTED

COTTON
SILK *and*
MERCERIZED

Black and popular colors. Put up in bundles, also paired and boxed.

Samples and prices on request

INDEPENDENT SILK CO., LIMITED

137 McGILL ST. - - - MONTREAL

Finnie Neckwear

the latest in style and artistic creation. This dainty line will suit the most fastidious shoppers. They meet the demand for a popular price and offer good opportunity for quick selling.

There is a Finnie creation for every taste. If you have any wants in neckwear, see the Finnie Line at once.

A. Bruce Finnie & Co.

CORNER CRAIG AND GOSFORD STS.
MONTREAL

VAN RAALTE *Veils*

Twilby

THIS is Twilby—one of the latest Van Raalte successes. It's a beautiful golden mesh with a deep border which comes in a variety of beautiful color combinations. Everyone buys it at first sight.

This year Van Raalte successes are more numerous than ever because this will be the biggest veil season in history. Not only better veils of better styles and designs but more attractive display cards, more powerful selling helps and more aggressive advertising than ever to help Van Raalte dealers do a bigger veil business. Get your stocks ready for a tremendous Spring and Summer veil business.

E. & Z. VAN RAALTE, 5th Ave., at 16th St., N. Y. C.

Chicago Office: 105 S. Dearborn St., Factories: Paterson, N. J.

The Recognized "Best"

Many others have tried and are trying to imitate and equal the famous Kayser Chamoisette Glove. It is acknowledged among buyers that the one which creates envy in imitators is the recognized "best."

"Kayser" GLOVE
REAL CHAMOISETTE
MADE IN CANADA

CHAMOISETTE GLOVES FOR LADIES and MEN

The originators of the well-known Chamoisette Glove and the owners of a registered trade-mark covering same are the Kayser Company, Incorporated, the largest manufacturers of silk and other fabric gloves, Hosiery, Underwear, etc., in the world.

Merchants who wish to preserve their own reputation and that of high-class products should, therefore, be careful that only the real Chamoisette Gloves are sold under this name.

All Kayser real Chamoisette Gloves bear the above trade-mark and are for sale solely in Canada by

PERRIN FRÈRES & CIE.

SOMMER BUILDING
MONTREAL

SPRING

Trench and Shetland Veils

Georgette Crepes Crepe de Chine

In All Colors

Beads - Glass, Victory, Artificial Metal

Sport Veils - Fancy or Plain

"Princess Pat" Real Hair Nets

"My Lady" Silk Hair Nets

Colored Silk Dress Nets

Mail Orders Promptly Attended To

The Thompson Lace & Veiling Co.

LIMITED

York and Wellington Streets - TORONTO

IS IT RUDE TO POINT?

That in Military Braids, Silk Girdles, Tassels, Fringes, including that latest creation, The Feather Fringe, we have a splendid range in stock and in process of making.

Samples on request.

THE MOULTON MFG. CO., LIMITED
4 INSPECTOR ST., MONTREAL

Bonnie-B VEIL

IMPORTED FROM FRANCE
"Just Slip it on"

Madame favors **the Bonnie-B Veil** because it is easily adjusted, fits neatly and comfortably, is soft and pliable, wears longer, and above all has the distinction of design and mesh which she knows is becoming. It will always be popular.

Each veil in an attractive folder, retailing at 10, 25 and 50 cents.

THE BONNIE-B COMPANY
TORONTO, 156 Yonge St. NEW YORK, 222 Fifth Ave.

Summer Requirements

at reasonable prices

If your stock of Laces, Embroidery or Veilings, is incomplete, let our mail order department serve you.

With the approach of Summer with its motoring and outings, we suggest our elastic

FACE VEILS AND HAIR NETS

ALWAYS IN STOCK

Our Veilings comprise a wide range of colors, patterns, and meshes—something to meet every demand.

THE HOUSE OF B STYLE & SERVICE

LACES—complete stock, incelding Metal and Guipure effects.

HANDKERCHIEFS—staple, cotton, and linen lines, for ladies and gentlemen, in plain and fancy designs.

Westlake Brothers, Limited
24 Wellington Street West, Toronto

Fitwell Veil

CIRO

Sole Manufacturers of the

FITWELL *and* **CIROVEIL**

We hold a very large stock of **VEILINGS and VEILS** of all descriptions, suitable for all markets, and we are in a position to ensure immediate deliveries.

Canadian Representative:
Mr. H. D. MARSHALL
40 YONGE ST. TORONTO

CIRO FILS ET CIE
92 Wood St. LONDON, E.C. 2

IF it's a KO-KET VEIL, that's all you need to know. *Style, Quality and Value* are assured.

VEILS

KO-KET

VEILINGS

We are in a position to supply you with everything new in elastic or flowing veils or veilings by the yard by return delivery.

Write us for a sample lot of KO-KET VEILS to retail from 25c up.

LADIES WEAR LIMITED

563 COLLEGE STREET, TORONTO

W. F. GOFORTH, PRESIDENT

KNITTED GOODS

COTTON FIGURES AFFECT KNITTING MILLS

Wool Prices Remain High—Export Orders Will Call for Early Placing by Retailers—Sweater Coats in Good Demand—Scarfs for the Beach.

THE decline in prices of cotton yarns as announced by the Canadian mills in April came as rather a surprise to the knit goods mills. Not that they did not expect some sort of a decline but they did not look for one of the proportions that did come. While they welcome it for the prospects of lower prices in the future there was a disposition to resent it coming at this time. One mill man stated to DRY GOODS REVIEW that the cut would not benefit him to any material extent as nearly all the yarn he has on order for this season, that is for Summer delivery and a good deal for Fall, had been delivered. On the other hand, as soon as the trade found out there had been a cut in yarn prices they wrote him demanding that they receive some advantage on all orders they had still undelivered. As he pointed out, in the goods he was now making up for them for Summer, that is cotton underwear, he was using the yarns that he had bought at the top prices. On none of them would any reduction apply, so that he could not possibly grant the request, and yet they did not seem to understand why. This, he thought, might lead to some hard feeling, and yet he was not to blame. He would have preferred a gradual reduction covering the preceding two or three months, and then the decrease would have filtered down. As it was it would not really apply except on goods ordered for next Spring on new price lists, and to some extent on Fall prices, although placing orders for Fall have already been given.

But while reductions apply to cotton knit goods with the fall in yarns, there is nothing heard of lower woollen goods prices. The recent London sales set a new high, and now knit goods men have given up all hopes of reductions that will affect the retail trade before prices come out for Fall of 1920. In a couple of months prices will be out for Spring, 1920, and no one anticipates a decline in woollen yarns within that period. The uncertainty, naturally, makes the buying well spread out, and hand-to-mouth in many respects, and his condition is likely to continue. The only prospect the mills see of a change in this respect is such a deluge of export orders that will make it clear that Canadian buyers would have to give their orders far in advance of the regular season's delivery in order to make sure they will get the supplies they need. Roumanian orders are now in the hands of the mills, and others from Greece are looked for, and perhaps Belgium.

Passing of Brushed Wool

In the meantime, buying of fancy sweater coats continues in good demand. It is becoming noticeable that the brush coats that were so strong a couple of seasons ago are now quite weak. This tendency to get back to the plain weave was evident last season, but then it was tempered by a good demand for the brushed wool as trimming for the collars, cuffs, etc. Now the mills report that even for trimmings the brushed wool is not in anything like the demand it was last season, and this, too, promises to finish quite weak. It has been pointed out before that the brushed wool does not give the wear of the plain, that the "teasing" of the cloth weakens the texture, that the deeper the covering of the brushed the thinner the cloth that remains. This has been borne in upon the public, as well, of course, as the tiring of fashion at a feature that has now been in for several years, and at best is only an artificial treatment of what may be called the genuine wool finish. There is another reason that the public are not so familiar with, but one that the trade is concerned with, and that is the brushing of the cloth covers blemishes that are difficult to detect. Many mills have had goods passed by the best of their inspectors, only to have them sent back from the retailer after the customer had worn the garment only a short time, when the weakness was uncovered. This, too, influences the mills against the brush garment.

The craze for hand knitting among women has resulted in an imitation of the particular effects of the hand work among the mill-made goods. One mill is sending out coats for Fall with a pearl stitch as a little change for the collar, the waist and the cuffs. This gives a regular basket-weave effect, and looks very much like the loose-weave effect of the hand work and is rather ornamental. This is carried out sometimes in self colors, and often in sharply-contrasted colorings. On a number of garments this weave is used with a different color for the waist line and the skirt, and appears also on some on the collar and the cuffs in a stripe effect. In order to bring out the contrasting colors there is a narrow stripe of black wool both above and below the colored band, with happy results.

Some other new models show the effect of narrow tucks going around the cuffs and belt portion. The tucks are only about a quarter of an inch wide and run about an inch apart; they are neat enough to eliminate any possibility of a bulky appearance which might be imagined without seeing them.

Some firms handling both wool and silk sweaters say that the silk ones are showing some increase in demand over last year. Sleeveless slip-over styles in silk are found particularly interesting at present.

A new use is found at Palm Beach for the long, wide, soft, woolly scarfs, whether brushed or natural, and that is to protect the neck and shoulders of milady from sunburn when she reclines upon the sands and does not fancy the use of an all-enveloping beach cape.

An interesting new slip-over sweater is made with roll collar extending to the waistline, one side buttoning over the other. The ribbed section from the waist down is in the usual one-piece style without an opening.

A New Kind of Slip-Over

At Simpson's there is a garment of novel design which, since it is shown with sweaters and slip-overs, we may be justified in calling it by one of those names. The latter is probably more appropriate. This new slip-over is made of fine turquoise wool in one long straight panel—really only a wide scarf with a diamond-shaped opening for the head to slip through and may be worn as a vest with a Spring suit; the ends are finished with fringe and there is a closely-knitted narrow tie belt which holds in the panels to the waist. This "gilet-slip-over" is priced at $3.

A Fashionable Scarf

Eaton's are showing in their knitted

goods section one of the new scarfs worn by the mannequins. It is a double-faced silk scarf about 9 inches wide, in yellow and jade green; it is worn soldier fashion across the front, just above the waistline, passes under the arms, crosses upward in the back, the ends being brought over the shoulders and down the front underneath the original first band, the fringed ends hanging below the wrist. Naturally the scarf must be of goodly length for such manoeuvring but the mannequins know what is correct!

A buff-colored wool sweater at the same store had 6-inch fringe around the bottom, and a deep peacock blue silk one had the collar ends in front fringed.

New Models in Other Shops

Murray-Kay's and Holt, Renfrew's have a number of new models showing fine tucks and fringe. One model at the former shop in coral pink wool has closely-knitted 1-inch belt secured with a metal slide buckle; the front opening is low, extending almost to the belt. Many of the new high-grade sweater coats are slightly longer than last year and are worn fairly loose.

Dineen's are showing a striking wool sweater in jade green with stripes in collar, cuffs and between the ribs in the skirt section, of black.

Novel pockets are shown on a coral and white model at Fairweather's, Toronto; there are one-inch straps running from the top corners, perpendicularly above the belt and each terminated with a button. This gives a saddle-bag effect which is interesting. Another model in horizon blue silk has box pleats in the back.

Stitt's have two models featuring the new and popular greens. One is in jade, the other with a yellower cast to it.

ENGLISH PRICES TOO UNCERTAIN

But Home Buying is Big

The London buying office of a Toronto house who are represented in the principal markets of the world, informed the DRY GOODS REVIEW that English business is very difficult at present on account of the inflation of prices. In consequence most of their buying was being done in other markets. English hosiery, cottons and woollens were too dear, and the manufacturers were unable to guarantee date of delivery and asked shipment prices for the goods.

Fortunately, plenty of optimism prevails with regard to the future, and it is not thought that the present state of affairs will last long. The raw materials and labor question, the two unknown quantities of the manufacturers' equation, will solve themselves. The fact that most of the big houses in London have sent representatives out to Canada indicates that they do not by any means intend to retire from the market in favor of the States or Japan. As regards other and European competitors, France is thought to be out of the running for the time being in spite of the great success of the Lyons Fair.

CHANGE IN FINE WOOLS EXPECTED

The following cablegram from the Department of Overseas Trade has been received, April 23, by H. M. Trade Commissioner, F. W. Field, Toronto:

"Unexpectedly keen competition, prices very high for fine wools owing to visible supplies. Marked change expected in regard to fine wools at June London Sales. Greater quantity of fine crossbreds probably available. Better feeling caused by sales fully maintained and more enquiries are being made in all departments. Manufacturers fighting against higher quotations by fine spinners, but plenty new business offered and spinners sold far ahead."

For Summer

Smart suit dress of wool jersey with braided vest. A new line made by the Regent Knitting Co., Montreal.

The sudden demand created by the home buyers is due to the cessation of hostilities and the return of the British population to the paths of respectability. People, who, during the war, were metaphorically speaking, walking about the streets in rags are now spending money lavishly on new "rig outs." It should be safe to predict that if the past year was able to show a big balance sheet for the dry goods stores in London, the next twelve months will eclipse it.

WHY WOOLLEN PRICES WILL REMAIN HIGH

"There seems very little likelihood of an all-round reduction of the prices of woollens, the two principal factors in maintaining the rise being the increased cost of production and the reduced plant available for commercial purposes. The costs in all the stages of production from the farmer and his shearers to the combing, spinning and weaving of the yarn and the transportation of the goods have risen considerably. There may be one or two operations in which the mills will reduce their prices, but these will not amount to very much, and will be more than neutralized by the increased cost of labor due to the shorter working day having been adopted.

"As far as fine woollens are concerned there is no prospect of their becoming cheaper because the wool-combing plants of Bradford have during the war been adapted to combing wool for khaki cloth. The amount of plant for combing fine wool left available only equals about fifty per cent. of the normal accommodation. These unusual conditions cannot be adjusted in less than a year, so that no matter what the price of other grade woollens may be in the near future, fine cloths are bound to be high."

This was the opinion expressed by a Yorkshire manufacturer to a London representative of DRY GOODS REVIEW.

NEW YARN, HOSIERY AND CLOTH MILL

The Tecumseh Hosiery Mills, Limited, has been formed with head office in the city of London, Ont., for the purpose of manufacturing hosiery and underwear and to produce and handle yarns of all descriptions, also to manufacture materials for all kinds of clothing and wearing apparel. The company is capitalized at $40,000.

The Hurlbut Co., of Preston, Ont., manufacturers of children's shoes, are opening up a branch factory in St. Marys.

A proposed addition to the plant of the R. M .Ballantyne Co., Stratford, Ont., will be under way very soon. The plans call for a building 2 storeys high, of brick, and will be situated at the west end of the present plant, running north and south. It will be 80 feet by 120

Knitted by the exclusive patented Mercury process especially for women who are particular about a neat fit at the ankle, beautiful finish and seamless comfort.
Do you cater to this class of trade?
MERCURY MILLS
LIMITED
HAMILTON, CANADA
W-S S
Mercury
Hosiery

ZIMMERKNIT

Directoire Drawers a Spring Suggestion

A Style, Fit and Finish that gives this line the preference with your customers. Directoire Drawers are made in Balbriggan, Lisle and Mercerized. Four colors—White, Pink, Sky and Black. Elastic Waist Band and Knee Garter. There is going to be a big demand for this style of garment—Order Early and Liberally.

Beautiful Display Material on request.

ZIMMERMAN MFG COMPANY, LIMITED
HAMILTON CANADA

ZIMMERKNIT

MAXIMUM VALUE

The steady increase in prices of hosiery, due to prevailing conditions, has made the buying public look, as never before, for full value for their money.

In purchasing our raw materials we have ALWAYS insisted upon QUALITY and in the production of our Hosiery we have perfected a **Canadian line** of which we are justly proud.

Circle-Bar Hosiery gives complete satisfaction—no unsightly and uncomfortable Seams—no Wrinkles—reinforced strongly where most needed.

You will take the same pride in offering Circle-Bar Hosiery to your discriminating customers, because you know it will give complete satisfaction—and that means consequent sales to follow, with a good margin of profit.

For Women
In Cashmere, Silk, Cotton

For Children
In Cashmere, Mercerized, Cotton

For Men
In Cashmere, Silk, Cotton

The CIRCLE-BAR KNITTING Co., Ltd.
KINCARDINE :: :: ONTARIO

HOSIERY YARNS

Charles J. Webb & Co.

Yarn Spinners

116 Chesnut St., Philadelphia, Pa.

cordially invite manufacturers of hosiery and underwear who appreciate "High Grade Yarns" to pay us a call when visiting the Hosiery Convention at Philadelphia, June 6th to 14th.

We shall be pleased to furnish samples and quotations upon request.

Canadian Agents:

Harold F. Watson Weldon, Jr.

208 Coristine Building

Montreal, P.Q.

When a Man Buys Underwear

—he likes to have something more to depend on than his own judgment. He can judge the fineness of the fabric, the finish, and perhaps the cut. But he is at sea as to the wearing qualities.

Now, when scarcity of good materials has forced so many inferior articles on the market, the male buyer must rely on the dealer and the reputation of the manufacturer.

Consider then, with how much greater confidence you can offer a line of underwear as well known to you and to your trade as Penmans.

Penmans

"THE STANDARD OF EXCELLENCE"

1,520,000 Readers

from Halifax to Vancouver will be reached by Buster Brown advertising in the next few months.

They will learn that Buster Brown stockings wear longer, because we knit them from extra-long yarn with a two-ply leg and three-ply heel and toe. That they cost *less* in the end, because of this longer wear. And that they are good-looking as well as long-wearing.

Your customers will want these durable stockings. They will come to your store for them. Make sure they will not be disappointed by getting your supply now.

Place them on your counter. Display them in your window. Buster Brown Stockings will bring profitable trade to you.

We will supply free electros of the cuts used in our advertisements for use in your local paper. One of these used in your advertisements will attract profitable trade. Proofs will be sent on request. Address the Advertising Department, Chipman-Holton Knitting Company, 184 Bay Street, Toronto, Ont.

Order Buster Brown Stockings from your wholesaler. Get these free cuts and watch for our advertising. Then draw the trade to your store by advertising yourself.

The BUSTER BROWN STOCKING

The Chipman-Holton Knitting Co. Limited

Hamilton, Ont.---Mills also at Welland

BENTRO-KNIT

No. 1350 PULLOVER

A stunning model in all colors and combinations.

The Big Selling Season for ***Bentro-Knit Pullovers*** is here

The charming style and pleasing colorings of BENTRO-KNIT PULLOVERS has already gained for them the reputation as the "TRES BIEN" range for 1919.

The complete line is illustrated in a most attractive catalogue just off the press. May we send you a copy and complete price list? You can then order by mail and get prompt delivery to meet the big demand of the next few months.

The Williams-Trow Knitting Company

Limited

Stratford - Canada

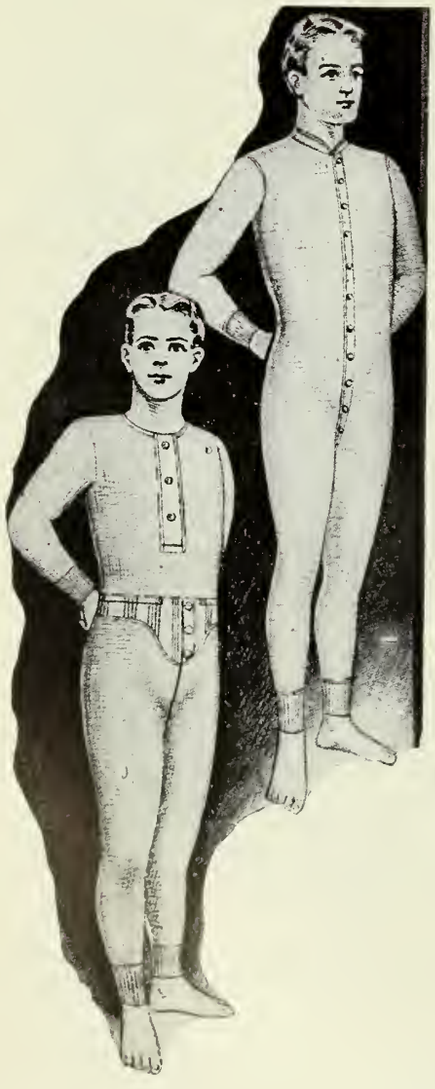
REPRESENTATIVES :

J. M. ROBERTSON & CO., Toronto. J. B. TROW & CO., Montreal. O'BRIEN, ALLEN & CO., Winnipeg. A. M. MOUAT & CO. Calgary.

A. J. SNELL, Vancouver

St. George
BRAND
Underwear
FOR MEN

Sells On Its Reputation



Never before in the history of the underwear business in Canada has so much experimenting and substituting been done.

To you, Mr. Merchant, we wish to impress upon your mind that "Woolnap" Underwear is now being made even better than pre-war days.

Examine the "Woolnap" garment, compare it with the majority of lines now offered for sale, and you will agree with us that no better underwear can be manufactured.

If you want the best insist on St. George Brand, Scotch Knits, Heavy Wool Ribs, and Fine Elastic in combinations and two-piece.

The Schofield Woolen Company, Limited

Oshawa Canada

A Business Incentive

MOST people know the warmth and comfort of the fine soft materials in Peerless Underwear. They know the careful fashioning that ensures perfect fitting. These are qualities that have created a big demand for Peerless Underwear.

MOODIE'S *Peerless* UNDERWEAR

Peerless Underwear
COMPANY, LIMITED
Controlled By
J. R. Moodie & Sons, Limited
Hamilton, Ontario

The Information Department of

Dry Goods Review

is at your service. Call on us at any time. We are ready to serve you.

"Craftana"
Registered No. 262,000

THE HALL-MARK OF
Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

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

SELL ONLY THE BEST

SEE THE "HARVEY MAN"

GET IN YOUR FALL STOCK of HARVEY UNDERWEAR

Made from the finest quality combed Sea Island and Australian Wool. Fashioned to fit the form perfectly and showing special Harvey features, rendering our garments more comfortable and durable.

UNEXCELLED *Harvey* UNDERWEAR

BRAND

All the newest models are included in our Fall assortment, including the New Mode Drop Seat Combinations, which are rapidly becoming very popular.

AGENTS:

Western Provinces: H. P. Lang, 462 Indian Road, Toronto, Ont.

Ontario, J. E. McClung, 33 Melinda Street, Toronto, Ont.

Harvey Knitting Company, Limited
WOODSTOCK, ONT.

AGENTS:

Quebec: P. C. Adair, 318 King's Hall Bldg., 591 St. Catherine St. W., Montreal, Que.

Maritime Provinces: F. S. White, St. Stephen, N.B.

Attract the "Best" Custom by featuring "CEETEE"

THE PURE WOOL UNDERCLOTHING THAT WILL NOT SHRINK

The "CEETEE SHEEP" trademark is what your best customers look for when buying wool underclothing—there is only one grade and that the highest.
Turnbull's underwear which competes with every other manufactured in Canada, sells on merit and every garment is backed by 60 years' experience—it is made in all weights—sizes and prices to suit every requirement—and bears the diamond-shaped label as illustrated.

TURNBULL'S UNSHRINKABLE NATURAL WOOL

The C. Turnbull Co. of Galt, Ont.
also Manufacturers of Turnbull's Ribbed Underwear for Ladies and Children and Turnbull's "M" Bands for Infants.

THIS TRADE MARK IS ON EVERY GARMENT

CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE

The sign that stands for Canada and good Hosiery

Maple Leaf Hosiery is made of pure wool. It is a brand you can sell with utmost confidence knowing that each sale will bring you steady patronage.

Wait for our representative or send for samples.

The Goderich Knitting Co., Limited
GODERICH, ONT.

NOW IS THE TIME
to send in your order for:—

ELASTIC RIB UNDERWEAR
FINE CASHMERE
JERSEYS AND SWEATERS
TWEEDS AND ETOFFES, ETC.
also
HEAVY WOOL SOCKS
Attractive Prices

Mitchell Woollen Co.
Limited
MITCHELL, ONTARIO

This Will Help You Sell

BALLANTYNE

Knitted Wear For Summer Wear

The picture shown here will be printed in full color in the June issues of "MacLean's Magazine" and "Canadian Home Journal." Before the first of June this advertisement for Ballantyne Knitted Wear for Summer Wear will be in over 100,000 Canadian homes. It will bring Ballantyne knitted coats and slip-ons prominently to the attention of Canadian women at the time when purchases of these garments are being considered. This is a Ballantyne service to the retailers who have stocked Ballantyne goods that will make first sales for them as effectively as Ballantyne Quality and Style bring purchasers back to the store for more of the same dependable knitted wear.

Link Up With Ballantyne Advertising

A showcard, reproducing this picture, is also being prepared, and newspaper advertisements telling about Ballantyne Knitted Wear for Summer wear will shortly appear in a representative list of Canadian newspapers. Link up your store with this advertising. Display the showcard in your windows and put in trims of Ballantyne knitted coats and slip-ons. The advertising will create interest in these goods, and the stores that let people know they have them will reap the benefit.

R. M. BALLANTYNE LIMITED

Stratford, Ontario

FANCY GOODS
NOTIONS & TOYS

TOYS AND NOVELTIES

An All-Wood Doll of Unique Construction Offered—A Beautiful Baby Grand Piano and a Drop-leaf Table Among the Creditable Numbers for Christmas Trade — Some Dolls Surpass German and Prices Becoming Easier.

THIS is the season when novelties are coming out a-plenty for next Fall's retailing. A great many new toys which appeared at the exhibitions were described in last month's issue of DRY GOODS REVIEW, and many of these are already on the sample shelves of wholesalers. Lines are now pretty complete for taking orders for Christmas goods and there is quite a lively interest shown in what is offered.

In addition to the regular lines of toys there are many lines of fancy articles of kindred nature, such as Christmas tree decorations, party favors, souvenirs, notions and gift articles for grown-ups.

The lines of dolls shown at Toronto wholesalers are large and attractive. Each year sees a material improvement in finish, expression, construction, and even in clothing. The hair and eyes are markedly in advance of those rather primitive ones of about 1915, and wholesalers have no hesitancy in saying that some of the dolls to be had this year are decidedly preferable to those which used to come from Germany. There are lines, too, offered at prices almost as low as those of the German goods before the war.

An All-wood Doll

One line of dolls manufactured in Philadelphia is made entirely of wood, even the head. They are made with steel springs in the joints, eliminating the use of elastic and cord which, as a rule, wear out very soon. The parts are painted so that they can be washed. Some of the heads show the regular "doll face" and others have character faces of both boys and girls. Various coiffures of fine mohair are to be had in blonde and brown.

There is good demand for the life-size "baby" dolls which became so well-known last year.

"Splash me" is a doll of a specialized nature which has become familiar to many of the larger stores during the past few months. It is used frequently for special window and interior displays in stores, as well as for ornamental purposes in homes. In Eaton's neckwear department there was a May-day display in a case inside the circle counter showing kewpies ranged around a Maypole, each with a colored ribbon. They were standing on sand which was a suitable ground for the "Splash me" dolls to sit upon while watching the fun. These dolls may be had with "real" hair, or with bathing caps, as illustrated. Akin to these novelties is a still younger one called "Tiss me," with auburn hair, also illustrated; and most timely of all is the sad-eyed "Bone-dry" pup. These are all made in plaster suitably painted and clothed. Kewpies are still popular and are now made to retail at 15c.

Drop-leaf Table

In wooden toys there is a very attractive new "dining table" for the tiny little lady. It has drop leaves and may be folded away; it is also nicely varnished and finished. A handsome "baby grand" piano in Louis design is one of the high-class new offerings.

There are a great many lines of tin toys being made in the United States which were never attempted there before. They include tin stoves, stores, drums, dishes, trays, and a big variety of tiny toys such as whistles and squeaky toys similar to the characteristic little things with which Japan has familiarized us. There are very creditable miniature kitchen utensils including wash boilers and flour sifters.

Noisy toys for celebrations are numerous and have been proving quite popular. No doubt they will as long as there is any feeling of victory, triumph and peace in the air. Anniversaries will

As Important As Gloves

Are the new necklaces in colors to harmonize with or brighten up one's Spring costume. These typical numbers, one in amber and bronze, one in Victory red and one in rose and silver, give an idea of the varied sizes and shapes of beads combined in the season's fancy. Shown by Carl Austin & Co., Toronto.

be multiplied because of the war and celebrations will go on for many a day.

Construction toys in both steel and wood are evidently here to stay and are winning more and more approval from parents and children each year. The English "knock-down" toys are ready sellers. A chair or table or dining set or other furniture is readily knocked down and put together again, and the price is only nominal. A chair, for instance, sells for 20 cents and it stands about 10 inches high.

Tin engines, weight scales, ships on wheels, guns, shooting galleries, rubber articles (a new one is a "Zeppelin") are all among the moderately-priced toys which lose none of their attractions from year to year, and gradually the prices are becoming easier.

JEWELRY

The wave of popularity for fancy bead necklaces seems to be nowhere near its crest as yet. In fact only the beginning of its steady and fast rise is felt in many places. There are three leading materials of which the varied sizes of beads are constructed, namely, glass in various forms, celluloid, and wood. Most of the newer numbers have a goodly amount of fancy metal findings such as links, bead ends, carved bars, etc., interspersed with the usually highly-colored beads. The beads themselves vary in size from about an eighth of an inch to one inch in diameter, and in addition to the large ball shapes there are ovals with pointed ends, ovals with rounded ends, pear-shaped and cylindrical ones, and a great many of carved, painted, enamelled wood or "cut" glass. Decided favoritism is shown for the very large beads. In colors, Victory red still has the lead. The imitation tortoise-shell necklaces with "hero" lockets of the celluloid attached are perhaps next in line. Some new numbers in these just out this month have fancily-shaped links, some of which are in carved effect. Field blue is a new color offered in necklaces. It is somewhat similar to a royal blue, but is perhaps just a shade lighter in tone. Amber effects are very popular. Next to it in demand come the various other colors—jade, amethyst, wisteria, ivory, turquoise, emerald, sapphire, topaz, jet, in fact almost any light, dark, or clear tint one may fancy. Jet, however, is not so much in evidence as colors.

The fashionable length for these necklaces is any place where they will show over the waistcoats of the season. Most people prefer them above the waistline however, and coming nicely below the round necklines. There are usually pendant attachments of some kind. Good prices are being paid by wearers of the new necklaces. Department stores sell many at from $1.50 to $8.50 each; $4.50 is a good selling price in many places.

Earrings continue in demand and are frequently purchased to form a set with the necklaces since they can be had in the same colors and suitably trimmed and shaped. For the class of people who want to carry the colored bead notion to the extreme there are also finger rings with Victory red and the other popular color settings.

HAIR ORNAMENTS

Some interest is about to arise in hair ornaments. These have passed through a long period of quietude and now there is a distinct note of awakening. Faint it may be just now, but there is without doubt a period of hair-ornament fashions on the way and it will no doubt manifest itself next Fall when the social season is in full swing. Spanish combs, Greek bandeaux and French pearls are all mentioned, and indeed, shown now in both medium and exclusive grades. Fancy combs and pins of various sizes are used for tucking in the coiffure in new, cosy styles and catching up the "bangs" and "bobs" which many maidens have acquired during the past Winter.

NOVELTIES BY THE WAY

"Throatlets" of ribbon, usually black velvet, are trimmed sometimes with little bright silk flowers and fastened with an ordinary clasp. Models made of beads are up to an inch in width and feature gold and silver beads in garland patterns. Some have hanging beads at intervals. These are a London fancy to be worn with the low-necked blouses. Novelty jewelry is reported to be enjoying a decided vogue there as well as in New York and elsewhere. The Robert Simpson Co., Toronto, had a window display featuring the new bead necklaces recently. Every color, size and combination imaginable it seemed, including Oriental effects, was to be seen. There must have been a couple of hundred different numbers shown. "They certainly have a marvellous collection," said one passer-by.

A "wildness in headgear," is said to be a vogue in Paris which is spreading to London. A fashion writer states: "To have her hair cut short, curled, and then combed to stand on end all over the head is the sign of the well-coiffured Parisienne.

"She uses combs and ribbons run through the wild locks to keep them in an erect position.

"The new hats try to imitate this mad hairdressing as much as possible.

"Uncurled feathers, woollen plumes, burnt goose feathers, trailed anyhow like barbed wire over a neat shape, fringes of coarse monkey fur and a new material called "wire wool" are all used to obtain the effect of wildness."

Eaton's are showing in their fancy goods department a score or more of knitted articles featuring "mist" grey. It is a delicate shade showing a hint of fawn and combines admirably with coral, salmon, rose, jay, turquoise, gold, and the other bright tones which are used for collars, cuffs and stripes. Fancy sweaters in vestee and waistcoat effects, children's pull-overs and coat styles, separate collar and cuff sets, caps, novelty scarfs, all these were shown in "mist" shade.

In still another light do Nenette and Rintintin appear. Their latest "act" is in the form of white enamel suspended on a necklace or else attached to a small bar pin.

Another new "doll" is made of wooden ball beads in pink, blue, purple, red, yellow and green, the "head" one having a face painted on it of course and long strands of the thread vaguely suggest hair.

A new powder puff is made of eiderdown and filled with face powder, which sifts through sufficiently for milady to powder her nose without the need of a mirror.

Some French houses have made some novel new buttons for sports coats. One is made in the shape of a ball bearing

BEAUTIFUL DOLLS!

A "dressed-up" doll and a "play-time" doll, each wearing a happy countenance which will be reflected in the face of some little girls about Christmas time this year. The flaxen hair and "unbreakable" bodies make a strong appeal. By courtesy of Wm. Croft & Son, Toronto.

of grey galalith, the little balls being green. Another is shaped like a steering wheel made of grey galalith with green spokes, while a third is like a spark plug.

SYNTHETIC "MOTHER OF PEARL"

The German secret of making artificial mother of pearl has been discovered by a Mr. Dew of London. The method is said to be as follows: The colors are fixed upon a gelatine base having a celluloid film, and are chemically obtained by interference with the incidence of rays of light.

The discovery occupied 2,000 experiments which extended over a period of four and a half years. Before the war the Germans were sending thousands of sheets of this material into the United Kingdom. The British discovery may be utilized for making into sequins and other dress materials; it may also be reproduced on the polished surface of shells. It has the additional advantage of being non-inflammable.

WIRE HAIRPINS

Wire hairpins, over which there was so much distress and speculation as to effects expressed a year ago when we were informed that the hairpin was about to make its exit from the market, are fairly plentiful again. They come in a number of different sized boxes of attractive appearance and are in the usual four sizes, including the "invisibles."

FOUNDATION FOR A PERSONNEL DEPT.

Continued from page 22

We are sometimes able to trace a connection between poor work and poor health and vice versa.

Importance of Self-Control

The workers in any organization reflect its head. The personnel department aims to make known to every worker the ideals and standards held by the firm. In order to do this effectively it is necessary to gain the co-operation of every worker and also the co-operation of each executive. There is a continuous strain in department store work due to the fact that a store is always before the public and perhaps, too, to the fact that department stores have not progressed as far in their methods of organization as manufacturing concerns. The man on top loses control of himself because some detail has not been carried out. While still in this mood he corrects the man below. This man, in turn, passes the "buck" to his subordinates. As a result there is a large group of people on edge, angry and discontented, perhaps upset for the day because an executive lost his temper. The personnel department is trying to make the work run steadier and more smoothly so that these details will be properly taken care of and is ever trying to teach self-control to every executive in the store.

Personnel work should be done in every store. People, unlike machines, have a way of forcing themselves upon our attention whether we will or not. The quality of their work and their co-operation depend upon the degree of consideration and understanding which we give them. Personnel work aims to study every phase of environment which affects the human element in an organization and to apply the results so obtained. For this reason a department carrying on such activity should do a certain amount of research. As yet we, in our store, have made no surveys of this nature, but it is a part of our plan.

Most Productive, Least Expensive

Socially and economically it is the employer's duty to make his people worth their wage and to develop them so that they will be constantly worthy of an increase. Much time is spent in the investigation of labor-saving devices, the planning of new departments, and in the study of new cost systems. Increased production with a decrease in cost of production is an aim common to all of us. When we make the girl worth her wage and help her to be worth a greater wage, we are increasing production and decreasing its cost. The majority of organizations recognize the fact that all higher-paid employees are the most productive and the least expensive. The higher paid worker produces more work, better service, more co-operation, and more interest. For this reason let every employer seriously consider how he may help his employees to be more successful. Training and education, combined with all the other phases of personnel work, hold the answer, provided that the employer is willing to back such an enterprise, not for one year, but for many years, keeping ever in mind that the fundamental of personnel work is education and that an educational programme which is planned to help a large number of heterogeneous people is of necessity, slow.

Interesting Novelties

Four of the newest ideas in "specialized" dolls. "Splash Me" bathing girls at the left and beside the dog are two being used in various ways to make interesting store displays as well as to sell for prizes and souvenirs. The "Splash Me" at the left and "Tiss Me" beside her, both have beautiful coiffures of real hair preserved in hair nets. "Tiss Me" has the ever alluring auburn shade. Of sadder countenance, but one which makes even a stronger appeal, because of his political significance, is that of the "Bone Dry" pup, in his shaggy brown coat. Shown by Geo. Borgfeldt & Co.

HOME DYES SUGGEST FURTHER SALES

Has it ever occurred to you that a good line of home dyes could be used to suggest other sales? Ribbons to match the new tone, a new bit of lace to freshen the made-over newly colored frock, buttons to add smartness, braid to harmonize with the new color—touches of these on the newly dyed blouse or gown would add happiness to satisfaction in the transformation.

An attractive new necklace is shown consisting of a pendant in flower and butterfly motif in brightly-colored enamel suspended on an inch-wide ribbon which is richly embroidered in harmonizing colors. A silk tassel is hung below the pendant.

The popularity of home soap dyes is eliciting further developments. The latest product is dye soap flakes, which are to be had in a big range of colors. Special directions are given for the range of dark colors.

NEWS AMONG THE STORES

CHILDREN'S SHOP IN HALIFAX

THE Wood Bros. Co., Ltd., Halifax, N.S., have a progressive children's shop. In their anticipation of big Easter trade they devoted considerable space in their advertising to descriptions of styles for confirmation, wedding and party frocks for the little girl who participates. Frocks described included silk poplins, with profusion of tucks and tassels, French voile with lace and ribbon sashes, Madeira embroidery effects on voile, and then the very necessary chambray play dresses. Hats, kerchiefs and coats also came in for interesting publicity.

Mahon's, Ltd., also of Halifax, N.S., had a splendid array of Easter neckwear, which was well described under the heading: "It wouldn't be Easter here without neckwear." Easter flowers, lilies, hyacinths, tulips, etc., suggested the importance of color. Overseas blue and victory red were emphasized and the other popular shades and combinations for wearing with Easter suits were enumerated. Pleatings, cowl collars, Peter Pans, sets and vests, then fashionable models for the season, were described with prices up to $6.00.

Cleghorn & Beattie, Ltd., Ottawa, Ont., announce that Mr. J. W. Dinning, late of A. C. Turnbull, Hamilton, Ont., has taken over a position with them as decorative expert in housefurnishings. Mr. Dinning has been overseas with the 116th Battalion, C.E.F., and now goes to Ottawa with a splendid record.

A. J. Frieman, Rideau Street, Ottawa, is enlarging the floor space of his busy department store.

The Hudson's Bay Co., Vancouver, used a space 6 inches deep across the top of their page ad. March 31, to call the attention of their patrons to their new device for measuring fabrics. It is the first one in Vancouver, they claim, and it registers the measurement of the material and also the price, no matter what fraction of a yard is purchased.

W. W. Wilkinson Co., of Galt, have installed the first passenger elevator in the city. This will familiarize customers with the three upper floors of the store, as well as the ground floor. The store marked the occasion by holding a special four days' "elevator sale," beginning April 9.

ADOPTS SHORTER HOURS

The W. W. Cooper Co., Swift Current, Sask., have adopted a schedule of shorter hours, effective all the year round. The matter was thoroughly discussed with the employees, taking into account the fact that the city is dependent upon the surrounding district, which is 100 per cent. farmers. The new hours, taking effect May 5, are 8 a.m. to 5.30 p.m., except Saturdays, which are 8 a.m. to 9 p.m, this up to the end of October, when the store will not open until 8.30 a.m. These shorter hours were adopted in preference to the half holiday during Summer months. A number of stores in Ontario and other provinces, which draw from the farming customers extensively, are operating on similar hours.

W. W. COOPER.
Swift Current, Sask.
Who is always to the fore with improved methods of merchandising. His latest move is a revision of business hours, as described herewith.

Mr. Ross Crane, head of the extension department of the Art Institute of Chicago, gave a series of lectures at the T. Eaton Co.'s Winnipeg store the week beginning April 7. The title of the series was "The How and Why of Home Furnishing." They were elaborately and effectively demonstrated.

The H. J. Daly Co., Ltd., hope to occupy their new store on or about July 1. The new location will be in the spot previously known as the Arcade, for many years the building on Sparks St., which was known as the home of the C. Ross Co. This building was burned a few Winters ago, while in use as a recruiting station, and plans are well under way to have an up-to-date building ready for business by the date mentioned.

MONTREAL FIRM OPENS NEW SAMPLE ROOMS

P. P. Martin & Co., Ltd., have opened show rooms at St. Hyacinthe, P.Q. Their head office is also undergoing considerable alterations and they expect to have the workmen out of the way soon. The new addition will almost double the size of the present warehouse.

NEW WAR MEDAL

A new war medal suitable for employers to give to their employees who have fought in the great war is being put on the market by the Geo. F. Hemsley Co., Ltd., of Montreal.

The obverse of the medal contains the Dominion of Canada coat of arms surmounted by a crown and enclosed by a wreath. On the reverse side is the inscription: "Presented to——who fought in the great war for world freedom, 1914—1918. This side also contains a beautiful wreath.

The medal is being made up in gold, silver and bronze and is suitable for wearing either as a fob or a ribbon.

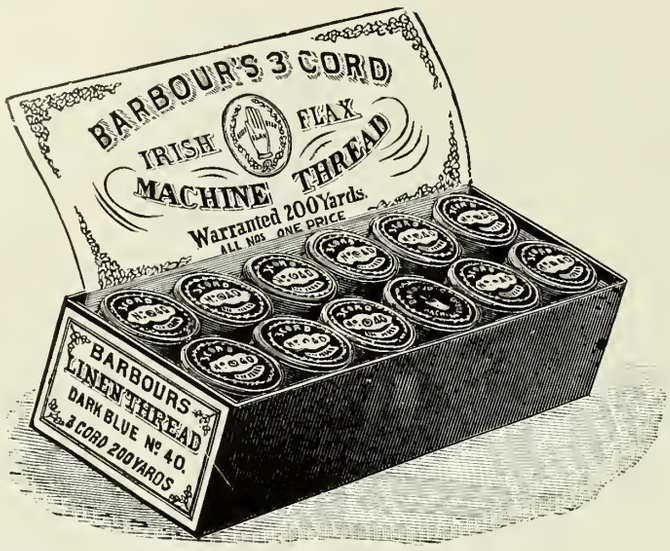
GOES TO SASKATOON

James Burt Malette, one of the best known advertising men in Western Canada, has returned to F. R. MacMillan, Ltd., Saskatoon, Sask., as sales manager. Mr. Malette's experience in the advertising business covers a wide range. He has been advertising manager with the Cattanach Advertising Agency, Winnipeg; manager of copy and art department,service branch,McGraw Publishing Co., New York; copy-writer for the H. W. Johns-Manville Co., Chicago; special campaigner with M. P. Gould Advertising Agency, New York; make-up man with the C. E. Ellis Mail Order Publishing Co., of the same city, and during the past few years, has been associated with the Calgary Furniture Store as advertising manager, and latterly, the Hudson's Bay Co. in the same capacity.

Mr. Malette is the author of "The How, When and Where of Retail Advertising," "Post-war Advertising Problems," and "Printers' Ink vs. Window Display."

AN EVERY DAY REQUIREMENT

BARBOUR'S



KNOX'S

FAMOUS LINEN THREADS

See that your stock is complete with our Threads for **Carpet — Tailoring — Fur — Dry Goods and General Retail Trade.**

Good stocks carried at

Toronto MONTREAL Quebec

FRANK & BRYCE, LIMITED

EVERTHING IN BEADS

Seed Beads in bottles, Pearl Beads, Necklets, Fancy Necklaces. All popular colors and combinations in all prices.

Write for assortment.

Wrinch, McLaren & Co.

77 Wellington Street W.
TORONTO

EVERYTHING IN EMBROIDERIES

300 designs in 27 in. Flouncing,
65c. to $1.50 yard.
10- and 20-yard pieces.

—

GEORGETTE CRÊPES

All Colors
in
Stock.

—

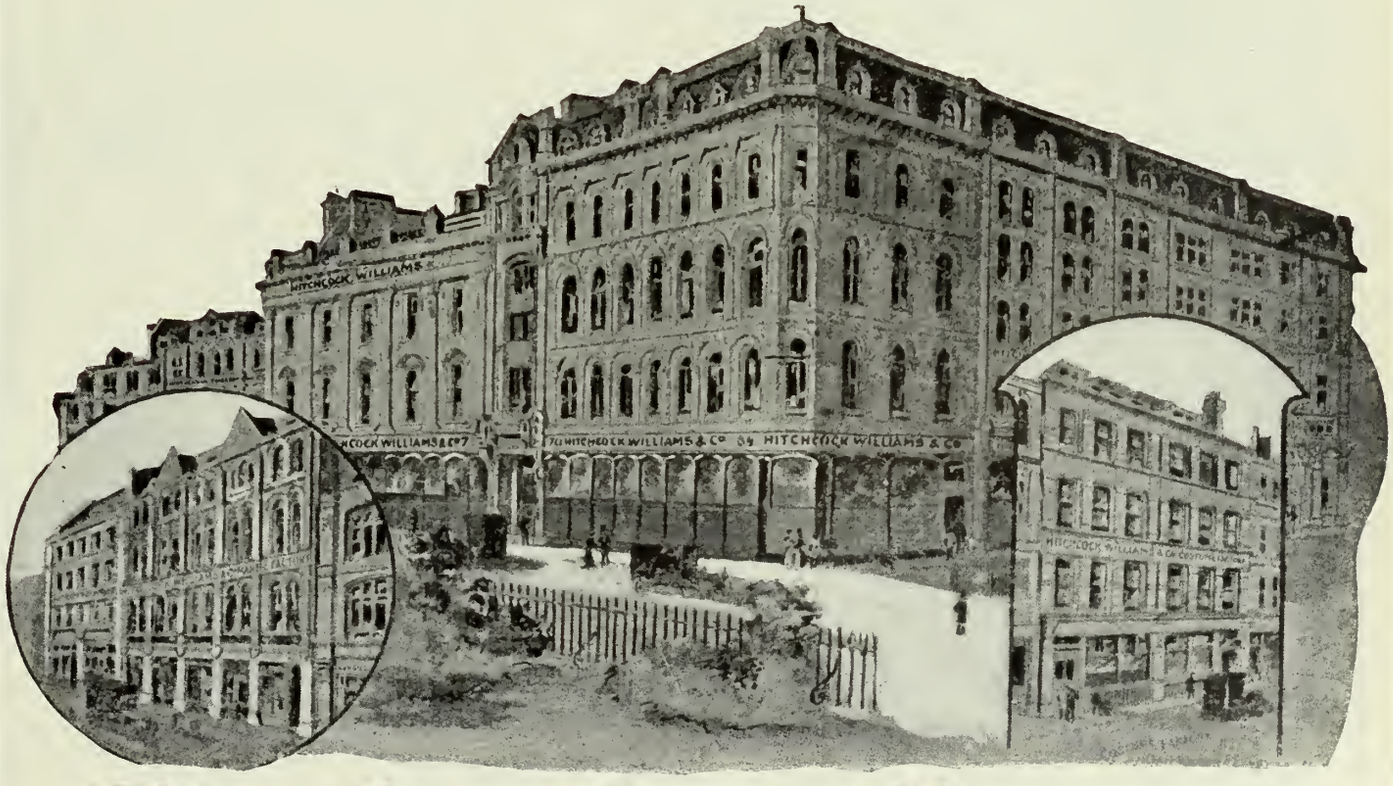
GREENSHIELDS LIMITED

17 Victoria Square Montreal

For Novelties in Cotton Dress Fabrics, Soft Furnishing Materials & Curtains.

RIRBONS, LACE GOODS, NECKWEAR, MILLINERY and Millinery Materials

Canadian buyers invited to call when in London, or write for samples.



Hitchcock, Williams & Co.

FACTORIES 10 & 11 Warwick Lane, E.C.
29 to 33 " "
And Paternoster Buildings, E.C

St. Paul's Churchyard
LONDON

Reward Your Employees

For Service Overseas

Your old employees are now returning from a victorious campaign overseas and you would like to show your appreciation. You were proud of every Maple Leaf on that service flag in your most prominent window. Now show your appreciation to the man himself by presenting him with a War Service Medal.

The recipient of this beautifully embossed War Medal will value it for the high class workmanship alone. The obverse side as pictured in the illustration shows the Dominion of Canada Crest and space for the donor's name. The reverse contains space wherein the name of the recipient can be engraved—a man who fought for Freedom. Do not miss this ideal way of rewarding the service of our returning Heroes.

14k Gold. 10k Gold. Sterling Silver. Bronze. Special Designs Submitted.

G. Hemsley & Co., Ltd.

Manufacturer of Military Insignias and Badges

7 Bleury St. **Montreal**

For The June Bride

Have you all the dainty little accessories required to give her Trousseau its artistic finishing touches?

- - See our - -

Exquisite Ribbon Novelties

Lingerie Trimmings
Boudoir Slippers
Garters, Etc.

We also have for your inspection a variety of Vanity Bags, Opera and Work Bags, and Infants' Novelties —Artistic creations of Ribbon.

Ribboncraft Co.

229 College St. Toronto

BUTTONS

Being finally settled in our new premises we are now ready to take better care of your needs. With larger stock on hand we can give immediate deliveries. Our Mail Order Department is in capable hands, we respectfully solicit your inquiries. Our Fall line is ready, see our travellers before placing your orders.

"Canada's Exclusive Button House"

A. Weyerstall & Co.

66 Wellington St. W. TORONTO

Have You?

read the

Buyers' Market

Guide

Pages 142-3-4.

HOSIERY, etc.
MENDINGS

WOOL
SILK
COTTON
LISLE and
MERCERIZED
All Colours

CARDS
SKEINS
BALLS and
REELS

Oldest English Makes

BRANDS:

"LAMB"
"OLIVE BRANCH"
"CIRENELLA"
"AMAZON," etc.

Josiah Wilson & Co.

1 EDMUND PLACE, ALDERSGATE STREET
LONDON, E.C.1. - ENGLAND

ESTABLISHED 1808

BEADS! BEADS!
The Craze of the Season

A glorious array of Necklets in the most wonderful colors ever imagined—a perfect riot of them—Victory Red, Jade, Lapis, Coral and Field-Blue. Colors that are blending, contrasting and radiant.

Dame Fashion demands that every woman wear beads this season; no frock or suit complete without a string of beads.

Buy Beads--Buy Often
Prices Right -- No Delay

Send us your open orders at once. Our sales department will make a selection suitable for your trade.

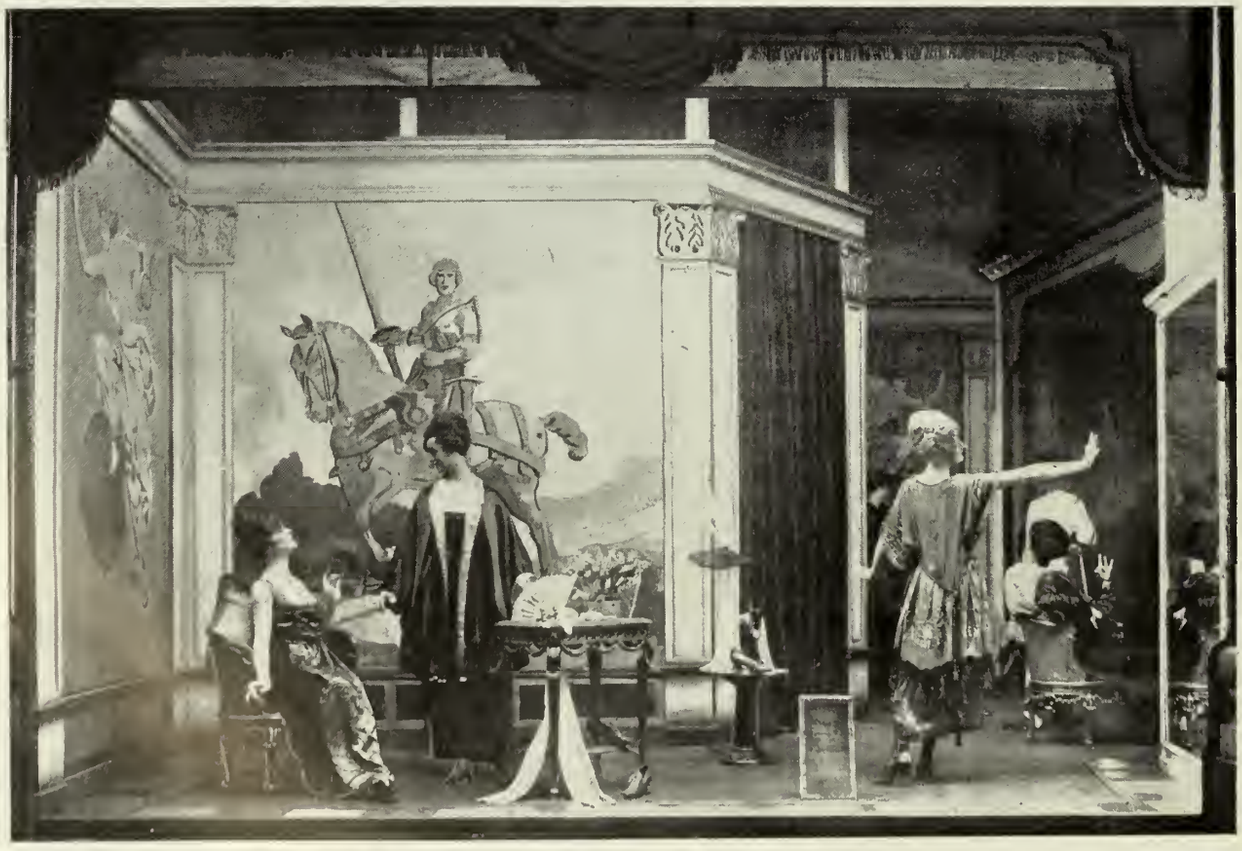
We manufacture all our necklets, therefor it is necessary for us to charge the "Excise War Tax of Ten Per Cent."

Carl Austin & Co.

357 College St. ∴ Toronto, Ont.

DGR EQUIPMENT & DISPLAY DGR

No. 1



No. 2

No. 3

SOME WINDOWS AT SELFRIDGE'S

In commemoration of the tenth anniversary of Selfridge's large departmental store in Oxford Street, London, a window display has been organized on remarkable lines.

We give here three typical examples chosen especially to illustrate the atmosphere in which the entire scheme was carried out.

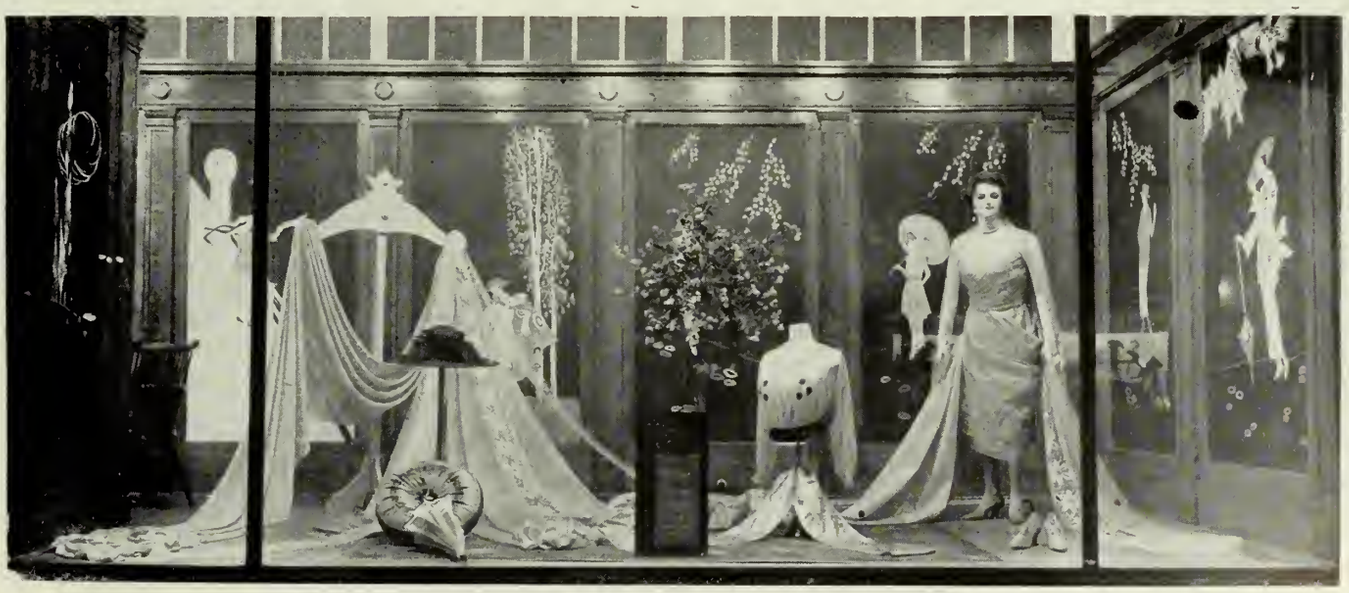
Illustration No. 1 shows a setting of which the central subject is "Value." The design has been carried out after an original drawing by a well-known English artist. The side panels are entitled "Dignity" and "Sincerity" respectively, and are the work of two different artists.

All the pictures in this series of displays were executed in imitation marquetry inlay. The material used was real Japanese veneer, each piece being dyed and stained to resemble in color as closely as possible the exact article it was intended to represent. Each picture was framed in a setting of ivory and old gold.

It will be seen that little merchandise was used in making up the tableaux in order to preserve its distinctive value as an artistic display rather than a selling exhibition.

Illustration No. 2 is entitled "The Tenth Milestone," and gives pictorial effect to the theme of the whole display.

Illustration No. 3 shows a somewhat different arrangement done in the same



Spring Opening Window

This window had a very striking appearance, as it presented the fashionable gold and silver lace with old rose material, all standing out the more prominently from a black background of beaverboard. The scheme of decoration on the black ground is an unusual experiment, stencil work in colors with a decidedly Spring touch. This gives a fresh touch to the whole window, a real spirit of Spring, and might be experimented on by other window trimmers with good effect.

The figure is hand draped, with material of old rose taffeta and all-over silver embroidery, the bodice of the same. On the left is a drape of old rose crepe de chine, and gold lace in contrast to the silver on the draped figure. A waist and harmonizing accessories complete this part of the window. In the centre is a cerise rose bush, while the card carries out the idea of the background, being of black with panel in old rose. On the floor is a rug of beaverboard. The window was trimmed by Edward K. Lummus, display manager for Almy's, Limited, Montreal.

The accompanying illustrations show a very attractive and valuable Notion window display during the month of February in the Bryson-Graham store in Ottawa, Ont. The display, according to the manager of the department, W. A. Stewart, increased the notion business in February 95 per cent. above February of last year. This speaks for itself.

The three illustrations herewith, when placed in a row, show the complete trim. The photograph had to be separated in order to show up the detail from one end of the window to the other.

The manager of the display department in the Bryson-Graham store is Fred Ashfield, who was responsible for this trim. He pointed out to DRY GOODS REVIEW that each department in the Bryson-Graham store having a window trim is charged up with a certain amount per day. This is usually $2 per day, but one large window is more, and a window on the side street less. Mr. Ashfield's windows are among the best in Ontario.

spirit with two marquetry panels featuring "Liberality" and "Charity."

The dimensions of these windows are twenty feet wide, eight feet deep and twelve feet high. The entire work was carried out under the supervision of Mr. Edward N. Goldsman, in charge of the decorating department of the store, and chairman of the recently formed British Display Men's Association.

MAKE OCCASIONAL SURVEY

Many merchants find that it pays to take a careful look around the store frequently to see that seasonable lines are displayed most effectively, if the fixtures are placed in the best manner for displaying the stock, and if the stock arrangement itself is calculated to make the best impression on customers. Sometimes too much is shown, giving prospective buyers an impression of confusion and disorder. Sometimes not enough is on display or on looking it over it is easy to see how it might be more attractively arranged. Little things like this frequently make or mar sales and are worth the time and attention it takes to adjust them.

Employees' Parlor.

And Cafeteria at Smallman & Ingram's store, London, Ont.

FINE RESULTS FROM EMPLOYEES' BENEFIT

London, Ont., Store has Splendid Equipm ent for Comfort and Health of Employees.

THE London, Ont., "Echo" published the following among other accounts in a special issue on welfare work in that city: "Welfare work is not a new thing at the big establishment of Smallman & Ingram Ltd. At the time of the completion of the firm's splendid business premises on Dundas and Richmond Street several years ago a sick benefit society was organized by the employees, a very liberal donation by the late J. B. Smallman, putting the society on a firm financial footing from the outset. Not only has the organization been of the greatest benefit to the employees but it has been the means of bringing them together from time to time as one big family. There is a difference in the fees charged junior and senior members as there is in the amount of sick benefits paid, the latter ranging from $3 to $6 per week. A large sum has been paid out in benefits since the society was organized, the result being that illness in the families of members has borne less heavily than would otherwise be the case. The society maintains a small library of books of an instructive character, which are highly appreciated by those using them. The society is run by the employees themselves, but the firm is in full sympathy with it.

"Recently the employees branched out in another line of welfare work, when they established a dining-room and parlor for the benefit of the members. The firm not only gladly granted the use of a large room but has fitted it up in elaborate and up-to-date style at its own expense.

"The room devoted to the employees' use is located on the fifth floor and includes floor space of about 2,500 square feet. It is a bright place indeed, its location permitting of everything that could be desired in the way of light and ventilation. Up near the windows, overlooking Dundas Street, considerable space has been fitted up as a parlor, beautifully carpeted and furnished with piano, lounging chairs, etc., a place to which employees may retire when indisposed during working hours, or assemble for conversation or music at other times.

The greater part of the spacious room, however, has been fitted up as a cafeteria, mahogany chairs and tables, the latter with white vitrolite tops, are neatly arranged for the use of the employees. In one corner is a lunch counter or serving table and steam heating apparatus, all in white vitrolite. The self-serve plan has been adopted, and employees may obtain a hot lunch with tea or coffee, at as near cost as possible. All the cooking is done in the kitchen in another part of the building, and is kept heated on a steam table. Employees bringing their own lunches can have them warmed up and augmentted with a cup of tea or coffee. The firm supplies all the equipment, giving the use of the room and furnishing it throughout. A competent matron is in charge at all times.

"The cafeteria and parlor are at the disposal of the employees at all times. They may enjoy social evenings there, hold concerts and dances; in fact it serves as an up-to-date club for the firm's staff of 400 men and women employees at no cost whatever to them."

A MATTER FOR ADJUSTMENT

The merchants of Ottawa have cause for complaint against Dominion Government employees transacting private business on Government premises during the hours of their employment. Especially does this concern the merchants since the "private" business has been with a view to purchasing supplies of foodstuffs at wholesale prices through a committee appointed for the purpose. Letters have been sent out by an employee of the Post Office Department, who is chairman of the committee and canvassing has been done through the building during business hours, thus using up Government supplies of stationery and the time of several people, all of which is paid for out of public funds, and in competition with men who are paying municipal taxes, war profit taxes, income taxes, etc., and who conduct business in the legitimate way.

These facts are pointed out by E. M. Trowern, secretary of the Dominion Executive Council and Dominion Board of the Retail Merchants' Association, and it is hoped that members of the Government will at once take steps to have this unfair system stopped.

ST. JOHN MERCHANTS HAVE SUCCESSFUL YEAR

Retail Merchants' Association of Maritime City Shows Marked Increase

A busy and successful year was reflected in the reports submitted at the annual meeting of the St. John, N.B., branch of the Retail Merchants' Association, and the interest displayed gives promise of results at least as satisfactory for the coming year.

In his annual report, the secretary, T. F. Drummie, showed that every branch of the association's undertakings had been most successful and that a large increase in membership had taken place during the year. He urged the executive to take a more active part in public affairs of a nature beneficial to the community generally as well as to the merchants in particular.

The secretary of the dollar day committee reported that two dollar days had been held, on February 21 and August 21, and that both had been highly successful.

The report of the treasurer, M. E. Grass, showed the finances of the association to be in satisfactory condition.

The provincial secretary, Miss F. P. Alward, reported that all the larger firms in the city are taking an active interest in the work of the association and are co-operating heartily with the provincial branch.

The association went on record in favor of the holding of a peace carnival in St. John during the summer or fall months.

A resolution in favor of daylight saving, copies of which were ordered sent to Sir Thomas White, the city's federal representatives and to the secretary of the Dominion association, was passed, as follows:

Resolved, that inasmuch as daylight saving has proved itself of great advantage to the business community; enabling employees of stores and other workers to have the benefit during the summer months of some 180 hours of free daylight for recreation—equalling eighteen full days of ten hours each added to their holidays and at no cost to any one;

Therefore resolved, that the Retail Merchants Association, St. John branch, endorse the continuing of the daylight saving movement and hereby petition our Government to so enact for the year 1919.

Officers elected for the year 1919 were as follows: honorary president, A. O. Skinner; president, F. W. Daniel; first vice-president, A. N. McLean; second vice-president, S. E. Fisher; third vice-president, J. H. Vaughan; treasurer, M. E. Grass; secretary, T. F. Drummie; advisory board, G. M. Ross, H. Mont Jones, D. J. Barrett, J. H. Marr, K. D. Spear, William Hawker, Harry Warwick, C. H. Smyth, S. E. White, J. A. McKay, F. A. Dykeman, T. A. Armour, A. A. McIntyre, S. C. Young, H. W. Rising, R. E. Wark, W. E. Ward, I. Chester Brown, B. R. Macaulay, H. H. Scovil, S. C. Webb, S. S. Francis, G. W. Morrell and G. C. Emerson.

FAVORS CASH

Thinks Cash System Would Reduce Cost of Living

WITH regard to whether a strictly cash or credit business is the more satisfactory, and apropos of the article by a merchant commending the credit system, which appeared in a recent issue of DRY GOODS REVIEW, the following letter from Mr. R. H. Elliott, Halifax, N.S., is interesting: "We have no credit accounts and no books. Our customers never think of asking to have anything on credit and I find a great many of the stores in Halifax have adopted the same system. Recently there were two stores started on our street and they have adopted the strictly cash system and are doing a rushing business. They are not in the same line that I am, but their system is just the same. They advertise everything cash and carry, and of course are able to sell cheaper."

LARGE STORES HAVE SHOWCARD SYSTEM

Smaller Cards Used for Higher Grade Merchandise — Each Store Should Use Cards Best Suited to Class of Merchandise Carried.

One of a Series by R. T. D. EDWARDS

LARGE American stores have gone into the question of showcarding their stores very thoroughly. They have made a thorough study of it to find out the best kind of show cards they should use, and the way they should be used to be in keeping with the class of trade to which they cater.

As you make a study of each store in the large centres in the United States, you will find that each city and each merchant in each city has worked out their own showcard system.

Large city merchants such as those in New York and Chicago, where a great transient business is transacted, can afford to be more exclusive and use showcards very sparingly; while the smaller city merchant uses showcards more after the order that the Canadian city merchants use.

But all have their own system of showcards, varying more or less. Each of these systems are the result of many years of study in which the showcard writer figures largely. He being the man on the job has been able to make a close study of what his particular store really requires, in order that the best results may be obtained from them. He has had the opportunity of trying out various ideas, both in system and cards, until he has found out what was the best for that particular store for which he worked.

The result has been small, neatly-lettered cards as being the best for the high and medium class store. They leave the large, highly colored, heavily lettered showcard to lower class stores.

You can find some stores using a dark card with white letters, or grey cards with black letters with printed border and white underlining the letters. But white cards are more prevalent, owing to their being cleaner and brighter looking, but, of course, they must be changed oftener in order to keep them clean.

This is the condition that prevails at the present in New York City, and we Canadians can glean many helpful points from our American friends. The main lesson that we can obtain is not so much a copy of their particular style of showcards, or a copy of their particular showcard system, but a copy of their system of finding out what is best for our stores. We should study the conditions in our stores and in our towns and the lines along which the masses of our customers' minds run. With these settled up, work up showcards that will attract and appeal to them. We think that if you work in a store in a small town and you find the brighter cards are best, why, by all means, use them, but do so intelligently. Use the color on the card sparingly and in an artistic manner.

The two samples of showcards illustrated here are not meant to illustrate that which is used in New York, because they are not. They are of a simple style of showcard that is quite effective in our Canadian towns. The lettering and designs, as you will note, are all done on dark surfaces, with various pastel colors. Combinations of blue-grey and cream, salmon pink and white, pale blue, pea green, are only a few that can be worked over these dark colored cards to good effect.

The card with the light, broad border has a cut-out centre, and the dark centre is mounted on the back of it.

The other card has a smooth black surface. This variety also comes in maroon, dark green, both of which can be used to make splendid showcards. On this latter card use a heavy opaque color, so as to ensure the ground not showing through.

Phrases to Use on May Show-Cards

The Smartest and Prettiest Sweater Coats Are to be Had Here.

Newest Separate Skirts for the 24th.

Look — Then You Will Buy — Our Waistcoats Are Irresistible.

May-Time Sports Togs.

Footwear for the Spring Hike — Comfortable, and Shoes Well-Matched With Hose.

Wide, Woolly Scarfs for the Early Boat Trips and Spring Motor Drives.

It is Time for a Summer Hat After the Tailored Easter Togs.

The Latest and Daintiest Novelty — a Crocheted Sweater Jacket.

COMMUNITY DISPLAY AT MOOSE JAW

A community style show and fashion display was held in Moose Jaw, Sask., beginning April 2, for four days and evenings. Two hundred and fifty garments, on mannequins, were exhibited, from the stocks of city merchants. The mannequins were 25 local girls and children, some of whom wore crinolines of 1849, and the Victorian dress of 1870. They stepped out of a huge "style book" at one end of the stage and paraded before the large audience. To vary the program Victorian and King Louis dances were given, a male quartette sang and an orchestra provided other music. A refreshment stall was in charge of the "Carry-on Girls' Club." The merchants had booths for their individual displays, which included flowers, electrical fixtures, footwear, etc., as well as the dry goods fashions. Over 200 palms and plants, besides flowers, lights and fine scenic effects added beauty to the surroundings. On the main floor of the Gray-Campbell building, where the display was held, was an automobile display at the same time.

The fine display, worked out by the co-operative efforts of the merchants of a city of less than 17,000 population, evidences the progressive spirit of the West, and no doubt splendid results will be found throughout the whole district until the next big exhibition is held. Could not merchants in other cities and towns make of a similar community display an interesting and profitable substitute for the time-worn "Fall Fair" and have it a "Spring Fair" as well as Fall?

The Nova Scotia Underwear Co., Ltd., will make considerable extensions to its lines of manufacture, since its profits last year showed progressive increase.

FEATURING PRICES IN RETAIL ADVERTISING

Giving Comparative Prices has Lost Much of its Effect—A Careful Talk on Goods Found to Bring Better Results.

HAS the use of "comparative prices" in retail advertising been abused to such a degree that an advertisement is weakened when the claim is made that the article is worth so-and-so, but is being sold for so-and-so(a lower price)?

Some of the leading retail stores have concluded that such statements have so often been untrue that they are losing their power to produce trade and because of this feeling and knowledge that the "comparative price" is a constant temptation to department managers and others to exaggerate, they have eliminated such statements entirely.

They believe—and their sales records bear out the assertion, says a bulletin from the Associated Advertising Clubs —that a well-written description of the goods, followed by the announcement that prices are uncommonly attractive, is a stronger appeal than the older style of store advertising. Prices are, of course, usually stated, though not on all occasions.

The Associated Advertising Clubs are seeking further information on the subject, with a view to circularizing vigilance committees of local advertising clubs, and to this end, William P. Green, organization secretary of the National Vigilance Committee of the advertising clubs, recently issued the following letter to a number of representative stores in many of the more important communities of the country:

"The retail department of the Associated Advertising Clubs several years ago adopted Standards of Practice which provided, among other things, for the policy either of eliminating "comparative prices," or not using them unless the identical goods were sold in that store during same season at "former price" named. Such statements could only be used in most of these stores when a sufficient quantity was sold at that price to indicate that the public was readily willing to pay the price asked.

"We are gathering material for a new booklet on comparative prices. In order to be advised of the most up-to-date practices and opinions of representative stores, we want you to write us in as much detail as possible your present position in this matter, with something about the development of the policy you are now following and such observations as you can give on its strong and weak points as you see them.

"We are interested in having your viewpoint on such questions as use of the term 'value,' the conditions, if any, under which goods in lots may be advertised 'values up to,' and such other phases as your experience has shown you to enter into a determination of right policies.

"We would like to have you tell us whether some stores, by reason of size, class of goods handled, or business conditions, are justified in using comparative prices, and if so, to what extent.

"Also please let us have your opinion of this—if a store announces that it does not use comparative prices in its advertising, but subsequently advertises goods 'one-half off' without stating either the original or sale price, is this, in your opinion, really comparative price advertising? Kindly explain your answer.

"We find that the comparative price question continues to be one of tremendous importance in the merchandise field. Such co-operation as you can give us in assisting stores to reach a solution of this problem, will be of great benefit."

In sending this information to DRY GOODS REVIEW the advertising association announced that it would value the opinion of any of our readers who cared to express themselves. Communications should be addressed to William P. Green, Associated Advertising Clubs, 110 W. 40th St., New York City.

ASHWELL'S, LTD., PIONEERS OF THE CHILLIWACK VALLEY

FORTY-EIGHT years ago a canoe laden with freight struggled upstream against the swift current of the Fraser from New Westminster to Chilliwack Landing, B.C. The cargo consisted of stock for a general store and being duly installed, there came into existence the first store in the district, owned by G. R. Ashwell, formerly of Bedfordshire, England, and later of the hardware firm of Cunningham and Ashwell of New Westminster. Mail at that time arrived once every three weeks. Later a boat plied the river weekly in open water and in the Winter time the mail was brought over the trail, a primitive highway now supplanted by the Yale road, and some day to become probably one of the finest highways in the province.

Mr. Ashwell moved his business to the present site of Ashwells Ltd. department store in 1892, at the same time taking into partnership his son, J. H. Ashwell, under the name of Ashwell and Son. It may here be said that the late G. R. Ashwell was one of the five original pioneers of the Chilliwack Valley, and one of the first directors of the Chilliwack fair.

The store at the Landing was destroyed by fire set by burglars, who were convicted on the evidence of a ten cent piece identified by J. H. Ashwell, who recalled its presence in the till. The first part of the present building was erected in 1898.

In 1900 the second son, G. H. W. Ashwell joined the firm. In 1905 the firm dissolved partnership and J. H. Ashwell took charge of the Sardis branch, Mr. Ashwell Sr. going on his farm. Mr. George Ashwell, who had been managing the Sardis and Rosedale branches since their inception in 1898 and 1903 respectively, took over the management of the main store and the branches were sold.

The Sardis branch is now owned by Langstaffe and Co. In 1903, on the death of the founder, the firm was reorganized as Asnwells Ltd., Mrs. (Dr.) Naboth Allen entering into partnership with her brothers. G. H. W. Ashwell is president of the firm, Dr. Allen vice-president, J. H. Ashwell secretary-treasurer.

A Department Store for 21 Years

In 1898 the business was made into a department store, and is consequently the oldest department store on the mainland of British Columbia. The building was enlarged to its present size in 1911 and carried a stock of hardware until 1930. There is now carried a stock valued at about $50,000 consisting of dry goods and ladies' ready-to-wear, groceries, stationery, boots and shoes, men's furnishings and clothing. For thirty years the firm have been constant advertisers in the local paper.

Of the present members of the firm of Ashwells Ltd., it may be said that they have always taken a keen interest in everything affecting the welfare of the city and district. Th late G. R. Ashwell was reeve of the municipality before the incorporation of the city, and J. H. Ashwell is now its mayor. He was an alderman for several years. George Ashwell has also held the office of alderman. He is at present president of the hospital board, president of the Prohibition League of the Chilliwack district, and a director of the agricultural exhibition.

Mr. T. R. Guy, who has served in the army four and a half years and is known to the trade in Canada and the United States, is on his way from London, England, and will open offices in Toronto, representing Messrs. Crockers, Limited.

URGES DIRECT COLLECTION OF STAMP TAX

Secretary of Dominion Executive Council and Dominion Board of Retail Merchants' Association of Canada Discusses Situation in Regard to War Tax Stamp Duty

By E. M. TROWERN

EVERY loyal citizen in Canada recognizes that the enormous cost of the war must be met, and that everyone should do his share in helping to pay it. The main feature that should be carefully watched is to see that whatever system is adopted it should rest equitably upon all alike, and that the cost of collecting it should be the lowest possible amount. There should also be some uniformity in the plan of collection. Any system that is adopted and that proves to be cumbersome and expensive on one article must also prove to be cumbersome and expensive on all other articles. The important thing, therefore, in all systems of taxation is to be able to collect it in the simplest and least expensive way, and arrange it so that it will rest equitably upon all.

Lose Its Force

The argument that is sometimes used, that it is essential that every purchaser should know the exact amount of tax he is paying to the Government or to the municipality, and that those who sell goods should be able to point out to customer just what that tax is, would soon lose its force if it were deemed necessary to also state to the customer the value of the labor, the value of the material, and the cost of shipping or handling the said article, and if it is necessary to know the amount in one case why not in all cases and on all articles? All these items could be figured out if it was absolutely necessary that they should be done, but why burden any system of taxation with a lot of unnecessary statistical and collection costs?

The chief question that the average intelligent Canadian is concerned about is the following: "What percentage of the tax that is paid by me is going to pay the debt for which the tax was imposed, and what percentage is going to the tax collectors and other Government officials for collecting it?"

Means Big Loss

In the case of the tax on patent medicines and on articles in bottles and packages, where the tax is paid by retail merchants buying war tax stamps and placing them upon the packages, according to the selling price of the article, we are informed on reliable authority that sixty-two and two-thirds per cent. of this tax goes to Government officials for collecting it, and that the Government only receives thirty-seven and one-third as its share. As business men, we consider that this is by no means a satisfactory system of taxation and we are sure that no business house would tolerate any such expensive and extravagant a system as this one.

Cost of Collection

The full cost of collection, however, is not included in the sixty-two and two-thirds per cent. as reported by the Government. There is the further cost to the retail merchant of purchasing the stamps and placing them upon each article, and collecting the same from the customer. This is all additional to the sixty-two and two-thirds per cent., the only difference being that the retail merchant does an enormous amount of work and he receives nothing whatsoever for his services. If by any chance a stamp falls off the package, or the retail merchant or his clerk neglects to attach it, and a Government Inspector happens to enter his store, the retail merchant is summoned to the Police Court, and the usual fine is fifty dollars and costs. This is the reward that the retail merchant receives if he faithfully applies the stamp to one thousand bottles or packages and neglects to put a one-cent stamp on one article. The retail merchant, therefore, does all the work in buying the stamps and collecting the revenue, and receives no reward, only the risk of being fined in the Police Court if he or his clerk makes one miss in a thousand times.

Gets Part of Fine

On the other hand, the Government Inspector, in addition to receiving his salary and expenses for travelling all over the country and spying on the retail merchants, receives a portion of the fine, and a great many complaints have been made to our office stating that the Police Magistrate invariably takes the word of the Inspector against the word of the retail merchant, and they think that where there are no witnesses, and the stamp might have been removed by anyone so inclined, and who was working in league with an Inspector in order to secure a portion of the fine, in every case the Police Magistrates should demand evidence to show that the stamp was not affixed at the time of the sale.

His Wife Helped

In one case which has recently been before the courts, one of the Government Inspectors engaged his wife to assist him in securing convictions. The plan was to send his wife into the store and ask for some preparation and state that she was in a great hurry so as to throw the retail merchant off his guard, she would hasten out of the shop and join her husband who was waiting outside to hurriedly drive her away.

Other cases have been before the courts where it was shown that poor widows whose stock in trade did not amount to more than three or four hundred dollars, have been fined as high as fifty dollars and costs, and the fine had to be paid by their friends as they were unable to do so themselves.

These facts are presented to show that the system is absolutely wrong in principle as well as in practice, and it should be changed at once, otherwise the entire commercial community will be aroused from one end of Canada to the other.

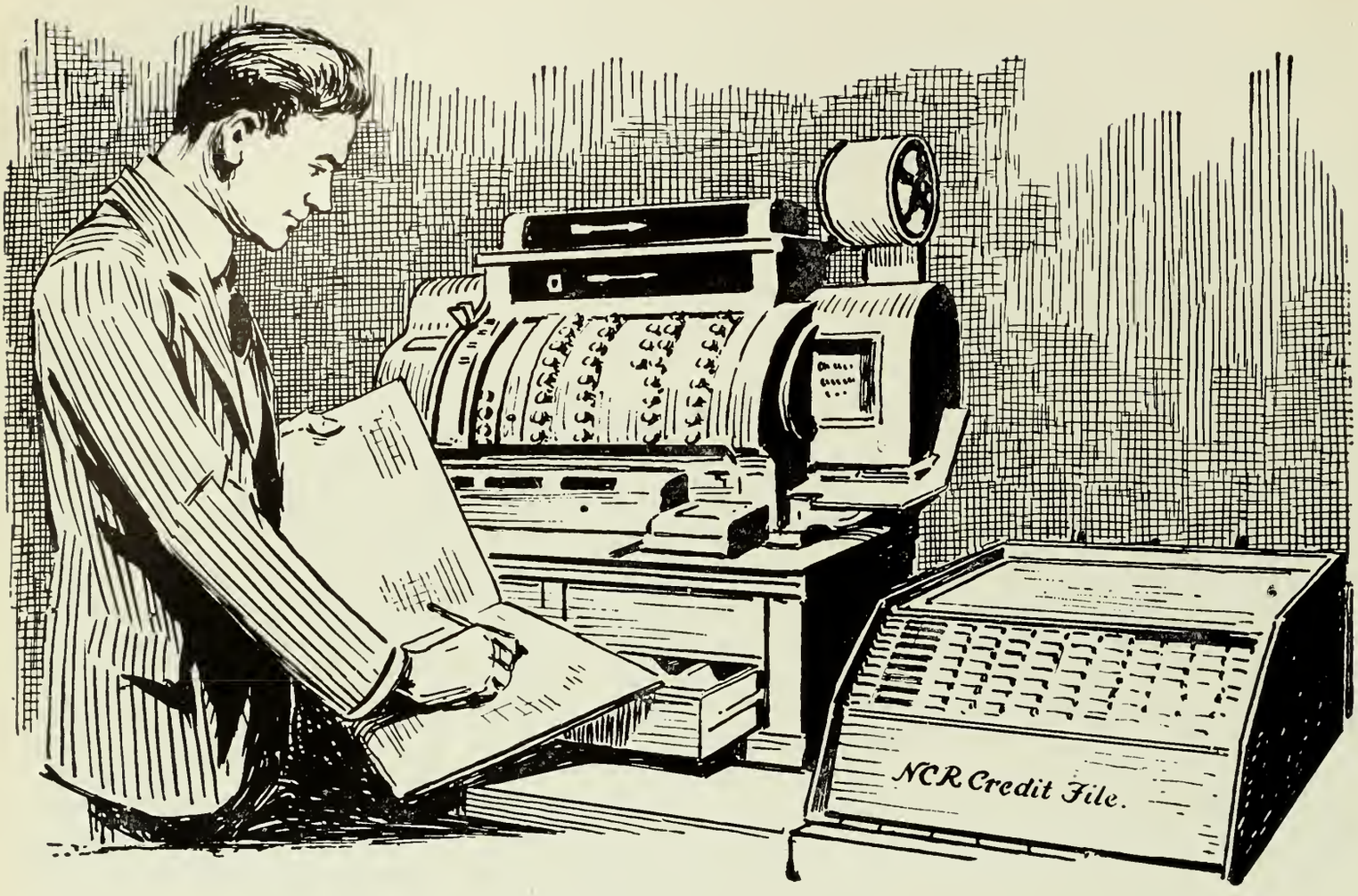
Collect Direct

In our opinion, if it is necessary that taxation of this character should be collected to pay war expenditure, it should be collected direct from the manufacturers, and the importers, and passed along to the retailers and to the consumers. This plan would simplify the cost of collection and place more money by far in the hands of the Government than it is now receiving, and it would remove the objectionable feature of summoning respectable, law-abiding citizens before Police Magistrates.

As stated before, the name that is given to any system of taxation is of very little consequence to the average business man. What is chiefly required is the most direct and cheapest way of collecting it, regardless of traditions and political opinions, and it must be evident to the most simple mind that the cheapest and most effective way to collect this tax is to collect it from the fountain head, which is the manufacturer, and the wholesale importer. It is our intention to impress the importance of this matter upon the public mind until we secure a remedy.

BIG PAGEANT IN AUGUST

For the fifth seasonal presentation of the fashion pageant of St. Louis, to be held during the coming month of August, the style show committee has invited the amateur and professional playwrights of the city, or those who live within a radius of fifty miles to enter into competition for the best scenario, offering a prize of $250. This action is at the suggestion of the dramatic committee of the St. Louis Art League. They have in mind the establishing of a closer relationship between the city's art and industries. Past fashion pageants have gone into history, admittedly as eminently worthy exhibitions from the artistic standpoint. They have also demonstrated their practical value as media for advertising. Much interest is being shown in the comprehensive plans for this year's exhibit.



Every merchant needs accurate store records for two purposes

1. Every day he needs a complete, accurate record of his store transactions to successfully control his business.
2. He needs these same figures every time his banker or wholesaler calls on him for a financial statement.

He also needs them to know how much money he is making, and what it costs him to do business.

Every merchant can get a record of his store transactions in two ways—slowly by hand, or quickly and accurately by machinery.

A modern National Cash Register will give him accurate, unchangeable records. It will classify, add, and certify. It will save him work and reduce his expenses.

No merchant should keep records by hand that can be kept so easily by machinery.

A post card will bring full information about how an up-to-date National will take the drudgery out of keeping store records.

The National Cash Register Company of Canada, Limited
Toronto, Ont.
Offices in all the principal cities of the world

Lamson Service Vital To The Store's Great Function : Selling

IN the retailing of twenty-five years ago, selling was secondary to buying. To-day the opposite is true.

Good selling now means essentially securing customer-satisfaction. This depends only in part upon the merchandise and its price. Largely does it arise from a pleasing atmosphere and smooth, dignified service in the handling of the customer's money or authorizing of the charge.

For a while a store may influence customers to buy a specific article of merchandise; repeat business without specific merchandise or bargain appeal is impossible unless the customers are drawn to the store by its methods and service.

It is here that Lamson centralized systems—whether pneumatic tube, cable, or wire—perform valuable functions as aids to customer-satisfaction—as aids, in other words, to selling.

For Lamson systems are unobtrusive and help to create that pleasing atmosphere which merchants often spend vast sums to attain. In operation they are noiseless, dignified. And while quick, they are not curt in their manner.

With Lamson Service, charge sales are authorized without impressing upon the customer that her credit is questioned before purchase is allowed.

Whatever kind of purchase the customer makes—cash, C.O.D., or charge—whether the merchandise is taken or delivered — Lamson Service responds instantly, with smooth, accurate operation which does not offend.

Modern developments in centralized systems place the service at the point where it is needed—namely, where the sale transaction is completed—and by saving steps eliminates displeasing delays.

By providing the customer with an itemized sales check in each case, whatever the type of transaction, troublesome adjustments and disputes are eliminated.

While Lamson Service provides the customer with satisfaction-creating service, it also provides the merchant with the greatest degree of protection, enables clerks to sell more goods, and the information it secures is of vital aid in administration and merchandising.

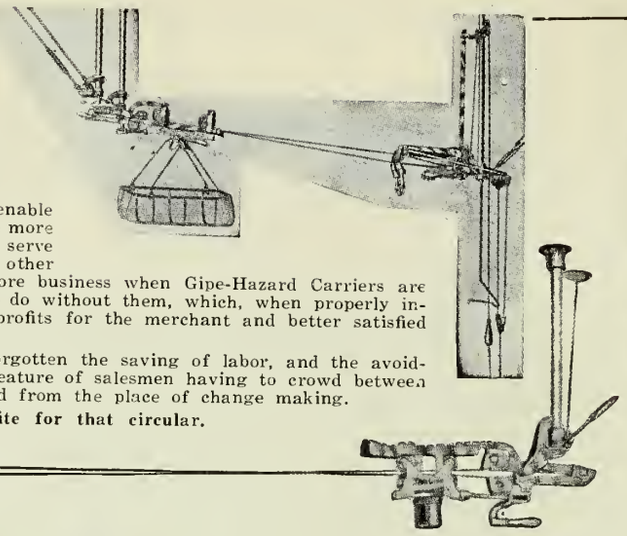
LAMSON SERVICE

THE LAMSON COMPANY

BOSTON, MASS.

BRANCH OFFICES EVERYWHERE

Why Not Benefit By The Light When It Is Let In?



Gipe-Hazard Store Service

Co., Ltd.
113 Sumach St.
Toronto, Canada

Our Cash Carriers will enable your selling staff to devote more time to customers, and to serve them more promptly. In other words the staff can do more business when Gipe-Hazard Carriers are used than it is possible to do without them, which, when properly interpreted, means greater profits for the merchant and better satisfied customers.

Too, there is not to be forgotten the saving of labor, and the avoidance of the disagreeable feature of salesmen having to crowd between persons when going to and from the place of change making.

Write for that circular.

Make Your Show Windows Pay Your Rent

Many Sales are made on the Sidewalk

Window Display Fixtures

A Wonderful set of Patented Interchangeable Window Display Fixtures for displaying Dry Goods, Shirt-Waists, Hats and Women Furnishings. Set will give 10 Years Good Service in effective trade pulling window trims.

The Fixtures you see above are only a very few of the designs that can be set up with the full set, besides hundreds of standard fixtures can be set up

Made of Oak, either Golden, Antique or Weathered Finish. Set is put up in a Hardwood Hinged Lid Storage Chest, a good place to keep the extra Younits not in use. There are thousands of sets in daily use

No. 102 Set has 222 Interchangeable Younits For Large Store Windows, **$41.25**
No. 102½ Set has 122 Interchangeable Younits For Small Store Windows, **$20.35**

Stock carried in Hamilton, Ont. Order direct or thru your jobber. Send for catalog. Patented and made in Canada.

The Oscar Onken Co. 3850 Fourth Street Cincinnati, Ohio, U. S. A.

Latest Bust Forms

We specialize in bust forms of the best kind and supply very latest forms for coming styles.

We are putting out New Shirt Waist and New Dress forms, Ladies' size, also Juniors 13, 15 and 17 years.

These forms are Authorized by the Highest School of Designers of New York and Paris and finished in the finest guaranteed Flesh Colour Enamel.

Won't you give us a trial order.

Delfosse & Co.
247-249 Craig Street W.
Factory 1 to 19 Hermine St.
MONTREAL

DALE MOVES

to larger premises

We extend to you a hearty invitation to visit our new Show Rooms at—

86 YORK STREET
TORONTO
(Opposite Prince George Hotel)

We are right in the centre of the Dry Goods District and close to the Union Station—a most convenient locality for you.

With double our former floor space, brighter Show Rooms and increased facilities, we will be in a position to meet your requirements better than ever in

DISPLAY FORMS and FIXTURES

Dale Wax Figure Co., Limited
Toronto, Ontario

Montreal, 150 Bleury St. Vancouver, 501 Mercantile Bldg.

These Advertising Columns Often Contain

the very announcements you may be looking for. It will pay you to read them.

Sectional Fixtures

Special designs for all merchandise, and all are interchangeable.

We "Keep the Quality Up"

Let us help you to do the same. Illustrations and particulars will be mailed upon receipt of request, or if you so desire, our representative will call and help with your plans.

Kent-McClain

(TORONTO SHOW CASE CO.) **Limited**

181 to 199 Carlaw Avenue, TORONTO

Focussing the attention---That's the secret of *quick, easy* sales.

With proper display your goods will be more easily sold.

We Guarantee Our

Enamel Forms

not to chip or crack. Can be washed with alcohol, benzine, gasoline or soap and water.

Write for new circular.
Service is our motto.

A. S. RICHARDSON CO., LIMITED

Head Office and Factory - - 99-101 Ontario St.
TORONTO

Latch Needles Furnished For Any Make Latch Needle Machine

—

Charles B. Paulus

NEEDLE EXPERT

1516 68th Avenue
Oak Lane, Phila., Pa.

—

Former Manager Latch Needle Department
Manufacturers' Supplies Company, Phila., Pa.

—

Samples on view stall No. 151, National Knit Goods Exposition, June 2nd to 14th, at Philadelphia, Pa.

—

Correspondence Solicited

AS IN WAR SO IN PEACE

SAVING

IS A

NATIONAL DUTY

Do away with that unsightly litter of waste paper on your floors—with its accompanying risk of fire.

By the use of a **Climax Baler** you will receive the very highest prices for your waste paper.

The **Climax Baler** compresses and bales your paper, ready for shipping.

It **saves** your time, your energy, the appearance of your place—and turns your waste into **Cash.**

All Steel—12 sizes. Will last a lifetime.

Climax Baler Company

Hamilton Ontario

FILL IN AND MAIL THIS COUPON TO-DAY

Climax Baler Co., Hamilton, Ont.
Gentlemen: Without obligating us in any way, please send full particulars and prices of your steel Paper Balers.

Name .....

Address .....

DUR-ENAM Display Forms

Different from the ordinary enamelled forms. A trial order will convince you.

No. 1568-P
WAIST FORM

Display Fixtures

For all Departments

No. 265
REVOLVING RACK

We make a full line of

High Quality

Display Fixtures
Wax Figures
Display Forms

Manufacturers of
Canvas Forms
and other
Store Equipment

Representatives:

Vancouver, B.C.
M. E. Hatt
572 Howe St.

Winnipeg, Man.
O'Brien, Allan & Co.
Phœnix Block

Halifax, N.S.
D. A. Gorrie
Box 273

Quebec, P.Q.
Nap. Debigaré
121 Crown St.

Write us for Catalogue or call up our Local Agent

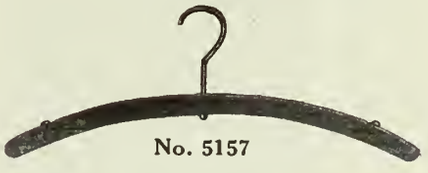
Fine Life-Like Wax Figures

Superior in workmanship and finish.

ONE OF OUR THREE-QUARTER BUST HEADS

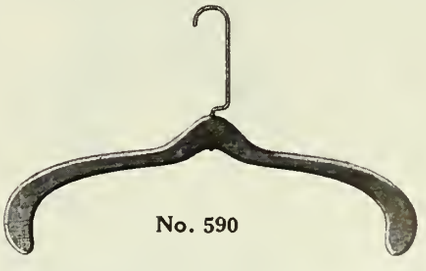
Hanger Department

We have hangers for every purpose
(Write for folder)



No. 5157

For waists and dresses



No. 590

The best waist hanger made, also excellent for sweater coats

CLATWORTHY & SON, LIMITED

Established 1896 — Toronto — Incorporated 1908

REGENT KNITTING MILLS, LIMITED
TRADE MARK

FINEST BOTANY ALL

MADE IN

Style "ANITA"
Trimmed in black
REGENT KNIT
MADE IN CANADA

The equal of any imported. Save Customs Duty and shipping delays by buying at home. **We manufacture this popular cloth** in the web, in **fifteen beautiful colors,** including all the latest effects and shades. We also manufacture **Jersey Cloth Suits** in a large

---

We have in stock for immediate delivery a large variety, all sizes, of Silk Coats in up-

Regent Knitting

FACTORIES:
Montreal and St. Jerome, Que.

Branch Offices and Sample Rooms:

TORONTO:
62 Wellington Street West
E. R. MORGAN

WOOL JERSEY CLOTH

CANADA

REGENT KNITTING MILLS LIMITED
TRADE MARK

variety of styles, shades and trimmings. **Two popular models** here illustrated. Neat styles also for **Misses 12 to 16 years.**

Also manufacturers of the **Famous Fibre Silk** (Tricollette) in **plain and fancy patterns,** at popular prices.

---

to-date styles and shades. Just the thing for Summer trade.

Style "KATHLEEN"
Richly embroidered with silk braid

REGENT KNIT
MADE IN CANADA

Mills, Limited

HEAD OFFICE:
1202 St. Lawrence Boulevard
Montreal

WINNIPEG:
400 Hammond Block
S. M. CAMPBELL

VANCOUVER:
Mercantile Building
R. A. SMITH

The Wabasso Cotton Company

Limited

THREE RIVERS, P.Q.

THE TRADE MARK
of
PURITY

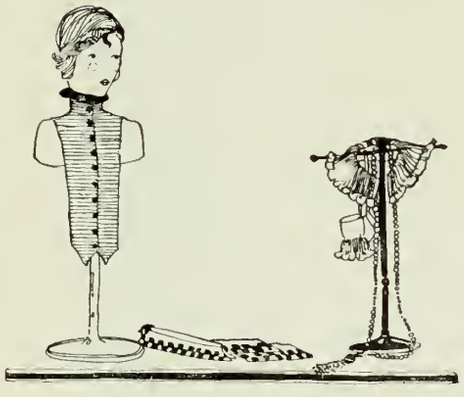
Always the Premier White Cotton Mills of Canada

VESTEES

For Street or Dress Wear

Satin
Georgette Crepe
Organdy
Pique

Exclusively Different



PLEATINGS

Georgette Crepe
Organdy, Net

NECKWEAR

All up-to-date styles
and colors

Being an exclusive neckwear house, the Birmingham organization is constantly creating attractive designs that establish new standards in neckwear merit.

More high-class stores than ever before are now carrying Birmingham neckwear. They appreciate the originality of the designs, the effective color combinations, the quality of materials and workmanship—factors guaranteeing ready sales.

If you are interested in QUALITY NECKWEAR we will be glad to hear from you.

"The Exclusive Neckwear House"

T. H. BIRMINGHAM and CO., LIMITED

93 to 99 SPADINA AVENUE, TORONTO

A SUGGESTION FOR YOUR SUMMER SALE

Extra Large Size REAL HAIR Fringe Nets

Special Price to Clear:

5 gro. ..... $7.50 gro.
10 gro. ..... 7.00 gro.
20 gro. ..... 6.50 gro.

Colors, Light, Medium, Dark Brown, Black.

PERFECT GOODS

A BIG SELLER

"MONA LISA"

A high-class, ready-to-wear veil.
Shetland finish, easily adjusted, snug fitting.
Ideal for motoring and boating.
No elastic to rot—hard to tear.
Black, Navy, Nigger, Prunelle, Taupe, White.
$4.50 doz. **HOW MANY?**

Well assorted stock in Veilings, Mourning Veils, Fancy Veils, Laces, Cotton Nets, Colored and Black Silk Nets, Cotton Crepes. Canvelco Slip-On Veils.

Scarce goods just arrived—Grey, Taupe, Nigger, Old Rose, Pink, Maline. 35c yd.

Our Salesman is near you.

Write to-day for an assortment.

84-86 WELLINGTON ST. W.

CANADA VEILING CO. LIMITED

"UP TO THE MINUTE"

TORONTO

MADE IN CANADA

Ritchie Brand Silkwear

Camisoles, Bloomers, Combinations, Gowns in Satin, Crepe-de-chine, Habutai, Taffeta

H. P. Ritchie & Company

38-42 Clifford Street, Toronto

SUEDETTE
TRADE MARK REGISTERED
GLOVES

Colors:
White
Black
Chamois
Palm Beach
Grey—light and dark

Material:
A fine woven suede finished fabric of wonderful wearing durability.

Workmanship:
With a modern plant and up-to-date equipment our customers are assured of perfect fitting and perfect finished gloves.

Order:
A sample dozen will be forwarded upon request.

THE HUDSON BAY KNITTING CO., LIMITED
MONTREAL

IN OUR NEW HOME
A.B.C. HOSIERY

is made by skilful Canadian hands for happy Canadian children to wear.

A.B.C. Hosiery is made in a new, spacious, one-floor factory where working conditions are ideal. Increased business, due to the growing popularity of this line, necessitated a removal to larger premises, and the floor-space of our present work-home is four times that of the former plant.

Coincident with removal, better working conditions were given our employees. Hours of labor were reduced to eight, with Saturday afternoon off the year round. At same time wages were increased substantially and everything done for the comfort and health of the staff.

A.B.C. Hosiery is made for fit, wear, warmth and appearance.

It is made in all sizes—4 to 10-inch in 1 and 1 rib.

Sell A.B.C. Hosiery and give Canadian kiddies these goods of honest value made in Canada.

Further particulars if you send your address.

Allen Bros. Co., Limited

883 Dundas Street East, Toronto

Unexcelled Silk Hosiery

Winsome Maid silk hosiery possesses all those fine points of superiority, such as perfect fit and appearance, that make instant appeal to discriminating women everywhere. They sell at sight.

This "knit-in-hem" silk hose is made in Canada of the best materials obtainable anywhere. It is a line that wears well and gives complete satisfaction to dealers who sell it and to customers who buy it.

Made in all colors. Place a trial order to-day.

The Wilson Mfg. Company

934 Gerrard Street East, Toronto

"Beaver Brand" Underwear

Fleece Lined

For Men and Boys

Combinations and Two-piece Garments

We manufacture a substantial, durable, moderately-priced line of Underwear that will compare favorably with any other line of fleece-lined Garments made in Canada.

Goods neatly boxed and labelled.

Communicate with us. Your orders and enquiries will receive our prompt and careful attention.

BEAVER KNITTING MILLS, LIMITED

ALTON - ONTARIO

Selling Agents:

Ontario and Western Canada
R. R. DAVIS
33 Melinda Street : Toronto

Quebec and Maritime Provinces
WM. C. FORSTER
43 St. Sacrament St. : Montreal

THE OUTLOOK

FOR MEN'S UNDERWEAR SALES

is better now than ever before.

"DODS KNIT" BRAND

HEAVY ELASTIC and FLAT-KNIT UNDERWEAR

For Men and Boys

Combinations and Two-Piece Suits

will meet all the demands upon your stock for substantial garments that will wear well and give general satisfaction.

DODS KNITTING CO., LIMITED

ORANGEVILLE - ONTARIO

Selling Agents:

Ontario and Western Canada
R. R. DAVIS
33 Melinda St. : Toronto

Quebec and Maritime Provinces
WM. C. FORSTER
43 St. Sacrament St. : Montreal

Made in Four Sizes 000 00 0 1

It's all in the Spring

Strong—Durable Made of Brass

It's a Snap to Snap This Snapper

Colonial Maid

Wire Spring Dress Fasteners

Made in Canada

THIS IS NOT A FRICTION FASTENER
But is MADE WITH HIGHLY TEMPERED WIRE SPRING
KNOWS WHEN TO HOLD AND WHEN TO LET GO

BRASS—will not rust

ALSO PUT UP IN ONE GREAT GROSS CABINETS ASSORTED 24 CARDS EACH WHITE AND BLACK ∴ ∴ SIZES: 00-0-1

To be had of all leading wholesalers.

Manufactured by

Colonial Fastener Co., Limited

Montreal, Que.

BLUE STAR

Muser Creations

Laces
Chiffons
Georgettes
Ribbons
Hosiery

Renowned Quality.

Embroideries
Wash Goods
Dress Trimmings
Brassieres
Etc.

Reasonable Prices.

In the Blue Star Line you will find exactly what you are looking for —a line that will appeal to the most exacting customer.

The sign of the Blue Star is to you a guarantee of goods of reliable quality, that you can always recommend highly.

Our years of experience in handling these materials have produced for the Blue Star Line an enviable reputation for genuine value.

Up-to-the-minute, attractive styles at advantageous prices.

Prompt delivery on all orders.

Muser Brothers (Canada) Limited

Manufacturers and Importers of Laces,
Dress Trimmings and Embroideries
Importers of Fancy Dry Goods.

12 ST. HELEN STREET, MONTREAL

New York Boston Philadelphia Chicago
Baltimore Los Angeles San Francisco

London Nottingham Paris Calais
Caudry Le Puy St. Gall

CANADA'S BEST FOR CANADA'S BEST

Are you prepared to meet the increased demand this coming Fall, for Men's Underwear, that will naturally follow the demobilization of our home-coming troops?

ATLANTIC

Stock Atlantic Brand and you will have a line that will give the warmth, weight, and wearing qualities of Army Underwear, *without* any of its discomforts. They will appreciate the soft, down finish of Atlantic which makes it unusually comfortable.

Atlantic Underwear is made from pure Maritime wool, naturally treated by breezes from the Atlantic. It will NOT shrink.

Every garment is fashioned to fit the form and retains its shape always.

From our buying department to our shipping department the most diligent inspection is made, to ensure only the very highest standard of Underwear—and we feel that Atlantic Brand stands second to none.

ATLANTIC means comfortable, perfectly fitting, durable, unshrinkable garments.

Last, but not least—the price is reasonable, at the same time allowing you a liberal margin of profit. It is a really profitable line to you—it means permanent customers—and liberal profits.

ATLANTIC UNDERWEAR LIMITED

MONCTON, N.B.

Showing original arrangement and display in Infants' Department at Almy's, Montreal.

A DEPARTMENT FOR INFANTS

Montreal Store Has Shop Which Delights the Infants as Well as Their Mothers — Original Arrangement of Merchandise.

THE illustration of the infants' wear department of Almy's Ltd., of Montreal, that accompanies this article, gives a fairly good idea of the appearance of this most promising section of a rapidly progressing store that has just celebrated its fourth birthday. And this view of the infants' department shows something that has doubled in size in a single year. The view given covers mainly the merchandise of the little ones from a day old up to six years of age. At the rear, but visible in the picture, is the children's "barber department," of which more later. This cream-toned section, reserved for the youngest of their customers and styled still with the name with which it originated, "Infants' Wear," in its development and daily trade amply warrants the prominent location, and generous space allowed it by this store.

Effect of Window Display

The department is located adjoining a double set of elevators on the first floor, a very advantageous position in the ready-to-wear department. As will be seen there is a unique arrangement on the outside giving at once a window display effect and impressing the idea of a separate department. The next impression is of an excellent method of displaying the goods. They are shown just inside these "windows," and all around are tables on which goods are spread out, while around the sides, in cabinet style, are row upon row of children's dresses, making a very attractive and appealing showing. The ledges, as a rule, are devoted to specialties for the infants.

Usually it is the mothers that all have been thinking of in connection with an infants' or children's department in a store, but in a talk with DRY GOODS REVIEW, Miss M. E. Farrell, advertising manager of Almy's, pointed out another test, one that probably is quite as searching a one as the other. "The children feel right at home; they run about from this to that, seeing gathered together nothing but goods that suit them and fit them; everything for their special benefit. It's so different in a department where there are goods for all ages; the children are not so free; it isn't their own part of the store as this is."

Heaps of Lines Besides Clothing

And what is it they see there to interest them? Not only clothing of all kinds, but almost everything that children use, and generally shown in other departments: cribs, chairs, tables and rocking horses, pictures, toys, books with colored pictures, and scores of other lines for the little ones. Moreover, when you see the crib it is not an empty affair, it is inhabited, not with a real baby, but with a pretty good, though quiet imitation of one, a doll with real clothes on from the department, and on top, the

puffed out, downy comforters, also sold here, and the little pillows and sheets—every one of them suggestions to the mother buyers. And the exclamations of delight from the tots as they wander around their own department are not the least of the selling agents.

One Need Suggests Another

Let us quote Miss Farrell again, for she is one of those advertising managers who knows the merchandise, studies it, and the departments and the possibilities thereof. This department would seem to be one of her hobbies. "The whole theory of such a department is that one need suggests another. Just as in the case of a men's store, when a customer enters to buy a collar only, the salesman tells him of some nice ties that are just in, and then it is a new line of shirts; one leads to another with a skilful salesman until the collar man goes out with a whole wardrobe. In our infants' department the mother comes in for a dress or a cap, and suddenly, as she looks around, remarks: 'There's the very crib I had in mind.' She would not have thought, probably, of going up to the furniture department for it (it is up there just the same, as are all these accessories in the special departments, as well as grouped down here). But we have all the merchandise that is related in here. Furnishings of all kinds for the infant and young child; toys enough to suggest buying here or a visit to the bigger toy department elsewhere in the store. 'There's the very doll baby would like,' might be the next exclamation. All a matter of suggestion and attractive merchandise grouped where it can be taken in almost at a single glance. Then there are miniature handkerchiefs, rattles, bootees, socks, robes with hoods on for protection to the baby out of doors. In a word, everything the child or baby wants. The cream color scheme fits in with the merchandise, which is chiefly pale pink or blue, besides the white."

There is splendid support given this department in advertising and in window displays. The regular Friday bargains are offered for the infants' as well as other sections, and the Monday "specials" are carried out here as well.

Wool Things For Babies

At the top is tiny blue pull-over sweater with white trimmings. Below it is a new white woollen diaper and at the bottom pull-over leggings also white. These are all new machine-made articles which are less expensive than the hand-knit ones. Made by Henry Davis & Co.

CHILDREN'S BARBER IN DEPARTMENT STORE

He Has a Winning Way and All the Brothers and Sisters Like to Come—Souvenir Locks Preserved.

The genial barber.

In a neat six-page folder the store gave a talk "About the Barber—In the Children's Shop, First Floor Up—Almy's."

With cute little line drawings various hair "cuts" were shown for boys and girls. "In just the nicest quarters you can imagine we have installed a barber who specializes in the care of children's hair," it read. "He is an expert who is ready to consult with you, not only as regards the best way to cut and trim a child's hair, but also concerning any treatment necessary to improve growth and appearance."

Then came a list of various cuts by name, and the final word: "The charges are most moderate." And they are—only 25 cents a cut.

This was repeated in French as well for the store has a large French-Canadian custom as well as English. The last page was devoted to a bright drawing of a child and a description of the "baby wear" in "The Children's Shop."

Many Amusements

This barber, it should be noted as an indispensable qualification, has a "winning way" with the little ones. He thoroughly believes they are the "only thing." As Miss Farrell put it, "they love him in return."

He has an aquarium of gold fish to amuse them when they are getting a hair cut, and before and after. There are toys of various kinds—hung up on the wall when not in use.

Sometimes a whole family pays a visit to the barbers, two on chairs getting their locks off and a couple more amusing themselves with the toys or books.

The business is growing steadily; one Saturday "the genial barber" looked after 73 himself, and his assistant added to the number. And those who come once come back. That is the true business-builder, whatever the type of merchandise.

One of the ideas introduced here is to present the mother with a lock of the child's hair the first time it is cut, a wise as well as thoughtful "stunt." The lock is enclosed in a little 2½ by 3 inch transparent envelope specially printed, and with lines for filling in the child's name and any other particulars.

A rubber protector, somewhat in the form of a circular ladder, is on the market. It is to be used on a baby's nursing bottle so that breakage is prevented if the bottle is dropped.

A roly-poly doll of pyroxylin may be washed, and dropping on the floor will not break it. It is decorated with a "trench" cap and is supposed to appeal to the baby-carriage occupant.

A pasteboard toy theatre, retailing at about $1 is to be had, with a supply of pasteboard actors representing well-known stage and movie stars.

There is an immense range of new designs in rubber bathing caps and hats on the market; flowers, fish, bow-knots, scarfs, pleatings and foliage are among the trimming effects.

WAR RIBBON ORDERS KEEP COVENTRY GOING

(By London Correspondent)

During the period of the war Coventry was said to be one of the busiest munition centres in the United Kingdom, but owing to the cessation of Government work there are to-day between nine and ten thousand men, women, boys and girls out of employment. The only business in Coventry which can be regarded as enjoying anything like former activity is the manufacture of ribbons. All the orders for the making of military ribbons for decorations has been placed in Coventry, and it is estimated that the work of carrying out Government contracts in this respect will occupy two years.

BASS DRESSES
For CHILDREN JUNIORS AND MISSES

Can Be Profitably Featured By Any "Quality" Store

BASS Dresses are rapidly gaining a leadership in the Canadian field because they are *really* distinctive in style—and because they appeal to the tastes of the well-dressed.

The reason—Bass Dresses are "consumer-tested" for style before they are offered to the trade.

Bass Dresses are available in all the wanted colors and color combinations—are available in voiles, organdies, ginghams, etc., of superior quality.

An open order will convince any buyer of the unusual sales opportunities they afford.

Follow the lead of progressive Canadian buyers and send in your open order to-day. It will receive our prompt and careful attention.

ALEX. E. BASS MFG. CO.

New York, 1270 Broadway

PITTSBURGH, PA.
4048 Jenkins Arcade

PHILADELPHIA, PA.
1006-16 Arch St.

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412 Francis St.

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BASS-GOLD REGULATIONS

Regulation dresses — always popular garments — are made doubly attractive by the Bass-Gold Organization. Examine the line. Instantly you will recognize a distinctly fetching style — an originality — affording splendid selling opportunities.

Bass-Gold Regulations embody those style-knacks that appeal most strongly to the majority of women. Price considered, their style, quality and finish are remarkable.

Examine the line—COMPARE it. If you cannot visit our showrooms WRITE for samples Write TO-DAY.

BASS-GOLD CO.
1270 BROADWAY
NEW YORK
825 Walnut Street
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50 MARGARET STREET,
OXFORD CIRCUS, W. 1.,
LONDON, ENGLAND

Telegrams or Telephones:
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Day and Evening Gowns, Coat Frocks in Silk and Woollen Jersey, Costumes.

"Churchill"

Charmeuse or Astarte, worked fringe

FOR HIS MAJESTY THE BABY

Mothers all agree with one accord that nothing is too good for him, so the BEST it must be. We have a line of the daintiest, sofest, most irresistible, woollen garments, that could gladden the heart of any proud mother, or enhance the charm of Baby. Some are hand made, and some machine made.

Priscilla Brand
Woollen Goods

Bonnets, Jackets, Caps, Overalls, Leggings, Bootees. Infantees, Gaiters and Toques, etc.—in fact everything for Baby. An immense range of attractive Babies' Novelties.

WE CARRY LARGE STOCK OF CELLULOID BABY NOVELTIES

Henry Davis & Co., Limited
253-259 Spadina Ave. - Toronto, Ont.
Montreal Representative:
H. B. TAYLOR, Mappin Bldg., Montreal, Que.

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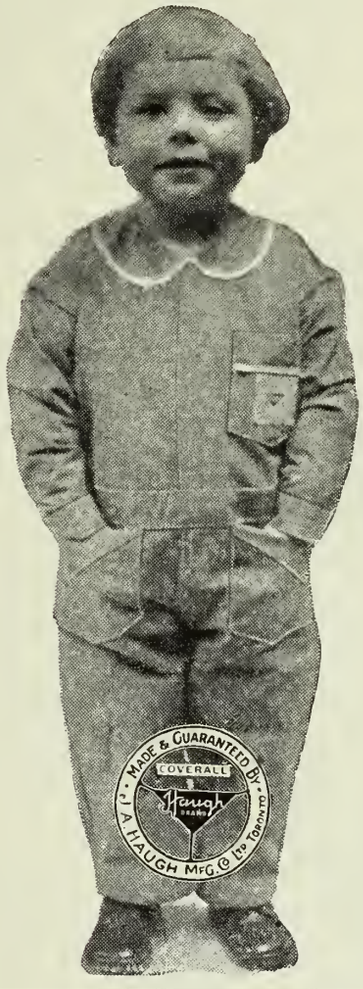


COVERALLS

FOR BOYS AND GIRLS—2 TO 7 YEARS

The Ideal Garment for Active, Growing Children

Especially designed to withstand the wear and tear of strenuous, childish activities, and to afford health-giving comfort and freedom of movement.

SUBSTANTIAL
DURABLE
ATTRACTIVE
MODERATELY PRICED

The increased popularity of this practical garment will readily make sales for you.

The price is moderate, at the same time allowing you a satisfactory margin of profit.

MADE IN CANADA for LITTLE CANADIANS.

J. A. Haugh Mfg. Co., Limited
TORONTO

Fast Sellers

House Dresses	$19.00 up
Children's Dresses	7.00 "
Rompers	6.50 "
Creepers	5.25 "
Aprons	7.75 "

Prints—Ginghams—Pique
Well made goods. Satisfaction guaranteed. Write us.

D. Ginsburg & Co.
515 College St., Toronto

CHILDREN'S SUMMER DRESSES

We have an extensive variety for your inspection.

Little dresses of serviceable materials, every one with that distinctive simplicity of line and cut, which children's garments of superior finish always have.

They will satisfy the most exacting customer.

G. F. REID & COMPANY
BRAMPTON, ONT.

HOUSEFURNISHINGS

DARING COLORS AND DESIGNS

New English Furniture Coverings Depart From the Conventional—Costs of Manufacture Mount Higher.

By London Correspondent

BRITISH houses report business very brisk in the Canadian market, but inquiries as to prices are met with a certain amount of reticence, due to the present unsettled state of the productive side. A firm who did, in pre-war days, and are now doing a large business with Canadian houses, summarize the situation as follows: "Cloth for dyeing or printing is bought months in advance, and consequently present stocks are from cloths purchased nine months ago. Also the cost of production is not lower but has really every indication of getting higher, which will counteract any drop in cloth prices."

Color More Pronounced

As regards styles, the present tendencies are towards more pronounced color schemes, with greater individuality, as opposed to the conventional French patterns of the neutral sort which have for so long held the field. Buyers are perhaps justified in regarding some of the latest creations as too daring, but there are many customers who revel in the "new" and the "astonishing" who would not be tempted by the mediocre sorts. Black is largely used as a background in the new patterns, principally because it furnishes a useful setting to the harlequinade of vivid colors employed in the design of the foreground. Black stripes are much in favor, and in the opinion of some leading designers will stay with us for some time. Manufacturers seem a trifle disappointed that orders from Canada are largely for the old-established and conventional styles in preference to the new departures which have been so favorably received in the home market.

PRICES FIRM AT REDUCTIONS SINCE APRIL 1, IN U.S.

Mill operations are improving, though yet are far from normal. Wool prices remain high, and the low grades offered at the Government auction sale in Philadelphia in March, coupled with the high prices asked, made buying dull. Slowly but surely, however, the floor-covering industry is putting itself on a solid basis for the future, and now that confidence has been infused in the price situation the other problems will quickly be solved. The buying capacity of the country as a whole was never greater than at present nor the outlook more promising.

The new price lists issued by carpet and rug manufacturers since April 1 show reductions of approximately ten per cent. Linoleum prices are from twenty to twenty-five per cent. below those named previous to April 1. These prices appear to be as near stabilization as can be expected, and the recent announcements of manufacturers in this respect should make for brisk business from now on.

The impetus given to the trade at the New York auction is significant. The bars are down, the period of uncertainty

New Draperies

A new design which is creating a good deal of interest is this one called "Greenwich Village at Night." The lanterns and trees and shadows give a quaint effect. It is also produced on silk for various purposes. At the right is another new piece in more hazy design in purples, lavenders, rose and blue.

has virtually vanished. Evidently a long period of prosperity in the trade has set in.—*American Carpet and Upholstery Journal.*

NEW FURNITURE MATERIAL

As a result of the war a great shortage of furniture of all kinds has been experienced in England. Steel furniture as used in America was becoming quite popular in "officeland," but the famine in steel has put a check on the industry. Meanwhile inventive minds have been busy trying to find a substitute, and several applications for patents have been made connected with concrete furniture. It is said to be produced from waste material with a large admixture of sawdust, and resembles in composition something between papier mache and wood. It possesses the qualities of strength, toughness and durability, and a nail may be driven into it without fear of splitting or cracking.

LOW-PRICED SCRIMS SCARCE

An enquiry came in during the past month to DRY GOODS REVIEW from one of the Maritime Provinces asking us to locate the source of some curtain scrims which were selling at 12 to 15 cents a yard. After investigating it was found that a buyer had been "on the spot" in New York when someone there had a few hundred yards to get rid of at a surprisingly low-cut price. The lot was purchased and disposed of within ten days after the buyer's return and no more was to be had. Wholesalers and jobbers state that anything further to sell at that price is an impossibility. The lowest priced goods that seem available just now are from about 14 to 20 cents, with very little at the former figure. Prices from 25 to 40 cents are lowest ones handled by jobbers since they find more steady sale for slightly better grades than the lowest. Nevertheless it is so long since anything around the 12 or 15 cent. figure has been offered that there is quick sale for the "bargains."

TO STIMULATE BUYING OF NEW FLOOR COVERINGS

While linoleums and floor oil-cloths are maintaining such firm prices, manufacturers are taking advantage of the times to push other lines of floor coverings, which have been developed during the past couple of years in the absence of jute bases. One line in particular, produced in Canada, which is made with a firm felt base, is found to be giving satisfaction, both for its attractive designs and its wearing qualities, and so is being advertised to the public throughout Canada.

This covering is made by the same manufacturers who produce linoleums, floor oil-cloths, etc., and they feel that by calling the attention of the public to their new lines it will stimulate interest among householders in having their floors covered at once with something attractive and fresh, rather than waiting until the high priced linoleums are in a position to meet their idea of what money they should spend upon recovering their floors.

Selling attention of the makers will be centred upon the new lines throughout the balance of the year, which should make the retailers' purchases safe.

"VICTORY" CARPET

The King and Queen inspected at Buckingham Palace a beautiful production which the makers have designated the "victory carpet." It is probably intended as an offering to the King to commemorate the victorious conclusion of the war.

NOW IS THE TIME

In order to derive the greatest benefit from Wall Paper Week, it must be followed up by attractive windows, interesting store displays, catchy advertising, and a general air around the store that something special is stirring in home decoration, so that the enthusiasm of the people will not be allowed to wane. There is an abundance of repapering needed in every community. Now is the time to start a renovating crusade for the good of the householder, the occupants, and incidentally for the trade itself.—*Gilt and Glimmer.*

BORDERS AND CHINTZ

Eaton's had a window recently featuring "imported" wallpapers with chintzes to match. The paper showed patterns in delicate subdued stripes in neutral colorings with cut-out borders in rather pronounced tones. These were taken up in the chintzes which were shown with them, and it is easily imagined how well such an idea would take. One could easily effect a valance all round the room with a paper border matching the window chintz. One design showed the wall-paper in light grey and silver with only a trace of color, but the border, about 10 inches deep, was in orange with touches of black and grey; the chintz was also in orange, black and grey chiefly.

Some novel papers for the nursery walls were also shown recently. These were in dainty small "old calico" effects, at a distance, but upon closer view revealed little girls in sunbonnet and apron feeding her ducks of kitting out in her garden. This design was in the pink and blue calico colorings. Another nursery paper was in Dutch blue and another in tiny calico rosebuds, etc. The nursery is in for chief attention at Eaton's this month of May, the children's month. Playlets and tableaux are given in the furniture building twice daily and window displays show toys and furniture for tots of all ages with special emphasis on Summer requirements.

One of the interesting pieces of bedroom furniture is a child's reclining chair of wicker, painted ivory to match the other furniture and fitted with a chintz-covered cushion. There are writing desks, cabinets, hat and coat posts, and most of the other articles in miniature, which one sees in the well-appointed adults' rooms.

A Novel Advertisement

In calling attention to their special lines of 25-cent chintz bedroom paper the same store sent out samples of it in one of the morning dailies, the sample forming a sheet the size of the newspaper. On the plain side of the wall-paper was the store's advertisement, a feature of which was a "Room Measurement Chart," showing how many single rolls of ordinary 18 in. wide paper would be required for side walls and ceilings, two single rolls to be deducted for every four ordinary-size openings.

CANADIAN SEA-MOSS

Canadian sea-moss is claimed to be the best and most reliable substitute for fibre, H. B. hair, excelsior, southern moss, etc., that has yet been applied to the upholstered works. It is found to be a very satisfactory and comparatively cheap article. It is also used to advantage for wiping filler on woodwork in place of tow. Canadian sea-moss is a material of special value to the mattress works. The filler contains good vegetable fibre, possesses saline and microbicide properties, making a most healthful and hygienic mattress. These goods are generally packed in bales of 17 x 22 x 36 inches, weighing 125 pounds average.

CHINESE RUG INDUSTRY GREATLY INCREASED IN WEST

The war lifted the Chinese rug industry, with its centuries of indifferent activity, from a position of obscurity in relation to the West to a place of popularity and permanency in Western markets, principally because the supply of Oriental rugs from Persia and Turkey was cut off from the American market at a time when large accumulations of wealth had increased the demand. During the year 1917 China exported nearly $800,000 (gold) worth of rugs.

ENGLISH LACE CRITICIZED

"English Lace Production" was the subject of a debate at the Nottingham Textile Institute, at which the quality of English lace was adversely criticized and some of the methods of manufacturers condemned.

One manufacturer declared that the reason why Nottingham did not produce lace as beautiful as that of Calais and Lyons was that it was too busy making money out of rubbish. It was further stated that the majority of manufacturers and merchants of Nottingham were not lacemen at all. They did not understand or appreciate the artistic possibilities of their trade. Improved production should be regarded as of greater importance than increased production.

Swiss, French and Germans have kept their eyes on old lace models, and richly endowed their art schools, bringing them into vital contact with their factories. It was asserted that Nottingham produced lace poor in design and fabric, and lacking durable qualities.

In Stock for Immediate Delivery—
SCRIMS, CURTAIN NETS, MARQUISETTES

Look into the values we are now offering and you'll see at once the profit in dealing with the house that is prepared. Let us have your sorting orders then as soon as possible. We'll endeavor to satisfy you with quality, price and service. A call will be to your interest, or,

See samples now in hands of our travellers.

The LACE GOODS COMPANY, Limited

64 Wellington Street West Third Floor Empire Building Toronto, Ontario

IMPORTERS AND MANUFACTURERS' AGENTS

KING'S CELEBRATED SCOTCH WINDOW HOLLANDS

have been made for one hundred and forty years and are recognized throughout the world as the best and most saleable shading. They are unequalled for quality, are unshrinkable, fast colors and made in all colorings and widths. To insure getting genuine goods, customers are advised to EXAMINE TICKETS and PAPER BANDS. Also inside Holland Tab on end of each piece and see that each *bears name* of "JOHN KING & SON."

SOLD BY ALL LEADING WINDOW SHADE JOBBERS

Made by

JOHN KING & SON

GLASGOW, SCOTLAND

Established 1775

Canadian Representatives: CAMPBELL, SMIBERT & CO., MONTREAL and TORONTO

CABLES: Worth, Stourport CODE: A.B.C. 5th Edition

T. BOND WORTH & SONS, LTD.

SEVERN VALLEY MILLS

STOURPORT, WORCS., ENGLAND

Specialities in Carpets

in suitable styles and artistic effects—the result of many years experience and careful study of the requirements of the CANADIAN MARKET.

Saxony Wilton Rugs (seamed)

Made in Two Qualities

Omdurman and Persian

Seamless Axminster Rugs

9' 0" 10' 6" and 12' 0" Wide

SEVERN
ASTORIA
AMBERLEY

Royal Axminster Carpets

Piece Goods Seamed Rugs
Hearth Rugs

Brussels and Wilton Carpets and Rugs

Chenille Hearth Rugs and Mats
Corridor, Vestibule and Sofa Rugs

Dalmor Products

Have put the "Fact" in Satisfaction, and are the "It" in Quality

Our motto for twenty-five years has been

Quality and Satisfaction

TRADE MARK
QUALITY, SATISFACTION

DALY & MORIN, LIMITED, MONTREAL

Manufacturers of Window Shades, Art Novelty Curtains, Drapery and Upholstery Fabrics, Drapery and Upholstery Hardware, Etc.

Prime & Rankin, Limited

Fall lines for Drapery Department are ready, and include a wide range of materials for your requirements.

Prices to-day are favorable—more so than for many months, and our salesmen are on their respective territories with a complete showing in following lines:

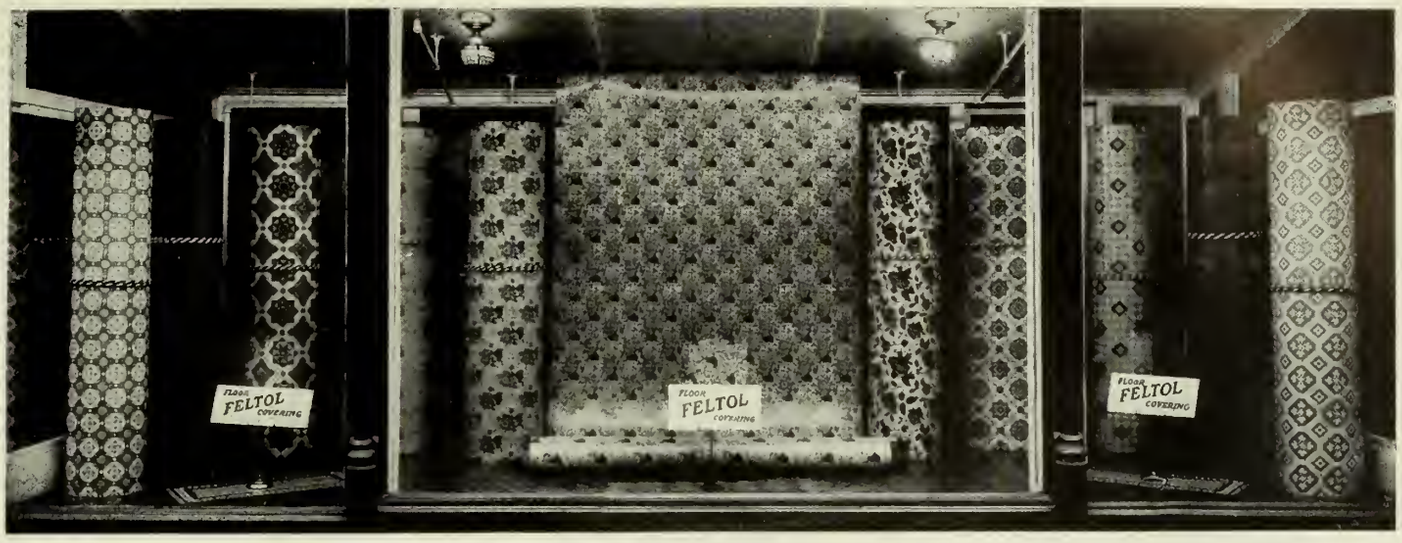
Curtain Nets
Scrims and Voiles
Fancy and Plain Marquisettes
Madras Muslins
Chintzes, Cretonnes, Etc.
Windsor Scrim Curtains
Filet Lace Curtains
Point Arabian Curtains
Cotton Filled Comforters
McLintock's Down Quilts

Special value in a 50" Reversible Shadow Cloth. Recent price fluctuations confirm our opinion that the time is at hand—to-day—to cover your needs for Fall trade.

Prime & Rankin, Limited

74 YORK ST., TORONTO, CAN.

AND AT NOTTINGHAM, ENG.



A WINDOW DISPLAY

Will Link Your Store With

OUR BIG ADVERTISING CAMPAIGN

Now is the time to take advantage of the heavy Feltol Advertising in daily newspapers and farm periodicals. This publicity is awakening public interest in floor coverings—creating demand—making people want Feltol. The merchant who dresses his windows with Feltol Floor Coverings now, while this Campaign is at its height, will attract to his store a large proportion of the people who are now thinking of buying Floor Coverings.

FLOOR

FELTOL

COVERING

Pointing out to women the importance of good-looking floors, the Feltol Advertising acts as a stimulus to your business. The woman who reads such advertisements is fairly certain (whether she buys Feltol or not) to get **some** Floor Covering that will improve the appearance of her home interior.

Made in Canada by

THE DOMINION OIL CLOTH COMPANY

Limited

Montreal

In order to take advantage of this campaign you should carry a good stock of Feltol. Pattern Book and Quality Sample on request.

Feltol is not Linoleum or Floor Oilcloth, but—it is the best felt base floor covering made. Superior to the best imported, yet much lower in price.

Table Oil Cloth

— and —

Oil Cloth Table Cover Designs

DIRECT FROM LARGEST DISTRIBUTORS

LEATHER CLOTH

MUSLINS - DRILLS - DUCKS

VITRA PHANE

STAINED GLASS PAPER

THE WEISS & KLAU CO.

462-466 BWAY, NEW YORK, N.Y.

"TABLE OIL CLOTH AND WINDOW SHADES SINCE 1887"

WINDSOR PRINT WORKS

65-69 WORTH STREET, NEW YORK, U.S.A.

MANUFACTURERS OF PRINTED and DYED COTTON FABRICS
FOR JOBBING AND CUTTING-UP TRADE

PERCALES, FLANNELETTES, WASH FABRICS

CANADIAN AGENTS:
John Paterson, 309 Coristine Bldg., Montreal; Wilson & Paterson, 510 Empire Bldg., Toronto

John Ainscow & Co., Ltd.

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Canadian Agent: Walter Williams, 508 Read Building, 45 St. Alexander St., Montreal

IMPORTERS *and* MANUFACTURERS

Art Needlework *and* Fancy Goods

"Peri-Lusta" *Mercerized Cottons* — "Crystal" *Artificial Silk*
Embroidery Materials

Fancy Linens and Piece Goods

MADEIRA HAND EMBROIDERED
LINENS *and* HANDKERCHIEFS

Campbell, Metzger & Jacobson

932-938 Broadway New York Cor. 22nd St.

Canadian Showroom and Factory:
Bay and Wellington Sts., - Toronto, Canada

CIRCLE

CROSS
Registered

A FORWARD STEP

We beg to notify our many customers and friends that we have removed to new, larger and more modern premises at

☛ 292 ST. CATHERINE ST. WEST

(In the heart of the up-town ready-to-wear manufacturing district)

With our enlarged and improved facilities we hope to be able to give a still better service than in the past.

Be sure to call and see us when visiting Montreal.

COLE-WHITAKER LIMITED

Manufacturers of

DISTINCTIVE MIDDIES, SMOCKS, SPORT SKIRTS, ETC.

MONTREAL

Excelsior Waist & Dress Co. Limited

MANUFACTURERS OF

HIGH CLASS WAISTS AND DRESSES

STOCK ALWAYS ON HAND

All Orders Receive Immediate Attention *Write for New Illustrated Booklet*

Read Building, 45 St. Alexander St., Montreal

SUMMER DRESSES

ON THE RACK

Large assortment of gingham, fancy voile and Pongee dresses, regular line of silks for order. New silk foulard and taffeta numbers for immediate delivery.

VOGUE WAISTS AND DRESSES

WAISTS

IN STOCK

Large variety of voile and striped silk waists in stock. Georgettes and Crepe de Chines as usual for order.

SEND US YOUR ORDER

VOGUE WAIST CO. 207 St. Catherine St. West BLUMENTHAL BUILDING **MONTREAL**

DGR READY-TO-WEAR DGR

SUMMER AND FALL FASHIONS INTEREST NEW YORK

Varied Were the Costumes in the Easter Parade—New Blouses Have Short Sleeves—Lace Neckwear for Fall—Wanamaker's Feature "Studio" Fashions—Moire Silk for Undergarments.

NEW YORK, May 3, 1919.—The Easter parade on Fifth Avenue more than lived up to its reputation as a fashion show this year. Originality and daring were mingled with dignity and elegance all day long. Tailored suits of black and white check had their place as usual. One smart cape had an accordeon-plaited yoke coming down over the shoulders and the collar to match was double fold, making a becoming cup-shaped setting for the closely-veiled face. The cape was tied with long, heavy-tasselled cords.

A gown of black satin had a round white vestee in the waist and was tied at the waist with a girdle of jet. The skirt from just below the waistline down was fashioned entirely of black caracul; the sleeve cuffs matched the skirt.

A charming misses' gown of reindeer satin was embroidered at neck, sleeves and in a deep band around the bottom in cobweb pattern. Below this was a band of beaver. There were cuffs and back-collar of beaver also. Wooden beads, jet beads, colored beads and pearls were much in evidence and lent a new note of gaiety to the costuming of the day.

Popular Easter Fur

The furs seen on Easter Sunday were quite a surprise as there was very little sable worn, in spite of the fact that all the stores report large sales in this fur.

Fisher appeared to be the most popular of the small-animal scarfs, but fox, both silver and blue, proved to be the favored fur for the smartly-dressed women. It was surprising to see how many women are still wearing their fur coats, both long and short.

A number of long stoles were worn wrapped around the neck. Although capes and many types of the larger furs were seen, they were decidedly in the minority.

SUMMER TAFFETA FROCKS

One of the most attractive of Lady Duff Gordon's Summer dress models is a combination of black taffeta and ivory Georgette. The untrimmed bodice of the Georgette shows a dropped waistline with narrow beaded girdle at the normal line; sleeves are three-quarter, finished with flowing cuffs, narrow roll collar extends in cowl shape to the waist and a plain vestee is set in; the taffeta skirt consists of three wide flounces on a narrow, ankle-length foundation, giving the long rounded silhouette from hips to knees. Lady Duff Gordon is responsible for quite a number of attractive styles in taffeta, and black and white are prominent. She is also featuring some elaborate conceptions in organdie for Summer. Pleated ruffles and lace are profuse, and ribbons wide and narrow for girdles and trimming are favored.

One of the attractive outfits noted on Fifth Avenue during the Easter season consisted of a knee-length cape of tricotine with shawl collar of mole; the skirt of the same fabric was straight, not uncomfortably narrow and made with one-inch tucks an inch apart around the skirt from hips to hem. The simple

New Styles From New York

A bloused-waistcoat-cape, four suits (from Arnold, Constable & Co.), showing correct revers, belts and trimming and another cape with panelled coat-front and irregular hem.

little upturned straw hat was draped with a spotted veil having a narrow ribbon border. Black patent Oxfords were worn.

Lord and Taylor are showing a fascinatingly dainty evening frock for a youthful maid. It is of turquoise maline with seven turquoise taffeta ruffles on the full overskirt growing wider from hem to hips; the foundation skirt is of taffeta gathered into a ruffle at the hem. The bodice is a combination of silver cloth and a hand-made spray of rosebuds of pale pink and deep rose; a couple of smaller sprays are tacked on the skirt; there are the inevitable narrow shoulder straps and malines scarf.

Gimbel's have an exquisite Summer frock of "washed blue" Georgette elaborately assembled with silk faggotting and rows of tiny buttons. It has a round neckline with pleating of Georgette and faggotting; sleeves are long and slightly bell shape.

Perhaps the most striking novelty noted in bathing suits for some time is a "camouflaged" affair. It is made of silk in wide black and white stripes with the stripes horizontal in the dress and oblique in the bloomers. The belt is red and "setting" on it at the back is a large red sun, from which rays of various hues radiate over the stripes. Wider wavey bands are appliqued over the skirt with the stripes showing between.

New Blouses

Lengthened lines, short sleeves, discarded collars and sash are features of new blouses announced by Macy's. A heavy printed Georgette slips over the head, with buttons and loops forming the fastening and the trimming. It is banded and bound in Georgette or satin of harmonizing color and is especially priced at $13.74.

The blouse of regulation length is chosen by Franklin Simon & Co. to sponsor the vogue of the extremely short sleeve that is being given so much attention at the present moment. Very delicate, of fine net and bisque colored Georgette, exquisitely hand embroidered and combined with large amounts of filet lace, they hold the attention because of the contrast they present to the type of blouse with which the sleeve cut off well above the elbow has been most generally associated. These sleeves are kimono cut, embroidery elaborated and lace edged.

In the treatment of the neck there seems to be no such rule as governs the sleeve length. It is quite collarless, or shows a round line with an upstanding band of Georgette edged lace that might or might not be called a collar. Others quite frankly use a collar and more, as is the case when a roll collar extends down to the waistline on either side of a lace front piece.

Neckwear

The tendency in suits for Fall seems to be for the double-breasted and shield effects, which means there is no place for the waistcoat or vest. The shield front is that resembling the uniforms fastening over to one side of the neck.

The high-class dressmakers and specialty houses have shown lacey collar effects this season on many of their most charming gowns, draping the lace from shoulder to shoulder or using it in soft ruffles to outline a deep, square neck that is very quaint in appearance.

The use of so much lace by these premieres of fashion will undoubtedly show its effect in the neckwear of Fall, and for this reason many are making profuse plans for the use of laces. Many numbers that have been shown this season are indicative of this trend, and

Continued on page 136

Fashions for Midsummer

At the left is a most interesting suit of white crepe de Chine. Apart from the rather large pearl buttons the trimming is brown brushed wool. The sailor hat is brown and white rough straw.

Oriental lace and eyelet embroidery are chiefly responsible for the exceptional beauty of the costume at the right. The leghorn hat with silk draped crown and roses is a suitable completion.

An Attractive Novelty

Blouse with bands of tucked organdie and lace insertion.

A SURVEY OF SPORTS TOGS

They Are Noticeably to the Fore for This Summer—Slip-Overs and Smocks Have Important Roles.

AS Winter gives place to le beau printemps, so our thoughts and ideals blossom forth into beauty of color—beauty of fabric—beauty of design. Sport suits, sport coats, sport skirts, sport hats and sport shoes, all are shown in delightful array.

Bewildering costumes, dainty, adorable—satins in various new weaves and designs, with the lustrous, heavy Baronet still leading in favor. The Faille silks and the poplins in the new shades are also popular for sport skirts, as well as the suits. One feature is the dazzling silks in the new rough weaves—plaids and irregular line which make stunning skirts. These are for the skirts and suits "de luxe," but if one is seeking materials *tres utiles* there are the woolens, in their bright, smart plaids—the real kiltie plaids, the mohairs and the gabardines, while the Jersey, both in silk and wool is still highly in vogue.

For the lighter weight we find the cotton gabardines, the poplins, the cotton shantungs, all of which make up so prettily and prove so serviceable. Perhaps these might be called the materials for active sport service, leaving the satins and silks for those who come to watch and applaud the players.

COLORS OF IMPORTANCE

Wearing the new Victory colors makes one feel somehow a bit more patriotic. The Versailles shades which seem to have been borrowed from the sweet pea—in the mauve and soft pinks, blues and yellows. Then the Foch blue, the Flag red and the Italian green add to our patriotic variety. Old shades and colors with new names add distinction to our list. Old rose has a new interest as Weigelia, and we have also borrowed names from the vegetable garden and bird land. Leek, a light green,—jay, an electric blue,—crane, light steel gray, while to a pale apricot shade we give the name "sunset."

For wearing with the odd skirts one finds still the velvet coat—with sleeves or without—the coats of jersey and of whippet cloth. In evidence again is the scarf shawl in this warm, fuzzy material, striped and plaided in the delicate new tones and in the more decided note which we see in the Indian blankets. With these are sold a narrow leather belt with a sternly practical buckle, to confine them at the waist. The scarfs may be worn in a variety of ways, as one's fancy pleases, and would prove most cosy and comfortable on one of our cool Spring days.

NOVELTY SMOCKS

Then the wool or mercerized cotton sweaters, both in slipover and coat styles are to be found in all colors, and we marvel to see how far the up-to-date sweater has gone from the first of its family. The sporting blouse, a most artistically garnished and decorated garment, has been evolved from the old comfortable garden smock. These blouses are lovely in Japanese crepe, linens, and even the plain ginghams and galateas are seen, gorgeously embroidered in the wool and heavy cottons.

Everywhere one sees the hand work which gives such opportunity for the individual skill and artistic touches which Madame Fashion is approving so heartily these days.

There are hats for sports in the wide brimmed, coarse straws and the Chrysanthemum and Pineapple straws, and there are charming fabric hats of tricolette, jersey and rough silks.

Shoes in white canvas and buckskin and nut brown leather are comfortable as to cut and yet most smart as to style.

Just to walk about and see these beauties which are displayed under the heading "Sport Goods" helps to drive away a little more the heavy clouds which have been so long hanging over us, and only the blind could resist the invitation to come and play, which these costumes seem to breathe.

A HUMBLE REQUEST

A commercial, representing a large manufacturing firm, was working "new ground" with a line of novelties, and orders were few and far between. Entering the leading house he was told by the manager that there was nothing they were wanting in his line. "Will you permit me to show you a few of our leading samples?" queried the traveler. "No sir; no. We really can't spare you any time—at present," was the crushing reply. "Well, sir," persisted the knight of the road, "do you mind me having a look at them? I haven't seen them myself for three weeks!"—*Irish Draper.*

A Striking Sport Costume

Velvet is found to be a very suitable and graceful material for use in sports garments. Franklin, Simon & Co., New York, suggest this green and white wool plaid skirt and black velvet cape lined in white satin and with white wool revers. The hat is white Georgette braided with black straw.

Letter from our Paris Correspondent

SUMMARY

Basket weave and velvety finishes among the fashionable fine wool fabrics for Spring and Summer.

St. Louis stitching used a good deal for trimming, but must be skillfully done to look well.

Waistcoats lose none of their vogue.

Skirts remain very narrow and very short.

Jackets loose with narrow belt at normal waist line. Low waistline likely to follow.

Short collarless jackets a novelty.

Foulard one of the leading materials for Summer.

Blouses loose, finely tucked and lace trimmed; some in very long tunic style. Plenty of very short sleeves for Summer.

Paris, France.

EDITOR, Dry Goods Review,—This month I will tell you about tailored costumes, Spring dresses and blouses.

Herewith are various samples of the new materials used this year for tailored costumes. They still have the appearance of the thick velours de laine fabrics, but are very supple and light.

The green sample A is a velvety gabardine, whose popularity is growing afresh. The next sample, blue B, is particularly woven. The others are of the coarse basket weaving that was fashionable already last year.

E is thinner in appearance than F. but the latter is more velvety. Both of these are basket weave, E being very fine. The colors are sand and dust.

G is very suitable for Spring coats, or (if in grey or sand shades) for motoring purposes.

H is sure to be made into tailored costumes for the Spring, and even Summer dresses.

I shows a very nice "natte" cloth, just coming out and very dressy. It will make fine tailored costumes, and in either of these two shades (old China blue or terra cotta brown) will be nice for little girls' dresses. It will require no trimmings, being very ornamental in itself. I should say the only material suitable for such purpose would be plain satin or silk, or broadcloth, in fact any smooth material together with buttons.

J is extremely neat, and I have seen a very nice coat made in that material with yellow St. Louis stitching all across the skirt that imitated checked material.

K, a very effective fabric, looked very nice on a robe manteau that was trimmed with red brick satin and cloth, and lined red brick. Another class of material that is just coming out is the fillete cloth.

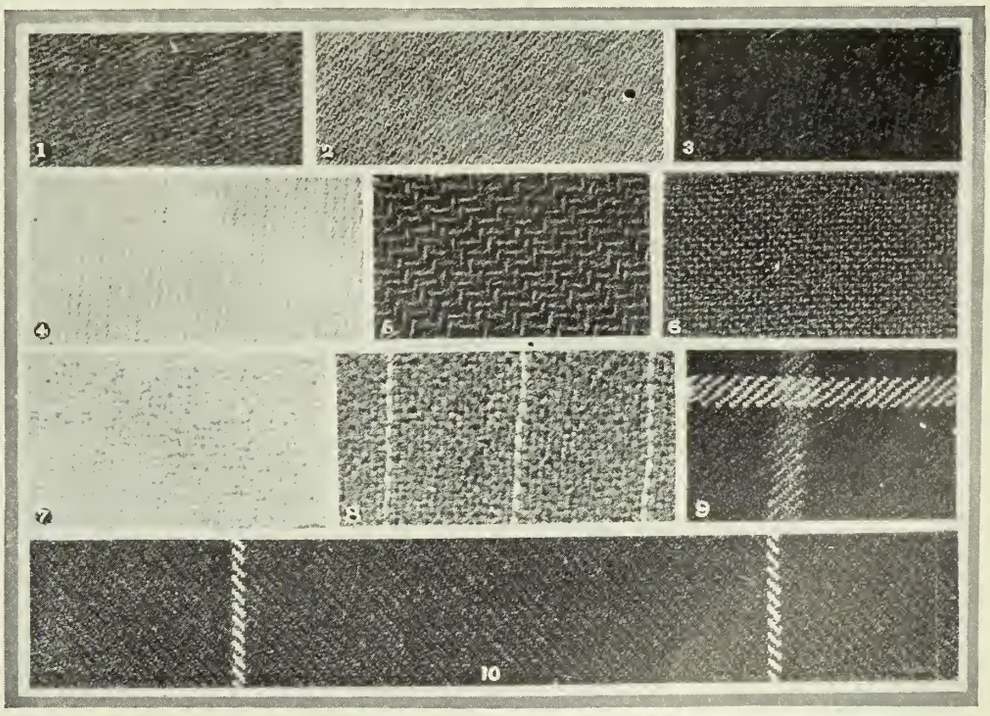
Whether the plain cloth be coarsely woven as in pattern L, or diagonal as in the two others, the distinction is quite evident. You have just a few threads that stripe the cloth in another shade, at distances different according to the sample, or it is checked, almost plaited in some other instances. I have even seen some sponge cloth checked that way, by only one thread of a different shade. This is sure to be fashionable all this Summer as this idea will affect all materials whether they be woollen as per samples herewith, or cotton as in the sponge cloth mentioned above, or in silk as in all the foulard samples that were shown at the couturiers.

Checked Stitching Requires Care

There are many people who prefer having plain material striped or checked by St. Louis stitching, which is more elaborate than ordinary weaving, but I would rather advise the latter, for that stitching requires great skill in the making, and is apt to shrink if wet.

Plain material is extensively used in connection with fillete cloth. You see whole costumes in fillete, of course, but more often only the skirt is in fillete and the jacket plain with a collar, cuffs and a waistcoat fillete. The opposite disposition is quite as fashionable.

The skirts of tailored costumes are very narrow and equally short. At one couturier's I saw most of them made of two panels absolutely flat, with a pleat on each side that hides a "quille" to widen the skirt. Sometimes there are some loose panels that are sewn only at the bottom. As such skirts are so plain in many cases we have on each side



Wool Fabrics Popular in Paris

No. 1 (A) Described in letter. 2. (B) E and F are fine sand and dust tones in basket weave of very light weight. 3. (G) is a closely woven corded fabric in wine color. 4. (H) Is similar to a Bedford cord, beige color. 5. (I) Is described in letter. 6. (J) Another basket weave, heavier than E and F and in navy blue. 7. (K) Pearl Grey with an irregular appearance to its weave. 8. (L) Rust color, plain and striped used together. Stripe thread is white. 9 and 10. Plaid and stripe materials with a diagonal weave similar to serge though more pronounced. Sent direct to DRY GOODS REVIEW from Paris.

several flat frills that make the skirt more dressy. We shall see this more extensively during the Summer, especially in the light lingerie dresses.

Low Waistline Coming?

While skirts are fitting, the jackets to match are quite loose with a very narrow belt just at the waistline, which is decidedly at its natural place, with a marked tendency to go below at the first opportunity.

Collars are all made of a square piece of material folded like we had them just before the war, Robespierre-like, that leave the neck quite free and bare in front. With these there are few revers, or when any they can be fastened in front to cover the throat, but as a rule it is the waistcoat of last year's fashion that finishes the garment in front.

Mostly all the jackets are three-quarter length. There are a few quite long like redingotes, quite straight, and as fitting as the present fashion wants them to be, with a few flounces at the waist just to indicate it. Some loose caraco jackets are also fashionable but less staple. I saw one very amusing garment of the kind; just one piece of material fairly wide, that was hardly longer than the waistline, without any collar, nor revers, just fastened at the neck by a ribbon, and with a three-quarter sleeve as plain as the rest.

The sleeves of tailored costumes are quite flat and narrow to match the general line.

Foulard a Leader

There are still some robes manteaux which are pretty much the same as those of last Winter. They are generally worn over afternoon dresses, made of foulard with big printed designs. This material will be one of the leading cloths of the season; all couturiers have used it extensively already. I will tell you more about this subject next month.

The blouse department is a varied one. We have the "chemisier" kind, staple and neat, made of tucked and embroidered nainsook, or, as this material is very scarce, we use crepe de Chine, silk schappe, etc. In some instances we have plain cotton voile for the blouse itself, and pique for the waistcoat, collar (a big one that makes it look like a shirt) and cuffs. These blouses are generally all white, or white with the trimmings in striped material.

Some very dressy blouses are similar to the staple shirt as far as shape is concerned, but the material is richer and the embroidery or lace used in its making fine. In that department we have many blouses that are loose and finished around the hips by a band of cloth that fits there.

Long Tunics Fashionable

The long tunic, a yard and a half long, is extremely fashionable, too, and it deserves its favor for it is very convenient indeed. In silk embroidered jersey over a plain skirt it will make a nice out-of-door garment, if it has a high collar all buttoned up, that covers the neck, and long fitting sleeves.

In lace and silk muslin, with a touch of embroidery here, a ribbon there, it will be quite suitable for tea parties, especially if the sleeves are short and the collar rather low-necked.

We shall have plenty of kimonos this Summer and very short sleeves. The collars will be of all shapes, but the neck is sure to be bare, and accordeon-pleating will be seen very often.

Next month I will take up Summer dresses and children's garments.

Jeanne Gaillet

AN AFTER-LENT FROCK

A characteristic model of satin and wide ribbon from the Hickson fashion show.

RIBBONS AND SATINS FEATURED IN HICKSON SHOWING

The fashion show held by Hickson at the Morosco Theatre recently, and recorded by our New York correspondent last month, showed many interesting models, "satin Francais" being a favorite material.

The distinguishing features were the closely fitted bodice and full gathered skirt introduced in various ways.

One of the models was an attractive teagown in soft satin, with a turndown collar and tight-fitting sleeves, tied at the waist with a double cord sash, and flaring out at the skirt.

Another model that attracted considerable attention was a bridesmaid's gown in flesh colored shot taffeta, with low cut square neck, short sleeves, finished in a deep puff, tightly fitted at the waist and flaring out into the wide skirt. This gown was tied at the belt with a self colored ribbon.

Satins were equally prevalent in the evening gowns shown, combined in many of the models with brocaded "rainbow" ribbon.

One of these models in blue was girdled with wide ribbon brocade, which fell away from the waist in a long train.

Another evening gown of satin in peach shade, was made with a low "V" neck, tied at the shoulder with ribbon bows and finished at one side with a long row of flowers. The skirt formed a deep drape from the front to the back of the waist, draping at the left side.

Several attractive models were shown in moire gros-grain, which has had so wide a vogue this season.

The use of brocades, featured so strongly by Hickson, is another indication of the vogue for ribbon trimmed dresses this season.

The proceeds of the show were donated to the National League for Women's Service.

BRITISH DRAPERS' £100,000 WAR MEMORIAL

Subscriptions amounting to £25,000 have been promised towards the dry goods and allied trades war memorial, which will cost £100,000, and will take the form of an extension to the trade schools.

Aside from its edible qualities, the pineapple is little known on this continent. In China, however, it is especially cultivated for the use of its leaves in making cloth. The fibre is extracted from the leaves by a simple process and made into a thread. It is then run on to bobbins and spools, and is ready for weaving, the old native looms being employed.

Models From Paris

Photographs sent Direct to Dry Goods Review from Ch. Drecoll, Paris, France

A gown of black satin with tunic of yellow Georgette crepe embroidered in maroon silk and pearls; tassels at the side.

The loose cape is maroon silk crepe luxuriously trimmed with fur.

Dresses

Voile, Silk and Voile and Foulard Silks Popular for Summer Dresses—Short and Cool Sleeves Shown, but Many Long Ones Remain.

DRESSES for mid-Summer are not seen in anything like the same quantities among the Canadian manufacturers that they were in the "old-fashioned" Summers of a few years ago, when the season was long and hot. Even in New York they are looked upon with a certain interrogative expression. Merchants lost heavily on their Summer ready-to-wear of late years where they have anticipated a warm and fairly dry season, and as a consequence manufacturers are stocking less and less for strictly hot weather apparel. Dresses have suffered the least of any of the lines of outer garments in cotton and silk goods, but even they have maintained their place by means of special adaptations.

The wearing of silks for all occasions has been a big factor in keeping up interest in dresses throughout the Summer and the live interest in capes is making further provision for Summer frocks.

Prices are making some changes in fashions shown for Summer. The fancy cotton voiles which are so well liked, have had to be purchased at such a figure that dresses made entirely of them would have to retail at about $18 and $20 and manufacturers feel that in many cases hesitancy would be noted at such figures. They find it quite easy, however, to sell dresses made partly of the attractive voiles and partly of a plain silk—taffeta, or messaline—to match. These combinations therefore are shown in both light and dark tones and in dress styles which resemble suits, mandarin costumes, peasant costumes, redingotes, etc.

Net, embroidery, organdie, lace, linen and batiste are among the fabrics used to present interesting departures from the scores of voiles which represent the season. Printed calico effects are shown in some of them.

Foulard silks and Georgettes are also highly popular for afternoon frocks. Most of these gowns simulate the full tunic and tight drop skirt or else those draped at the side so as to form a narrow line at the ankles and an opening edge for practice of the very necessary if "common" habit of walking. Wide sashes with jaunty butterfly bows sometimes slightly to one side at the back are shown with many of the draped costumes. Soft girdles are a little more in line as a rule with the tunic dresses.

Surplice fronts which make provision for square or round-necked vestees of dainty sheerness are quite in vogue and so too are those bodices which are designed for interchangeable silk or organdie waistcoats and filets.

Quite a number of the Summer gowns will be shown—in the more exclusive models—with sleeves which terminate before they are at all within reach of the elbow. These, however, will not be really numerous. There are more sleeves which are straight or kimona to the elbow and have a flowing square drape attached there or which extend to three-quarter length, widening towards the bottom. Many conservative women will still require the very long close-fitting sleeve—unless perchance an unremittent Summer sun scorches her into giving in to something more cool and airy, as those already described.

Loose straight line frocks are with us still—and Paris is very fond of them, too—though the tendency is towards getting away from these to the more fitted styles which the wide fluttery sash suits better.

THE JUMPER LEAPS INTO POPULARITY

(By London Correspondent)

Woollen jumpers are amazingly popular just now in London, and it seems likely that they will take the field hitherto occupied by the sports coat for holiday and outdoor wear. When the warmer weather arrives this design of garment will no doubt be carried out in real and artificial silks. Prices are at present high, and for this reason a great number of woollen jumpers are being knitted at home and while travelling to and from business. During the last few days several cheaper lines have found their way on to the market.

The principal demand is for the two-color garment, with collar, cuffs, and a border in a contrasting shade to the body. The colored border is found near the bottom of the jumper and at the cuffs and collar. It is often "fluffed" up with a wire brush to give it a soft outstanding effect.

The color schemes most in favor are terra cotta and grey, jade and putty, covert and emerald, and navy and champagne.

The garment is made on generous lines with plenty of material at the waist.

Half-moons of braid for trimming

A Fashionable Blouse

Original in design is this new blouse in Georgette in midnight blue finished over Alice blue and with blue wooden beads. The sleeves are especially noteworthy, and so, too, is the bottom finish, which is draped over the skirt at the waistline.

Suits and Coats

Dolmans, Capes and Box Suits all Thought to be Passing Out for Fall—Russian Blouse Suit a Good Possibility.

The middle of May will see the traveller starting out with their first ranges of Fall coats. There will probably be a few suits ready also, but suits are too uncertain a proposition for Fall in Canada for manufacturers to take chances on making up a range of any extent so early.

There is little of definite information to be had yet regarding Fall coats. Dolmans started off this Spring surprisingly well, buyers seeming to be pretty generally more inclined to them than to capes. However, the last month has shown developments in capes to the exclusion of dolmans. Capes of course are to be had at a little lower price generally than dolmans since they require less cutting, finishing and material. Dolmans, too, seem to be a little more of a "dressed up" style than are the regulation coats or even capes, and for that reason do not seem to be meeting with the public acceptance in Canada which many buyers expected. For that reason there is now some doubt as to whether dolman styles of coats will be made up for Fall as was confidently expected a couple of months ago. It is possible, however, to adapt the dolman to Fall styles with some modifications and produce therefrom a comfortable Winter coat, and it is probable that that is being worked out at present by quite a number of designers. The cape, unless for early Fall or evening wear, will probably not put in an appearance in Fall sample ranges.

Russian Blouse Suits for Fall

Like the cape, the box suit is definitely a Spring design, and it too is given no encouragement for Fall, and with it the passing of the waistcoat may be expected. New York designers who have introduced the bloused suit this Spring have done well with it and Canadian designers believe that so far it is the most likely style for suits for Fall. It is smart looking and comfortable with its neat, snug collar and waistline and trim sleeves, and lends itself well to the longer coat suit which is preferred in the Fall. The Russian blouse suit, however, is not so well liked by stout figures as are some of the severer models and so there is a field open for development further in designs for Fall suits. It is anticipated, too, that the extremely narrow skirts have had their day and ceased to be for this year so far as the manufacturer is concerned. Whatever develops in Paris and New York, it is felt that in Canada a skirt of comfortable walking width and length will be maintained. The exact proportions are not yet announced.

News of materials for Fall suits and coats will be found in the dress fabrics section elsewhere in this issue.

A panel-back dolman

A fashionable coat-wrap

CANADIAN ASSOCIATION OF BRITISH MANUFACTURERS

The Canadian Association of British Manufacturers and their representatives has been established with branches at Toronto and Montreal. Similar associations have existed in Australia and New Zealand for several years. The objects of the association as set forth in the constitution are as follows: "To further the interests of British trade throughout the Dominion of Canada and to facilitate with and work in concert with kindred associations in other centres of the Dominion having similar objects."

Provisional committees were appointed to draft the constitution of the association. The Toronto committee comprised: Mr. G. A. Marshall, chairman (steel); Captain Harris (shoe polish); Mr. A. C. King (dry goods); Mr. C. W. Beal (pottery); Mr. E V Pannell (aluminum); Mr H. Wilson (dry goods), with Mr. F. W. Field, the British Government Trade Commissioner in Ontario acting as secretary pro tem. of the committee. The Montreal committee comprised Mr. J. H. Peattie (dry goods; Mr. G. H. Bishop (dry goods); Mr. F. H. Scott (silver and electro plate); Mr. A. K. Drury (heavy metals); Mr. F. I. Spielman (paints, etc).

These committees drafted a uniform constitution.

The executive council of the Toronto branch of the new association comprise: John Wilson (Wilson & Paterson). president (dry goods); G. A. Marshall, vice-president (steel); H. V. Andrews (wools); C. W. Beal (pottery); Captain Harris (shoe polish); J. Haywood (groceries, coffee, etc.); E. V. Pannell (aluminum and electrical lines).

The executive council of the Montreal branch will probably be elected in the near future.

No representative or agent of British manufacturers who enters into any agency agreement with, or in any way represents any manufacturers or wholesale exporters whose principal works or place of business are situated in any country deemed by the supreme council to be or to have been hostile or unfriendly, will be entitled to membership of the association.

HANDMADE WHITE WEAR

Among the new lines of Philippine hand embroidered lingerie being shown in Canada at present there is a selection of beautiful voile and batiste blouses. Many of these have intricate and elaborate patterns on back and sleeves as well as front. Some combine motifs and edges of real filet or Irish crochet lace. They are entirely made by hand, even to the tiny French seams. The work throughout is similar to the fine undergarments with which the trade is familiar. A Toronto importer has lately taken up this merchandise and reports excellent results from its sale.

DEATH OF DRY GOODS WHOLESALER

A distinct shock to the trade is felt in the tragic death on Sunday afternoon May 11, of Mr. Fred A. Prime, aged 53, president of the firm of Prime & Rankin Ltd., Toronto. Mr. Prime was leaning through the window of his bathroom at the Westminster Hotel, when he overbalanced and fell to the sidewalk, five stories below and was instantly killed. At the time of the accident Mr. Prime's wife and daughter were watching the parade of the 15th Battalion.

FALL CORSETS OUT THIS MONTH

Better Values Promised—Prices Remain Firm—A New Flexible Top on the Market—Developments on the Way in Brassieres.

NO radical style changes are being featured in Fall corsets. General lines will remain slender with the youthful large waist, few pronounced curves and low and medium bust. The low bust styles have provided a problem for manufacturers in the tendency to develop large diaphragms because of no confinement of that part of the body. One firm has made a very definite move this season to overcome that difficulty by producing a corset of low bust, maintaining the desired straight front line and with a new "false" top. The objection to the old empire style, which was that the boning in the pointed front caused discomfort to some has been eliminated by cutting the bonings two inches shorter at the top and providing a false top, flexible and comfortable, fitted with rubber inserts at the proper angle to hold the diaphragm without pressure.

Pink continues to be the popular color for corsets this Fall and retailers report almost without exception that the public is buying a better grade corset and that with attention to the department, demand can be created for lines which before the war were only shown for display purposes.

A novelty corset has a brassiere attachment which is in surplice style fastening over the top of the corset and bust, providing the unbroken line effected by brassieres. Another style has triangular sections with shoulder straps attached for the same purpose. This top part is of lace or all-over embroidery and a band around the bottom of the corset matches.

New Fall ranges will be ready, in most cases, to introduce to the trade this month.

As has already been intimated in earlier issues of DRY GOODS REVIEW, the Fall will see little if any reduction in prices owing to the continued high prices of steel, cotton, elastic webbing and labor. Buyers can, however, look for slightly better values and that will in the majority of cases appeal to their clientele more strongly than cheaper goods. The markets have not receded sufficiently that manufacturers would be enabled to make a reduction which would affect retail prices, but they are enabled at the same prices to use as stated, a little better material, so that a better finish and appearance will accompany better wearing qualities. A good many houses feel that they will be offering for Fall really better values at the prices fixed now than they have ever been able to do before, for even though materials were a problem during the war, scientific development went on as keenly as before and a really better corset is here to stay.

BRASSIERES

The next step in brassiere production is to develop ranges of sizes for type figures as is done in corsets, rather than adhering strictly to the "perfect 36." Brassiere makers are beginning to realize that waist measurements vary with bust measurements, just as they do with hip measurements. The difficulty has not troubled wearers of bandeaux, which do not extend to the waist and are edged with elastic as a rule, but in the case of the full-sized brassiere many a poor fit is said to be grudgingly accepted because of nothing better to be had.

One of the daintiest models of brassieres offered is made of embroidered crepe de Chine with top, armholes and waist of ecru Cluny lace.

There is quite a variety of cable net numbers for Summer to be had.

Some bandeaux are designed especially with rubber inserts to prevent overdevelopment of the diaphragm, which is often encouraged by low bust corsets.

BONUS AND PREMIUMS

Elliott's store, Peterborough, Ont., has adopted a double profit-sharing system whereby the sales force will be paid on a percentage plan which, they state, will in an average year's business mean about 35 per cent. increase in salaries; it is a bonus plan of semi-yearly payments. The other part of the system relates to customers. It is called by the firm a "Cash sales system of profit-sharing." Profit-sharing cards are given with purchases of a dollar or over, which are redeemable for 5 per cent. of their value on Roger's silver shown in a case just inside the entrance of the store.

A Frock She Likes

This frock of blue plaid taffeta and plain blue, with its smart combination new sleeves and popular neck-line, is featured for girls by Best & Co., New York.

HOW DEPARTMENTIZING HELPS A STORE

Continued from page 23

Should a farmer bring in $10.00 worth of eggs and buy $10.00 worth of goods, the transaction is not closed as far as the Higgins stores are concerned. A sales slip is made out for goods bought and method of payment marked so that each department gets credit for sale of its goods.

These Stores Sell for Cash

Each store is conducted on an absolutely cash basis. It has often been said that it is impossible to conduct a business for cash in the West. Conditions are such that at certain seasons of the year, at least, a certain amount of credit business must be done. Mr. Higgins has disproved that, and in expressing his opinion was most emphatic on the success of the cash project over the credit game at any time.

Firm Stand on Cash Business

"There are some funny things crop up at times," Mr. Higgins went on, "that occur in this conflict between cash and credit. I remember when we made the change to a cash business at Carman. If there is one centre in Manitoba where credit was firmly entrenched—I might even say it originated there, it was so strongly fortified—that point was Carman. I was on one of my regular trips to the store, when a man, who evidently had been endeavoring to get hold of me for some time, approached, and making himself known, broached the matter of credit. It was along in July when the farmer is supposed to be without cash and waiting for the new crop returns. He stated that he had been buying a lot of goods for cash at the store—I found this to be the case later—but was getting hard up and wanted to open an account, which he would pay when he got the returns from his crop. He went further and stated that he made it a policy to spend his cash where he secured credit accommodation and hoped that I would make the necessary concessions. I thanked him for his business," Mr. Higgins explained, "commended his policy in regard to spending his cash where he secured credit, explained that we could not deviate from our cash policy and suggested that he secure a loan from the bank to tide him over. He wasn't satisfied to borrow from the bank, though, and said that he would be unable to deal further with me.

Spending Cash Where Credit Given

"The sequel is interesting," Mr. Higgins went on, smiling broadly. "I must confess I forgot the incident until about six weeks later, when I was again in Carman.

"While going over some records in the office, a bill of goods amounting to about $35 came in to the cash girl's desk. It was a very nice order, and the girl, turning to me, said: 'Do you know the woman who bought these goods?' I confessed ignorance. 'She is the wife of the man who always spends his cash where he gets his credit,' I was told."

There is, in a nutshell, the reason why this firm insist on cash and are making such a success of the cash business. Mr. Higgins firmly believes that the cash store gets the preference over the credit store. The advantage of knowing that there are no bad or doubtful debts to worry over—goods given out representing real money, which may prove a total loss, or which those customers paying cash must also be taxed for—saves many a bad night and also loss of custom.

Altogether the Higgins stores are good stores—they are departmentized and selling goods for cash. Departmentizing plus the knowledge it can bring versus the hit-and-miss method—cash versus credit—there is the situation, take your choice.

A. F. Higgins Company's Weekly Store News

FRIDAY, APRIL 18th being Good Friday, store will be Close.

Never before did the A. F. Higgins, Co. have such a good showing of Spring goods. Most every line is now complete, including a big showing of curtains and curtain materials. New wall papers, from the lowest to the highest prices. Congoleum Rugs and a big showing of new Dress Materials of all kinds. We also carry a complete range of Boys' and Men's new up-to-date clothing, and a nice range of Men's tweeds rain coats.

We expect to load a car of potatoes about Monday, April 21st or Tuesday, April 22nd. 'Phone 2 and get our prices.

MEN'S DEPARTMENT

New Spring Hats

MEN'S GLOVES

Men's Summer Underwear

Furniture Department

ROGER'S SILVERWARE

WALL PAPERS

BEDDING

Ladies' Department

SILKS.—Never in Morris was there such a big showing of silks. About 700 yards and about 20 to 25 different patterns to select from, including fancy plaids, stripes and plain silks. Owing to the scarcity of woollen materials we believe that silks are the most economical dress materials that can be used. Prices from $2.50 to $4.50 per yard, width 36 inches.

Potter's English Prints are the best, they wash well. We are showing a nice range at 35c yd. Never before did we show such a nice range of Curtain materials, colored voiles for side curtains per yard $1.00, curtain muslins from 35c to $1.00 per yard.

Dress Muslins. Everyone admits that we have the nicest selection of Voiles, Marquisettes, Muslins, that has ever been shown in Morris. We will be pleased to show them to you if you buy or not.

GROCERY DEPARTMENT

Those wishing to sell potatoes may call and get the bags at our store. We expect to ship on TUESDAY, APRIL 22nd—PHONE No. 7.

Highest Prices Paid for Produce. 'Phone 2

A. F. HIGGINS Co., LTD.,

MORRIS, MOLAND, CARMAN, WINNIPEG

BUY-AT-HOME CAMPAIGNS

Continued from page 24

stock is turned over oftener than any other during the year.

Corset Fitting Pays

On the ground floor of this same store is the corset department. One of the salesladies is a trained corsetiere, and gives fittings when advisable. The fitting room is small but conveniently and unobtrusively placed within the centre counter circles at the back of the store. "If there is only one customer fitted in a week it pays us," said the proprietor, "for she remains a customer and the quality of stock sold is gradually bettered."

The population of Barrie is between seven and eight thousand, and in twenty years there have been but two business failures; none have occurred in the past twelve years, and none have been dry goods stores.

"All that is of no concern to us now," remarked this merchant, "it is 'when will prices drop, and how much,' the question that is the guide of all buying and selling this year."

Millinery and Ready-to-wear Active

Another storekeeper in Barrie remarked upon the splendid increase in business in its millinery department. "So far it is more than 50 per cent. ahead of last year," said the proprietor to DRY GOODS REVIEW. This is accounted for by the general trend of the times—the freedom with which the people feel they can buy with the war over, dressing up for the returning soldiers, busy-ness of everyone, so that they want to purchase a hat ready trimmed, the mild, bright Spring, the longer skirts making the shoes less conspicuous, and the millinery itself, which is gradually becoming more "feminine" in its trimming and design.

This store, too, finds the ready-to-wear department picking up well since the depression of last Fall. "One must purchase carefully for this department," said Mr. Moore, of Moore & Armstrong. "Merchandise must be kept exclusive if the interest of the patrons is to be held." Blouses and sweater coats, also infants' knitted garments are found to be important items. "In neckwear the only thing that is selling is frills; they are quite active. Vests are going to be good for the early Summer and perhaps throughout the season," said Mr. Moore.

Moore & Armstrong had two very attractive Easter window displays, which are herewith illustrated. The reflections of Lake Simcoe are very attractive, but are a constant obstacle to procuring a good photograph of this store, which is situated in direct view of the lake. However, it may be seen from these illustrations what up-to-date display methods and designs are used by this store, and the proprietors feel that their windows are of the utmost importance to the business.

Night Displays in Orillia

In Orillia a similar buy-at-home campaign is in progress, as well as individual methods of progressive merchandising. One store, Messrs. Kane & Kane, of which Mr. J. J. Reardon is vice-president, finds excellent results from regular "night displays." They have entrance doors with glass almost the full length so that passers-by may see clearly everything visible within. Taking advantage of this, Mr. Reardon arranges in two glass show-cases, which in the day time are placed at either side of the store, special merchandise with show cards and price tickets, to be offered the following day. These cases are moved across the entrance, a little distance from the door, are left lighted when the store is otherwise darkened, and closed up at 6 o'clock. They form a very interesting and effective display from the street.

Home-Knit Socks Featured

Another feature of the Kane & Kane store is their "made-in-Orillia socks." "The boys overseas liked home-made socks, and they, as well as those who had to stay at home are finding out the advantages of home-knit socks for ordinary wear in this country," said Mr. Reardon. "Consequently we have arranged with a number of soldiers' wives and returned soldiers to operate hand knitting machines and make up supplies of socks. This uses up some of our wool which we stocked for the Red Cross. Some of it we had dyed black, and besides we used some finer grades. Altogether the featuring of these made-in-Orillia socks brings in big business, and is a matter of much satisfaction to customers."

SUMMER AND FALL FASHIONS INTEREST NEW YORK

(Continued from page 127)

Valenciennes, filet, Venise and Irish are being spoken of in this connection.

Novel Sweaters

In their yarn section, Gimbel Bros. are displaying a hand-knitted sweater which resembles a futuristic painting in the manner in which geometric shapes of each shade are joined. They feature this as a "camouflage" sports sweater.

Two large centre cases on the main floor of Altman's are devoted to the display of Kimmo silk yarn, the pure silk for hand-knitting purposes, and with it are samples of made garments. Burnt orange, peacock, French blue and strawberry are the four most prominent shades in slip-over models, featuring filet ideas in shoulder bars as well as motifs, in their regular places.

A navy blue wool sweater at Wanamaker's is of novel style in that the square neck, outlined with white, is the means of a left-side Russian blouse fastening, which terminates just enough above the bottom edge to keep the model a slipover. One applied breast pocket at the right side is defined by the white.

A new use for lavallieres is to wear them well above the ankle on the leg.

A coat of tan worumbo camel's hair is shown at Bonwit Teller's. It is three-quarter length and flares; there is a long notched collar, long sleeves with narrow cuffs and slit pockets.

A misses' dress of blue taffeta at Franklin Simon's is long and very full in the skirt. The fullness is laid in pleats at the waistline, the bottom is shirred and puffed to a deep hem which is cut with a deep point on the centre front. A lacy pattern of French dots is embroidered on the skirt. The bodice is laid in folds at the waistline and is finished with a flat bow on the back. Round neck short kimono sleeves. The neck and sleeves are trimmed with a pleating.

Studio Fashions

In announcing the arrival of Summer fashions, Wanamaker's makes particular mention of this fact, saying that the smart, softly tailored character of the cotton gabardine suits is astonishing.

The models they are now showing comprise linens, silk crepes and wool jerseys embroidered in colorful yarns, as well as Pussy Willow numbers which weigh but 9½ ounces.

Two of the latter models at $65 are in midnight blue and have oblong, applied pockets embroidered in white or gray. While one features a white gilet, the other has simple long revers. Both have string girdles.

What appears to be deep biscuit color Roshanara crepe, but advertised as a "crumbled silk crepe," is fashioned into an attractive model at $95. The finger-tip length, square neck and collarless coat, buttons straight down the back, for the front must be left one piece to be devoted to self frogs from the ends of which crochet ornaments dangle.

The suits which they call "studio" models are of fine wool jersey, embroidered in colored wool, and all string sash ends are tipped with crocheted flowers. At $90, there is one with a cherry red slip-over coat and a white skirt, while at $112.50 is a tan model with a broad band of robin's egg blue wool embroidery around the bottom.

In "studio" skirts there is a navy blue crepe de Chine, softly shirred about the waistline, and having four clusters of wool "grapes" in two shades of burnt orange, with natural and blue foliage. This model is $59.50.

All white wool jersey country suits at $37.50 are to be had in many sports styles with mannish revers, pinch-back and box pleat effects. A representative of the department stated that he had every faith in this Summer proving itself to be an exceptional white suit season and they have prepared for it.

New Fabric for Undergarments

The vogue for moire silks has been taken up by makers of undergarments. One large firm is making a line for brides and uses this material. The color is white, and models are lavishly decorated with hand-made filet and trousseau lace with white ribbon and tiny clusters of orange blossoms. Moire Georgette is another new material utilized, and there are sets in batiste, trimmed with hand-made laces and ribbon.

The permanent importance of artificial silk is given attention by American dye manufacturers, who have issued a color card, showing 24 direct colors, 12 direct colors developed and 12 basic colors, all especially prepared for use in dyeing artificial silk. This should greatly improve the offerings in sweater coats, hosiery and outer garments, and fabrics made of artificial silk.

ENGLISH COTTON MILLS CLOSED FOR PERIOD

Following a joint conference of employers and employed in the Lancashire cotton trade the Master Cotton Spinners' Association, acting in conjunction with the Operative Spinners and Cardroom Amalgamations, decided to recommend the closing down for fourteen days of all mills spinning American cotton. The period extended from April 10th to 25th. This decision, the outcome of the bad state of the trade, will affect one hundred thousand cotton operatives, who will become eligible for the unemployment donation from the Government.

A later report states that following the example of the Federation of Master Cotton Spinners, the Cotton Spinners and Manufacturers' Association decided to close the mills spinning American cotton from April 10th to 28th. This association controls five million spindles in Northeast Lancashire.

The Bolton Master Spinners' Association, who work principally with Egyptian cotton, decided to continue during Easter.

INDIA NOT BUYING COTTONS

English manufacturers are experiencing a sad falling off in the number of orders coming from India, their very important customer. An export merchant told a London representative of DRY GOODS REVIEW that in his opinion the slackness could be traced to the fact that India bought very largely just before the Armistice when prices were abnormally high, and the stocks she now holds will have to be unloaded before she again comes into the market. China is maintaining a brisk trade, and when the blockade is removed from Turkey and the Near East there should be a very profitable market for British manufacturers.

NO ENEMY INTERESTS WANTED

At a meeting of the manufacturers of Calais laces it was decided not to reduce existing prices until next June. They also decided to refrain from having any business relations during a period of 10 years, dating from the signature of peace, with firms established in France employing subjects of the enemy nations.

CHINESE SILKS PASS THROUGH CANADA

The largest shipment of Chinese silk ever received at Ogdensburg was ferried across the river from Prescott on April 22, and started for New York by special train. It consisted of twenty-five carloads, valued at more than $3,000,000. The consignment reached Prescott after crossing the continent.

READY-TO-WEAR INDEX

THESE	DESIRABLE	SPACES
FOR	SALE	TO
READY-TO-WEAR	MANUFACTURERS AND JOBBERS	AT $5
PER INSERTION	BY THE YEAR.	ORDER ONE NOW.

Model
No. 960

P. C. Corsets

Designed for those who seek style, comfort, solid value and reasonable prices

Any woman who has experienced the style, fit and comfort of a P.C. Corset can easily be sold another. P.C. Corsets impart a sense of being well dressed, and they make the best of any figure without causing discomfort. Are also authoritative in style.

Front Lace—Pink and White
Back Lace—Pink and White

Join the increasing army of satisfied merchants who are selling P.C. Corsets to hundreds of their customers.

Parisian Corset Mfg. Co., Ltd.
QUEBEC, QUE., CANADA

BRANCHES:
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We have in stock for immediate delivery a fine selection of plain and fancy stripe voile waists, in white and colours, from $12 up. These are really good values.

Ask for Samples

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The **Caplin** WAIST & DRESS CO. *Montreal.*

Makers of

Crepe de Chine Georgette and Wash Silk Blouses

We are now in a position to give your orders prompt attention. Note our new address:

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A trial order of Caplin goods will convince you that this is the line that will help to keep your sales "Way-Up." Make sure you see them.

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and
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WAISTS
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UNDERSKIRTS
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CHILDREN'S DRESSES

The Canadian Converters' Co. Limited
Montreal

The Retailer's Field and Its Business Possibilities

By JOHN C. KIRKWOOD

THE retailer's local community, as shown by the accompanying diagram, may be confined to the area of the inner circle, designated "0," or it may overflow into the surrounding territory designated "1," "2," "3" and so on.

In the diagram, "0" represents a territory two miles in diameter, containing 3.14 square miles, or 2,010 acres. A town occupying this area may have a population of from 3,000 to 5,000, or from 600 to 1,000 families—say, on an average, 750 families.

The belts of territory surrounding "0" have a breadth of one mile. In the case of cities, their area will take in one or more of these belts. The acreage area of each belt is indicated in the accompanying table. Allowing 4 to 5 families per acre, on an average, the approximate urban population of each belt in the city area can be computed. In the table following a town of 750 families is assumed, all contained within the circle designated "0." The rural territory begins with belt No. 1, and extends, in the diagram, to a distance of 21 miles out from the retailer's store.

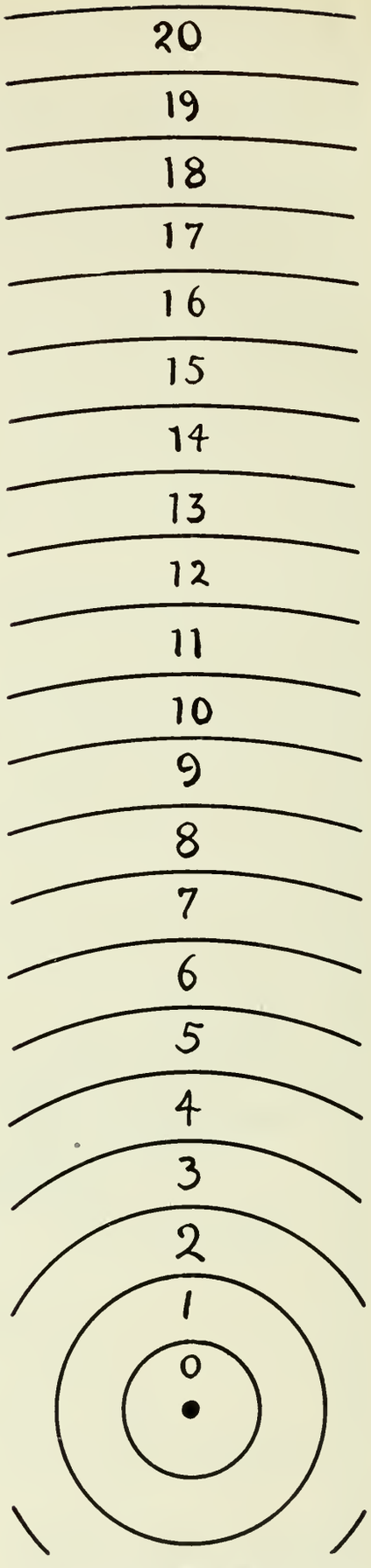
The retailer's field, before serious competition from other neighboring towns or cities is encountered, will almost certainly take in Belts Nos. 1, 2, 3, 4 and 5, and may take in a number more. Each retailer will know just how many of these mile-wide belts he can fairly count as his own field.

The table following will suggest to each retailer the approximate number of families residing in his field; and suggests the amount of their probable annual consumption of the particular class or classes of merchandise sold by the retailer. It is for the retailer himself to ascertain just how many of the families in his field he is serving regularly, and how close he comes to doing all the business which his field is able to yield him.

Belt or area marked	Having a breadth of one mile, contains: sq. miles		acres	And has a population, on the basis of 1 family to each 100 acres: families	Total No. of families in whole territory:	The retailer's annual business with these families on the basis of annual sales as under can be: $50 a year	$100 a year	$200 a year
0*	3.14	=	2,010	750	750*	$ 37,500	$ 75,000	$ 150,000
1	9.42	=	6,031	60	810	40,500	81,000	162,000
2	15.71	=	10,052	100	910	45,500	91,000	182,000
3	22.00	=	14,073	140	1,050	52,500	105,000	210,000
4	28.08	=	18,094	181	1,231	61,550	123,100	246,200
5	34.56	=	22,115	221	1,452	72,600	145,200	290,400
6	40.83	=	26,136	261	1,713	85,650	171,300	342,600
7	47.13	=	30,157	301	2,014	100,700	201,400	402,800
8	53.41	=	34,178	341	2,355	117,750	235,500	471,000
9	59.69	=	38,199	382	2,737	136,850	273,700	547,400
10	65.98	=	42,220	422	3,115	155,750	311,500	623,000
11	72.76	=	46,241	462	3,621	181,050	362,100	724,200
12	78.54	=	50,262	502	4,123	206,150	412,300	824,600
13	84.82	=	54,283	543	4,666	233,300	466,600	933,200
14	91.10	=	58,304	583	5,249	262,450	524,900	1,049,800
15	97.38	=	62,325	623	5,872	293,600	587,200	1,174,400
16	103.66	=	66,346	663	6,535	326,750	653,500	1,307,000
17	109.94	=	70,367	703	7,238	361,900	723,800	1,447,600
18	116.22	=	74,388	744	7,982	399,100	798,200	1,596,400
19	122.50	=	78,409	784	8,766	438,300	876,600	1,753,200
20	128.78	=	82,430	824	9,590	479,500	959,000	1,918,000
Totals	1385.45	=	886,656	9,590				

*Local field, containing, by assumption, 750 families.

Note: The figures indicating the amount of business possible can, and should, be divided by the number of retailers competing for the business—2, if there be two retailers in the same general line of business; 3, if there be three, and so on. The point is that these figures indicate that there is a volume of possible business for each retailer much larger than he may now be having.



The significance of this diagram is interpreted in the reading matter accompanying. The centre of the inner circle, marked "0," represents the retailer's store, or the heart of the local business community. The circular strips or belts, marked 1, 2, 3 and so on, represent mile-wide areas surrounding the local business community. The area of each of these belts, expressed in square miles and acres, is given in the table accompanying, as is also the probable population by families. The amount of business which the retailer's field should yield is likewise indicated.

MILLINERY, FLAGS, HOSIERY, INK

WHEN you become a subscriber to "The Review" this is part of the service you buy. Every day "The Review" receives letters from subscribers stating that they want to secure certain goods, but do not know where they can be procured. We have facilities for procuring information about new goods, novelty lines, etc., and our Service Department is at your disposal at all times. We are glad to be of any possible assistance to our readers, and requests for information are most welcome. Cut out the coupon below and use it when you would like us to give information. The following are a few of the inquiries received and answered during the month of April:

HOUSE DRESSES

Hamilton, Ont.—Please let us know the name of manufacturer of Martha Washington house dresses.

Answer—The Hampton Mfg. Co., Montreal.

CURTAIN SCRIM

Charlottetown, P.E.I.—There is on the market some curtain scrim selling at 12c to 15c per yard. Can you let us know who is handling it?

Answer—Seems to be none available. Names of firms with goods to sell at 14½c to 20c were sent. One firm purchased some in New York a short time ago to sell at 12½c to 14½c but it is sold up and no more available. Lines selling from about 25c to 40c are about the lowest handled by jobbers.

MILLINERY SUPPLIES

Heaslip, Ont.—Please send us names of firms handling millinery supplies, trimmings, etc. Also what is duty on ladies' hats and untrimmed shapes coming from the United States?

Answer—List of millinery and millinery supply houses was sent. Duty on trimmed and untrimmed hats from U. S. is 35% + 7½. (war tax); artificial flowers, 27½% + 7½%. On other trimmings duty varies according to what material they are, the average being around 40%. For instance, cotton trimmings would be 35% + 7½%; silk trimmings, 37½%, etc.

HOSIERY

Moosomin, Sask.—Kindly send us the address of the Holeproof Hosiery Co.

Answer—Holeproof Hosiery Co. of Canada, Limited, London, Ont.

LETTERING INK

Peterborough, Ont.—Please send us names of a good ink to use for showcard lettering. Have tried several kinds but they do not flow smoothly down from the pen.

Answer—Thin down the inks you have tried with a little water and see if they are not then satisfactory.

DYERS

Midland, Ont.—Please send us names of reliable dyers who dye piece goods for the trade.

Answer—Several names were sent.

FLAGS, ETC.

St. Thomas, Ont.—Kindly send us names of firms handling flags, pennants, streamers, etc.

Answer—List of names was sent.

(The Buyers' Market Guide, next page, contains many addresses of use to you.)

THE DRY GOODS REVIEW
143-153 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE_____ 191

PLEASE TELL ME WHERE I CAN PROCURE

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_____

NAME _____

ADDRESS _____

BUYERS' MARKET GUIDE

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Laces, Veilings, Georgettes, Ninons, "My Lady" Silk Hair Nets, Princess Pat Human Hair Nets, Sport Veils.
Cor. Wellington and York Sts., Toronto, Canada.

HATS
for
Chics, Flappers and Chickens
MAX MAYER, INC.
352 Fourth Ave., New York, N.Y.

Infants', Children's, Girls' and Misses' Dresses
We are Specialists in these lines
H. L. WATTS, LIMITED
400 Richmond St. W., Toronto

T. H. Birmingham & Co.
LIMITED
93 to 99 Spadina Ave., TORONTO
Makers of
Women's High Grade Neckwear
"The Exclusive Neckwear House"

"EVERYTHING IN SILKS"
M. Ascher Silk Corp.
Distributors—Iroquois Silk Mills
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SKIRTS ARE ECONOMICAL
LATEST STYLES IN
TWEEDS, SERGES and POPLINS
at lowest prices.
In case our travellers do not reach you, write for samples.
ROYAL SKIRT COMPANY
1440 St. Lawrence Blvd., Montreal

References: London, Eng.—New York—Montreal
FRED. BIRKS
Commission Dry Goods
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Tel. Up. 388. Covering all Provinces

APRON SPECIAL
Women's kimono aprons, made in full sizes. Good assortment of prints. Packed in dozens. Sizes 36-42. Special for 30 days only, $7.95 doz. No orders less than 10 dozen. Write for samples.
A .E. Wegenast, Clyde Block, Hamilton, Ont.

CANADIAN WOOL

The Canadian Co-operative Wool Growers have issued the following wool prices: Medium grade, 58c to 60c; low medium, 56c to 57c; low, 51c to 52c; washed, as to quality, 75c to 80c.

The Eastern wool from the Maritime Provinces is just starting to arrive here and prices are about 15 per cent. below the high of last season, but also 15 per cent. above the low that was reached after the middle of November last.

* * *

FUR SALE REPORTS

At the fur auction of A. and W. Nesbitt Ltd., London, England, recently, Australian opossum skins brought prices ranging from 20 to 100 per cent. above those at the mid-Winter London auction. Fine blue skins advanced 100 per cent. over January; pale 60 per cent., and red 50 per cent.

At the St. Louis fur sales on May 3, Northern and North-western wolf were reported 20 per cent. higher than in January. Southern and South-western wolf is unchanged.

* * *

Great apprehension has been expressed by leading textile manufacturers of Great Britain over the wage and hour demands of the coal miners lest the price of fuel be raised to such a high level that textile manufacturing costs would greatly handicap or make impossible competition in foreign markets.

* * *

The Canadian Trade Commission, manufacturers of women's garments in Canada, representing 95 per cent. of the trade, have organized under the name of "The Ladies' Wear Export Association," and have decided to send a representative to Europe, sailing on May 10 to secure orders under the Canadian credits.

* * *

More than 6,000,000 pelts, valued at approximately $10,000,000, will be auctioned at the International Fur Exchange in the early part of May. A feature will be the disposal of 10,000 dressed, dyed and machined Alaska seal skins for the United States Government. There will also be 1,500 silver fox and 3,300 Russian sables for sale.

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To Dealers only.
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CHICAGO
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Pyjamas
for
Style and Quality
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Canada's Largest Makers of Cotton Flags
Write for Prices
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"HOOSIER"
The best 36-inch brown domestic in America
Buy it by the bale; sell it by the bolt
Indiana Cotton Mills
Cannelton, Ind., U.S.A.

LARGEST MANUFACTURERS
Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our 104 page Catalogue. It's free for the asking.
The Botanical Decorating Company
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504 South Fifth Avenue, Chicago, Ill.

L. G. BEEBE *Direct Factory Representative*
Canadian, English and American
Toys, Dolls, Wheel Goods, Rubber Goods, Bathing Caps, Toilet Goods, 5 to 10 Cent Goods
Sample Rooms: 53 Yonge St., Toronto

Real HARRIS, LEWIS and SHETLAND HOMESPUNS
Direct from the makers. Special lightweights for Ladies' wear—all shades.
Patterns and Prices on Application.
S. A. NEWALL & SONS, Stornoway, Scotland
State shade desired and whether for Ladies' or Gents' wear

BUYERS' MARKET GUIDE

WASTE PAPER
WRITE FOR PRICES
E. PULLAN
TORONTO HAMILTON

WRIGHT'S BIAS FOLD TAPE

Advertised for 20 Years
Known to Home Sewers Everywhere.
"W & N", Monarch and Meteor brands. Reliable fabrics cut on a true bias; full elasticity retained; selvages trimmed; seams opened and pressed.
WM. E. WRIGHT & SONS CO., *Mfrs.*
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SPOTLESS SHRINKER AND FINISHER
is a service which shrinks and refinishes Woolens, Mixed Goods, Silks, Wash Goods. Remnants, window and ledge displays can be made like new. Improved Service and Increased Profits.
Write to-day for particulars.
THE SPOTLESS SHRINKER CO., CLEVELAND, O.

RIBBONS OF DISTINCTION
J.C. AMERICA'S BEST RIBBONS
'J-C" Ribbons have peculiar charm. Widely advertised to the consumer under their trade-mark names for the protection of the dealer.
"SATIN DE LUXE"
"TROUSSEAU"
"LADY FAIR"
"SANKANAC" "VIOLET"
"DEMOCRACY"
JOHNSON, COWDIN & CO., 40 E. 30th St., New York, N.Y. Made in U.S.A.

MODEL FORMS
(Collapsible—Adjustable)
GUARANTEE SATISFACTION
"They *Must* make good or we do"
Ease of adjustment, quality workmanship, durable materials assure the ready sale of these popular and in demand forms.
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We Make a Complete Line of Forms
Send for Catalog and prices

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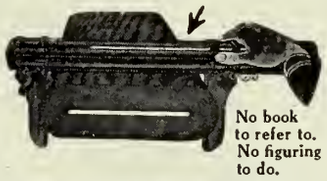
See yards right there
Measures for Inventory Without Unrolling

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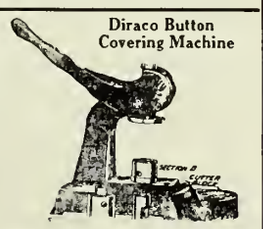
THE A. E. PUTNAM COMPANY, Washington, Ia.

For REAL VALUES in COATS and SUITS
Mail orders to or call on
The G.B.G. Mfg. Co., Inc.
15 East 26th St., NEW YORK CITY

Don't Throw Away Your SCHOTT BROS. DIRACO Button Machine. If your Jobber cannot supply you with SCHOTT BROS. Button Moulds you can get them from SCHOTT BROS. Button Machine Co. 147 W. 28th St. New York, U.S.A.
Diraco Button Covering Machine


A cablegram recently received from the Canadian Mission in London to the Canadian Trade Commission clarifies the policy which actuates the mission in dealing with European orders. The commission, it states, was not only to introduce Canadian manufactured goods into foreign countries, but above all to keep Canadian factories running and to give employment at this particular time.

* * *

A Canadian Association of British manufacturers has been organized with the idea of co-operating with the Canadian trade. The Toronto committee on organization comprises G. A. Marshall, chairman (steel); Captain Harris (shoe polish); A. C. King (dry goods); C. W. Beal (pottery); E. V. Pannel (aluminum); N. Wilson (dry goods);, with F. W. Field, the British Government's Trade Commissioner of Ontario, acting as secretary pro tem of the committee.

* * *

The Belgian order for $500,000 worth of woollen goods is absolutely certain to come, and that the supplementary Roumanian order for $700,000 was practically assured. This is in addition to the first Roumanian order amounting to $3,170,000. Delivery of the Roumanian goods must be made by July 31, and the Belgian order must be shipped by July 15. Arrangements have been made for printing the labels on the garments that will go to Roumania in the language of that country, with a maple leaf and "Made in Canada" being featured.

* * *

May 6.—St. Louis fur sales report otter, northern, 20 per cent higher than January, southern, 10 per cent. higher than January; mink, 50 per cent. higher than January.

The result of the St. Louis fur sale on May 5 showed Patagonian kitt fox 10 per cent. higher than January; Argentine fox 20 per cent. higher; wallaby 15 per cent. higher; nutria unchanged; Australian ringtail opossum 60 per cent. higher; Australian opossum 50 per cent. higher; Persians 25 per cent. higher; broadtails 10 per cent. higher; wolverine 50 per cent. higher; ermine 25 per cent. higher.

I Specialize in Boot Laces
for the wholesale trade, in the better grades.
Banded in pairs, in gross boxes.
Fancy Cabinets, 100 pairs, banded in pairs. These are more profitable than bulk make-up. Also
LEATHER LACES, all kinds.
E. W. McMARTIN, MONTREAL

FRASER'S CANADIAN DIRECTORIES
Give buyers and sellers complete lists of all branches of the general dry goods trade.
(Also directories for many other trades).
Address: Head Office, 222 Craig W., Montreal.

The Gem of the Notions

Look for this Card at your Jobbers
Columbia Fastener Company CHICAGO

Fiskhats AND MERCHANDISE
D. B. Fisk & Co. Chicago
New York Salesroom:
Open During Market Season
411 Fifth Avenue

ADVERTISEMENT WRITERS and SHOW CARD WRITERS WANTED
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The Standard Popular Priced WAISTS of America
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Used and Endorsed by 59 Canadian Clothing Manufacturers. This List can be had from
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WRITE US FOR
Textile and Knitting Machinery
We are Specialists
W. J. WESTAWAY CO.
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L. S. Plaut & Co., whose personnel system is described in the leading article in this issue, have in addition to departments mentioned, one for legal advice. This should have been added in the chart illustrated and the heading "Health" should read "Welfare," which includes the legal department. The legal department provides free legal counsel for workers by one of the city's best lawyers, who is paid a retainer by the store.

* * *

St. Louis fur sales, May 7, report lynx cat advanced 30 per cent.; wild cat unchanged; raccoon and beaver 15 per cent. advance over January.

* * *

A lynx weighing sixty pounds was captured by two boys just outside the city limits of Ottawa on Sunday afternoon. May 4. A dog out for a stroll with the two lads was seen to get very excited and to do his best to climb a tree. Looking up to see what was the matter the lads saw a fine wild cat perched among the branches. Stones failed to dislodge the animal and it was finally lassoed by one boy and then lost its balance, falling upon the other boy's shoulder and dislocating it.

Messrs. R. J. Devlin Ltd., the Sparks Street furriers, soon made arrangements to show the animal to the people of Ottawa, and for three days curiosity has led many hundreds to visit the windows of this store to see a splendid specimen of a well-developed and lively lynx.

* * *

RHINELAND MERCHANTS ASK FOR BRITISH TEXTILES

It is reported that Yorkshire woollen firms have already arranged for the delivery of a large quantity of cloth to a Cologne firm. German merchants are eager to lay their hands on British textiles. This state of affairs is little to be wondered at when an ordinary medium-quality lounge suit is fetching two hundred dollars, and the cheapest lines are not obtainable for less than one hundred dollars.

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STOCK on HAND for IMMEDIATE DELIVERY
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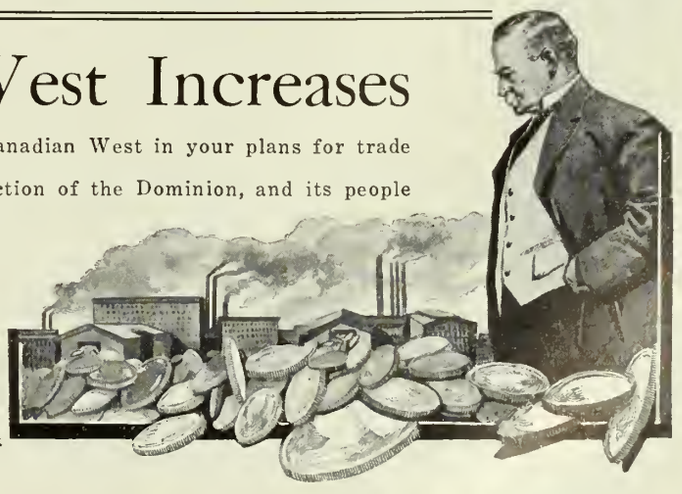

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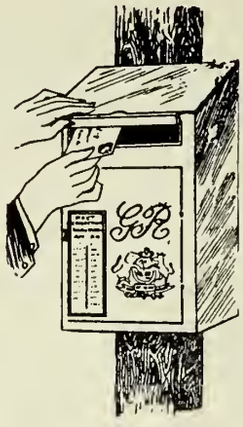

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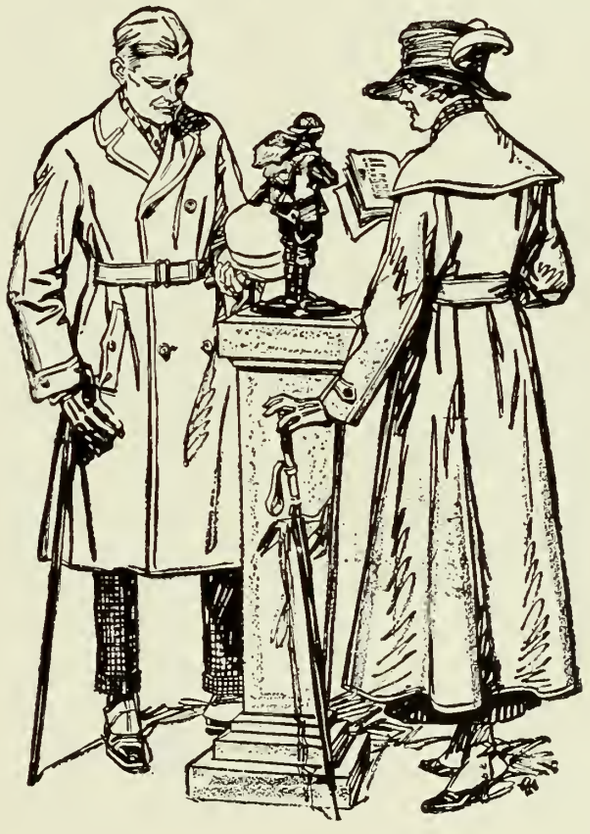

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DRY GOODS REVIEW

Vol. XXXI Publication Office: TORONTO, JUNE, 1919 No. 6

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British Dye

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DRY GOODS REVIEW, June 7th, 1919. Volume XXXI. Published every month. Yearly subscription price, $2.00. Entered as second-class matter, July 1st, 1912, at the Post Office at Buffalo, under the Act of March 3rd, 1879. Entered as second-class matter at the Post Office Department, Ottawa.

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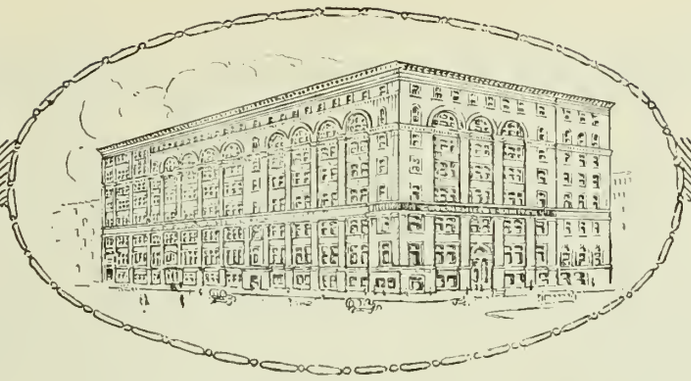

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FALL BEDDING REQUIREMENTS

Order now and be prepared for the big demand this Fall will bring for all bedding. In Blankets, Comforters and Quilts, profitable sales will be made by merchants showing the most attractive range. Our line is complete, varied and priced to interest you as a keen buyer.

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Heavy Corded Dresdens
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Several Qualities and all Colors in
Plain Taffetas, Satins and Messalines
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Our stock in these lines is good.

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"DOLLY DIMPLES"

Face Cloth — gives a ruddy glow to the complexion.

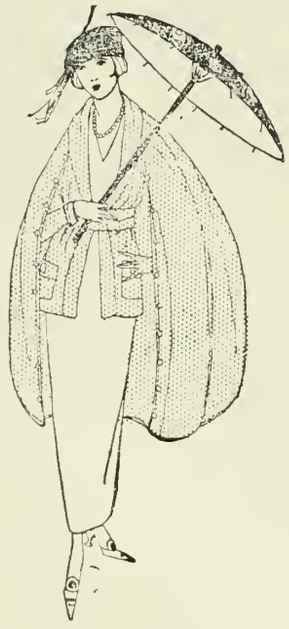
See our Terry Towellings also—in all sizes and widths.

HAWTHORN

"COMFORT"

Face Cloth — true to name. Especially appreciated by men after shaving.

See our "Hawthorn Fabrics" — they will greatly interest you.



Jersey Cloths

FOR LADIES' SUITS, SKIRTS, SPORT COATS and MEN'S OVERCOATS, GOLF SUITS, etc.

The popularity and utility of this ideal fabric is already well known to you. Are you handling a line of Jersey Cloth that is positively GUARANTEED in color and texture? Hawthorn Jersey Cloth is a CANADIAN PRODUCT that stands second to none, being made of the highest grade materials, with the most reliable workmanship and facilities.

Finest all wool—54 ins. wide—all colors, and many exceedingly attractive mixtures. Your wholesaler will be glad to show you samples—or our agent.

Hawthorn Mills Ltd., Carleton Place, Ont.

Selling Agents:
TORONTO—Little & Little, 152 Bay St.
MONTREAL—Luke F. Moore, Coristine Bldg.

CANADIAN GOODS ARE BETTER

WINNIPEG—Fred Rumble, Hammond Bldg.
VANCOUVER—A. J. Snell, Vancouver Hotel.
PICTOU, N.S.—V. A. Barnwell.

Still In The Ring

1849 to 1919

THE PAST—

In the Year 1849

John Macdonald & Company, Limited

opened their store door for a share of public patronage. The store at that time was designated the large 103 Yonge Street. The stock was staple and fancy dry goods, which amounted to about two thousand dollars. The first year was retailing and so successful that the following year wholesaling was entered into.

THE PRESENT—

Their warehouse now extends right through a block from street to street, having their main entrance on Wellington Street E., and their shipping and receiving entrances on Front Street E.

Departments:

1st Floor—Linens and Staples.

2nd Floor—Dress Goods, Silks, Woolens, Tailors' Trimmings.

3rd Floor—Ladies' Ready-to-Wear, Hosiery and Gloves.

4th Floor—Men's Furnishings, Smallwares, Notions.

5th Floor—Carpets and Housefurnishings.

THE FUTURE—

They would not the rights of another invade
While they seek for a healthy extension of trade;
But if fairness will answer, and bargains repay,
Then call at their warehouse at some early day;
They ask but a call, 'tis a modest request,
And a glance at their prices will tell all the rest.

LIN for Su

THE COOLNESS OF LINEN makes this matchless fabric the one really ideal material for warm weather wear.

Its sheer beauty and soft, comfortable touch make outer and under garments of Irish linen a luxurious necessity.

Persuade those customers of yours who have not worn linen to have some summer clothes made of linen. Actual experience will do more to make them permanent in the use of linen than any argument, no matter how logical and convincing.

A continuous and growing demand for linen has two great advantages for you:

The first, that it is a staple *quality* trade—profitable to your store and the kind that every merchant wants.

LINEN LINGERIE
CHILDREN'S DRESSES
LINEN DRAPERIES
SHEETS
PILLOW CASES
COVERLETS
LINEN NIGHT WEAR

EN

mmer

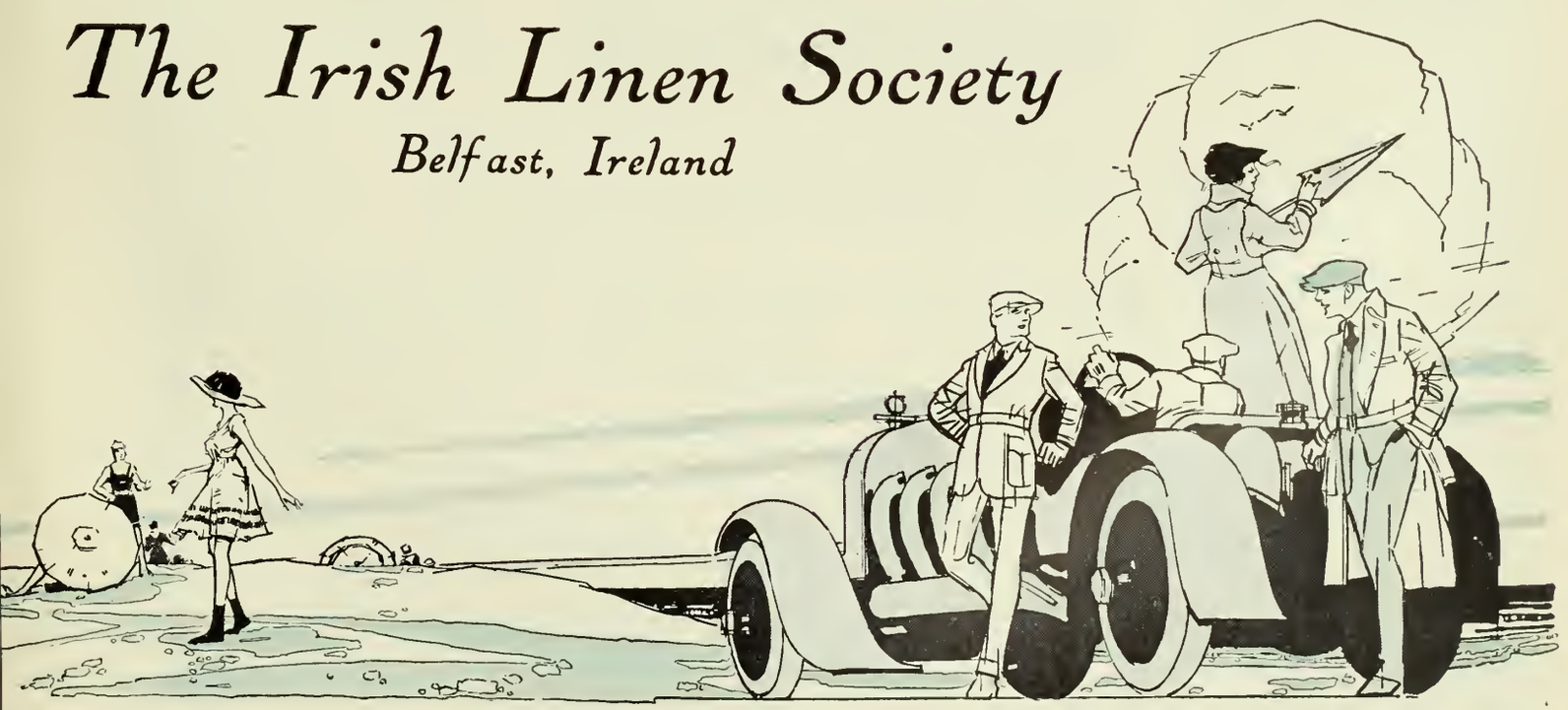
LINEN DRESSES
LINEN SUITS
LINEN DUSTERS
LINEN UNDER-WEAR
LINEN SHORT CLOTHES
LINEN HAND-KERCHIEFS

The second, that it is trade that usually runs into money and attracts customers who can afford to spend, and who are usually liberal with their purchases.

The stability of linen prices enables you to purchase with confidence and to figure a reasonable margin of profit without the probability of having to close out lines at a loss due to a falling market. This put the buying and selling of Irish Linen on an assured basis of profit and satisfaction.

The Irish Linen Society

Belfast, Ireland



The Blue Star is Your Guiding Star

To goods that will exactly meet the demands of your discriminating customers, in designs and materials unexcelled, at prices unequalled by any other line of—

LATEST AND MOST ATTRACTIVE DESIGNS AND WEAVES.

—

POPULAR, EXQUISITE COLORS.

—

RELIABLE QUALITY.

—

QUICK-SELLING FEATURES.

LACES
CHIFFONS
GEORGETTES
RIBBONS
HOSIERY
EMBROIDERIES
WASH GOODS
DRESS TRIMMINGS
BRASSIERES, ETC.

MAXIMUM VALUE

The Blue Star line is always a ready-selling, popular line—easily explained by its distinction of quality and its obvious genuine value.

We can give you immediate delivery on all orders, as our stock is complete at all times.

Muser Brothers (Canada) Limited

Manufacturers and Importers of Laces,
Dress Trimmings and Embroideries
Importers of Fancy Dry Goods

12 ST. HELEN STREET, MONTREAL

New York Boston Philadelphia Chicago London Nottingham Paris Calais
Baltimore Los Angeles San Francisco Caudry Le Puy St. Gall

TRADE PACIFIC MARK

INTIMATE GARMENTS

MADE FROM THE NEW SMALL PATTERNS OF

Serpentine Crêpe

have proven to be an instant success wherever shown—everyone recognizes that for beauty, wear and easy laundering they are unsurpassed if equaled by garments made from any other cotton fabric. ¶Wide-awake merchants make easy money featuring these garments in their ready-to-wear departments, and also by pushing these small patterns in their wash-goods departments. If your jobber or garment manufacturer hasn't shown them to you write us.

LAWRENCE & COMPANY

89 FRANKLIN STREET
BOSTON, MASS.

24 THOMAS STREET
NEW YORK

Branch Houses:

PHILADELPHIA CHICAGO ST. LOUIS SAN FRANCISCO LONDON, ENGLAND

P. P. Martin & Co., Limited

50 St. Paul Street W. : : Montreal

The House of Dry Goods Values

DEPARTMENT "C"

C12	—36 ins. Fancy Dobby Silk	$ .97½
C2	—34 ins. Jap. Pongee, all colors	.97½
C7	—36 ins. Fancy Kimono Silk	1.37½
C12	—40 ins. Pearl Finish Union Serge	1.45
C1231	—38 ins. Rep Poplin "of the day"	.90
C2302	—38 ins. Covert Cloth, all colors	1.00

VOILE

A.L.S. brand,	40 ins., White Mercerized Organdie Voile	$ .80
	39 ins. White Flaxon Mercerized Voile	.25

DEPARTMENT "B"

B747	—60 ins. Khaki Cravanette "Office Brand"	$4.95
B4126	—54 ins. Rainproof Covert Cloth, assorted drab, grey and bronze	3.95
B14	—54 ins. Special Blue Serge	2.45
B620	—48 ins. Mirror Finish Silk Sealette	4.50

Summer Washable Goods and Dress Goods

Is your Department ready to supply an attractive range of fabrics, designs, and colors to meet the increasingly popular demands? Make the best of the opportunities that are sure to come to you this busy season by displaying goods that will attract, make ready sales and satisfied customers.

Our Trade Mark has long represented goods decidedly "different" in every detail, with that beauty of finish and style that commends itself to discriminating customers, who recognize unusual value. Our range is complete, exquisitely attractive and surprisingly moderate in prices.

You will be satisfied with our superior goods as a worthy reflection on your own House.

Write for quotations and samples.

P. P. MARTIN & CO., LIMITED

50 ST. PAUL ST. W., MONTREAL, QUE.

Quebec: 7 Rue Charest
Toronto: 152 Bay Street
Sherbrooke: Grand Central Hotel
Ottawa: 25 Sparks Street
Three Rivers: 82 Royal Street
St. Hyacinthe: 229 Cascade St.

"WHAT DO THESE THEIR HATS MEAN?"—"CONSTANT VIGIL"—"SO DOES MY FROCK!"

Be Loyal to CANADA'S HEROES!

THE LANDS of cheap labour are already beginning to flood the world with cheap goods. Look around and see for yourselves. Look, for example, at cheap silks, "Jap" silks and the silk mixtures of all kinds—produced at a cost for labour that would not keep a roof over a Canadian's head—much less provide him with the decencies and comforts that he has every right to.

You can show your loyalty and gratitude to the home-coming heroes by keeping these goods and all products of cheap and sweated labor out of your store. Soldiers want work — good pay — healthy, happy surroundings. You can help make all these things possible by pushing the sale of British-made Silks.

WALKER BROS., England. Ravensthorpe Mills, Dewsbury, Yorks, and 56-57, Aldermanbury, London, E.C. Telegraphic and Cable Addresses: Yorkshire: "Vigil, Dewsbury." London: "Vygilsyl, Cent." Agent: George Peterson & Co., 517 Coristine Building, Montreal.

Vigil
THE PURE SILK

Everything in Dry Goods

"Do not put off until to-morrow what you can do to-day."

A wise old proverb this, and one that vitally applies to the placing of your orders for DRY GOODS—for this Summer, and Fall. The recent cut in prices, especially in cotton lines, caused by so many American manufacturers having heavy stocks on hand when the Armistice was signed, was only a decline of short duration. Manufacturers are receiving increased demands upon their output for export trade, and it behooves Canadian retailers to place their orders far in advance of the regular season's delivery in order to make sure that they get the supplies they need.

The scarcity of linen products is also increasing the demand for cotton goods, the cotton situation in turn affecting woollen products.

Prices will **not** be lower this Summer or Fall, but in many lines will assuredly show advances over present minimum prices.

The outlook for Summer and Fall is extremely favorable, buying in every line being very brisk. Every merchant will be eager to grasp his opportunities in the gaining of his share of the increased business.

Are **you** prepared to meet the demands that will be made upon your stock? Is **your** stock attractive, sales-inviting and advantageously priced? Shrewd dealers have long known the advantages in buying from us. Our stock, our prices and our service are recognized as unequalled.

PLACE YOUR ORDERS NOW WITH

Alphonse Racine, Ltd.

"THE STAPLE DRY GOODS HOUSE OF CANADA"

60-82 St. Paul St., West **MONTREAL, CANADA**

SAMPLE ROOMS—OTTAWA QUEBEC THREE RIVERS SHERBROOKE SYDNEY, N.S. TORONTO
FACTORIES—BEAUBIEN ST., MONTREAL ST. DENIS ST. HYACINTHE

Your "Buying Sense"

appreciates LINEN with lustrous, superior finish, and obvious qualities of wear and long service—knowing that these features reflect creditably upon your goods. and bring you satisfied and permanent customers.

You will find ALL these qualities in

LIDDELL'S Gold Medal IRISH LINEN

HAND EMBROIDERED

Bed Spreads,
Pillow Cases,
Baby Cases, Sheets,
Tea and Lunch Sets,
Cosy Covers,
Handkerchief Cases
Doylies, etc.

R. H. COSBIE

LIMITED
IRISH LINEN AGENCY
22 West Wellington St., Toronto

CANADIAN-MADE

COTTON BATTING

Order VICTORY BATS, NORTH STAR, CRESCENT and PEARL

Packed in Shipping Cartons or in Bales

The best value for the price.

Can be had in 125, 100, 80, 67 or 50 rolls to the bale or 124, 96, 80, 64 or 48 to a lot of four cartons.

ANY WHOLESALE HOUSE

You Can Supply

22 Different Colors from Black and Navy to Delicate Pink

With

Sunset Soap Dyes

Thousands of dealers are finding these dyes steady profit producers and wonderful repeaters, because with them practically every customer can be satisfied. The wide range of colors includes Black, the ever-popular Navy Blue and U.S. Olive Drab, all of which are proving Big Sellers these days.

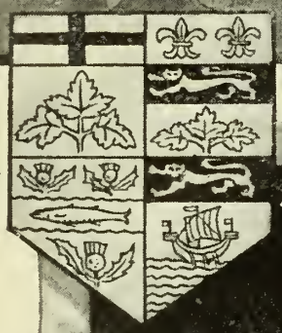
Sunset Soap Dyes are being extensively and truthfully advertised in high-class publications to help you do more business. These clean, brilliant home dyes will permanently color any fabric from a sheer waist to a heavy overcoat without staining hands or utensils.

Order a gross now, packed in an attractive sales-stimulating container. Put it on your counter and watch the quick turnover. Sunset, selling at 15c, gives you a very attractive profit, and it's a wonderful repeater.

North American Dye Corporation
New Corporate Name of SUNSET SOAP DYE CO.
Mount Vernon, N.Y. Toronto, Canada

Sales Representatives for U.S. and Canada:
Harold F. Ritchie & Company, Inc.
NEW YORK TORONTO

Worrall's Fast Dyes



VELVETEENS

VELVETEEN depends on the Dye and Finish for its beauty and utility. Unless the dye is right there can be no satisfaction.

WHEN buying a Velveteen—especially for costume purposes—you want the best dye obtainable, viz:—

WORRALL'S FAST DYE

Dyed by

J. & J. M. WORRALL, LIMITED
MANCHESTER

The Premier Velveteen Dyers of the World

Another Speciality is

WORRALL'S CHIFFON FINISH

REGISTERED TRADE MARK

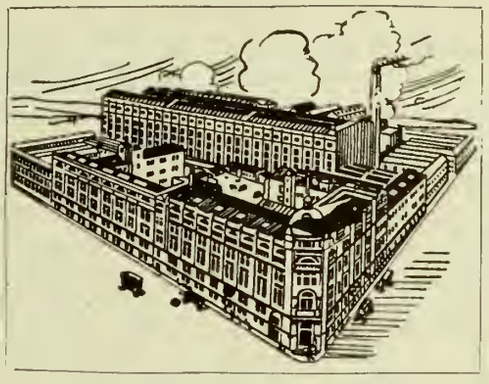
J. & J. M. Worrall, Ltd., are not merchants, so all enquiries for velveteens in their dyes should be sent through the usual wholesale channels.

FAIRE BROS. & CO., LTD.,

Manufacturers

Rutland Street and St. George's Mills, Leicester, England.

WASHINGTON MILLS, BORROWASH.



GENERAL HEADQUARTERS, RUTLAND ST., LEICESTER.

ST. GEORGE'S MILLS, LEICESTER.

THE LEADING BRITISH HOUSE FOR

HABERDASHERY & SMALLWARES

Including:—

SUSPENDERS—Our well-known SPHERE varieties, for Ladies and Children, also Men's Garters, all made with the fine SPHERE elastics, fittings, and rubber grip—"the grip that grips and never slips."

BRACES—Our production, hitherto almost monopolized by the British Government, will now be available for civilian trade. The SPHERE quality in Mikado and ordinary styles is a guarantee of excellence.

ELASTICS—We make Elastic Braids, Cords, Loom Webs, Garter Webs, Surgical Webs, etc., in all widths and great variety. Ask for our "Violet," "Iris," "Lily," "Rose" qualities.

SHOE LACES—Our high-grade HURCU-LACES, in a variety of choice, for Ladies' and Men's wear. Also Rifle Laces, Tubular, Flat Braid Laces, Artificial Silk Laces, etc., etc.

MENDING WOOLS—The ST. GEORGE three-fold fine woollen mending yarns have a fine reputation. Their qualities justify it.

SKIRT BELTINGS—We lay ourselves out to cater for this trade. Single Beltings, Duplex Webs, Petershams, etc. Ask for the CRUSOE brand.

BINDINGS AND WEBBINGS—Every variety of cotton and glacé narrow goods are in our line, Empire Bindings (formerly known as Prussians), Tapes, Stay Bindings, Hat Bandings, etc., etc. Also NAME LABELS, HANGERS, and LOOPS for Coats, Shirts, Mantles, etc.

SPHERE

SPHERE RUBBER GRIP

TRADEMARK

Prices and full particulars gladly furnished on request. Enquiries welcomed and orders executed through London Houses or direct.

WHOLESALE ONLY

ST. GEORGE

TRADEMARK

FAIRE BROS. & CO., LTD., Leicester, Eng.

19, Fore Street, London, E.C.2. **32, George Street, Manchester.**

HORROCKSES, CREWDSON & COMPANY LIMITED

Cotton Spinners and Manufacturers

Preston, Bolton, London, Manchester } ENGLAND

Longcloths, Calicoes, Flannelettes, Nainsooks, Madapolams, Pillow Cottons, Sheetings, Ducks, Drills, Aeroplane Cloths, Etc.

WE owe it to our Canadian and American friends to say what we have been doing in our weaving and spinning mills during the great War, and so state a few facts in explanation of our inability to meet all requirements for our World-renowned productions.

Out of a total of 8,000 looms, about three or four thousand have been entirely engaged upon the manufacture of ducks, flannelettes, shirtings, aeroplane cloths, khaki, and other drills for the use and equipment of the soldiers of the British and Allied nations.

Should we be unable to fill your orders with the same promptness as in pre-war days, we request your forbearance as we know you will agree that the great call on our resources for War purposes had to be met first of all.

Number of Looms	8,000
Number of Spindles	300,000
Consumption of Cotton	1,000 bales weekly
Operatives employed	upwards of 8,000

BRANCHES IN ALL PARTS OF THE WORLD

ILLUSTRATE YOUR ADVER-TISING

A DIRECT TALK TO YOU

Are you aware of the pulling power of illustrated advertising?

Do you know that illustration adds 100 per cent. to the effectiveness of your advertising?

WHY NOT ILLUSTRATE ALL YOUR ADVERTISING?

We are the sole Canadian agents for all the Meyer-Both Advertising Services. They contain illustrations of women's wear, men's clothing, boots and shoes, furniture, and every other line of merchandising. These are up-to-date, original and effective. We prepare special layouts and headings.

Write for Sample Sheets To-day

British & Colonial Press

Limited

67 Adelaide Street, Toronto

Plants also at Montreal, Winnipeg and London

GOOD TAILORING IS LABOUR LOST IF THE CLOTH IS ILL SHRUNK

MAKE SURE IT IS SHRUNK :: AND WELL SHRUNK :: AND KNOW BY WHOM

THERE'S LITTLE SATISFACTION IN SUCH A STAMP AS "SHRUNK," "WELL SHRUNK," "LONDON SHRUNK," OR "SHRUNK BY LONDON PROCESS." INSIST ON A SHRINKER'S GUARANTEE—ON THE STAMP OF A FIRST CLASS FIRM OF LONDON SHRINKERS—BEST OF ALL ON THE STAMP OF

JENNENS, WELCH & Co., Ltd.,

Cloth Workers and Shrinkers, and Proprietors of the Famous "JENNWEL" Waterproof Finish

LONDON, HUDDERSFIELD and BRADFORD, ENGLAND.

WHEN ORDERING ENGLISH CLOTHS, SAY "TO BE SHRUNK BY JENNENS, WELCH & CO., Ltd."

Herbert Whitworth, Limited

WHITWORTH HOUSE

MANCHESTER

PIONEER MILLS, RADCLIFFE

COTTON PIECE GOODS, SHIRTINGS
DRILLS, PRINTS, BROCADES
BEDFORD CORDS, ETC.

RAYMOND & RAYMOND, Agents

LONDON, CANADA

BANK B.N.A. BLDG. P.O. BOX 171 PHONES 6656-1718

Wm. Anderson & Co. Ltd.

GLASGOW

Our Canadian office has been reopened at 43 Scott Street, Toronto, and is showing the newest ranges of **Wm. Anderson Zephyr** and **Providentia** American Novelty Fabrics.

Cotton and Flannel Shirtings—Water-proofings—Cotton Dress Goods, including Scotch and American Gingham—Plain and Fancy Voiles—Skirtings, etc.

Write Canadian Office for Samples.

Wm. Anderson Textile Mfg. Co., Inc.

NEW YORK

BRITISH MADE HOSIERY *and* UNDERWEAR *for* CANADA

OUR newly appointed representative for Canada, Mr. Hugh D. Marshall, has now opened offices at TORONTO, and has got to work with the collection of samples he carries for us. These include samples and patterns of the goods as indicated on the margin, and, as we think the value will be found thoroughly competitive, consistent with the good quality which is SYNONYMOUS with the name of "BRETTLE," we hope our Canadian friends will hold over their orders until such time as Mr. Marshall can see them, and we ask them also to write, requesting him to call.

WE think there will still be a considerable shortage of goods throughout this year, owing to the TREMENDOUS demand for our goods which is setting in from all over the world, not only from the neutral, but from the devastated countries of Europe. It will, therefore, be seen how necessary it is to place your orders for the Fall as early as possible. If you want goods of DISTINCTIVE CHARACTER and HIGH QUALITY you should certainly include in your stock a representative collection of our manufactures.

Canadian Representative:

Mr. Hugh D. Marshall, Stair Bldg., Corner Bay and Adelaide Sts. Telephone Main 3354. Toronto.

OBERON
SPECIALITIES

HOSIERY, UNDERWEAR, SPORTS COATS, KNICKERS, LADIES' AND GENTLEMEN'S PYJAMAS, SHIRTS, DRESSING GOWNS, RAINPROOF COATS, RUGS, TOWELS, QUILTS

THE FAMOUS "JAY FINISH" UNDERWEAR (Smedley's Make)

"BELNIT" RIBBED UNDERWEAR

"SUTOPLEX" FABRIC GLOVES

DISTINCTIVE NECKWEAR IN EXCLUSIVE DESIGNS. BRACES, BELTS, COLLARS AND HANDKERCHIEFS

SMALLWARES AND NOTIONS

LADIES' & GENTLEMEN'S HIGH GRADE KNITTED SCARVES AND WRAPS IN WOOL, SILK AND ARTIFICIAL SILK, &c., &c.

SHEETS, COMFORTERS, DOMESTIC AND TABLE LINEN, BLANKETS BATH MATS, &c.

TRADE B MARK OBERON

"BELNIT" RIBBED UNDERWEAR
MADE IN ENGLAND
Regd. Trade Mark

ENGLISH GLOVES

'SUTOPLEX' (REG° TRADE MARK) FABRIC GLOVES

GEO. BRETTLE & CO., LIMITED

MANUFACTURERS AND MERCHANTS
119 WOOD ST., LONDON, E.C. 2, ENGLAND
Factory: Belper, Derbyshire

We want more Canadian trade—and will try to deserve it.

YARNS

Spinners of every description of yarn for Hosiery Manufacture

TELEPHONE		TELEGRAMS
2470 LEICESTER 2471	YARNS	LEICESTER
89 STANNINGLEY		STANNINGLEY
24 KEIGHLEY		KEIGHLEY
3464 FORT HILL BOSTON		BOSTON

CODES:- A.B.C. 5TH ED WESTERN UNION.

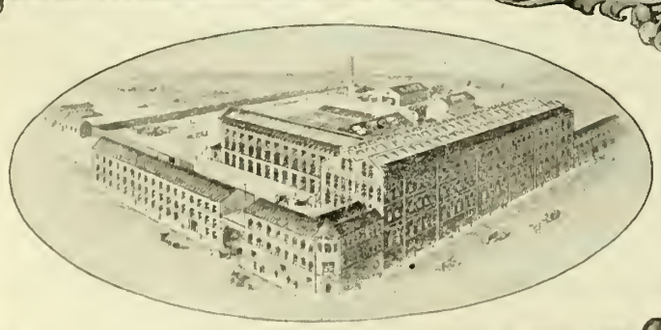
J. & W. BASTARD

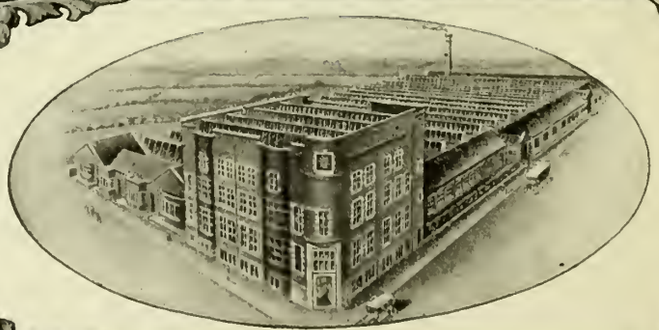
Stamford Street LEICESTER ENG.

AMERICAN OFFICE:- 184 SUMMER STREET BOSTON.

COMBING & SPINNING

SPRINGFIELD MILLS, KEIGHLEY and SWINNOW MILLS, BRAMLEY, YORKS.





For Fall, 1919

LAST CALL FOR
Knitted Goods

Infantees—Bootees—Toques
Sashes—Mitts

Prices firm and goods still scarce.

Protect your trade by ordering all your requirements from us NOW. Our samples will appeal to you.

Our *Letter Order Department* is better equipped than ever to look after your wants in general dry goods.

THE W. R. BROCK COMPANY (LIMITED)
MONTREAL

Dress Goods and Silks

While we realize that high prices continue, with no apparent prospect of improving, there is, nevertheless, an advantage in knowing that you can select representative values from our ranges particularly appropriate for sorting up the stock that has been carefully kept down in these days of careful buying.

We list you a few of the good numbers adaptable to present needs, and for which there is a fair demand.

DRESS GOODS

SM34—Covert Suiting. A nice smooth, plain material adaptable for suits, capes or separate skirts. Shades Kastor, Fawn, Tan, Taupe .....Per yard, **$2.00**

RH16—Covert Suiting. 54 ins. cloth, same shades as above, having diagonal twill finish .....Per yard, **$3.00**

RH17—Covert Suiting. 54 in. Cloth, in beautiful tone of Light Fawn, plain weave and good weight .....Per yard, **$3.75**

PM5—Wool Cheviot. A good weight material suitable for customers, skirt or capes, shades Taupe, Brown, Mahogany, Wine, Purple, Green, Navy, also Black, width 54 in. .....Per yard, **$3.25**

SILKS

SH5—Charmeuse, Satin, width 40 in., a beautiful lustrous finish, adaptable for any purpose, shades Silver, Taupe, Green, Brown, Purple, Wine, Navy, also Black.
Per yard, **$2.65**

MK2—Stripe Satin Duchess. 36 in. wide, pattern Green, White and Black, combined cluster stripe, shades Navy, Grenet, Plum.
Per yard, **$2.00**

MK3—Plaid Taffeta Silk. 36 ins. wide, suitable for dresses, waists, combination effects with black overcheck, with following colors: Cadet, Royal, Helio, Cardinal, Brown, Emerald, Grey.....Per yard, **$2.50**

SILKS (Cont'd)

MB3—Shantung Ponge. Width 33 ins., piece ends of 18 yards, which we do not cut. A nice weight natural shade silk.
Per piece, **$9.00**

CB13—Printed Shantung. Width 36 ins., a light, airy fabric with close, wavy pattern running through. Shades of Cadet, Taupe, Helio, Emerald, Navy .....Per yard, **$1.00**

CB14—Plain Shantung. Material particularly suitable for evening wear, width 36 ins.; shades include Cream, Rose, Mauve, Natural, Alice, Deep Rose, Myrtle, Navy, Grey Shot, also Black .....Per yard, **85c**

CB15—Silk Tussah. Another suitable material, width 36 inches, for evening and dress wear, shades, Cream, Natural, Pink, Sky, Maize, Copen, Russet, Navy, also Black.
Per yard, **85c**

CB19—Dobby Poplin. A novelty Silk, fancy weave for Dresses or Waists, Width 36 inches, Shades, Maize, Cream, Pink, Sky, Copen, Russet, Navy, also Black.
Per yard, **$1.25**

WO116—Satin Stripe Silk Repcord. Attractive weave of Dress Silk, width 36 ins., appropriate for skirts or waists, and includes Cream, Sky, Pink, Reseda, Emerald, New Blue, Purple, Old Rose, Black.
Per yard, **$1.20**

WO119—Jacquard Repcord, with stylish figure effect, but all plain color, width 33 ins. Shades Cream, Sky, Pink, Reseda, New Blue, Purple, Old Rose, also Black.
Per yard, **$1.25**

The W. R. BROCK COMPANY, (Limited)

TORONTO

DRY GOODS REVIEW

The Recognized Authority of the Canadian Dry Goods Trade

Published Seventh of Each Month — Advertising Forms Close Third of the Month

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THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President* — H. T. HUNTER, *Vice-President*

H. V. TYRRELL, *General Manager*

Publishers of Dry Goods Review, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmers' Magazine, Canadian Grocer, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, Power House, Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada, Canadian Motor, Tractor and Implement Trade Journal..

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Interesting Paris Models

Cape and gown of grey silk jersey with fur collar; embroidery on gown. Dress of maroon taffeta with flowers made of the same fabric; curled banding. Sent to Dry Goods Review *from Charles Drecoll, Paris.*

SASK. R.M.A. CONVENTION GREAT SUCCESS

Enthusiastic Gathering Starts Convention Off With Enthusiasm—Very Satisfactory Conditions Represented by Financial Statement—Money and Membership Both Increasing—Some Interesting and Important Discussions.

By Special Representative of Dry Goods Review

EARLY Tuesday morning of convention week the delegates to the Saskatchewan convention of the Retail Merchants' Association began to arrive, and the convention hall presented a busy scene, marked by enthusiasm and high spirits, that promised well for the success of the gathering.

Early in the session some interesting questions were considered, and a brisk discussion, tinged with flashes of humor, was the order of the day.

Among the points discussed was the suggestion to hold the next convention at the Coast, a suggestion that was received with a good deal of favor on the part of many of the delegates, though the final decision was left to a later session of the convention.

The prevalence of guessing contests in the West in connection with the retail store aroused a good deal of interest, and the methods of a firm located in Regina, which stages a gigantic guessing contest, was gone into in detail. It was shown that for the sum of $50 the merchant would be supplied with guessing coupons on a bowl of beans, either in Saskatchewan or Regina, depending on whether he was in the northern or southern portion of Saskatchewan. Although one large firm in Regina received their contract gratis in order to act as a bait to the rest, it is estimated that at least 500 dealers fell for the scheme to the tune of $50 apiece. If this estimate were correct it would appear that with the $25,000 realized Chevrolet cars could very well have been afforded, one for the south and one for the north. The infinitesimal chance of any one of the customers of drawing that car may be imagined. The convention recommended most strongly that the Government take whatever means necessary to make any kind of a straight guessing or gambling scheme in connection with business illegal.

The mail order houses were touched on when deprecating the fact that some manufacturers, though they depend on the legitimate retail trade for the major portion of their distribution, will still put the mail order houses on their jobbers' list, and thus assist in unfair competition with them.

MAYOR BLACK

of Regina, who welcomed the visiting delegates on behalf of the city.

Favor Credit Business Rather Than Cash

Considerable discussion was given to the problem of conducting retail business on a strictly cash basis. It seemed to be the consensus of opinion that this was strictly a matter for each merchant's individual decision. One speaker stated that while indiscriminate credit was, of course, absolutely ruinous, that a legitimate credit business can be done by those who keep closely in touch with all accounts, and that a pointblank refusal on the part of retailers generally to extend this accommodation to those of their customers who were good risks would simply be playing into the hands of the mail order houses. This was specially true as regards rural communities, in that farmers especially would find it very inconvenient to pay for each item as they received it; in fact, if they were required to do so, they would be more likely to use the catalog.

Loss on Gasoline

The hardware merchants and those of the grocers who operate gasoline stations complain that they have had great difficulty and considerable loss owing to the present system by which they buy their gasoline by weight and dispense it by the gallon. One retailer stated that the last filling of his five barrel tank, even though sold carefully, for checking purposes, showed him a loss of 15 gallons. One of the gasoline companies explained that the average merchant did not realize what a volatile substance petroleum product was. A change of 20 degrees F. in temperature resulted in a 1% difference in volume above or below 60 degrees F., at which temperature presumably the barrels were filled. The association would recommend as a remedy to this that the gasoline be sold by gallons, as the specific gravity explanations seemed to always break the wrong way for the retailer.

The members of the association apparently view with concern the number of bank mergers which have been effected in recent months, and seriously deprecate the concentration of capital and credit in the hands of a few.

To Make Weekly Half Holiday Provincial Enactment

It was also decided that the Government be approached with a view to making the weekly half holiday a Provincial enactment instead of, as at present, a local matter, the decision as to the most suitable day on which to close being, of course, left for settlement by local option.

Group of Delegates to the Saskatchewan Retail Merchants' Association, held in Regina, Sask., on May 13, 14 and 15.

H. D. McPHERSON

Retiring President of the Saskatchewan Retail Merchants' Association, who presided at the Convention in session at Regina last week.

The Address of Welcome

His Worship Mayor Black, in welcoming the delegates, stated that it had been his pleasure to welcome the citizens of the other prairie cities and municipalities on many previous occasions, and under the auspices of many different organizations. These "get together" movements, which had become so popular with all different trades and associations, were having no small effect in cementing all communities into a fellowship of good will and mutual understanding.

He stated that he felt sure that though the general public were greatly exercised concerning the high cost of living, and would eliminate all other persons except the consumer and the manufacturer, whom they generalized under the all-embracing title of "the middlemen," this convention, among other results, would tend to educate the public as to the valuable and very necessary service which the retailer, in every line of merchandising, gave for value received.

That day has passed in which anyone with the necessary capital can launch out into the retail business, be it grocer, hardware, dry goods, men's wear or any other line, and conduct it profitably and satisfactorily without practical experience. Each retail trade has become a science, and the successful merchant has learned that conventions such as this, and his trade papers, are the secrets of keeping up with the march of progress.

"You have much, gentlemen,to discuss. I am sure that we consumers demand much more service than we understand. We demand elaborate deliveries. We demand plate glass windows and expensive fittings. We demand our food put up in very artistic and very expensive manners. To give us what we want. and at the same time attempt to reach our ideas of what we should pay for it, is your very difficult problem. I am sure that these and many more problems will be nearer solution when this body have subjected them to their discussion."

The President's Address

H. D. McPherson, the president, in his opening remarks, expressed regret that the illness of A. A. Evans, honorary president, had made it necessary for him to discontinue his former business activities, and to seek a less rigorous climate.

After touching on the progress made in membership, Mr. McPherson continued: "One pleasing feature in this connection is the increased interest taken in our work by our members in general. They are more and more coming to look upon the association as a clearing house for all their troubles, as is evidenced by the ever-increasing amount of correspondence covering a great variety of subjects, some of which tax the ability of those of us expected to deal with them, to the limit. In order to meet this situation it has been necessary to increase the staff in the provincial office from time to time, until now eleven people, including the secretary, are employed and their time is fully taken up day in and day out. We also found it necessary last fall to engage the services of another organizer, whose full time is devoted to the Province of Alberta, thus giving our two men in Saskatchewan more time to talk over matters in general with our members in this Province. This makes a total of fourteen persons in the employ of the association, which fact in itself is some indication of the growth of the organization since the start of our work in 1913, at which time the secretary, with one stenographer, and an organizer, constituted the entire staff. In spite of these increases in staff and also slight increases in salaries, and although our membership fee has remained the same since 1915, when it was raised from ten to twelve dollars, we are still able to show a balance on the right side of the ledger.

"At our last convention the formation of District Advisory Committees was suggested, it being left with your executive to put the arrangement into effect, which was done. The Province was divided into four districts, and a chairman appointed in each district, with whom it was left to select his own committee, with the exception that a retail implement dealer was named in each case to act on the committee at the request of the executive of the Implement Dealers' Trade Section.

Better Organization Needed

"We feel, however," he continued, "that the time has come for a more complete system of organization, which involves the formation of district branches with a permanent paid secretary in charge of each branch, who will give his entire time and attention to the work of the association in his particular district. While this may mean an increase in the provincial membership fee, your executive is of the opinion that the returns from the improved service that will be available to the merchants individually and collectively, will far more than offset any additional cash outlay that may be necessary. An additional advantage will be that we will be able to get a better expression of opinion on any matter of importance with which we have to deal. The full details of this plan will be placed before you for your consideration during the course of this convention.

"At a meeting closely following our last convention, James Clinkskill and George Hazen, of Saskatoon, and R. A. Magee, of Wolseley, were named to act with your executive in making representations to the University of Saskatchewan regarding the establishment of a course in Commercial Education. At a meeting held in August, between this committee and Dr. Murray, president of the university, the matter was thoroughly discussed with the result that Dr. Murray agreed to recommend to the University Senate that the course be established, and we are, during this convention, to be favored with a series of lectures by Mr. Frank Stockdale, retail commercialist of Chicago, who has been engaged by the university for the purpose. It is the intention of the university to instal a regular course in Commercial Education as soon as a suitable man can be found to conduct it. In the meantime an effort will be made to secure the services of some person qualified to fill the position, to travel through the Province on behalf of the university, for the purpose of addressing the merchants locally and giving what asistance may be possible in the interests of better business. Our thanks are due to the university authorities for their action in this respect and it is to be hoped the business interests generally will cooperate with them in making the undertaking a success. In this connection I would like to mention that I think we should have a committee on Commercial Education representing all branches of commercial undertaking instead of the committee being confined to retail merchants alone. This, it seems to me, will have the effect of making the courses more far-reaching in their effect, to the ultimate advantage of all concerned.

"In December last a general meeting of the retail implement dealers of the Province was held at Regina, at which many of the grievances peculiar to that business were thoroughly discussed and ways and means devised by which they might be overcome. Part of the day was devoted to a meeting with representative wholesale implement dealers from Regina and Saskatoon, before whom many of the injustices with which the retailer has to contend were placed. Facts and figures showing an intolerable state of affairs as regards the margin of profit allowed on the sale of agricultural implements and repairs had been prepared, and were placed before the meeting at this time. The wholesalers admitted the unfairness of existing conditions, but were not prepared to offer any solution. They asked for a copy of the resolutions that had been placed before the meeting and suggested that another meeting be called after they had been given a chance to consider them. In the meantime, and up to the present, our provincial office has been giving a great deal of attention to this matter with

J. L. S. HUTCHISON,

Who presented the very satisfactory Treasurer's report of the Saskatchewan Retail Merchants' Association in Convention at Regina this week.

a view to meeting the wholesalers again at an early date.

"Our success in bringing this or any other matter affecting any other line of trade, to a successful conclusion, lies to a very large extent in point of numbers. If we have the merchants back of any such undertaking, not only as members of the association, but with their moral support as well, we can accomplish almost anything we set out to do. This is a fact that does not seem to be appreciated as much as it should be, and merchants generally are too often satisfied to "let the other fellow" fight their battles, when as a matter of good business, they should look upon any effort to improve conditions as a personal affair, requiring personal attention, —which means that if a general meeting of the merchants engaged in any particular line of business is called, each one should make a point of attending even at some sacrifice if necessary, so that those with whom we have to deal may see that we mean business.

"Just previous to the last session of the Provincial Legislature your executive met the Government ministers and laid before them our requests for legislation we were anxious to have passed at the forthcoming session of the House.

"These included an amendment to the Village Act regarding assessments. Previous to the second session of 1917 it was left optional with a village council as to what form of taxation they adopted, that is, whether a single or a general tax, but at the session it was made compulsory for them to adopt a general tax on lands, (100 per cent.), buildings and improvements, (60 per cent.), personal property (100 per cent.), and income. According to information received by the association this worked an undue hardship on many merchants, increasing the amount of their taxes by several hundred per cent. We requested that the amendment be repealed and it again left optional with the village as to what they do in this respect. We were not successful in having the amendment repealed, but an additional amendment was passed exempting personal property including stock in trade, and fixtures in connection with the business in cases where a merchant is paying a license fee in respect to his business. This is of no advantage, however, as the Village Act does not contain authority for the council to license retail businesses. This matter will receive further attention.

To Regulate Hours of Trading

"We also requested that the Village Act be amended, giving the council authority to pass a by-law regulating the hours of trading including provision for a weekly half holiday. We are pleased to say that this amendment was passed, and the village council may now put such a by-law into force upon receipt of a petition signed by 75 per cent. in number of the occupiers of shops in the village.

"One other item of legislation in which a great many of you will doubtless be interested," Mr. McPherson continued, "and one which has received a considerable amount of our attention during the past three years, is that of an amendment to the Chattel Mortgage Act regarding the status of chattel mortgage on the growing crop, or a crop to be grown, covering the purchase price, meat, groceries, flour, clothing and binder twine. We understood at the time this legislation was passed in 1916 that this mortgage would take precedence over any other claim, except seed grain liens, and were so sure of our ground that we entered an appeal against a decision that was given in one of our district courts contrary to our understanding of this matter. We lost out in our appeal and consequently approached the Government again requesting that a crop mortgage be made a prior claim, second only to seed grain liens, and you will be pleased to know that this is now the case—that is to say, one of these mortgages now takes preference over any other claim except seed grain liens and seed grain advances under the seed grain advances passed at the last session, whereby any mortgagee of land in Saskatchewan may make advances to the owner of the mortgaged land to enable him to purchase seed grain for use in sowing the land for the crop of 1919,—the advance is not to exceed $250 on any one quarter section, and where the

F. E. RAYMOND,

The energetic Secretary of the Saskatchewan Association, who has been largely responsible for making the Convention such an unqualified success.

mortgagee makes such an advance he may add the amount to the mortgage. In view of the extensive use being made of these crop mortgages we are sure that the fact that they now rank as a preferential claim will be appreciated.

"During the past number of years, since the beginning of our work as an association, we have been holding annual general conventions which have been appreciated more or less by those who have attended them, but at the same time at a convention of this nature there are bound to be subjects up for discussion, which while they may be vital to the interests of some one or perhaps two sections of trade, are of no interest whatever to the others,—consequently they do not become interested or do not feel that they have any part in the discussion. In order to overcome this and to make our conventions more interesting, it has been proposed that we hold trade section conventions,—for instance a convention of hardware dealers; a convention of jewelers, etc., etc., at different intervals throughout the year, which perhaps need not take up more than a day or two days at the outside. It is felt that this method will not only prove more interesting but that it will be much more beneficial to all concerned. I am merely mentioning this now. You will see by your programme that this matter and that of the formation of district branches will be up for discussion on Wednesday morning."

In conclusion, Mr. McPherson said: "I just wish to say that while we consider that we have made fairly satisfactory progress during the past year, we believe that the programme we have mapped out for the future will, if adopted, be the means of not only creating greater interest in our work, but it will enable the association to render a more efficient service in every way to its members, and not only this, but we feel that our service will then be such that no retail merchant would think of remaining on the outside.

Increases in Money and Membership

J. L. S. Hutchison, in presenting the financial report of the association, stated that the association had ground for satisfaction in the very satisfactory showing that it had been possible to make during the past year. So satisfactory had conditions been that the financial year closing December 31, 1918, showed a surplus of $3,211.63. Not only had the association prospered in a monetary sense, but it had also shown a very encouraging growth in membership, and in the interest taken in its various activities. At the end of 1917 the total enrollment showed a membership of 1,590, while the present membership was well over 2,100, a significant indication of the way the association was finding favor with the retailer. The comparative statement of the past two years also indicated a very satisfactory growth.

December 31, 1917—		
Assets	$4,615.84	
Liabilities	1,190.79	
Balance		$3,425.05
December 31, 1918—		
Assets	$8,328.74	
Liabilities	1,692.06	
Balance		$6,636.68

The Financial Statement

The current financial statement which was then presented more than anything else went to show the very substantial position which the Saskatoon branch of the association now enjoyed.

The report is as follows:

INCOME

Dues,		
Saskatchewan	$20,624.75	
Alberta	4,586.00	
		$25,210.75
Commissions on collections		856.51
Commission on freight claims		211.00
Convention advertisements	$ 792.50	
Less convention expenses	641.00	151.50
Sundry receipts		54.78
"Retailer," advertising	$ 2,936.28	
Subscriptions	652.50	
	$ 3,588.78	
	2,655.02	933.76
		$27,418.30

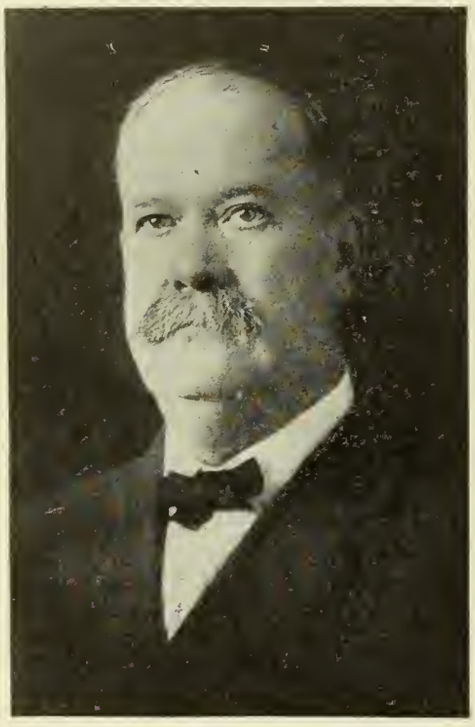
EXPENDITURE

Office salaries		$ 7,599.78
Organizers' salaries and expenses		
Saskatchewan	$ 6,149.93	
Alberta	1,645.68	7,795.61
Executive meeting expenses		273.16
Dominion association for dues		2,090.00
Stationery, printing and office supplies		1,633.80
Traveling expenses		587.90
Office rent		685.00
Legal expenses		177.00
Interest and exchange		24.81
Alberta R.M.A. accounts	$ 1,152.69	
Grant to Edmonton local	225.00	1,377.69
Grants to Regina and Saskatoon locals		583.50
Sundry expenses		1,011.03
Depreciation written off furniture and fixtures	$ 173.09	
Automobiles	184.30	357.39
		$24,206.67
Balance, income exceeds expenditures by		3,211.63
		$27,418.30

Favor Trade Sections in Convention

First Two Days of Future Conventions Devoted to Trades—Third Day for General Convention—Will Try Out Division of Province Into Sections With Paid Secretary

THE proposed holding of trade section conventions, and the division of the province into district branches, were important matters which brought forth much discussion in the Wednesday morning session. After consideration it was decided that the



S. D. McMICKEN,
Moose Jaw, Sask., elected President of the Saskatchewan R.M.A.

first two days of future conventions will be set aside to the trade sections, the general convention being held on the third day. An amendment to exempt trades not included in general stores and hold their conventions at some other time of year was voted down.

W. L. McQuarrie, Saskatoon, supported this division into trade sections, stating that during the first two days the sections could decide on important matters to be considered and there would then be something to work on in the general convention.

S. McMicken saw difficulties ahead, and issued a grave warning. "We have got the Retail Merchants' Association into one association. We have been fighting for twenty years to keep away from individual associations of the various trades. This convention is held for the good of all. There should not be sectional meetings. Do not get the conventions separated, for as soon as you do you are going to have fifty-five conventions held separately and the Retail Merchants' Association will go out of business."

In speaking to the amendment another delegate contended that the general merchants would thereby be given preference in being allowed to attend the general as well as the sessional convention, whereas trades not represented in the general store would be restricted.

A motion to direct the executive to pick out a certain district in the Province of Saskatchewan in which to try out for the period of one year the plan of appointing a local paid secretary responsible to the provincial association, was adopted. In this connection it was decided to give returned soldiers preference in appointments to the position of secretary in such districts. The secretary will make a report at the next convention on his work in the trial district, which will include 200 to 300 members of the R.M.A. The work of the secretary of the proposed sections was outlined by F. E. Raymond as follows:

Insofar as a credit rating system is concerned, it will be possible for such secretary to make a credit report on everyone in the district. A credit rating card will be provided for each merchant and a complete summary covering the district supplied to all members of the provincial association. This system is designed to prevent dealers who have exhausted credit in one district to move on to another and secure credit facilities. An interchange of summaries will cover the entire province.

In regard to collections, the credit system would lessen the need for collecting. The secretary could give personal solicitation and the fact of his being a member of the R.M.A. would carry weight in such matters. The usual rates for collections would be charged, so that the system would not be taken advantage of and the secretary deluged with unnecessary work.

Another phase of work for a secretary would be the encouragement of the community idea. It is felt that a man in such a position could do much to better the feeling between towns and cities.

The district secretaries would be employed by the provincial association, care being exercised to choose men who can win and hold confidence.

The plan will necessarily involve increased expenditure and it was suggested that a fee of $25 to $30 per year might be necessary. It is planned to have men selected for these positions spend a month in the Saskatoon office to get in closer touch with the work of the association.

Delegate Moulton, Kelliher, suggested that the province be divided as the Grain Growers' Association into thirty-six sections, allowing each section to pick their own secretary and pay him according to the amount of work involved.

G. W. Stockton, Carlyle, stated that the plan would involve a great expense. "I believe it is necessary to do something along this line, but it is questionable if we should stand the expense of a secretary paid by the association in each district at the outset."

C. Williams, Moose Jaw, suggested that the sum of $50 be paid to some responsible merchant in each district to handle the secretary's work.

Another delegate stated that the work done by the provincial association is not sufficiently close to the country merchant. The city dealers had their own secretary giving personal attention, and the country dealers would appreciate the association more if they had an equal service.

J. J. Polson stated that in the Regina R.M.A. there was no organization under the plan where the secretary devoted only a part of his time, and that it was necessary to open an office and devote a man's whole time to secure any beneficial results.

Suggestions by other delegates were that the plan was all right for large cities, but that country merchants could figure up their customers themselves. In another large district there were very few members of the R.M.A., and a secretary's traveling expenses would be heavy in proportion to the amount of work which could be done.

H. D. MacPherson, Regina, stated that the association had come to the limit of what it could do under prevailing circumstances. It was in response to his request for a trial in one district that the motion was adopted. The provincial association will bear the expense of the trial in one district, and it will be necessary to use some of the funds at present on hand for this purpose.

J. C. NICOL
Radisson, Sask., appointed Second Vice-President of the Saskatchewan R.M.A.

A DISCOURSE ON AFTER-THE-WAR PROBLEMS

One of the Important Addresses Delivered at the Recent Saskatchewan Convention of the R.M.A. by Frank Stockdale, the Noted Advertising Expert.

ALL the problems of retail merchandising are soon to be after-the-war problems, but these do not commence yet. These problems are going to come about when reconstruction comes, but they are going to begin.

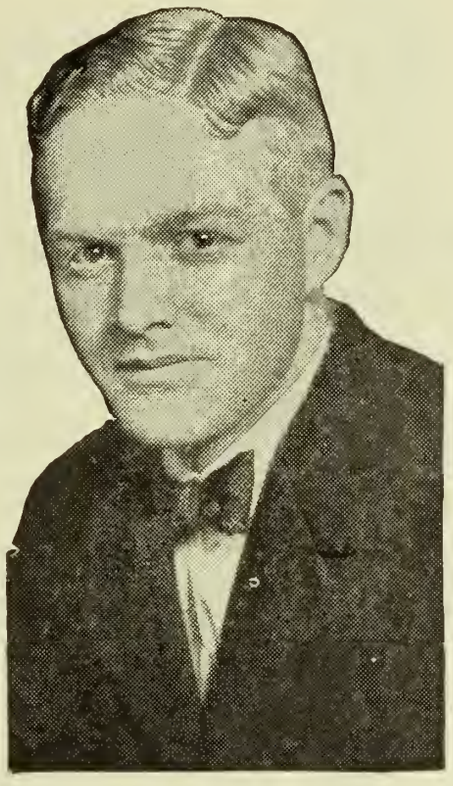
"Back in your home town there are a number of retailers who have an idea that the only way to learn this business is through experience. In an Ontario town someone handed me an enquiry along this line: 'Which is more important in business, theory or experience?'

"I ask you, which is more important, the blackboard or the chalk? We have to have some theorists. Theory has a different meaning for each individual. To lots of people anything they have not used in their business is theory. A lot of retail merchants shut themselves in or they try to shut the other fellow out, but they are imprisoned to that extent. Some think they can shut competition out, but when you do this you may as well call in the gravedigger All we want is fair treatment. When a man asks for more than that you have to grant it to the other fellow as well. There are two types of merchants. One throws open the door and goes out after things. Japan went to all the countries of the world and investigated, and adopted the best ideas and methods which she could find. To-day Japan is a first-rate power, while China is a third-rate power. Japan has profited by the experience of others.

"The science of arithmetic has come up through the ages of experience, yet while many public accountants do not know much about the important question of percentages, many retailers will dive into this involved matter without forethought. There is much truth in the saying, "Fools rush in where angels fear to tread."

"These conventions are great idea markets. The trouble is that we take only the ideas that we recognize as our own. You have a hazy idea about a lot of things but not a definite one. You have a lot of wobbly ideas and you are not really sure of them. When you have them strengthened you feel like building on them and putting a real roof on the construction. You come to conventions to get your wires connected Many merchants have their wires crossed.

"After-the-war prices may be one of the after-the-war problems. This phase of the matter has been in our minds for some time, owing to a changing market, but I will not say what prices are going to be. The opinion of some long-headed merchants is that now the armistice has been signed, the war is over, and yet we find prices in some lines icreasing. There is apt to be a sense of false security. For a while



FRANK STOCKDALE,
The noted merchandizing expert whose addresses were among the feature events of the Regina Convention.

the tendency was to hold back for a decline in price. Other merchants think that as prices have not dropped since the armistice was signed that prices are not going to drop. There are not many people who think that prices are going back to 1914 standards. There are at least two big reasons for this. One is that the price tendency for years has been upward. The reason for this tendency is still at work and the last five years would represent a substantial increase. If wages stay up, prices must stay up. Labor says wages will stay up. But the retail merchant who gives too much attention to prices now is going to be left. The decline from present levels will be very gradual.

"We have had some fictitious values in merchandising, and this is going to be squeezed out for a while. Retailers are responsible in some part for the high prices. An actual shortage combined with the fact that stockrooms have been stored with goods, creates an artificial price.

"Stores show the things the retailer is most proud of. I saw the stockroom of a certain store recently. The retailer pointed to certain goods selling now at $1, which he bought early and could sell profitably at 50c. There retailers proudly point out their "good buys," but it is a fact that the poorest buyers have won the biggest stakes under recent conditions. On an up market the retailer makes most who sells out before the market drops. Inefficiency has been patting itself on the back, and if some of you have been doing this you should do something radical."

Mr. Stockdale at this point referred to a recent visit to another store wherein he found the stock to be very low, and ragged. The merchant had been buying bankrupt stocks.

"There are not many bankruptcies lately," said Mr. Stockdale. "This merchant was placing his bet that the bankruptcies were only postponed. There are lots of bankruptcies in this country which have been postponed. As soon as the market begins to level off there will be a great many changes in business. People are looking for a world readjustment. As long as the market was creeping up there was coming in an extra profit to take care of any possible loss, and a lot of merchants have eaten up that profit. An increase in dollars of sales is no good, but an increase in volume of business transacted is required.

"If 90 per cent. to 95 per cent. of the merchandise is bought at a certain price and then the price jumps and only about 5 per cent. of the merchandise changes hands in a season at that price, I claim it is more or less of a fictitious price."

At this point Mr. Stockdale spoke of another retailer who had increased his sales recently from $60,000 to $80,000 per year. He had been making a net profit of about $3,000 recently while in 1917 he made a net profit of $8,000. He had recently been selling close to the real market and not a fictitious market.

"The extra $5,000 which this merchant made in net profit in 1917 is a fund he holds in trust owing to a changing market. He will lose when the market declines and it may take $500 one year and $1,000 another year to balance things up. Merchants should keep money from such a source as this to take care of down market losses.

"Many men who can run a retail store well, do not know how to look after money when they get it. If a merchant has a particularly good season he should put the extra money into a reserve fund. At all times if you have not money for a reserve fund there has been something wrong with your business and you should straighten it out."

The balance of Mr. Stockdale's address and further news of the big Saskatchewan Convention appears on page — and following pages. Be sure you do not miss any of it.

Wholesale Silks - Novelty Silk Shirts - Fancy Linens

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"SERVICE and VALUE"

Silk Mufflers

for Ladies, Gents and Children

Silks, Limited

Calgary

HEAD OFFICE :: TORONTO

REVILLON WHOLESALE LIMITED

Edmonton - Alberta

Here are a few of our CHOICE SUMMER SPECIALTIES, of which you should have a good assortment to meet the growing demand for these SEASONABLE GOODS.

CRUM'S ENGLISH PRINT, No. 109, in a large range of patterns and colors. Exceptionally good value. Per yard 32½c

DUCHESS PLAID VOILE, a very dainty dress fabric in an extensive variety of shades and colors. These goods are particularly good sellers and make a very attractive display at this season. It would be to your advantage to have a complete assortment of these voiles. Price per yard 27½c

FLAXON PRINTED NOVELTY VOILE. This material is a particularly desirable dress goods for the Summer season. Per yard 25c

KIDDIE KLOTH, for children's dresses. A real money-saver, the demand for which is constantly growing. Dresses made from KIDDIE KLOTH will outwear any other goods at the price. Per yard 30c

WOMEN'S WHITE WASH SKIRTS from $18.00 to $31.00 per dozen.

BOYS' TWO-PIECE WASH SUITS, white and colored, $10.80 to $19.00 per doz.

CHILDREN'S COLORED WASH DRESSES. $6.50 to $24.00 per dozen.

MEN'S SOFT COLLARS, $1.75 to $2.25 per dozen.

MEN'S WORK GLOVES, special value at $12.00 per dozen.

A full range of Staple and Novelty Dry Goods always in stock, including General Staples, Dress Goods, Silks, House Furnishings, Men's Wear, Women's Wear and Notions.

Two complete catalogs issued annually. Be sure you are on our mailing list so as to get your copy when issued.

E

Pride

In Workmanship and Ownership

The genuine pride we feel in Emery Garments will be reflected in the natural pride your customers will feel in owning and wearing garments with the EMERY mark of distinction in line, fit, and trim, and the EMERY standard of quality.

Dresses

For Women and Children

Silk Waists
Skirts
Middy Waists
Nurses' Uniforms
Aprons, Etc.

Boost Western Trade!

Buy Western-Made Goods to sell to Westerners

Your selection of EMERY GARMENTS as the smartest and most attractive attire can be made with the utmost confidence, and they are—

MADE IN THE WEST

Our stock is complete, showing an extensive variety of the most attractive, smartest materials and styles, one of which we have illustrated.

We can always give you PROMPT DELIVERY.

The Emery Company, Limited

Manufacturers, Jobbers and Importers

EDMONTON ALBERTA

No. 620—Coat Sweater, in apple green and white. $10 each. Two styles suggestive of our many smart, superior models.

No. 217 — Child's Coat Sweater, in Saxe blue and white. $5.25 each.

Uniform Quality in Universal Goods

is accomplished by

Standardization in Manufacturing

We recognize that no factory can be run on varying standards of manufacturing.

So we have but one---THE HIGHEST ONLY.

Consequently, that is the secret of the Uniform Quality in all our product. And it is your protection as well.

WE ARE READY FOR FALL—ARE YOU?

A postal will get you acquainted with our SERVICE—write us.

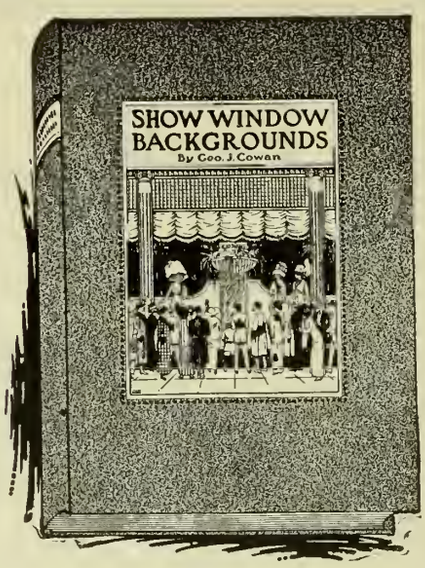
UNIVERSAL KNITTING COMPANY
LIMITED

303 PEMBER ST. W. VANCOUVER, B.C.

We have stepped out this year into our new factory, where 100% efficiency is the mainspring

NOTE OUR NEW ADDRESS

KNITTING UNIVERSAL COMPANY



This Book Will Help Trim Your Show Windows

"Show Window Backgrounds"

By GEO. J. COWAN
Vice-President of the Koester School of Window Trimming

This is the most useful window trimming book ever published and sells at only $1.70 postpaid; a price that makes it possible for every window trimmer and merchant to possess it.

Every background design is drawn in such a way that anyone can follow out the idea the same as a carpenter does his work from blue prints. Every detail is fully illustrated and fully described with complete text matter.

The first half of the book has the windows arranged in the order in which they should be installed, thus being a yearly window trimming program.

The following partial list of contents will give you a clear idea of what a valuable book this is:

New Year's Windows.
White Goods Windows.
St. Valentine's Day Windows.
Spring Opening Windows.
Easter Windows.
Summer Windows.
Horse Show Windows.
Fall Opening Windows.
Carnival Windows.
Hallowe'en Windows.
Thanksgiving Windows.
Christmas Windows.

Period Decorations in backgrounds, showing examples of
Greek, *Moorish*,
Roman, *Italian*,
Gothic, *French*,
German, *Empire*,
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Sale Windows,
Bas Relief Backgrounds,
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and a great variety of general and special backgrounds, making up a total of over 150 background designs, with a great number of small detail drawings. Many of the drawings are in colors.

It has taken over ten years' continuous work to make the drawings in this book and over 25 years' experience in every phase of window trimming to equip the editor with the practical knowledge necessary to prepare a volume of this kind.

This book is 7 x 10 inches in size, strongly bound in de luxe silk cover with handsome art design. Over 250 pages and about 200 illustrations. Sent prepaid only on receipt at $1.60.

The MacLean Publishing Company, Ltd.
143-153 University Avenue, Toronto

To The Jobbers, Merchants, and Manufacturers of Canada

FOR the past few years our business has been that of exporting merchandise from the Orient to the jobbers, manufacturers and department stores of Canada.

We have opened a warehouse in Vancouver, B.C., which we will use as a clearing house for merchandise that will come to us in the following different ways:—

1. Special purchases, by our resident buyer, from the makers in the Orient at less than regular market value.

2. Goods ordered, placed by jobbers and manufacturers, that because of liquidation, going out of business, late deliveries, or for other reasons the goods are left on our hands.

3. Orders placed by ourselves from cabled quotations through our Yokohama office.

We do not aim to keep a complete stock of any special line, but we are continually passing through the Port of Vancouver and our warehouse here, shipments of the following:—

Silks, Crepe de Chine, Georgettes, Panama Hats, Pearl Buttons, Cotton Crepes, Silk Underwear and Kimonas, Hosiery and Gloves, Children's Silk Dresses and Cotton Rompers, Toys, Baskets of all kinds, Drug Sundries, Rugs of Wool, Jute, Cotton, Wiregrass and Matting, Beads and Curios, Seagrass and Rattan Furniture, Felt, Grass and Silk Slippers, Chinaware, Satsuma, Cloisonne, etc.

If you are open for any of the above goods please write for quotations and samples.

We have special quotations for spot cash buyers. Our regular terms are net cash 30 days from date of invoice.

Our salesmen cover all the principal points in Western Canada.

For Eastern buyers we have a permanent sample room in Montreal.

If customer so desires, large import orders will be placed with manufacturers and shipped direct from our Yokohama office on a modest commission basis. All goods will be thoroughly inspected and guaranteed up to sample.

Buyers going to the Orient are requested to call at our Yokohama office. Mr. D. A. Martin, formerly in charge of our Montreal office, is now our resident buyer and will be pleased to be of service to you.

Buyers contemplating a visit to the coast this summer will find it both interesting and profitable to visit our warehouse here.

R. J. Ford Co. Limited

Export and Buying Office
96 Yokohama
Japan

Importers
Water and Gamble Sts.
VANCOUVER, B.C.

Eastern Sample Room
Mappin-Webb Building
Montreal

WILL APPOINT WESTERN BOARD

Saskatchewan Convention Accepts New Basis of Constitution—Four Provinces Represented by Western Board—Ottawa Office Unsatisfactory—Favor Half Holiday—Oppose Bank Mergers.

REGINA, Sask.—One of the most important resolutions adopted in the early sessions of the sixth annual convention of the Saskatchewan Retail Merchants' Association, was that providing for the acceptance of the basis of the constitution as it now exists, it having been altered by the Dominion Executive at Ottawa to provide for the compulsory appointment of a Western board representative of the four Western provinces, and the optional appointment of an Eastern board comprising the Eastern provinces. Settlement will be made by the new executive for the per capita tax which the association has been holding back for the past year, pending a settlement of this difficulty. A Dominion Secretary will be elected by the Western board and will have no vote.

The passing of this resolution followed an exhaustive report by J. J. Polson, on the recent Dominion convention. The change in the constitution further provides that the Western board will be responsible for half the expenses of the Ottawa office and that Western members will pay their fees to the Western board, but until this board is formed fees will be paid to Ottawa.

While in Ottawa, Mr. Polson informed the Dominion board that there was a strong feeling that the Dominion office had been very unsatisfactory for some time and that if the trouble could not be traced to situations in the East which hindered the secretary, then that official should resign his office. Mr. Polson pointed out that the East had fought the change because the West would have charge of its own affairs, and because they did not want a board representative of all the Eastern provinces owing to the likelihood of encouraging friction.

NEXT CONVENTION AT MOOSE JAW IN JUNE, 1920

A motion was adopted by the convention establishing June as the month for the next convention, instead of in May. It was decided to accept the invitation of the City of Moose Jaw to hold the next annual convention in that city.

In the discussion following this report it was contended that as Saskatchewan was one of the strongest supporters of the Dominion organization, that it should therefore receive good service from Ottawa. Mr. Polson stated that the feeling between the East and West was becoming more harmonious and that representatives of the West can get from the Dominion executive anything which is reasonable.

"Eastern merchants are reasonable, and we have a chance to cement the retail trade of the whole country in a live, harmonious organization."

The Ottawa office had promised this year to hold the annual meeting in Vancouver, to assist the growing organization in that district. As it was impossible to arrange this matter at the last minute an alternative has been suggested, namely, to run a retail merchants' train from Halifax to Vancouver for a three-day conference. This is planned for August of this year.

J. A. Banfield of Winnipeg, president of the Dominion Retail Merchants' Association, confirmed the fact that Eastern Canada is now desiring to work in closer co-operation with the West.

"As a unit we will do something, but disintegration will get us nowhere," added Mr. Banfield.

W. C. Paynter, Tantallon, supported the motion, stating that unity of action cannot be secured unless the West is joined with the Dominion organization.

Favor Half Holiday

A great deal of discussion centered around a resolution empowering the new executive to secure legislation for a universal Wednesday half holiday throughout the year. The convention was in favor of this legislation and action will be taken to have Wednesday afternoon observed where it is the practice to observe a half holiday. The general acceptance of a half holiday is, however, optional. Moose Jaw delegates favored a half holiday throughout the year.

H. E. Sample, Kerrobert, suggested that the Government be asked to name a day to be universally observed in Saskatchewan. Another delegate thought it would be difficult to establish a certain day in a small town where the farmers have the habit of coming in whenever they take the notion. Other country merchants thought the matter should be left to the municipalities to set a day for the holiday.

G. W. Stockton, Carlyle, stated that in the country no one observes a holiday as is done in the city. He contended that the country customers must be accommodated and offered the suggestion of alternating the clerks on duty in the store in order to give them needed recreation. He added that the Grain Growers had passed a resolution asking country dealers to remain open to accommodate the farmer owing to a scarcity of farm help.

Price Hughes, Regina, pointed out that unless the association took action, a similar situation will arise here as in England, where inspectors have to be employed at big expense, to enforce the law.

W. C. Paynter amended the resolution, making the observance of the half holiday optional, but declaring Wednesday to be the day for the half holiday where a holiday is allowed by the Village Act. S. McMicken, Moose Jaw, thought the association should not seek Government action, intimating that this might cause trouble between the East and the West.

A straw vote of delegates present indicated that a compulsory half holiday in the Summer was favored.

The association went on record as protesting against further bank mergers being permitted. It was pointed out that bank mergers were fairly numerous recently, resulting in credit passing into the hands of a few. A clause providing for the appointment of a special commission to investigate the whole financial situation of Canada was voted down. J. J. Polson was emphatically against the appointment of commissions to investigate anything under the blue sky.

Mr. Banfield followed in an address dealing with the problems affecting retail merchants. A vigorous attack was made upon the operations of the Canada Food Board, figures being quoted to show the enormous expense and burden that the board had been to the country and to the merchants, inasmuch as the license fees paid by the merchants financed the board. Mr. Banfield quoted the following figures from the report of the board: Total revenue in fees amounted to about $491,000. Of this amount $202,847 was spent in salaries, $52.000 in travelling expenses, $90,833 in printed matter and advertising, and $29,790 for office expenses.

Mr. Banfield declared that it took much of the time of the staff of the association at Ottawa to watch Director Thomson of the Canada Food Board, and his staff.

"A list of fifty-seven subjects is now before the Government for action," stated Mr. Banfield, adding that one of the important ones provided that the Garnishee Act should apply to civil employees in future. This action was thought necessary to protect retailers, especially in view of the taking over by the Government of additional railway lines.

The death occurred on May 22 of Mr. Jos. Lugsdin, of J. and J. Lugsdin, furriers, Toronto. The late Mr. Lugsdin was in his 75th year. He was a Fenian Raid veteran, and an ardent curler. He is survived by six children.

R.M.A. Fire Insurance Report

Mr. Hutchison, of Saskatoon, gave the financial statement of the Retail Merchants' Mutual Fire Insurance Co. A few of the outstanding features of this report follow:

Net Ins. carried to Dec. 31, 1918	$882,200
Net Ins. carried to Dec. 31, 1917	554,935
Showing an increase of	$327,265
Assets to end of Dec. 31, 1917	$ 30,637
Liabilities to end of Dec. 1, 1917	19,737
Balance, 1917	$10,900
Assets to end of Dec. 31, 1918	$ 48,064
Liabilities to end of Dec. 31, 1918	29,032
Balance, 1918	$ 19,031

A substantial increase.

Also another interesting analysis was submitted:

Savings	25.00%
Expense (a low expense)	23.15%
Losses	22.25%
Surplus	29.60%
	100.00%

In any other company than a co-operative, only this 25 per cent. savings would be included as surplus. This arrangement shows that the company is operating on a 75 per cent. basis altogether. In concluding the report of the fours years' operations, Mr. Hutchison expressed confidence in the coming year even exceeding the past records, which had been good.

The Secretary's Report

One of the matters that F. E. Raymond, the secretary, brought up for discussion, at the convention, concerned the joint liability of the husband and wife for bills contracted for the necessities of life. It has occasionally happened that the husband has contracted bills for food, hardware, clothing, etc., even to the extent of several hundred or a thousand dollars, and when approached for payment has frankly stater that he has no money, and, upon investigation it has been disclosed that everything had been made over in his wife's name. The Government will probably be asked for legislation making this particular class of evasion impossible by making both parties individually responsible for such accounts.

Another matter that the secretary brought up for discussion was in connection with the Small Debts Act, the fact of the matter being this, the reading of the Act, "The summons shall be returned not less than six days, nor more than twenty days from date of issue," which simply means that at present a debtor, after being handed the summons, if he is so disposed, can continue to sell his available assets and probably have them all sold before his time limit for making appearance before the J.P. The Legislature will be asked to make some provision, so that in a matter of this kind, pending appearance after the issue of a subpoena, any sales that will affect the collectibility of an account will be illegal.

"Another matter," he continued, "which received our attention was relative to the village assessments. Previous to the second session in 1917, it was optional to each village council which method they employed in collecting their taxes; whether on the single tax basis or on a general taxing scheme. Now, however, it has been rendered compulsory for them to tax lands, improvements, personal property and incomes. The effect, as found among the retail trade, has been this, in the few cases mentioned:

1917 tax, $96, same property 1918, $278;
1917 tax, $76, same property 1918, $279;
1917 tax, $27, same property 1918, $503;
1917 tax, $71, same property 1918, $408;

but possibly the most notable one to show the difference when the rates of taxation on a man's personal property or stock-in-trade was assessed was this: in 1917 $24, 1918 $688. Of the assessed amount $300 was the value put on his lot, $6,000 on his building and fixtures, and $25,000 on that retailing stock.

"Recommendations were made, when the effect of this action became evident, that the Government revert to status quo in this matter. However, the Government could not see their way clear to do this, and asked your association to consider the matter further and submit further schemes. The association at that time asked them then to eliminate stock in trade, which the Government did in this matter.

"An Act to Amend the Village Act:

"14. (s) subsection (3) of the said section 198 is amended by adding thereto the words 'and no person who pays a license fee in respect of a business shall be assessed upon the stock in trade or personal property used in the business."

"They also raised the permissible rate of taxation to 15 mills on the dollar, whereas it had been ten. It will readily be seen that this amendment was a joker, from the fact that the Government does not permit villages to levy a business license. Therefore at present none of the sufferers received that exemption of taxation on their stock in trade. Your association will, however, endeavor to have the Legislature grant the villages this authority when this amendment will become effective. And furthermore, in many cases, the villages realized less than in previous years because the assessed value of unimproved lots was decreased too much."

Mr. Raymond continued: "Another very important matter that is receiving considerable attention is the establishment of regular courses in retail merchandising in the Universities of Saskatchewan and Alberta. The scheme which Manitoba adopted, and which is in its second year, is not considered by the members as suitable for these provinces at present, as it is felt that it would be almost impossible for the various merchants in the outlying communities to spend an entire week away from their businesses. As for a permanent course being established in these Universities, it is considered impossible at present, owing to the faculty not being procurable to conduct such courses. In three or four years there will be graduated from Harvard experts along each line of merchandising, as the result of the courses being conducted there, and the University authorities hope to be able to procure the necessary teachers from that class. In the meantime, it is recommended that the lectures which will be conducted by Frank Stockdale, of Chicago, in the various centres of Alberta and Saskatchewan, following this convention, be well attended by the merchants in those districts as they will be the nearest approach to the short course in up-to-the-minute merchandising that will be available to them at present.

"Your association has a tariff department at your disposal, where your freight bills, etc., are carefully checked, overcharges located, and damage claims, etc., carried through to completion.

"Your insurance department also is ready at all times to check your policies, and to make sure for you that wordings mean what you understand them to mean.

"Your mutual fire insurance company has made great progress in the last three years, and has given you good protection at 25 per cent. less than board rate.

"We are in hopes at an early date of having this entire territory sub-divided into units of 250 to 300 members, with a paid secretary in charge of your interests in each one. He will, of course, be in intimate touch with all matters pertaining to your business, will have the accurate credit reading reports of all your customers, and this service will untimately almost dispense with the need of a collection system. Our collection system has collected many thousands of dollars for you simply with our first letters to delinquents, which are supplied by the association at a free service to members. Failing any results from this source, the accounts are handed to the association collection department, to be followed up on a commission basis, and even those accounts, which have been considered hopeless, have been made to yield you over $6,000 in the past year.

"We propose also to hold separate trade conventions at different times of the year, at which we propose to have, for instance, hardware experts for the hardware man, matters of concern to jewelers for jewelers' conventions, etc., considering that each trade can go into their various problems more thoroughly when they feel that they are not boring fellow members, who have absolutely different interests.

"I am also of the opinion," said Mr. Raymond, "that merchants in all lines of business do well to read their respective trade papers. The very latest thoughts of the best experts are to be found there.

J. J. Polson Tells of Dominion Convention

J. J. Polson of Regina, the delegate to the Dominion convention, said that while leaving a general survey of the convention to J. A. Banfield, of Winnipeg, the Dominion president, there were a few points which he would take up.

MARKET REPORTS

MARKETS AT A GLANCE

TORONTO, June 7.—On all dry goods markets the tendency is to advance. Both woollens and cottons are very strong, and just at present there is considerable uncertainty about the market for the latter, as all mills withdrew their quotations, and many of them have not yet announced their new ones. The outlook for wool is good, and there does not promise to be any serious scarcity, but the demand will be heavy. On the English market there is a big demand for goods for France and Belgium.

The Canadian wool clip is now coming on the market, and this will approximate fifteen million pounds, or 25 per cent. better than a year ago. The uncertainty of the labor situation is another factor that will have much to do with maintaining wool prices at high levels. The likelihood of strikes has forced manufacturers to increase their prices in contemplation of labor difficulties. Representatives of English houses now in Canada are quoting higher prices on all repeat orders for delivery late in the Fall and early next year. Half wool goods, such as lustres and twills for linings, also show advances of five per cent. and dealers state that they are likely to go higher.

The Canadian cotton mills are all sold up for months to come, and with the present state of the market they are not anxious to sell too far ahead. The April prices that showed quite a reduction were withdrawn, and were followed by lists showing a ten per cent. increase. These, too, were now being withdrawn, and further advances are expected. The American market also shows a very marked upward trend, and at present American prices are slightly higher than Canadian goods. The retail trade is beginning to buy again more freely, and the demand is decidedly more active than it was a few months ago.

The situation in linens is unchanged. Stocks among the wholesale houses are decidedly small. Unions are supplying a good deal of the demand, as there is little hope of betterment in the supply of linens for some time to come.

The market for silks is very firm, and practically all kinds are in very active demand. The strength in the market for raw silks is very pronounced, and new advances are reported at New York. There has been a little buying of European silks, but prices are still a little too high to induce too much buying. Silk hosiery are big sellers, even at advancing prices.

Prices on Canadian-made rugs and carpets are quoted fully five per cent. higher. These advances went into effect the last week in May. Old Country prices show no changes and none are contemplated before December, although agents out here now are predicting higher prices for Spring placing. Draperies and curtains are selling well, and some well-known houses state that there will be a scarcity of goods before the end of the year.

A sudden spell of real warm weather the last week of May set up a big demand for Summer lines of underwear. Prices show advances.

WOOL

Repeat Orders With English Firms Accepted Only at Advance of 25 Per Cent.

WOOL — Direct representatives of English woolen goods houses are now in this country, and dealers state that their samples are of a very limited range, and that repeat orders on goods purchased last August show increases of 25 per cent. Reports from the English manufacturers are that there are excessive demands for goods from France and Belgium, and that almost any prices they wish to ask are obtainable. Fancy tweeds are very scarce, the demand being almost altogether for plain goods. Novelty stuff is not being made to any large extent. Some Canadian wholesalers are expecting to have a line of tweeds, suitable for odd skirts, in a couple of weeks. Serges, gabardines, broadcloths, shepherd checks and wool cheviots are in good supply. Serges that could a year ago be bought for 7s 6d, are now selling at 9s. Broadcloth, that previous to the war sold at $1.10, is now bringing $5.50 per yard, and houses state that they are now selling just as much as when the lower price ruled.

While the outlook for the raw material is improving and there seems to be little likelihood of a shortage, opinion seems to be well substantiated that the market for piece goods will remain firm for some time to come.

Belief on this score is occasioned by the great quantity of the staple which is rapidly becoming available as peace draws nearer and facilities for bringing it into the world's marketing centers become enlarged. How much wool is available at the Antipodes may be gathered from the fact that, after shipments to Great Britain of 225,000 bales per month from March to September this year, there will still be left for shipment in Australia and New Zealand 927,846 bales. No part of the 1919-20 clip, estimated at 2,600,000 bales, is included in these figures.

Demand at the Government auctions in Boston lost much of the snap previously in evidence. Manufacturers apparently have covered their requirements for a time, and dealers appear reluctant to take on any more stock with the future surrounded with so much uncertainty. Despite the altered

position of raw material, the goods market is characterized by a firm undertone. The high prices mills have paid for wools they now have on hand, coupled with the increase in wages to operatives and the high cost of production, seem likely to maintain prices on piece goods for a long time to come.

25 per cent. Increase in Canadian Wool

Estimates on the Canadian wool clip are placed at 15 million pounds, that is 25 per cent. better than last year. The Eastern clip is now coming on the market, and the Western output should soon be available. While prices are not yet named on the Canadian raw material, there is every indication that they will continue very strong, and will be in keeping with the American market, where fine wools are quoted fully 20 per cent. above the fixed minimum price, and fine wools 10 per cent. above the minimum figure. Reports recently received from London, however, state that the time can't be far distant, when if the British Government is to get out of its Colonial wool deal without a loss, a fair amount of export will have to be allowed to Germany and Austria. On the surface the market for wool in Great Britain is very strong, and higher prices are being obtained than at any time in history. However, authorities state that the time must come when supplies of wool in England will become so large that it will be impossible for the mills of the United Kingdom, even running at top speed, to absorb all. When manufacturers find, it is pointed out, that they are safe against scarcity of wool, and that the variety is all to be desired, they will not pay anywhere near the values that now obtain.

The demand for yarns at the present time is a little quiet, the trade being pretty well supplied. All wool yarns are very firm, and cotton yarns show advances of three cents per pound. In the woollen lines, on the Old Country markets, tops have advanced 6d. since May 15. Fine tops, that is for anything over 50s, are very scarce. Britain won't export them at all. Coarse tops are fairly plentiful. Large orders from Rumania distributed in the past week have had a greater tendency to stiffen the woollen market all round. An order for 100,000 yards of cloth was awarded to Canadian firms, also an order for 100,000 dozens of women's and children's hosiery, and also an order for two million pounds of cotton yarns.

COTTONS

Canadian Mills are all Working to Capacity, and Prices on all Markets are Advancing

COTTONS—The cotton market is in a very strong position at the present time. Advances are the order of the day, and prices just now show a good deal of uncertainty. The reduced list announced in April has been withdrawn for some weeks, and the announcement was made that a ten per cent. increase would be made on practically all lines. This advice too, has been rescinded, and it is not unlikely, dealers state, that another ten per cent. advance on top of the above mentioned one, will be the next move. The market for raws is fluctuating a great deal, and in the past fortnight the tendency has been mostly upward. July future options advanced 2½ cents per pound, and 3½ cents on the new month's crop. Spot cotton advanced about $10.50 per bale during the past couple of weeks. Factors in the sharp upward movement were the lateness of the new crop, unfavorable weather conditions, a bigger demand in the goods trade both on this side and in Europe; the huge potential inquiry from Europe and the Orient, and the attraction to the market of a new and exteremely speculative element.

Prices have now worked up to levels very near the top marks reached during the period of the war. Possibly the strongest factor in the elevation of the market during the past few weeks has been the prospect of a large demand from European sources, which, in view of the reduced crop this season, is expected to result in a scarcity. That this feeling is more or less universal is indicated by the scattered demand for cotton recently. Foreign buyers have absorbed the staple with the same eagerness as have domestic traders. Japan has been an active buyer, while France and England have taken large blocks of contracts, as well as spot cotton, out of the market.

In the United States cotton goods remain very strong, and prices have advanced so rapidly that many selling agents have withdrawn all quotations to await a more settled condition. The advance in grey cloths has been very sharp. Jobbers have sought to buy late into the autumn, while some have offered to buy to the end of the year. The increase of 15 per cent. in wages granted to mill operatives must necessarily be made up by a proportionate increase in the price of the goods.

In Canada, some of the mills have not announced any new prices yet. The market is back to war time levels. Business is very active, and the retail trade is buying very freely again, fearing that the market is due for further advances. Raw cottons laid down at the Canadian mills, some dealers state, will cost in the neighborhood of forty cents. It is believed in many quarters that the high record of six months ago will again be reached. As for example, quotations on standard 4 yard grey cotton, at 19 cents, compares with 16½ cents two months ago. Of course, the above is the price to the retail trade. The Canadian cotton mills are all working to capacity. They are sold up on all they want to sell, and they do not want to sell too far ahead. American cottons are not being shipped in at the immediate present, for the reason that they cannot compete with the Canadian goods. Printed lines are selling very well, and in fact all the wholesale houses report quite a revival in demand for all cotton lines.

BOOTS AND SHOES

Canvas Goods are Selling Well But all Shoe Lines Have Active Demand

BOOTS AND SHOES—With the advent of warm weather, there is a big demand for summer shoes. There is a brisk inquiry for canvas shoes of all kinds. Placing orders have been very heavy, and much heavier than for some years. All sport shoes are big sellers, as well as sandals for children. Prices show advances on these lines as compared with last year. In the straight leather lines, there is also a good demand, and this Spring oxfords and low shoes generally have sold exceptionally well. Every color has been a quick seller, and wholesale houses and jobbers report activity away above the average. In regard to prices, the market for boots and shoes is very uncertain. According to the statement of leading wholesalers, they are not sure of quotations from day to day, so rapid are the changes in the prices list. The tendency is still upward, and recent advances have amounted to as much as 50 and 75 cents per pair on some lines. The leather market is very firm, and there are a lot of shoes that are being shipped overseas. There is likely to continue a big demand for some time to come from European sources, and this will tend to keep the market on this side very strong. Both orders for future delivery and sorting orders are good at this season, wholesale houses report.

CARPETS AND RUGS

Quotations on Canadian Made Rugs Show 5 per cent. Advance

CARPETS AND RUGS.—Wholesale houses report business in house furnishings as very brisk. This Spring has been much ahead of last year, the difficulty being to get the stuff to fill the orders. Rugs are in especially good demand, and prices in the last fortnight show advances on Canadian made goods of 5 per cent. Quotations on Old Country stuff are unchanged, although representatives of leading English houses, out in this country now, state that goods for delivery next Spring will be very much higher. As an instance of the advance made in Canadian made rugs, a few comparisons are interesting. Axminster 3 by 4 rugs, are now selling at $46.50, as compared with $45.00 last December, and previous to December $42.0. Wilton 3 by 4 rugs now selling to the retail at $75.00, previously sold at $66.00. Tapestry squares are now quoted at $21.00, as compared with $18.95. The market for oilcloths and linoleums shows no change, although prices are very firm, with supplies hard to obtain. Some reliable substitutes for linoleum are selling well. Wholesale houses are beginning to buy English goods again. There are now some being offered, for delivery next Spring. There have been none available for some time. Prices on the same are very firm.

DRAPERIES AND CURTAINS

Impossible to Secure.—French Velours and Tapestries are in Big Demand

DRAPERIES AND CURTAINS.—There is a very heavy demand for draperies and curtains at the present time, and well-informed authorities state that merchants contemplating buying will do well to do so at once, as a shortage of goods in the latter part of the year is not unlikely. Some Canadian houses with fairly heavy stocks sold to buyers, in the past fortnight, velours, scrims, and novelty curtains, goods that these buyers usually bought in New York, but this time were unable to obtain them. Prices on drapery materials have shown advance of ten per cent. recently, and October prices, it is stated, will show advances of from 15 to 20 per cent. One of the big buyers now in New York and Philadelphia has wired his house that there are no French velours, and stock tapesteries are impossible to locate. Wholesale houses report a big demand for tapestries, and so brisk is the sale of the same that some patterns couldn't be obtained within two months. Some Canadian manufacturers of drapery materials state that they have orders ahead for the next six to eight months. All quotations on draperies are very firm, and in some instances slight advances are noted. The labor situation, and the strong position of the market for raw materials, have tended to keep prices in the ascendency, and just at present manufacturers can see no immediate likelihood of lower levels. In fact all wholesale houses and jobbers advise placing orders as early as possible. Supplies of furniture coverings shown are of very fine assortment, and are quick sellers. Velours for curtains are likely to be very scarce. Some of the big houses have been fortunate in their buying, and with a certain amount of foresight laid in fairly heavy stocks.

In the matter of window shades, the same can be said of them as of all markets just now. The price tendency is upward, not downward. Water color shades are fully 25 per cent. higher than they were a few weeks ago. The increased cost of materials is attributed as the reason thereof. Buyers in New York and in touch with the situation advise early placing of orders.

GLOVES

Quotations in Silk Gloves Will Likely Be Higher Next Season

GLOVES.—Jobbers state that quotations on silk gloves will be higher for next season, and present price lists will have to be revised. Raw silk is now selling at $8 per pound. Business is generally reported active, and the movement in gloves, particularly since March, has been brisk. Conditions on the whole show much improvement. Chamoisette gloves are selling a bit slow just now. New styles in chamoisette tend to longer gloves, and buyers recently returned from New York state that they will be even longer next Spring. Canadian firms are offering some novelties for Fall. Jobbers are quoting chamoisette gloves at $10.50 per dozen. Some sizes of raw silk are scarce for present delivery.

Laces and Embroideries

Everything Advancing—No Nice Ranges Offered in Laces—Steel and Gold Beads Scarce—Swiss Goods High.

"There is absolutely nothing in the trimming line which is not advancing," said one of the large Toronto wholesalers to DRY GOODS REVIEW. "And there can be no reduction sufficient to affect the retailer for 12 months yet," added another. European demand is not confined to the coarser grades of materials by any means though we have been hearing a great deal about purchases of blankets, hosiery and other woollen products. Consequently the 10 per cent. advance in georgette and ninons which took place about the middle of May shows no weakening and supplies are none too plentiful. Indeed there is likely to be somewhat of a shortage of georgettes before fall. One wholesaler placed an order with a French house for 400 pieces of georgette; his order was accepted at 300 pieces. The orders placed at the same house immediately afterwards were all cancelled, since deliveries could not be made. Delivery for this one order, which was accepted at 300 pieces was placed for April, 1920. The same importer placed an order for 300 pieces with another house and while his order was on the way the price was advanced 6 cents a yard. However, his order had been accepted on this side and therefore it went through at the original price, which no doubt could not have been done with conditions as they were a year ago. All kinds of fancy embroidered goods are in great demand for Fall and prices advancing steadily. Laces, especially of the finer quality,such as Calais, filet, vals., etc., are selling actively both for the present and Fall seasons.

Metal laces too are scheduled for a big Fall and Winter run. There is a possibility of a good usage of shadow laces and flouncings for Fall but since Paris is not yet down to work and skilled help is still lacking in England the volume of lace orders which would no doubt result if wide selections could be made, may have to be postponed for a season or so. While lace mills are extremely busy they are doing business on a few of the old patterns with only an occasional new one. There are no nice ranges of patterns as were shown before the war.

Val. sets (edging and isertion), also beading are being asked for again. Prices throughout are going steadily upward. "They have advanced 15 to 20 per cent. every time I place an order,"remarked one importer.

Steel and gold beads are difficult to obtain owing to the enormous call for them.

Reports from Switzerland state that manufacturers there, while ready to cope with big world demand are somewhat concerned over slowness of orders. This is said to be due to high prices but wages there, and raw materials, are so high that the figures must be maintained. Now that exporting is permitted to some extent it is likely that a certain amount of Swiss goods will reach this country for Fall, even at the high costs.

NEEDLES

Prices Have Again Taken a Jump, Owing to Cost of Raw Materials

NEEDLES.—Quotations on needles again show advances. A sharp upturn in the price of raw materials in the Old Country, approximating ten per cent., has resulted in higher prices being asked on this side. Manufacturers' representatives here are quoting $4.80 per gross package to the jobbers and the wholesalers.

SILKS

Efforts to Eliminate Uncertainty

SILKS.—Swiss and French silks are available for Fall, but prices are too high still for them to meet with anything like their old-time acceptance. "The price is coming down sometime, but we don't know when," said an importer.

The first week in June the silk weavers of Paterson, N.J., obtained a 15 per cent. increase in wages, and the scale has been made uniform for the various mills, so that itineracy will tend to be eliminated. These new adjustments should make for stability in labor conditions, which is of prime necessity in building up a good Fall and Winter business from mill to retailer.

Raw markets are reported, June 6, in Japan to be just a trifle easier, but Chinese markets continue firm. Both Japanese and Chinese markets are quite strong, though there is some tendency for manufacturers to await, so far as possible, the new crop, but rulings are high throughout.

FLEMISH WEAVERS ALREADY AT WORK

Some material has already arrived in London from the Flemish weaving country which has for its centre, Bohain, a small manufacturing town, not so very far from Mons and the Belgian frontier. Bohain was one of the places yielded up by the Hun in the opening days of the last big drive into Belgium. Although the town was extensively mined it fortunately escaped devastation, and when entered by the British was found to be in fairly good order compared with some of its more unfortunate neighbors.

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XLI. TORONTO, JUNE, 1919 No. 6

THE NEW TARIFF

THERE are several points in the new tariff that some manufacturers consider hardly fair to them at this time. The head of a large cotton company stated that the tariff hit them two ways. In the one case it removed the 5% war tax from the entry of British goods, to which he said he would raise no objections, however, but it left unchanged the 7½% war tax on raw materials, that is raw cotton coming in from the United States. He thought that when the one tariff was removed that the mills should get the advantage at least of having their raw materials come in free of charge from the U. S. On the other hand the extra tariff of 7½% is not removed on textile goods coming in from the United States.

The boot and shoe men raise a somewhat similar objection. They state that while 7½% is removed allowing American goods to come in for that much less, they themselves have to pay a tax on the materials entering into the manufacture of boots and shoes, including leather, as only a small portion of the Canadian leather is used in the making of footwear in this country. In both cases the tariff is as it was before, that is British goods come in as they did before the war, while the United States goods come in under the same rate as they did, 7½% being merely the special war tax that has been in effect for the past three years.

The clothing manufacturers take much the position that the cotton mills do. On their part they declare, that while the extra tax of 7½% on made-up clothing is removed, thus making competition keener from United States manufacturers, they still have to pay the 7½% on all the silks, cottons and woollens that they bring in from the United States to make up these garments. In this respect they say that they are not kept relatively in the same position as their competitors in the United States. On the other hand all the goods they import from Great Britain come in at 5% less since the removal of the 5% war tax.

Generally speaking it cannot be said that the changes made in the tariff were unexpected. The boot and shoe men, so far as can be learned, were looking for the removal of that 7½% war tax, while the cut in the tariff on clothing naturally was due to a demand on the part of the general public for some steps being taken to bring about a decline in the cost of living. This, of course, weighed in removing the 7½% tax on the importation of food stuffs. This will also apply, of course, to the removal of the 5% tax on British food-stuffs, along with all other lines.

ANNUAL FALL NUMBER NEXT MONTH

AUTHORITATIVE in every department will be the Annual Fall Fashion Number of DRY GOODS REVIEW. Fall merchandising and Fall fashions take on a new significance as the world wakes up to a brighter day after the horrible nightmare of war. Life in this land of promise will be sweeter and more valuable in all its activities than ever before. We are all gradually becoming surer footed in the light of the new day. The Fall (July) issue of DRY GOODS REVIEW will herald a season of greater opportunity for the Canadian merchant to strengthen his place in the community, to render his fellows better service and approach nearer to that goal where the lion and the young lamb are no longer enemies and where humanity becomes conscious of a spiritual unity. Do not miss *your* opportunity. Look for it in the next issue of DRY GOODS REVIEW. It will be a reliable review of world and domestic conditions as related to the dry goods trade of Canada.

THOROUGHNESS DESIRABLE

IT would be interesting to see a display of samples of the underwear, hosiery, etc., which is being sent from Canada to Roumania—not a specially prepared set of samples, but those actually sent. It is said that some are neat, well-finished and attractive in every way, while others are slovenly and carelessly packed. All should be representative of the very best Canada can produce at the price if export business is going to be considered of any permanent importance to us.

CLOTHING DESIGNERS TO MEET IN MONTREAL

Local Associations Will Entertain the International Association.

FOR the first time in its history the International Association of Clothing Designers will meet in Canada this month.

While women are keenly interested over the important rulings of straight and tight skirts, mere man bestows his attention on the fit of the waist of his coat, whether his ulster shall be belted or not, and if and at what point the hem of his trousers will turn back. Hitherto the semi-annual decisions as to whether the lapels are to be wide or narrow, and the shirt to have a decided flare or otherwise, have been decided at conferences of designers held at New York, Cincinnati, Baltimore, Atlantic City and Chicago. But the clothing industry in Canada has been making immense strides in recent years, and now occupies such an important place in the trade of this continent that the great group of clothing designers scattered throughout the United States and Canada has found it feasible to choose the City of Montreal for their important gathering.

On June 26, 27 and 28 Canadian members of the association will act as hosts to some 250 designers from the United States and Canada, and with the designers will come a number of their wives, sisters and sweethearts, so that the total representation will be 400.

The convention will be held in the Windsor Hotel, Montreal.

The entertainment committee is busy planning social functions, which will be interspersed with the more serious business of solving the problems of design. A banquet, followed by a dance, will be one of the more formal functions. Trips by motor to summer resorts about Montreal, and boat trips, including the shooting of the famous Lachine Rapids, are also being planned.

The Clothing Manufacturers' Association and prominent retailers are naturally interested in this gathering of the specialists, who are such a necessary part of their great selling organizations, and the Montreal branch will assist in the entertainment of the designers.

The committees who are arranging the convention are composed as follows:

Style committee—Emile E. Volpe, chairman; Henry Horowitz, R. Mandato, L. D. Levine, E. Atkinson, Chester Mack, E. Fennell.

Program committee: J. C. Atkinson, chairman; C. W. Maguire, E. Regal.

Banquet committee — R. Mandato, chairman; H. Jaques, E. Volpe, Geo. Armstrong, J. C. Atkinson.

Entertainment committee—L. Samuelson, chairman; J. D. Asner, E. Levy, J. F. Mehling, E. Regal, E. Funnell.

Publicity committee—L. D. Levine, chairman; E. Regal, J. F. Mehling, P. Dunnet.

LYON COHEN

President of the clothing manufacturers' Association and one of the chief speakers at the coming convention of Designers.

Reception committee—M. L. Rosenberg, chairman; C. W. Maguire, W. Wilkins, A. Christie.

Invitation committee — Harry Vosberg, chairman; C. W. Maguire, W. Regal.

Designers are expected from every part of the United States and Canada.

President Ed. Mack of the Canadian Retailers' Association has been invited to be present, and the speakers will include notable men, who will speak on a number of interesting subjects.

A representation of trimming men, canvas front manufacturers and other allied industries have been invited. New labor-saving devices in connection with the clothing industry will be exhibited and demonstrated.

The designers are at present busily engaged preparing models that are to govern the fashions in men's clothes for the next six months. Garments by the best designers on the continent will be on view, showing styles for juveniles, boys' "first longs," young men's, and regular men's clothing. The far-reaching effect on the trade that the decisions of such a convention will make, may be measured by the fact that upwards of $700,000,000.00 is represented in the men's clothing industry in the United States and Canada; about $60,000,000.00 of this sum represents the capital of Montreal clothing industries alone.

OFFICIAL CONVENTION PROGRAM

Wednesday, June 25, 8 p.m.

Meeting of the board of governors.

Thursday, June 26, 10.30 a.m.

Business session. Report of the board of governors, election of new members, reports of officers, appointment of style committee.

Thursday P.M.

Lecture and demonstrations.

Friday, June 27, 10 a.m.

General business session, unfinished business, report of style committee, discussion and adoption of style committee's report.

Friday Afternoon and Evening

Montreal membership will entertain visiting designers.

Saturday, June 28, 10 a.m.

Business session. Selecting time and place for next convention.

Saturday P.M.

Style exhibit.

Saturday Evening

Nineteenth semi-annual banquet, which will be held in the Rose Room, Windsor Hotel.

E. E. VOLPE

Associated with the B. Gardner Co., Limited, and Chairman of the Style Show in Connection with the Designers' Convention.

All garments will be displayed on living models.

CANADIAN ASSOCIATION OF GARMENT MANUFACTURERS DIVIDE $1,600.00 ORDER

Will Take Three Months to Complete Contract Made with Roumanian Government Through Canadian Trade Mission.

AT the semi-annual meeting of the Canadian Association of Garment Manufacturers, held at the King Edward Hotel, Toronto, on May 12 and 13, orders for work shirts, cottonade pants and overalls, placed by the Roumanian Government were distributed among fifty-nine manufacturers. It was stated to a DRY GOODS REVIEW representative that seventy-five per cent. of the order was for shirts, and the balance about evenly divided for cottonade pants and overalls. Some dissatisfaction was expressed by firms equipped to make both overalls and shirts receiving only shirt orders. This was due to the fact that some of the overall factories were equipped only for manufacturing overalls and these were given the preference over factories capable of making shirts as well.

The convention on the whole was a huge success. Matters of factory costs were delved into thoroughly, and judging from the questions that were fired at the accountant, many members will get busy when they get home and re-organize their cost systems. In case the retailer at this point suffers serious apprehensions as to the extent to which he will have to pay for the new system of costing, it would be as well to state here that the main objects of the association are to establish by education the most scientific, efficient and economical methods of producing garments, and as a result, prices would be more likely to come down than to go higher, when the full results of co-operation are felt.

Mr. H. B. Peabody, of Walkerville, president of the association, occupied the chair, ably assisted by J. A. Haugh, the secretary. The president impressed upon the members that a high standard of quality was desirable and to make the finished goods superior to samples, if this were possible.

Inspections will be performed by representatives of the trade mission now in the various factories where the goods are being produced.

Returnitis, Cancellitis

At the meeting some of the members protested that these two diseases were of a catching variety, and something should be done to protect the manufacturers against the merchant who placed an order at high prices and then cancelled when prices went down, and against the merchant who placed orders without the least intention of accepting delivery of same when goods were shipped. The president pointed out that the remedy lay with each individual manufacturer and that the idea of the association taking it up contained dynamite, as it practically involved the keeping of a blacklist.

Standardization Plans

A plan to standardize buckles, loops, etc., was put before the gathering and approved, the association guaranteeing that to place big initial orders would enable the Canadian manufacturers to handle this business in the future. Formerly most of these orders were imported but with standardization Canadian plants will be able to turn out all buckles and loops needed.

A resolution committee was formed and the following resolutions were adopted by the association:

Resolution on Government Orders

The Canadian Association of Garment Manufacturers assembled here to-day, representing at least 80 per cent. of the shirt, overall, pant and allied industry in Canada, having as its objects (1) To establish by education the most scientific, efficient and economical method of garment manufacture, (2) To furnish by close co-operation and mutual understanding, the means of meeting successfully the problems of reconstruction, and (3) To help to secure by Canadian industry, the full fruits of victory by providing continuous well paid employment in the needle trade, and whereas the Government of Canada has, by means of credit agreement with allied Governments, made it possible for Canadian factories and workmen to be fully occupied during this trying period of readjustment through which we are now passing, therefore appreciating this important action by the Government, we, the Canadian Association of Garment Manufacturers of Canada, do pledge ourselves to do everything in our power to secure and maintain the opportunity for foreign trade being offered, and to make "Canadian products" a mark of quality, value and fair dealing.

Conditions in the Canadian needle industry to-day, both in regards to labor conditions and export business, make it absolutely imperative for all manufacturers to plan their output with the greatest possible degree of accuracy.

It therefore is resolved and carried unanimously that all members of the association respectfully urge upon their customers the utmost necessity of only placing such orders, whether for immediate or later delivery, that they are definitely prepared to take delivery of, thus eliminating all blanket orders and unecessary cancellations, so as to enable the Canadian manufacturers to fulfil their obligations to the home market and those of devastated Europe, now being negotiated by the Canadian Trade Commission.

Whereas the Dominion Government, through the Repatriation Committee, has asked for the co-operation of the manufacturers of Canada to assist in the training of the returned soldiers who at the time of their enlistment had no special training, not only that they may be able to improve their position as wage earners, but also to add to the productive capacity of the country, we, the members of the Canadian Association of Garment Manufacturers, hereby pledge ourselves to co-operate in every possible way and to assist in the training, and to give employment to at least 75 men willing to enter our trade.

MONOCLE RETURNS

Tailor-made Clothes and Spats Replace Wartime Khaki

LONDON.—London's streets are taking on their old-time appearance. No longer are the women in a majority, and the streets in comparison with a few months ago appear to have received an enormous company of men.

A month ago a well-dressed young man in civilian clothes without an arm in a sling was a sight that people noticed. Now Picadilly and Bond Street are full of young men in smart, waisty, beautifully creased clothes, telling ties and spats. And khaki is hardly to be seen.

The single eyeglass has once again become common after four years' absence, and many of the "demobbed" are again sporting flowers, a sign of the joy of life which had gone completely out of fashion long before the war.

Khaki is disappearing from the shops and the display of trench waders and naval boots is confined to the sale displays. In one of the Strand boot stores which made a great show of trench boots, there is to-day a show of very heavy boots with tremendous nails in the soles, upturned for inspection. bearing the ticket, "For Alpine climbing."

SHIRTS FOR SOUTH AFRICA

South Africa is in need of large quantities of shirts and overalls of the workingman's type. Cloth of from 8 oz. to 12 oz. is mostly needed. While the reconstruction business with Roumania is taking up much of the attention of manfacturers, the attractions of what may prove a permanent market for the Canadian garment makers are likely to appeal to the cutters-up.

Announcement is made by A. Ball & Co., Waterloo, Ont., that they have purchased the old established dry goods, clothing, grocery, milling, etc., store of Bechtel Bros.

CHEAP SUITS A THING OF THE PAST

Garment Workers' Higher Wages and Increased Cost of Materials Blamed.

ANY man who supposes that because the war is over clothes are cheaper or soon will be, is due for a shock. Everybody in the clothing business says that the present record prices for men's suits will be maintained through this year at least; that next Spring may bring slight relief, but that prices existing before the war will never return. This applies to both tailor-made and ready-made habiliments.

Having got your Victory Bonds paid for and having come to suspect that there is something in your wife's assertion that the good old suit you bought last year or the year before and have been living in exclusively through the heroic age of wartime economy would disgrace even a Belgian refugee, you go into your favorite clothing store, as the majority of men are doing these days, and ask at the door for your favorite salesman.

$45 to Get Good Value.

"Mr. Allwool!" calls the floor manager. "Oh, Mr. Allwool!" Allwool the salesman presents himself, inquires after the family and in not at all an accusing way suggests that you're quite a stranger. You prance up the aisle with him, remarking that you'd like to look at the $30 suits, three piece, summer weight.

"Fine," says Mr. Allwool as he swings a multiple hanger full of coats out of a glass case for your inspection, "except that we haven't a $30 suit in the house. Yes, I remember the grade you used to get. It was $30 and is $40 now or maybe a little more. It is almost as good as it used to be, though you know it's pretty hard to get absolutely first-class woollens now.

"You used to ask me to advise you, so I suggest that if you want value you'd better make up your mind to pay $45 or $50." Meanwhile he is running the row of coats through his fingers, and presently he says, "I'm sorry, but the cheapest thing we've got in your size is $50. There were several yesterday at $40, and $45, but I guess the soldiers got them."

It's all true, but you protest: "Why, I can have a suit made for $50. I think I'll go to a tailor." Being a good salesman, your friend doesn't try to dissuade you, but grins and shoots a "See you later!" at you as you walk out.

And at the shop of the "medium price" tailor who used to make you up a good suit for $42—it was $35 back in 1914—whenever you yielded to the temptation to get away from hand-me-downs, you are greeted with a cheerfulness which on close inspection reveals a vein of melancholy. The tailor speaks of labor troubles, of doubling costs, of the scarcity of first-class woollens, of rents and tariffs and trimmings, and ends with an apologetic, "I'll have to charge you $65 this year."

"If you want to sit down with me I'll go over every item with you and prove that I am not making as much profit at $65 as I did at $42," he goes on. "Did you know that the journeymen tailors got two raises of wages in the past winter, on top of everything before that? Ten years ago I paid $6 for having a coat sewn together; now I pay $12, with the other garments in proportion. Fine woollens that cost from $3.75 to $4 a yard before the war are now from $8 to $10, and as a matter of fact the same quality is not to be had at any price. A simple trimming for which I once paid 7½ cents is now 42 cents a yard.

"Some of the things that go into a suit of clothes have gone up much more than 100 per cent. And the dickens of it is that I can't guarantee the same workmanship that you used to be sure of here. Labor is absolutely uncontrollable, it's that independent. If a coat isn't right and I tell the coat maker so, he may tell me to have someone else fix it, then, or if he's a reasonable man he explains that he is too badly rushed to give a job close attention and can't get any helpers because the helpers all went to war or else have been kept from emigrating to America on account of the war.

Workers to Demand Shop

"My partner here, who has been in business for thirty years and, like myself, has old-fashioned standards of workmanship, is retiring to-day because all the trouble he has had in getting clothes properly made has given him nervous prostration. There's worse to come, I hear, for the clothing workers are geting ready to strike in the fall to enforce a demand that the merchant tailor shall supply workshops for them near his shop, so that they won't have to take the cloth home."

This merchant tailor gave a visitor a copy of a letter he had just received from a woollen importing firm of Boston, part of which was:

"The British Government is not releasing much wool for civilian purposes and will not release any large quantity until they know exactly how much wool it is going to take to clothe the demobilized men of the British and allied armies, and also how much wool is going to be required to keep the armies of occupation in Germany and elsewhere clothed and equipped. They are releasing some of the finer qualities of wool that cannot be used for these purposes. The result is that it has been possible to buy considerable quantities of really fine goods.

"The price at which this wool has been released, the high cost of labor and the shortening of the workingmen's hours throughout Great Britain, coupled with the tremendous demand over all the allied and neutral countries for woollen goods has not only kept the price of goods up to where there were a year ago,

IMITATE ENGLISHMEN

Vienna Tribute to London's Well Dressed Men Raises a Storm.

AS the result of a circular sent out by a firm which caters to the men's wear trade in Vienna, a political affair of some magnitude developed. A crowd of workmen assembled in front of the store and smashed all the windows and hooted the proprietors. The offending circular read as follows:

"Five years of complete isolation from England have produced a demoralizing effect on the exterior appearance of gentlemen in Austria. The cylinder (silk) hat has entirely disappeared. Lounge suits are worn at all times of the day and for all sorts of functions. Morning coats are worn at the opera and at dinner. Lounge suits are worn in the enclosures of our racecourses.

"Our intention is that all these things are due to the loss of the example given by England. Now, the errors of the last few years must be remedied. Vienna must again become a city of well-dressed and well-groomed gentlemen. To do this we must again copy the London fashions and imitate English gentlemen.

"An English Cutter"

"With this object in view, we have entered into relations with two eminent tailoring firms in London (Messrs. —— and Messrs. ——); we have engaged a first-class English cutter, formerly employed by the eminent London firm of ——; we have entered into an arrangement with Messrs. ——, of London, to supply us with models and designs of the latest London fashions."

The Modesalon fuer Englische Herrengarderobe has been violently attacked in the Press for this effusive tribute to London fashions. The Germanophile Press objects to the effort to stimulate English exports, and the Socialist Press strongly criticizes the frivolity of devoting so much attention to men's fashions at a time when thoughts ought to be concentrated on political problems.

Sawing Wood

He's on the Job Again—Building Greater Canada in Good Old Peabodys

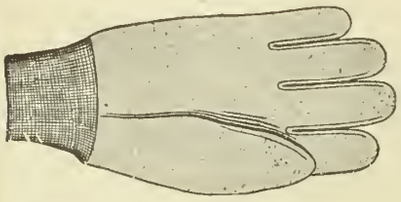
A YEAR AGO he was building emplacements for the guns that shattered Hindenburg and broke the heart of "Heinie." To-day his saw and axe are heard again in the depths of his beloved Canadian woods. Blazed trail, tote-road and trout-stream know him again. He's enrolled with Peace and Prosperity. All these Incomparable Boys for whom we build Fighting Clothes for the Over-Seas Job are again slipping on Peabodys overalls and gloves, a man's togs for a man's job---for the Big Work of Peace---Home here in Canada.

Let us all Saw Wood together for Canada —in good old Peabodys.

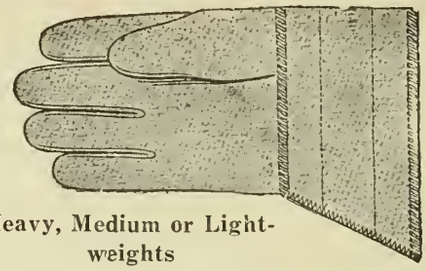
PEABODYS
SALES CORPORATION
LIMITED
OVERALLS

Are Almost Everybodys. Are They Yours?

WALKERVILLE :: ST. JOHN :: MONTREAL :: TORONTO :: WINNIPEG :: VANCOUVER



TAPATCO
REGISTERED TRADE MARK
BRAND



Leather Tip
Leather Faced Gloves
Jersey Gloves and Mitts

Gauntlet, Knit Wrist and
Band Top Styles

Heavy, Medium or Light-
weights
Tan, Slate or Oxford

The Glove That Has Stood The Test

The increasing demand for TAPATCO GLOVES has been due to the recognition and appreciation they have received from workers everywhere who know when they are receiving genuine value, in a reliable, durable Glove.

Is your stock of TAPATCO GLOVES complete? Give your customers a CANADIAN GLOVE that is second to none—their satisfaction will prove that point and gain for you permanent customers.

The American Pad & Textile Company

CHATHAM, ONT., CANADA

Wide-Awake Retailers

Are out to win a favorable verdict for their ability to supply the public with honest values.

Our policy is similar toward the retailer. We offer

Working and Outing Shirts
Flannels, all Shades
Tweeds, Sateens
Drills, Oxfords
Flannelettes
Night Shirts
Pyjamas
Boys' Waists

at lowest prices.

Buy early and don't make the foolish mistake of delayed buying.

The Deacon Shirt Co.
Belleville Ontario

Even One Half Hour

spent reading your trade paper is time well spent. Then pass it on to your assistant, and let it help him to help you.

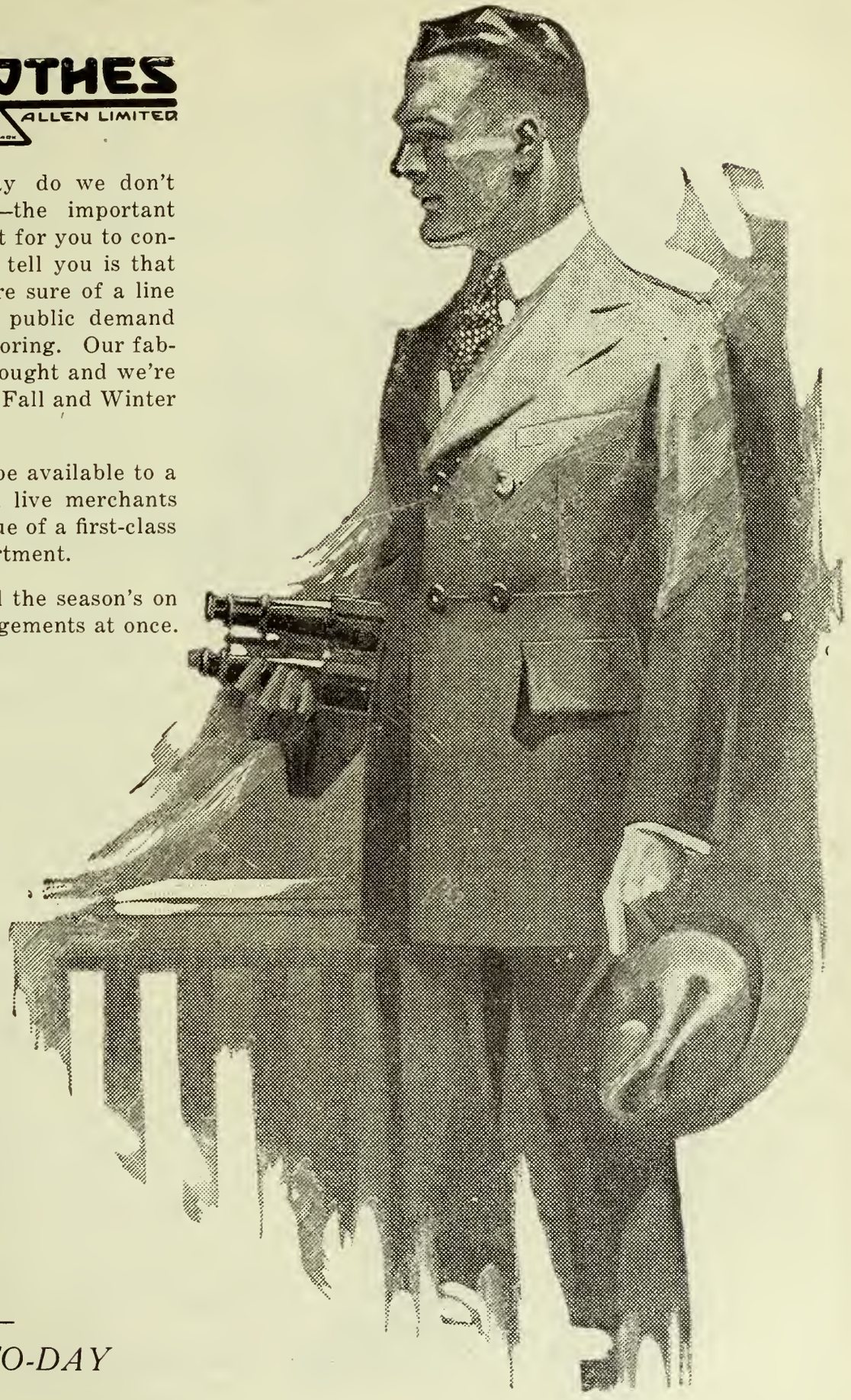
ART CLOTHES

COOK BROS. & ALLEN LIMITED

What others may do we don't pretend to know—the important thing at the moment for you to consider and for us to tell you is that here at least you are sure of a line that will meet the public demand for ALL WOOL tailoring. Our fabrics have all been bought and we're now making up our Fall and Winter samples.

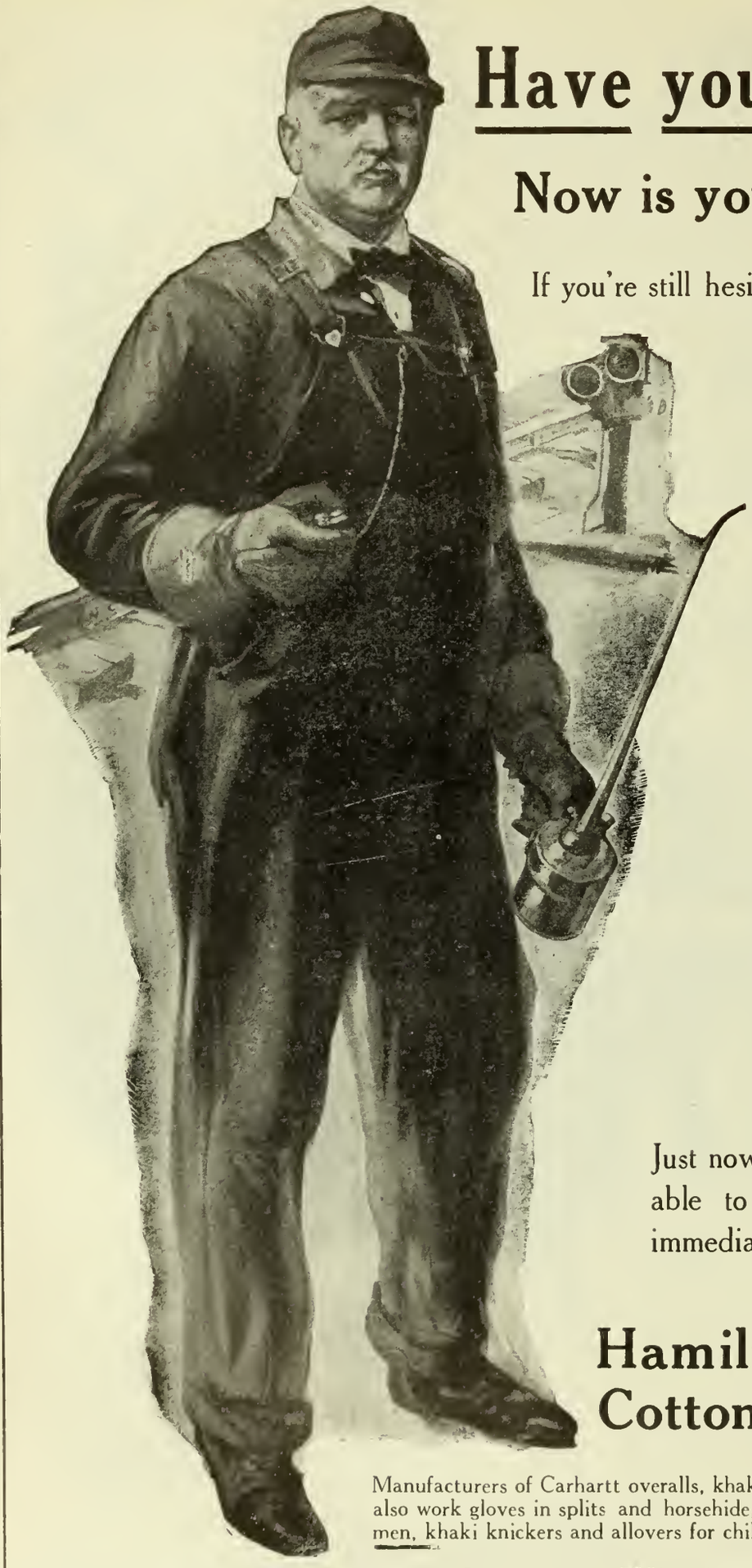
Art Service will be available to a few additional real live merchants who realize the value of a first-class special order department.

Do not wait until the season's on —make your arrangements at once.



Don't Delay—
WRITE TO-DAY

COOK BROS. & ALLEN
Limited
WHOLESALE TAILORS
TORONTO.



Have you ordered?

Now is your best time

If you're still hesitating---waiting---act now! One thing is certain, goods will not be cheaper this year than they are now. Stocks are rapidly diminishing; the cotton market is stiff; and export business is making heavy and increasing demands upon available supplies of raw and manufactured materials.

Our suggestion, therefore, offered with a view to serving your interests as well as our own, is to send in your order at once rather than risk having your shipments held up indefinitely.

Just now we are fortunate in being able to fill orders in all lines for immediate delivery.

Hamilton Carhartt Cotton Mills, Limited

Manufacturers of Carhartt overalls, khaki work pants, cottonades, corduroys, also work gloves in splits and horsehide, khaki and galatea allovers for women, khaki knickers and allovers for children, in khaki and galatea materials.

Toronto **Montreal** **Winnipeg** **Vancouver**

ARM & HAMMER BRAND
SHIRTS OVERALLS
J.A. HAUGH MFG. CO. LTD.

A Brand That Guarantees Better Shirts and Trousers

"Arm and Hammer Brand" Trousers and Work Shirts are good sellers because the materials used and the excellence of the workmanship eliminate all possibility of inferior wearing qualities.

Easy fit and real money's worth make the Arm and Hammer trade-marked lines easy winners in every corner of the land.

Illustration at the left shows you the popular

COVERALL

—a dandy line to show on your Juvenile Counter. Coverall is the logical—the most practical—protection for the little people's clothes. Made to fit boys and girls from 2 to 7 years.

The J.A. Haugh Mfg. Co.
Limited
TORONTO
CANADA

DU PONT

A Reminder

This new metal sign placed on your counter or in your window will constantly remind your customers that you have

Challenge Cleanable Collars

in stock. Write for one to-day. They are neat and attractive in design, and as silent salesmen will help you out considerably.

Write for our catalogue and store helps. They are free for the asking and well worth having.

The Arlington Company of Canada
LIMITED
63 Bay Street, Toronto
Sales Offices: - Montreal - Winnipeg

DRESS FABRICS AND SILKS

The Story of Linen

Romance of History Provides Rich Sentiment Which Appreciative Merchant is Justified in Commercializing.

IN ancient days, before the historian commenced his record of the doings of peoples and governments, the virtues of the flax fibre were known and linen was in use. This has been indicated in a number of ways, one of which is the fact that Egyptian mummies were wrapped in linen—this wonderful cloth being recognized as the eternal, imperishable fabric. In those times linen was the mark of the dignitary—purple and fine linen the sign token of the royal prerogative. And to this day linen maintains its traditional heritage. Although modern manufacture has brought this fabric of the luxurious within the reach of everyone, the subtle air of romance which has always surrounded fine linen still exists as a very definite sentiment.

There are times in the history of linen when its manufacture has played important political roles. A century ago the mighty Napoleon aimed to strike a great blow at the growing British manufacture of cotton. To achieve this end, he offered a fabulous reward to the inventor who first devised the best mechanical method for spinning flax.

In the American Civil War linen received a tremendous impetus, due to the blockade of the Southern cotton ports by Northern war ships. The great cotton mills of Lancashire being idle, the linen trade of Ireland was forced into phenomenal growth by the world shortage of manufactured cotton goods. It was at that time that the Irish manufacturers determined to build for the future, and with canny foresight established a system of close inspection and supervision over every stage of linen manufacture. No goods unless bearing the seal of approval of the Government officials in charge, could leave the district. This insight into the future brought linen for all time to a plane of excellence, cementing the traditional quality of the fabric and leaving an inheritance for coming generations of workers, and a constitution to govern their future commercial activity.

Preparing the Fibre

To obtain the fibre from the flax stalks is a laborious and intricate process.

The flax fibre is long and straight, growing along and surrounding the woody substance of the flax stalk. To loosen the fibre the foreign substances are eliminated by steeping and fermentation—a process known as "retting"—anglice "rotting." The fibre is further mechanically loosened and is finally spun into yarn. Briefly, the flax fibre is a result of the survival of the fittest, the fibre being the indestructible part of the flax stalk. Thus, fabric spun from such fibre is necessarily free from the normal deteriorations of weather, water and washing.

Linen is usually bleached by simple exposure, aided and accelerated by mechanical means. Naturally further exposure cannot hurt the finished fabric. A beautiful damask tablecloth thrown out onto a lawn, exposed to wind and sun, would experience no other effort than possibly being bleached to a more dazzling whiteness. Imagine the effect of such heroic treatment to a length of silk, or to a cotton fabric!

Owing to its extraordinary durability and romantic value linen is prized as an heirloom. Really fine linen lasts from generation to generation if properly cared for. Her linens are to woman what his specimens are to the earnest collector of coins, pictures, antique furniture, pottery. The reason for this is the romance and intrinsic value which is woven into the very weft and warp of the cloth. Much of this romance and sentiment can be turned to profitable advantage by the trader in linens. Love for linen is as inherent as the lure of the outdoors on a Summer's day.

The dealer who is really enthusiastic about his wares, can easily capitalize his knowledge of the manufacture and the underlying reasons for the instinctive sentiment towards linen to his commercial advantage.

Latest Novelty

Printed georgettes, brought out in Paris, New York, Montreal and Toronto. Reproduced by courtesy of Canadian Manufacturers' Agent, Montreal.

Cotton Prices Withdrawn

Reductions Proved Short-Lived—May Be Shortage in Certain Quarters for Fall Supplies —Raw Market in U.S. Runs Wild—Wages Increase.

THE prediction in the last issue of DRY GOODS REVIEW that the new cuts in prices that went into effect in April would not be of long duration, was verified very quickly, and to an extent that was not even dreamed of by the mills themselves at the time. The argument against a continuation of the existing prices was that there was a shortage of raw cotton anticipated for the new crop, and also that the demand that actually appeared—after a long wait—to be opening up for export, would tend to produce a scarcity and a certain rise again in prices.

This, and more, has occurred. After the new lists had remained in force for a few weeks, word came from the mills to the wholesalers that the lists were withdrawn, and what is more, that it would be difficult to secure much more at any price. In the case of one mill, the general manager informed DRY GOODS REVIEW, that not an order could be accepted for any more goods for Fall delivery at any price, and that the mill could not accept any business now until it opened up for next Spring's orders, which would not be until next August. The result, he feared, would be that some of the mills' customers that had not covered earlier would be faced with a shortage. He had sold fair quantities at the lower prices, and the mills were now booked up until the late Fall. So far as future prices were concerned, this would depend chiefly on the height to which raw cotton soared: at the time, July (futures) had advanced in four weeks nearly six cents a lb., from 26.40 to 32 cents, and spot cotton, middlings, white, was selling around 36 cents a lb., or about five times the normal peace-time price. In spot cotton an advance of six cents a lb. had taken place in less than one month.

Why U. S. Prices Came Back

As was intimated in the May issue one of the reasons why the Canadian mills cut prices when they did and to the extent they did was not so much that current market and future conditions warranted it, but because of the unrest that had been created by the slashing that had gone on by so many United States firms, some of whom had become panicky when the war ended and months went by without the expected demand from overseas, and when the trade here were holding back in uncertainty in their buying. Then prices slumped far below the limit that market conditions as to price called for, and some mills for a time were operating at a loss on some of the orders they had accepted. But with the unfavorable reports as to the new crop, reinforced by a curtailment of the acreage, deliberately carried out by the cotton growers in order to keep prices up, and when Europe began to get settled enough to start buying, a change came over the spirit of their thinking, and prices started back. At this stage the Canadian reductions were announced.

Here is the report that came to a Canadian mill manager from a New York correspondent at the end of May, indicating that the market over there was beginning to "run wild."

> There are no deliveries in first-class goods obtainable prior to August. The general market is about as wild as anything I have ever seen, and advances of 1 to 1½ cents per yard per day does not seem to cut any figure. Most lines of staples of well-known brands have been withdrawn from sale, and in fancy goods nothing is obtainable. Cheap Southern ticks have been also withdrawn from sale. If the export trade takes hold and they begin to sit up and take notice I think we are going to have the wildest scramble this market has ever seen, and as to a continuance of this my idea is that there is no great stock of goods to break the market in case there is a let-up in the demand, and it looks as if this sort of thing would continue to the end of the year.

The Canadian manufacturer in question added this comment of his own to this letter: "My idea was that with no reserves the cotton market would go up slowly, but I had no idea of the wild market that is now in evidence across the border."

Wages in Canada Advance

A very important event has taken place since last issue that will have a bearing on prices: wages have advanced in Canadian mills. For some time past the mills have been endeavoring to find a basis that would meet with the general demand for increases that have been manifesting themselves throughout the New England States, and were certain to apply to Canadian operatives as well. One large mill has made an offer of its own accord to its employees, reducing the week from 57 to 50 hours, with the same pay for the shorter time as for the longer in the past. This offer was accepted by the employees, and means close to 15 per cent. advance in the scale of wages and a large portion of this must be absorbed in the cost of the production of the mill. Similar arrangements are under way, or have been effected, in other mills.

This advance in wages would wipe out the greater part of the recent cut in prices, and if raw cotton rises only a little more, the basis for the decline would be wiped out altogether. On the other hand, it is almost certain that the mills will operate on a lower margin of manufacturing profits in the future than they felt it safe to do during the war period, so that to some extent this would offset a portion of the higher costs in raws and wages. But only a portion.

Textile Wages Up in States

In the United States, as is natural, similar conditions are producing a marked change in the whole trend of the market, as have been referred to above. A trade report at the end of May stated that "textile operatives have succeeded in securing a 48-hour week, with a little better than 54-hour pay in the New England cotton and woollen mills, a rise of 15 per cent. in wages going into effect June 2 by agreement between unions and manufacturers. This imposes a further high level of costs of production on textiles, and is to be reckoned with in future estimates of value in the markets. The question of whether any large part of the shorter hours will be reflected in greater efficiency in output remains to be answered. Meantime it is unsafe to count upon normal supplies for some time to come, whatever may happen in getting people back to work within a reasonable period." (Referring to the strikes that were in effect.)

Much the same condition prevails as to the acceptance of future orders as in Canada: One report states along this line as follows:

> The demand for merchandise continues. Sales are very much more limited, for the reason that manufacturers are discouraging further forward engagements at this time, and merchants are doing what they can to stem the effects of inflation now so clearly seen in all divisions of the trade. Many lines of goods are off the markets in first hands. There is a considerable degree of intertrade transactions going on, and many prices are of a feverish character. Some of those who have speculated on the rise are quite willing to realize profits, especially in some parts of the gray goods markets.

Another report states:

> The manufacturers of the country are more bullish than the merchants. Whether they are engaged on fabrics or garments, they are little short of enthusiasts. They believe that production will remain far below the market requirements for a long time to come. They figure on a reduction of an eighth in the working hours, and a rise in wages and other producing costs as the all important things in the situation. They include the fact that it will be impossible for a long time to add enough equipment to make up the deficit in pro-

ducing power resulting from shorter hours and inefficient work. Naturally, they have much to say about a world exhaustion of supplies, and they bank much on the probability of a large foreign trade.

The mercantile view of the situation and outlook includes all of the above, and more. Merchants are frankly doubtful of the final consuming power of the masses when goods at the highest prices are again offered to them. Two extremes in the community are enjoying an immensely enhanced purchasing power: Those who are in business and are profiting from the great earnings of the time represent one extreme. Those who are being paid wages from 75 to 100 per cent. in excess of the normal of six years ago from the other. Between these two there is a proportion of the population, estimated from 25 to 30 per cent., whose earnings through bonuses and other things may reach about 25 per cent. more than they were paid six years ago.

Woollen Goods Reach Record Figures Again

The situation in regard to woollens, men's lines—and conditions apply much the same to women's—indicates that the recent reductions that were announced by a number of United States firms not only will continue in force, but that prices may, in many cases, react to an even higher level than they reached at what was regarded by most buyers as the final "top notch."

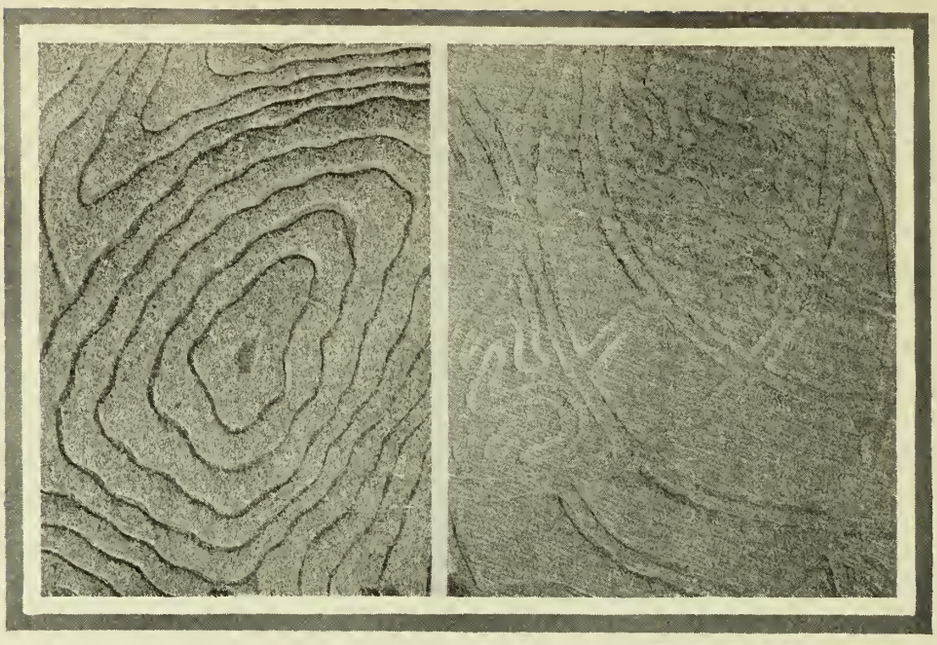
When U. S. firms, tiring of the long-expected boom in orders that they thought would follow the signing of the armistice, began to slash prices not only in woollen goods, but in cottons, and the latter even more than the former, there was a good deal of buying in Canada at the reduced prices, among the cutting-up trade, as well as the wholesalers. At one time the prices averaged a good 25 to 33 per cent. below high water mark, just about the declines that went into effect in cotton goods. This did not last long until the tide turned. Domestic business improved and export business developed, and in any case it was found that there was little surplus stock in the country. Prices now are going back rapidly to the former figures. Not only has a scarcity developed in the United States, but the Canadian mills are now loaded up with orders, and word comes that many British mills are in similar position. A Canadian representative received word at the end of May from Bradford: "Don't take any more orders for woollen goods for 1919—all lines withdrawn." He is awaiting a letter explaining the situation a little more fully than the bare announcement of a disappointing state of affairs for him and his prospective customers.

One agent reports that while he has quotations on cheaper lines, he can get none on the better class of serges, blue and black, and thinks that in these he cannot expect any shipments.

A wholesale house showed DRY GOODS REVIEW some price comparisons that will indicate just how the market is going these days, when all have looked on lower prices as something that must come, no matter what the arguments against the possibility of these actually arriving.

One line was selling for 62½ cents in the winter; the reduction brought it down to 52½ cents; later this was advanced to 55 cents, and at the end of May it went up to 65 cents, or 2½ cents above the highest price previously charged.

The usual case, however, is an equal or slightly lower price than the record level. One line that was 67½ cents dropped to 55 cents and is back now at the old figure.



Two Fall Silks

Moonglo satin gaufre, taupe shade, at the left, and moonglo crepe gaufre in sapphire blue, at the right. These are two interpretations of printed, or rather pressed, moire designs which are winning favor. Shown by courtesy of Messrs. Wilson & Paterson, Toronto.

TO BUILD POWER PLANT

The Canadian Cottons, Limited, which has a large plant at Milltown, N.B., is planning a diversion of the St. Croix River at that point and the establishment of a large power plant. The plans of the company involve an expenditure of over half a million dollars.

Canadian Cottons, Ltd., have agreed also to dispose of the Mount Royal Spinning Mill to the Dominion Textile Co. for a consideration of $2,375,000 for the property, half the purchase price to be paid in cash and the balance in Dominion Textile 6 per cent. bonds. The proceeds of the sale will be turned over to the trustee of the bond holders and held for the latter's benefit.

PILE FABRICS

Early inquiries for Fall merchandise indicate a good deal of interest in pile fabrics and a fair amount of orders have already been placed. Buyers are taking even more of the light weights than the heavy ones at present, and if this continues, velvets will be well represented in both evening wear and afternoon and street costumes. In velveteens just now sales are limited to requirements. Dark shades including navy, black and browns and some greys promise to be the leading Fall colors. Dark shades in corduroys, too, have been selling a little for outing costumes for Fall. High prices are probably responsible for a little hesitancy in buying for Fall, but manufacturers do not give promise of change under present conditions in raw materials.

BRITISH TEXTILE TRADE WAR MEMORIAL

The subscription list for the trade war memorial now totals well over £40,000. It is proposed to use this sum for the erection of a new school in addition to the one already in existence for educating the orphans of the trade.

10 PER CENT. INCREASE FOR TEXTILE

The Dominion Textile Company posted a notice the last week in May stating that an increase of 10 per cent. all round in wages would go into effect at once. This action was taken voluntarily at a cost of $400,000 a year, which happens to be exactly the amount the company paid out in dividends on its common stock of $5,000,000 during the past year.

COTTON CREPE DE CHINE

A cotton crepe de Chine, 39 inches wide, stocked in 18 shades, is offered by an English manufacturer.

The N.Y.K. liner "Katori Maru" docked at Victoria, B.C., last month, carrying, among other cargo, nearly $4,000,000 worth of raw silk.

Letter from our Paris Correspondent

Paris, France.

EDITOR DRY GOODS REVIEW:—Before I take up the subject of this month's letter—Summer dresses and children's garments—let me show you a few more samples of striped and fillete cloths that are coming out, and will certainly be used extensively when we come to the staple fitting tailored costume, which might be next season.

I—is already seen very often, whether in whole costumes or with plain skirts, and it is found very handy, as the stripes used crossways, for instance, constitute a trimming.

II—will make fine coats for travelling, also boys' overcoats.

III—grey and black is sure to find a ready sale, as that shade will make comfortable garments for everyday wear.

IV—very fine in quality, but high in price, is certainly very neat.

Small Pattern Foulards

Among the materials used for early Summer dresses, we have, first of all, foulard, the feature of the season. Generally on a navy or black ground, the designs are either dots or stripes; also in some instances, irregular and large motifs, but these are less staple, and not so easy to wear, as they may change the look of the figure.

I—shows the real plain dot, more or less large, which is neat. (I have seen a teagown made of navy dots, at least 6 inches in diameter, with only the interval between the dots in white. It looked very effective, but would not have suited anybody).

II and III—are also dotted materials, but more fanciful than I (the former is neater).

IV—is the staple style of striped foulard, suitable for people who want to go unnoticed amidst the crowd.

V—is extremely dainty, and I shall tell you later on how I saw it worked into girls' frocks.

VI—is more original than the regular dot.

All these samples are sold in black or navy ground.

VII—is lighter in shade and the white dots are smaller, and give it a more youthful appearance. It is a satin-faced material.

VIII—a combination of dots and stripes on a white ground is effective.

X—a twill foulard is made in different grounds: greenish blue as a sample, dark red or purple.

Machine Embroidered Voiles

Machine embroidered voile comes in next:

SUMMARY

Fine-striped suitings in popular favor.

Foulards in small patterns for Summer.

Embroidered voiles also fancied.

Long tunic blouses replace the chemise dress.

Dresses still short and look narrow, though more material being used.

Fringe still popular. Some is made of fabric cut in strips.

Many hats have drooping brims.

Bright colors for children.

Pierrot nainsook collars fashionable for children.

A—shows a mixture of checked voile with embroidered dots in different shades: in salmon pink or electric blue, it will make some very dainty dresses or blouses, or tunics for girls. In black and white, their mother will use it and be nice looking thus.

B—a kind of black fillete on white ground with large dots peculiarly embroidered in two shades is very effective, and would match, (if made into blouses) some nice light tailored costumes. If made up into whole dresses a sash in one of the shades of the embroidery would be pretty, and a white hat, similarly trimmed, would add to the daintiness of the whole.

C—also a white grounded fabric, with geometrical designs in black and purple, is suitable for elderly ladies or people in mourning.

As these are embroidered with mercerized cotton, they wash easily and are found very convenient, as they require no trimmings, except, for instance, some colored bands at the neck, or at the cuffs.

No More Chemise Frocks

Early Summer dresses (I say early, as dresses for July or August wear are not out yet) are no longer the chemise which was so fashionable last year. The only remnant of it is the long tunic worn as a blouse, and which is likely to be in favor no longer than this season.

The characteristic of the present dresses is that it takes more material to make them than formerly. They are still short and narrow, but as the fabrics used are very light and thin, they cannot be worked into the same styles as velour de laine or serge. Therefore, while the line still looks narrow, the skirts are wider, and there are frills and flounces that make the dress more fluffy. The "paniers," which are being shown every year, again appear, and give some fullness that is not apparent You have some flying frills on the sides, like a shell edge, for a similar purpose.

In other instances the skirt is composed of three bands, loose or turned inside and attached to the underskirt, which remains narrow. A few instances can be seen of ten or twelve frills constituting the skirt.

In all cases the bodice is quite flat, sometimes embroidered, and very often trimmed with drawnthread work. There are two kinds of neckline—the very low, which is rendered less bare by means of a lace or net "guimpe," with or without collar; in other instances, a broad ribbon crosses the bare chest, like an empire corset cover.

We have also the mounting blouse, closely buttoned up to the chin.

The sleeves matching such blouses are long and fitting.

Extremely Short Sleeves Lengthen

Many more have short sleeves, too short even, sometimes, but the tendency is towards having them longer, and I daresay, later in the season we shall have them covering the elbow.

The waist is decidedly at its proper place, and sometimes, on one side, the belt is below the waist.

We have also some panels in accordeon pleating, which give the narrow line appearance.

Dressy gowns are made of Chantilly lace, in three tunics if the lace is broad enough, or we have some side panels only in lace. In that case, it is black lace, with supple silk.

Fringes are still very fashionable, are seen on skirts attached at the top and at the bottom, thus making a kind of entredeux. The small sleeves referred to above are often finished by a fringe and I have seen one instance of material which was cut to make fringes. Another trimming is silk ruffles.

Many Summer hats will have drooping brims, and as a trimming over the straw will be made of some bright flowers, or fine ribbon bows will replace feathers that are getting a little common. Ostrich feathers are mostly seen now in fans. Aigrette or Bird of Para-

dise only remain on very elegant hats.

Colors for Children

For our little ones, we shall have some bright shades: pink and blue will be favorites among the garments of children 3 to 6 years old.

The bigger ones will be clad in navy, brick red, or brown. Little boys have some garments made in one piece: pants and waist are joined together, and the front, broadly open, allows a fine white silk waistcoat and collar, finished by a tucked band.

Elder boys will have costumes made according to the British fashion, as it is in Great Britain that gentlemen's suits are made.

Our little girls' dresses are similar to their mothers', the frilled skirt, low neck, short sleeves are decidedly suitable for them, all their movements are free and the light fabrics worn in Summer will change them into evermoving butterflies in the sunshine.

The materials for girls in their 'teens are a kind of woollen crepe de Chine called "crapella" and serge foulard, which is very supple.

The foulard of sample herewith was very neatly worked in some dresses I saw to-day.

For a little girl 6 years old, there were two loose panels in navy serge, one in front, one at the back, joined on each side by a band of serge just below the waist, under the arms. The sides were made of that foulard: the skirt had three foulard frills ended in fringes, and the tiny sleeves which let the arm almost bare were also in fringed foulard. I also saw the contrary: the front and back in foulard, and the sides and sleeves in serge. For a bigger girl, the whole dress was in foulard and the yoke and small sleeves in navy foulard.

Our children have some nainsook collars tucked into "pierrot fraise" or scalloped. Others are in white nainsook edged with a band of checked material. A velvet ribbon tie finishes them daintily.

Amongst the hats that suit our children this summer we have the regular "capeline" with drooping brims and ribbons or some flowers, and some hats entirely made of ribbon frilled or woven.

Next month I shall tell you about mid-Summer materials and garments; also about sundries.

Jeanne Gall

A NEW FABRIC SATIN COTTON

One of the latest triumphs in new materials is a satin made entirely of cotton, which is the result of experiments made by a French manufacturer. So nearly does the fabric resemble the real article that even experts have been deceived. The satin has been largely used in France for coats and skirts, and for the coat frocks that are to be very much in evidence when winter cloth can be laid aside.

THE MORNING "SING" IN THE DEPARTMENT STORE

For ten years the employees of Marshall Field & Company, of Chicago, have had a Choral Society. When the idea was suggested a bulletin announced that to make the society permanent it was necessary to have at least fifty members who would give their time and talents to make the organization a success of the Marshall Field standard. Imagine the surprise of the company when over two hundred and eighty applications for membership were received. The society has now a regular membership of over 200 drawn from every part of the store, from errand boys to heads of departments. W. B. Towsley, the assistant general superintendent, is very emphatic in his expression of approval of music in business. He will tell you that the good effect of one of the concerts given at the store lasts many days. It makes the store more than a place to work in, it becomes a place in which to live.

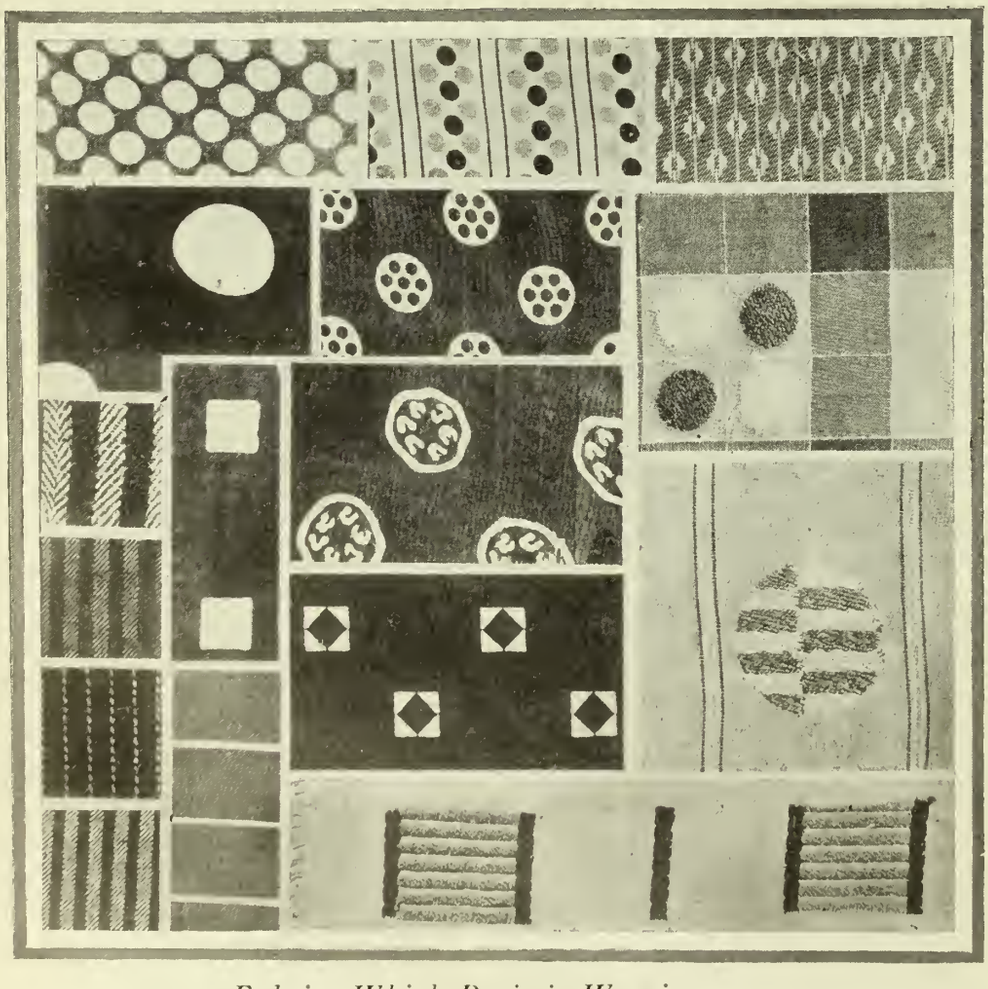
A number of other leading stores have experienced the benefits derived from "sings." Wanamaker's, Philadelphia and New York, and the Robert Simpson Company, Toronto, are among them.

GINGHAM WEEK SUCCESSFUL

"Gingham Week" met with decided success in a number of stores this Spring. Among those specially noted was the J. C. Turnbull Co., of Peterborough, Ont., of which Mr. G. F. Hodgens is manager. He displayed ginghams with price tickets attached in the window for the entire week and made them the feature of his advertisements in the dailies. Mr. Hodgens told DRY GOODS REVIEW that the results were wonderful, and sales of ginghams that week were away above the average.

The Textile Color Card Association of the U.S., Inc., have moved to larger premises at 315 Fourth Ave., at 24th Street, New York.

Cord de laine, tricolaine, and peau de laine are three new French dress fabrics which a New York house is featuring in its French models.



Fabrics Which Paris is Wearing

Foulards (top row and down centre) including satins, twills and plain weaves; voiles (at right) with embroidered spots; left, new striped wool suitings; below, novel embroidered stripes of heliotrope and black on white voile. Reduced about one-half. Samples sent direct to DRY GOODS REVIEW from Paris, France.

LONDON DRAPERY AND TEXTILE EXHIBITION

By Dry Goods Review's London Correspondent

THE eleventh annual Drapery and Textile Exhibition at the Agricultural Hall, London, which closed May 9, has enjoyed a most successful run for its allotted span of twelve days. The bulk of the exhibitors express themselves more than satisfied with the results of the show. The fact that its organization has been suspended for the past two years appears to have endowed its reappearance with remarkable vigor. Salesmen have been kept busy filling order books and deliveries have been advanced as far ahead as February, 1921, and this in some cases for Winter garments.

The Visitors

A goodly number of European visitors were reported, including buyers from Scandinavia and Belgium, where a colossal trade is being done. There were also enquirers from Australasia and South Africa, but Canadians have not been so easy to trace. One firm, however, who do an excellent high-grade hosiery business in Canada, informed the DRY GOODS REVIEW that they have closed with three large orders for the Dominion.

Some Features of the Show

Contrary to the practice of previous years the Show did not on this occasion include men's wear. This has been reserved for special treatment by the promoters, and will form the subject matter of a distinct exhibition to be organized later, probably in the Summer of next year. Additional scope, therefore, was afforded for a fuller display of new lines in women's wear. The great progress which has been made in all directions in the replacement of British made goods of articles formerly imported from Germany and other European manufacturers was convincingly demonstrated. The atmosphere was unmistakably one denoting quality and enterprise.

Abundance of Piece Goods

More space than before was devoted to piece goods. Some striking examples were to be seen in the following: Serge, filane, voile, chiffonelle, printed silks, cretonnes, linings, cotton costume cloths, silk plushes, moquettes and velvets.

The lingerie sections are also worthy of special mention as being one of the branches of the trade which was in the past strongly contested by the Germans. There were also evidences of vast strides in the glove trade, another former preserve of the Teuton.

The fur section was an emphatic feature. The volume of inflowing orders was so large that they could hardly be booked fast enough notwithstanding the steady rise in prices.

Overseas Fur Market

Some firms are too busy executing home orders to pay adequate attention to the possibilities of the Canadian market. Others, however, are more wide-awake and possess a broader sense of imagination. One firm in particular told the representative of DRY GOODS REVIEW that they regarded Canada as a most profitable field for their goods because here in England they were only twenty-four hours distant from the latest Paris styles, and were in a position to supply the very latest models long before American competitors could commence making up.

Comparison With Industries Fair

This exhibition, following closely as it does upon the British Industries Fair, cannot but invite comparison. The outstanding difference from the point of view of organization is that while the one was promoted by a Government department and included only actual manufacturers, the other is the creation of private enterprise and opened its doors to the merchant houses as well as the makers. The wider and more generous principle underlying the latter consequently offered a broader scope for the display of national enterprise and British ingenuity. It should be remembered, however, that in organizing the Industries Fair the Board of Trade tackled a task which covered a far wider field of production than that undertaken by the exhibition at present under review.

Canadian Business

The majority of the firms who sold goods in the Canadian market before the war and have been compelled to cease operations, are starting up again. There are also a large number of new firms who signify their intention of making a debut in the Canadian field. Their plans are a great deal more practical and thorough than the old haphazard methods formerly employed. Pains are being taken to make a careful study of the real possibilities of the market before shipping goods over in any quantities. It is more generally realized than in the past that British merchants have wasted much time and money in trying to sell goods irrespective of whether there was a genuine demand for their particular line, and often without any practical consideration for trade customs and tendencies of the people they were trying to serve. The near future will find British firms quoting Canadian buyers for the class of goods they require in their own coinage at f.o.b. prices. Advertising appropriations backing up their representatives will be conducted on all fours with these methods.

Altogether, peace augurs well for the re-establishment of old relations on a sounder and firmer basis with the Motherland, and gives promise of a future of unequalled mercantile prosperity for traders on both sides of the North Atlantic.

FRENCH FALL COLOR CARD

Browns and Blues Lead in Variety

Interest is shown once more in the French color cards. The Fall 1919 issue of J. Claude Freres & Co., Paris, has arrived after being practically unattainable during the past few seasons. This card expresses the French taste for colors in silks, which are bright but softened, and have a novelty tinge.

There are 6 tans and browns, ranging from a soft orange, burnt orange, tobacco brown to a brown so dark it is almost black. Then there are grays from pearl to a dark steel; 3 novel blues from pervenche or periwinkle to cornflower.

The 6 reds include geraniums, cardinal and mahoganies. Three steel greys are shown and 6 more browns, from chamois to tete de negre; 3 shades of orchid promise to be popular; then there are six subdued blues from light horizon to medium dark. Saxe blue is considered especially good in Paris. Of the greens jade is quite bright and the other two tones are similar to "Irish" green.

Browns come in again in 6 tones, from champagne and tan to wood brown; 2 shades of rose are shown and 3 more blues with a greenish cast, the lightest being turquoise.

Purple appears in 3 shades, then 3 more bright blues, 3 yellows from lemon to goldenrod, and finally navies complete the card.

There is some talk in New York of foulard silks for Fall selling. Even though some of the largest retailers may place orders for them there is little doubt that so far as Canada is concerned the bulk of what will be accepted will be by people Wintering in the South. Foulards are quite popular here this Summer but buyers of experience put little faith in them as a Fall silk.

LECTURES ON DRESSMAKING

Beginning May 26, Almy's, Ltd., Montreal, began a course of lectures on sewing and dressmaking. The course, costing $3, consisted of twelve lectures of two hours each, which were given in the auditorium of the fourth floor. "You'll enjoy every minute of the lessons. You may bring your own material and make just what you most desire—from a baby's frock to the most elaborate dinner gown," said the announcement.

Eight hundred operatives employed by the Acme Glove Co., went on strike on May 28 for a 35 per cent. increase in wages, a 44-hour week, and recognition of their union. The company offered a 15 per cent. wage increase, but wished

"SPERO" MAKE on Selvedge
is your protection and our guarantee of quality

"SPERO" TAILORS' LININGS

TOP VALUE AT
EVERY PRICE

"SPERO"
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SUPER-STANDARDISED QUALITY
IN COTTON GOODS.
"The Best in the World"

A TRIAL ORDER MEANS
A RE-ORDER

SYNONYMOUS OF DURABILITY

RICHARD HAWORTH AND COMPANY, LIMITED
MANCHESTER, ENGLAND

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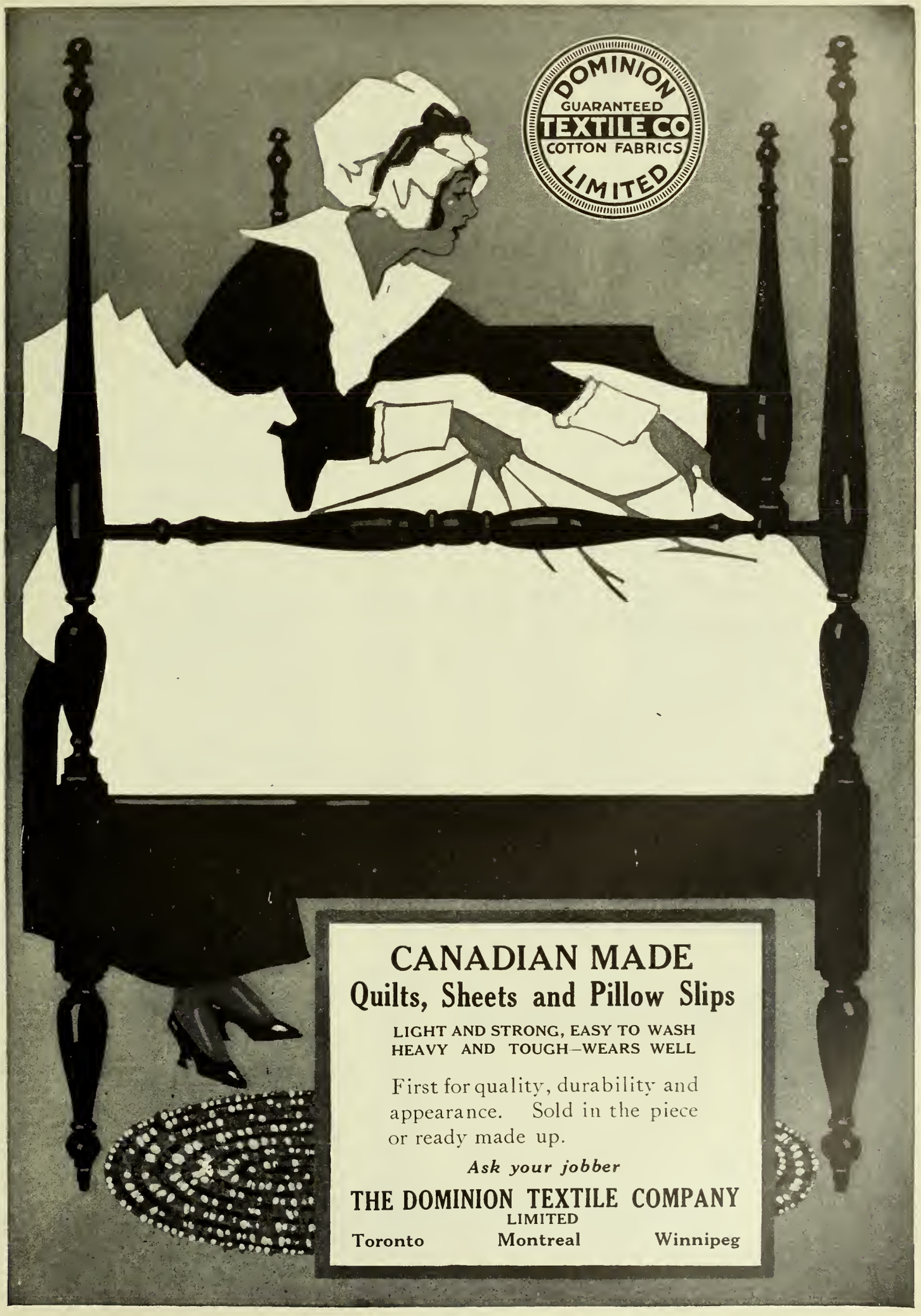
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TEXTILE CO
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LIMITED
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Quilts, Sheets and Pillow Slips
LIGHT AND STRONG, EASY TO WASH
HEAVY AND TOUGH—WEARS WELL
First for quality, durability and appearance. Sold in the piece or ready made up.
Ask your jobber
THE DOMINION TEXTILE COMPANY
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The AGB Fabrics

TRADE MARK REGISTERED

MADE IN FRANCE

Buy Now for Fall
to Insure Prompt Deliveries

We are now manufacturing in France our Stocks for Fall Deliveries in Canada.

We are featuring for Fall,

Georgette Crepes

in our special qualities, namely:

CREPE MARINETTE
CREPE YVETTE
CREPE ODETTE
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We also manufacture:

CREPE DE CHINES
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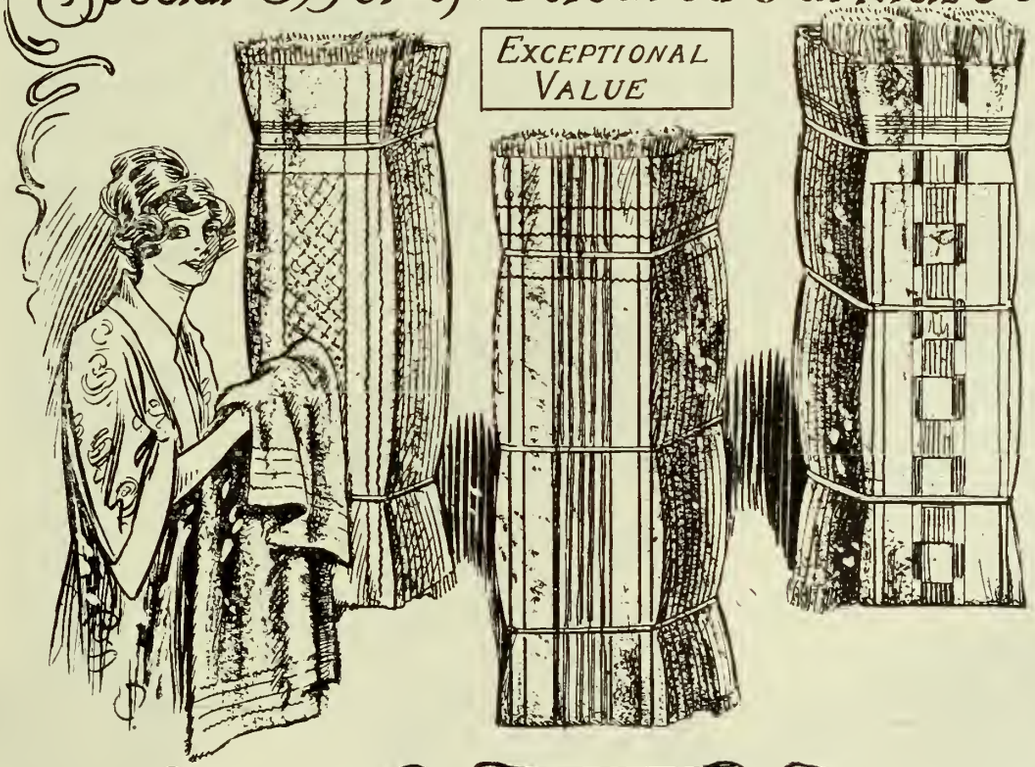
ESTABLISHED 1808

Crockers Bulletin

BRITAINS BEST.

For many years past our clients have appreciated our ranges of Turkish Towels and kindred productions, and to-day

Special Offer of Coloured Turkish Towels



20X44" 16/11 | 24X48" 23/11 | 21X44" 18/11

CROCKERS LIMITED
Friday Street
London - England

ROBERT WHITTAKER & Co., Ltd.

5 BREAD ST., LONDON, E.C. 4, ENGLAND

A.B.C. Code, 5th Edition. Telegrams: "Subdue London"

SPECIALISTS IN

Ladies' Dress Materials and Cotton Dress Fabrics

We hold a large and varied stock of every description of Wool Dress Goods and Cotton Dress Fabrics at prices suitable for the Canadian Market and ready for immediate delivery. Our stock comprises wide ranges of the following:—

SERGES
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During the season our representative in the Dominion will be visiting Toronto, London, Ottawa, Montreal, Quebec, Halifax, St. John, etc., and all enquiries should be addressed to H. D. Marshall, Stair Building, Bay Street, Toronto.

To Canadian buyers visiting the English Market we extend a cordial invitation to visit our warehouse, which is situated in the Heart of the London Dry Goods Trade.

B. D. A. Mohair

saves many a sale for the merchant who keeps it stocked steadily.

Whatever the style may be Mohair has a place. For town or travel, for afternoon, motoring or outing; for coat, cape or wrap, Mohair adapts itself in appearance and occasion. Its all-'round usefulness is expressed in its quality—"The Mohair of Maximum Merit."

THE BRADFORD DYERS ASSOCIATION, Ltd.,
of BRADFORD, ENGLAND

UNRIVALLED BEAUTY
combined with sterling qualities of thorough excellence, are the features that popularise LISTA PURE SILKS. "LISTA" is Selvedge Marked and well advertised. It is a silk of inimitable texture for wash and wear.
Agents—HENDERSON & SMYTH,
TORONTO & MONTREAL.
Guaranteed and Manufactured by
LISTER & CO. Ltd.
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LISTA
PURE SILK

MILLINERY

Summer Season Meets with Success

Millinery Trade Ready to Carry on a Strictly Summer Business—Orchid and Jade the Color Features of Hour—Paris Shows Coq Velvet and Kid for Fall.

THE millinery trade, both wholesale and retail, express general satisfaction over the inaugural of a distinct Summer season wherever it was featured last month. Heads of some of the largest retail departments and of leading millinery shops who were seen by DRY GOODS REVIEW, are all of the opinion that a better year's business will result from launching the Summer season after Easter and keeping out all appearance of velvets and other Fall suggestions until at least August." It is better not to kill one season by rushing in another—seasonable Summer hats mean good business," says Mr. Frier, of Murray-Kay's, Ltd. More attention is being placed this year upon mid-Summer millinery than has been done for some time, and it looks as if the milliner who is not taking full advantage of the warm weather (even though showers occur betimes) and the interest which the trade has been able to meet now that the public is in the humor for really pretty millinery, is missing a golden opportunity.

"Show new hats and trimmings, stock up on novelty veils, and make your show window so attractive that every woman's eye will be held by it. Yes, there's big business for you in 1919, but the money won't come in and drop in your till unless you have a magnet in the right kind of merchandise. Trim hats with the new wrinkles told about. Put in some of the latest in colorings and play them up for Summer business. Keep at home some of the money that is just aching to be spent. It's up to you to make money, to get ahead and discount the bills for your Fall purchases. Don't let it worry you to mark goods at a reasonable margin of profit, anyone will pay a good price for a good article. The country is prosperous and the war is over," says the "Illustrated Milliner," and all that applies just as definitely to the Canadian trade as it does to that to the South of us.

Featuring Colors Sells Goods

Apropos, a DRY GOODS REVIEW representative was talking recently with a clever milliner who conducts her shop in an Ontario town of about 2,300 population. It is a Summer resort town and so, as most of the tourists come from large cities, they bring their dressy hats with them. This milliner, however, does a good made-to-order business because residents realize that she has taste, originality, and common sense. Naturally, of course, she features the ready-trimmed and sports hats most, in the Summer time. She is keen to bring out the new color features—not in a mediocre way fearing lest they "take"—but emphasizing them by using her small window to the best advantage. In addition to showing about three hats at a time, each with the new color peering out somewhere in its make-up, she uses a crepe paper background and floor covering for her window in the same tone as often as it is procurable or some other inexpensive fabric when the paper is not to be had. It really would not be a difficult matter for milliners to dye plain white cambric in the smart colors for this purpose now that there are such good ranges of dyes for private use to be had. "There is nothing like a dash of color to attract the eye of the passer-by," said this milliner, "even though the window is small and unpretentious." This window scheme is changed a couple of times a week and is a good business-builder, especially when gay colors are in vogue as they are this season, and when sports millinery is the chief merchandise carried.

Orchid, Jade, Pinks and Blues the Shades

Speaking of color, there are two shades which are of leading importance this Summer. They have been mentioned before in DRY GOODS REVIEW as good prospects and the prophecy has been well established. These shades are orchid and

Continued on page 61

Canadian Models—Illustrated

Here we have four interesting specimens of Summer millinery which have been designed and produced by Toronto milliners. At the upper left hand corner is a shape which has proven very popular this Spring at the Murray-Kay store. It is brown lisere straw with two handsome brown plumes at the back. This is called the Mitzi sailor; with slightly wider brim it is known as the Charlie Chaplin, and with narrower brim it is called the Mary Pickford. The beauty of this type of hat is that with very slight rearrangement of the trimming as for youth or dignity the hat is quite suitable for a miss or a matron. At the upper right hand corner is an artistic hat from Holt, Renfrew & Company. It is of navy blue glazed lisere with sweeping lines to the brim and trimmed with dark brown georgette band and dark brown glycerined ostrich plume placed flat on the brim with flanges forming a fringe over the edge of the brim. Miss Bennett, the head milliner at Holt, Renfrew & Company, speaks well of this combination of dark brown for Fall, and, therefore, this model is decidedly an advance number.

At Stitt & Company, was noticed the model at the lower left hand corner. It is of woven mohair faced with black silk and having a flat fitting band on top of pale pink khaki kool with ribbon in narrow French blue picot edge, flowered design, passing over the crown and through the sides. The brown velvet poppies with black straw stem make original trimming. The collar and cuff set accompanying is of organdie with val lace stitched with orchid shade silk.

Miss Sims, at the Robert Simpson Company, is responsible for the clever set shown at the lower right hand side. It is a combination of leghorn and gold cloth with a very effective design in black brocade on the gold. The design of both hat and bag are unusual and interesting.

FUR DEPARTMENT

Fur Markets Firm

Balance of St. Louis Sales Showed Continued Advances—Totalled Largest Sales in World

Results of the last three days of the St. Louis fur sales (May 8, 9, 10) show, as did the earlier part of the sale, as reported in May DRY GOODS REVIEW, considerable increases over the January figures. New Zealand and Australian rabbits brought 25% increase; opossum, 30%; skunk 20%; Alaska sealskins, 30%; blue fox, 60%; Fitch, 100%; leopard and leopard cats, 20%; hair seals, unchanged; mountain lion, unchanged; kolinsky, 25% higher; house cats, 20%; ringtail cats, 125%; Japanese fox, 15%; Japanese marten, 50%; Japanese mink, 60% higher; flying squirrel, unchanged; white hairs, unchanged; squirrels, 35% higher; fisher, 80%; chinchilla, 20%; chinchilla rats, unchanged; marmots, unchanged; stone marten, 85% higher; dark marten, 150% higher; pale and brown marten, 100% higher; moles, 30% higher; silver fox, 25%; grey fox, unchanged; white fox, 25% higher; Russian sables, 100% higher; Japanese sables, 75%; lynx, 30%; bear, 75%; swift fox, 25%; cross fox, 60%; red fox, 30%; Australian fox, 10%; Paragon fox, unchanged; Macedonian fox, 10% higher; northern and northwestern wolf, 20% higher; southern and southwestern, unchanged; Patagonian kitt fox, 10% higher; Argentine fox, 20% higher; Wallaby, 15%; nutria, unchanged; Australian ringtail opossum, 50% higher; Persians, 25% higher; broadtails, 10%; wolverine, 50%; ermine, 25%; otter, northern, 20%; southern, 10%; mink, 50%; lynx cat, 30%; wild cat, unchanged; raccoon, 15% higher; beaver, 15%; New Zealand rabbits and Australian rabbits, 25%; opossum, 30%; skunk, 20%; badger, unchanged; civets, 20% higher; muskrats, 5% higher.

These remarkable results show the belief of the trade, as represented at St. Louis, in the continuance of present fur values. Manufacturers, dressers and dyers are all said to be working to capacity. The total sales for the two weeks were $10,998,838.

The Regina Silver Black Fox Company, Limited, has been incorporated with a capital stock of $200,000. The incorporators are Claude P. Ellis, S. R. Flanders, W. W. Hall, all of Winnipeg, and the registered office is Regina.

BIG FUR RESOURCES IN CANADA

When one considers that the Canadian fur exports for the year ending March 31, 1918, was $8,792,413—more than $3,000,000 of an increase over 1914—one agrees with the Hon. Mr. Meighan, Minister of the Interior, that the wild life of Canada is one of our important resources. In his official report published recently he says:

"A large section of the Dominion is valuable for its game and fur-bearing animals more than it is for anything else—indeed, to the utter exclusion of anything else. That great stretch between the eastern bank of Hudson bay and the Atlantic, on the one hand, and the Mackenzie basin, on the other, is valuable for its fur-bearing resources; in fact, as yet it is valuable for little else. Canada is known as the great breeding place of the wild fowl on this continent. Our fur-bearing resources are also very extensive in what are known as the barren lands of northern Canada, but which are not in any sense barren lands. In this district there are tremendous possibilities of greater fur-bearing—and, indeed, meat-bearing—development. I think it was Thompson-Seton who fixed the number of caribou in that country at very many millions, and that it was Mr. Tyrell who referred to them as being like the sands of the sea, not capable of being numbered, but only to be estimated numerically on a square-mile basis. It is impossible to conceive that we are not going to extend the geography of Canada, so far as civilization and utilization are concerned, nearer to the Arctic and make use of these vast domains which, while not comparable with the rest of Canada, would, if properly administered, become an exceedingly valuable asset among the natural resources of the Dominion."

FURS IN FILMS

The Albert J. Brenton Company, retail furriers of Winnipeg, Man., put into operation a novel scheme of advertising. A moving picture proprietor was commissioned to portray scenes in the city park where mannequins were filmed in the season's furs and fur coats. They walked around and showed all the angles of the coats to advantage, just as a lady would examine such a coat in the store before purchasing. The pictures were shown in the leading motion picture houses of Winnipeg. The firm was agreeably surprised at the splendid pictures, the interest shown, and the results in increased sales. It was found to be a good investment.

FURRIERS AT HOME

A. J. Alexander, Ltd., Montreal, were "at home" to their employees on May 10, in the new showroom. An interesting program was given and a surprise presentation of a bouquet of roses in a cut glass vase was made to Mrs. Alexander. The Ottawa and Halifax managers were among the 150 present.

NEW PREMISES FOR LONDON FIRM

Spittal Brothers, wholesale furriers, etc., London, Ont., are moving this month into new premises in the block opposite the Tecumseh House. The warehouse was purchased by Messrs. Spittal Brothers several years ago, but the militia department utilized it during the last few years of the war. Now the interior is being entirely refitted.

HOLT, RENFREW REORGANIZED

The business of the Holt, Renfrew Company has been taken over by a Montreal syndicate and reorganized with a stock issue of $1,000,000 preferred and $1,000,000 common, and a bond issue of $225,000. Lorne C. Webster will be president, and on the board will be Sir Robert Holt, A. E. Renfrew, J. W. McConnell, A. J. Brown, K.C., R B Lindsay and W H. McWilliams of Winnipeg.

Holt, Renfrew and Co. is the largest concern of its kind in operation in Canada, having been founded in 1837. The company has been one of the principal factors in the development of the fur trade in Canada, and has built up a reputation for itself in the handling of high-class merchandise. Many years ago it was appointed furriers to her late Majesty Queen Victoria, and since that time has continued to occupy this position to each of the reigning sovereigns of Great Britain and Ireland.

It owns one of the largest silver fox farms in Canada. This is located a short distance outside of Quebec City. In addition the company operates a large factory at Indian Lorette for the manufacture of Indian moccasins and snowshoes.

It has been announced that the complete offering of $825,000 7 per cent. preferred stock was subscribed for and all the securities placed in less than three days.

"Everything" Wanted in Furs

Practically Every Fur-bearing Animal Has a Role of Importance in Fashions of To-day—Short-haired Furs Given Preference.

"EVERY kind of fur is being used for some purpose or other," say authorities in the trade. There is a comparatively good sale of Summer furs in progress in Canadian cities, and in the United States there is phenomenal demand for them, but interest is centering mainly around next Fall's garments—and prices.

Coatees and novelty garments are, according to style authorities, to be a little longer than those brought out this Spring, and will be, as far as possible, modelled after the dolman styles, so that a roomy, comfortable appearance will be attained, and, incidentally, proportionate prices will accompany. Most of the novelty coatees come well down to the hips, or below, and scarves are very wide, usually looped up around the arms in some dolman-like effect. Short-haired furs are given preference generally, mole, Hudson seal, nutria, beaver, and taupe squirrel, all being in good demand. Mink, skunk and opossum and skunk-dyed opossum are liked for the Fall neckwear. There is little change in muffs, except that they are not purchased in anything like the quantities one might expect from the number of neckpieces selling. The large cuffs and pockets seem to do away with real need for a muff, and many women would rather have some additional feature on the coat or coatee, than sacrifice it for a muff.

While there is a good deal of talk in Montreal and Toronto of the shorter coat—38 to 40 inches, rather than 45 inches—being accepted, the demand in the Eastern and Western provinces calls almost entirely for the full 45-inch length, well-lined and with a deep shawl collar. Belts, as last year, will largely be a matter of individual choice on the long coats; for coatees, belts are usually shown, though there are some distinctly new numbers modelled on the lines of the box-coat of this Summer—neat, straight, about 34 or 36 in. length, wide sleeves, wide and deep shawl collar.

The call for muskrat continues so keen that manufacturers are endeavoring to launch less costly substitutes, and are pushing them rather strongly. It is wonderful how many fine furs the humble house cat and the common rabbit are responsible for. They find themselves called beaver, nutria, mole, seal, squirrel, and what not. It seems as if the rabbit, as well as the cat, is now endowed with "nine lives."

SUMMER SEASON MEETS WITH SUCCESS

(Continued from page 58)

jade. Of course there are deeper and fainter tones of these shown also, but the shades suggested by the two names are the ones which are "le dernier cri."

One wonders whether the hairdressers did not have a conference with the millinery designers in regard to the colors to be featured for Summer, for what could be more charming than either light green or orchid when one's hair is "done" in the henna shade which is the ambition of every smart young lady these days? Besides, these tints are of very cool appearance and so are inclined to subdue the effect of henna hair in the "dog days."

A short coat for the coming season made of Hudson Seal and squirrel, 30 inches long. Shown by Laberge, Chevalier & Co., Montreal.

There is no end of delicate pinks—shell pink, flesh, apple blossom, rose, and coral—also blues, maize, white, champagne and sunset, and in silks they are combined with lace, tulle, maline, georgette and organdie in varied and beautiful effects, or these fabrics are shown in the popular colors without any other material added. For the sunny days the wide brims are being selected almost exclusively. Some very delightful gingham check organdies with parasol to match are shown, and other Summer hats are good. Black and white effects are likely to be good in July and August. New York is showing a great many of them now, leghorns are in big demand, some with colored crowns or facing.

Low round crowns, drooping brims, some slightly mushroom shapes and some with short backs are liked at present though Paris decrees she has done with the short backs and is having her hats slightly elongated from front to back or from side to side.

Taffeta hats are growing in favor. Many are worn at Atlantic City in navy blue and some all white, quite plain, are worn.

A few suggestions are out for Fall despite the efforts of the trade to keep them back. Some of the suggestions are from Paris, of course, and Paris will have its way. They speak well of coq feathers combined with bands of black hackle, also velvet combined with tulle and velvet and panne. Marie Guy is producing a series of mushroom shapes with brims of tulle and draped round crowns of velvet and panne which are brought down to finish in ear ends at the right base of the crown. She is also using horsehair and sewn leghorn to make these brims with velvet crowns. Her best colors are natural leghorn or horsehair, with blue, black or brown velvet crowns, or brown tulle with velvet to match.

Talbot is making some tailored kid hats with crowns trimmed in cut-out kid flowers, quite a new idea. The kid hats are chiefly in black, navy, brown, green and white.

The trade is discussing the possibilities of navy again for Fall after its phenomenal sales this Spring. Its popularity for part of the season at least, looks good.

There is every likelihood of good velvets being a little more plentiful this Fall than last, since the Hun has not been spreading them on the bottom of the sea as was done in the Spring of 1919 when shipments were on their way to Canada.

Furs Dyed in All the Newest Shades

HFD CO.

FOXES

WOLVES and WHITE FOXES
DYED TAUPE and BATTLESHIP GREY

SQUIRRELS
DYED TAUPE and BATTLESHIP GREY

RABBITS DYED KITT, MOLE

The Hollander Fur Dyeing Co., Limited

645 St. Paul St. - Montreal

Mathematics

PROBLEM:

To dispose of, or to obtain something or someone.

SOLUTION:

A Dry Goods Review Condensed Ad.

COST:

Five cents per word per insertion. Ten cents extra per insertion for box number.

RESULTS:

Just what you were looking for.

DRY GOODS REVIEW

143-153 University Avenue
TORONTO

For the Fall of 1919

In conformity with our usual advance information we announce fascinating, new and uncommonly beautiful silks developed in the following

MALLINSON'S
Silks de Luxe

PussyWillow · PussyWillowSatin
in prints and plains

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Indestructible Voile
sheer as cobweb · · strong as broadcloth

Chinchilla Satin
for all tailored purposes

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the chiffon duvetyn

Kumsi-Kumsa · · Dew-Kist
both adaptable for evening and street

Satin Sonata
the ideal slenderizing silk

Dream-Mist
a crepy tissue in chameleon effects
(All Trade mark names)

H. R. MALLINSON & COMPANY, INC.
"The new silks first"
MADISON AVENUE
31st STREET
NEW YORK

GEORGE DAWSON, Canadian Representative 516 New Birks Bldg., Montreal, Canada

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HOSIERY HIGH

Very Slight Concession to Buyers in Present Conditions

Reports from overseas indicate that hosiery prices will show no decline for some time to come. Indeed, a short time ago there was an increase of ten per cent. in a number of lines. Deliveries, according to some manufacturers' agents, seen by DRY GOODS REVIEW, are not at all assured. One agent for several British firms stated that he had sold a number of orders from some new samples that came over, but the best he could say to the buyers was that they might expect delivery in six months. These goods included both "union" and all-wool cashmere hosiery for ladies.

While little is heard of easier prices, there is one significant change that is observed by importers: that is, in most cases British mills do not insist on confirmation of the order at the price quoted. It is not long since every order that was taken by a Canadian representative of a large British manufacturer had to be confirmed as to price by the mill, while in many cases all contracts were subject to the price obtaining at the time of shipment or delivery. This is altered now, and this in itself is a sure indication that the time of mercurial rises in woollen goods is considered at an end. Not that this is any guarantee that there will be no increases further—on the contrary many think these will still come, but they will be timed in such a way as to allow the salesman overseas to take orders for goods at the price the mills quoted last, and all the orders he takes will be filled at the contract prices. Any cabled changes will not apply to the orders already written. This is something of a concession to the buyer who is worried over the steady maintenance of high prices.

KNIT GOODS NOTES

A great scarcity of silk hosiery is reported, and prices are looked to to go higher as is the case with silk fabrics. Fibre silk, too, is very high.

Increases in the price of yarn that is used for cashmere hosiery are looked to to hold the price of this line even higher than it is now. While some British mills accept orders taken by their Canadian representatives at the prices in their hands at the time, some others demand that these be confirmed afterwards by the mill before it goes through at the contract price.

SPECULATION

As to Underwear and Hosiery Prices for Spring, 1920

Wholesalers and retailers alike are looking forward with keen interest to the opening of prices on hosiery and underwear by the Canadian mills for the Spring of 1920. At the time of writing it is understood there is a general agreement among the mills to submit prices at the same time. In the case of hosiery some buyers are expecting the opening a little after the middle of June, but a prominent hosiery buyer is of the opinion that hosiery prices will not be available until after July 4. This uniformity in time is a result of an effort on the part of the buyers to have all the various samples and price lists ready at the one time so that their choice may be the more readily made. There is also the point of view of the mills, for this season is as uncertain in relation to the future condition of the market, especially cotton, as it was at the height of the war. Thus the mills will be "showing their hands" at the same time.

Will prices be lower or higher than last Spring? That is a question that will only be answered when the prices are actually available. Some of the mills do not know at this time what they will do; they are as much in the dark as their customers. For a while it was taken for granted that cotton prices must be a great deal below the 1919 list. Textile lines had dropped; the Canadian mills both in fabrics and in yarns quoted 20, 25, even 30 and 35 per cent. lower, but the last few weeks have brought a new turn of events. The textile prices are rising; raw cotton with a greater domestic and export demand, and smaller crops, is advancing, and 40 cents and even higher is being talked of for raws. What can the cotton underwear or hosiery mills do in the face of advancing markets?

For all that, it is the consensus of opinion among buyers seen by DRY

Continued on page 65

A New Smock

Smock of cherry colored wool jersey with white crocheted buttons and white piping. This panel style of neck opening is shown frequently on Summer slip-overs. The charming black straw hat has crown of cherry colored wool jersey, also border facing of it, and clusters of cherries for trimming.

Underwear and Hosiery Prices Firm

Mills Busy—Fine Wools Scarce—Insufficient Labor Still—Everything Points to Some Scarcity of Underwear and Hosiery Suitable for Canadian Consumption—Prices High.

MANUFACTURERS of underwear and knitted goods were never so busy as they are at present. Their plants are running to capacity, and as one big manufacturer of sweater coats stated recently to DRY GOODS REVIEW, "We are never caught up on orders." There appears to be plenty of demand, and some of the factories state they could employ many more hands if they could secure them. There are still openings in this trade for the employment of many more women than are at present working, and the securing of additional help would be appreciated by many employers, as a means of speeding up the work. Rumanian and Belgian orders have done much to increase the between-season business for Canadian mills, manufacturing underwear and other knitted goods, such as sweater coats and similar lines. They are kept steadily busy. While the labor situation shows considerable improvement over the period prior to the signing of the armistice, there are still problems to be faced, as everyone is aware, in the way of the demands for higher wages and shorter working hours. Thus there is still an unsettled condition in the labor market, and a normal state does not yet exist. A representative of one of the leading Canadian mills speaks with great confidence of the future for Canadian-made goods. He considers that goods manufactured in the Dominion have proved their worth, during the war years, and are now in the market to stay, and buyers in an increasing number of instances agree with him.

The general consensus of opinion among manufacturers and their agents is that there will be a great scramble for goods, that is for underwear and knitted goods, in the coming Fall, on the part of Canadian dealers. While industry is now extremely active from the manufacturers' standpoint, placing orders from the wholesale houses have been below the figures for a year ago. Orders for delivery next Fall have all been placed, and they are light in comparison with other years. This is said to be due to the attitude of the retailer. The average merchant in the country has been holding off, and has given very sparingly, in the way of business for future delivery. He has been possessed of the idea that prices are going to decline, and therefore it was not his intention to load up with high priced goods. Business has been good with him this Spring, and he is cleaning his shelves of goods bought at war-time levels. He will not be caught with goods that he will have to sell at a loss. In conversation with representative buyers of leading retail houses, they all agreed with the manufacturer that placing orders had been very light. "We are not taking any chances," remarked one to the DRY GOODS REVIEW. "Just at present we have fairly heavy stocks of both light and heavy underwear, and we certainly are not going to stock up with high priced goods. Any buying we will do will be on a hand-to-mouth basis, until the market becomes more normal." The majority of the big retail shops, according to their buyers, are well prepared to meet any possible shortage in the Fall.

Fall Deliveries May be Retarded by Rush of Orders

All of which is good reasoning, manufacturers state, if there was any immediate prospect of a falling market. Such is not yet in sight, and when the merchants throughout the country find in the Fall that their stocks of these particular lines are not sufficient for their trade, there will be a wild endeavor to secure supplies, when the cold weather comes on, and consumers are eager for warmer clothing. Some manufacturers believe that there might be a scarcity next October, and, as one stated, their goods for delivery in the Autumn will show advances of from five to twenty per cent. over quotations of the preceding year. There has been nothing to indicate lower values on wool for the next year at least, and recent sales have shown gains of as much as ten per cent. over the Government price. In fact some of the Canadian knitting mills are complaining of a shortage of factory yarns and wools. Prices are now considerably higher than they were early in the year. Because of the difficulty of placing orders for Fall last Winter and early in the Spring, the mills, of course, were not operating extensively. Orders were placed one month later this year than is usual. The apparent result, of course, has been curtailed production in the first year, and the feeling among manufacturers is that when the rush comes on next October supplies will not be sufficient to meet the demand.

"People even now write in ordering goods to-day and want them delivered to-morrow, but it can't be done," said the manager of one mill to DRY GOODS REVIEW.

There seems to be only one opinion in regard to prices, and that is that they will see no lower levels this year. The position of the raw wool market is very strong. Some jobbers state that prices on goods to be delivered in the Spring of 1920 will not see easier levels. As long as there is the present insatiable demand for wool, and everything points to a continuation of the same, the market will remain very firm, is the opinion of the average manufacturer.

UNDERWEAR AND HOSIERY

(Continued from page 64)

GOODS REVIEW early in June that the new prices should show a slight decline. This idea is based on general principles rather than on arguments; on the theory mainly that prices must go down in the course of the next few months because they cannot possibly stay up. One buyer went on to declare that the mills would have quantities of cotton yarns ready for next Spring's goods, although this anticipates the average mill by some months.

Upward Tendency in Hosiery

In hosiery, the demand at the present time is chiefly for silk and cotton lines. Further advances are reported on both cashmere and mercerized yarns, and the stronger market in raw silk is having its influence on silk lines. Some manufacturers' representatives have stated that Fall prices already announced may have to be revised, and the tendency will be upwards. Sorting orders are reported very good in hosiery, in principally the silk and cotton kind. Speaking to the manager of one of Toronto's large departmental stores, the DRY GOODS REVIEW representative was informed that at present there is scarcely any demand for cashmere hose, the inquiry being all for silk lines. If cashmere hose were at all in demand, prices would be more than double what they are now. As it is, a line of cashmere hose that before the war sold at 50 cents per pair, is now selling at $1.25. The cheapest cashmere hose of real good quality is now retailing around $2.75. Quotations on silk hose will continue high for a long time, and to substantiate the statement the manager of this department store quoted from a recent letter which he received from a big importer, as follows:

"Prices are now at the lowest point they will be for many months, if not years. Present prices are based on the old schedule of hours and wages. Knitters are now receiving a twenty per cent. increase in wages and a forty-eight hour week. Consequently new advances have already started in hosiery."

Production in the big factories in Philadelphia was necessarily curtailed by the strike of the employees that extended over a period of fourteen weeks.

Advertising Buster Brown Stockings Across Canada

1,520,000 readers, from coast to coast, will be reached by Buster Brown advertising in the next few months.

They will learn that Buster Brown Stockings wear longer —because we make them to stand the rough and tumble of the average boy. That they cost less *in the end* because of this.

They will learn that these stockings are neat and well-fitting—suitable for all occasions.

And they will want Buster Brown Stockings for *their* boys.

Have you a good supply on hand? Can you meet the demand *now?*

Take advantage of this compelling campaign. Put in a window display. Place them on your counter. Buster Brown Stockings will bring you profitable trade.

Free Cuts

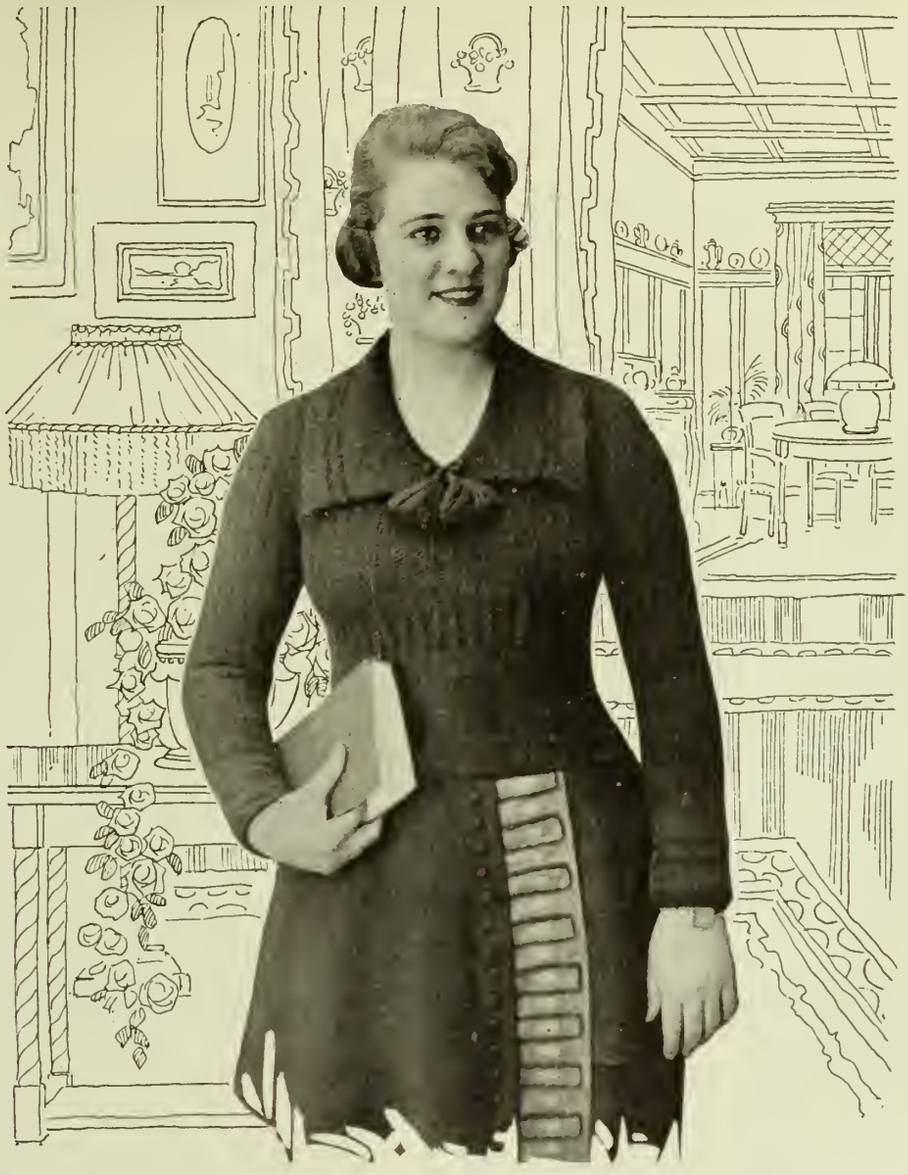
We will supply free electros of the illustrations used in our advertisements for use in your local paper. Proofs may be obtained by addressing the advertising department, Chipman-Holton Knitting Company, 184 Bay Street, Toronto, Ont.

Order Buster Brown Stockings from your wholesaler. Get these free cuts and watch for our advertising in your town. Then draw the trade to your store by advertising yourself.

The Chipman-Holton Knitting Co., Limited
Hamilton, Ont.—Mills also at Welland

The BUSTER BROWN STOCKING

SUNSHINE HOSIERY REGISTERED



Pretty, Attractive Pullovers

FEATURE the Bentro Knit range. The model illustrated is No. 1325, made in any combination of two of the following colors:—White, Copenhagen, Sky, Navy, Royal, Maroon, Old Rose, Scarlet, Mauve, Pink, Silver, Pearl, Oxford, Straw, Tan, Seal Brown, Khaki, Purple, Nile Green, Paddy Green, Orange, Black. Shade of collar given as second color.

Send for copy of catalogue illustrating complete summer range, or send an open order and show Bentro Knit lines for June, July and August selling.

The Williams-Trow Knitting Company

Limited

Stratford - Canada

REPRESENTATIVES:

J. M. ROBERTSON & CO., Toronto.
J. B. TROW & CO., Montreal.
O'BRIEN, ALLEN & CO., Winnipeg
A. M. MOUAT & CO., Calgary.
A. J. SNELL, Vancouver.

THE FAME OF THE NAME

DISTINCTIVE FEATURES

Harvey Brand

Underwear

The Brand that is different

TAILORED EFFECTS

If you want an easy-selling line of Underwear get HARVEY Brand. It is recommended because of its ability to meet the full needs of your customers. Among the large assortment we carry, there is the ever-popular New Mode Drop-Seat Combinations.

Stock HARVEY Brand—it will give you a real chance to supply your customers with the underwear satisfaction they seek.

These Agents carry a complete range of samples.

AGENTS:

Western Provinces: H. P. Lang, 462 Indian Rd., Toronto, Ont.
Ontario: J. E. McClung, 33 Melinda St., Toronto.
Quebec: P. C. Adair, 318 King's Hall Bldg., 591 St. Catherine St. W., Montreal, Que.
Maritime Provinces: F. S. White, St. Stephen, N.B.

HARVEY KNITTING COMPANY

WOODSTOCK, ONTARIO

This Trade Mark sells

"CEETEE"

THE PURE WOOL UNDERCLOTHING THAT WILL NOT SHRINK

Remember—there is no low grade or cheap "CEETEE"—only the very highest grade and best quality underclothing bears the famous "CEETEE SHEEP" trademark.

If you are catering to the best trade in your district you must sell "CEETEE"
For ordinary underwear you will find TURNBULL'S brand at least the equal of any made in Canada

MADE BY

The C. Turnbull Company, of Galt, Limited

Also manufacturers of TURNBULL'S Ribbed Underwear for ladies and children, and TURNBULL'S "M" Bands for infants

CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE

Special Values In

ALL WOOL SERGES

in the GREY or DYED

INQUIRIES SOLICITED

C. E. ROBINSON & CO.
MAPPIN AND WEBB BUILDING
10 VICTORIA STREET, MONTREAL

One Dollar or So

will make your wants known across the continent through the condensed ad. column of Dry Goods Review. The charge is only 2 cents per word per insertion. If replies are directed to a box number add 5 cents extra.

DRY GOODS REVIEW
143 University Avenue
TORONTO

BATHING SUITS

You know the Zimmerknit reputation for style, fit and finish and you will find these qualities strongly pronounced in this season's line of bathing suits. A full range of prices and large variety of colors. Order your stock early. Be prepared for the bathing season trade.

We will gladly send you a supply of our beautiful color display material upon request.

ZIMMERMAN RELIANCE, LIMITED
HAMILTON CANADA

ZIMMERKNIT

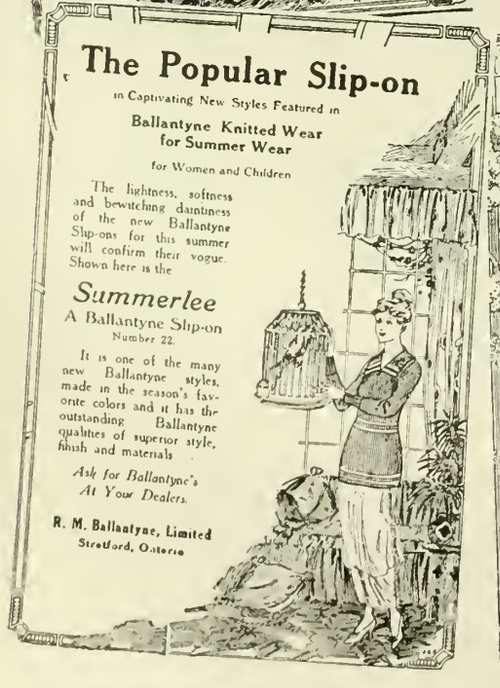
How Women are Told About

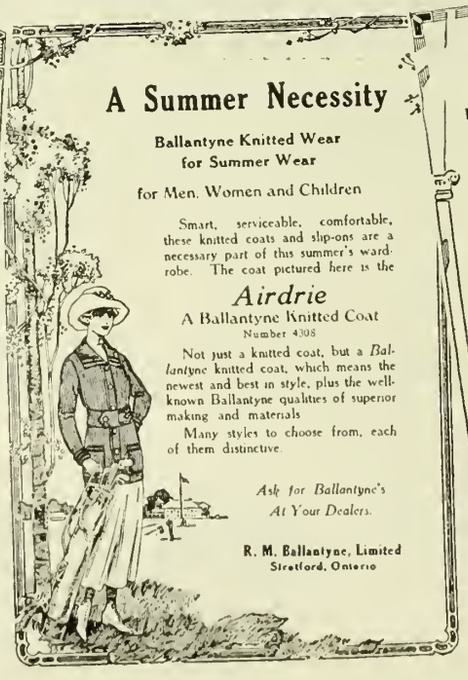
BALLANTYNE

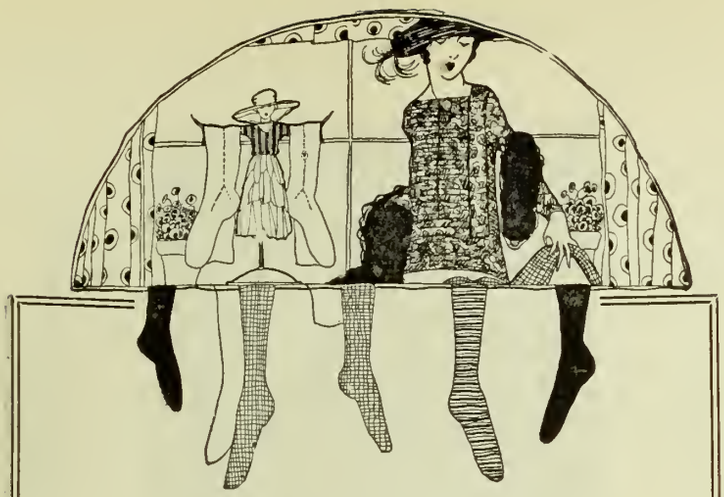
Knitted Wear for Summer Wear

IN a list of leading Canadian newspapers the attention of women is being directed to Ballantyne Knitted Wear for Summer Wear. They are being told the name by which they can secure summer knitted coats and slip-ons of modish style and superior quality. The retail merchant who sells Ballantyne Knitted Wear has but to show these goods in his windows and display the Ballantyne show card to secure the benefit of this publicity. Ballantyne advertising will attract attention. In co-operation with the sales efforts of retail merchants, it will secure the business for the retailers that the style and quality of these garments merit.

R. M. BALLANTYNE, Limited
STRATFORD, ONTARIO







HOSIERY of Real Merit

Are you looking for a line of Hosiery that you can enthusiastically, confidently recommend to your customers, knowing that its quality is unquestionable, its durability certain, and the comfort-ensuring features unexcelled?

CIRCLE BAR Registered

HOSIERY

is what you are looking for.

Reinforced, fashioned to fit without a wrinkle, seamless, and with that evenness of weave, and beauty of finish, that are always appreciated—**Circle-Bar** Hosiery will prove satisfactory in every detail.

Satisfactory goods bring you permanent customers.

Stock **Circle-Bar Hosiery for Women**—in Cashmere, Silk and Cotton. **Men**—in Cashmere, Silk and Cotton. **Children**—in Cashmere, Mercerized and Cotton.

The Circle Bar Knitting Co.
LIMITED

Kincardine — Ontario

ATLANTIC

Underwear

Only One Quality THE BEST

Is your Fall stock complete?

Indications show us that the outlook for Fall business could not be better. You will make largely increased Underwear sales, providing you have a line of Underwear that will commend itself by its obvious superiority.

You cannot offer anything better than ATLANTIC Underwear—with that soft, downy finish that counts so much for comfort and satisfaction.

ATLANTIC Underwear is tailored to fit the form, and always retains its fit until worn out.

ATLANTIC Underwear is unshrinkable, the pure Maritime Wool used having been naturally treated by Atlantic breezes.

ATLANTIC Underwear has unequalled wearing qualities, which combined with its reasonable price, render it the best value obtainable.

Get your share of the increased Underwear Sales this Fall, and retain that business permanently by stocking Atlantic Underwear.

Atlantic Underwear, Limited
Moncton, N.B.

St. George
BRAND
Underwear

WRITE US TODAY

If you want the best, insist on ST. GEORGE BRAND—

SCOTCH KNITS,
HEAVY WOOL RIBS,
FINE ELASTIC

Combinations and two-piece.

In spite of perverse trade conditions, and the sub equent offering of substitutions and inferior products in Underwear lines to an unprecedented extent, we are proud to say that our pre-war quality in "WOOLNAP" Garments has been s t e a d i l y maintained throughout.

Furthermore, our product of today is BETTER than in pre-war times.

We are anxious to have you compare the "WOOLNAP" garment with other lines on the market. We know you will be convinced that it has no superior.

Immediate attention should be given the selection of your Fall stock.

NOW is the best time to buy.

The Schofield Woolen Company
Limited
Oshawa Canada

Peerless Is Dependable

People depend on Peerless for quality, service, attractive styles and perfect fitting.

Peerless trade is constant. Dealers appreciate the security of demand. A display of Peerless Underwear is attractive—welcome and sure to bring results.

MOODIE'S *Peerless* UNDERWEAR

Peerless Underwear
COMPANY, LIMITED

Controlled By
J. R. Moodie & Sons, Limited
Hamilton, Ontario

BE WISE

Get in your Fall Stock NOW

and obtain unlimited choice and best prices. The outlook for Fall business is extremely bright. Prepare to fill the needs of brisk buying.
Stock **Canadian** goods, attractively priced, and warranted to give thorough satisfaction.
See our samples of
ELASTIC RIB UNDERWEAR
FINE CASHMERE
JERSEYS AND SWEATERS
TWEEDS AND ETOFFES, ETC.
HEAVY WOOL SOCKS.

Mitchell Woollen Co.
Limited
MITCHELL, ONTARIO

Maple TRADE MARK Leaf
MADE BY THE GODERICH KNITTING Co
HOSIERY

Worthy in every way of the Emblem it bears, the pride of Canada—the Maple Leaf.
A Canadian line of all-wool hosiery that will give complete satisfaction in every detail.

Send for samples or see our Representative

The Goderich Knitting Co., Limited
GODERICH, ONT.

"Craftana"
Registered No. 262,005

THE HALL-MARK OF
Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

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

There's Double Satisfaction

to the merchant who offers to his trade the wide variety of hosiery the Penmans line affords. Not only is he certain that the most critical demands for style and color will be more than satisfied, but that there will be no "come-back" as to wearing quality.

In these days of the multiplicity of brands in all lines of merchandise, it must surely be worth much to find under one well-known name so wide a range of knitted goods as is offered by Penmans. In hosiery alone Penmans covers the utmost in value from the coarsest heavy sock to the sheerest of men's hose.

Penmans

"THE STANDARD OF EXCELLENCE"

HOW TO PUT THE "TURN" IN "TURN-OVER"—

Sell

"BEAVER BRAND"

Fleece-Lined Underwear

For Men and Boys

A Canadian line of Underwear that will prove its merit in quality and durability —bringing you ready sales and permanent customers.

BEAVER KNITTING MILLS, LIMITED

ALTON - ONTARIO

Selling Agents:

Ontario and Western Canada
R. R. DAVIS
33 Melinda St. : Toronto

Quebec and Maritime Provinces
WM. C. FORSTER
43 St. Sacrament St. : Montreal

"DODS KNIT" BRAND

Heavy Elastic and Flat Knit

UNDERWEAR

FOR MEN AND BOYS

Combinations and Two-piece Suits.

Reliable, durable garments that will give satisfaction in every detail.

DODS KNITTING CO., LIMITED

ORANGEVILLE - ONTARIO

Selling Agents:

Ontario and Western Canada
R. R. DAVIS
33 Melinda St. : Toronto

Quebec and Maritime Provinces
WM. C. FORSTER
43 St. Sacrament St. : Montreal

DRESS ACCESSORIES

BERTHAS AND JABOT GILETS

These Are Two New Prospects in Neckwear—Dainty Transparent Effects to Remain Strong During Hot Weather.

FOR the next month or even longer, authorities in the neckwear trade believe that the fine transparent lacey effects will prevail. Just now these types are prevailing in New York, Montreal, and Toronto. There is a difference of opinion among the manufacturers as to the importance of colored neckwear. There is no doubt among them, of course, that white is selling best, but some are finding colors going rather well also. Those who do, include mauve, blue, and maize as the important shades. Organdie is very popular at present. Both in sets and vestees organdie is profusely trimmed with val lace and insertion, and in some cases with dainty net frills. White cotton nets made up in similar fashions with many frills are also popular just now. There are some attractive designs in combinations of net and oriental lace also.

A New Ruffling

Pleatings which had such a strong run a few weeks ago are quiet now, but there is a feeling that these will revive with the early fall and be used to some extent on the late Summer or early Fall suits in September and October. There is a new ruffling just being shown which strikes a new note. It is white georgette as wide as eight inches, with a hemstitched edge. This will be quite noteworthy giving a bertha effect on dresses.

The designers for one or two of the largest neckwear houses believe that fussy effects in gilets and even in fancy jabots will be quite the thing for Fall. "Even the vests," they said, "will have a sort of soft jabot effect in many cases." There is a tendency in New York too for the frilling or pleating to develop into very wide lacey effects, almost like berthas. These will be used of course with the round neck finishes on dresses. Organdie and net fichus are also coming into notice for dresses. Some of them are quite deep and bear a tendency towards berthas. It is some years since bertha effects have been in vogue, and therefore it is felt that the public is ready for them.

Piques are selling fairly well at present and tuxedo satins are regular staple lines. From the above it will be seen that there are no special styles favoured in neckwear, square and round sailors being equally strong. In tuxedos the newest tendency is for them to extend well down to the waist. In fact these long collars are quite a feature with one or two houses. They are made of organdie, satin, pique, or net.

During the first two or three weeks in May, neckwear departments were rather quiet owing to the extremely hot weather, especially in Ontario and towards the East. The last week in May and the first week in June, however, business looked up considerably, and a strong activity was felt in retail departments generally. There is a feeling that if the warm weather continues, the activity will keep up throughout the summer. Repeats are already coming in in these dainty lines which have been described.

LEATHER BAGS

The outstanding feature in leather bags comes as somewhat of a surprise to a good many merchants. The canteen bag was brought out last winter as a novelty. In fact, it appeared at many of the fashion parades early last Fall, and since then has been looked upon as purely a show piece. It was variously interpreted at intervals since, as to size and color and fitting. Nevertheless, until not more than a couple of weeks ago retailers did not think of accepting it.

In that time, however, women seemed to have come to a realization of the fact that they had been carrying the same kind of purse for several seasons, and with their new Summer frocks it is time they had some sort of a new accessory in the way of a leather bag. Consequently they now take to the new medium size canteen.

One of the largest manufacturers remarked to DRY GOODS REVIEW that he had sent a dozen of these bags to a Halifax customer simply as samples. The Halifax merchant sent back half of them saying that they were used only as display, and that it was with difficulty that he was endeavoring to sell the half dozen that he kept. Hardly had the returned half dozen reached their destination, when a sudden call arose from the women who had seen the displays in the store, and substantial orders were placed for these bags with repeats very shortly afterwards. This condition has been found to prevail in a great many places.

The canteen bags seem to be displayed so far in various colors, including both light and dark. One firm is making a range which retails at $5.00 each, but the average price perhaps is around $6.00 or $7.00. Many of course go very much higher with elaborate fittings.

Fall ranges are not yet quite complete, but they include flat purses chiefly, also canteen bags, and a number of handsome silk models.

It will be remembered that the canteen bag is a stiffly finished deep oval, box shape with hinged lid and strap handle. It is covered on the outside with grained or plain leather, with the top slightly padded sometimes. Inside it is lined smoothly with dainty silk of which there are also "wall" pockets to hold mirror, change purse, powder puff, pen knife, gold pencil or whatever more or less fittings there may be. There is no doubt about it being an interesting novelty in the way of style.

GLOVES

A New Line to be Offered for Fall

Prior to the year 1914 chamoisette gloves were solely the product of German labor. It was impossible for others to compete with the Germans, owing to their system of sweated labor. But when war eliminated German products, Canadians, along with the peoples of Great Britain, France and the United States, were not slow to meet the demands of the public. Especially is the importance of the industry felt when one considers that there are 24 separate operations in the production of a cham-

oisette glove, and only rarely does an operator learn more than one of the 24. There are in Canada firms turning out extensive ranges and fine qualities of chamoisette gloves. Indeed they have succeeded in placing on the market a glove generally conceded to be superior in texture, wave and finish to the German article. This result has only been obtained, of course, after much hard work, study, experiments and great expense. It is gratifying to know, however, that the result is a success, with every characteristic of permanency. These newer gloves are woven by a process which is claimed to maintain the shape without shrinking or sagging.

New Duplexing Process

One Toronto glove firm has just recently installed a duplexing machine for combining two pieces of cloth, back to back, so that the "inside" has the same face as the "'outside." The process is accomplished by a kind of paste which does not stiffen the fabric and maintains its elasticity, at the same time giving an even surface and the advantage of two thicknesses of material. This allows the production of lined gloves at the same labor expense as the single fabric glove, which is obviously a great saving for Winter weights.

Duplexed gloves in all the popular colors are to be placed on the market for Fall sales, and will, no doubt, be of considerable interest to buyers.

Materials of all kinds can be duplexed in the same way as the glove fabric, silk to silk, silk to cloth, silk to leather, cloth to cloth, cloth to velvet, etc., and the tendency for one side to stretch more than the other, where they are only joined at the seams, is eliminated. It should be a process of much value for a variety of purposes.

THE RARE KID GLOVE!

A steady advance in kid gloves during the next two years is predicted by a well-known glove manufacturer in New York. This advance is due, he says, entirely to the fact that glove making is now an art, rather than an industry. Labor must be paid accordingly, and the supply of skins is so materially reduced that in fashionable quality merchandise higher prices will undoubtedly prevail.

NOTTINGHAM LACE TRADE

At a meeting of the Nottingham Chamber of Commerce a prominent manufacturer defended the lace trade against the disparaging statements which have lately been made about the quality of the material produced by Nottingham firms. He said that it was deplorable that such a sweeping denunciation should have been uttered. It was quite true that the city had done a lot of trade in low grade goods, but that was because manufacturers had had to compete with low grade stuff produced elsewhere. To say that Nottingham was devoting herself entirely to making rubbish was an undeniable condemnation.

TRIMMINGS

Bright colors, things that glitter, and frills and fluffiness seem to be of paramount importance for Fall dresses, especially those for afternoon and evening occasions. There are all sorts of brilliant and beautiful silks and net coming over from France and from the United States for Fall, showing a great deal of embroidery and richly colored and tinted patterns. Especially popular for evening wear are the metallic embroideries. These have been steadily increasing in favor since the armistice was signed and people seem not yet to have been appeased in their desire for things that glitter and shine. One importer has a line of bright colored silk nets, such as cerise, turquoise, emerald, etc., which are daintily embroidered in deep lacey pattern of white on the color, suitable for dresses, but while these are novel and very pretty they are not so popular as the metallic embroidery, either on crepe or net so far.

Steel and gold beads have also been taken up almost to the limit of supply, and they are reported to be very difficult to obtain for Fall delivery.

The demand all over the world for crepe de chines and georgettes for evening and party gowns is no doubt responsible for the firm prices for these fabrics. Indeed georgette crepes advanced 15c a yard in ten days last month. Ninons too have gone up 10 per cent. in the same time. An order from just one jobber in England, in May, went to France for 5000 pieces of georgette crepe, which was placed at a value of $250,000. This gives some faint idea of the keen call for these materials, and is by no means the only extremely large consumer of these fabrics. The whole world seems to be clamoring for party things.

Novelty Gilet

It may not be the belle of the ball, but it is society's favorite for dainty frocks and Summer suits. This one is made of Oriental lace and plain net; picot edge. From A. Bruce Finnie & Co., Montreal.

Fringes and tassels just attained the height of their popularity with the close of the winter, and were carried into Spring styles to some extent. This fashion will no doubt extend into Fall, for the early months at least, but it is doubtful whether these trimmings will have the same run later as they had in the latter part of last winter. Then comes always the proviso "it depends on what Paris brings out."

Val laces, including the round hole vals, and also filet laces are very active. The neckwear trade is taking up a large quantity of them, and blouses for Summer are consuming a considerable quantity. There seems to be some departure too from the tendency towards tailored silk undergarments, and the substitution of more fanciful lace and insertion-trimmed garments. In fact the demand for fine laces of all sorts is so active and the mills so busy that the resulting market conditions show advances upwards.

Shadow laces and flouncings are placed among the good possibilities for Fall, but until Paris gets back seriously to work there is no banking except on the things that are already popular. Paris may decide to wear shadow laces for both party frocks and underslips.

"Buy at home" campaigns are being carried on at various centres. Some were reported in last month's issue of DRY GOODS REVIEW. Merchants in Kitchener, Ont., are co-operating and put on special attractions for the week of May 12 to 17, which is now a semi-annual event. Dry goods, boot and shoe, and other dealers all work together offering to refund fare to out-of-town shoppers.

FOOTWEAR

New York report state that never before have women's pumps sold so early and in such quantities as this season, and different shops have as leaders different leathers and finish so that everything is considered in good style. Extreme heels have given away to low graceful types. Long, narrow vamps continue strong. It is also one of the biggest seasons for ornaments, chiefly good buckles, which retailers have ever had. Tan, mahogany and grey kids, and tan and grey suedes are very fashionable for the Summer. White shoes especially oxfords and pumps leaped into front line action with the onslaught of hot weather. Prices seem to make little difference, so long as satisfaction is assured.

The French people still cling to the short vamp and stubby-toe models with high heels. Copper color and bracelet shoes are the mode in Paris just now.

Oran McCormick, writing of shoe-style creators in "Modern Shoemaking says: "With such a good feeling existing between the French and Americans, I should think it would be easy for them to shorten up the long ones, lengthen

Continued on page 89

What does the name "Chamoisette" mean to YOU?

The use of the term "CHAMOISETTE" has been so widely abused that we have found it advisable to acquaint the Trade, and subsequently through them, the buying public, of the origin and only proper use of this name.

The KAYSER COMPANY, Incorporated, the largest manufacturers of Silk and other Fabric Gloves, Hosiery, Underwear, etc., in the World, were the Originators and Producers of the first, last and only **Chamoisette Glove** ever placed on the market.

This is the Registered Trade Mark which they hold for this product.

"Kayser" GLOVE
REAL CHAMOISETTE
MADE IN CANADA

The name "Chamoisette" was given by them to a high-class fabric, perfected by a special process, and obviously suitable for use in the manufacture of Gloves for Ladies and Men.

The Chamoisette Glove was confidently placed on the Market by the Kayser Company, for with their unparalleled experience in Glove Manufacturing they knew what the public wanted, and appreciated. Recognition of its superior finish, wearing qualities, uniformity of fit, and style, was spontaneous. Its popularity was assured from the very first.

Other manufacturers becoming acquainted with the increasing demand for "Chamoisette" Gloves, began to produce imitations, which came to be generally known also as "Chamoisette," and sold everywhere as such.

In order to protect yourself and your customers from these inferior lines, the above trade-mark will be a guarantee to you of the one and only Chamoisette Glove obtainable.

Maintain your own reputation for goods of only the highest quality, and retain the confidence of your customers by stocking the "KAYSER" Brand, bearing the above trade-mark.

PERRIN FRÈRES & CIE.

SOMMER BUILDING
MONTREAL

There is no such thing as a substitute for a Gossard Corset

This advertisement is written for the protection of the merchants of Canada and the corset clientele whose welfare and patronage depend upon their judgment.

It is a well-known fact that every season certain corset manufacturers purchase the Gossard product, attempt to copy it, and offer their imitation as a substitute for the genuine---often at greatly reduced prices.

It seems hardly necessary to emphasize the fact that reliable merchandise cannot be produced by this commercial piracy. However, perhaps it is well to give a few of the principal reasons why none of our many imitators have ever been even moderately successful.

It is not possible to take a Gossard Corset, rip it apart, and cut even a fairly accurate reproduction of the original pattern. When taken apart, the various sections lose their shape---the design is lost.

That unequalled method of design, that is the despair of all imitators, is unknown outside the Gossard designing rooms. Only Gossard can produce a Gossard Corset because each and every Gossard in every size and every model is a masterpiece in itself.

Each and every Gossard is produced by expert operators, skilled to their profession through months of working under the strictest supervision of highly specialized superintendents, and with their work subject to the exacting criticism of the Gossard designing rooms.

There is no such thing as a substitute for a Gossard Corset, the original front-lacing corset, in which every principle of front lacing has been originated, developed and perfected.

The Canadian H. W. Gossard Co. LIMITED

284-286 West King Street Toronto, Canada

Wear Gossard CORSETS They Lace In Front

Bonnie-B VEILS

were the first Slip-On Veils, and the many others that have since been placed on the market are a compliment to them and a recognition of their popularity.

Imitated, but never equalled for their distinction of mesh and design, their soft pliable texture and their perfection of fit.

Widely advertised and once used will advertise their own merits. They are always in demand.

May we also remind you that Bonnie-B Human Hair Nets are THE BEST.

THE BONNIE-B. COMPANY
TORONTO, 156 Yonge St. NEW YORK, 222 4th Ave.

Fitwell Veil

CIRO

Sole Manufacturers of the

FITWELL *and* **CIROVEIL**

We hold a very large stock of **VEILINGS and VEILS** of all descriptions, suitable for all markets, and we are in a position to ensure immediate deliveries.

Canadian Representative:
Mr. H. D. MARSHALL
Stair Bldg., corner Bay and Adelaide Sts.
TOTO

CIRO FILS ET CIE
92 Wood St. LONDON, E.C. 2

Shoe *and* Corset Laces

MADE IN CANADA
THE EQUAL OF ANY IMPORTED

COTTON
SILK *and*
MERCERIZED

Black and popular colors. Put up in bundles, also paired and boxed.

Samples and prices on request

INDEPENDENT SILK CO., LIMITED
137 McGILL ST. - - - MONTREAL

Latch Needles Furnished For Any Make Latch Needle Machine

Charles B. Paulus

NEEDLE EXPERT

1516 68th Avenue
Oak Lane, Phila., Pa.

Former Manager Latch Needle Department
Manufacturers' Supplies Company, Phila.,Pa.

Samples on view Stall No.151, National Knit Goods Exposition, June 2nd to 14th, at Philadelphia, Pa.

Correspondence Solicited

RIBBONS FOR SUMMER TRADE

White Ribbons

of every description are in stock to-day.

This is a scarce line of merchandise and rather difficult to procure.

Prices are firm and an advance in the market is expected very soon.

Buy your Summer and Fall RIBBONS *NOW* and save money.

SAMPLES GLADLY SUBMITTED

RIBBONS LIMITED

"Specialists in Ribbons"

Montreal TORONTO Winnipeg

Better Toys Build Bigger Business

Permanence of Connection With Best and Biggest Buyers Depends Upon the Better Toys Sold—Mechanical Toys in Great Favor With Boys and Their "Dads."

TAKING the bull by the horns is a somewhat risky enterprise. Very often there is no other course, and particularly if the "taker" be the dealer, and the big idea simmering in his mind the "bull."

Henry Morgan and Company, Montreal, have established an enviable business in many, if not in all the departments of their very extensive retail business. Their policy and plan has, in many ways, been most unique, and to the application of these principles, and because of close adherence to them they have followed a course which has apparently made the success attained possible.

The toy department has been no exception to the established custom of the store that only merchandise of known merit finds its way to their shelves. Doubtless it took courage to follow this ideal, particularly with respect to toys, which, so often, are thought to be of the less important class not requiring great care in selection. Not only this, but in a large metropolitan centre such as Montreal, there would be a natural temptation to follow the trend of policy adopted so often, and by so many, to buy and sell very cheap and inexpensive lines of these juvenile delight makers.

What Quality Did

In an interview with the department manager, Mr. Osgoode, DRY GOODS REVIEW was impressed with the splendid principles determining the buying of these goods. A single reference will illustrate the trend of the conversation, and in it, the dominating note influencing the buyer in his selection of new lines.

"The ——— Company are getting out a very excellent toy of the better sort that is going to be a big seller, I am sure," said Mr. Osgoode. "It is very strongly made, and it carried my own weight very readily, though it is only made for young boys or girls."

This was really not a toy in the usual sense, but one of those instructive small vehicles which the boy can assemble himself. The construction of it was such, however, that every part contributed to strengthening the whole article when it was assembled, there being no weak links.

QUALITY

A good motto for any store is "quality," and this account of the success of a big store where this is the watchword, will prove interesting and rich in suggestion for all retail merchants.

Mr. Osgoode, asked as to the probable retail price of this new device, said that it would sell for $10 and $15 according to the design and size. This goes to prove, conclusively, what this article set out to establish, that it is within the power of the dealer to educate his trade "up to" the better goods, even in selecting toys.

The same idea governs the purchase of the thousand and one toys that are secured for the large trade of this store, and which is ever increasing. In doing this it has been necessary to take the bull by the horns and put in large, well-assorted stocks, calling for big outlay. But, since it is becoming increasingly plainer every day that the retail merchant is one of the greatest modelers of the public's buying, he will doubtless be doing his friends a lasting kindness by educating them into the purchase of toys worth while.

If the war was a blessing to any industry, it surely brought blessing and relief to the toy maker who was making an honest effort to place his industry upon a national basis. It is safe to say that he has succeeded, and will be still more successful.

"The mechanical toys of makers in this country are quite reliable," said Mr. Osgoode. "We have had satisfaction with them, and this will apply as well to some that come from the United States. The construction is good, and the prices are becoming better all the time."

"The boy usually knows whether he wants a certain mechanical toy or not," continued Mr. Osgoode. "He will not have some of the toys that his father and mother select for him. He really is a discriminating buyer for these things, and knows what he wants better than the older folk, who would sometimes like to buy for him."

Some Big Sellers

One of the biggest sellers from the Morgan stock is that of electrical trains, for which there is a better demand all the time. "We have two customers," Mr. Osgoode continued, "who come in often to add something to electrical train outfit. One of these men is a mechanical engineer with one of the big national railroads. He bought an outfit for his boy and has become quite as interested as his son in studying it. He has this set up in his cellar, and, with a long track built around the cellar, it forms a great deal of interest to both the father and his lad."

Another customer was an adult with a mechanical turn of mind, who was interested in the new additions from time to time to this reliable type of mechanical toys. It illustrates the possibilities there are in appealing to the "old men," and, it is safe to wager that, if the boy be sufficiently interested he will bring dad along to see the array.

Mechanical submarines and miniature tanks have been active sellers. Some of those made by the manufacturers in Canada and the United States have stood up well, Mr. Osgoode stated, and the manner of placing the winding apparatus on these in a convenient place, and the adoption of the automobile cranking idea in winding was very strong argument in selling to the boy. This, itself, has made many sales

Selling Through Display

It was pointed out that a considerable trade was maintained for toys throughout the year. There are the big holiday seasons of course when there is no dearth of demand and when the extra selling staff is required by most stores, but it is the all-the-year-round trade that the live retailer so gladly welcomes.

If there is one contributory feature of a most advantageous nature, and which makes possible at all times a satisfactory sale of these goods, it is the big

displays of toys, dolls, doll accessories, etc., made by the Morgan Company. There are many silent salesmen. In these are arranged in great profusion many toys, games, dolls, doll dresses, etc. Can there be anything more sensible if toys are to be sold right through the season than that of excellent display? What a contrast to reboxing the goods and placing them in the attic, there to be left until the next selling season, and eating up profits in the meantime. Even better to reduce the stock after the holidays are over at a sacrifice than to carry them over.

Displays are also made in the store windows. One of these, run last Fall, was very realistic. It was made in two of the large windows on Union Avenue and could not fail to arrest attention, particularly that of the boys and the men, for it was a moving display evolved at considerable expense, and one that took time to produce.

Through an ingenious arrangement, a scene of the passing of big lake boats at Sault Ste. Marie was developed. The canal locks were painted on a back-

Continued on page 119

Fall Buttons

The upper left corner shows an ivory button with polished rim and tint of color in central part. Beside it is a novelty pearl button with dark pearl centre. In the upper right and lower left are too highly finished celluloid buttons and in the middle below is another moulded ivory button, with a polished ring on it. The centre and lower right are novelties in dark pearl. Actual sizes. Shown by A. Weyerstall & Co., Toronto.

BUTTONS

As nearly as one can prognosticate at present amid the clouds of doubt and uncertainty, it appears that buttons are once more to be the feature in trimmings for cloth garments for Fall. And a feature of the buttons themselves is that they all have some polish in their design. Many have their entire surface highly polished, and in order to obtain the best finish a good grade of button must be selected. Some celluloid numbers are shown but they are less prominent than in some previous seasons, and only those of them are popular which are of a grade to take the fine finish.

Ivory and pearl buttons are both in very keen demand and are therefore growing scarce. In pearl, both the dark and light shades are selected. There are some novelties offered which combine both the tones. These, of course, are rather high in price and of very attractive qualities. Oval and oblong as well as round pearl numbers are liked with the two large holes for cord or tape fastening instead of thread. The higher-priced numbers in this style have a groove between the holes for the cord to fit into so that it does not protrude too far and thus rub shabby very soon. Large, medium and quite small sizes in pearls have this large hole and groove feature.

In vegetable ivory there are some dignified lines which have a dark color or else ivory tone mottled with black, and have a dull finished centre with black polished rim. The thicker the button the more expensive it is and therefore at the present figure asked for all commodities it is felt the time is not opportune to introduce extremely heavy buttons. Rather, a medium size and nicely finished brings in better business.

Slides are again in good demand and will feature noticeably in Fall fashions, both in pearl and celluloid. Combinations of color with grey—especially when that color is henna or blue—are thought well of; ivory slides, too, are shown.

For children's garments there are many novelties shown which include fancy celluloid and metal slides and buckles; metal buttons in oxidized silver effect, which is an acceptable novelty after so many brass buttons, also many colors and shapes in small composition buttons of various shapes. These latter are also used a good deal for trimming women's blouses, and, as one wholesaler pointed out, one does not lose much on these novelty color buttons even if certain colors do not prove good sellers, for they can be dipped in dye again and given a color or black, which will sell them.

DIRECTOR OF COATS LEAVES $21,000,000

The personal estate of Lord Glentanar, director of Messrs. J. and P. Coats, thread manufacturers, has been sworn at £4,324,204. The entire estate was estimated at few weeks ago at £4,600,000.

DEARER PERFUMES

The British perfume trade is much exercised over the new budget which proposes increased taxes on alcohol. The duty on a four ounce bottle of Eau de Cologne now amounts to one-half the selling price. Manufacturers state that owing to the enormous burden of duty that scents have to bear in Great Britain it is possible that its manufacture will be transferred to France, where the duty levied only amounts to a sixth of the British. It is suggested that the situation could be greatly improved if the Government would grant six months' credit of the duty chargeable on alcohol.

NEW HAND EMBROIDERY MACHINE

There is a new device on the market for women who embroider. It is a small metal hand machine for making both a smooth stitch and a "French knot" stitch. It is claimed that work closely resembling hand embroidery can be done very rapidly with it.

A NEW SHOE LACE

A new leather-finish shoe-lace is to be had. It is claimed to look like leather but to be stronger and wear longer. There are no weak spots and it is waterproof. Both flat and round styles are made and in black, tan, cordovan or mahogany in all lengths. This lace will be known as the "Nufashond Porpoisette."

FOR SELLING SHOE-LACES

A Toronto firm is handling a new outfit for selling shoe-laces. The method provides the laces in continuous lengths on reels—seven reels, of different colored shades, fitting on the same axle. The object is to be able to provide laces of the exact length required without the necessity of carrying too large and varied a stock. A tipper comes with the outfit, so that all that is necessary is to measure off the proper length, put on the tips and the sale is made.

THE
BUTTON
HOUSE

For Sorting — **For Fall**

Attractive Range

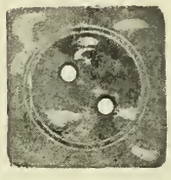
Attractive Prices

Newest Styles Shades

Reliable Saleable Goods

Never has the item of Buttons played a more important part in the fashionable costume than to-day.

Our line will meet every demand upon your stock. See our traveller.



Forsyth-Kimmel Co., Ltd.
KITCHENER, CANADA

THE ISLAND SPINNING CO., LTD.
LISBURN ∴ ∴ ∴ IRELAND

Use the Best

After many years of experience we can heartily recommend this brand of linen thread to any manufacturer.

Fountain Brand

Linen Thread

Complete stock of all lines and numbers carried in stock. Write us for prices and samples.

Sole Agents for Canada

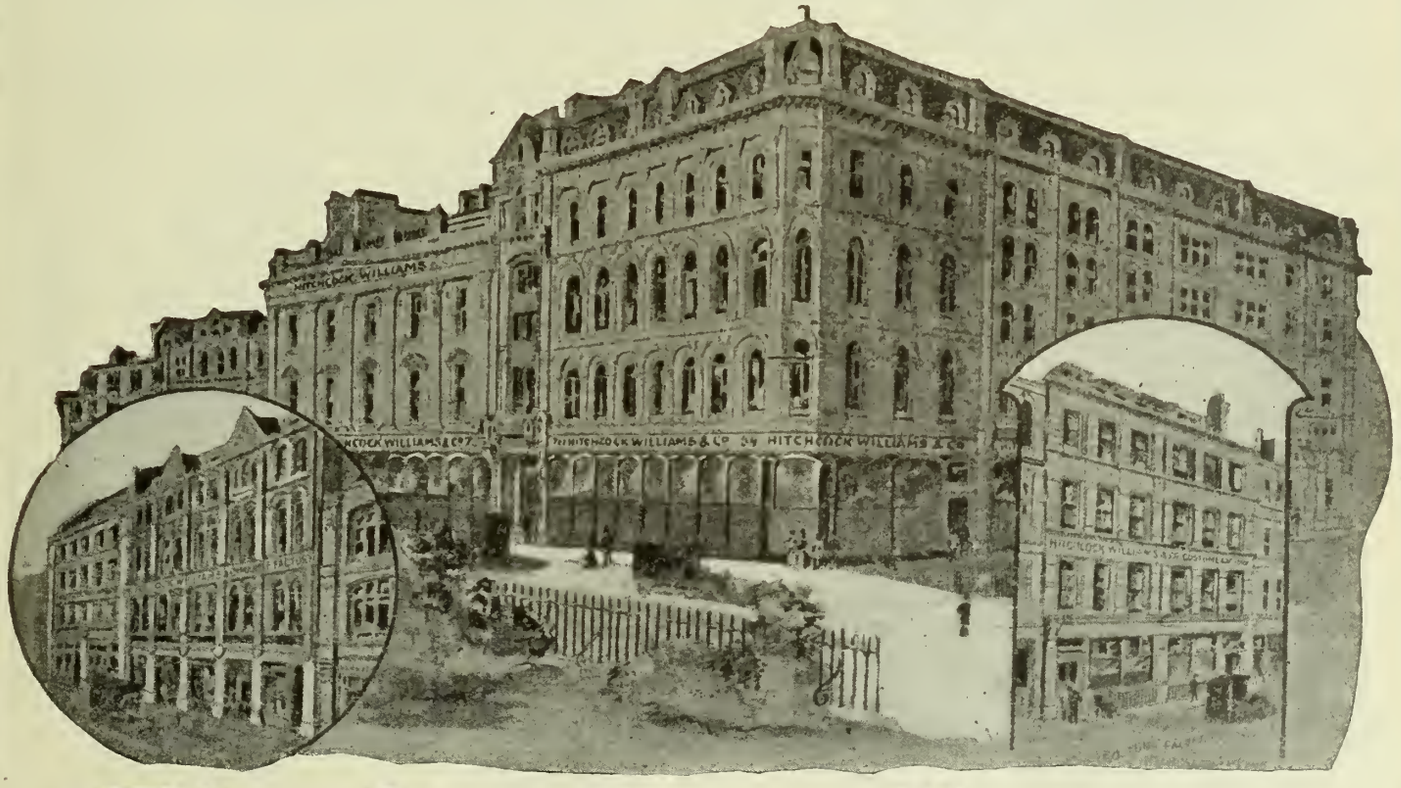
Walter Williams & Co.

508 Read Building
MONTREAL

20 Wellington St., W.
TORONTO

For Novelties in Cotton Dress Fabrics, Soft Furnishing Materials & Curtains.

RIBBONS, LACE GOODS, NECKWEAR, MILLINERY and Millinery Materials
Canadian Buyers invited to call when in London, or write for samples



Hitchcock, Williams & Co.

FACTORIES 10 & 11 Warwick Lane, E.C.
29 to 33 " "
And Paternoster Buildings, E.C.

St. Paul's Chuchyard
LONDON

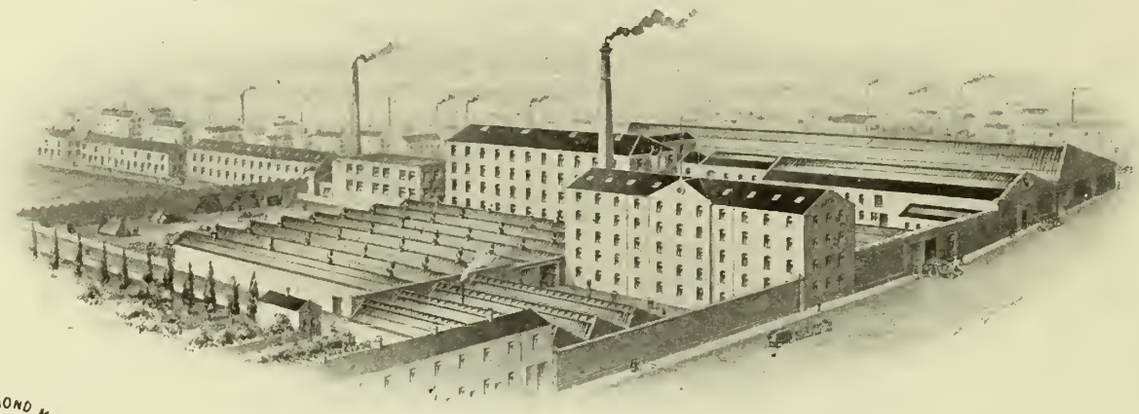
MILLINERY AND HABERDASHERY WIRE

Chenilles, Hat Braids, Dress and Mantle, Dress Cords and Girdles, Artificial Silk, Braids and Ribbons, Embroidery Silks, Tassels, Pom, etc. Upholstery Cords and Trimmings, Scroll, Argyle, Saddle Bag and Flat Gimps, DRESS FRINGES, Tassels, etc.

MADE IN SILK, COTTON, WOOL, ETC.

Artificial Silk Straw Braids for Millinery Hat Manufacturing.

SUPPLIERS TO WHOLESALERS AND SHIPPING HOUSES
SHIPPING AND STRICTLY WHOLESALE TRADE ESPECIALLY CATERED FOR



THE DIAMOND MAKE

TELEGRAMS: DAVENPORT MACCLESFIELD

P. DAVENPORT

MANCHESTER OFFICE: 39 PICCADILLY

BRIDGE ST. MILLS - - MACCLESFIELD, ENGLAND

[Canadian Agent: R. C. PARSONS, 34 FRONT ST. WEST, TORONTO

THE DIAMOND MAKE — BEST ENGLISH MAKE

For Summer Lingerie —

Nothing so surely reveals a woman's refinement and good taste as her Lingerie—and nothing can add such exquisite beauty and charm to dainty Lingerie as our—

Delightful Lingerie Trimmings

made of Ribbon, tinted by hand in many delicate shades. We also have a wide range of RIBBON NOVELTIES, such as—

GARTERS
VANITY BAGS
OPERA BAGS

Ribboncraft Co.
229 College St. Toronto

WORK BAGS
BOUDOIR SLIPPERS
INFANTS' NOVELTIES

BUTTONS BUTTONS BUTTONS

Ivory and Smoked Pearl are very fashionable for Fall.
Celluloid Buttons, Tailor's Small Wares, Fancy Trimmings.

The Ontario Button Co., Limited

Kitchener, Ontario

Write or Wait for the Button Man.

We have in stock the most comprehensive range of beads yet shown.

Write us for a sample assortment on approval.

Wrinch-McLaren, Limited

77 Wellington St. W., Toronto

Bostonian Cream. Put up in Brown, Gray, Cordo-Tan and all the popular colors. The ideal cleaner for kid and calf, both glazed and unglazed.

Nobby Brown Paste for Brown shoes, also **Nobby Brown** combination.

Peerless Oxblood combination for red shoes, **Peerless Oxblood** paste.

Quick White Liquid Canvas Dressing.

Albo Cake White Canvas Dressing.

Top-Notch White Leather Dressing.

Rival Gloss, Self-Shining Dressing.

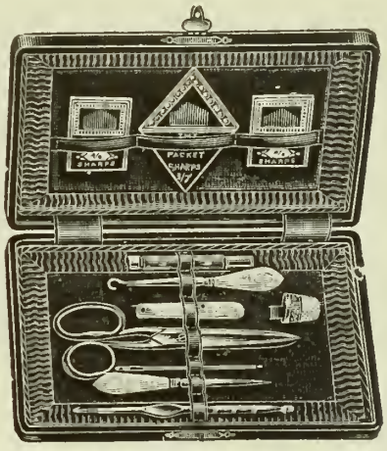
Ask your dealer or write us for

Whittemore's Shoe Polishes

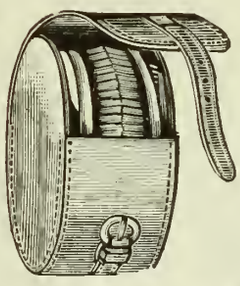
Manicure Cases

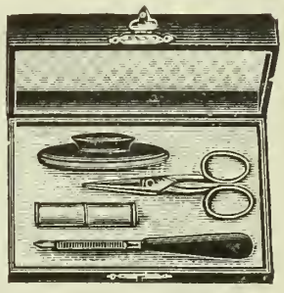
: Fitted Companions : Fancy Leather Goods Bags, Purses, Pocket : Books, etc., etc. :

Gradually our factories are getting into their peace-time stride again. Stocks are becoming more plentiful and a wider and more comprehensive range of styles and new patterns is being added to our assortment. Write to-day for illustrated catalogue and the supplementary lists which will be issued at frequent intervals.



Write for samples or illustrated list





WOOLNOUGH DRAPER & CO LTD

12-13 Chiswell St E.C. 1

Factories: Lever St. and Enfield, London, Eng.

EQUIPMENT & DISPLAY

A Bright Linen Department

The past couple of months has witnessed a number of interesting changes in the Murray-Kay store, Toronto. As reported previously in DRY GOODS REVIEW it was planned to unite the furniture store, which has been separate, on King St. West, with the main store on King St. East. This has now been accomplished along with extensive re-arrangements and enlarging of the original store. Above is reproduced a splendid linen department. This is now located at the back of the centre aisle on the second floor, one of the best locations in the whole store. Besides the large amount of merchandise displayed so attractively along both sides, on the counters, and in the centre on separate small tables, a series of artistic trellis arch-ways with wisteria and vines provide a bright freshness to the department. On the posts at the sides circular trellises encircle bird cages where canaries sing, and regardless of the weather customers are assured of the presence of a distinct summer season for household linen.

50 YEARS IN BUSINESS

About 200 of the employees of Gordon, Mackay & Co. were present May 16 at a banquet tendered to Sir James Woods, president of the company, on the occasion of the fiftieth anniversary of his business career. The directors presented the guest of the evening with a handsome cabinet of silver, and Sir James, in his reply, related a number of interesting experiences. In his opinion, the present day presents many opportunities to the man of ambition, and all things are possible through co-operation. Lady Woods was presented with a beautiful bouquet of roses by the women employees.

NEW MIDLAND COMPANY

A Federal charter has been granted to Midland Woodworkers, Limited, with a capital stock of $500,000. The new concern is empowered to manufacture, buy, sell and deal in wooden, corrugated paper and fibre board boxes, shooks, lumber, woodwork, wood products of all kinds, and to acquire and operate sawmills, box and woodworking plants, timber limits, etc.

The H. J. Daly Company, Limited, are conducting a removal sale preparatory to occupying their new store on Sparks street, Ottawa.

La Mode, 108 Sparks street, Ottawa, announce their removal sale and after June 1st will be in new and larger quarters at 182 Sparks street.

Sweater Coats in Important Role

The above view of the sweater coat department at Murray-Kay's shows how it too has been enlarged. This department now occupies the central part of the second floor just in front of the linen department, and being at the head of the central steps from the first floor is in full view of both floors at once and presents a splendid appearance. The sweater coats, it will be noted, are the main articles on display but at the right hand side farther back are knitted bathing suits as well as a few other lines of fancy knitted goods. Sweater coats have long been one of the prominent departments in this store and the great variety of novelty in color and design, of both silk and wool sweater coats, and the attention given to various novel ways of wearing them as to belt, collar, etc., have attracted a splendid custom for the store in that department. It will be seen that a great many figures and bust forms are used in displaying these sweater coats and that a large reserved stock in the boxes under tables and counters and in cases behind counters is bound to give customers the impression of being able to be suited here, if anywhere. The other departments in the Murray-Kay store are equally as attractively arranged as these two shown and people are finding a great deal of interest in investigating the new merchandise and its original exhibition in this store.

An Interesting Advertisement

This month Richard Hall & Son, Limited, Peterborough, Ont., are operating on a new time schedule. The store now opens at 8.30 a.m. and closes at 5 p.m., daily, except Saturday, when the closing hour is 9.30 p.m.

As an appreciation of the new hours the employees took it upon themselves to take a full-page space in each of the local dailies to make the following announcement:

The Employees' Message of Gratitude

We, the employees of Richard Hall & Son, Limited, take this means whereby to express to our employers our deep appreciation and gratitude for their kind and benevolent treatment to us individually and collectively in giving us shorter working hours.

We wish to call the attention of the thinking public to this kind favor granted us by our big, generous-hearted employers.

And we think the good people of Peterborough and Peterborough County should give due consideration and patronize the store that gives their employees such liberal and humane treatment.

Our employers and we are co-workers and in so far as it is possible our work is a real pleasure.

We like to work for—we love to work for Richard Hall & Son, Limited, because we get 365 days of good square, honest treatment every year.

For the following shorter business hours, commencing on Monday, June 2nd, we wish to heartily thank our employers.

8.30 a.m. to 5 p.m. every day.

8.30 a.m. to 9.30 p.m. Saturday.

Thursday, half-holiday, July and August.

We, the employees of Richard Hall & Son, Ltd., have bought and paid for this space and have run this advertisement from our own initiative unknown to our employers. We hope they will accept it with our gratitude and sincere thanks.

The Employees,
Richard Hall & Son. Ltd.

This original idea cannot fail to impress customers and the public of Peterborough, generally, with the satisfaction which the Hall employees find in their work and therefore with the gracious service which can be expected in that store. And more, there is an initiative expressed which stamps the employees as a body as being thinking people, who are capable of being of the best service to customers, and that will inevitably attract business, which cannot but result in better satisfaction all round. The management is highly appreciative of this public thanks it has received from its employees, who are in no way organized. There is a splendid spirit of generosity on both sides, together with an appreciation of the fact that advertising has a direct and wholesome message to the public, which is, to say the least, interesting.

DRESS ACCESSORIES

Continued from page 77

out the short ones, and strike a happy medium. A real democratic happy medium, so to speak, and free humanity's feet as well as their souls." Those two democracies might well look over the feet of Canadian women and see in reality, in a great number of cases, that freedom of foot and soul, for Canadian women as a class are noted for their independence with regard to impractical fashions, despite the efforts of some style enthusiasts to force upon them the hobble, the stilt, the choker and stays of steel.

Original Idea in "Managers' Sales"

Regina Trading Co. Follow Clever Campaign of One Week—Remnant Sale on Last Day is Fitting Conclusion.

A department managers' sale is not a new venture in retaildom in Canada; in the West, as in the East, scores of the larger stores have experimented with this device as a "talking point" on which to build up an increased turnover as compared with the corresponding period of one year ago, and they have met with varying degrees of success, and some failures.

But for a clever development of the idea, unique and thorough, and convincing in its working out, DRY GOODS REVIEW has seen nothing that excels, possibly none other that has equalled, a recent series that the Regina Trading Company of Regina, Sask., presented to the public, designed by the publicity manager, A. W. Moscarella.

In the ordinary department managers' sale it has been customary often to present the names and photographs of the managers, and sometimes a personal message. But this, in the opinion of DRY GOODS REVIEW, does not necessarily make for sales. Indeed, it may well be doubted whether the average reader of a newspaper advertisement cares much about whether this manager or that is beating out the other in gross sales or percentage, or any other way. Rather it is the values offered that interest the public; the goods themselves. Not that the personal element does not count in sales, but DRY GOODS REVIEW believes that many stores have placed too much reliance on the idea of an "inside" competition—in which by itself the public can have little concern—and have been disappointed in the results.

The Regina Trading Company's appeal carries with it a judicious commingling of the personal and the merchandise end, "value" end, and in connection with the publicity manager, the president, J. E. Bole; the managing director, A. F. Little; the display manager, C. Faunt; the office manager, K. C. Maclean; the head of the delivery department, F. Bloomer, all acted in conjunction with the merchandise department managers to make this year's sale among the most successful ever held by the store, and an outstanding one among similar sales of the store.

The outstanding feature of the opening announcement was a four-page advertisement in the city daily papers. The first page contained what is likely to strike most merchants as a clever "stunt": A drawing was made of the store, showing the several departments on the two floors, each with its distinctive merchandise, and an arrow in red ink connecting each with the photograph of the manager. In this way the impression of merchandise was linked up closely with the idea of the manager—more effectively than the average store has been able to do.

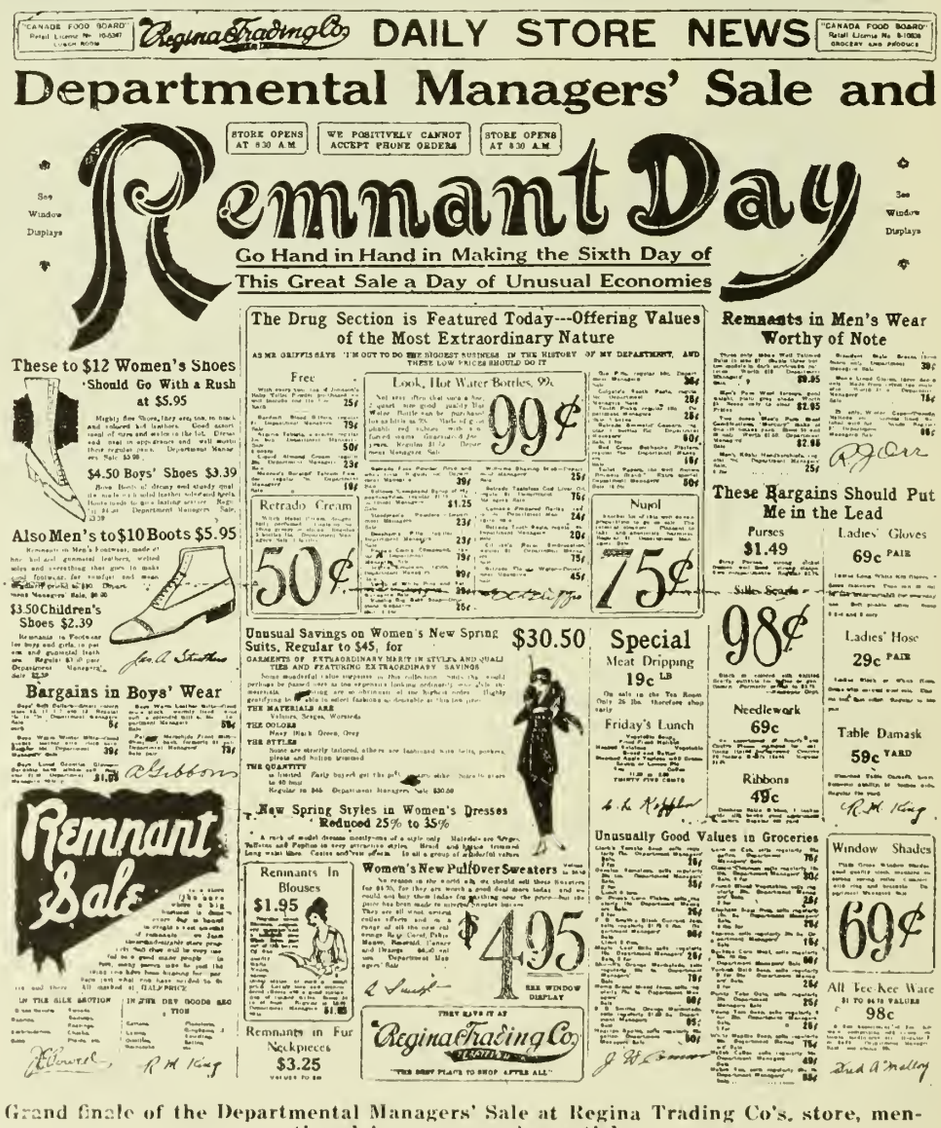
At the bottom of the page was this notice:

"See the following pages for particulars of the greatest bargain festival Regina has ever witnessed."

The two inside pages were arranged in the form of a "double-page spread," with the caption in bold type across the top, "Departmental Managers' Sale," and inset across the face of the letters here and there thumb-nail cuts of various managers.

At the upper left-hand corner, as a sort of introductory explanation, was a statement from A. F. Little (signed in a reproduction of his actual hand writing). This outlined concisely the idea of the sale, and announced that a prize was being awarded to the department manager "who shows, during this competitive sale, the largest percentage of increase in sales over the same period of last year," and so forth. The rest of the space was occupied with offerings from different departments, with the signature of each manager, in the form of a cut of chirography.

The last page carried slogans such as



Grand finale of the Departmental Managers' Sale at Regina Trading Co's. store, mentioned in accompanying article.

An Original Display Method

In the May issue of DRY GOODS REVIEW readers will remember mention having been made of "night displays" used by Messrs. Kane & Kane at Orillia, Ont. Above is reproduced a picture of the case and the special articles to be on sale the following day as it appears in the entrance of this store. Mr. James Reardon, the manager of the store, reports that splendid results are obtained from this night display and it means little work to put the special articles in the showcase each night after six o'clock, move the case over in front of the door, leaving it lighted so that all evening the people passing to and fro notice the lighted case standing out against the dark inside of the store and pay special attention to the articles which are to be specially offered the following day. In order to get a good photograph the camera man had to leave the entrance door open and so some of the interior display was brought out in a little closer view. The glass in the doors extends almost to the floor, however, so the case inside is in good view for casual observers. It will be noted in the left hand window of the store that there is a very attractive display of summer dress fabrics especially well arranged for a small window. These are symmetrically arranged with suitable trimmings and fashion designs to accompany; also a line of hosiery on racks at either side of the window. Nor can passers-by fail to observe the various styles of fashionable shoes displayed in the window at the right hand side. A light background of fabrics throws up the fine lines and colors of the shoes. Show cards and fashion pictures also attract a good deal of interest to the merchandise and a crowded appearance is avoided.

"I'm out to smash all former selling records, and these prices will do it," etc.

Generous advertising followed up the sale all through the week, with another two-page spread the day before the end. "It has been a huge success—we thank you," was a prominent panel statement in the centre. The sixth day saw a "Remnant Day" added as a fitting closing feature.

It is noteworthy that no phone orders were accepted during this sale.

Reproductions of some of the advertisements will serve to indicate the character of the display in the papers. If there is one criticism DRY GOODS REVIEW would offer—in the midst of a host of complimentary words that could be employed—it would be that here and there a style of price, that is figure, type was used that was rather too large and hardly accorded with the body type and the rest of the bold type for figures. More than this, it stood out so prominently that it seemed to dwarf the news of the goods themselves. One other suggestion would be that the character of the merchandise carried in each department might well have been indicated in some way: the whole page ad. stood out as a mass of varied offerings with no department indicated distinctively.

But, after all, these are minor points in a most creditable advertising campaign.

A PLACE INSIDE FOR BABIES AND CARRIAGES

Novel Service in New Ottawa Store

The new store of Fournier, Ltd., Ottawa, has a great many attractive features. Prominent among them is the inside accommodation offered for babies and baby carriages. The following announcement by the firm tells the story:

BRING THE BABIES

Convenient for Mothers to Shop at Fourniers, Ltd.

There is no store in the city more ideally located or better equipped to fill your wants for Home and Family purchases than the big, new store of A. A. Fournier Limited—but there is another most important feature that those with children will find especially beneficial—let us tell you about it.

When building our new store, we took into consideration the requirement of "mothers"; those who take the children when they start out to shop. So many stores have such narrow doorways, aisles so congested with tables, counters, and such like, that baby carriages needs must be left outside. Mr. Fournier often remarked about the inconvenience and possible danger of leaving the little ones unattended on the street, and when plans were being drawn for his new department store he insisted that they provide ample space both in the aisles and entrances for the accommodation of baby carriages.

This arrangement extends throughout the store no matter what department you visit, even to the spacious new elevator recently installed and which is large enough to accommodate several carriages at one time. The aisles are wide enough on all floors to prevent any congestion, no matter how great the crowd. Babies also enjoy being in out of the hot sun and where they can see the pretty things on counters and in show cases. It is really delightful for everybody—we all love the babies and glad to have them. Remember this when planning your shopping trip; don't leave the babies at home, bring them along—this store provides ample room for their accommodation and you won't find it necessary to hurry your shopping—baby will be comfortable and safe.

A. A. FOURNIER LIMITED.

NEW FIRM IN VANCOUVER

A new wholesale firm trading under the name of Wallace, Parsons & Farmer Co., Ltd., is located on Cambie and Pender streets, Vancouver, B. C., the premises formerly occupied by Johnston Bros. Mr. W. G. Wallace, of the new firm, went to Vancouver originally in the interests of the Wallace-Farmer Co.; Mr. Charles Parsons has been in the West twenty-five years, having represented Gaults, Ltd., and later was staple goods buyer for Johnston Bros., then was connected with the Wallace-Farmer Co. They will handle linens, towels, overalls, gloves and other lines.

Stores using a complete N. C. R. System can give the public good service

WHEN a customer goes into a store and sees an up-to-date National Cash Register on the counter, he knows at once that he is going to get quick, accurate service.

If the proprietor of that store is asked why he uses a National Cash Register he will reply that it is a labor-saving device that helps him just the same as labor-saving machinery helps the manufacturer, railroad man, farmer, and mechanic.

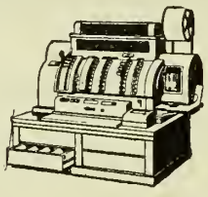
When a customer makes a purchase in a store using an up-to-date National, he can not help but notice how quickly the clerks hand out parcel and change. He notices how careful they are—the smart, modern appearance of the store—the good service and prompt attention that he gets.

Customers are also quick to notice the good values that such stores are able to offer; the accurate printed cash register figures; the freedom from disputes; the absence of errors.

Without a cash register

Keeping store records by hand is as out of date as traveling by stage or fighting with bows and arrows.

With a modern National



The most progressive stores all over the world are using and endorsing National Cash Registers.

Machine-made records

National Cash Register records are printed and accurate. They protect merchant, clerk, and customer.

Careful, accurate clerks

An up-to-date N. C. R. System is a powerful force in training clerks to be careful, accurate and quick.

N. C. R. quick service

Cash register service is the fastest in the world. It makes shopping quick, pleasant, and convenient.

A modern N. C. R. System is a business necessity because it does so much to increase business and reduce expenses

The National Cash Register Co. of Canada, Limited, Toronto, Ont.

Offices in all the principal cities of the world

The Prediction—
"Bigger Business Next Fall"

Plan Now!

Indications are that good business will prevail next fall. Already stores are planning their campaigns and making preparations to meet it.

Fall business should be considered under the three main heads—

1. *PLANS FOR BUYING.*
2. *PLANS FOR SELLING.*
3. *PLANS FOR ADEQUATE STORE SERVICE.*

Under number 3 consider the advisability of taking immediate steps to insure capacity for efficiently taking care of increased business.

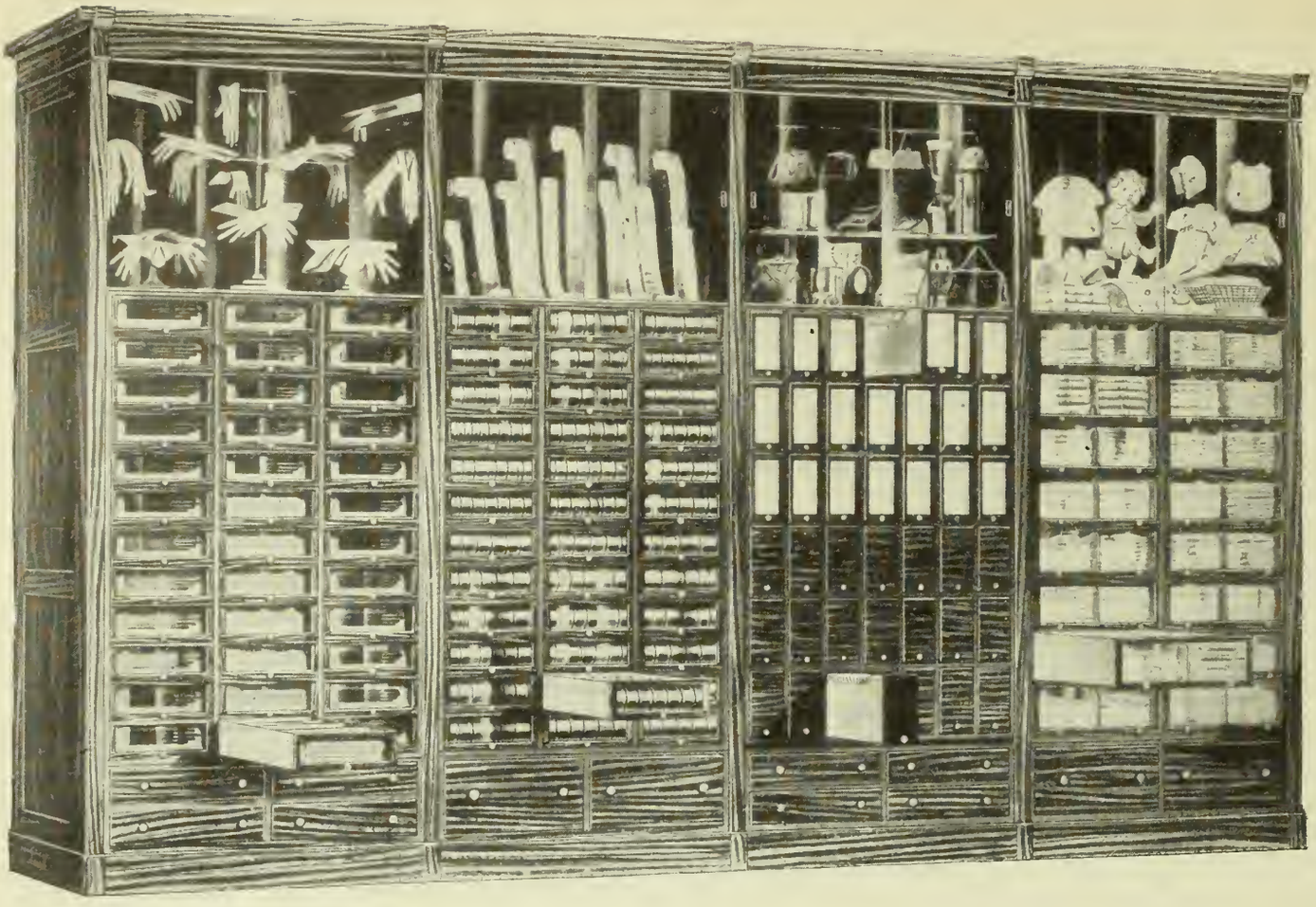
The proper service system is an important factor in the growth of any store. It is one of the things that go to make the store atmosphere. Lamson Centralized Systems—cable, tube, or wire line—give customers dignified quick service that leaves a pleasing impression of the store and helps to insure continuous business.

Service additions and improvements should be arranged now to insure completion in time for fall business. Let us place our facilities at your disposal.

THE LAMSON COMPANY

BOSTON, MASS.

Boston	St. Louis	Detroit	Cincinnati
New York	New Orleans	Cleveland	Indianapolis
Philadelphia	Dallas	San Francisco	Chicago
Pittsburgh	Seattle	Toronto	Minneapolis
Baltimore	Atlanta	Vancouver, B.C.	Omaha
Rochester		Los Angeles	Denver



Sectional Fixtures

No doubt you have seen some of our haberdashery and ladies' wear *Ready-to-place* fixtures in use and would like to know more about them. Will you write us for particulars?

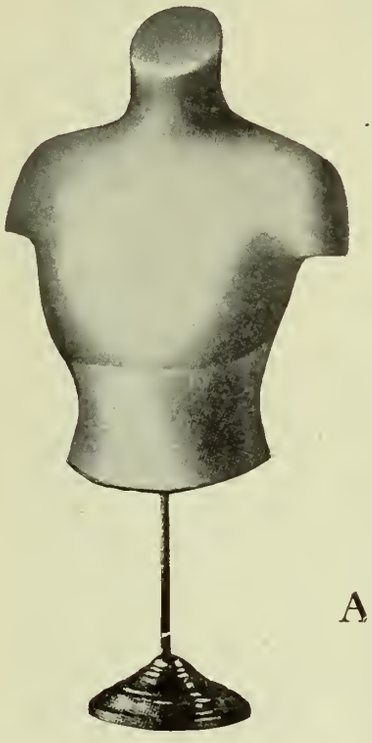
We keep the quality up

Kent-McClain Limited

(TORONTO SHOW CASE CO.)

181-199 Carlaw Avenue - Toronto

Get the Interest of the Passer-by



70D

Display your goods in an effective, practical way. Show them as they will look when worn, with every distinctive feature plainly visible. Use our

ENAMELLED FORMS

All the latest, most up-to-date designs guaranteed not to chip or crack. Easily washed with Gasoline, Alcohol, or Soap and Water.

STORE FURNISHINGS
ARTIFICIAL FLOWERS
METAL and WOOD DISPLAY FIXTURES

Write for Circular

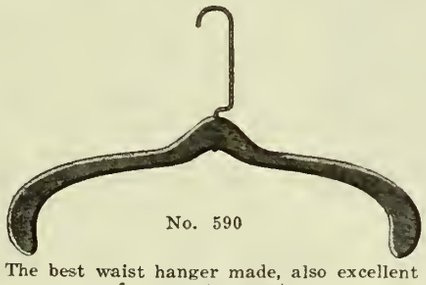
A. S. Richardson Co., Limited

Head Office and Factory:
99-105 Ontario Street, Toronto, Ontario
Branch Offices: Montreal, Winnipeg, Vancouver

Our Motto Is "Service"

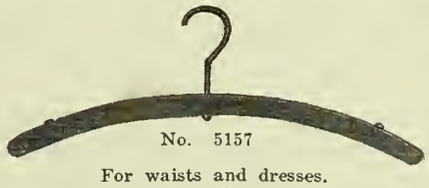
71D

GARMENT HANGERS



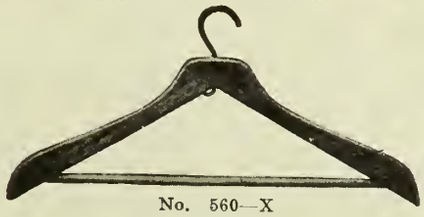
No. 590

The best waist hanger made, also excellent for sweater coats.



No. 5157

For waists and dresses.



No. 560—X
Suit Hanger
Same as No. 560, but with inserted trouser bar. The largest seller of all.

We also make a full line of High Quality Display Fixtures, Wax Figures, Display Forms. Manufacturers of Canvas Forms and other Store Equipment.

Clatworthy & Son, Limited
161 King Street West, Toronto, Can.

A "Discovery" in Economy

CLIMAX BALER

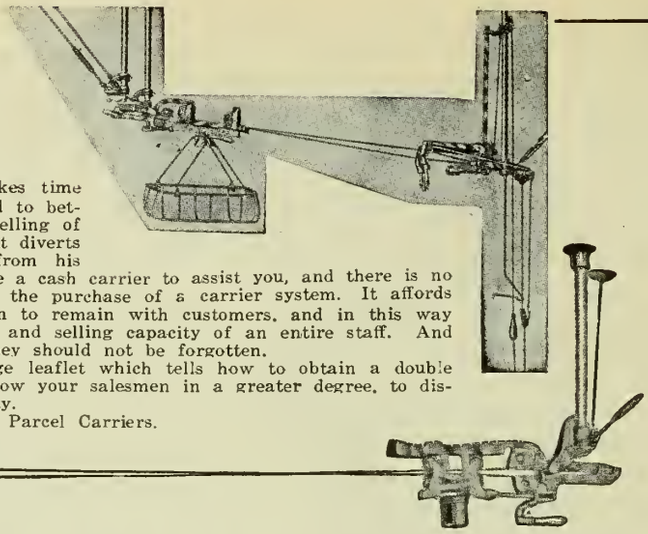
Turns your Waste into Cash. Compresses and bales your paper ready for shipping. Secures for you the highest prices for your waste paper. Saves time and energy Preserves the attractiveness of your store. Eliminates to a great extent your risk of fire. All steel—12 sizes. Will last a lifetime.

Climax Baler Company
Hamilton Ontario

FILL IN AND MAIL THIS COUPON TO-DAY.

Climax Baler Co., Hamilton, Ont.
Gentlemen: Without obligating us in any way, please send full particulars and prices of your steel Paper Balers.
Name .....
Address .....

Why Not Allow Your Staff the Privilege of Increasing Your Sales?



MAKING change takes time that might be used to better advantage in the selling of more goods. And too it diverts the salesmen's mind from his real business. We have a cash carrier to assist you, and there is no better investment than the purchase of a carrier system. It affords more time for salesmen to remain with customers, and in this way increases the efficiency and selling capacity of an entire staff. And the saving of steps—they should not be forgotten.

Write for our four-page leaflet which tells how to obtain a double check on sales, and allow your salesmen in a greater degree, to display their selling ability.

All kinds of Cash and Parcel Carriers.

Gipe-Hazard Store Service
Co., Ltd.
113 Sumach St.
Toronto, Canada

The New Way System

Two Hundred Unit Sectional Fixtures

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

Buy as you like.
Add when required.

Catalogue and particulars on request.

Jones Bros. & Co. Limited
Store Fitters

Eastern Branch: 71 Bleury Street Montreal P.Q.
Head Office 29-31 Adelaide St. West. Toronto. Ont.
Western Branch 437 Main Street Winnipeg. Man.
In affiliation with and manufacturing in Canada under the patents of The Grand Rapids Show Case Company

No. 26 E

DALE FORMS

Wonderfully True to Life
Obviously Superior in Finish
Washable
Durable
Always Up-to-date

The Form illustrated will prove extremely useful to you at this time for your display of BATHING SUITS. It is adaptable for use in displaying every line of ladies' garments.

When in Toronto visit our conveniently located

NEW SHOW ROOM AT 86 YORK STREET

right in the centre of the Dry Goods District, opposite the Prince George Hotel.

We now have double our former space and facilities, and can more competently meet all your demands for

DISPLAY FORMS and FIXTURES

Dale Wax Figure Co., Limited
Toronto, Ontario

Montreal: 150 Bleury St, **Vancouver, 501 Mercantile Bldg.**

Latest Bust Forms

We specialize in bust forms of the best kind and supply very latest forms for coming styles.

We are putting out New Shirt Waist and New Dress forms, Ladies' size, also Juniors 13, 15 and 17 years.

These forms are Authorized by the Highest School of Designers of New York and Paris and finished in the finest guaranteed Flesh Colour Enamel.

Won't you give us a trial order.

Delfosse & Co.
247-249 Craig Street W.
Factory: 1 to 19 Hermine St.
MONTREAL

Make Your Show Windows Pay Your Rent
Many Sales are made on the Sidewalk
Window Display Fixtures

A Wonderful set of Patented Interchangeable Window Display Fixtures for displaying Dry Goods, Shirt Waists, Hats and Women Furnishings. Set will give 10 Years Good Service in effective trade pulling window trims.

The Fixtures you see above are only a very few of the designs that can be set up with the full set, besides hundreds of standard fixtures can be set up

Made of Oak, either Golden, Antique or Weathered Finish. Set is put up in a Hardwood Hinged Lid Storage Chest, a good place to keep the extra Younits not in use. There are thousands of sets in daily use

No. 102 Set has 222 Interchangeable Younits For Large Store Windows, **$41.25**
No. 102½ Set has 122 Interchangeable Younits For Small Store Windows, **$20.35**

Stock carried in Hamilton, Ont. Order direct or thru your jobber Send for catalog Patented and made in Canada.

The Oscar Onken Co. 3850 Fourth Street Cincinnati, Ohio, U. S. A.

The Moment of Opportunity *for* Retail Merchants

THE next few years will mark a tremendous change in the business of retailing.

Here and there out of the mass of small businesses, big retail establishments will spring up.

Every community will see some few stores rise rapidly above Ordinary Success to Big Success.

Opportunity is knocking now at every merchant's door.

For, to-day the handicap that once set a limit to a store's expansion no longer exists. The trading area, which is the area to which goods may be delivered profitably, has been greatly extended.

The store in the centre of the town can serve customers on the outskirts. The east-end store can deliver goods in the west end.

The whole community is laid open to competition.

And in this fair field the live merchant must win.

Railway Transportation revolutionized trade. It made Big Business possible. By opening up distant markets, by moving goods rapidly at comparatively low cost, Railway Transportation built up big central successes.

Motor Transportation, now reduced to a low-cost basis, will produce, in local trading, results similar to those effected in national markets by Railroad Transportation.

As men everywhere grasp this idea, as they seize the opportunity for business growth that now presents itself, the retail business will be operated on a higher, more efficient plane. The public will be better served. Larger and more varied stocks will be offered for sale. Better and bigger stores will appear.

The Ford One-Ton Truck makes available this opportunity. It is motor transportation at low cost—low first cost, low maintenance cost, low operating cost.

A large investment in equipment is not needed. Every business that is paying cartage bills or maintaining a delivery system can employ Ford Trucks economically.

A small outlay will motorize your deliveries and open to you the opportunity for business expansion.

Complete Ford Trucks in Two Standard Body Types Now Ready for Immediate Delivery

The Ford Truck Chassis is being used with hundreds of special body types in every line of business. But, ordinary hauling and delivery work can be best adapted to two standard types—the Stake Body and the Express Body.

These two body types are kept in stock by Ford Dealers and Ford Branches, ready for immediate delivery. They insure the maximum efficiency from the Ford Truck. They give the buyer of a Ford Truck the recognized benefits of Ford production

Both types have the Enclosed Cab with the two-way windshield which gives the driver proper protection from the weather. This Cab—a Ford feature—is warm in winter and cool in summer. It may be ordered with or without doors as desired.

See These Complete Trucks

No question affecting the future of your business is quite as important as this question of motor deliveries. Can you afford to evade it? Will you wait until your competitors force it on you as a defensive measure?

Seize the opportunity to enlarge your field of business. Consult the Ford dealer. Let him solve your delivery problem. Act. To-day.

Ford One-Ton Truck (Chassis Only) $750.00 f. o. b. Ford, Ont.

Freight charge to London, $15.00; Toronto, $17.00; Montreal, $22.00; St. John, $31.00; Winnipeg, $47.00; Regina, $63.00; Saskatoon, $66.00; Calgary, $77.00; Vancouver, $93.00.

For either Stake or Express Body, in lead coat with cab but without doors

$128.50.....F.O.B. Ford
$133.00.....F.O.B. London
$134.00.....F.O.B. Toronto
$135.00.....F.O.B. Montreal
$137.00.....F.O.B. St. John

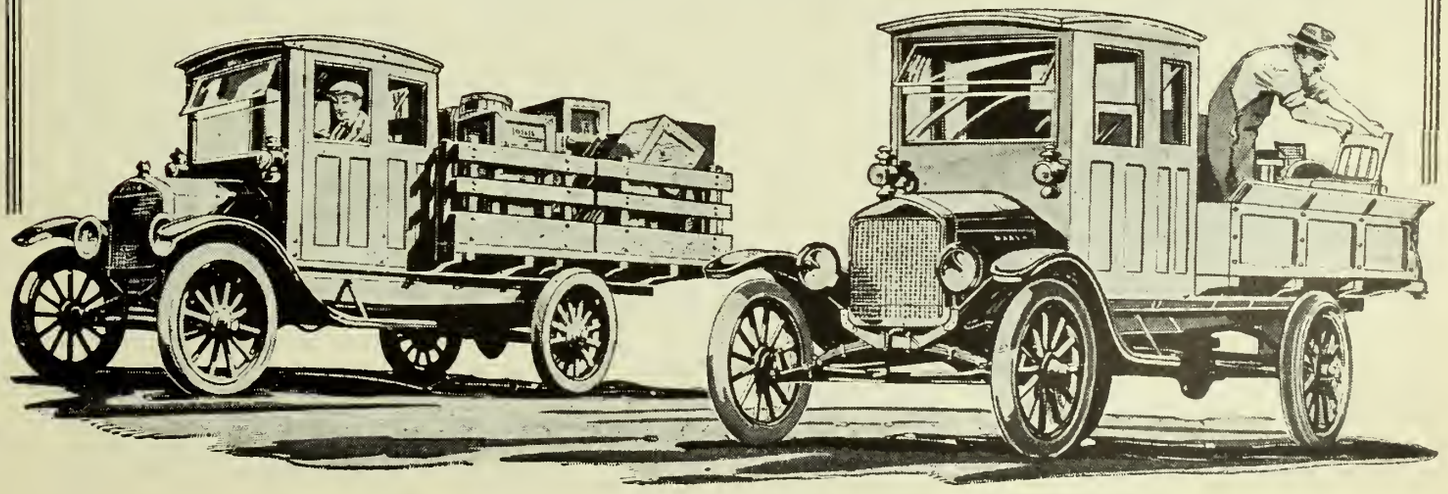
Ford

For either Stake or Express Body, in lead coat with cab but without doors

$140.00.....F.O.B. Winnipeg
$143.00.....F.O.B. Regina
$143.00.....F.O.B. Saskatoon
$147.00.....F.O.B. Calgary
$151.00.....F.O.B. Vancouver

If painted job desired, add $4.00 to above prices. If doors desired on cab, add $6.00 to above prices.

Ford Motor Company of Canada, Limited, Ford, Ontario



Infants' Dept. Develops from Toys

Montreal Specialty Store Adds Infants' and Children's Wear and Novelties to Toy Section —Endeavors to Secure Merchandise That is "Different"—and to Supply Special Calls—Doll's Book an Original Idea.

AN infants' wear department that developed out of a toy department is the rather unusual experience of the specialty store of G. A. Holland & Sons, of Montreal. The double feature is illustrated in the photographic reproduction in connection with this article.

This point was explained by Miss S. A. Clarke, the manager of the two departments in a talk with DRY GOODS REVIEW. "Ladies with little children were continually asking me where they could get the finer lines of clothing for their children: there they were upstairs in our store wanting goods, and we hadn't any to offer them in children's wear. I said to myself that infants' wear must be the next department that we opened up, and here is the beginning of it."

And so it is of the young section, undeveloped, but already showing abundant evidence that there is a place awaiting it that the story is presented to dry goods merchants herewith. Coming a little late for full Spring deliveries that new section will be fully equipped for Fall. Its start, however, is a promising one, not only in respect to merchandise, but business. It is ministering to the wants of the store's customers, and they have been showing the best kind of appreciation.

Scours Market for Novelties

The idea of the manager is to supply something that will not be found in the average infants' department. To secure these Miss Clarke made a personal search of the manufacturers, and visited some of the best known infants' departments on the continent. A large section of her regular "toy" customers are willing to pay high prices for the daintiest of lines. Thus there are on view silk undervests for infants that run $2 and up to $3 and over. Where "money is no object," they sell on sight—and feel. Complete layettes in the most delicate of shades, as well as of materials and trimmings, are displayed: infants' long and short dresses, bootees, bibs, sweaters, and other clothing; bassinettes, and in connection with these the department takes orders to fit these out to suit the mother's taste. An order was taken for one early in June that cost about $15 for the basket itself, and more than this before it was complete. Nursery furniture of all kinds is shown; dolls' toilets and a full range of celluloid toys, the latter not a new line, but present, of course, before the toys. Now, however, the lines of infants' goods are moved close to the infants' wear department, so that, as the illustration shows, there is a joint section established, indicating the natural development that has taken place. Dolls and dolls' dresses; balls, tiny parasols, are among the other lines. Then the stock is taking in wash suits for children from two to six years of age, a little advance on the infants' wear idea, but one that most stores find it essential to the success of the infants' department to work into.

The treatment of show cases and display and stock tables, etc., has followed the approved lines, and in this case French grey has been chosen with a pink background for the wall cabinets, and plush of the same shade for the bottoms of the show cases. Big dolls are used to set off the baby garments, and naturally the department has a goodly store to draw from in this respect.

Want List Becomes Important

One of the interesting features of the conduct of the new department, as it is of the toy section, is a want card. In the ordinary case a clerk in a store jots down on a "want card" whatever a customer asks for that the store has not in stock; that is, either has never stocked, or is out of temporarily. This card goes in to the buyer, and if the size or style is out of stock, this is remedied in the next order. If it is a case of a new line, often the demand is watched for some time before anything is done. Miss Clarke uses several sheets of cardboard for her want list, and on these are written the names of the customers, their addresses and the article they want, such as a velocipede. As soon as a shipment comes in the list is scanned and the want filled. But often it happens that the customer asks for goods that have never been kept in stock. A case of this the other day was a twins' go-cart. That is not an article, fortunately, for which there is a daily demand, and just as naturally, the store had never carried this line in stock. Yet an effort was made to supply the want of the customer, and illustrations were secured, and it so happened that the store was able to show the customer a picture of the very one she had seen in New York and particularly wanted. She eagerly accepted the offer and one was ordered, and at the price there was some profit to the department, and a very greatly pleased customer. In the case of small

THE DOLLS' BOOK

Another of the special features of the department is a Dolls' Book. This again comes from the toy department. Scores of orders come in in a short time for all kinds of "repairs" for the children's dolls, and it is probably—to these little ones, at least—the most popular idea worked out in the department. Dolls' heads, legs, eyes, even teeth, are supplied; the elastics are strengthened or renewed; the cries repaired; enameling done; china mended, wigs secured to replace those sadly torn by the little fingers, and the doll in every way enabled to regain its position in the child's community. It is not an uncommon thing to make out a bill for three, four or five dollars for these "repairs."

A fine toy department which gave birth to an infants' wear department at A. P. Holland's, Montreal.

articles not closely related to the goods carried, a department might not be willing to go to the trouble to search for goods asked for, but in cases like this there would appear to be good business to take some trouble to satisfy the desires of the customer.

"TOMBOY" SUITS

Macy's, New York, are featuring "Tomboy" suits for little girls. They are made of ginghams in plain dark blue. The sailor blouse hangs loose and laces up the front and at the sides with red silk laces. The sleeves are short; bloomers are box-pleated on to a belt, the pleats are deep so as not to come out and they allow plenty of freedom of movement. The usual seams down the front and back are not present; they are cleverly connected under a pleat at the side. Strong elastic at the knee makes the bloomers blouse so that they appear to be a smart kilt skirt. The price is $2.89.

The enterprise of British and United States toy makers in producing goods that will relegate the pre-war class of toys to the background has gone far toward putting the toy trade on a satisfactory profit-making basis for year-round trading. A few toy-making concerns have kept up with the procession, but the Canadian retailers are as yet more dependent on imported toys than they should be.

EXTEND MILLINERY DEPARTMENT

Murray-Kay's have considerably extended their millinery department, having added a beautifully decorated new room for high-grade merchandise. An archway leads to this grey and rose department where models from $15.00 up are displayed in glass cases, on three or four small tables and on individual pedestals. There are three tastily arranged private fitting rooms, along one side of the room. Birds in cages, flowers, palms and ferns add much cheer and beauty to the attractive furnishings and customers are already finding it a pleasant and comfortable spot in which to select their millinery.

Just at present there is a delightful array of Summer models on view. They include the jade green, orchid, dainty pink, blue and champagne colors; lace, leghorns, organdie and sports hats in interesting developments. There is an orchid gingham organdie hat and parasol which is unusually dainty; a number of batavia cloth sports hats with crepe facing; a leghorn with crown and uncurled plume of French blue, with ¼-inch olive velvet streamers. Another leghorn model has the crown completely covered with loops of one-inch delft blue velvet ribbon. Rather large velvet flowers are a fancy of the season, too. One wide-brimmed creation of pink milan hemp had large velvet flowers and lace, with georgette facing.

The chin chin type is represented by a leghorn with navy moire brim.

"More ostrich feathers have been sold this Spring than during the whole of the past three years," said Mr. H. Fryer, manager of the department, to DRY GOODS REVIEW. They are shown on stiff little sailors, large picture hats, pokes and medium shapes and are used flat, mounted and twisted, gracefully curled and glycerined. With their strong vogue this Summer Mr. Fryer thinks there is every likelihood of ostrich playing a big part in Winter millinery as well, and numerous other buyers share his opinion.

E. B. Ershler, St. Johns, Nfld., went on a buying trip to American markets early this month.

The Universal Knitting Co., Ltd., Vancouver, B. C., are now located in bright new premises at the corner of Hamilton and Pender streets, opposite the City Hall Park. They have added new machinery to their plant which the old location on Granville street was unable to accommodate.

DGR HOUSEFURNISHINGS DGR

REVIVAL OF PEASANT INDUSTRIES

Soldiers Weaving Tapestry

By London, Eng., Correspondent.

Some of the old English handicrafts, like the phoenix, are rising up again out of the ashes of the war, which all but extinguished them. A strong movement is now afoot, promoted by several organizations, which have devoted themselves during the war to helping the disabled soldiers to learn a trade to revive the hand looms and ancient tapestry weaving in Scotland.

Already in several places disabled soldiers are working at hand looms, and they are likely to be able to earn between ten and fifteen dollars a week at this trade.

The premises which Lord Bute erected near Edinburgh to encourage the revival of the ancient art of Scottish tapestry weaving has been re-opened and is giving employment to ex-soldiers.

Perhaps the hand looms in the North of Ireland, which are badly in need of new blood, may be encouraged to take on a new lease of life in this manner.

BIG BRITISH FIRM COMES TO HAMILTON

The announcement was made May 29 that another large industry has been secured for Hamilton. It is the Canadian branch of Porritts & Spencer, Bury, England, the largest manufacturers of commercial felt in Britain. The company will be incorporated at not less than $1,000,000, and expenditures on construction and equipment will be nearly as much. Five hundred hands will be employed. They will also make heavy woolen blankets. Mr. William Spencer will bring his family out from England and manage the new factory himself.

AS TO LOW-PRICED SCRIMS

As reported last month there is a scarcity of the low-priced scrims. However, one firm is fortunate enough to have been able to offer, since the first of March, for delivery up to October 1, three numbers of fancy bordered scrims 32 to 36 inches wide, in white, cream, and beige, at a selling price of from 12 to 16½ cents, based upon piece price and case lots. This seems to be about the only source for scrims at those figures. The demand of course continues for the better grades, but it is interesting to note how the character of demand has altered in the past few years—in company with the changes in the type of goods on the market.

Arthur A. Campbell, of W. W. Campbell & Co., Ltd., Sydney, N.S.W., is opening an office at 140 Broadway, New York, this month. He will handle furnishing, draperies, dry goods, hosiery, etc.

Green & Company, ladies' tailors, 363 Bank street, Ottawa, have removed to the Alexandra Block, 356 Bank street.

The New Edinburgh Carpet Company, 173 Creighton street, Ottawa, announce that they are ready to do business and will operate an upholstering department as well as carpets.

EVERY MOTHER SHOULD COME ON BABY'S DAY—Saturday

THE NEWS

OF THE

"Better Bedding Exhibition"—at Turnbulls

MUSIC EVERY AFTERNOON DURING THE EXHIBITION

FOURTH EDITION — MONDAY, MARCH 10, 1919 — NO CHARGE

FIRST "BETTER BEDDING" EXHIBITION IN PETERBOROUGH OPENS AT TURNBULLS ON MONDAY NEXT—MARCH 10th

BOARDS OF HEALTH GLADLY APPROVE

SEE BETTERMENT COMING FROM SUCH EXHIBITIONS

Every public spirited citizen in Peterboro should give this event his or her hearty co-operation for anything that will tend to the betterment of conditions in which one-third of our lives is spent must tend to the betterment of the health of the community as a whole We cordially invite you to attend this Exhibition, whenever and as often as you can make it convenient to come and wish to emphasize the fact that it is an Exhibition pure and simple in which the leading Bedding Manufacturers are co-operating with us in placing before the people of Peterboro Bedding that is everything it should be and give them the opportunity to see and have explained the conditions under which Sanitary Bedding is made.

In the past deeade so much attention has been paid to sanitation in all its branches that it has come to be paramount in our daily life More and more the necessity of better sanitation is being recognized not only by the authorities, but by the public as a whole Boards of Health are demanding direct compliance with their regulations People realize more and more the necessity of doing so and the advantages derived from the observing of rules laid down by Health Boards

Canada is in possession of no Bedding Laws whatever. It is a common statement among our best Manufacturers of Bedding, "Canada has no Bedding Laws, but we Have."

Despite the fact that this is one of the first "Better Bedding Exhibitions," in Canada, Boards of Health in many places have seen the wonderful advantages arising from such a veritable "bedding fair."

The recent epidemic of Spanish influenza brought to light sanitary conditions of the most distressing character. Voluntary nurses were shocked at the conditions prevailing in many homes Recently in London, unde like conditions, a committee, composed of prominent London women was formed to act in conjunction with the Board of Health, to eradicate the awful sanitary conditions existing in many homes.

For years pressure has been brought to bear on the Government to bring in laws regarding the manufacture of bedding

United States is far ahead of Canada in this respect as many individual states have enacted laws peculiar to their localities Several of the most prominent Canadian companies pride themselves that while "Canada has no bedding laws, we have"

This is among the first Exhibitions of this kind in Canada, and you will find a visit to it very interesting and highly entertaining A first-class orchestra will be in attendance every afternoon from 3 to 5 o'clock and Saturday evening from 7.30 to 9.30

"YE OLDE TYME BED"

"Send among other things Bedsteed of Carven Oake (ye one in which I sleept in my father's house) with ye valances and curtayns and tapistry coverlid belongyings." Thus wrote a daughter of a prominent governor of the New England States in the sixteenth century.

THE WEEK'S PROGRAMME

MONDAY, MARCH 10TH, "IDEAL DAY."

The Exhibition opens at 2.30, with products of the Ideal Manufacturing Company prominently displayed, with an expert from the factory to explain them fully.

Music from 2.30 to 5.30 p.m., by Orchestra of Local Federation of Musicians

TUESDAY, MARCH 11TH, "IDEAL DAY."

The Exhibition of the Ideal Manufacturing Company's lines continued.

Music from 3 to 5 p.m., by Orchestra of Local Federation of Musicians.

Brass Bed and Good Mattress to be given to some two persons who attend the Exhibition on "Ideal" Days.

WEDNESDAY, MARCH 12TH, "ALASKA" DAY.

Featuring prominently the product of the Alaska Bedding Company, of Montreal ,with an expert from the factory in attendance.

Music from 3 to 5 p.m., by Orchestra of Local Federation of Musicians.

THURSDAY, MARCH 13TH, "ALASKA DAY."

Music from 3 to 5 p.m., by Orchestra of Local Federation of Musicians.

Folding Bed, Camp Bed and Mattress and Chintz-Covered Bedroom Box to be given away to some three persons who visit the Exhibition on "Alaska" Days.

FRIDAY, MARCH 14TH.

"SANITARY BEDDING AND BED-TIME COMFORT DAY."

Exhibiting prominent Bedding Lines that have special sanitary features, comfort-giving Mattresses, Pillows, Springs, etc.

Music from 3 to 5 p.m., by Orchestra of Local Federation of Musicians.

At 4 p.m., an address will be given on "Sanitary Bedding, and What it Means to the Home and Individual," by Mr. W H. Smith, Chairman of the Social Service Commission of the City of Toronto

A Pair of High-Grade Pillows, donated by the Canada Feather and Mattress Company.

A Felt Mattress, donated by the Peterboro Mattress Company, and a Real Down Comforter by a leading Comforter Maker, to be given away this day

SATURDAY, MARCH 15TH, "BABIES' DAY."

Special Lines of Beds and Bedding, particularly designed for Babies 'Comfort, prominently featured

Music from 3 to 5 p.m., and from 7.30 to 9.30 p.m., by the Orchestra of the Local Federation of Musicians.

Last day with All Lines of the Exhibition complete. Special Prizes for this day Crib and Springs, Crib Mattresses, and set of White Enamel Kindergarten Tables and Chairs to be given away

BIG EXHIBITION OPENS MONDAY

BOUND TO MEET WITH DESERVING SUCCESS.

A "Better Bedding Exhibition" commences Monday, March 10th, and will continue all week at "Turnbull's Big Store," corner George and Simcoe Streets. The leading Canadian manufacturers of Bedding have made large shipments direct to the Turnbull Co., for this Exhibition. These will be prominently displayed in the windows and the "fifth floor" which will be given over entirely to the exhibition.

Experts in Bedding, men who are thoroughly posted in every detail of its manufacture, will come from the factories and be on hand to tell many things about the Bedding that the average person is not acquainted with.

Saturday will be "Baby's Day," devoted particularly to the showing of Babies' Bedding, and every mother should make it a point to attend. All things pertaining to Babies' comfort will be set forth in pleasing array.

This is purely an Exhibition. There will be no solicitation or endeavor to make sales. We want every citizen of Peterboro, and the country surrounding it to take advantage of this most unique and what we believe will be a very entertaining and instructive event.

One prominent feature of the campaign is the fact that a number of manufacturers have made contributions of articles which they wish to have given away in connection with the Exhibition. For example:

The Ideal Bedding Co., have donated a Brass Bed, which will be given away to some person attending the Exhibition on Monday and Tuesday "Ideal Days." for list of other prizes see Page 2.

The largest and most noted Canadian manufacturers are co-operating with us for this "Better Bedding Exhibition," and wish to show the people of Peterboro and the surrounding country the manufactured articles, with the progress already made along sanitary lines.

The Exhibition is not confined to high priced Bedding alone, but is to show that sanitation is for the lower priced articles as well, and the user of the less expensive articles can rely on it being as clean and pure as modern manufacturers can make it.

The most reliable makes of Bedding will be shown, many of the displays representing the goods in the various stages of the manufacture.

Experts of Bedding from the factories will be in attendance to give every information regarding their lines.

On Friday, which is "Sanitary Bedding Day," the Chairman of the Social Service Commisson of the City of Toronto will give a short address on Sanitary Bedding. Speakers will be arranged for other days, if possible, of which announcements will be made in the daily press.

PURELY AN EXHIBITION—NO SOLICITATION WHATEVER

Page of store-paper published by J. C. Turnbull Co., Peterborough, Ont., giving special information on "better bedding" exhibition.

Bedding Exhibition Proves Success

Demonstrations, Lectures on Sanitation, Babies' Day Big Drawing Card to "Fair" at the J. C. Turnbull Co.'s Store, Peterborough, Ont.

"OUR bedding exhibition put our bedding department on its feet," G. A. Hodgens, manager of the J. C. Turnbull Company, Ltd., Peterborough, Ont., stated the other day to a DRY GOODS REVIEW representative. "For one entire week, we held 'a better bedding exhibition,' and the results now forthcoming are very gratifying. This 'show' served to introduce this department of our business to the public in a way that has proved of untold value," he added. All the newest styles in beds, and in bedding, such as mattresses, pillows, comforters, etc., were on display. The exhibition was largely advertised through the medium of the daily papers, and also by the store's paper called "The News," featuring articles on sanitation, and better housing conditions, with the program for the "Better Bedding Exhibition" prominently outlined on front page. This was sent broadcast throughout the city, and to all the surrounding villages and country. Window displays also played a prominent part in the advertising scheme.

The exhibition was held during the afternoons and on Saturday evening. An orchestra was in attendance throughout the week, and addresses by representaitve men from the various factories whose goods were shown, were present and spoke to the people, who came in large numbers each day. "Sanitary bedding, and what it means to the home and to the individual," was the subject of an address given by W. H. Smith, chairman of the Social Service Committee of Toronto.

The co-operation of all the leading manufacturers in this "better bedding fair" was a matter for congratulation on the part of the management of the store. There was absolutely no solicitation to buy during the exhibition. It was purely a display, intended to lay before the buying public new ideas in bedding that would help improve sleeping conditions for the people. The addresses were most helpful from a sanitary and health standpoint, those attending voicing their appreciation of the store's enterprise in conducting such an educative affair.

The Babies Received Attention

On Saturday, "Babies' Day" was the feature, and special lines of beds and bedding, particularly designed for babies' comfort, were attractively shown. The exhibition was not confined to high-priced bedding alone, but endeavored to show that sanitation is for the lower priced articles as well, and that the user of the less expensive goods can rely on them being as clean and pure as modern manufacturers can make them. Many of the displays of the most reliable makes of bedding, represented the goods in the various stages of manufacture.

An added feature that attracted a good deal of attention, and tended to stimulate interest in the affair, was an estimating contest. The management invited visitors to estimate the number of persons attending on certain days. Valuable prizes, such as folding beds, brass beds, mattresses, and comforters, proved sufficient inducement to make the competition keen.

Sales Increased Since Fair

Opportunity to display housefurnishings on this occasion was not lost sight of, and visitors to the "better bedding" display were invited to visit the house-furnishing department as well. Many of them did, and Mr. Hodgens feels business since the "fair" has shown that it was well worth while. It was the biggest feature in the way of advertising that the store has ever put on, but as a means of pushing sales in these particular lines, it is certainly claimed a winner.

Demonstrates Floor Covering Also

A practical demonstration of one of the substitutes for linoleum that is now being sold, proved valuable in the way of increasing sales of that commodity in the same store. Early in the Spring a large piece of this particular floor covering was placed on the pavement in front of the store. Here it was exposed to all kinds of weather, and was subject to very heavy traffic, hundreds of people on the main street walking over it every day. At a season too when the weather was very uncertain, it encountered much rain, snow, and generally bad weather conditions. Notwithstanding this adverse treatment, extending over a period of ten days, a DRY GOODS REVIEW representative saw this linoleum substitute on a recent visit to Peterborough, and was impressed with its durability, as proved by the above test. The public was sufficiently convinced as to improve the buying of the article very considerably, according to the statement of Mr. Hodgens. Its wearing qualities seemed to be amply demonstrated in this rather unique test, as no piece of floor covering would be tried so completely in the home

(Continued on page 125)

At the "Better Bedding" Exhibition

Display of mattresses, pillows, etc., shown in the J. C. Turnbull Co's. store at Peterborough, Ontario

This is ONE from That New VICTORIAVILLE Line

Following our recent announcements, we now show you herewith

One of Our New Designs

in

SOLID PLAIN OAK

We place this line before the Trade with fullest confidence that they will find in it merchandise of the very best kind. In its production we have the advantage of splendid natural resources at our immediate command, besides the benefit to be derived from availing ourselves of excellent facilities and skilled workmanship.

The merits of this SOLID PLAIN OAK LINE make it of unusual interest to every retailer. It is furniture that appeals to Taste as strongly as it appeals to Reason, because in meeting the desire for Style and Quality it also fulfills every practical need, and does it all at exceptionally reasonable prices. Its pleasing Appearance and lasting Serviceability are features that cannot fail to place it among the very best selling lines—the choice of a large number of Home Furnishers.

Decide NOW to try this Line out in your immediate selling. It is no venture. It is a safe and profitable proposition.

Send for supplementary catalogue and full particulars.

Victoriaville Furniture Company, Limited

VICTORIAVILLE, QUEBEC

CABLES: Worth, Stourport CODE: A.B.C. 5th Edition

T. BOND WORTH & SONS, LTD.

SEVERN VALLEY MILLS

STOURPORT, WORCS., ENGLAND

Specialities in Carpets

in suitable styles and artistic effects—the result of many years experience and careful study of the requirements of the CANADIAN MARKET.

Saxony Wilton Rugs (seamed)

Made in Two Qualities

Omdurman and Persian

Seamless Axminster Rugs

9' 0" 10' 6" and 12' 0" Wide

SEVERN
ASTORIA
AMBERLEY

Royal Axminster Carpets

Piece Goods Seamed Rugs
Hearth Rugs

Brussels and Wilton Carpets and Rugs

Chenille Hearth Rugs and Mats
Corridor, Vestibule and Sofa Rugs

KING'S CELEBRATED SCOTCH WINDOW HOLLANDS

have been made for one hundred and forty years and are recognized throughout the world as the best and most saleable shading. They are unequalled for quality, are unshrinkable, fast colors and made in all colorings and widths. To insure getting genuine goods, customers are advised to EXAMINE TICKETS and PAPER BANDS. Also inside Holland Tab on end of each piece and see that each *bears name* of "JOHN KING & SON."

SOLD BY ALL LEADING WINDOW SHADE JOBBERS

Made by

JOHN KING & SON

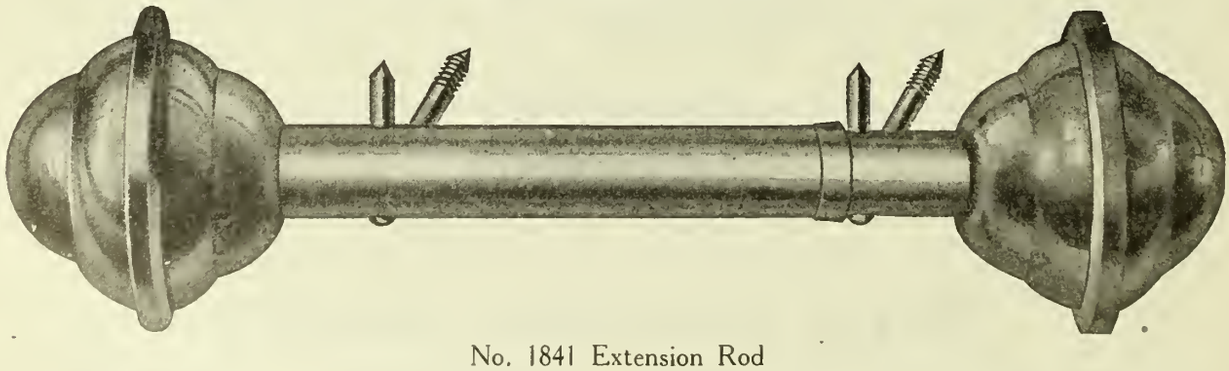
GLASGOW, SCOTLAND

Established 1775

Canadian Representatives: CAMPBELL, SMIBERT & CO., MONTREAL and TORONTO

Dalmor

HARDWARE DEPARTMENT



No. 1841 Extension Rod

Extending 30 to 54 inches, 7/16 inch Brassed Tubes, fine finish Ferrule, Polished Brassed Ends 1⅝ inches in diameter, complete with brackets. Packed 1 dozen to box. ½ gross to Carton. 5 gross to Case.

Price $1.35 Dozen. $16.00 Gross.

WIRE YOUR ORDER, COLLECT

DALY & MORIN, LIMITED

LACHINE :-: MONTREAL

John Ainscow & Co., Ltd.

Spinners and Manufacturers

TURKISH TOWELS, QUILTS, COUNTERPANES, &c.

Beehive Mills, Lostock, Bolton;
California Mills, Stockport;
34 Charlotte Street *MANCHESTER*

Canadian Agent: Walter Williams, 508 Read Building, 45 St. Alexander St., Montreal

IMPORTERS *and* MANUFACTURERS

Art Needlework *and* Fancy Goods

"Peri-Lusta" *Mercerized Cottons*
"Crystal" *Artificial Silk*
Embroidery Materials

Fancy Linens and Piece Goods

MADEIRA HAND EMBROIDERED LINENS *and* HANDKERCHIEFS

Campbell, Metzger & Jacobson

932-938 Broadway New York Cor. 22nd St.

Canadian Showroom and Factory:
Bay and Wellington Sts., Toronto, Canada

Mathematics

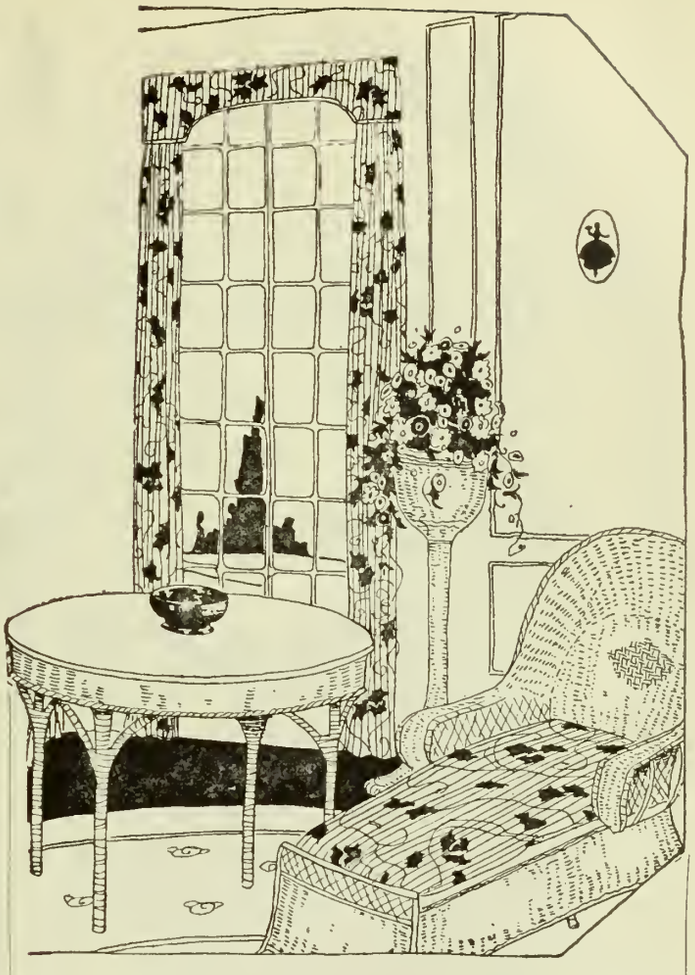
PROBLEM:
To dispose of, or to obtain something or someone.

SOLUTION:
A Dry Goods Review Condensed Ad.

COST:
Five cents per word per insertion. Ten cents extra per insertion for box number.

RESULTS:
Just what you were looking for.

DRY GOODS REVIEW
143-153 University Avenue
TORONTO



We can meet your requirements in—

CHINTZ
CRETONNE
SHADOW CLOTH
CURTAIN NETS
CURTAIN SCRIMS

Our quality is unexcelled.
Our colors and designs exquisite.
Our service is prompt and efficient.
Our prices are right.

The Lace Goods Co.

LIMITED

Third Floor, Empire Building, 64 Wellington Street West, TORONTO.

Importers and Manufacturers Agents

Table Oil Cloth

— and —

Oil Cloth Table Cover Designs

DIRECT FROM LARGEST DISTRIBUTORS

LEATHER CLOTH

MUSLINS - DRILLS - DUCKS

VITRA PHANE

STAINED GLASS PAPER

THE WEISS & KLAU CO.

462-466 BWAY, NEW YORK, N.Y.

"TABLE OIL CLOTH AND WINDOW SHADES SINCE 1887"

When you want to sell or buy anything, use the condensed ad columns of

Dry Goods Review

You can talk across the continent for five cents a word.

The Seal of Satisfaction in

Canadian Hosiery for Canadian Children

The sturdy activity of healthy young Canada demands Hosiery of genuine merit to stand the wear and tear imposed upon it.

Your little customers will be assured of Hosiery of finest appearance and greatest reliability, when you sell them A.B.C. Cashmere Hosiery.

Made in all sizes, from 4 to 10 inch—in 1 and 1 rib.

The goodwill this line will earn for you in giving thorough satisfaction will be a valuable asset to your business.

The popularity of this brand of Hosiery for Children has so rapidly increased that we have found it necessary to move to larger premises, in order to more competently meet the demand for our goods. With extended space and greater facilities we are now in a position to produce four times our former output.

May we send you a trial order of—A.B.C. HOSIERY?

Allen Bros. Co., Limited
883 Dundas Street East, Toronto

Winsome Maid
Pure Thread Silk Hosiery

"Superfine"

in—QUALITY
PERFECT FIT
SMARTNESS

The constantly increasing sale of **WINSOME MAID HOSIERY** indicates its superiority.

Its wonderfully soft, silken texture, and its splendid wearing qualities, are recognized and appreciated by discriminating buyers.

A complete range of colors—including all the popular shades of the present Season.

Increase your Summer Sales by stocking—**WINSOME MAID** Pure Thread Silk Hosiery.

The Wilson Mfg. Company
934 Gerrard Street East, Toronto

Made in Four Sizes 000 00 0 1

It's all in the Spring

Strong—Durable Made of Brass

It's a Snap to Snap This Snapper

Colonial Maid

Wire Spring Dress Fasteners

Made in Canada

THIS IS NOT A FRICTION FASTENER But is MADE WITH HIGHLY TEMPERED WIRE SPRING KNOWS WHEN TO HOLD AND WHEN TO LET GO

BRASS—will not rust

ALSO PUT UP IN ONE GREAT GROSS CABINETS ASSORTED 24 CARDS EACH WHITE AND BLACK ∴ ∴ SIZES: 00-0-1

To be had of all leading wholesalers.

Manufactured by

Colonial Fastener Co., Limited

Montreal, Que.

The Wabasso Cotton Company
Limited
THREE RIVERS, P.Q.

WABASSO COTTONS
GOOD AS GOLD
WHITE AS SNOW
MADE IN CANADA

WABASSO CAMBRICS
THE CLOTH OF THE CANADIAN HOME
ABSOLUTELY PURE
MADE IN CANADA

WABASSO
LAWNS - NAINSOOKS
MADAPOLAMS - BRIDAL CLOTHS
MADE FROM SELECTED LONG STAPLE COTTONS, PERFECT CONSTRUCTION
BLEACHED IN SPRING WATER
GUARANTEED ABSOLUTELY PURE
MADE IN CANADA

WABASSO SHEETINGS AND CIRCULAR PILLOW COTTON
REGULAR IN CONSTRUCTION
SNOWY WHITE
WIDTHS GUARANTEED
ABSOLUTELY PURE
MADE IN CANADA

WABASSO
SHEETS & SLIPS
MADE FROM BEST STOCK
ABSOLUTELY PURE
ALL TORN, NOT CUT
MADE IN CANADA

THE TRADE MARK
of
PURITY

WABASSO
MEANS
A SNOWSHOE RABBIT
IT STANDS ALSO TO-DAY FOR
SNOW WHITE COTTONS
ABSOLUTELY PURE
MADE IN CANADA

Always the Premier White Cotton Mills of Canada

CABLE ADDRESS "BONWORTH" TELEPHONE 228

The Bonner-Worth Co Limited

Worsted Yarn Spinners & Dyers

WEAVING, KNITTING AND DOMESTIC

BONWORTH MADE IN CANADA BRAND TRADE MARK

Peterborough, Ont. Canada. May 15th, 1919.

TO THE DRY GOODS TRADE

Gentlemen,-

For four and one-half years The Bonner-Worth Co., Ltd. specialized in hand knitting yarns for Soldiers Socks. Nothing was allowed to stop, or delay, production of this yarn, so indispensable to the comfort of our splendid soldiers "over there".

When the Armistice was signed, our Spinning and Dyeing experts concentrated their energies to produce a yarn for Ladies' garments which was to be the last word in hand knitting yarns. The result is now offered to the trade in "SUPER" and "ELECTRA" yarns.

Our "SUPER"- a 2 ply floss sold in balls - is spun from fine Australian wool, and makes up into a deliciously cosy, clinging garment. Spum by experts, dyed with the finest dye-stuffs procurable, this yarn is most easy to knit and will give pleasure to the knitter from start to finish of the garment.

"ELECTRA"- a 4 ply fingering, sold in skeins and balls- is the best value in hand knitting yarns ever placed on the market. Special twist has been imparted into this yarn preventing splitting and enabling it to slip over the needles in a manner which every knitter will appreciate.

Both "SUPER" and "ELECTRA" hand knitting yarns are sold in a range of 32 colours. The selection of shades will please the most fastidious.

Our travellers will call upon you in the near future and any inquiries addressed to the head office at Peterborough will receive prompt attention.

Yours very truly,

THE BONNER-WORTH COMPANY, LIMITED.

SUEDETTE

TRADE MARK REGISTERED

GLOVES

H.B.K BRAND.

COLORS

White
Black
Chamois
Palm Beach
Grey—light and dark

MATERIAL

A fine woven suede finished fabric of wonderful wearing durability.

WORKMANSHIP

With a modern plant and up-to-date equipment our customers are assured of perfect fitting and perfect finished gloves.

ORDER

A sample dozen will be forwarded on request.

The Hudson Bay Knitting Co., Limited

MONTREAL

2045

A NEW FRENCH VEIL

SOFT SHETLAND FINISH
Plain Hexagon Mesh, with Elastic,
specially made for extra wear.
Black—$24.00 gro.—in attractive folders.
TRY SOME !

SOFT SHETLAND VEILING FOR SUMMER

White, Black, Navy, Taupe, Nigger.

MALINES

Never as scarce, or as popular.
Used for Millinery, and Neck Scarves.
Limited quantity in stock.
Black, White, Champagne, Grey, Old Rose, Pink, Paddy, Navy, Mauve, Nigger, Sky, Taupe, Purple, Tan, Brown, Saxe, etc.

BRIDAL NETS---BRIDAL VEILS

COTTON AND SILK NETS

Black, White, Ecru, and Colors.

CHANTILLY LACES

Black and White.

FLOUNCINGS

Are a sure thing for Fall.
BUY NOW !
We can supply Black, White, Ecru, at old prices.

WE WANT YOUR TRADE

84-86 WELLINGTON ST. W.

CANADA VEILING CO. LIMITED

UP TO THE MINUTE

TORONTO

THE CANADIAN
DRY GOODS, FANCY GOODS AND SMALLWARE HOUSE
Keeping Abreast Of The Times

ARE OFFERING:---

Special values in Scotch Ginghams 27 in., at 42½c yd., in latest plaids; made of Egyptian cotton and fast dyes.

In our Ready-to-Wear Department a large range of Rompers, from $3.75 up; Boys' Summer Suits, Play Overalls and Girls' Dresses, from $4.75 per dozen up.

A complete assortment of Ladies' Hosiery, all colours in all sizes, in cotton, lisle, fibre and silk, from $2.25 to $27.00 per dozen.

Ladies' and children's Summer Knitted Underwear, latest collar designs, square, round, cumfy and V-necks, from $2.75 to $39.00 per dozen.

Special line Drawing Linen for fancywork, 36 in., 75c yard.

Heavy Cotton Crash, suitable for dish cloths, 17 in. wide, 20c per yard.

Japanese Hollow Rubber Balls to retail 10c, 15c and 25c apiece.

Butterfly Swimming Wings, $3.00 per dozen.

Window Drapery, plain and printed.

Fancy and Plain Knitting Yarns.

Plain and Fancy Ribbons, Laces and Embroideries.

A complete line of Children's Socklets, from 68c to $2.25 per dozen.

Texto Feston for embroidering Crepe de Chine Blouses, 20-yd. skeins in white, cream, black, pink and blue, 65c dozen.

We give special attention to Letter Orders, Telegrams or Long Distance Telephone Orders.

If our traveller is not calling on you, kindly notify us and we will have him call on you.

HODGSON SUMNER & CO., LIMITED

83-91 St. Paul Street West - 21 St. Sulpice Street - Le Royer Street

MONTREAL

SAMPLE ROOMS

Metropole Building	7 Charest Street	Windsor Hotel	77 York Street	503 Mercantile Building
SHERBROOKE	QUEBEC	OTTAWA	TORONTO	VANCOUVER

READY-TO-WEAR

Skirt Dimensions Moderate for Fall

New York says 6 or 7 Inches From Ground—Hem 40 Inches Around—Russian Blouse Idea Noted in Dresses, Suits and Coats—Ruffles a Trimming Feature—Bathing Suits Feature Ginghams.

NEW YORK, June 2, 1919.—The warm days are bringing out innumerable things for town, country, and seaside wear, and despite the garment workers' differences there is much Fall news from the busy designers here as well as from Paris. Cool Summery frocks and sports novelties are the centre of shopping interest, however. There are frills and tunics and drapes galore on the net, Georgette, voile, organdie and foulard frocks. Those materials, of course, are the leaders this season. In designing there is perhaps more attention given to novel applications of frills, large and small, on the very newest. Occasionally a decidedly extreme novelty makes its appearance. Noteworthy among these recently was a yellow organdie with blue Japanese floral figures on the bodice. There were loose sleeves and a round roll Japanse collar, and as for the rest of the garment, one hardly knows whether a Japanese vase, a parachute, a knitting bag, or some sort of Chinese instrument of torture had the strongest influence. The skirt was almost painfully tight at the ankles, then about twelve inches above the hem was gathered a cup-shaped skirt which spread wide and open at the hips; suspenders of ribbon passing over the shoulders held up the "cup" from whose inside arose the bodice.

With regard to frills, many of these are now placed perpendicularly on the skirt, running half or two-thirds of the way from the hem up. Others follow crescent and fanciful patterns, three or four abreast, or they may just cover the whole skirt as they have been seen to do in earlier periods of their vogue. Another novel trimming, but which is chiefly seen on satin or taffeta gowns is heavy silk rope. One satin frock had fifteen rows of it on the tunic and six on the wide bell sleeves.

Moire silk is gaining every day. It is considered one of the best types of silk for Fall gowns and is already popular; so, too, are moire ribbons.

Tunics the Vogue

You will observe by the accompanying sketches that the big majority of gowns now have tunics; they are probably partly responsible for the spread of the narrow skirt—if somewhat of a paradox, to be sure!—since extremely narrow skirts never look well unless there is a fullness over them or simulated in some way to give an easy grace to the figure. The model from Arnold Constable's has rows of taffeta banding alternating with Georgette, and a wide-fringed sash to be looped at the side or else tied in one of the huge fashionable bows at the back. The frock from Franklin Simon's has a popular new sleeve effect.

A Sash and Short Sleeves

Also skirt close at the ankles with bouffant movement midway to the knee, and a low waistline are salient features of this new silhouette gown of pussy willow satin worn so daintily by Miss Peggy Hopkins, the actress.

For very warm weather the thinnest sorts of waistcoats are selling. Some are made of fine voile patterned in small squares. Tan, grey and other colors are featured. There are also some dainty numbers made of organdie in blue, pink, deep rose, lavender, grey, maize and strawberry. Some waistcoats have frills around the neck which are all-enveloping; they wake the waistcoat seem like a part of the frock. Frilled cuffs are sold with this type of waistcoat.

Net Lingerie

White net is introduced by Franklin Simon & Co. for Summer under-apparel. Heretofore its use has been largely confined to yokes and trimming, but now entire garments of it posed over flesh chiffon are shown.

Wanamaker's announce that the newest and most effective skirt made in their collection is in baronette satin with deep border of small squares formed by pin tucks, the same store is also featuring a wide range of veils in midnight blue in all the popular designs. Their announcement states that these veils are "much more flattering to the complexion than black can ever be—and ever so much smarter in this season of midnight blue. They come in fancy meshes, quite fine, large hexagonal meshes, allover scrolls and scrolled borders, and chenille dots.

A most bewitching new sports blouse has come over from Cheruit, Paris. It is of jade green plaited Georgette held by bands of crochetted wool of the same shade. The blouse is in slipover style, semi-fitting, extending well below the hips, where it is split and the corners finished with tassels; square neck and three-quarter sleeves.

Japanese Coral Necklaces

Bonwit, Teller & Co. are showing a collection of genuine Japanese coral necklaces, "hand wrought in Italy by skilled craftsmen." The store claims that these are the first to reach this country in a very long time. They are 24 inches long and colored white or pink tint. The prices are $15 to $59.50.

A dainty new vanity case is oval shape, made of satin-striped faille and lined with white kid. A gold plate is inserted in the inside of the lid for the monogram.

For travelling days there is a very useful ironing-board being shown. It is made of aluminum and covered with silence cloth. It folds up and is then but 22 inches long, weighing but 3½ pounds.

Bathing Suits

B. Altman & Co. are featuring some practical bathing suits which combine gingham and taffeta. In one model the bloomers are of navy blue taffeta and the dress of gingham. Bright red plaid ginghams are also shown; the skirts have loop or cartridge fullness at the hip line. Corded batik velvets and crepe silks are shown by Franklin Simon's. One wool jersey model has a border of crepe de Chine in bright colorings attached with irregular wool stitches. Yoke and sleeve straps are also of the colored crepe. Another mode with very full harem bloomers has a front and back loose panel of black tricolette, the regular skirt being dispensed with; the bloomers are of figured crepe de Chine and the bodice of tricolette.

Sashes, fancy hats, shawlettes, all sorts of rubber novelties and wide scarfs are necessary accompaniments, in color, for the smart bathing costume this season. One Roman silk scarf of ribbon was seen beaded through buttonholes at the waistline on a black taffeta suit. Skirts are, if anything, a trifle longer than last year.

New Closing Hours

New York City department stores will practically all close for the whole of Saturdays during July and August, some closing at 5 p.m. on Saturdays during June and some at 5.30 and opening at 9 a.m. The Saturday all-day closings include June 28 and August 30.

Fall Coats and Suits

From all appearances just now few skirts this Fall will be shorter than 6 or 7 inches from the ground and the width will average 40 inches, with many as wide as a yard and a half. These measurements are in accord with the desires of the best dressed women; they prefer these to the very short and narrow skirts which Paris has maintained. Jackets will vary greatly, lengths already shown are from 32 to 40 inches. Some designers think that embroidery will replace fur for trimming to quite an extent, but many snug choker fur collars will be featured. Floss soutache and French knots are used in the embroidery trimming. Close formation of buttons is also a trimming feature. There will be many collars with irregular fastening.

Featured at Franklin Simon's. Georgette and Foulard.

From Arnold, Constable's. Taffeta and Georgette.

A satin and a georgette gown. These are featured at Abraham & Straus.'

A slight hip fullness modifies the Louis XV fashions. Pin tucks and wider ones were brought out late last Winter and met with much favorable comment. They are being utilized again in panels, false vents, and various other ways. Long rows of buttons are often accompanied by buttonhole effects, and sometimes loops of braid are used in two long rows without the buttons. String belts are notable among the great range of treatments for the waistline. Suits will follow straight lines but they will be a little looser than during the past season. The new lines are considered more becoming. The bloused suit will be among the early favorites. Silvertones and suede-finished fabrics are mentioned among the best selling coat fabrics.

Dresses for Fall

For early Fall there is strong feeling that satin and tricolette will be in big demand. These are especially adaptable to the tailored graceful type of dress which does not fit the figure too closely. For strictly tailored gowns the old favorites, tricotine, serge, Poiret, twill and gabardine will concern the biggest business. Corded wool fabrics are liked by the French and these will no doubt have place in time, since the French embargo on wool from England and the United States was lifted on May 26, leaving a possibility of better supplies being made up for export. One of the new French colors is "chaudron," a coppery brown, which might be described as a rose brown. So far this is shown mostly in coatings, however. Browns are considered among the best colors for Fall in both cloth and satins.

Tunics and coat frocks are among the smartest of the advance Fall models. These are developments of the Russian blouse which seem to be an influence in Fall styles for all garments. A number of the new styles have deep folds at the bottom; scallops in lingerie effect are embroidered for collars and a touch of color is added in a picot ribbon at the neck.

The New Blouses

"Chromite" work is a feature of the new models offered by one of the large designing houses. It is a drop imitation of beading and resembles hand painting also. It is shown in flowered and other designs. In one instance it forms a garland of flowers framing a yoke which is of a contrasting shade to the body of the blouse. Straight bands of chromite are used between rows of tucking with novel effect also. Beading and hand painting are used to ornament some of the very high-priced models. Extremely long fringe is a feature of some new models which are of hip length. On some attractive black models there is trimming of "ostrich" braid. This is a bright braid used around the neck and sleeves, put on flat, and with moire grosgrain ribbon run through the loose meshes. Ruffles have place also in some of the Fall models. There are some numbers shown with the short sleeve and overblouse effect, but so far the trade does not look with undivided approval upon these. They will probably be good

in some of the fancy printed novelties but general acceptance is not expected for them. Flat collars are given some preference over rolling types, and there is doubt expressed over the possible importance of collarless styles. In small sizes they are liked still but larger women seem to prefer a collar.

Now that the manufacturing trade feels a little more settled with regard to its labor conditions there is no doubt that this month will see important developments in Fall tendencies and matters of keen interest to retail merchants. Meanwhile, hot weather fashions and novelties must not be lost sight of.

Mrs. Irene Castle, widow of the late Capt. Vernon Castle, and who is frequently called the best dressed woman in America, was married last month to Capt. Robt. E. Treman, of Ithaca, N.Y. Her wedding gown was a beautiful creation of pearl grey charmeuse with rich lace and pale yellow chiffon, the skirt being narrow and short and profusely draped from waist to knees. She had a picture hat of grey gauze trimmed with a wreath of grey flowers, and wore a corsage bouquet of white and yellow orchids.

Two Toronto firms, in conjunction with Mr. T. J. Conway, of Perth, Ont., presented a two days' fashion show in the town hall of that place. Living models from Toronto displayed the dresses, coats, suits, blouses and skirts. The styles shown attracted large audiences, 300 women being present one evening. The displays were put on from 4 to 6 and from 8 to 10 each day.

Corsets and Brassières

Fall corsets are out in extended ranges of models, although the silhouette for the most part is not radically changed. One large firm which had designs in Paris in February and March is emphasizing the flat backs in its new Fall models. In fact, in order to keep the back flat and simulate the slinking pose effected by the French modistes there are garters attached to the boning at the side back. With some firms there is a slight shortening of the skirt detected but the lines are still narrow. Low busts are again in the majority. There is an increase in the number of Empire styles, that is those built up to a point at the centre (in back-lace models), and low under the bust, at the sides and back. In front-lacing models tops are lower than ever though one firm is showing an occasional high bust model just to feel out the market for high styles. They attach no importance to those numbers, however.

Novelties are shown in some of the fabrics used, new colorings being featured by some manufacturers. Pink and blue mixture brocades, delicate orchid shades and numerous pinks are to be had. Patterns are mostly small. The top of one model is finished with a tiny wool trimming in colors, which is called a "Greenwich Village" decoration. Orchid satin lined with batiste makes up another new number.

The Canadian trade is keenly interested in pinks and some of the new numbers have a dainty little touch of blue in the trimming, but beyond that colors are not a good selling proposition. Suede trico and silk trico are among the prominent new fabrics in some front-lace Fall ranges.

For average figures the boning is slight and very soft, but for heavier figures where a stiff back is preferred there are new models in front-lace lines which have several strips of heavier boning in the back with the sides and front still free and soft.

One house has in its Fall range 22 new numbers, and has eliminated none of the old ones. This gives a splendid selection, and while a little more care and attention is required in buying from the larger number of designs, there is a more satisfactory stock obtainable, especially where not too many makes are carried.

Prices remain the same, but as explained last month better materials and on the whole better values are offered at those prices than were possible last season.

A corset has been put on the New York market which features self-lacing. It is claimed to be free over the abdomen and firm over the back, and is designed with laces crossing from the eyelets which are placed from the waistline down the back in the usual manner; the laces, however, meet the ends of two bands, the laces from the right passing to the left band and from the left side they meet the right band. These bands form a narrow belt, and are simply drawn up to the proper position, and the lacing is done. The corsets are made in short and long models.

Blouse Styles

We have here three fashionable blouses which are being featured by Stewart & Company, New York. The originality expressed in the neck lines, the collar, cuffs, and trimmings is unusually interesting.

Canadian Ready-to-Wear For Europe

After a conference with the Canadian Trade Commission, manufacturers of women's garments in Canada, representing ninety-five per cent. of the trade, organized under the name of "The Ladies' Wear Export Association," and decided to send a representative to Europe, sailing on May 10, to secure orders under the Canadian credits. All firms in the line will be invited to join, and will share in the allocation of orders received. The Canadian Trades Commission is favoring special consideration of their case by the Canadian Mission in London, owing to the fact that through seasonal changes of fashion this industry invariably has five months in each year of virtual unemployment.

The Ladies' Wear Export Association holds large options on cloth, and is in a position to deal promptly with credit orders. Members were in accord with the Trade Commission that the present opportunities for entering the permanent export trade will not recur.

A CHARMING WHITE FROCK

A most charming garden party frock, all white, has simple round neck bodice, elbow sleeves and skirt cut with panel set in front and back, outlined with closely placed white buttons. At the sides of the skirt there are rows of heavy braiding, crosswise, about half-way down, and five accordion pleated ruffles from there to the hem. The material is satin with flowing georgette drape on the sleeves.

BLOUSE JUMPERS

"Blouse jumpers" are a very happy interpretation of the middy and are being featured by some leading English firms. They are straight cut, like the original middy, and are made of fancy striped and other materials, with round or V necks, elbow sleeves and various interesting pockets. The neck and sleeves are finished with wide pleating, and there is a soft tie. Blouse jumpers look like a first class hot weather garment.

Edward Foster, Coristine Building, Montreal, has been appointed representative for Canada for the Calico Printers' Association of Manchester, and will open permanent sample rooms both in Montreal and at 64 Wellington Street West, Toronto.

W. H. Bowman, of McConnell and Fergusson Agency, was called to London, Ont., May 30 by the sudden illness of his mother, who died shortly after his arrival.

Capt. A. S. Brown is in charge of the Canadian office of Wm. Anderson & Co., Ltd., of Glasgow, Scotland. The new office is at 43 Scott Street, Toronto. Capt. Brown has had a stirring war career, having served in France since October, 1916.

The G. F. Reid Company, who recently moved from Toronto to Brampton, have purchased property in the latter place where they will erect a one-storey basement "flatiron" factory for the manufacture of whitewear. The factory is to be a "sunshine" factory, built of brick and glass.

A Fall Model

Although strike troubles are upsetting the progress of Fall offerings to a considerable extent, some of the manufacturers were enabled to get out a certain number of models before the strikers went out. This coat illustrated is one of the advance models for Fall. It is made of henna velours, showing the new bloused back, which is being featured by a number of designers. Fur or plush collar and cuffs are also to be featured on many of the new Fall numbers, and straight lines without a surplus of material as shown in this illustration. Designed by M. Newman for A. Roth & Co., Toronto.

Cole, Whittaker, Ltd., manufacturers of waists, middies, sport skirts, etc., who began business in Montreal two years ago in the suburban district, have moved to larger and more modern premises at 292 St. Catherine St. W., in the heart of the uptown ready-to-wear and manufacturing district. The step was necessitated by their increasing business.

Mrs. C. MacMichael, of the Canadian H. W. Gossard Co., leaves during the last week of June on her Western trip, She expects to reach Vancouver by July 10. The Gossard salespeople are now all on the road showing Fall models.

The Royal Worcester Corset Co., New York, are erecting a six-storey addition to their plant and making alterations which will cost in all $100,000.

ADDS DYEING PLANT

Owing to the great difficulty which knitting mills find in importing special colored yarns within any practical length of time, the British Columbia Knitting Co. is installing a complete dyeing and fulling machine. This will enable them to execute special orders as well as take care of their own requirements in an extended range of colors. They propose to import direct from New Zealand yarns "in the oil" or natural color and do the dyeing in their own plant. The machine will be completed by June 15th and will be under the direction of Alexander Walker, an old country dyer.

Canadian Export Clothiers, Limited, has been incorporated at Montreal with a capital of $500,000, divided into 5,000 shares of $100 each. The incorporators are Gui Casimir Papineau-Couture, Louis Fitch, Abraham Saul Cohen; Emma Simpson and Joseph Philip Beaupre, all of Montreal.

Cressman Store Enlarging

The growth of the business of A. W. Cressman Company, at Peterborough, Ontario, is evidenced in the work that is now underway to enlarge the present premises. From a small store twenty years ago with a pay roll of less than fifty dollars a week to the present establishment with a pay roll approximating $1,000 per week, indicates the progress of this business. Workmen are now engaged on plans of a four storey addition, at the rear of the Redfern and Men's clothing sections. This will make the entire building square out four storeys high, and add fully a third to the present floor area. This will give the company a total of fifty thousand square feet, and will mean the addition of several new departments to the twenty-one already in existence. Just at present Mr. Cressman will not announce the new lines that he is going to add to his business, but reserves the announcement until the alterations and building operations are completed. Double the present floor space will be afforded the men's furnishing department, and the furniture section. In the new arrangement of things, the basement will be utilized for selling purposes, and new lines will be introduced. Another elevator is also to be added to the building, an all steel passenger express car, with increased speed and a larger carrying capacity. With the completion of this store as at present planned, the management state that Peterborough will possess one of the finest and largest department stores, between in any city of the same size.

The Cressman Company has always been a leader in adopting sound and progressive methods. Departmentizing, the management has found, to have worked splendidly. Making each department head responsible for the managing of his own particular section, has been decidedly advantagous in its results. A comprehensive profit sharing scheme too, has recently been inaugurated, by which each employee shares in the success of the business and becomes a contributing factor to the increasing growth and progress of the store. The system was described in a previous issue of DRY GOODS REVIEW. A feature of the store will be the addition of two departments, especially designed for store service.

Weekly Sales a Success

What has proved a fine success in the way of store enterprise, in the Cressman Company, has been the weekly bargain sales, conducted all day Wednesday. This has been a feature that has taken well with the buying public, and one that has long since, been a permanent fixture in the affairs of the store. Established fourteen years ago, the number of annex sales has now passed the seven hundred mark. The annex is a department in itself, and by fairly extensive advertising, has become almost a household word with the buying public of Peterborough and the surrounding country. Here real "bargains" are disposed of, and the fact of the continuance of the "annex" throughout all these years, is sufficient proof of its worth to the company, and of the confidence of the buying public in the value of the goods offered.

Half Day Sales

During the Summer months when the store closes for the half day on Thursdays, the company has what is called the "Merry Half Day Sales," when goods from the different departments are put on sale at attractive figures. This too, has proved a great success. On the first Thursday of the Summer season, the company closes the store for the entire day, giving it up to the annual picnic for the employees, an event that is much appreciated by the entire staff.

Exclusive Ladies' Wear, Ltd., manufacturers of coats, suits, dresses, etc., Montreal, have leased 12,000 square feet of additional factory space in the New Wilder Building, Bleury St., necessitated by their growing business.

A Blouse Announcement

Franklin Simon & Company, New York, are noted for featuring some very definite idea in each of their ads. Above is reproduced one of their announcements devoted especially to Summer blouses. Note the fashion information which is contained in the brief and pointed paragraph below the illustration.

BRANDING BRITISH GOODS

A correspondent writes to the London "Daily Telegraph" on this subject as follows: "Of one thing we of these islands have always been quite sure—the quality of the goods manufactured by our own countrymen. Whether dolls or china, fabrics or furniture, "British Made" has been a world-wide hall mark of quality. Not always have we been prepared to stand by that quality and pay for it, and so before the war our patronage of cheap foreign made goods starved our own industries. But now, in our struggle to regain industrial stability, the support of every buyer is needed. Millions of our people are unwittingly wearing underwear and hose of foreign manufacture now, at a time when it is urgently necessary that home manufacturers should have support. For stocks of cheap foreign made wovenwear remain on our market from the recent invasion of these war-time made goods. The buying of unbranded wear, or of goods whose brand you do not recognize, is making you responsible for home unemployment. British manufacturers brand their goods and advertise the brands."

J. R. Palmenberg's Sons, Inc., have opened an office at 420 W. Euclid Ave., Springfield, Ohio, in charge of Austin J. Hills.

* * *

The International Business Machines Co., Ltd., have issued a war souvenir in the form of a 3-color (red, blue and sepia) wall card reproducing photos of Beatty, Foch, Haig and Pershing.

* * *

H. Holdroyd, manufacturers' agent, 64 Wellington Street W., Toronto, dealing in woollens and principally yarns, has gone to the Old Country, combining a business trip with pleasure.

* * *

A splendid opening day was recorded last month for the new Amdur store, at 247 Union Street, St. John, N.B. This is in addition to their large west-end store.

* * *

The drygoods stores of Brook and Kelley, Owen Sound, was broken into May 19. Besides the dry goods, several hundred dollars in cash was taken.

* * *

An amateur vaudeville entertainment was given last month by the women employees of Almy's, Limited, Montreal. It was well attended and the proceeds are to be given to a fund for the erection of a roof garden for the employees.

* * *

Incorporation has been granted to the Ely Hosiery & Underwear Co., Limited, Toronto, with capital stock of $40,000.

Smart Style Cloak Company have removed to new and larger premises in the new Wilder Building, 321 Bleury St., Montreal. This was necessitated by their increasing business.

EMBROIDERIES

Switzerland Ready to Meet Big Demand

A manufacturer's agent, who has just returned from St. Gall and other centres of the embroidery trade in Switzerland, told DRY GOODS REVIEW that the plants were awaiting world's trade with some anxiety. Since the armistice orders, as in many other lines, slackened up, while the manufacturers were in better condition than before to fill them.

Exports are now being allowed by the Allies to reach Germany to a limited extent. While this could be done during the war, so far as physical connections were concerned, the Allies as the controllers of food, and to some extent of coal, and raw cotton, prevented imports to Germany. At one time there were piled up in St. Gall embroideries to the value of 200,000,000 francs, and the banks of Switzerland were greatly inconvenienced by the heavy credit required to carry these.

"Prices promise to keep high, and it is this that is hindering business now. But in Switzerland, as in Canada and all other countries, wages are away up, and now cotton is advancing probably to a higher point than ever before.

"When I was travelling I had to use my passport as much as during the war. Travelling is very slow now on the Swiss railways and it took me four hours to go forty miles."

FANCY GOODS, NOTIONS AND TOYS

(Continued from page 83.)

ground of beaver board or light material, and the artistic picturing of the town in the background, the elevators of huge proportions in the foreground, with big grain boats receiving their cargoes of golden grain from miniature delivery spouts, the azure sky, and many other little effects, made a realistic picture that compelled one to stop, look and admire. It was very impressive—and must have been resultful. It would help to develop the thought that the Morgan store could cater to any demand, for incidentally, this moving display was conceived, arranged and evolved in the Morgan factories, an adjunct of the business.

Showing Dolls

Notwithstanding this off-season, a most attractive display of the better dolls is maintained in wall cases. Dolly clothes are also displayed in another. This feature alone is a good one, for it is apparent that sales are the more likely when the actual goods are on display and always attractively shown. It gives the possible customer an added impetus to make the purchase.

Mr. Osgoode stated that the quality of dolls made in Canada was improving greatly. Not only so, the facial expressions were becoming more natural, and in the matter of price and considering the quality there was little to complain of. He believed that this industry would be a successful one in this country.

A remarkably good sale is obtained for juvenile books. These are for the most part of the better qualities. The large bound books selling at around $1 to $1.50 per volume are popular. Animal stories are in specially large demand now, and the price range of the most popular sellers is from 25c to $1.50. Many of the lines sold are Canadian made and these, where possible, are extensively bought for the store's Montreal trade.

For a Summery Summer

There are many points of interest in this Summer costume. In the first place the material is lace, which is coming into its own very strongly. In this instance it is cream lace over pink satin with val lace at the throat and pink satin and little artificial flowers at the girdle and sleeves. Moreover the girdle is tied in sash style and has very short sleeves accompanied by long gloves, which is the correct thing for one who would be dressed a la mode. Another novelty note is the double string of pearls worn as a bracelet. The hat is of orchid and sky blue with flat French flowers. The parasol too is unusually attractive in its orchid coloring of velvet brocaded on georgette.

Words on Buying

In their buying policy the Morgan Company is never scared by the price of a given line. It must be good or it will not be stocked, but it must also possess real value at the price put on it by the maker. Mr. Osgoode believes that, in some instances, the manufacturer takes too much comfort in the fact that he can get behind the tariff wall and there be safe to mark his price up to any figure, so long as this is favorable or probably a little more so than that of a competing line subject to duty. He believes that it would be quite possible in many instances for the manufacturer to sell at a much lower price and still make money—a real, remunerative profit, but to take refuge behind the tariff and to make the trade pay through the nose for his line is something he believes will only serve to act as a boomerang to those who practise it. The buyer may not always express himself in so many words, but, when he ascertains that he has been paying too much for his whistle he will be a hard or careful buyer next time.

There is food for reflection in this contention, and it is not the first instance which has been related to DRY GOODS REVIEW of this nature. It may not be justified in a majority of cases, but in a wide survey of general retailing the writer has found the average retail dealer to be favorably inclined to goods made at home, price and quality taken into due consideration.

A JACK BOARD

For playing an interesting game of jacks a jack-board is now available. It is a 12 in. by 12 in. board and the game is played by the use of jack-stones and a rubber ball.

A VICTORY GAME

A new board game called "Victory", in appearance somewhat suggests the old familiar checker board, but on the board itself as well as on the men are designs representative of the different allied nations, chiefly flags. In addition to the "Victory" game itself there is a Victory Junior board.

In place of the abundance of stocks that a number of U. S. knit goods manufacturers seemed to expect they would have a few months ago, there is now reported to be a growing scarcity. A trade report from New York states that "mills are advancing the price of underwear, as it becomes more and more evident that buyers are not through with their buying. One number, a boy's cotton and wool shirt and drawers, has advanced 50 cents a dozen, and advances of $1.00 a dozen have been made on some lines of two-piece and unions. This is in marked contrast to the conditions ruling a few months ago, when continued downward revisions were the order of the day in order to induce buying. . . . The Spring, 1920, season is still a matter of the future. Mills have given it some thought, but little, if anything, definite has been done so far. As one mill man said, "We have troubles enough of our own now without looking ahead still another season."

A new low-twist voile has been brought out in New Bedford during the past few weeks. It is said to be the result of a good deal of experimenting and compares well with others in its class.

LINENS

Little Improvement is Looked for in the Market for Linens

LINENS.— The supply of linens among wholesalers is showing depletion, and there is really no improvement in the outlook. Stocks of high grade linens are almost nil, and any houses that have them at all, have only a very small assortment.

A summing up of the situation by the council of the Linen Merchants' Association should prove of interest to the Dry Goods Trade. It is as follows:

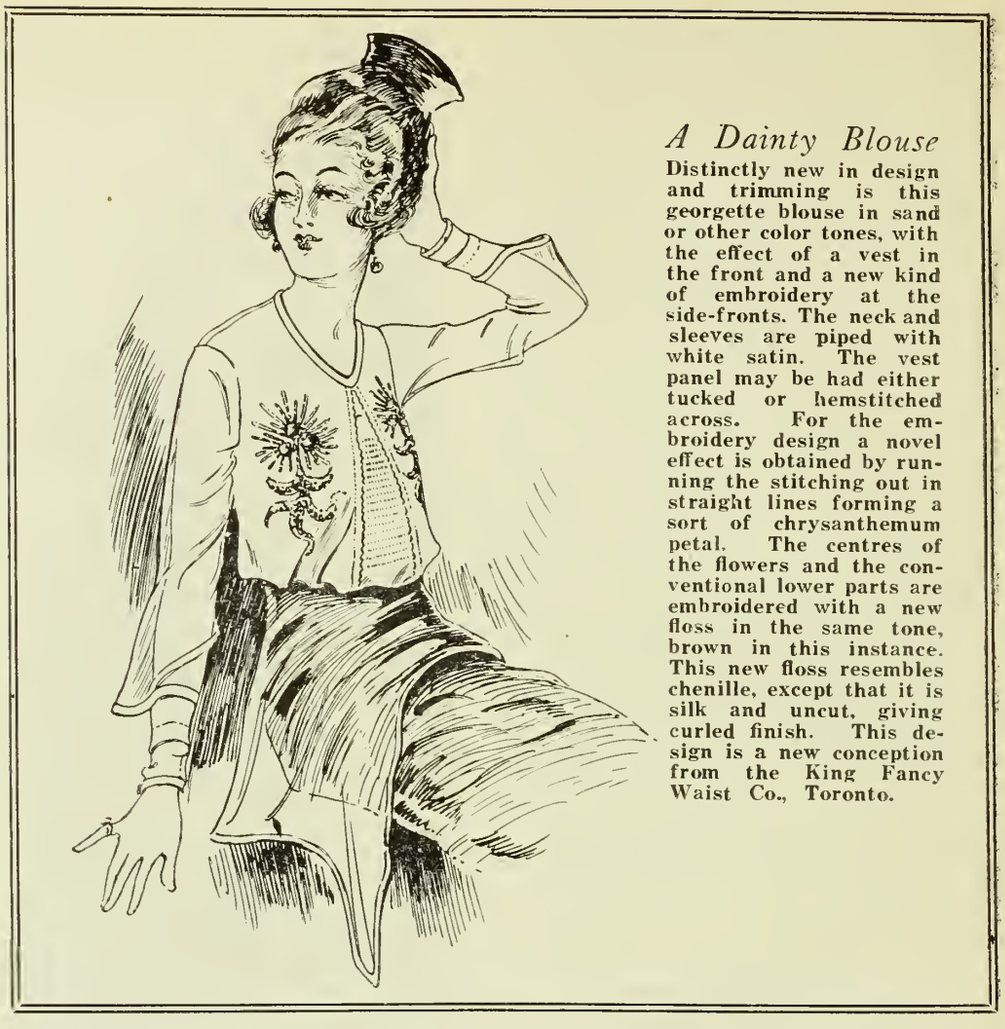
During practically the whole of 1918, the use of linen yarns of all classes required for the ordinary range of goods was prohibited by the Government, except for goods intended for purposes of national defence. As a consequence, stocks of all makes of linen goods have diminished steadily through the year without there being any possibility of replenishing them. The flax crop of 1917 was practically entirely used for Government purposes. Now that flax yarns and cloth are again released for civil trade, the only supplies available are those coming from the flax crop of 1918. This crop represents a much higher average of cost than the 1917 crop, and goods made from it will therefore cost more than anything that merchants and consumers have hitherto been asked to pay. This crop has been bought by the Government, and there is no reason to suppose that the Government will release it to spinners at anything less than its cost. Further, as regards quantity, the total visible supplies of flax are much below the requirements for a normal year's consumption.

The Associated Flax Spinners, representing 95 per cent. of the total spindles in the trade, have signed an agreement not to sell yarns at less than a price list now being drawn up, and based on the 1918 crop. This list will hold good until 30th June, 1919. Even if there is then a reduction, the yarns would have to be delivered after that date, prepared, woven into cloth, and the cloth subesquently bleached or otherwise finished. In addition, the enormously enhanced cost of production, and recent heavy advances in wages materially affect the situation. Supplies at reduced prices cannot therefore be available at the soonest before the end of 1919.

It is hardly to be expected that merchants who may have some small stocks at less than these new costs will sell the same below present figures, knowing the impossibility of replacing them for a long period ahead except at higher figures. Buyers who are holding off in the expectation of lower prices during 1919 are therefore likely to miss their opportunity of securing existing stocks at something below today's costs, and of being forced to buy during 1919 at the top market level.

NATHAN FRANK PASSES AWAY IN HIS NINETIETH YEAR

Nathan Frank, one of the oldest dry goods merchants in Canada, passed away at his home in Ogdensburg, Ont., May 28, after a brief illness of pneumonia. Mr. Frank was born August 4, 1829, in Sickenhofen, Germany, and came to America in the year 1848, being then 19 years of age. He arrived in Ogdensburg in 1858 and started business. At that time his brothers, Isaac and Manassa Frank, were associated with him in the enterprise. He was president of the Jewish Congregation of the city for half a century and treasurer of the Royal Arch Masons for forty years. He also was a member of Ogdensburg Lodge, No. 128, F. & A. M., and of the Ogdensburg Club. He was a trustee of the Ogdensburg Independent Company. Mr. Frank was married in the year 1860 to Mathilda Friedberger and they celebrated their golden wedding in 1910. Mrs. Frank passed away three years later. Mr. Frank is survived by two daughters and four sons, Mrs. A. M. Stahl, of Berlin, N.H.; Mrs. Louis Guttman, of New York; former Mayor Julius Frank and Leo Frank, of Ogdensburg; James and Laurance Frank, of New York city.



A Dainty Blouse

Distinctly new in design and trimming is this georgette blouse in sand or other color tones, with the effect of a vest in the front and a new kind of embroidery at the side-fronts. The neck and sleeves are piped with white satin. The vest panel may be had either tucked or hemstitched across. For the embroidery design a novel effect is obtained by running the stitching out in straight lines forming a sort of chrysanthemum petal. The centres of the flowers and the conventional lower parts are embroidered with a new floss in the same tone, brown in this instance. This new floss resembles chenille, except that it is silk and uncut, giving curled finish. This design is a new conception from the King Fancy Waist Co., Toronto.

CRETONNE ACCESSORIES

Cretonne boudoir fittings have attained a more and more important role the past few seasons. They are being produced in greater variety and better qualities this season than ever. Considerable attention is given to colorings, trimmings, finish and design, and often a set is sold under the name of the pattern. Eaton's, Toronto, are showing the "rambler pattern"—a cretonne with indistinct rambler roses as its color and pattern motif. There is another striking set showing two-inch stripes in burgundy shade, the stripes being ingeniously fashioned in the make-up to serve as trimming, borders, etc. The round cushion in one set shown has the stripes coming in wheel fashion, from edge to the centre, and also forming a band around the sides. The new stationery and trinket chests, glove boxes, bon-bon boxes, telephone screens, and writing sets, are only a few of the articles made up in graceful curved designs, as well as straight edged models, all in cretonne.

PORTFOLIO OF FUR PHOTOS

An innovation will be tried out by Silver Bros., of Montreal, this month, when they send out to the fur trade a portfolio of photographs of their latest models for Fall, taken for them on New York models. These are actual proofs backed with linen to preserve them, and are enclosed in a holder, entitled, "Silver Tips—a portfolio of beautiful high-grade furs from the house of Silver Bros., Montreal. Keep this portfolio for further illustrations, which you will receive each month."

Last year reproductions of engravings were sent out, but it was felt this time that the actual photo prints would give better results, especially as it is suggested to the trade to sell to their customers direct from this portfolio.

A new dry goods store has opened up next door to the Dominion Bank in Napanee, Ont. The stock includes men's and women's ready-to-wear, boots, shoes, gloves, hats, etc. The motto adopted at Ford's is "Small profits and quick sales."

Mr. John Catto, head of the firm of John Catto & Son, dry goods merchants, Toronto, has been receiving the congratulations of his friends, on his 86th birthday, April 12.

WESTERN STORE HAS SUCCESSFUL FLOOR FEATURING WOMEN'S READY-TO-WEAR

PICTURE a suite of quiet, daintily-furnished rooms, carpeted in cool green, with delicately woven window curtains, and quaint overcurtains, full length bevelled glass mirrors and a charming display of feminine garments and millinery, and you have the exclusive women's wear department operated with unusual success by the firm of Harvey & Johnson, general storekeepers at Kamsack, Sask.

This department is upstairs over the store, and is altogether a secluded, refined and refreshing place in which women may make their business of personal apparel in privacy and without any of the disconcerting elements that are present in the ordinary store. In the building in which this firm established a strictly cash business three years ago, the upstairs was formerly occupied as residential quarters by the former proprietor. It was decided to convert these rooms into a ladies' wear department, and with a view to making them as easy of access as possible an enclosed stairway was built at the front of the store. The larger room of the suite, which is located on a corner, was made into a show room, the chief fixture of which is a long plate-glass showcase in which delicate waists, lacewear, and similar articles are displayed. A full-length mirror is also located in this room, and there are forms for the display of suits, in addition to bust forms for the display of knitted sweaters and waists. The customary circular racks are in use for the display of suits and dresses, and a long wardrobe at the rear of the room enclosed with soft green curtains contains silk apparel. Corsets form an important feature of the wares on display in this show room.

An adjoining room at the front of the building, but somewhat smaller in size, is devoted exclusively to millinery, which is displayed in an attractive manner on rectangular tables around the walls of the room. In the rear is a millinery work room and a private fitting room. No other departments are maintained on this floor. Miss A. E. Code, a very competent saleswoman of long experience, is in charge. This floor is exclusively for women's ready-to-wear apparel, the dress goods and general run of dry goods being sold on the first floor.

An effort is made to stock a particularly attractive line of goods, and the markets are watched for all that is new in women's apparel. This feature, together with the large selection offered, and the opportunity of transacting business in quiet, home-like surroundings, has resulted in not only attracting the Kamsack trade but a considerable portion of that from the surrounding towns and country. Mr. Harvey stated that it was not unusual for women to motor in fifty miles in order to pay a visit to this department. In certain seasons of the year when furs are on display customers pay cash for the most expensive garments, and from every standpoint the department is one of the most profitable in the store.

Interior view of the ladies' wear department opened by Harvey & Johnston, general merchants of Kamsack, Sask., in a suite of rooms over their store. Miss A. E. Code is the saleswoman in charge.

A NOVELTY VEIL

A motoring veil, which is practical and withal dainty and novel, is fashioned of a long navy blue chiffon scarf; over the front of the hat and the face, the chiffon gives place to an open fancy mesh, which is banded below the chin with the chiffon; red and white daisies are appliqued inside the band and the long ends of the scarf drape gracefully about the shoulders. Quite a number of novelty veils for Summer have flat flowers in the 2 or 3-inch band, either at ends or below the face.

There is quite a tendency developing, too, for scarf or draped veils. They are worn with the long ends at the sides, where they are more readily thrown around the neck and keep the hat in better position than when hung from the back, especially for motoring.

REDUCTION IN OILCLOTH

The Dominion Oilcloth Co. early in June made a reduction of about 5 per cent. in table oilcloths, enamels and burlaps.

* * *

Considerable increase is anticipated in the Canadian flax crop this year owing to larger acreage sown and favorable weather conditions. Some of the Ontario flax mills are enlarging and are running now, manufacturing tow from last year's product. There is every indication that the Canadian flax industry is on the way to permanent importance.

* * *

Dundas & Flavelles, Ltd., Lindsay, Ont., who have now enjoyed 59 years of uninterrupted business activity, presented on May 10 the annual profit distribution to their employees. As has been explained in previous issues of DRY GOODS REVIEW, the system in this old-established store includes in its profit-sharing every employee of the firm, from oldest to youngest.

* * *

Clement Bros., Rock Island, Que., announce that they are closing out their ladies' dry goods department.

* * *

A demonstration of New York styles in ladies' gowns and dresses was given April 17 and 19, by Mr. Kurin, of New York and Montreal, at W. Acheson & Son's store, Goderich, Ont. Mr. Kurin is designer for one of the New York makers of ladies' dresses, and took orders for a number of special gowns.

* * *

Mr. Wm. Flavelle, of Dundas & Flavelle, Lindsay, Ont., received a cable from Capt. Gordon A. Flavelle, D.F.C., advising him that he had reached England on his way home, and was awaiting an out-going steamship to bring him home to Canada.

Canadian Trade Overseas

Preferential Treatment in the Empire, in Matter of Shipping Not Favored by Great Britain —Canada Must Reciprocate Benefits, Says Sir Charles Gordon, Chairman of Canadian Trade Commission

AN address that contained important information for every dry goods merchant was delivered before the Board of Trade, Montreal, on his return from Europe by Sir Charles Gordon, Chairman of the Canadian Trade Commission. The subject of this address, "Canadian Trade Overseas," has a vital relation to general business conditions in the development of our basic industries, and Sir Charles' suggestion that a British preference, not only in regard to commodities, but special shipping facilities, would imply a further extension of the present preferential tariff to Great Britain, intimately touches every dry goods importer of Canada. Incidentally Sir Charles did not extend much support to the utility of a Canadian merchant marine developed for the most part under Government auspices. At the same time he admitted that any attempt at Government regulation of British shipping in favor of the overseas Dominions would meet with the strongest opposition from the shipping interests of Great Britain.

CANADA MUST RECIPROCATE

"In the matter of Imperial preference, I have a few words to say. You have heard a great deal about this Imperial Council, Imperial preference, and the development of the Empire, and a great deal has been said at after-dinner speeches which does not amount to very much really. I do not think, as I said a moment ago, that we have ever reached a period in our existence as an Empire when it would be more likely than that an Imperial policy could be successfully launched, and there is a good deal of feeling in England along these lines. The Chancellor of the Exchequer, Mr. Chamberlain, a few days ago showed in a very mild form, I must say, that he recognized the principle of Imperial preference, and although the preferences which he gave were, so far as Canada is concerned, of no great consequences, still they are the opening wedge in a policy which can be expanded in the future, and I do not think that we should be under any delusions as to how the Imperial policy in regard to Canada can be carried out. It cannot be one-sided, especially when one considers the position in which Great Britain finds herself to-day. Britain is looking for markets and there are markets within her own Empire which to-day are being exploited to a very, very large extent by strangers. The exports of the United States to Canada were some $800,000,000, while importations from Canada to the United States were something like $400,000,000. When we talk about Imperial preference throughout the Empire, we have to remember that point. We must not think that it is possible for British statesmen to encourage a preference policy in regard to Canada unless we are prepared to reciprocate, and I think it should be a policy—I know it is a policy already, but it has been rather dead for some time, but it should be part of our policy that if Great Britain undertakes to give us preferential treatment in the way of shipping and cables and other services which knit together the Empire, and also gives us preference in our commodities which go into Great Britain, we must adopt a similar policy also in regard to the exports of Great Britain which should find a market in Canada, and endeavor so far as possible to throw whatever trade we possibly can into her hands—trade now going to neutral countries.

"I think that the Government of Great Britain through some form of subsidy or some other way, I do not know just how it can be done, but in some way there should be some preferential use of shipping in the interests of the British Empire. The British Empire is tied together by ships. The United States is tied together by railways. The United States has a system of railways which reaches every part, practically, of their empire, because there is nothing outside, except the Hawaiian Islands and the Philippine Islands. It is tied in by a railway system, and that system is controlled by the Government to a very great extent by the Railway Commission and by the Interstate Commerce laws. The railways of our Empire happen to be ships, and every part of the British Empire is tied together by ships, or should be, and therefore I think that the services between the different portions of the Empire should receive more attention, and a preferential treatment should be given from the services between the British Islands than neutral countries should receive.

"I do not think," went on Sir Charles Gordon, "that ships can ever be successfully operated from Canada. I do not know what is the policy of the Canadian Government about shipping. No doubt it was a good thing to commence building ships at the time it was inaugurated. I do not think that the movements of ships, which is a most complicated business, can be carried on successfully except from great centres like the British Isles, from where they can go to all parts of the globe, taking with them the manufactured commodities of the British Isles and returning with cargoes from the various countries with which the British Isles are trading.

"I do not think that we should press for some policy which will give us preferential treatment in the Empire in the matter of shipping. They are very much opposed to this, very much, and although all Canadians in London think it is very necessary. I do not think that those who are connected with the shipping interests in Great Britain will look upon it favorably in the meantime. They asked me: 'Why should we?' They say that 'if Canada builds proper kinds of docks at Halifax, Quebec and Montreal you will get all the ships you want.' My answer was this: 'Canada cannot embark on a tremendous programme of spending money, several hundred millions, on improving these ports and then awaken to find that she is in exactly the same relative position to New York as in the beginning and before she spent the money.' That would happen, I am afraid, unless some kind of preferential shipping arrangement was made between Great Britain and Canada, because New York has many natural advantages which we could never have to offset unless we had preferential arrangements in the direction of shipping."

SHOULD PUSH LINES FOR PERMANENT EXPORT

Speaking of the development of Canadian trade in Europe Sir Charles believed that effort should be confined chiefly to lines that would be accepted permanently, basic industries such as foodstuffs, pulp and paper, and so on. Moreover manufacturers must not depend on the Mission in London to get business for them, nor should a number of trades be grouped together and a representative sent over "with a hundred and odd lots of things." He would simply waste his time around the Trade Commission offices. He must go over thoroughly posted on his own industry, with the latest price lists, knowing when goods could be ready and ships could be secured, etc. The Trade Commission was busy with the higher questions of expansion of trade; getting better shipping facilities, dealing in financial questions, advising what countries are best to do business in, and so forth. Canadian industries the last few years, were in a strong position, as a rule, financially and could afford to spend a little money on propaganda.

So far as Roumania was concerned, possibly the credit established by Canada was now exhausted. Greece also wanted an output, but the best customers—those with no need of credits—were the Scandinavian countries, Norway, Sweden, Demark. So far as France and Belgium were concerned the outlook was uncertain. France had financial difficulties and Belgium, even if these were solved, was a manufacturing country.

Sir Charles expressed the opinion that Great Britain would retain her shipping supremacy.

RETIRES IN HOME TOWN

E. F. Morris, a retired dry goods merchant of Rossland, B.C., has purchased a house in his old home town of Chatham, Ont.

Mr. Morris left the city several years ago, and was for a time in Watford, where he was in the employ of Swift Bros., after which he operated a general store in Alberta. Six years ago he moved to Rossland, B.C., where he conducted an extensive dry goods business. He retired a few months ago.

Mr. and Mrs. Morris have arrived in Chatham to take up their residence.

SERVICE AND RELIABILITY

Two Principles Which Spell Successful Business— As Demonstrated by Two Western Merchants.

ON the two main corners of the town of Neepawa, Manitoba, there is a remarkable study presented in old and new methods of merchandising. Both are successful in that they endeavor to give service. It is the means whereby they live.

On one corner is a young and vigorous hardware merchant, who has set a whirlwind pace for half a dozen years, during which he has cleaned up several thousand dollars by using the much-heralded method of present-day going after business. During the second year in which he was established in the town he conceived the idea of selling gasoline and oil to busy farmers in the vicinity by going out into the country and personally soliciting their orders. His success in this endeavor lead him to adopt the same method with regard to the sale of ranges, and during the last couple of years he has taken on phonographs as a side line, breaking all small town sales records in Western Canada by his system of going direct to the customer instead of waiting until he visited the store. He states that while the latter method was in vogue in his store he sold three phonographs in six months. Under the new methods he sometimes sells three or four a day.

In like manner this young merchant makes a personal canvas among threshermen for the sale of drive belts, and his sales of ranges and small iron safes to farmers have brought him considerable renown as a hustler.

More Than 35 Years of Reliability

On the opposite corner is the old-established dry goods merchant, who has been located in the same stand since 1883, a matter of almost 40 years. His name, J. A. Clare, is engraved in stone over his store. He is there to stay, and he has become an institution in the town. He has gradually developed with the years into the general store business, and while his establishment is conducted in an unostentatious manner as compared with the live wire across the way, he takes rank with this younger man as one of the town's prominent business men. His annual turnover is probably greater than the hardware merchant, and he has merchandise in stock, purchased before the war, which has increased in value from 40 to 60 per cent.

Golden Rule Succeeds

Mr. Clare's business is built on a rock and could not be shaken by the most extended financial depression. All of his advertisements carry the announcements that "Clare's policy is Service." In an interview with the representative of DRY GOODS REVIEW he stated modestly that he had built up his business solely by the operation of the golden rule, and a consistent policy of square dealing. To talk with him for five minutes is to receive the impression that here is a man in whom you could place your full confidence. He greets one quietly, pleasantly, and respectfully. He has the attitude of a man anxious to give service instead of having in view the getting of your money, and the display of goods is attractively arranged. Recently one of the salesman, Mr. McGregor, was awarded a prize in window dressing.

"When I came to Neepawa in 1883 there was no railway running to this point," said Mr. Clare. "I opened up in a little store 14 by 24 feet in size, and all my supplies had to be hauled in across the plains from Carberry. I have made it a practice since that time to purchase reliable goods, and I have always sought to win trade by giving satisfaction. If a woman purchases a bill of goods, and feels when she again examines them in the privacy of her own home that she has done well, she is going to return to me without regard to the extravagant claims of the mail order catalogues, or the inducement offered by competitors at home. Confidence is everything in a small community where you must depend upon people coming again and again to your store to do business. It has won for me all that I have and am."

A TOWN WITHOUT A NEWSPAPER

Is Not Too Small For a Live Store—If it is in Saskatchewan

IN a small town devoid of a newspaper, how is the country merchant going to advertise his wares to the community?

The firm of Whitney & Weeks, of Stornaway, Saskatchewan, have solved this problem successfully by issuing semi-monthly a little four-page newspaper of their own, measuring 8 by 10 inches in size. The subscription as announced in regulation newspaper style is "Your goodwill." Not only is each issue mailed free to all customers, but it is announced that social items will be printed free of charge. The title of this miniature paper is "The Store News," and it is announced that it is published for the benefit of the customers and of the community.

The newspaper is made up largely of humorous items, stories, poems, recipes, and pointed paragraphs, but one column —the paper is printed three columns wide—is taken up with exclusive local news, largely of a personal nature, in which are interspersed small readers advertising special offerings by the firm.

In the issue for April 15, which is No. 12 of Volume 1, the full page advertisement of Whitney and Weeks appears on page three. It is an attractive make-up, in which credit is not only reflected on the members of the firm, but on the proprietor of the Kamsack "Times," who prints the paper and who designed it. It is essentially a millinery ad., but with special features of hat wear for men and children as well as for women. There is a two-line caption: "Spring is With Us, How About Your Headgear?" Beneath the firm's name at the bottom of the advertisement appears the house motto: "The Home of Service," together with the final word, "Watch Our Window." This latter is a hint of the live methods that are being injected into the store business of this little town for how many country merchants pay any special attention to window dressing?

The most outstanding news item in the paper appears in a two-column box at the upper left hand corner of page 1, inscribed: "Every Man and Woman longs for new garments." There is set forth at length the desire of the human family for new raiment in the Spring time, in which appears this paragraph:

"In the poorest sections of great American cities like New York for instance, even the slum dwellers are sufficiently self-respecting to bend every effort in order that they may blossom forth in modest new outfits on Easter Sunday. Good and seasonable clothes have a wonderful psychological effect on everyone. They add to one's self-confidence, and consequently to their efficiency and success. When one knows he is suitably attired he feels one hundred per cent. better than when conscious of a shabby, out-of-date suit, or down-at-the-heels shoes."

Right here is where the firm calls attention to its own wares with the announcement:

"We have made elaborate preparations to meet your Easter desires this year. We are always glad to see you, and it will be no trouble at all to show you the fine new stocks we have just opened. That is what we are here for."

Stornaway is a little town of two or three hundred population situated in the centre of a good farming community. It is on the branch line which runs between Neepawa, Manitoba, and Canora, Sask., via Wroxton. The store for which the little paper is published in the interests of Whitney and Weeks was opened about one year ago by these two young men who were formerly salesmen in Dauphin stores. Needless to say they are making a success of the business.

SHOW CARDS OF THE SMALLER TORONTO STORES

Many Show Preference for the Small, Neatly-Lettered Card of Quiet Coloring—Others Feature Color Schemes Artistically Worked Out With Pleasing Effects.

Written for Dry Goods Review by ROBERT T. D. EDWARDS

FOR the past six months or so we have been sounding the praises of the large department stores throughout America in regard to the show cards and show carding systems they use, and have showed many ways in which we could use their ideas in our smaller stores.

There is no doubt that many of the hints thrown out were put into practice and that benefit has been derived from them. However, to continue the style of article we wish to give a few ideas which the smaller Toronto stores use on their show cards.

It is surprising, after making a study of the better small stores, to find the good class of show cards they use. They all have their own ideas of what constitutes a good show card; some like the small, neatly lettered cards of quiet colorings, with the lettering in the centre of the card or at the upper left hand side; others want cards with the lettering much heavier, but showing an absence of gaudy colorings; still others use small, neatly lettered cards, but have color schemes artistically worked out on them, which makes a very pleasing effect.

Can Easily See Them

You have only to walk along Yonge Street and gaze at the neatly trimmed windows to see these show cards.

White cards with black letters are quite prominent. Light colored mat boards, such as grey, cream, etc., are all favored to a great extent.

Dark surfaces are also used with light colored letterings, white on black, cream on dark brown or dark green, cream or white on grey.

Of course, various color combinations are used with attractive effects. The outlining of letters is very much favored now instead of the old-fashioned shading of letters. This along with high lighting has come to the fore greatly within the last year, and a more detailed description of it will be gone into in future lessons.

SHOW-CARD PHRASES FOR JUNE

1. June, the month for sports togs.
2. Our picnic hampers and verandah comforts would interest you.
3. A selection of dainty articles which help to make the bride.
4. Better have a gown too many than one too few this season!
5. New creations in mid-Summer millinery.
6. Enjoy your holiday with a complete week-end case.
7. Our garments are correct in style or they would not be ours.
8. Real service is tied up in every parcel that leaves our store.

Air Brush Work

Air brush work still appears, but not nearly so prominently as a few years ago. Both for sale and better class show cards, the red sable writer is found to be far superior to the air brush when used in a skilled hand. This has been proven beyond a doubt.

Air brush work, if not used very sparingly and in an artistic manner, will do more to cheapen a display than any other thing. The trouble with most writers in using an air brush is that they don't know when they have sufficient decorations on the card. They do not seem to know when to stop.

Much of the small lettering which is formed on dark cards seen in Toronto store windows is made with the music pen, although the small sable brush is used by some. The operation of this pen has been previously explained. It makes a splendid Roman letter and is especially adapted for lettering with heavy opaque show card color.

The lettering is of a pen stroke Roman formation, similar to forms previously used.

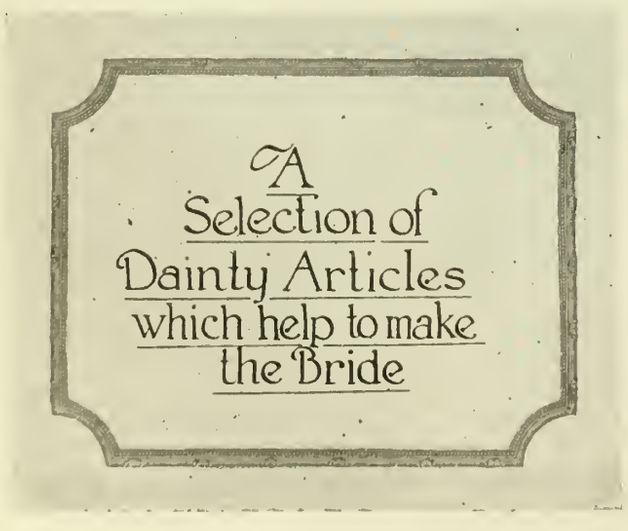
The card illustrated on the right shows how to make an exceedingly neat card very quickly. Here you will note that no color other than black is used. The border design is cut from magazine advertisements and cut down to suit the size of the show card.

You may not be able to get this exact design, but there are many others that will suit the purpose just as well.

Care should be taken in cutting out and pasting these borders on. Mark the position in which they are to be placed before doing the pasting. Wipe all paste and finger marks off after pasting with a clean moistened cloth.

THIMBLES ARE SCARCE

The war is responsible for a dearth of metal thimbles. France, Italy, Spain and Portugal are absolutely without supplies. Before the war, Lille, Nuremberg and Vienna manufactured thimbles for all those countries, and there are only four manufacturers in England—three at Birmingham and one at Redditch—but the metal shortage has brought their business almost to a standstill. The trade does not consume a great weight of metal, but the number of thimbles on order looks formidable enough. France alone, it is said, is in want of 450,000 gross.



BEDDING EXHIBITION

(Continued from page 101.)

of the average householder as was the case in this instance.

With the attention which has been centred by the management upon the housefurnishings department of the Turnbull store, there is no doubt that it will be lastingly impressed upon the minds of the purchasing public as the right place to buy new goods in those lines.

The publication called "The News," mentioned in the beginning, is worthy of comment. This live, little 8-page paper is issued by the J. C. Turnbull Co., Ltd., and from an advertising standpoint is invaluable to the store in the way of pushing sales, etc. During the "Better Bedding Exhibition," it was decidedly useful, and featured many helpful articles. It has a free circulation of 8,000 copies, and is published weekly. The issue, of which the front page is reproduced herewith, was devoted entirely to the "Better Bedding Exhibition," and in addition to advertisements of manufacturers and for different articles in the housefurnishings department of the store, contained editorial matter relating to the comfort of guests in the home, the importance of good rest for the returned soldier, historical notes on beds and bedding, announcement of the opening of the new exclusive bedding department in the store, articles for the baby, etc., all of which were live and newsy.

AFTER THE WAR PROBLEMS

(Continued from page 27.)

Hereupon a problem of buying, for wartime and after, was outlined by Mr. Stockdale.

He cited two cases. In one the average stock on one annual turnover was $400, whereas in the other store with a turnover four times a year, the average stock at each turn was $100 during the year. Sales amounted to $600 with a profit margin of 33 1-3 per cent.

Mr. Stockdale explained that margin was an opportunity for profit and also an opportunity for loss.

"The sales in the foregoing case were $600, but the sales at stock were $400 in the case of the single turnover. In the second instance the sales were $600, but sales were $400 at cost where there are four turnovers to the year.

"The quintessence of merchandising is to carry as many of the $100 lines as possible, and to be careful on the other lines which run a high average stock, and only turn once or so in the year."

Speaking further regarding this illustration Mr. Stockdale pointed out that if prices dropped 10 per cent. the first merchant would lose $40 by carrying an average stock of $400 on one turnover during the year, while the second merchant would lose only $10 because he carries lines which turn four times a year at an average value of $100.

"Carry more lines in quick turning merchandise. The losses will be on the slow turning lines," said Mr. Stockdale.

In regard to the matter of deciding which are slow turning lines, Mr. Stockdale stated that the man who knows how to buy goods for quick turnover will win, and that the best way to tell is to have records. Each merchant should have a good stock-taking system.

"Merchants spend their money taking care of their money, but they do not give the same attention to their merchandise which represents the investment of their money. It is much more important to look out for the cash in your merchandise, and sooner or later I hope we will all have stock records in our stores for this purpose.

"One merchant says he buys goods for 60 cents and sells for $1, and thinks he is getting a long profit. The successful retailer is one who gets the best profits, not the best margin. The jeweler gets a long margin on goods sold, but his turnover is very small. Margin does not tell what profits you have. You must know the cost of carrying and selling an article before you know what your profit is. It costs a lot to handle and sell long margin goods."

At this point Mr. Stockdale quoted the following definition for turnover: "Turnover answers the question, 'How long does the merchandise stay?'"

A rule for figuring turnover was outlined as follows: "Divide the sales by the average stock carried at the selling price."

A question as to whether margin should be figured on the sales price or on the cost price, and why, was answered by Mr. Stockdale as follows:

"It should be figured on the selling price because it takes an expert to do it any other way. The average retailer cannot do this because in getting his cost of doing business—say 25 per cent. —he gets the figures by dividing his sales into his own expenses. Therefore having got the percentage you say the cost of doing business is 25 per cent. of the sales. Then add 10 per cent. for profit and figure on cost price and you haven't anything.

"The percentage of an apple cannot be compared with the percentage of an egg. Twenty-five per cent. of a big apple is not equal to 25 per cent. of a small apple.

"What does more harm than anything is the manufacturer who tells you you are making 25 per cent. on his goods, whereas you are only making 20 per cent."

A rule for figuring margin was as follows: "Subtract margin from 100 per cent. and then divide it by the cost."

This point was illustrated as follows: $2.40 is the cost of certain merchandise. It was required to mark the goods to give a margin of 27 per cent. Subtracting 27 per cent. from 100 per cent. it leaves 73 per cent. to be divided into $2.40, giving $3.28 as selling price.

Question: Is it proper to keep stock at the selling price or at the cost price?

Answer: Ninety-five per cent. of retailers keep it at the cost price, but the department stores are keeping stock at the selling price. It is easier to take stock at the selling price and it works all right as far as turnover is concerned. It is best to keep stock at the selling price, but unless the margin is uniform you cannot keep your stock at selling price and get back to cost when necessary.

Question: Would it not be necessary to keep stock records of each department in order to keep stock at selling price?

Answer: For the purposes of merchandising the department store says that stock at selling price is best. For purposes of financial statements of the business and for insurance you could not have stock at selling price. The department stores have this because they merchandise, and the average retailer doesn't know what that means.

Question: A merchant gets an invoice of mixed goods. Freight and handling expenses amount to a certain sum. In figuring profits he has to start with the laid-down cost in the store.

Mr. Stockdale figured out a test case as follows in establishing the laid-down cost of the various articles in a mixed consignment as outlined. The invoice of goods was for $200; cartage and other expenses were $20; laid-down cost was $220 for the shipment of various articles. Taking among the consignment to be 10 bags of rolled oats at $10, the cost of which is $100, the cost of cartage, etc., of $10 was added, making a total of $110. The cost of doing business in the previous year was 25 per cent.; adding 10 per cent. to cover profit, making a total of 35 per cent., this was subtracted from 100 per cent., leaving 65 per cent. to be divided into the laid-down cost of $110, giving selling price of $170 in this case.

Question: How much should a retailer make on groceries at present?

Answer: If he makes 3 per cent. net on groceries he is receiving a good return if his stock is turning an average of 10 to 12 times a year.

FAIRWEATHER'S TO OPEN IN AUGUST

Fairweather's, Toronto, are most enthusiastic over the success of their removal sale. They have doubled their sales staff on the ready-to-wear floor for the occasion, and will require 75 per cent. of the present number in the new building, which will be occupied early in August. A grand opening display is being arranged for about the 15th of August. "It will be a splendid store," said Mr. Rutherford, the manager, to a DRY GOODS REVIEW representative. "When you step off the elevator on the second floor you will not step into a store, but into a drawing room. A few figures will be used, but no racks will be there. Garments will all be handled on the wardrobe plan, keeping them as exclusive as possible, and at the same time giving the customer the advantage of the best individual attention."

At present, details of the opening display are not complete, more than that all new goods, and therefore a complete selection of Fall styles, will be in stock.

Grain Growers and R.M.A. to Co-Operate

Closing at 6 P.M. Proposed—Oppose Premium Contests—Coast to Coast Excursion Supported—Wholesalers in Retail Business—Object to Cartage and Packing Charges—Oppose Liquor Traffic

RESOLUTIONS of considerable importance occupied the attention of the merchants in convention at the Thursday morning session. The necessity for clearing up misunderstandings between the R.M.A. and the Grain Growers, and for encouraging co-operation between these two bodies was emphaszied in the discussion centering around the following resolution:

Whereas there still seems to be a misunderstanding between some farmers and some retail merchants in Saskatchewan; and

Whereas the executive of the Retail Merchants' Association have endeavored for a number of years to get together with the farmers' organizations, in order that these understandings may be cleared up if possible;

It is resolved that we, in convention here assembled to-day, go on record as being in favor of such a meeting being brought about if possible, and that the accredited representative of the Saskatchewan Grain Growers' Association be notified accordingly, and that a copy of this resolution be forwarded to the secretary of the said association.

This resolution was moved by G. W. Stockton, Carlyle, who stated that it was necessary for the modern merchant to give such a service to the community that it is unable to get along without him. "If one merchant in a town gives a raw deal it reflects on all the dealers, because the customer will send his order away to another city afterwards."

W. C. Paynter, Tantallon, speaking to the motion, stated that the co-operative movement is responsible for the progress being made by certain institutions. "I have watched the co-operative movement," added Mr. Paynter. "In the next town to mine a merchant buys in smaller quantities and cannot give a service equal to mine. But I must support that merchant because if he fails the co-operative movement will get him or the mail order house will come in on the territory."

"The Grain Growers' of Manitoba cooperate with the R.M.A. of that province, but not in Saskatchewan. We must not antagonize the Grain Growers, for they already think the retailers are obstructing their tactics. The retailer has the advantage over the big department store and the mail order houses of being on the ground, and the retailer should be an expert at handling his customers. If the farmers can formulate a scheme whereby they will be better served than by the retailers I will step down.

"We must co-operate with our customers and with the farmers' organizations. I believe the Grain Growers and the retailers should put up a fund to jointly purchase goods in cars from manufacturers. This would be a joint purchasing commission in each province, and prices would be set."

J. J. Polson agreed as to the desirability of reaching an understanding between the R.M.A. and the Grain Growers.

At this stage H. D. MacPherson stated that he had seen the president of the Grain Growers, in regard to a conference of the two organizations. The matter was left with the Grain Growers, and no further action has been taken.

It was the unanimous opinion of the delegates that where a farmer operates a store, if he gives a good service, he should have the privileges of a store, but where the store does not give service, whether it be owned by a farmer or a retailer, it should not have the privileges of a store. No objection could be taken to their going into the same market to buy their goods, but objection was taken to the granting of privileges to the man who tries to run a store "from a box car."

Fixed Closing Hour

The following resolution was introduced by Delegate Kindred:

"That this convention requests the incoming executive to use their endeavors to have legislation passed making it compulsory for all storekeepers in Saskatchewan to close every day, except Saturday and days preceding holidays, not later than 6 o'clock."

Speaking of this resolution one country member stated that while this might apply all right in towns and cities, he thought the country stores in the country and villages should remain open during seeding and harvesting time.

J. J. Polson opined that the association would not be getting very far in passing such a resolution as the provincial authorities would be inclined to leave the matter entirely in the hands of local authorities. To get such a measure through it would be necessary to have the full co-operation of the various organizations affected, such as farmers, labor and municipal.

An amendment was introduced that the convention place itself on record as favoring a 6 o'clock closing except on Saturday nights and nights preceding holidays.

Oppose Premium Contests

The following resolution was passed with little or no opposition, having been introduced by W. P. Ball, Assiniboia, and seconded by S. McMicken, Moose Jaw:

"That this convention is strongly of the opinion that all premium contests are absolutely against the principles of the Retail Merchants' Association and food merchandising and should be strictly avoided by all retail merchants.

Further that the Dominion executive should be urged to continue their efforts in favoring the passing of legislation making such contests a criminal offence."

Other resolutions passed include the following:

Bonds Produced by Produce Dealers, Collectors

Moved by S. McMicken, Moose Jaw, and seconded by W. C. Paynter, Tantallon;

"That this convention request the incoming executive to continue its efforts towards obtaining legislation requiring produce dealers and collection agencies to enter into a bond with the Government as a condition before entering business."

Re Proposed Excursion

Moved by H. E. Semple, Kerrobert, seconded by S. McMicken;

"That this convention express its hearty approval of the proposed R.M.A coast to coast excursion."

Encourage Thrift

Moved by S. McMicken, seconded by S. T. Brown, Simpson;

"The Retail Merchants hereby support the movement for the encouragement of thrift and recommend to the province the giving of such support to local thrift associations as lies within their power."

S. McMicken, speaking to this motion, stated that the wage earner who is encouraged to buy thrift stamps will have something to fall back on, and this would eliminate in many cases necessity of giving credit.

Affiliate With Social Service Council

Moved that: "This convention is in favor of affiliating with the Social Service Council of Saskatchewan."

This resolution was carried. It is proposed to have up to ten representatives on the Social Service Council, to meet annually and consider problems affecting retail merchants, etc.

Speaking to this motion, one delegate stated that in the past retailers have not taken much interest in the social welfare of towns, and that they have not realized the importance of this matter.

Oppose Liquor Traffic

The convention was placed on record as being opposed to the liquor traffic, and in sympathy with the Government's measures regarding prohibition, in a resolution introduced by G. W. Stockton, Carlyle.

Assist Commercial Education

A resolution introduced by W. C. Paynter, Tantallon, and seconded by H. E. Semple, Kerrobert, provided for the appointment of a committee representing the commercial interests, to work in co-operation with the University of Saskatchewan, in connection with a course in commercial education.

J. J. Polson proposed an amendment asking the executive to select for this year a committee to act on behalf of the R.M.A., and to ask other interests to select representatives to act in co-operation with this committee.

"Add education to what we have got without it, and we can swamp everything," said S. McMicken. The matter was left with the executive committee.

Cartage and Packing Charges

A motion was carried as follows:

"The executive committee is to be instructed to advise all wholesalers in Saskatchewan that the facts of the trade show that charges for packing and cartage are not a universal habit, and it would seem that some wholesalers in this province are wanting to get a higher charge for their goods than should be paid. This association has agreed to bring all possible pressure to bear against the following of this practice."

In moving this resolution, G. W. Stockton stated that he had written to wholesalers about this practice in his own case, and that they had replied in his favor, stating that they would "make an exception" in his case.

Wholesalers in Retail Trade

Moved by W. C. Paynter, seconded by H. A. Semple:

"As this association has been asked to express an opinion as to whether the wholesale merchant should engage in a retail business, be it resolved that the legitimacy of either a retail or wholesale business should not be judged from the standpoint of ownership of the business, but simply on the policy it follows and the service it renders."

Speaking to the motion, S. McMicken stated that if a man does a legitimate business "we do not care who the owner is."

Co-operate With Soldiers

Moved that: "This convention adopt all possible means to bring about closer co-operation between our organization and returned soldiers, and other organizations which have for their object the improvement of trade and commerce in Canada."—Carried.

CONVENTION DELEGATES

G. W. Anderson, Regina; N. C. Wells, Aylesbury; O. Aas, Cabri; J. H. Anderson, Melville; A. Aird, Regina; F. B. Angley, Radisson; H. A. Andrews, Panman; S. Whittaker, Briercrest; W. P. Ball, Assiniboia; J. P. Beauchamp, Q'Appelle; F. A. B. Aufield, Winnipeg; H. Bourassa, La Fleche, Sask.; W. Buchanan, Weyburn; J. Baird, Glenavon; S. T. Brown, Simpson; B. Beachman, Edenwold; C. A. Clifford, Creelman; W. R. Clark, J. O. Crossley, Estevan; A. M. Dugetto, Whitewood, Sask.; R. Davidson, Regina; H. A. Dantz, Rush Lake; J. S. Dart, H. W. Davidson, La Fleche; J. H. Elliott, Carnduff; S. G. England, Regina; J. H. M. Easery, Duval; T. A. Easson, Avonlea; H. Elliott, Admiral; J. F. Funk, Herbert; W. R. Finley, Kincaid; J. S. Goodman, Grills & Co., Gimley & Son, Cabri; J. Gregory, Meota; G. A. Ganchieff, Regina, J. Goldstein, Radisson; L. Goldstein, Hafford; N. L. Green, Regina; C. O. Glover, Windthorst; A. Gereim, Vibank; J. Gereim, Vibank; S. E. Fawcett, Saskatoon; J. L. S. Hutchinson; J. Hamblin, Q'Appelle; Hill & Hall, Francis; Hughes & Butler, Regina; J. Morton, W. R. Kell, Saskatoon; L. P. Kincaid, R. J. Eley, Kelliher; A. E. Bolton, Kelliher; W. J. Keller, Shaunavon; W. G. Krecsy, Kipling; F. Knox, Wilke; J. Leboldus, Vibank; E. S. Cressimace, Lockwood; A. H. Laeppky, Rush Lake; J. L. Longpie, Q'Appelle; T. J. Lugheed, Glenside; A. Little, Regina: J. T. Lawson, Regina; J. W. Cresswell, Regina; S. McMicken, Moose Jaw; J. A. Loeppky, Herbert; N. McLean, Tynan; A. McKinnon, Dilke; F. D. Mitchell, Moose Jaw; W. A. Conley, Macoun; McDonald & Wray; W. H. Morgan, Delisle; E. Maskel, Kipling; A. Maze, Assiniboia; A. G. MacNaughton, Mazenod; P. H. McLeod, Rocanville; H. D. MacPherson, Regina; J. C. Nicholo, Radisson; A. M. Nairn, Earl Grey, Sask.; G. S. Preston, Carnduff; J. J. Polson, H. Perry, Estevan; W. C. Paynter, Tantallon; Ross & Dennison, Assiniboia; W. J. Robinson, Davidson; C. J. Rollifron, Outlook; J. F. Robinson, Regina; G. W. Stockton, Carlyle; F. E. Raymond, Saskatoon; W. Stanley, Heward; P. Schroeder, Odessa; J. James, Saskatoon; S. Douglas, H. E. Sample, Kerrobert; C. H. Shaw, Webb; J. Scott, Willow; S. Schwanz. Rocanville; L. P. Twiss, B. A. Thierman, Webb; W. M. Van Valkenburg, C. William, Moose Jaw; E. Wright, Kerrobert; M. Waldman, Melville; A. J. Wyman, LaFleche; Waldeck Trading Co., A. W. Wallace, Aylesbury; R. E. Witzke, J. P. Williams, Kincaid; F. Yeo, Fillmore, Sask.: W. L. McQuarrie, Saskatoon; H. T. Hunter, MacLean Publishing Company; H. L. Southall, MacLean Publishing Company.

OFFICERS FOR 1919

Following officers were elected for the following year:—

Honorary President—H. D. MacPherson, (men's furnishings), Regina.

President—S. McMicken, (grocer), Moose Jaw.

1st Vice-president—W. P. Ball, (general), Assiniboia.

2nd Vice-president—J. C. Nichol, (general), Radisson.

Treasurer—S. E. Fawcett, (hardware), Saskatoon.

Hon. Secretary—J. W. Creswell, (men's furnishings), Regina.

Constitution provides the Acting Secretary will be appointed by the Executive Committee.

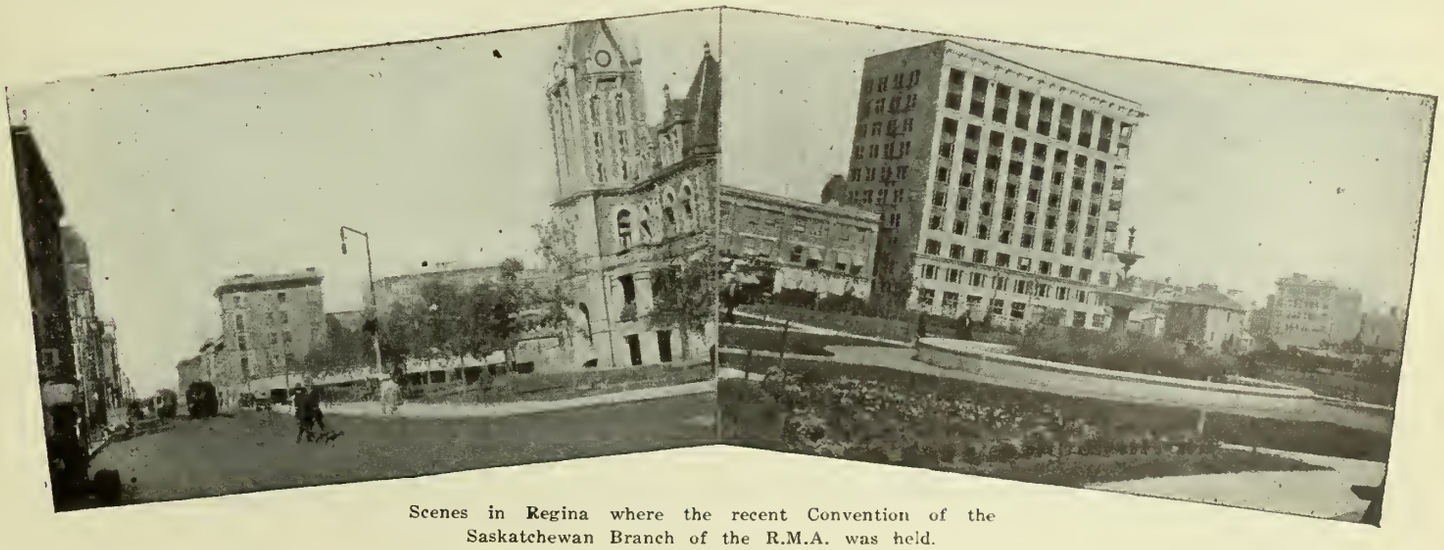
J. J. Polson, 1st Vice-president of the Association last year, declined the office of President this year owing to the fact that his business is developing a wholesale department and he did not feel justified in standing for the office in a retail organization.

W. P. Ball was elected to represent the Saskatchewan Association on the Western Board, with the remainder of the Executive as substitutes.

CONVENTION BRIEFS

H. D. MacPherson proved he could do something else besides run a men's furnishing business and a retail merchants' meeting, when he assumed the role of musical and athletic director.

"How I hate to get up in the morning," was the title of the introductory song of the convention, and it was noted that J. A. Banfield, the Dominion president, led J. J. Polson a close run for the honors of greatest volume.



Scenes in Regina where the recent Convention of the Saskatchewan Branch of the R.M.A. was held.

Fall Style Decrees

By National Cloak and Suit Association, at Cleveland, June 7

Warm Browns First Choice—Narrow but Easy Line Remains—Suit Coats 30 to 40 Inches Long—Shoulders and Sleeves Snug—Extremely Narrow Belts—Blouse Models for Misses Only.

THE following recommendations were made by the style committee of the National Cloak, Suit and Skirt Manufacturers' Association, for Fall and Winter, 1919-1920:—

"Victory has freshened and inspired designers so that they have brought forth creations harmonious in color, symmetrical in line and detail. The character of the creations of the fashion artists lends emphasis to the axiom that in feminine costume, 'chic' is a synonym for charm.

"*Brown* in all its soft warm colors that blend so delightfully with furs, has decidedly been given first choice, and a myriad of *reds* in all their glowing tints are also greatly favored.

BLUE STILL FAVORED

"It seems that the victory shade of blue is coming in for its share of attention, also some soft shades of deer and greys, as well as navy and black.

"Classic and beautiful is the straight line silhouette, the beauty and symmetry of line suggesting the Greek. Very often these chaste lines are unbroken and then again we find the little string belt, suggestive rather than revealing the waistline. So cleverly have the artists introduced touches of embroidery, stitching, braid or fur, or perhaps some interesting detail that there is not a discordant note. What could be more youthful, jaunty and smart than the slim-bodied, gracefully flared misses' suits? Many of these feature the side fastening with high rolling collars that are so becoming to the youthful face, large pockets often accentuate the wide hip effect and some have a straight hanging back and belted front, the belt terminating in many novel ways.

SNUG-FITTING SLEEVES AND SHOULDERS

"Sleeves and shoulders on all suits must be well fitted and snug. A most important detail that gives to the suit that much-to-be-desired chic.

"Then there is the blouse suit, cut on decidedly new lines, the blouse being merely suggested. Individual touches of trimming are noted, a novel vest effect, or a flaring Medici collar.

"Very elegant are the tailored suits of various lengths, many of these suggesting the directoire period, with large, graceful revers and high collars. Tucks, cording and stitchery are used in many interesting ways, buttons or folds of Selen material often defining some clever feature of the garment. Many of these suits fasten up to the neck with convertible collars of various types.

"Sports suits are to be the most fascinating garments imaginable with variety of pockets, some large, some small.

SKIRT COMFORT

"Fashion decrees that the skirt must have just room enough for comfort, built on straight, slim lines, and worn about the instep length. The tonneau is often suggested in the misses' skirts, with some fullness about the hip and slightly tapering at bottom; in most instances the skirts carry out some suggestion of the coat.

"Very smart are the new top coats, with large armholes that the fashion dictators are offering for the delectation of womankind. Straight hanging and voluminous is the coat that suggests warmth and comfort, with large collars that roll high about the face.

SHIRRED COLLARS

"So attractive and unusual are these large shirred collars that they are proclaimed one of the important features of the coats. Belts there are—many terminating at the sides, the back hanging on loose lines. Perhaps pleats are featured, shirred or stitched, or cut through in some interesting way. Pockets there are, some of them so fashioned as to call attention to the broad hip effect. Others less conspicuous but nonetheless smart.

"Youthful and jaunty are the short top coats. These are made in pile fabrics and so cleverly are these garments developed that they have all the style and chic of a real fur coat."

READY-TO-WEAR INDEX

The McElroy Mfg. Co., Ltd.
MAKING
Royal Royal Garments
REGISTERED TRADE MARK
FAMOUS FOR THEIR
Fit, Cut, Style, Hang and Finish
HEAD OFFICE:
47 Simcoe St. - Toronto

M. WITTAL
Manufacturer of
Ladies' and Children's Wear
has removed to new and larger premises
246 ST. ANDRE ST.
(Corner St. Catherine St.)
MONTREAL
New Fall Range is now being submitted for your inspection.
SHOWROOMS
Toronto, 33 Richmond W.
Hamilton, Lister Chambers.
St. John, 127 Leinster Street.
Winnipeg, Arthur St.

ADVERTISING SPACES	FOR SALE	TO
READY-TO-WEAR	MANUFACTURERS AND JOBBERS	AT $5
PER INSERTION	BY THE YEAR.	ORDER ONE NOW.

The Popular P.C. Corset

has earned its reputation among intelligent, discriminating women, through its perfection of fit, giving absolute comfort, and health-giving freedom of movement,—its artistic lines,—its superior quality and durability—at a reasonable price.

It will recommend itself to all your **particular** customers, and will prove its excellent qualities to their entire satisfaction.

This line will gain for you satisfied customers, and liberal profits.

Front and Back-Laced Models in Pink and White

Parisian Corset Mfg. Co.

Limited

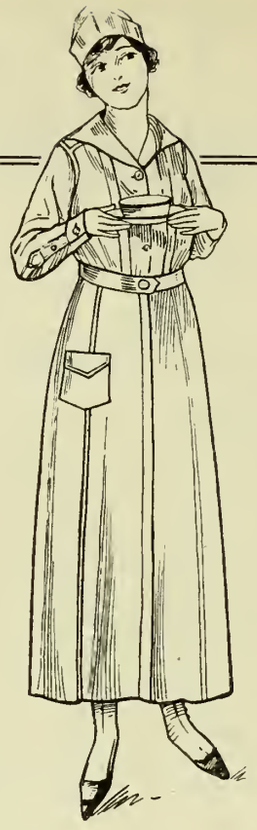
Quebec **Canada**

BRANCHES:

Toronto, 76 Bay St. Montreal, 329 Craig St. W.

Western Representative:

C. H. Butler, 24 Sylvester Wilson Bldg., Winnipeg



Nurses' Regulation Uniforms

DISTINCTIVE

SPORT SKIRTS MIDDIES SMOCKS

Our Trade Mark is a sign of best quality and styles that are original, smart, and "different."

CIRCLE

CROSS

REGISTERED

Note our new address, where we have enlarged and improved facilities to meet your demands.

Cole-Whitaker

Limited

292 St. Catherine St. West Montreal

Style 3577-G
Sizes 6 to 14 years

Manufactured by

The Canadian Converters' Co. Limited.

Montreal

LINGERIE WAISTS ARE OUR SPECIALTY

CREPE, SILK AND GEORGETTE BLOUSES AND SILK UNDERWEAR

CHILDREN'S DRESSES, MIDDIES AND HOUSE DRESSES

The STANDARD FACTORY OF CANADA, LIMITED

WHY DID

HENRY FORD, the Motor-Man

Make Such a Brilliant Success

BECAUSE

HE PLACED AN ARTICLE
ON THE MARKET
THAT OTHER MAKERS
COULD NOT
MANUFACTURE
AT
THE PRICE

THE STANDARD FACTORY OF CANADA

LADIES BLOUSES
MIDDYWAISTS
WASHABLE WEAR
DRESSES
SKIRTS
COATS
ETC

WHY DOES

THE

STANDARD FACTORY OF CANADA, LIMITED

KEEP ON PROGRESSING

BECAUSE

THE PRESIDENT OF OUR COMPANY
IS FOLLOWING IN THE FOOTSTEPS OF HENRY FORD

We sell our "Blouses" at the price at which other makers pay for the raw material

OFFICE and PLANT: St. Denis, Duluth and Drolet Sts., MONTREAL

The New Fall Line Of Bass Dresses Is Now Ready

BUYERS will unquestionably find in the new Fall line of BASS DRESSES for children, juniors and misses, a combination of style and quality exceeding anything hitherto achieved in the fashioning of such apparel.

Every garment reflects an originality—an individuality—seldom achieved. Bass Dresses can be purchased with the confidence that they will sell quickly—and "stay sold"!

Each style-creation is "consumer approved"—passed upon by a jury of average women—before being offered to the trade.

Materials—whether they be ginghams, voiles, organdies, percales, etc.—will yield the maximum in wear.

Every Bass Dress is thrice examined for workmanship and finished before being O.K.'d for shipment.

For quick turnover—for assurance against "left-overs" to be sold at the season's end at a loss—for "repeat" business resulting from the recommendation of satisfied customers, it PAYS to sell and feature Bass Dresses

Call at any of our showrooms or WRITE so that we can arrange a showing of our latest creations for Fall.

ALEX. E. BASS MFG. CO.

New York, 1270 Broadway

PITTSBURGH, PA. 4048 Jenkins Arcade
PHILADELPHIA 1006-16 Arch St.
ST. JOSEPH, MO 412 Francis St.
CHICAGO: Lakeside Bldg.

BASS DRESSES
For CHILDREN JUNIORS AND MISSES

STYLES FROM $12.00 UP
Sixes 2 to 6, 6 to 14, 12 to 16, 14 to 20, 34 to 44

This is the cut of

Our Label

It is sewn on the Belt of each Blouse and is a guarantee of

Our Workmanship

All our efforts are concentrated in upholding our

REPUTATION

we have made in producing nothing but the best.

The Fall Range is Now Ready

introducing the latest creations in Georgettes and Crepe de Chines of unsurpassed elegance, charm and individuality.

Every garment we produce carries our LABEL and GUARANTEES you SATISFACTION.

W. J. Collett, Rep.
Winnipeg, West

AMERICAN WAIST AND DRESS COMPANY, LIMITED

Toronto Show Room,
404 Kent Bldg.
Yonge St.

46 St. Alexander St.

R. Dionne,
Quebec

Montreal

Hold The Interest in your Children's Department by stocking

DRESSES

that are of attractive and durable materials, made in delightfully smart and becoming styles, by expert designers and operators.

Our Children's Dresses are always popular with mothers and little girlies.

G. F. REID & COMPANY

BRAMPTON, ONTARIO

M. CUTHBERT

"BEATTY"
Restaurant Gown
in various materials

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Under New Ownership

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VALUES UNEXCELLED

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MANUFACTURERS OF HIGH CLASS WAISTS AND DRESSES
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1000 DRESSES 1000 WAISTS 1000 SKIRTS
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ALL ORDERS RECEIVE PROMPT ATTENTION
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THE

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MONTREAL, CANADA

The Most Important Petticoat Announcement Ever Made---

To the Merchants and Petticoat Buyers of the World:

Another evolution for the greatest of all petticoats—HEATHERBLOOM. The Waters-Weismann Co., Inc., owners and distributors of Heatherbloom, have licensed the five other best petticoat manufacturers to make Heatherbloom Petticoats exclusively. This is the biggest advancement in the history of the Petticoat industry.

It means that under the direction of the co-operating Heatherbloom manufacturers, the petticoat brains of the six leading organizations in the country have united to produce, interpret, and anticipate petticoat styles, flounce designs, and color creations.

It means that the union of these six leading co-operating petticoat manufacturers will combine their strength and protect the trade-marked name of "Heatherbloom" as never before, assuring absolutely the legitimate merchandising and honest selling of Heatherbloom.

HEATHERBLOOM
TRADE MARK

It means that Heatherbloom Petticoats will be made strictly according to the highest standards of workmanship, fit, and finish—so that every Heatherbloom Petticoat turned out is the last word in perfection; a 100-per-cent. garment in quality, style, and value.

It means that through this union of Heatherbloom Allied Petticoat Manufacturers—co-operation is put on its highest level. Every opportunity to help you sell more Heatherbloom Petticoats will be taken advantage of. The point of contact between Heatherbloom and your Petticoat Department will be closer than ever before.

Every petticoat buyer will welcome this wonderful news about Heatherbloom. Big plans are under way to put across some wonderful co-operating ideas so that all your previous petticoat selling records will be broken. The greatest season for Heatherbloom is coming. Boom with Heatherbloom! And see the exclusive creations at these exclusive co-operating Heatherbloom manufacturers' showrooms. Watch for the future announcements.

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Owners and Distributors of Heatherbloom

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Peerless Petticoat Company, Boston, Mass.
Weil-Kalter Manufacturing Company, St. Louis, Mo.
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WHERE CAN WE BUY...?

You buy service when you subscribe to DRY GOODS REVIEW. We have facilities for procuring information about new goods, novelty lines, unusual requirements, etc., and the Service Department is always at your disposal. If the information you seek is not to be found in our Buyers' Market Guide, or in the advertising pages of this issue, cut out the coupon below and fill in your questions. Every day these are coming in and they are welcome. We are glad to be of any possible assistance to our readers. Following are just a few of the enquiries received during the past month:

Resident Buyer

Cobalt, Ont.—Would you kindly supply us with the name of firm or firms in New York, who would buy coats, dresses, suits and waists for us?

Answer—Names were sent.

Book on Window Trimming, etc.

St. John, N.B.—Would like to know where I could procure books on show cards, window trimming and retail advertising.

Answer—Not many are available. Names of some were sent. Several enquiries were received for these books.

Underwear and Kimonas

Lanark, Ont.—Please tell me where I can procure ladies' Italian silk underwear and ladies' silk kimonas.

Answer—Names were sent.

Dyers

Ethel, Ont.—Please send names of people who dye heavy cloth coats and goods of every kind in wool.

Answer—Names were sent.

Jersey Cloth

Edberg, Alberta—Please send us names of firms who handle jersey cloths by the yard.

Answer—Names were forwarded.

Fibre Paper

Highgate, Ont.—Kindly let us know where we can procure fibre paper used for pasting on floors and woodwork to give the appearance of hardwood.

Answer—Hugh Selber & Son, Prescott, Ont., also Charles W. Rider & Co., Inc., 104-106 Wooster St., New York.

Linen Thread

Sydney, N.S.—Could you give us the name and address of Canadian selling agents for Barbour's linen threads?

Answer—Frank & Bryce, Ltd., 77 Wellington St. West, Toronto; also Montreal and Quebec.

Women's Shoes

Kerrobert, Sask.—Kindly let us know where we may procure women's shoes similar to J. & T. Bell's, in colors, light weights, etc.

Answer—Names of firms were sent.

Choir Surplices

Maple Creek, Sask.—Where may we procure surplices, cassocks and hats for choir purposes?

Answer—Harcourt & Son, 103 King St. W., Toronto.

Silk Jersey Cloths

Kincaid, Sask.—Where may we procure silk jersey cloths used for underwear, etc.?

Answer—These are made in different weights. The heavier qualities are usually purchased direct in Japan. Lighter weights in colors are made by some New York firms, whose names were sent.

Store Fronts

Aylmer, Ont.—Please tell us where we could get information re new store front.

Answer—Names of several firms were sent.

Striped Silk Hose

Prince Rupert, B.C.—Will you kindly tell us where we may procure ladies' striped silk hose?

Answer—These are scarce owing to strikes in some of U.S. silk mills where they were made. Names of firms making plain colors and also fancy lines were forwarded.

Sweaters and Gloves

Regina, Sask.—Where may we procure silk sweaters, also silk and kid gloves?

Answer—Lists of names were sent.

(The Buyers' Market Guide, next page, contains many addresses of use to you.)

THE DRY GOODS REVIEW
143-153 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE_____ 191

PLEASE TELL ME WHERE I CAN PROCURE _____

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NAME _____

ADDRESS _____

BUYERS' MARKET GUIDE

The Thompson Lace & Veiling Co., Limited

Laces, Veilings, Georgettes, Ninons, "My Lady" Silk Hair Nets, Princess Pat Human Hair Nets, Sport Veils.
Cor. Wellington and York Sts., Toronto, Canada.

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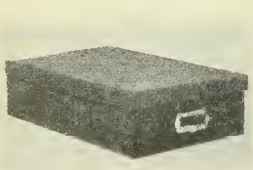

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We are Specialists in these lines

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LIMITED
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Women's High Grade Neckwear
"The Exclusive Neckwear House"

"EVERYTHING IN SILKS"

M. Ascher Silk Corp.

Distributors—Iroquois Silk Mills

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LATEST STYLES IN TWEEDS, SERGES and POPLINS
at lowest prices.
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Tel. Up. 388. Covering all Provinces

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Manufacturers who participated in the orders for Rumania, under the provisions of the credit arranged by the Canadian Trade Commission, have been given to understand that much more business can be secured if the sellers are willing and able to take Rumanian bonds in lieu of cash payment. Canadian manufacturers have received information from their European representatives that Rumanian bonds are being offered as payment of goods. Efforts have been made to secure the information as to the negotiability of these securities, but there has been little data of a substantial character to date.

* * *

A general increase of fifteen per cent. in the wages of cotton mills employees in New England and elsewhere in the North, where plants are operating on a 48 hour basis, has been recommended to the mill owners, according to a recent announcement by the National Association of Cotton Manufacturers. This action was taken at a meeting of Northern mill managers, and if the recommendation is carried out in full will affect mills operating about 15,000,000 spindles, it is estimated.

* * *

Shearing is proceeding rapidly, the finer weather recently assisting operations very materially. Over 1,000,000 pounds of Ontario wool has already been graded at Guelph, and grading is also under way in Quebec and the Maritime Provinces. Wool already received is strong-fibred and brighter than last year, which is apparently due to the exceptionally mild Winter. Little short or weak stapled clothing wool is present. The shrinkage will be on a par with last year. The market is exceptionally strong for medium wools, with no present tendency of a slump. Coarse wool is not selling as well as the higher grade article.

* * *

It has been stated by Edward Cramer, a noted student of political economy in Great Britain, that the industries of that country, as a result of the war, had made an advance of two generations.

* * *

Since the armistice Greece has once more been able to turn to the United Kingdom for most of its

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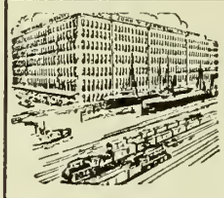

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Direct from the makers. Special lightweights for Ladies' wear—all shades.
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State shade desired and whether for Ladies' or Gents' wear

BUYERS' MARKET GUIDE

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The Perfected Spotless Shrinker and Finisher
Should be in every good Dry Goods and Dept. Store. Send for "De Luxe Model" Catalog.
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"DEMOCRACY"
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No book to refer to. No figuring to do.
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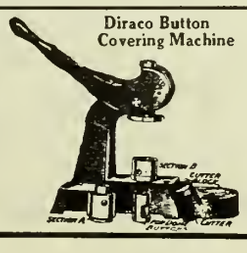

supplies. The active war-time trade with Spain and Japan has already shown a marked decrease. There is, however, another reason for this decline apart from the shipping difficulties which for the past four years and a half have seriously impeded trade with the United Kingdom. The goods received from Spain and Japan have proved of a very inferior quality, and in some cases, local merchants, after viewing their consignments, have finally refused to accept delivery. In other cases attempts were made to re-export these unsuitable goods to Serbia and Rumania, but without success.

* * *

Shippers are still experiencing a good deal of inconvenience as regards ocean shipping. Rates are still very high at 75 cents per cubic foot to Great Britain, and a corresponding high charge on the basis of weight. There are indications that the difficulties surrounding ocean shipments will be less complex by July 1, and that a freer movement of merchandise will be possible after that date. The inauguration of a ten-day schedule of sailings between Montreal and Havre will permit a more extensive movement of commodities to France and the rates announced are somewhat lower than those to Great Britain.

* * *

With the sailing of the "Canadian Pioneer" for Buenos Aires from a Canadian port, the Government merchant marine entered during the month of May on its period of active service. This vessel carried a general cargo of 8,500 tons. The "Canadian Warrior" opened the service with the West Indies the same day, leaving for Barbadoes, Trinidad and Havana with a general cargo of 4,000 tons; on the return trip this ship will bring back a cargo of sugar.

* * *

According to the statement of Major T. W. Sill of the United States Chemical Warfare Service, who has just returned from Germany, the German dye stuffs plants, all of which were unharmed by the war, are seeking to regain Germany's grip on the world trade. The dye factories were unharmed by the air raids of

I Specialize in Boot Laces
for the wholesale trade, in the better grades.
Banded in pairs, in gross boxes
Fancy Cabinets, 100 pairs, banded in pairs. These are more profitable than bulk make-up. Also
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Give complete lists of all branches of the General Dry Goods trade.
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BUYERS' MARKET GUIDE

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All Clothing Specialties.
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KING & BROWN
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Your stock will be depleted after the Easter buying.
An early replacing would be advisable.
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The Standard Popular Priced WAISTS of America
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Bartell Patent Pockets
Used and Endorsed by 59 Canadian Clothing Manufacturers. This List can be had from
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the Allies, and are equipped with machinery in perfect order, and with an adequate personnel of scientific experts and of trained operatives ready on the ground to turn their entire activities into the manufacture of colors and medicinals.

* * *

Raw cotton rose 15 cents a pound between March 15 and the middle of May. During the first week of June there was a tendency to decline, a drop of 2 cents having been recorded in that time.

* * *

The craze for beads is spreading. This month the sequel to victory red necklaces is victory blue. This is an intense blue, similar to royal, and beads of wood, celluloid or composition or clear, like sapphires, are arranged mostly in large sizes, with fancy findings similar to the red and other colored lines shown heretofore. No doubt the bright reds are considered too warm a shade for the prevailing June weather this year, and since one must have beads, blue of a military hue will no doubt prove successful.

* * *

There is a part of one counter in Eaton's silk department where small pieces of fabric and brocade are all ready cut and shaped to be made up into the modish vest. Customers like the variety offered and the little plain sewing required to finish the important accessory of fashion. No small ends in the silk department need be considered loss with such a drawing card.

* * *

The excellent financial statement of Canadian Cottons, Ltd., presented at the annual meeting of the company held recently in Montreal, created considerable satisfaction among the shareholders. The company has adopted a conservative policy in the way of any increased dividend disbursement owing to the trying period of reconstruction.

* * *

The reduction in the customs tariff on imports of woollen goods and the increase in the wages of labor in the garment-making industry will balance each other. The effect of the tariff reduction would amount to $2 a suit of men's

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Wholesale Dry Goods and Men's Furnishings
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The Toronto Feather & Down Co.
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Can Be Pressed Without a Shine or Gloss Only With Our
Famous Patented Wire Boards
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Manufacturers and Importers of Human Hair Goods, Hair Ornaments, Sundries, Real Human Hair Nets, Dolls' Wigs.
Universal Hair Goods Mfg. Company
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FINE OPENING EXISTS IN WESTern Canadian City of seven thousand for store handling ladies' ready-to-wear and clothing for girls and boys. Excellent store can be secured at reasonable rent. Send replies to Box 152, Dry Goods Review, 143-153 University Ave., Toronto.

clothes, a prominent manufacturer stated. The recent wage increase of 25 per cent. is just large enough to offset this and to keep the price of men's suits unchanged.

* * *

The erection of a spinning mill in Buenos Aires is planned for and there are several other textile manufacturing enterprises that are likely to be started near that centre. Knitting machines of American manufacture have been introduced. The orders for machinery have been fairly important, including complete cotton-spinning equipment for one Argentina firm.

* * *

Representatives in Australia of British manufacturers sent a deputation to the Commonwealth Minister of Customs to ask for substantial and effective preference for British manufactures of a least 20 per cent. over foreign goods. The deputation further asked for a practically prohibitive tariff on enemy goods. Mr. Greene replied that the Commonwealth Government was endeavoring to give Great Britain the fullest preference, but that Great Britain should reciprocate.

* * *

The glove fabric trade was originally an English industry which was captured by German competition about thirty years ago. Fortunately, the war, by cutting off supplies from Germany, has led to the revival of the British trade, and Nottingham manufacturers are now in a position to produce glove fabric equal to that imported from Germany during the year previous to the outbreak of war, when thirty million pairs were sent over to English markets.

* * *

Murray-Kay's are already arranging for a big display of fine furs in August. They have a number of the new models already showing. They feature extremely luxurious shawl collars, bell sleeves, and 38 and 40-inch lengths. Belts are a matter of choice, but are so constructed as to be worn as many as four different ways. The coat hangs rather straight, but with a gentle ripple, which shows up the gloss and rich colortone to advantage. Opossum, grey squirrel, and beaver are favored as trimmings.

KENT-McCLAIN Again

On May 13th last Messrs. Manchester, Robertson, Allisou, Limited, of St. John, N.B., forunally opened their "Children's Apparel Shop." The local press through both advertising and reading matter has a good deal to say on the subject. The evident consenusus of opinion is that St. John has surprised itself and the Maritime Provinces. It is said that in the matter of absolutely modern and high-class fixtures and equipment nothing has been omitted.
The fixtures are in quarter-cut oak, fumed finish, and were supplied by Kent-McClain, Limited (Toronto Show Case Co.), Toronto.

KENT-McCLAIN Again

Messrs. Wood Bros. Co. have recently completed their big Halifax store. This well known firm shows the way by acting on the principle that nowadays there can be no cheese-paring in the matter of store equipment. The fixtures that Messrs. Wood Bros. have installed include the latest improvements in everything in the way of display devices. The counters, show cases and hosiery cabiuets, the wall fixtures with the glass fronted drawers and the children's garment cabinets are all of the most approved types of construction and finish. These were supplied by Kent-McClain, Limited (Toronto Show Case Co.), Toronto.

KENT-McCLAIN Again

Messrs. G. M. Smith & Compauy, of Halifax, is another firm that knows the investment value of a beautiful store. The firm has recently installed an outfit of fixtures that is the last word in the effective display of desirable things. The fixtures, which are in Mahogany finish, comprise cabinet wall fixtures, counters and show cases of every type needed in the display of the huge variety carried by Messrs. G. M. Smith & Company.
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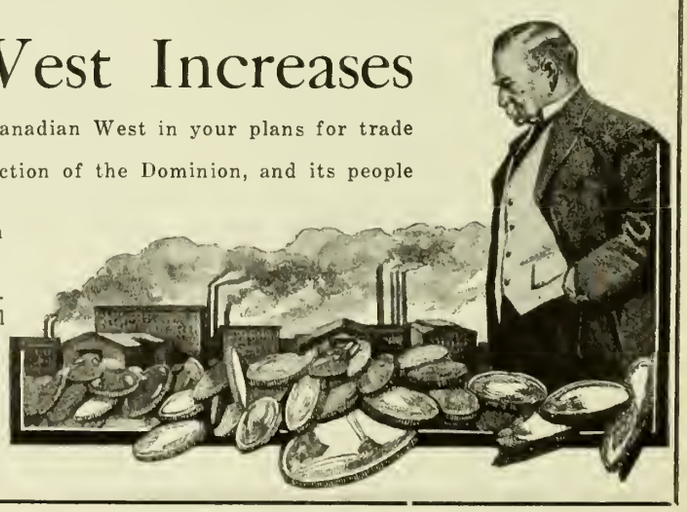

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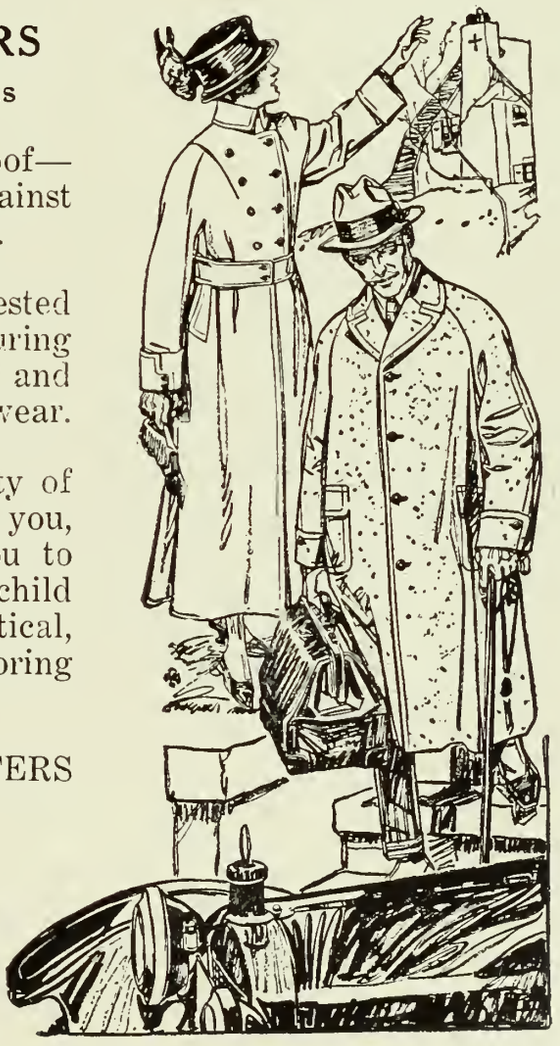

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ANNUAL FALL NUMBER

DRY GOODS REVIEW

Vol. XXXI Publication Office: TORONTO, JULY, 1919 No 7

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Cables: Leopoldini, London. Code: A.B.C. 5th Edition.

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DRY GOODS REVIEW, July 7th, 1919. Volume XXXI. Published every month. Yearly subscription price, $2.00. Entered as second-class matter, July 1st, 1912, at the Post Office at Buffalo, under the Act of March 3rd, 1879. Entered as second-class matter at the Post Office Department, Ottawa.

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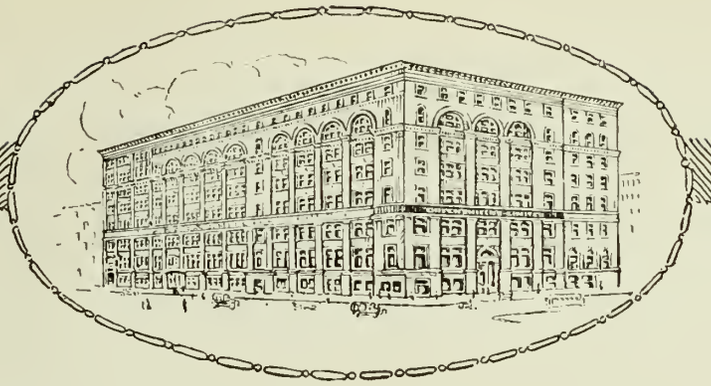

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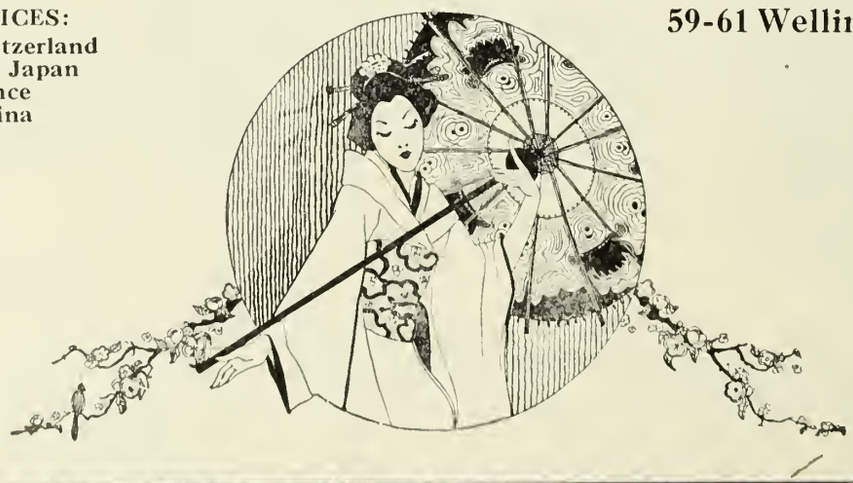

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Spring, 1920

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Printed Scrims

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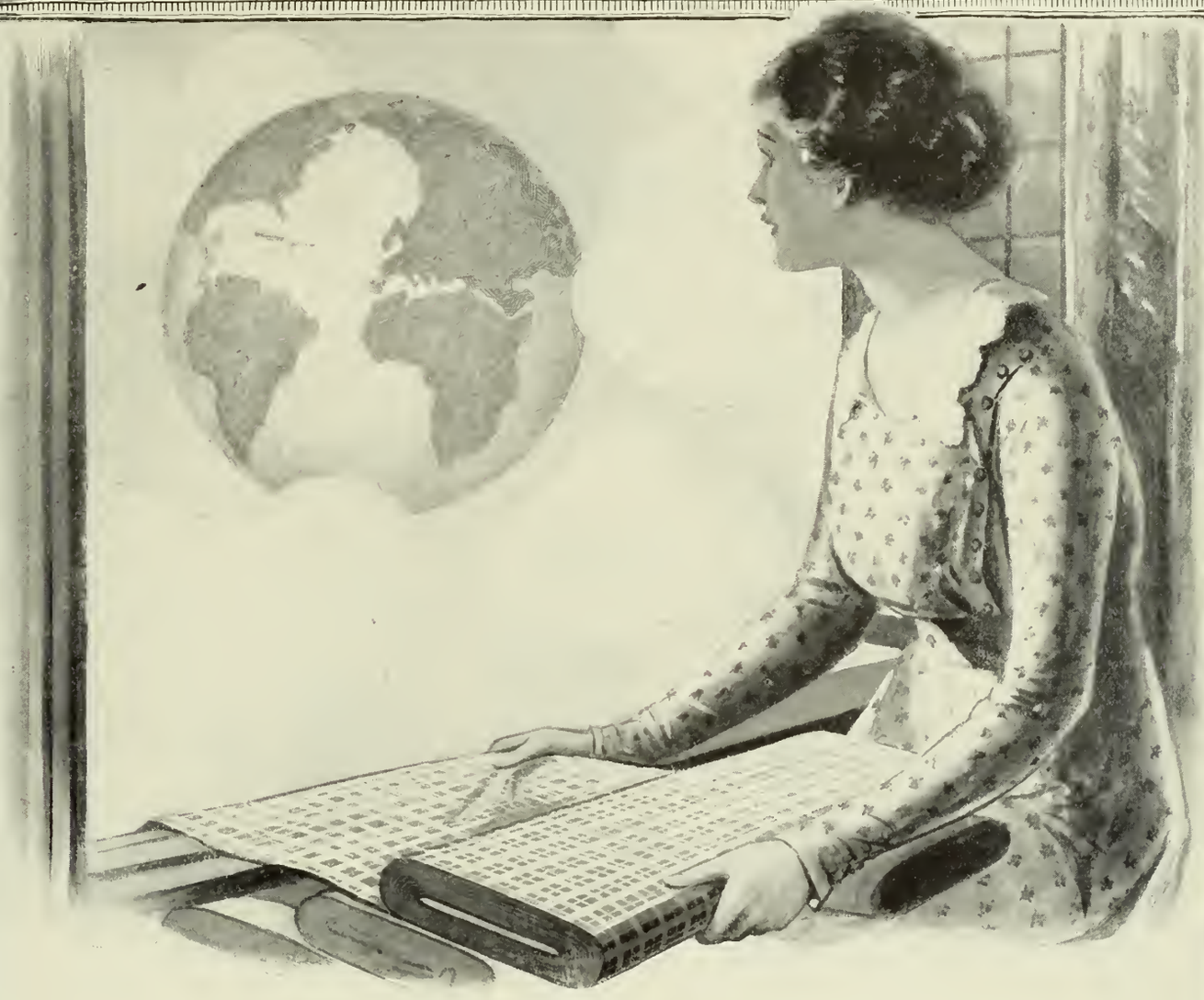

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Immediate Delivery

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Manufacturers and Importers of Laces,
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Importers of Fancy Dry Goods.

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Baltimore Los Angeles San Francisco Caudry Le Puy St. Gall

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Chiffons
Georgettes
Ribbons
Hosiery

Embroideries
Wash Goods
Dress Trimmings
Brassieres
Etc.

★ ★ ★

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★ ★ ★

Muser Brothers (Canada) Limited

Manufacturers and Importers of Laces,
Dress Trimmings and Embroideries,
Importers of Fancy Dry Goods.

12 ST. HELEN STREET, MONTREAL

New York Boston Philadelphia Chicago London Nottingham Paris Calais
Baltimore Los Angeles San Francisco Caudry Le Puy St. Gall

Advances

are the order of the day in all lines of dry goods, although brisk business in every line shows that this is not affecting the demand.

In order to obtain unlimited choice and prompt delivery, it will be advisable to place your Fall orders at the very earliest possible moment. Fall business is going to be very brisk for merchants who have the right goods at the right prices.

We can meet **YOUR** demands.

The Three Factors in Production

Raw Materials—Cotton, linen, wool, silk.

Labor—Skilled and unskilled.

Overhead Charges—All items plus recent non-profit output.

Are all higher than at any time during the war.

Being carriers of LARGEST STOCKS of dry goods in Canada, we have hundreds of thousands of dollars of merchandise below present market value.

Everything in Dry Goods

Alphonse Racine, Limited

60-96 St. Paul Street West

MONTREAL

Dry Goods Jobbers and Manufacturers

Factories:

BEAUBIEN STREET, MONTREAL, ST. DENIS, QUEBEC.

ST. HYACINTHE, QUEBEC.

Follow the Beaten Path to—

RACINE'S

There is at present a marked demand for goods of highest quality, following the period of war-time substitutes and imitations. This is a decided advantage to the merchant for, aside from the fact that there is a wider margin of profit on these goods, they make for him **satisfied** customers.

Stimulate
Satisfactory
Selling

by displaying goods that you yourself **know** are of the highest quality.

Racine Values and Racine Service have long been recognized as unexcelled.

Our Fall goods in every department will meet the approval of your buying **sense** of honest value, attractiveness and reliability.

They are **Racine** Value.

It is unnecessary to say more.

14 DEPARTMENTS

A—Cotton Staples.
AX—Flannelettes.
B—Wash Goods.
C—Woolens, etc.
D—Linens.
E—Dress Goods and Silks.
F—Men's Underwear and Sweaters.
G—Home Furnishings.
H—Ladies' Hosiery and Underwear.
I—Men's Fancy Furnishings.
J—Ladies' Ready-to-wear.
K—Smallwares and Notions.
L—Men's Fine Shirts.
M—Working Men's Wearables.

Everything in Dry Goods

Alphonse Racine, Limited

60-96 St. Paul Street West, Montreal

Dry Goods Jobbers and Manufacturers

SAMPLE ROOMS:

SHERBROOKE — THREE RIVERS — SYDNEY, N.S.

OTTAWA, 111 Sparks Street — QUEBEC, Merger Building — TORONTO, 123 Bay Street

HAILEYBURY, NEW ONTARIO

THE CANADIAN
DRY GOODS, FANCY GOODS AND SMALLWARE HOUSE
Keeping Abreast Of The Times

ARE OFFERING:---

Satin Cloth, a magnificent soft-finished goods, made of hand-picked Egyptian cotton; every yard fully guaranteed in dye and finish. Suitable for dresses and suits, in Champagne, Pink, Grey, Taupe, Sand, Nile, Lavender, Old Rose, Blue, Henna, Bottle Green, Nigger, Navy, Black. 40-inch, for $1.65 per yard.

Sporting Goods. Everything needed for Baseball, Golf, Tennis, Croquet, Fishing, etc. Also a splendid assortment of Hammocks from $1.50 to $8.00 each.

Men's Outing and Sporting Shirts, all negligee. Soft and Hard cuffs. We have a full assortment in stock.

Our stock of Knitting Yarns is complete in all classes of Domestic Yarns, and in such qualities and colors as can be had in Great Britain. Our prices are low, consistent with quality and weight.

"Phyllis" Sweater Yarn. 1 oz. ball, 1 pound (full weight) box, in 22 shades, at $3.25 pound, best quality, **and can only be had from us.**

Men's Overalls	$12.00	doz. up
Boys' Overalls	6.50	"
" Khaki Bloomers.	7.50	"
" Tweed " ..	9.00	"
Men's Khaki Pants ..	24.00	"
" Tweed " ...	30.00	"
Duster Coats	18.00	"
Umbrellas, Ladies and Gents	12.00	"

Two special lines of colored bath towels:
L 64, 18 x 34, 4.50 doz.
L 65, 21 x 40, 6.50 doz.

We also have a full range of White Bath Towels in stock, $2.25 to $12.00 per dozen.

Grand assortment of Men's Hosiery in cotton, lisle and silk, in black, white, grey, brown, navy blue, champagne, $1.80 to $30.00 dozen.

Lingerie Braid in white and blue, pink and lavender, each piece with a bodkin, $9.60 gross pieces.

We give special attention to letter orders, telegrams, and long distance telephone orders.

If our traveller is not calling on you, kindly notify us and we will have him call.

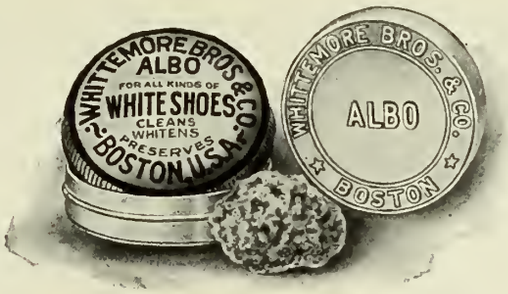
HODGSON SUMNER & CO., LIMITED

83-91 St. Paul Street West - 21 St. Sulpice Street - 83-91 Le Royer Street

MONTREAL

SAMPLE ROOMS

Metropole Building SHERBROOKE | 7 Charest Street QUEBEC | Windsor Hotel OTTAWA | 77 York Street TORONTO | 503 Mercantile Building VANCOUVER



Bostonian Cream. Put up in Brown, Gray, Cordo-Tan and all the popular colors. The ideal cleaner for kid and calf, both glazed and unglazed.

Nobby Brown Paste for Brown shoes, also **Nobby Brown** combination.

Peerless Oxblood combination for red shoes, **Peerless Oxblood** paste.

Quick White Liquid Canvas Dressing.

Albo Cake White Canvas Dressing.

Top-Notch White Leather Dressing.

Rival Gloss, Self-Shining Dressing.

Ask your dealer or write us for

Whittemore's Shoe Polishes

Your Wants

"Is that so?"

"Yes, an' get what you want, too."

Use the *DRY GOODS REVIEW* condensed Ad. column and just see what *will* happen.

Here's the Proof that

Sunset Soap Dyes

are the dyes for you to carry in stock. These few letters are selected from many written by dealers who are reaping profits every day.

Read what they say:

Steady Seller—No Complaints

"Sunset Soap Dyes have been a steady seller from the day they were placed on sale, and we have not had a complaint during the eight months we have been carrying them."

*—A Virginia Merchant.**

Successful, Satisfactory Seller

"We have not given any space to any item in our Toilet Goods department that has proven a more successful, satisfactory seller than the Sunset Soap Dyes."

*—A New York Department Store.**

Wonderful Repeaters

"Sunset Soap Dyes are the best that we have ever carried in our store and they are wonderful repeaters."

*—A Massachusetts Merchant.**

*Names on Application

Sunset Soap Dyes selling at 15c give you a very attractive profit.

Sunset Soap Dyes are being extensively advertised—you are sure to have calls. Send for a stock now packed in a sales-stimulating container ready to put on your counter and watch the quick turnover.

Liberal profits—No bother—Steady Repeaters

North American Dye Corporation

New Corporate Name of SUNSET SOAP DYE CO.

NEW ROCHELLE, N.Y. TORONTO, CANADA

Sales Representatives for U. S. and Canada

HAROLD F. RITCHIE & CO., INC.

New York Toronto

The House of Dry Goods Values

We are anxious that you become familiar with the exceptional values we offer you.

Our Trade Mark has always stood for attractive, sales-inviting goods combining unusual distinction of style and highest quality.

Your patrons appreciate receiving the utmost value, in any purchase, and that is what you give them in our goods. Such goods are certain to bring you increased patronage, and to maintain the loyal confidence of your patrons.

ENLARGED PREMISES

Steadily increasing business has made it necessary for us to enlarge our premises considerably. Our warehouse has recently been greatly enlarged, and we are now, better than ever, able to competently meet your demands.

MAIL ORDER DEPARTMENT

We invite you to make use of the service we offer you in this Department. Your Orders will receive our prompt, efficient attention.

Send us your

RUSH ORDERS

SPECIAL ORDERS

YOU CAN RELY UPON US

P. P. MARTIN & CO., LIMITED

50 ST. PAUL ST. W., MONTREAL, QUE.

Quebec : 7 Rue Charest
Toronto : 152 Bay Street
Sherbrooke : 103 Wellington St.
Ottawa : 25 Sparks Street
Three Rivers : 82 Royal Street
St. Hyacinthe : 229 Cascade St.

Unexcelled Value and Service

We would especially draw your attention at this time to our many attractive lines of

KNITTED GOODS

FOR LADIES AND MEN

Wide range of colors, weaves, and styles—something to attract and satisfy every customer.

Also you will find in our

DEPARTMENT "K"

a complete line of

LADIES' WHITEWEAR
LADIES' COLLARS
LADIES' HANDKERCHIEFS
LADIES' READY-TO-WEAR
LADIES' APRONS
LADIES' UMBRELLAS
LADIES' RAINCOATS
LADIES' BLOUSES
LADIES' KOMONAS.

AUTHENTIC STYLES

DEPENDABLE QUALITY

P. P. MARTIN & CO., LIMITED

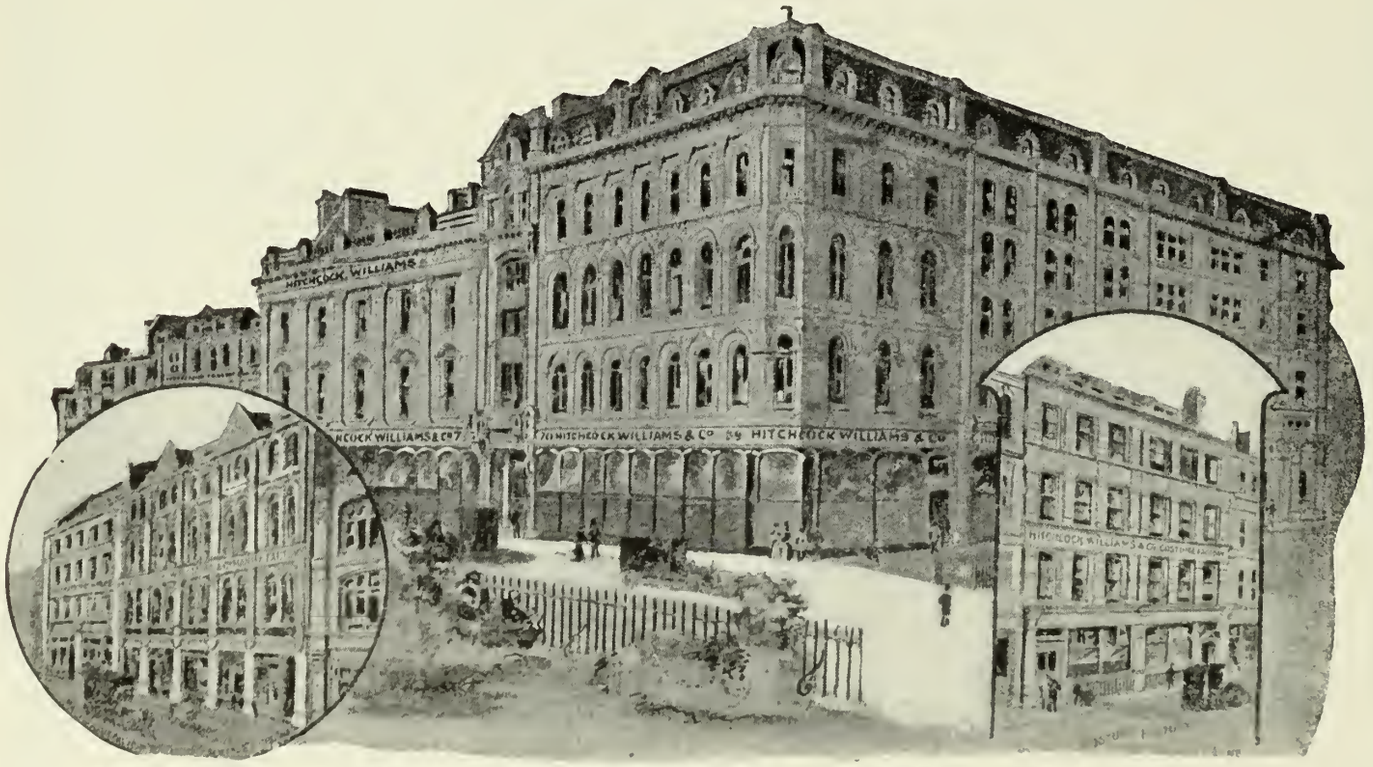
50 ST. PAUL ST. W., MONTREAL, QUE.

Quebec : 7 Rue Charest
Toronto : 152 Bay Street
Sherbrooke : 103 Wellington St.
Ottawa : 25 Sparks Street
Three Rivers : 82 Royal Street
St. Hyacinthe : 229 Cascade St.

MOTHER LAND TRADE SECTION

For Novelties in Cotton Dress Fabrics, Soft Furnishing Materials and Dress Goods

RIBBONS, LACE GOODS, NECKWEAR, MILLINERY and Millinery Materials
Canadian Buyers invited to call when in London, or write for samples



Hitchcock, Williams & Co.

FACTORIES 10 & 11 Warwick Lane, E.C.
29 to 33 " "
And Paternoster Buildings, E.C.

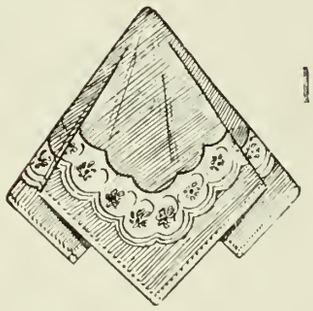
St. Paul's Churchyard
LONDON

MOTHER LAND TRADE SECTION

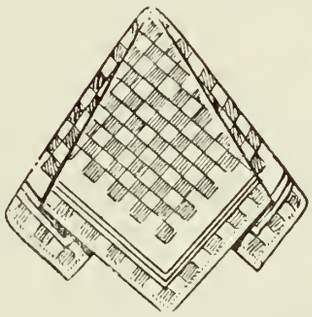
Crockers Bulletin

Our new range of PRINTED BORDERED, and FANCY BOXED HANDKERC HIEFS for Autumn and Christmas are ready.

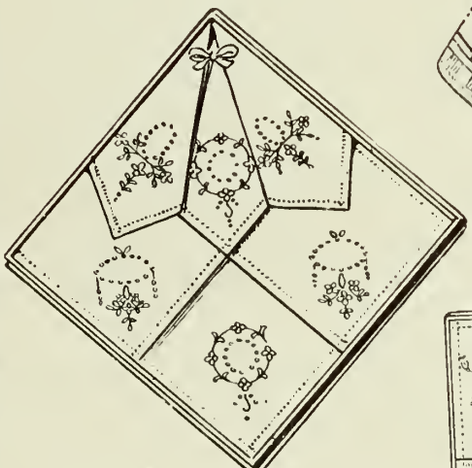
2402. 2 11½ per Doz.



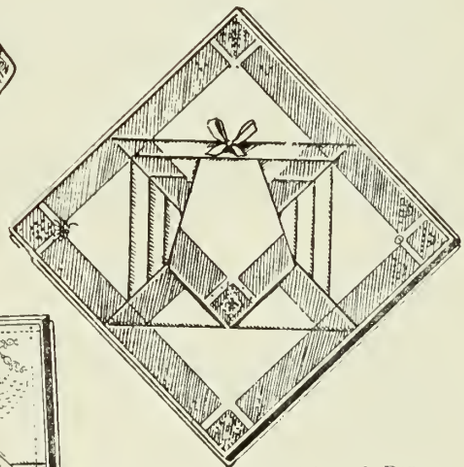
2609. 3/11½ per Doz.



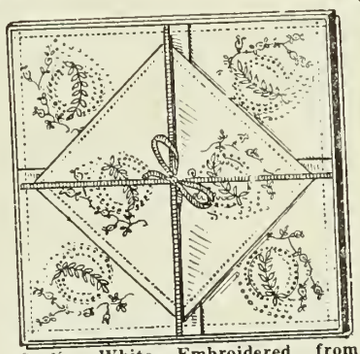
2605. 3/11½ per Doz.



277. Pure Linen ½ Doz. in Box. 54 - per Doz. Boxes.



350. White Ground, Coloured Border. 42/- per Doz. Boxes. ½ Doz. in Box.



OAX. White Embroidered from 18/11 to 110/- per Doz. Boxes. ½ Doz. in Fancy Box.

CROCKERS LIMITED
Friday Street
London - England

MOTHER LAND TRADE SECTION

Telegrams: Intrinsic, London, England

MOSS & DALE

21 Bread Street

London, E. C. 4 England

WHOLESALE AND EXPORT ONLY

SILK GABARDINES	GABARDINES
CHARMANTE	COSTUME CLOTHS
GRENADINES	TWEEDS
SATINS	CHEVIOTS
TAFFETAS	VELOUR CLOTHS
CREPE de CHINES	ROMAN STRIPES
GEORGINETTES	COATINGS
PRINTED SILKS	SERGES

Sole Agent for Canada

MR. W. F. MACOUN, 518 St. Catherine St. West, Montreal

MOTHER LAND TRADE SECTION

HOSIERY and UNDERWEAR

that does satisfy on all points

——COMFORT—QUALITY—VALUE——

OBERON SPECIALITIES

HOSIERY, UNDERWEAR, SPORTS COATS, KNICKERS, LADIES, AND GENTLEMEN'S PYJAMAS, SHIRTS, DRESSING GOWNS, RAINPROOF COATS, RUGS, TOWELS, QUILTS

THE FAMOUS "JAY FINISH" UNDERWEAR (Smedley's Make)

"BELNIT" RIBBED UNDERWEAR

"SUTOPLEX" FABRIC GLOVES

DISTINCTIVE NECKWEAR IN EXCLUSIVE DESIGNS. BRACES, BELTS, COLLARS AND HANDKERCHIEFS

SMALLWARES AND NOTIONS

LADIES' & GENTLEMEN'S HIGH GRADE KNITTED SCARVES AND WRAPS IN WOOL, SILK AND ARTIFICIAL SILK, &c., &c.,

SHEETS, COMFORTERS, DOMESTIC AND TABLE LINEN BLANKETS BATH MATS, &c.

IN OBERON Hosiery and BELNIT Underwear these qualities are embodied to perfection. Because they are so thoroughly dependable these bands are trusted the world over; they have earned for the name "Brettles" a front rank position in the Hosiery and Underwear circles.

Our representative, Mr. Marshall, is now showing complete ranges in the winter weights, in both ladies' and men's garments, which all our Canadian friends who are interested in these lines should make a point of inspecting.

* * *

Mr. Marshall is also showing full sample selections of the goods indicated on the margin. All the lines are in popular demand, of distinctive character, high quality and excellent values.

* * *

All orders entrusted with our Mr. Marshall will receive prompt and careful attention and be dealt with in a manner that will earn your full approval and continued custom.

* * *

Canadian Representative:

MR. HUGH D. MARSHALL

Stair Bldg., Cor. Bay and Adelaide Sts., Toronto

TRADE B MARK OBERON

"BELNIT" RIBBED UNDERWEAR

MADE IN ENGLAND

Regd. Trade Mark

ENGLISH GLOVES

"SUTOPLEX" (REG° TRADE MARK) FABRIC GLOVES.

GEO. BRETTLE & CO., LIMITED

MANUFACTURERS AND MERCHANTS

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

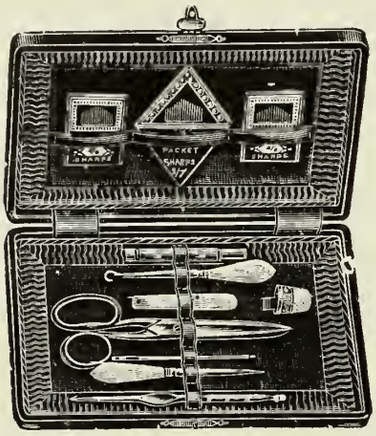
Factory: Belper, Derbyshire

We want more Canadian trade—and will try to deserve it.

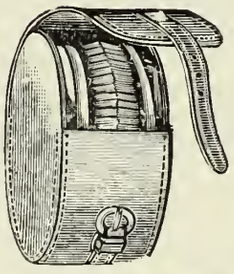
MOTHER LAND TRADE SECTION

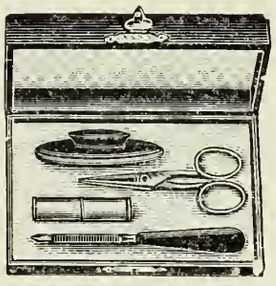
Manicure Cases : Fitted Companions : Fancy Leather Goods Bags, Purses, Pocket : Books, etc., etc. :

Gradually our factories are getting into their peace-time stride again. Stocks are becoming more plentiful and a wider and more comprehensive range of styles and new patterns is being added to our assortment. Write to-day for illustrated catalogue and the supplementary lists which will be issued at frequent intervals.



Write for samples or illustrated list





WOOLNOUGH DRAPER & CO LTD

12-13 Chiswell St E.C. 1

Factories: Lever St. and Enfield, London, Eng.

M. CUTHBERT

"CONFERENCE" COSTUME in Milanese Trimmed Wool

50 Margaret Street
Oxford Circus
LONDON, W.1.

Telegrams or Telephone
7214 CENTRAL

The Name Tells The Quality

When a customer asks for Longcloths, Cambrics, Madapolams, Nainsooks, Sheetings or "Diaphalene," you don't have to "talk quality" when you show

HORROCKSES'

The name tells the quality—for "HORROCKSES" longcloths are the world's standard of excellence —the name stamped on the selvedge is your customer's guarantee of quality and satisfaction.

Horrockses, Crewdson & Co., Limited
Manchester and London, England

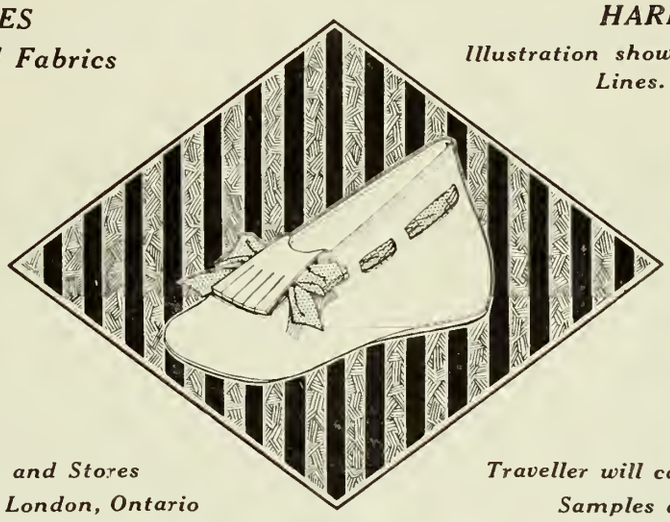
Canadian Agent—
John E. Ritchie, 591 St. Catherine St., W. Montreal

MOTHER LAND TRADE SECTION

"INFOOT" BRAND *of* INFANTS' FOOTWEAR

SOFT SOLES
Fancy Leather and Fabrics

HARD SOLES
Illustration shows One of 50 Standard Lines. (W.S. 571)



Canadian Branch and Stores
Address: P.O. Box 171, London, Ontario

Traveller will call shortly and submit Samples and Quotations

Infants' Footwear, Ltd., Infoot House, London E.C.1, England

ROBERT WHITTAKER & Co., Ltd.

5 BREAD ST., LONDON, E.C. 4, ENGLAND

A.B.C. Code, 5th Edition. Telegrams: "Subdue London"

SPECIALISTS IN

Ladies' Dress Materials and Cotton Dress Fabrics

We hold a large and varied stock of every description of Wool Dress Goods and Cotton Dress Fabrics at prices suitable for the Canadian Market and ready for immediate delivery. Our stock comprises wide ranges of the following:—

SERGES
CHEVIOTS
TWEEDS
TARTANS
SUITINGS
COATINGS

SHEPHERD CHECKS
SPONGE CLOTHES
EOLIENNES
ARMURES
FANCIES

During the season our representative in the Dominion will be visiting Toronto, London, Ottawa, Montreal, Quebec, Halifax, St. John, etc., and all enquiries should be addressed to H. D. Marshall, Stair Building, Bay Street, Toronto.

To Canadian buyers visiting the English Market we extend a cordial invitation to visit our warehouse, which is situated in the Heart of the London Dry Goods Trade.

MOTHER LAND TRADE SECTION

A. STEDALL LTD.

Wholesale and Export Costume, Mantle and Fur Coat Manufacturers

Leading Specialite House

for

English Tailor Made
Coats and Skirts
Cloth Coats
Capes, etc.

NEW RANGES FOR FALL,
NOW ON SHOW

Exclusive and Original Designs, exceptional value.

All of our own manufacture

50 Models in Seal Coney Coats, plain and Fur trimmed

from £9 to £30

The Finest Value in the European Market.

All of our own manufacture.

Canadian Buyers visiting Home Markets are invited to call, or to send their orders through their buying agents.

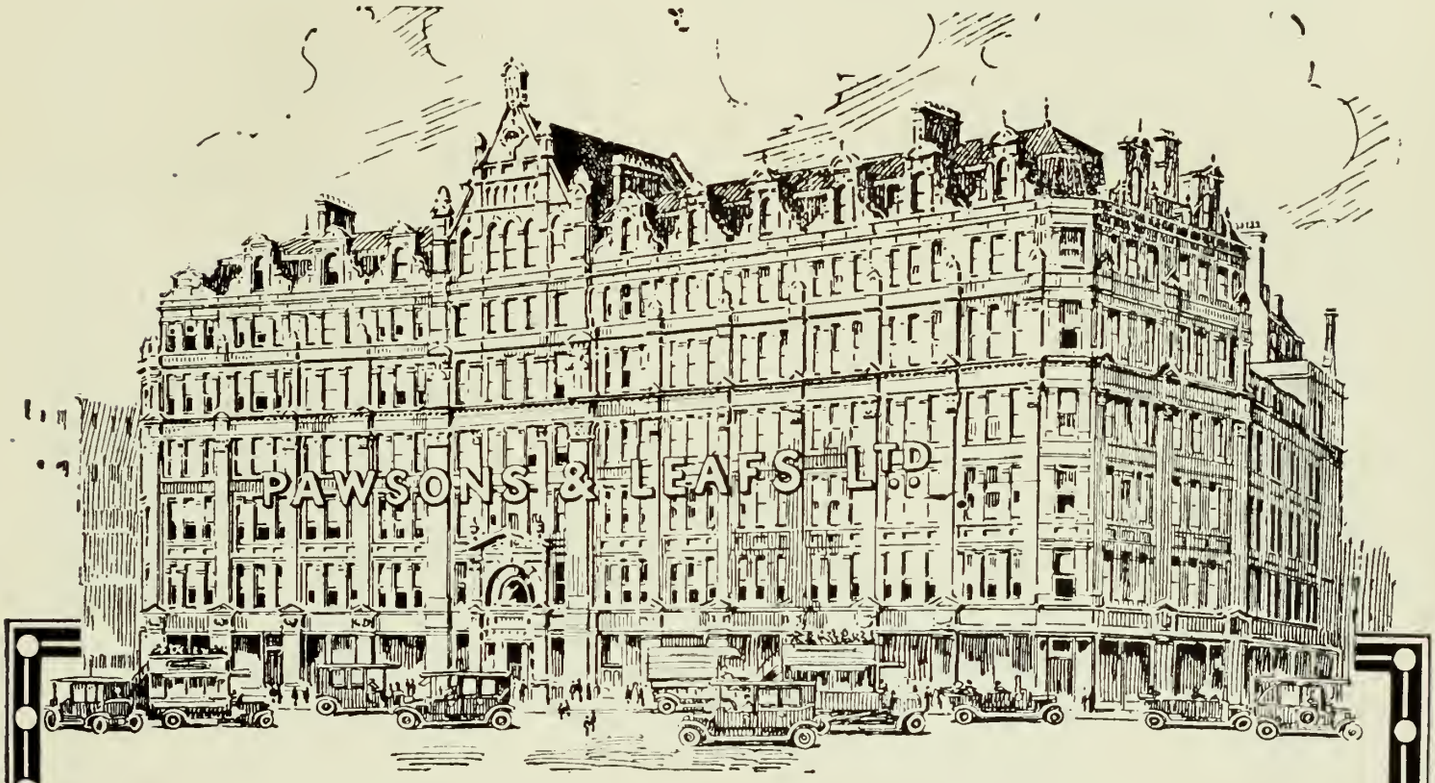
200 Models in Cloth Coats in Newest Tweeds, Blanket Cloth, Velours, etc.

Plain and Fur trimmed.

from **50s.** to £20

2 CANNON ST., LONDON, E.C. 4

MOTHER LAND TRADE SECTION



RIGHT IN THE VAN OF DRY GOODS STORES

and every department under a SPECIALIST

DEPARTMENTS—

Calicoes, Flannels, Blankets	Dress Skirts	Gloves
Linens and Towels	Laces and Embroideries	Hosiery and Woven Underwear
Scotch and Soft Furnishing	Handkerchiefs and Neckwear	Furs and Umbrellas
Curtains and Curtain Nets	Ribbons	Haberdashery
Dress Goods	Silks and Velvets	Buttons and Trimmings
Printed Cottons	Flowers and Feathers	Blouses
Flannelettes (Dyed and Printed)	Trimmed Millinery	Sports Coats
Mantles and Costumes	Straws and Semi-Trimmed	Ladies' and Children's Outfitting

We call attention to DRESS MATERIALS, SILKS, RIBBONS, PRINTED COTTONS, of which we hold large and varied stocks, and in all of which we do a large Canadian business.

Every attention is given to all enquiries, and a cordial welcome is extended to those buyers visiting the Old Country this year.

PAWSONS & LEAFS. LTD

9, St. Paul's Churchyard, LONDON, E.C.4

Telegrams: "PAWSON, CENT, LONDON." 'Phone: 828 CITY (6 lines)

Cable Address: PAWSON, LONDON

A.B.C 4th and 5th Edition and W.U.T. Codes used

MOTHER LAND TRADE SECTION

The Trimming Experts

LYONS SONS & Co

ONLY ADDRESS

3 ARGYLL ST. LONDON W.2.

Our Collection is the Finest in Europe

Comprising

Trimmings, Braids,
Buttons, Embroideries,
Girdles & Sash effects for Suits & Gowns
Fringes in great variety of silk Chenille & Bullion etc etc.

as shown on the best Paris models

OUR MARK

Advantages of dealing with us:

1. *Novelty of Ideas*
2. *Comprehensive Stocks*
3. *Great selection*
4. *Promptness of delivery*

TELEGRAMS
SNOYL, WESDO, LONDON
TELEPHONES
GERRARD 3122
" 1620
MARCONICODE
CABLE CODES
A.B.C. & COMMERCIAL

MOTHER LAND TRADE SECTION

HOSIERY, etc. MENDINGS

WOOL
SILK
COTTON
LISLE and
MERCERIZED
All Colours

CARDS
SKEINS
BALLS and
REELS

Oldest English Makes

BRANDS:

"LAMB"
"OLIVE BRANCH"
"CIRENELLA"
"AMAZON," etc.

Josiah Wilson & Co.
1 EDMUND PLACE, ALDERSGATE STREET
LONDON, E.C.1. - ENGLAND
ESTABLISHED 1808

WE ARE
Specialists
in the manufacture of
LADIES' KIMONAS
HOUSE GOWNS,
TOILET JACKETS,
Etc.

In Ripple Cloth, Wool and Cotton

—

Velour
Crepe
Sateen
Voile

—

PLAIN COLORS
AND
PRINTED DESIGNS

F. G. FREDERICK, LTD.
13 BAYER STREET, GOLDEN LANE
LONDON, E.C. 1

Canadian Agent:
FRED. BIRKS
14 PHILLIPS SQUARE, MONTREAL

MOTHER LAND TRADE SECTION

The Retail Trade is Going Strong

Why not increase the volume of YOUR Business by adding to it

THE IDEAL HAIR GOODS SERIES OF HAIR FRAMES

PRODUCED UNDER CLEANEST SANITARY CONDITIONS. LIGHT, DURABLE AND SANITARY.

Prompt attention given to all orders.

Hundreds of designs in Stock

All inquiries to

D. TROMER

THE IDEAL HAIR WORKS, South Tottenham, London, N. 15, England. *Wholesale and Export Only.*

Established 1903. :: Tel. No. 1558 Central

VINCENT BELL

Ladies' Overcoat Manufacturer

FOR HOME & EXPORT
WHOLESALE ONLY.

SPECIALTY
LADIES' AND MAIDS' COATS
FOR ALL SEASONS.
COVERT COATS A SPECIALTY.

SUITABLE FOR ALL MARKETS

Export Orders through British Shippers will receive personal attention.

Britannia Mills, East Street, Lower Mosley Street, MANCHESTER, England.

LONDON REPRESENTATIVE: C. W. SAVAGE, 58, CHEAPSIDE, E.C. 2.

MOTHER LAND TRADE SECTION

EXPORTERS AND IMPORTERS

"SPERO" GOODS ARE MANUFACTURED AT THESE MILLS

"SPERO"
ON SELVEDGE IS OUR GUARANTEE

BRITISH "SPERO" MAKE

SUPER-STANDARDISED QUALITY
IN COTTON GOODS
"The Best in the World"

MOTHER LAND TRADE SECTION

Worrall's Fast Dyes

VELVETEENS

VELVETEEN depends on the Dye and Finish for its beauty and utility. Unless the dye is right there can be no satisfaction.

WHEN buying a Velveteen—especially for costume purposes—you want the best dye obtainable, viz:—

WORRALL'S FAST DYE

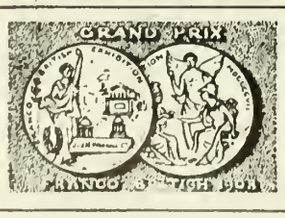
Dyed by

J. & J. M. WORRALL, LIMITED
MANCHESTER

The Premier Velveteen Dyers of the World

Another Speciality is

WORRALL'S CHIFFON FINISH



J. W. & J. M. Worrall
REGISTERED TRADE MARK

J. & J. M. Worrall, Ltd., are not merchants, so all enquiries for velveteens in their dyes should be sent through the usual wholesale channels.

MOTHER LAND TRADE SECTION

JOSHUA HOYLE & SONS

LIMITED

Cotton Spinners and Manufacturers

50 Piccadilly : Manchester : England

Established 1834

PLANTATION MILL, BACUP. INDIA MILL, BACUP. FREEHOLDS MILLS, SHAWFORTH.
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1834

Contractors to the Admiralty, War Department, Ministry of Munitions, Air Service, Colonial Governments and Allied Governments.

White and Scoured Calicoes
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Ripple Cloths *for Ladies' Dressing Gowns.*
Tropical Suiting *for Men's Wear*
Mercerized Fancies
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Polishing Cloths
Navy Blue Drills
Bluettes *for Stokers, Engineers and Railway Workers*
Pocketings
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Khaki Drills and Khaki Ducks (*Govt. Standard Dye*)
Cotton Tent Ducks and Sailcloths, 12″ to 72″ wide
Ground Sheets.
Filter Ducks
Plain and Fancy Turkish and Honeycomb Towels

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SAMSON DRILL — *Known in Australia and N.Z. as "Drilcot" Hoyle's Super Drill.*

GARICORD — *Smart and Dressy for Aprons, Overalls, Blouses, Pinafores, Dresses, &c.*

GARIBALDI — *A Grand Cloth for Servants' Dresses, etc.*

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any other style of cloth made to specification

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TAMBORINA, the Beautiful Lawn for Beautiful Lingerie.

DORCAS CAMBRIC, The finest Cambric in the World.

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For Costume and Coat Linings, Draperies, Cushions, etc.

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A special make and finish for the Canadian Market.

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MANCHESTER & LONDON

MANUFACTURERS AND EXPORTERS

MOTHER LAND TRADE SECTION

MESSRS. BALDWIN & WALKER, Ltd., of HALIFAX, England, Spinners of the celebrated "Ladyship" knitting wools, beg to thank their Canadian customers for their consideration and forbearance with them in the time of very limited supplies during the war. Now that this is happily over, conditions are becoming more normal and the output from the factory is more nearly approaching to the full pre-war quantities.

The orders on hand, some more than a year old, are being completed with the utmost despatch and we are now taking orders for the "Ladyship" knitting and fancy wools for delivery in the autumn of this year.

Enquiries from those customers who have not already placed their particulars will receive our special and careful attention.

WEST CROFT MILLS

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Novelties in

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SEQUIN GOODS
SCARVES
WAISTS
DRESSES
KNITTED GOODS
FANCY HANDBAGS

ORGANIZED FOR WORLD BUSINESS

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"When Bedtime Comes"

LISTA PURE SILKS

not only make exquisite Blouses, Shirts and Pyjamas, but are simply ideal for Children's Dresses and Sleeping Suits. In the clothing of your merry, romping boys and girls quality counts; it is here in wear and washing that

LISTA SILKS ARE SUPREME

Manningham Mills, Bradford, England

Agents:
HENDERSON & SMYTH
Toronto and Montreal

TRUE IRISH LINEN

"The Imperishable Fabric"

How it is made

How it can be more extensively used

How distributors may profit
by pushing its sale

The Irish Linen Society
Belfast, Ireland

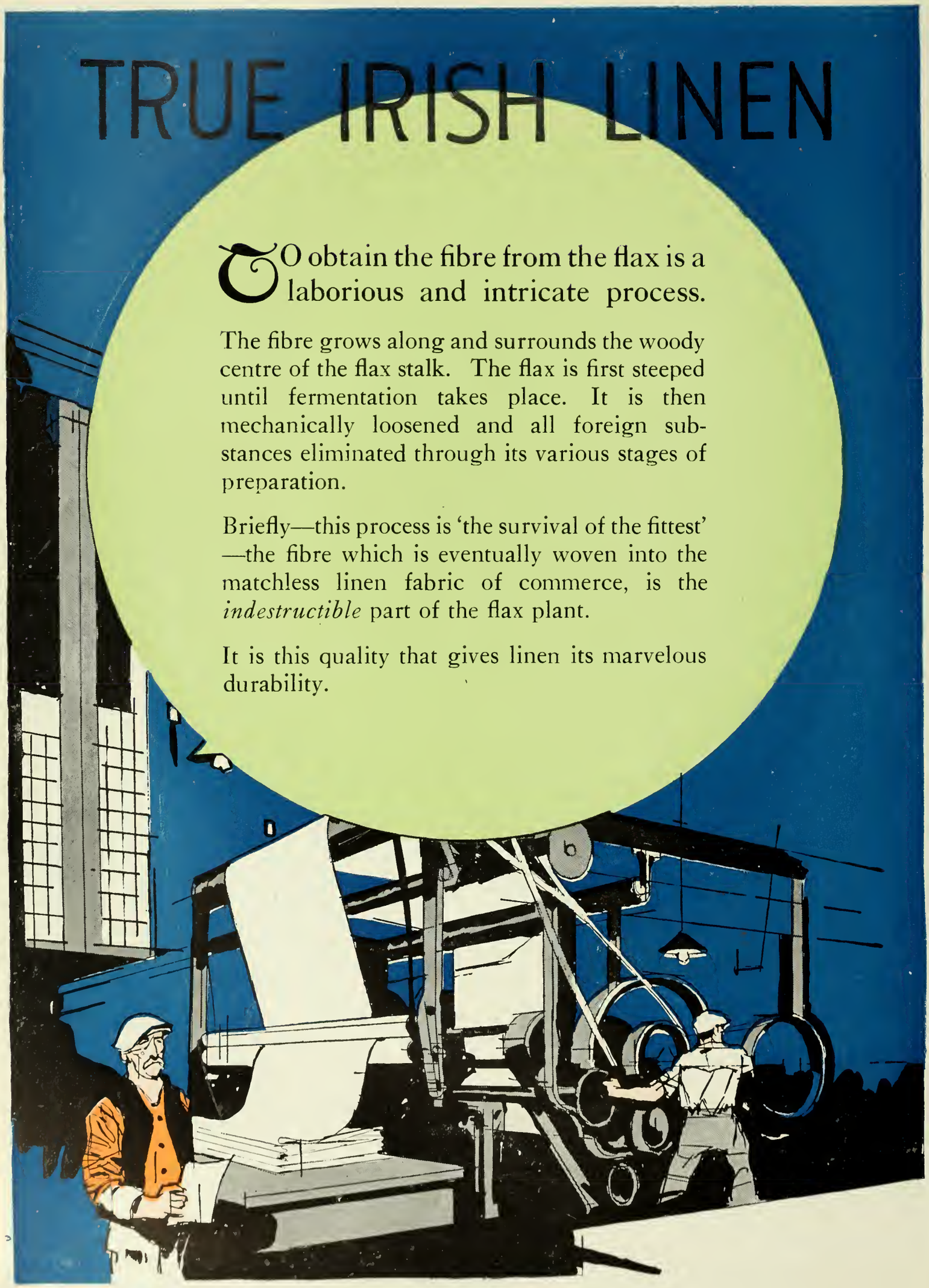
TRUE IRISH LINEN

TO obtain the fibre from the flax is a laborious and intricate process.

The fibre grows along and surrounds the woody centre of the flax stalk. The flax is first steeped until fermentation takes place. It is then mechanically loosened and all foreign substances eliminated through its various stages of preparation.

Briefly—this process is 'the survival of the fittest' —the fibre which is eventually woven into the matchless linen fabric of commerce, is the *indestructible* part of the flax plant.

It is this quality that gives linen its marvelous durability.



TRUE IRISH LINEN

MUCH of the romance which surrounds the history and usage of Irish Linen is woven into the very warp and weft of the fabric by the deft hands of the linen workers.

For generations Ireland has been steadily advancing in the art of linen making, until today she stands in the forefront as acknowledged leader of the Linen World. This position could only be achieved by the most careful manufacturing methods coupled with a real pride in their industry taken by the workers themselves.

This sentimental value peculiar to Irish Linen can be turned to profitable advantage by distributors who appreciate the value of atmosphere in their advertising and displays.

TRUE IRISH LINEN

FOR personal use and household adornment there is no fabric so important as Irish Linen.

There is only one real damask for perfect table settings—linen damask, and the best linen damasks come from Ireland where pattern weaving and careful bleaching are fine arts.

No man can consider himself correctly dressed if his dress linen be an imitation linen, any more than if his jewelry be imitation gold.

Art linens for draperies and upholsteries have the double advantage of refinement and long service.

Linen enters immediately into the family life,—and women, generally, have been greatly disappointed by the alternatives of linen that the shortage of her favorite fabric caused her to use.

By advertising the fact that linen is being made and sold again, department managers can take a highly profitable advantage of the late linen famine and the country-wide need for linen.

TRUE IRISH LINEN

FINE linen has been indicated as the smartest thing in lingerie.

Its very shortage makes it desirable to that trade which is usually designated as 'exclusive' and which therefore demands the latest and best.

Underclothing department managers who cater to the best trade should inquire from their manufacturers for a special line of fine linen garments.

Apart from its fashionable appeal, linen is the coolest and one of the most comfortable fabrics for next-to-the-skin wear. Its sheer, shimmering beauty exercises a strong appeal to women who are just as particular with 'what is underneath' as with their outward appearance.

TRUE IRISH LINEN

When Fashion Speaks the World Listens

THROUGHOUT the country, newspapers—theatre programs—magazines—the various media of general publicity—are indicating linen—'The desirable Irish kind'—as the standby of fashion this season.

Of course there is a shortage of linen dress fabrics. However, this is never a deterrent to style—rather to the contrary. Managers of those departments interested in keeping abreast of style should see to it that their showing of linen dresses both for daily wear and sport should be ready to cater to the desires of those people who will be influenced by the wide publicity which is being given to Linen as the 'fabric of fashion.'

TRUE IRISH LINEN

THE advantage of linen for sport wear is first its coolness and second its indestructibility.

Tailors are advocating linen for sport suits for the satisfaction that this ideal fabric brings to their customers.

Ready-to-wear departments can well profit by the vogue of linen for sport wear, but as there is a certain scarcity of this material, orders for such lines should be placed without a moment's delay.

There is long wear and long satisfaction in every yard of true Irish Linen, and a highly desirable trade in linen garments can be built without any effort beyond placing in a stock and featuring the same by advertising and display.

TRUE IRISH LINEN

BUYERS of linen whether by yard or manufactured article can place their orders at ruling market prices without the uncertainty which surrounds the price basis of the majority of fabrics.

Flax is so scarce and prices of raw materials and labor so high, that Irish Linen manufacturers are finding difficulty in even keeping the prices down at their present level.

The universal need for linens and the dictates of fashion both tend to keep the demand beyond the supply and there is no possibility of linen stocks being idle.

Energy is all that is necessary to get an exceedingly desirable and profitable linen trade in every department handling this matchless fabric.

The Irish Linen Society
Belfast, Ireland

MOTHER LAND TRADE SECTION

Rainster Weatherproofs

(REGD No 378155)

THE revival of sports and other amenities of life which we had to put aside during the war, is bound to bring us a material increase in the sale of garments for outdoor life.

The best way to prepare for this increased business is to carry a full stock of the Rainster Weather-proof---"The ideal coat for sport and general wear."

- IT WILL PAY YOU TO -
GET IN TOUCH WITH US

"RAINSTER" WEATHERPROOFS are made at our Blackpool Factory under ideal working conditions.

- ■ -

WHOLESALE AND SHIPPING ONLY

We shall be pleased to give you names and addresses of our representatives in following places carrying our samples:

London Glasgow Paris Brussels Copenhagen Gothenburg Amsterdam Oporto and Montreal

OPPENHEIM

MOTHER LAND TRADE SECTION

- THE -

RAINSTER Waterproof

is made to increase your business ---It embodies all the primary qualities essential to a really first class article---Faultless materials and workmanship. Style and good value.

It is as carefully made as a rubberised Waterproof can be made. It will not crack, harden, leak or lose its shape. It ensures absolute satisfaction and thus eliminates all occasions for complaint. So good it is that it advertises itself. If you do not stock it, you neglect a good business for the benefit of those who sell the Rainster.

WHOLESALE & SHIPPING ONLY.

& C

Rainproof & Waterproof Specialists

BRITANNIA MILLS · SACKVILLE ST.

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Sole Proprietor : Sir J. ARTHUR GODWIN, Kt.

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ESTABLISHED 1851

JVG FABRICS GUARANTEED

UP-TO-DATE SPECIALITIES IN
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"KREMLA" Reg'd and "KREMLAINE" Reg'd

Blouse, Shirting and Underwear Fabrics.

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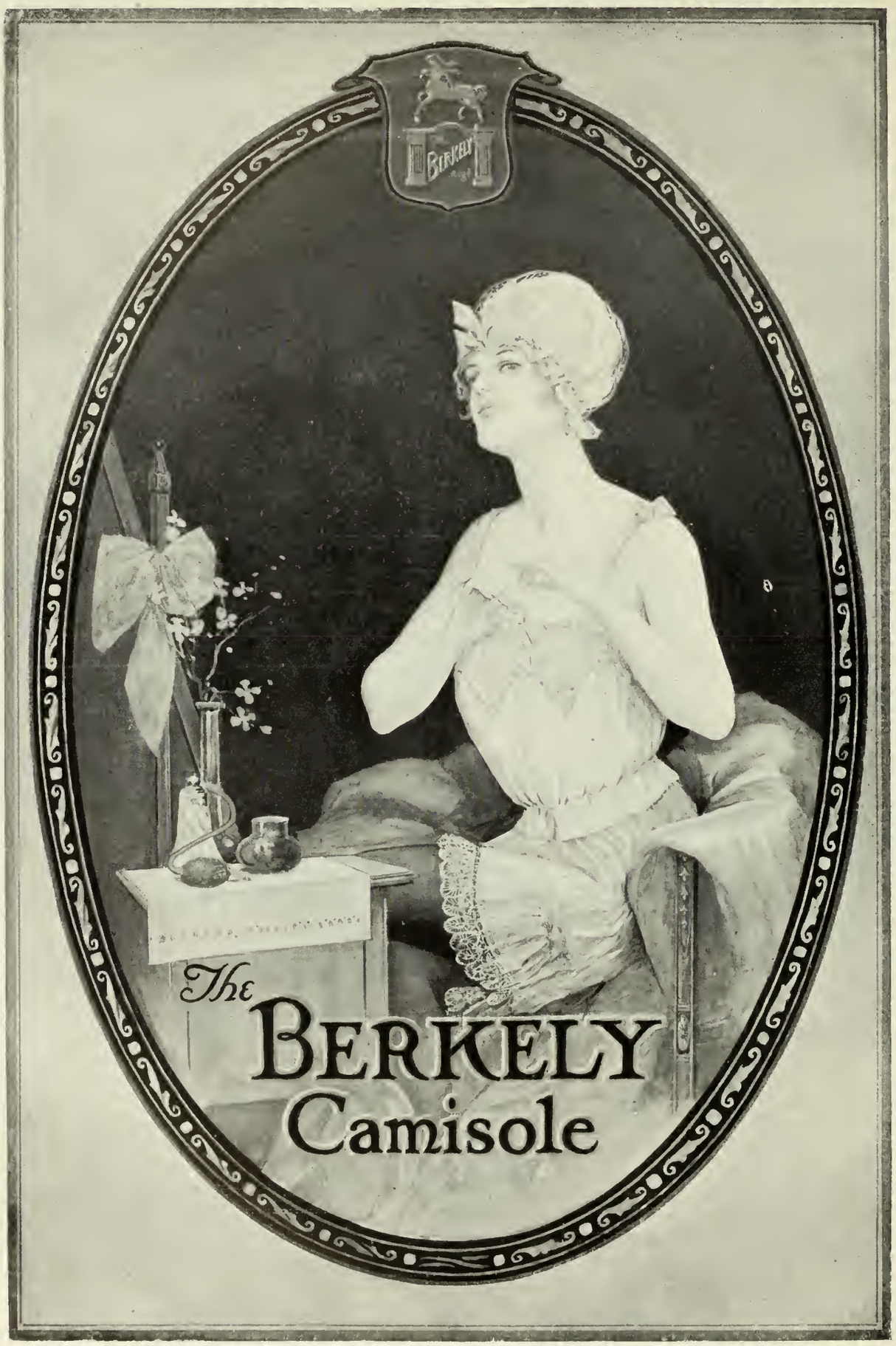
WAREHOUSES: - - - MIDLAND BUILDINGS, CANAL ROAD, BRADFORD.
5 ADDLE HILL, CARTER LANE, LONDON, E.C. 4

AGENCIES: GLASGOW, MANCHESTER, BELFAST, MELBOURNE, SYDNEY, WELLINGTON, JOHANNESBURG, TORONTO, MONTREAL, NEW YORK, PARIS.

Head Office: **Dockfield Mills, SHIPLEY, YORKS**



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WOOLLEN AND WORSTED COSTUME CLOTHS

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Established 1853

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MOTHER LAND TRADE SECTION

A PROPHET IS WITHOUT HONOUR IN HIS OWN COUNTRY - BUT -
VIGIL IS NOT
- MAKE YOURSELF A VIGIL SCARF AND SPORTS-COAT -

The Boom in Coloured Fabrics

FOR FOUR YEARS the world has been distressed by the horrors of war—it is but natural that it should now turn eagerly to the pursuit of happiness. Colours will be the outward expression of the joy that has come to the heart, for colours express happiness in the fullest sense. The makers of Vigil Silk are staking everything upon their ability to meet the increasing demand for beautiful coloured fabrics. They have commissioned expert designers who have, of set purpose, departed from the old lines that have been offered year after year, with the result that the new productions of "VIGIL" Silk will far and away surpass everything hitherto offered. For purity of fabric, for beauty of designs, for delicacy of colours, "VIGIL" Silk will stand high above other Silks. Its merit alone will command for it a big sale.

We are telling you all this well in advance that you may know what to expect. To be forewarned is to be forearmed. Do not be loaded up with a lot of stuff that you will not be able to sell when "VIGIL" comes. To cover your needs at once and to mark your order for "earliest possible delivery" will insure you the best prices, better chances of complete deliveries and greater prestige because of your earlier display of goods in great demand.

WALKER BROS.

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THE PURE SILK

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COTTON YARNS — For Underwear, Hosiery, Laces, Nets, Curtains, Voiles, etc.

SINGLE COTTON YARNS — In weft, twist and pincop, and on cheeses for weaving, doubling, insulating, etc.

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Branch Houses:
LEICESTER GLASGOW CALAIS CAUDRY

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Manufacturers of All Kinds of
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PROPRIETORS OF
Southalls' Sanitary Towels and Specialities for Ladies

DRUGS, FINE CHEMICALS, AND PHARMACEUTICAL PREPARATIONS

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"Craftana"

Registered No. 262,00[illegible]

THE HALL-MARK OF
Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

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

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Sphere Suspenders

have the true "quality" stamp—they are so well made and beautifully finished that they never fail to please. They maintain the highest standard of "British-made" goods.

Made of fresh, strong, elastics, full of vitality, with neat, rustless, white metal fittings, and a soft yet firm grip that will not tear the finest hose.

Prices and full particulars gladly furnished on request. Enquiries and orders executed through London House or direct.

WHOLESALE ONLY:

FAIRE BROS. & CO., LTD., Leicester, England

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Spinners of every description of yarn for Hosiery Manufacture

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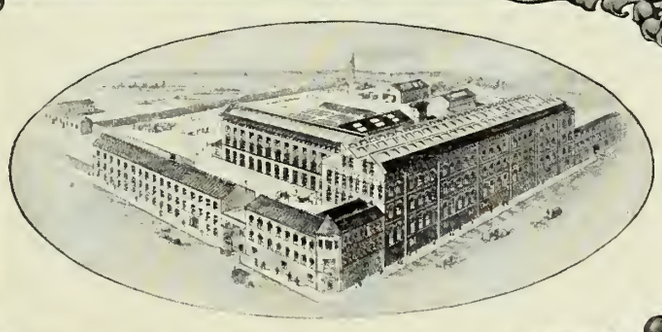

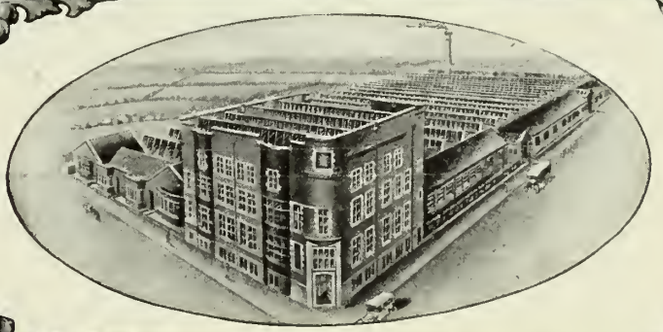

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Valenciennes, Torchons and Novelty Laces

Stocks carried in TORONTO

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Millinery and Haberdashery Wire

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Artificial Silk, Braids and Ribbons

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Upholstery Cords and Trimmings

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Made in Silk, Cotton, Wool, Etc.

Artificial Silk Straw Braids for Millinery Hat Manufacturing.

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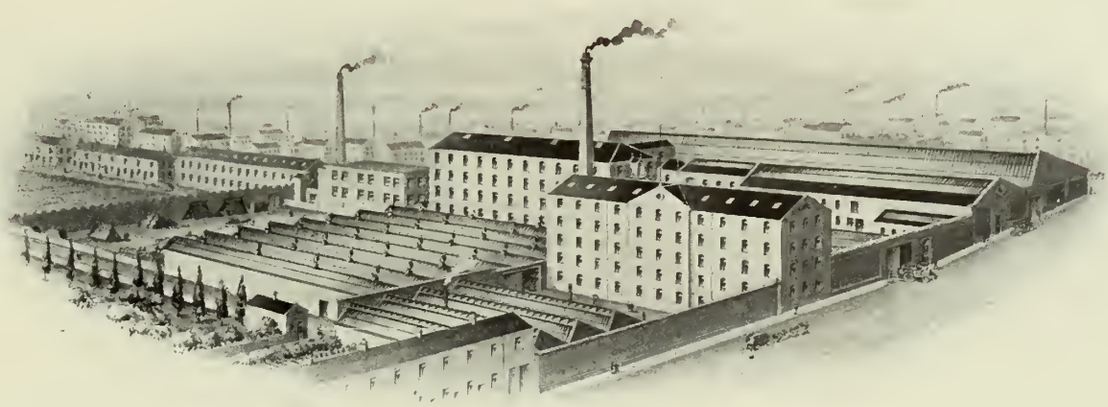

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in suitable styles and artistic effects—the result of many years experience and careful study of the requirements of the CANADIAN MARKET.

Saxony Wilton Rugs (seamed)

Made in Two Qualities

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9' 0" 10' 6" and 12' 0" Wide

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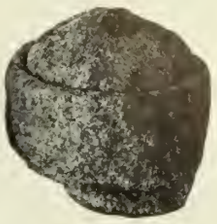

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Scotch Knit Woollen Goods

Including

Ladies' and Gents' Fleecy Scarves in self and striped effects.

Gents' Viator and Aviator Caps.

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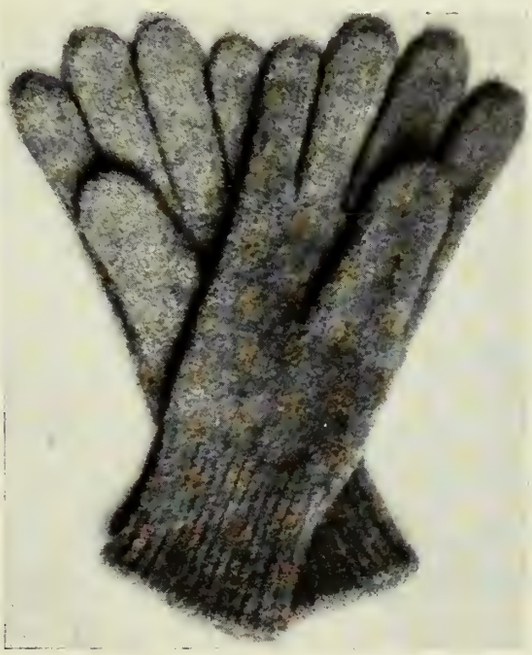
Woollen Glove Manufacturers

Dumfries - Scotland



Makers of all kinds of

Genuine Scotch Wool Gloves Gauntlets and Mitts

Telegraphic Address "Sure" Dumfries.

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D. MACRAE & SONS

Scotch Cap and Underwear Manufacturers

STEWARTON SCOTLAND

Knitted Cap Dept.

Fleecy Tams, Berets and all kinds of knitted headwear for boys, girls, ladies and gentlemen, including gentlemen's knitted golf and aviator caps.

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Ladies' and Children's Combinations and vests, Gentlemen's Underwear in three grades.

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31 MELINDA STREET
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who are now showing a full range of samples.

LADIES' and CHILDREN'S

KNIT SPORTS COATS AND SCARVES

Boys' and Men's Knit Jerseys
Men's Cardigan Jackets
Aviator and Balaclava Caps
And Tam O'Shanters

RUSSELL & CO.

Scotch Cap and Hosiery Manufacturers

ROBERTLAND MILLS

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KING'S CELEBRATED SCOTCH WINDOW HOLLANDS

have been made for one hundred and forty years and are recognized throughout the world as the best and most saleable shading. They are unequalled for quality, are unshrinkable, fast colors and made in all colorings and widths. To insure getting genuine goods, customers are advised to EXAMINE TICKETS and PAPER BANDS. Also inside Holland Tab on end of each piece and see that each *bears name* of "JOHN KING & SON."

SOLD BY ALL LEADING WINDOW SHADE JOBBERS

Made by

JOHN KING & SON

GLASGOW, SCOTLAND

Established 1775

Canadian Representatives: CAMPBELL, SMIBERT & CO., MONTREAL and TORONTO

Established 1850

A. A. MITCHELL

LATE A. MITCHELL JR.'S SONS

Manufacturers of High Class

COTTON GINGHAMS, SHIRTINGS, CREPES,
RATINES and COTTON FANCIES
CEYLON BLOUSE and SHIRTING CLOTHS

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Among the Blessings of Peace Comes

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BOX No 159 GLASGOW

All correspondence should be addressed to the Company.

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"BUTE GLASGOW" "BUTE NEWCASTLE"
"BUTE LONDON" "BUTE LEEDS"

To Our Canadian Friends.

Our New Canadian Address is "Empire Building" 64 Wellington St. W. Toronto, where Mr. Johnston, our esteemed representative for Eastern Canada, is now located.

A strong after-the-war campaign has been begun, the policy being to sell always "at Keenest-home prices"

Stewart & McDonald Ltd.

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WILSON & CO.

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Ecru and Coloured Madras Muslins,
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Voiles
Anglo-Swiss and Broche Muslins,
"Wilsco" Lawns, "Zellette"
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To Shirt Manufacturers

FOR SALE

The Canadian patent rights for the "Angelo Shirt." We are prepared to grant sole rights to manufacture and sell throughout Canada our patent shirt, for which we have had numerous enquiries from Canada.

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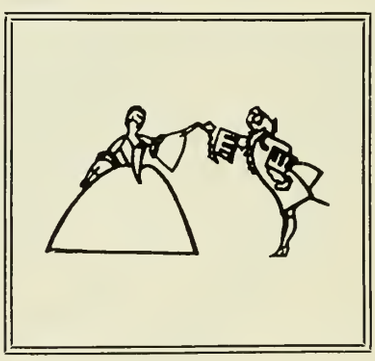

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Paris Fashions

Left: A very elegant gown in black and white mousseline de soie with silk embroidery motifs and a good deal of black lace.

Right: A model designed for the races; it is in black satin overdraped with white pleated tulle and has novel fur trimming on the tunic.

Note the favoritism for black and white and for very narrow belts. The coiffure at the right is one of the notes of interest at present in Paris.

Sent by Drecoll, Paris, to Dry Goods Review.

Navy, Brown and Taupe Fall Colors

Loose, Comfortable Coats of Dolman Impress—Ostrich the Feature of Millinery—Comfortable Skirt Widths Return—Satins and Crepes a Necessity—Leading Buyers all Agree to These Fall Fashion Features.

After several seasons which for many retailers meant putting their personal business affairs in a secondary place, the trade is once more permitted to give its individual attention to the things pertaining first and foremost to merchandising. We no longer feel that matters of fashion and comfort must be tabooed, but must be studied more carefully perhaps than ever before.

The period of war was, latterly at least, a strain upon designers. They were expected to provide modes interesting for each separate season, and yet keeping before them the straight, comfortable lines required by new habits of women; styles untrimmed for the most part, restricted in yardage consumption, guarded as to color, an ever shrinking range of cloths, and little inspiration coming from the seat of the world's greatest designers.

With the old avenues again opening up for freedom in line, color and adornment, Paris setting aside its assumed war-time gaiety and turning to a real joy in life, New York designers endeavoring to be regarded by the world as a factor in style producing, factories again turning their attention to the civilian, there is every reason for buyers to "walk circumspectly" when it comes to choosing their Fall purchases this year.

Many retailers have already visited the New York and Paris markets. A great many are there this month. Others are examining keenly the fashion reports which are finding their way to the thousands of shopping centres. The staff of DRY GOODS REVIEW too has been on the alert to sift out "safe buys" for the Canadian trade, authentic information, tendencies which are likely to affect the new season's business. From buyers of long and successful experience opinions have been gathered, from manufacturers and others in the trade points have been secured which should be a guide to retailers, both large and small, in making their selections of goods for the coming Fall. Not only in the paragraphs which follow but throughout the issue are the results to be found, and once more may we remind our readers of the important saw: "Goods well bought are half sold."

Detailed questions have been put to well-known buyers, and while the responses differ in some respects, those very differences provide food for thought for the trade. With the transition period in which we are living this year there is no certainty upon which we can depend as to fashions throughout the season. It must be kept in mind too that these differences are due in part to different characteristics of the individual communities in which the goods are to be sold, and to different classes of trade catered to by the stores. But until distribution of the world's food and clothing assets is once more accomplished to all people, at least on as equalized a basis as it was five or six years ago, we must look for changes and unforeseen occurrences.

To those who have so generously given of their experiences for the benefit of the trade DRY GOODS REVIEW hereby wishes to express its thanks and takes pleasure in passing on the information to those whom it concerns.

HAMILTON

The G. W. Robinson Co., Ltd.

COATS.—1. Semi-fitting and straight line coats will be leaders for Fall. Narrow effects and dolmans not good. Length 7/8.

2. Sleeves will be large.

3. Best colors: browns, platinum, navy, materials: velours and silvertone. Floriswale will be used for novelty linings.

5. Narrow belts and tailored pockets best.

6. Collars, convertible and muffler.

7. Capes of no importance whatever.

8. Average width of coats at hem, 2 to 2½ yards.

SUITS.—1. Prevailing length about 36 inches, skirts 7 inches from floor.

2. Semi-fitted styles best.

3. Favorite fashionable width for skirts, 1¾ yards.

4. Set-in sleeves, convertible collars, tailored inset pockets.

5. Best suit colors: navy, black, brown, Materials, velours and serges. Linings, satin, plain and neat novelties.

6. Waistline will be indicated chiefly by narrow belts.

7. No double-breasted styles.

8. Trimmings, buttons and tailored stitchings.

9. No cape suits.

DRESSES.—1. Leading materials for afternoon dresses, Georgette. Colors, sand, taupe, navy, Copenhagen, grey.

2. Navy best for street dresses.

3. For evening gowns crepe meteor, shimmery satins.

4. Favored width for skirts, 1½ yards.

5. Draped styles and panels good.

6. Short sleeves increasing in favor.

7. Trimmings for serge dresses will be braid and buttons.

8. The waistline will be placed sometimes at normal and sometimes above.

9. Narrow sleeves will be better than the loose ones.

KINGSTON

Stacey's Limited

COATS.—1. Dolmans in novelty effects will be good, but not the close fitting styles; coats will be in straight lines draped from the shoulders. Length 48 inches.

2. Sleeves mostly kimono and raglan.

3. Best colors, taupe, nigger and henna. Materials, silvertone and velours. Linings, novelty satins.

4. Novelty features will be new draped lines and new effects in collars and belts.

5. Military and slit pockets and hidden belts will be good.

6. Medium, large round effects similar to those of last season will be best in collars.

7. Capes will have no importance.

8. The width of the coat at the bottom depends entirely on the style of the model.

SUITS.—1. Prevailing lengths for suit coats 36 to 40 inches. Skirts 36 to 38 inches.

2. Fitted suit coats will be better than straight lines.

3. Skirts will be favored at 2 yards wide.

4. Narrow tapered sleeves and tailored collars best.

5. Best colors, navy, taupe, henna, brown and new wine. Materials, serges, broadcloths and silvertones. Linings, plain satin.

6. Waistlines will be emphasized by seams and belts. Belts will be narrow.

7. No double-breasted styles.

8. Trimmings will be chiefly handsome furs.

9. Crepe suits have no place.

DRESSES.—1. Materials for afternoon dresses, serge, crepe de chine, wool jersey. Colors, navy, brown, taupe, wine, green, etc.

2. For street dresses wool jersey and serge will be best.

3. For evening gowns gold and silver cloth and combinations with Georgette, etc.

4. Width of skirts for dresses from 2 to 2¼ yards.

5. Draped styles and panels good.

6. Short sleeves increasing in favor for Summer wear only.

7. Embroidery trimmings and imported novelty trimmings will be good.

8. High, low and normal waistlines will all be shown.

9. There is a tendency towards loose sleeves for afternoon and street dresses.

MONTREAL

Dupuis Freres

COATS.—1. Will be loose, not close-fitting; length 7/8.

2. Sleeves inclined to be snug.

3. Best colors, taupe, Belgian blue, henna, brown. Materials, silvertones and velours. Fancy linings.

4. Novelty features to be expected, short coats.

5. Belts narrow.

6. Collars large and convertible.

7. Capes will be shown for early Fall.

SUITS.—1. Prevailing length for suit coats, 36 inches. Skirts will be long.

2. Suit coats semi-fitted.

3. Favorite fashionable width for skirts, 54 inches.

4. Sleeves narrow; shawl and convertible collars.

5. Best suit colors, navy, taupe, brown. Materials, gabardine, poplin, serge. Fancy linings.

6. Very few belts and these narrow. Double-breasted styles and cape suits will have no importance.

DRESSES.—1. Leading materials for afternoon dresses, fancy Georgette and silk tricolette.

2. Materials for street dresses, serges and wool jerseys.

3. For evening gowns, satin and chiffon.

4. Favored width for skirts of dresses, 54 inches.

5. Draped styles and panels will be good for middle-aged women.

6. Short sleeves are not increasing in popular favor.

8. Waistline will be normal.

9. Narrow sleeves best for afternoon and street dresses.

DRESS FABRICS.—1. Satins will be very strong; charmeuse very good. Taffetas not a Fall silk.

2. All pile fabrics will have a great demand.

3. Wool velours and jersey cloths important features.

4. In fancy woollen goods a few stripes and plaids in good worsted.

5. Leading colors in silks and satins, henna, taupe, jay blue and navy blue. In wool fabrics, jay blue, navy, taupe, nigger.

6. We expect a big season in both silk and wool jersey.

MILLINERY.—1. Colors favored for Fall, navy and taupe.

2. We hardly think that combinations of colors will be a feature.

3. Velour shapes will dominate for Canadian trade.

4. Fall trimmings will be ostrich in all descriptions.

5. Medium sized hats will lead.

6. Ostrich feathers will be of general importance. Beaver and velour outing and ready to wear hats will likely be popular.

SWIFT CURRENT, SASK.

The W. W. Cooper Co.

DRESS FABRICS.—1. Messalines are the outstanding feature in satins for Fall. Plaid taffetas will be good, also figured habutai and Georgette crepes.

2. Pile fabrics will be good.

3. In woollen goods serges of all colors are the most popular materials.

5. In silks and satins leading colors will be peacock green, rose, taupe, navy; in wool fabrics, navy, fawn and peacock green will be good.

6. Silk and wool jerseys will be unimportant.

MILLINERY.—1. Favorite colors will be taupe, nigger brown and navy.

2. Combinations of colors will be a feature.

5. In size, medium shapes will be most ready sellers.

6. Ostrich feathers will have some importance.

COATS.—1. Dolmans and close-fitting lines will be good, but not on narrow or straight lines. Full lengths preferred.

2. Sleeves will be loose.

3. Colors, brown, navy, henna. Materials, silvertones and velours.

4. Novelties in dolman effects will be shown.

5. Half belts and small pockets best.

6. Collars large.

7. Capes of no importance.

SUITS.—1. Prevailing lengths for coats, 40 to 45 inches; skirts, 38 inches.

2. Partially fitted coat styles best.

4. Medium sleeves best.

5. Materials for suits, silvertones and velours, fancy linings.

6. Waistlines will be indicated by narrow belts.

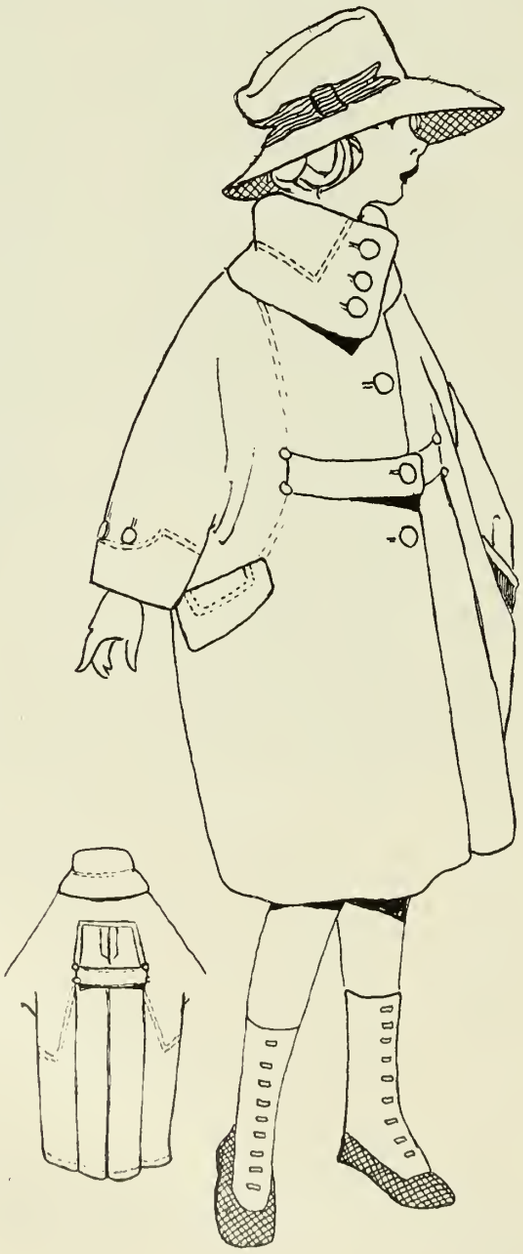
7. No place for double-breasted styles.

8. For trimmings embroidery is favored.

9. Cape suits unimportant.

DRESSES.—1. For afternoon dresses tricolette will be the leading material; colors, navy, brown and henna.

2. Gabardines and jerseys for street dresses.



Made for the Junior

A fashionable winter coat for the little girl. Note that she, too, is allowed a dolman sleeve, a comfy collar and divided belt. This model is shown by Coats Limited, Toronto.

5. Draped styles and panels will be good.
6. Short sleeves not increasing in favor.
9. For afternoon and street dresses a medium sized sleeve will be best.

ORILLIA, ONT.

Kane & Kane, Ltd.

COATS.—1.75 per cent. will be dolmans. There will be narrow ones. Lengths, 44 to 50 inches, i.e., full length.
2. Sleeves will be loose.
3. Best colors, brown, navy, green. Materials, velours and silvertones. Linings, fancy silks and colored poplins.
5. Pockets will be varied, belts narrow and inverted.
6. Collars, 3 way or convertible.
7. Capes of very little importance.
8. Coats at hem will measure 72 to 84 inches.

SUITS.—1. Prevailing length for suit coats, 32 inches; skirts, 38 inches.
2. Straight line suits best.
3. Skirts favored at 1½ yards wide.
4. Set in sleeves, shawl collars, varied pockets.
5. Best colors, navy. Materials, gabardine, serge, tricotine. Linings, fancy silks and colored poplins.
6. Narrow belts at waistline.
7. Do not think double-breasted styles will be good.
8. Silk braids and buttons good for trimmings.
9. Do not think cape suits will be a feature.

DRESSES.—1. Materials for afternoon dresses, poplins, silks, foulards. Colors, navy, brown, taupe.
2. For street dresses, serges, silks and combinations of these.
3. For evening gowns, georgette, crepe de chine, soft silks and combinations.
4. Favored width of skirts, 1¾ yards.
5. Draped styles and panels will be good.
6. Short sleeves are increasing in popular favor.
7. Trimmings will be silk embroidery, braiding and buttons.
8. Normal waistline.
9. Loose sleeves best for afternoon and street dresses.

FABRICS.—1. All satins will be good on account of scarcity of wool goods.
2. Pile fabrics will all be good.
3. Demand for plain woollen goods will be strong but supply limited.
4. Fancy woollen goods are hard to find.
5. In silks and satins, leading colors will be navy, brown, grey or taupe. In wool fabrics, navy, brown and green.
6. Silk and wool jerseys will be important.

LONDON, ONT.

Smallman & Ingram, Ltd.

COATS.—1. Dolmans will be good in the better class garments. Semi-fitting styles will be good, also straight lines of medium width and 48-inch length.
2. Sleeves will be loose in raglan and kimono styles.
3. Best colors, brown, taupe and navy. Materials, velours, silvertones, burella, plaids. Bright brocade linings good.
4. In novelty features there will be large cape collars and fur trimmings.
5. String belts and slash pockets will be good.
6. Dolmans will have large cape collars; semi-fitted and straight line coats will have convertible collars.
7. Capes are of no importance.

SUITS.—1. Prevailing lengths for coats, knee-length or longer; skirts 5 and 6 inches from the floor.
2. Close-fitting suit coats best.
3. Width for skirts 1½ yards.
4. Tight sleeves, convertible collars, invisible pockets.
5. Best colors, navy, taupe and black. Materials, duvetyn, tricotine, gabardine and cheviots. Fancy satin linings.
6. Seams or belts at waistline. Belts narrow.
7. Double-breasted styles fair.
8. Braid and fur the fashionable trimmings.
9. Cape suits of no importance.

DRESSES.—1. For afternoon dresses, satin charmeuse and taffeta. Colors, brown, navy, taupe.
2. For street dresses, tricotine, serge and gabardine.
3. For evening gowns, laces and nets in ecru and black.
4. Width of skirts 1½ yards.
5. Draped styles and panels will be good sellers.
6. Short sleeves not promising for Fall.
7. Trimmings for Fall dresses, braids.
8. Waistline will be normal.
9. Narrow sleeves for afternoon and street dresses.

FABRICS. — Outstanding features, charmeuse satins, chiffon taffetas, georgette crepe, crepe de chine.
3. In woollen goods, velours, broadcloths, tricotine, gabardine, serge.
4. Plaids for skirts in bright colors.
5. Colors in silks and satins, navy, browns, greens and greys. In wool fabrics, dark Holland, navy, nigger, reindeer and taupe.
6. Wool jerseys will be fairly good for dresses. Coating jersey (heather) should be classed as novelty coatings and ought to sell fairly well.

MILLINERY.—1. Colors for Fall, brown, navy, mole.
2. Combinations of colors will be featured, such as velvet brims with long nap materials for crowns.
3. Materials for shapes, beaver stripes and velvet.
4. Trimmings in order of importance: wings, flowers and ostrich.
5. A variety of large, medium and small shapes will sell.
6. Ostrich feathers will be important.
7. Rolling brims and points will characterize hat shapes.
8. Beaver and velours will be popular for outing and ready to wear millinery.

CHATHAM, ONT.

W. H. James, buyer

COATS.—1. Dolmans and long ulsters will be leaders. Close-itting and straight line styles not good. Medium width best and 46 to 48 inch length.
2. Sleeves very loose.
3. Best colors, brown, navy, henna, taupe and a few greens. Materials, velours and silvertones. Linings plain and fancy.
5. Narrow belts; inserted pockets.
6. Large convertible collars.
7. Capes will be good for early Fall but not for cold weather.
8. Average width of coats at the hem, 72 inches.

SUITS.—1. Prevailing lengths for suit coats, 36 to 38 inches. Skirts ankle length.
3. Width for skirts, 54 to 60 inches.
4. Tailored and fancy sleeves best. Convertible collars, inserted pockets.
5. Best suit colors, navy, black, brown. Materials, serge, tricotine, poplin. Plain linings.
6. Waistline indicated by narrow belts.
7. Double-breasted styles not good.
8. For trimmings braids are best.
9. Cape suits not featured.

DRESSES.—1. For afternoon dresses, georgette and crepe de chine. Colors, navy, taupe, French blue, henna and brown.
2. For street dresses serges and taffetas.
3. For evening gowns, georgette and crepe de chine.
4. Width of skirts, 52 to 54 inches.
5. Draped styles and panels will be good sellers.
6. Short sleeves are increasing in popularity for hot weather but not for cold.
9. For afternoon and street dresses, loose sleeves will be best.

FABRICS.—1. Outstanding features, taffetas good for early Fall. Georgette and crepe de chine strong.
2. Plush and velveteens will be fashionable.
5. Colors for silks and satins, navy, French blue, taupe and brown. Colors for wool fabrics, navy, brown and French blue.
6. Jerseys, silk and wool, unimportant.

MILLINERY. — 1. Colors favored, brown, navy and taupe.
2. Combinations of colors will be featured by colored facings used with dark upper brims.
3. Velvet will lead for shapes.
4. Fall trimmings in order of importance, ostrich, wings, flowers.
5. Large and medium sizes will lead in popularity.
6. Ostrich feathers will be generally important.
7. Main tendency in shapes, large, rolling brims.
8. Tams will likely be popular for outing and ready to wear.

TORONTO

The Robert Simpson Co., Ltd.

A. Ross, Silk Department

G. W. Thorpe, Dress Goods

DRESS FABRICS.—1. Features for Fall in satins: bright finished duchesse and charmeuse. Taffetas might be wanted in early Fall. Printed silks will be in big demand for linings, dresses and trimmings.

2. All pile fabrics will be fashionable, especially chiffon velvets.

3. In plain woollen goods, the features will be fine serges, tricotine and gabardine.

4. There are not many new weaves in fancy woollen goods, except skirtings.

5. In silks, satins and wools the leading colors will be blues, browns and greys.

6. Both silk and wool jerseys are expected to be good, the heavy tricolette silk jersey in particular.

MILLINERY.—1. Colors favored are sand, jay blue, black, navy, nigger brown.

2. Uncertain as to combinations of colors.

3. Velvets, panne velvets and duvetyn will dominate in materials for shapes.

4. Fall trimmings in order of importance: ostrich, glycerined ostrich, narrow ribbon, velvet flowers.

5. Small hats will lead for the early season with large ones later.

6. Ostrich feathers will assuredly have a big place.

7. Uncertain as to tendencies likely to develop in shapes.

8. We look to velours to be the next best outing hats.

Mr. Bradwin, Coat and Suit Department

COATS.—1. Slipon styles with deep armholes will be the Fall leaders. Close-fitting styles not good. Straight lines are good. 48 inch length is leader.

2. Sleeves will be loose.

3. Colors, brown, navy and neutrals. Materials same as last season with plain and fancy linings.

4. The novelty feature is the Russian back.

5. Narrow belts.

6. Convertible collars.

7. Capes of no importance.

8. Width of coats at hem, 72 to 100 inches.

SUITS.—1. Coat lengths 34 to 38 in., skirts 7 inches from ground.

2. Straight line and also semi-fitted styles will be good.

3. Favorite fashionable width for skirts 54 inches.

4. Sleeves, close fitting, tailored; collars, adjustable; pockets, tailored.

5. Best suit colors, navy and brown. Materials will be same as we have had.

6. Narrow belts good.

7. Double-breasted styles good in tailored models only.

8. Trimmings, braid, buttons and embroidery.

9. Cape suits not important.

Holt, Renfrew & Co.

MILLINERY—1. For early Fall cerise duvetyn will be a leading feature. Oriental colorings will be favored.

2. Combinations of colors will be a feature. Duvetyn colored tops in light, bright shades with dark, soft facings.

3. Leading materials for hat shapes will be faille and gros de Londres; felt with beaver and velvet; duvetyn and velvet.

4. Heavy floss looped into fringe, giving the effect of ostrich, will be a smart trimming for early Fall.

5. Small and medium hats for the most part will lead in popularity.

6. Ostrich feather crowns will be good.

7. In hat shapes main early tendencies are for velvet hats in garden shapes, Eastern turbans and small sailors.

8. Embroidered duvetyn and novelty tams, ribbon hats and beaver-faced models will be good features in outing and ready-to-wear hats.

Other Toronto Buyers

COATS: 1. Some dolmans will be featured. Coats with loose back and belted front, with belts arranged to be worn under or over the back are the new style for Fall. Redingotes also are a feature (these are slightly bloused). Another new note is the coat having a shoulder cape caught into a bloused effect by a narrow belt at the waist.

2. Raglan and loose styles in sleeves are good.

3. Beaver shades, also brown, taupe and burgundy will be the good colors. Some terra cotta tones will be sold also.

MATERIALS: Silvertones will be the most popular. There are several new coatings which will also be featured; include crystal cloth, silvertip, velours, frost glow, cypress, Sanonia, fortuna and heathertone. Most of these have a fancy rib or cord and are soft-finished.

CLOTHS: Cameleon is a two-toned material with a sort of herringbone weave.

Linings will show fancy figures and stripes mostly.

4. Novelties are all dependent upon the use of furs, which are a strong feature.

5. Pockets vary in style; belts are as described above; deep cuffs are important.

6. Large fur collars are all-important. Sealine is a new offering made from French rabbit and resembling Hudson seal; natural coon, and short-haired furs, particularly beaver are very strong.

7. Capes are of no importance.

8. Coats will be 48 to 52 inches long; the width of the hem will not be narrow. Coats will hang with a nice, graceful fullness, but at the same time straight. Prices will be higher than last year.

SUITS: 1. Coat lengths will be 34 to 38, with 36 and 38 the most popular. Skirts will be 6 to 7 inches from floor.

2. Lines will be mostly straight, with some tailored models, which are more or less close-fitting.

3. Width of skirts 1½ yards.

4. Sleeves will be best when fairly snug. Collars will feature fur of every kind. More average priced models will have convertible collars.

5. Best colors: Navy, brown and reindeer, with burgundy and some wines. The leading materials will be tinseltone and silvertone velours, silk duvetyn and velours in fine grades, old diagonal weaves, with velour finish; tricotine, gabardine and serges. Anything will be good in linings; they will be mostly plain.

6. Belts will be good in widths of ¾ to 1½ inches; the shoestring belts will be popular. A few vest models will be shown.

8. Trimmings will be chiefly braid and embroidery matching the color of the suit except in navy blue, when black braid is used.

9. Capes will be of no importance except in furs. I think there will be quite a demand grow up for fur capes.

DRESSES: 1. Leading materials for afternoon dresses are satins, Georgettes, charmeuse and meteor. Colors: black, navy, taupe and brown, for early Fall.

2. For street dresses, tricotine, tricolette, peaulette.

3. For evening gowns, taffetas, nets, all soft materials and silver cloth. Colors will include all the light tones such as orchid, corn, sky, etc., and black.

4. Skirts will be wider and shorter than they were for Spring.

5. Short sleeves are increasing for better dresses; three-quarter length will be good next Summer. They are already shown on a great many this Summer.

6. A good deal of jet will be used for trimming this Winter; overdrapes, with jets will be good.

7. Narrow sleeves best for street dresses; loose sleeves for dinner gowns.

MILLINERY: 1. Colors, black and taupe; beaver and blue contrasting.

2. Combinations of colors will be featured. Contrasting colors will be used in crown and brim.

3. Velvet and plush will dominate for shapes.

4. Trimmings will feature ostrich mounts and panne velvet, also a variety of fancies.

5. Medium and small hats will lead.

6. Ostrich feathers will be important.

8. Feather and velours hats will be good for outing and ready-to-wear styles.

MILLINERY: Felt crowns and facings with leghorn brims are to be featured for late Summer, also velours in smart colors.

Velvets will be the first real Fall hats shown, and efforts are being made to keep them out of the Summer trade.

Malines, Georgettes and taffetas are features for late Summer and early Fall. Plumes, mounts, etc., will be especially good. Metallic trimmings will also be good for the early season. Flowers will not be good until later on in the season.

Large hats are a possibility.

Velvets, silks and all trimmings are very high. The prevalence of ostrich will mean more trimmed millinery and consequent soaring prices.

DRESS FABRICS: 1. Taffetas are not particularly a Fall fabric; paillettes are coming back.

Canada's New Bankruptcy Act

First Uniform Legislation for Dominion in Forty Years—Will Lessen Expense, Make Proceedings More Speedy, Abolish Unfair Preferential Treatment, Provide Honorable Discharge—Retailers' Wishes Recognized.

Hon. Hugh Guthrie, Solicitor-General, before Montreal Merchants' Association

THE new Dominion Bankruptcy Act is due to the fact that for the past forty years there has been no proper Bankruptcy Act covering the whole Dominion. Russia and China, along with Canada, have no general Bankruptcy Act, but all other civilized countries have. There has been no Dominion law since 1878, and in the interval the various provinces have passed insolvency laws, but the trouble was that these were not uniform. Men who did a national business experienced difficulty through the variety of insolvency laws, while exporters in Great Britain said they could not secure uniformity in their claims with the preferences and priorities that were allowed in the various provinces. The demand for a Dominion Act came from the Boards of Trade, the wholesale and retail houses, the Bankers' Association, and many other bodies all over the country. Under the old Dominion Act, which lasted only for five years, the machinery for winding up an insolvent estate was very cumbersome and slow, the expense was too great, and the difficulty was that the assignees were not a class of men that would make good trustees, and very often no dividend was declared on the estate. The matter of expense as well as lack of uniformity was one of the difficulties with the Provincial Act, and one instance was given of a case in British Columbia where an estate of $730,000 brought only $3,000 for distribution to the creditors.

Voluntary and Involuntary

The Act as it is being passed by the Commons and Senate provides for two kinds of bankruptcy:

1. A voluntary one, for any man may make an assignment to a trustee under the Act.

2. An involuntary one, where the man is placed in bankruptcy against his own will. This applies to all except wage earners with less than $1,500 a year, and to farmers, who cannot be put in bankruptcy against their will.

There was an effort made to limit the application to traders, such as is the case in France, and was the case under the old Canadian Act, but experience has shown that this should be broadened and the Act in Great Britain applies even to farmers. The retail merchants declared that such a limitation to traders would be unfair to them, and that there should be a very general application. They told us that doctors and lawyers, professional men generally, preachers and university men were the biggest debtors so far as far as they were concerned. Thus the Act was broadened. So far as the farmer was concerned it was argued that he might be the victim of hard luck one year; he might be hailed out, and if he were compelled to give up his farm and stock he would have no chance to right himself, so he was exempted.

Where Debt Exceeds $500

The bill, as it went through the Commons, applied where indebtedness was $200 or over, but the Senate increased this to $500, and the Commons is agreeing to this; that is where a man owes $500 or over and refuses to pay.

Jurisdiction is vested in the Superior Courts of each province, and a few cases of appeal are allowed.

Choosing Trustees

Trustee—Anyone may apply to the Secretary of State for Canada, and the appointments are made by the Governor-General-in-council. Many chartered accountants have made application, and these will be assigned to districts, but all property, no matter where it is located, will be vested in the trustee. Each one must give a permanent security for $10,000. In the case of an individual estate the creditors may compel him to give an added security for the value of the estate.

The Act provides whereby an honest debtor may receive a discharge where he has not been guilty of impropriety, where he has kept a proper set of books, where he has given up all his assets and in fact has acted honestly, he is entitled to a discharge by a court which would be good against the world.

The procedure—The petition is presented to a court, which will have it served on the debtor, and in eight days the judge appoints a trustee who takes charge, under the supervision of the creditors and inspectors. The trustee must report to the court, and his security is not given up until the whole case is discharged.

Payment to trustee—The trustee may be given the creditor's vote or he may be limited to an amount under the Act which will not exceed five per cent. of the estate that is in his hands.

Lawyer's fees are likewise limited by the bill so that the estate will not be "gobbled up." The inspectors are allowed only their disbursements. In the case of lawyers where an estate is over $5,000 they are allowed 5 per cent., where it is under $5,000 not more than 10 per cent., and only the 10 per cent. if the inspectors agree.

Stringent provisions are made against preferential settlements or cases where fraud exists. The clauses are based largely on the English Act, and vary greatly compared with Ontario and Quebec Acts. Speaking generally, all cases of fraud or attempts to delay or any preference that is given one creditor over another are set aside, and if the money has been paid it may be reclaimed. Everything has been done in order to assure that the full benefit of the assets may be divided share and share alike, without preference or priority.

In regard to joint stock companies, the banks, railways, trust companies, and insurance companies, for which there is special legislation, are excepted. One of the difficulties under the present Act dealing with joint stock companies, is that it is difficult to settle the list of contributories. The new Act provides a very simple means; the trustee takes the books and settles the list of contributories himself. In the case, for instance, of John Brown, who has paid $60 each on his shares, he is called on to pay the remaining $40, and if he does not he can be sued in court within 30 days, and no new defence is allowed that was not in the original plea. This method is much more expeditious and less expensive than under the present procedure.

The priorities allowed are as follows:

1. Expenses of trustees as a first charge.

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ITS MERITS

The analysis of the new Canadian Bankruptcy Act by Hon. Hugh Guthrie was given at a meeting of the Merchants' Association of Canada, held in Montreal, at which a staff member of DRY GOODS REVIEW *was present. Mr. Guthrie declared that the new act would grant uniformity, secure speedy, cheap and reliable proceedings; abolish preferential or priority creditor abuses; grant an honorable discharge to a deserving debtor, and work out beneficially to the commercial and financial interests of Canada.*

From the point of view of merchants it is gratifying to note that they won out in their protests against the limitation of the act to "traders"; now it includes the "professional" classes as well, many of whom they described as their "worst debtors."

Salespeople of To-day and To-morrow

Some Facts on Sales and Salespeople, and on What Salesmanship Means—The Vital Points in Handling Customers

Dry Goods Review's special report of the third lecture by FRANK STOCKDALE

THIS is the third of the addresses delivered by Frank Stockdale, the noted business expert, in connection with the Saskatchewan R.M.A. Convention, as reported by the special representative of DRY GOODS REVIEW.

The concluding address on "Meeting To-Day's Competition," which will appear next month, deals with some interesting points. The flypaper stage of business is passed, is Mr. Stockdale's contention in this lecture, customers no longer light and stick. He examines the nature of the competition and points out that it is not all from the Mail Order House. The need of studying conditions and evolving new methods. Limit the stock, but give the assortment. Our competitors are winning out because they are giving thought to the business, and the remedy is obvious.

"THIS is a very important subject because the sales people are the front line forces of the retail business. They occupy the front line trenches between the counter and the shelves, and if they have not got the morale they require they will not 'go over the top.' If your store disappoints the customer he or she will be disappointed with your whole institution to a greater or less degree. We must realize that one of the most important things is to look after the front line trenches. The war has proved that no discovery during war time took the place of infantrymen who went over the top. The need was for man-power. Your store cannot battle successfully to-day with the competition it has to face unless it is equipped with the right kind of man-power, and that is the power of the salespeople behind your counters."

"It takes a lot of preparation to fit the soldier for modern battle. Modern warfare is not so far ahead of modern business. Soldiers must be put through months of training, even then they are not equipped, for years of training are required. The evolution of business is such that if you are eventually going to compete you will have to have your salespeople trained. Salespeople of to-day and to-morrow will be trained salespeople. It is not a waste of money to train salespeople, and very few are born salesmen.

The Imperative Need of Training

"If soldiers were going into battle against soldiers who were not trained they would not need to be trained, but your salespeople are in direct competition with the best in the country. The customers who come into your store are coming direct from dealings with trained salespeople in other stores, and they compare your salesmen with the trained and the best ones who have waited on them. You are being compared with the best, that is the reason the customer is particular. Some say customers are getting very particular and harder to please. Some merchants say salespeople are not as good as they used to be. I believe salespeople are better than they were, but their job is a great deal bigger because their competition with trained people is so great. You perhaps lose more customers because of the service your salespeople render than from any other two causes.

"Salesmanship is a big job. If an electrician makes a mistake he blames it on anything which is not understood generally; if the doctor makes a mistake the customer dies, and the blame is laid at the door of some unknown disease, but if the salesman makes a mistake he is the big loser."

A definition of salesmanship, given at this point, was as follows: "Salesmanship consists in acquiring a psychological ascendency over the mind of your customer."

When a Sale Happens

Mr. Stockdale stated that one merchant had remarked that he would like to know "when a sale happens." The reply from another merchant was as follows: "A sale happens in my store when a customer leaves the store after having bought more goods or better goods than he or she intended to buy. Otherwise the customer has just been 'waited on.'"

"Negative salesmanship is where the salesman does not sell as much to a customer as he or she intended to buy when entering the store," continued Mr. Stockdale. "The people who work in retail stores are divided into two classes, store waiters and salespeople.

"Clerks, waiters and bar-tenders were listed together as non-essential occupations for the purposes of the draft system in raising the United States army. While this classification is in part insulting to the retailers, yet it is unfortunately only too true, in a great many cases."

Mr. Stockdale spoke of the type of merchant who thinks he is performing a great feat of salesmanship when, owing to his failure to stock a particular line of goods for which the customer asks, he is able to sell other goods to the customer in their place. Regarding this practice Mr. Stockdale pointed to the dangers of substitution.

"What is the thing you sell in your store?" asked Mr. Stockdale. The correct answer was "service." "The thing the customer wants to have is satisfaction. Service is necessary to satisfaction. You may render service but if it is not of the right kind there will not be satisfaction.

Viewing Transactions From Both Sides of the Counter

"Our mail order houses in the United States are big and powerful as yours are. The head of one of the large mail order firms was asked the reason for the success of that particular business. His business has exceeded the record of $1,000,000 of orders in one day. His answer was as follows: 'The success of this institution is built on the fact that we endeavor always to view the transaction from both sides of the counter.'

"Your customer lays down his money on your counter for satisfaction," added Mr. Stockdale. "The home plate of every sale is satisfactin, and if your service does not take you around to the home plate you will be left on the bases and will not score. Satisfaction consists in bringing the right goods and the right people together. You must know the goods and know the people. The first job of a salesman is to know the goods, but after that he must study the people."

At this point Mr. Stockdale referred to the point, "The customer is always right," and issued a warning that if the customers were not always right they soon became other merchants' customers. "We have to acknowledge that some of them tell the plainest lies. If you will look for honest people you will find however, that the proportion of dishonest people is very small and very few will come back time after time and try to get the better of you. Give this class of customer plenty of rope and he will be shamed.

The Folly of Argument

"Don't argue with your customers. You will never sell anything through argument. Real salesmanship avoids arguments. Do not try to convince the customer or a controversy is bound to ensue. The salesman who starts in to contradict the customer makes a big mistake. I have observed a lot of salesmen who get overconfident in sizing up a customer, and I find that many of this type are missing many sales. It is dif-

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An Accurate Bonus System

Individual Costs and Effort the Basis of Returns to Salespeople—North Bay, Ont., Store Finds the System Already Works Well.

A BONUS is a reward or payment for selling effort. It must, therefore, be a sum varying according to the actual effort of each individual. It is the final goal, so to speak, of bonus giving. This is the conception which Mr. R. A. Beamish, of Beamish & Smith, North Bay, Ont., has as a cause of existence for bonuses. Any definite sum divided among sales people would not be a fair division of return for selling effort. In formulating their system this firm is of the opinion that individuality has to be the basis of payment, and with a little explanation in individual difficulties, which are bound to arise, this system, they believe, is more apt to overcome discontent than any other method which they have examined.

The bonus system of Beamish & Smith was put into operation beginning April 1 this year. So far the interest which it has created among the sales people augurs well for the success of the system. The scheme as devised takes account of the sales of each sales person for each month in the previous year. Each average is found for the 12 months. This average, of course, varies in the different departments. For instance it was found that one girl getting $12 a week averaged $1,200 a month in sales, or it cost the firm 4 per cent. for her to sell goods. Under the bonus system she is informed that on everything she sells over that average under the new system she would receive a bonus of 3 per cent., that is if her sales this year average $1,500 a month, she will receive at the end of the year a bonus of 3 per cent. on an average monthly increase of $300, that is a bonus of $108.

This system so far seems to have adjusted itself fairly and proportionately among the departments.

Figures Smooth Out Difficulties

Mr. Beamish cited an instance of a new girl coming in to a certain department and within a few months having received an increase in salary. A co-worker in the same department complained that having worked in the store longer she should have been granted an increase first. She was asked whether she had any idea of how much money she brought into the firm through her sales. She was a conscientious worker, but did not seem to have concentrated upon actually selling goods to her customers. When shown the figures for her actual sales in the previous six months she realized that the newcomer had considerably outstripped her, and that she herself was costing the firm a higher percentage than the new girl. It only needed the definite figure facts to convince her that she could do better, and before long the firm was able to say to her, "Your sales have amounted to such and such, your salary will, therefore, be increased according to your selling costs." The cost of selling for each department is found by averaging the work of all the sales people in that department. It may cost 4 per cent. to sell goods in one department, 3 per cent. in another or 5 per cent. in another. Upon this percentage the original salary is based. Then the increase in sales, as described above, from year to year is the basis of the bonus granted at the end of each year.

Bonus Paid at End of Year

Mr. Beamish prefers the system of paying the bonus at the end of each year, rather than monthly or at other intervals. It gives the salespeople something definite and big to look forward to at the end of each year, and he feels that this year is going to be a splendid initial one in popularizing the new system. Mr. Beamish pointed out to DRY GOODS REVIEW that he believed he had selected the most opportune month in the year to begin this system. January, February and March were comparatively quiet months as compared with the holiday quarter proceding. Public buying was somewhat curtailed owing to the new after-war conditions, and by April they were ready to start in and buy freely for Spring and Summer. Putting the system in force the first of April provided a good send-off in their increases over last year, impressing the advantages of their extra effort when the bonus giving time would arrive. More than this, if the first year started off well and satisfactorily, Mr. Beamish was of the opinion that it would be permanently successful, and would be a good basis for special effort to be put forth in the years to come.

The store of Beamish & Smith is one which makes every effort to have each department in it a paying one. "One must put science into business if it is going to amount to anything," said Mr. Beamish. "There will be a day sometime, we hope, when every legitimate business will be considered a profession, and when every department will be given a thorough scientific study." Such methods, one feels, are being operated in the various departments of this store. Everywhere the stock is clean, well kept and well displayed. There is no one of them which is considered a "necessary evil," rather each is a necessary and paying service.

An illustration appears elsewhere in this issue of the splendid ready-to-wear floor, where a fashion promenade was held last Spring.

Heads are Specialists

The boot and shoe and millinery sections are also large, bright departments, where no such thing as unsaleable stock is to be found. At one end of the shoe section is a large "silent salesman," displaying a splendid variety of plain and fancy footwear for infants and children. This is kept attractively arranged with suggestions for all sorts of occasions to keep the little tots in comfort. A very large stock of footwear for adults is also kept with complete sizing, and a special sale table is arranged, where discontinued lines, broken sizes and manufacturers' samples provide a strong drawing card for patronage as well as keeping the stock clean. The firm is of the opinion that better business results when a first class man, a specialist in his line, is placed at the head of a shoe department and his time given solely to that department, than when a man is expected to oversee two or three departments at once and have only a general knowledge of the various lines of merchandise in them all.

Window displays arranged with care are also good business getters. Especially are windows important in North Bay, a railroad town, where there is practically no farming area from which to draw. Business has to be drawn almost exclusively from the immediate population of the town. Neat and attractive arrangement of the store, care of stock and frequent changes showing new goods are therefore necessary requisites for success and this has been realized by Messrs. Beamish & Smith, who have expanded in business and in store space until now they occupy what was originally two stores and are ever on the alert to improve their service to the community.

Starting off of its own accord, owing to something going wrong with the brakes, a big motor truck ran away on Main street, Galt, and with no one in it smashed into large windows of R. A. Briscoe's dry goods store, wrecking frame and destroying two large plate glass windows, doing damage to the extent of several hundred dollars. Goods on display in the windows were mauled by revolving wheels.

Keeping Stocks Clean

Remnant Tables Need Not All Be for Ends of Materials—Other Lines May Be Collected Similarly—Original Uses for Old Materials Cleans Stock—Some Devices Used by Successful Merchants.

ONE of the most important phases of merchandising is to keep the stock moving. "Dead" stock, composed of remnants, odd sizes, remainders and stickers should never be counted on to make a profit for the store. The merchant who values his stock too highly, that is, higher than the customer does, is bound to lose in the end. He may think that he decides the price his wares should be sold at, but in the final analysis it is the customer who does this.

It is practically impossible to clean up a stock at an average profit, no matter what the line may be. Some mistakes are sure to be made in buying. Stickers are the result. Weather conditions are often responsible for the accumulation of odds and ends. remnants, etc. If these are allowed to accumulate, and they do so rapidly unless there is a stated method of running them off, the stock is bound to be less valuable as a whole.

The value of a remnant table is well known in the dress goods department. The principle is carried out in other departments just as successfully. The usual process is to place the remnants on a table, each ticketed in plain figures with the yardage, the regular price and the reduced price, although in some stores the former price is omitted.

One merchant who has tried out this idea for years says:

"We keep our dry goods stocks clean by using the remnant table. It has been used so long that it has become a regular feature of our business. We see that there is always plenty of remnants to keep the table full. The pieces are plainly marked with the price and that table is practically a self-serve section in our store. The remnants sell themselves.

"If we find a sticker we cut it up. As remnants it sells quickly. We see that the price makes the sale. If in the course of time we find a remnant sticking it is further cut in price. That sells it."

Finding New Uses For Old Fabrics

Another dry goods merchant found some time ago that he was rather heavily stocked in cotton ratines. These could not be sold as remnants as the people did not want them at any price. With a little forethought and considerable trepidation he had them cut up into towel lengths, pinks and blues included, and they were rapidly snapped up. Many lines can be turned from their intended use into some other channel of usefulness if a little thought is given to the matter. Losses are prevented in this way even if the profits are not boosted very much.

In many stores where girls are employed behind the counters their spare time is utilized in making up articles for sale. This means of increasing the value of the time is also a means of using up undesirable remnants and even stickers. In our store in the United States the girls are kept busy in dull seasons and on dull days in making camisoles, dust caps, boudoir caps, fancy articles made of ribbons, fancy garters and other feminine requisites. In another store the girls even go so far as to make up petticoats. In the ribbon departments of many stores there are never any remnants for sale at a loss. These are turned into articles that sell at a good profit. In many cases good stock is cut up for the purpose. Hand bags, baby caps, and other articles use up remnants of lace as well as ribbons.

The girls are always satisfied to be employed, dreading rather as a bore time when it "hangs heavy on their hands." With a little education along this line every department could become a manufacturing centre in the dull hours. To create an active interest in this matter of manufacturing the girls should be given some extra remuneration for their work. This will cause them to do the work in a neater manner and to make them eager to complete it in a reasonable length of time instead of making the job last as long as possible.

Prepare For Christmas Demands

During the dull days of Summer many little articles could be made up for the fancy work department, articles that women will pay a long price for as the holiday season approaches and they are caught unprovided with the number of articles necessary for Christmas gifts.

This is one means of using up the more unsaleable part of the stock and of turning it into money, and sometimes into a good profit.

An "Odd Lot" table is another means of cleaning up stock. The odds and ends of the stock can be placed on this table, each article plainly ticketed with an attractive price to move it quickly.

In one store the counter cases were used in a manner not intended by their inventor. On top of these here and there were seen a number of articles. These had all the appearance of having been carelessly left there by a busy salesgirl. They were placed there for the purpose of getting rid of them. If the customer at the counter did not pick up the article and give the salesgirl an opening she did so herself, turning away with it as if to replace it on the shelf, then turning back again, as if with a second thought, she mentioned the fact that it is the last of the lot and priced accordingly. Usually before the day is over a customer is secured for the article by a wide-awake girl. Many losses are avoided in this way. Articles are never allowed to get too old and out of date.

Every dollar's worth of goods that have to be sold at cost, or at a loss, helps to reduce the net profit on the sales of other lines at the regular mark-up. Naturally the fewer mark-downs there are the more nearly the profits will reach the original mark-up.

One of the fundamental rules for securing a good net profit, as every merchant knows, is to secure a good rate of turnover. This rule will apply to the actual turnover of each article in the stock. It is more profitable to secure the original cost price out of an article, and be able to invest it in another that will sell at a profit, than to hold an article for a profit when the average customer does not desire it.

Keeping the stocks clean along the lines suggested is a practical working out of these rules for merchandising.

EMPLOYEES SHARE PROFITS

The employees of the Ideal Building Company, Toronto, are to share in the earnings of the company on the same basis as holders of the company's common stock, including the same rate of interest. "The plan was inaugurated to date from the first of the year, 1919, whereby all of the employees of the company are to be paid in December, 1919, in addition to wages, one lump sum called a dividend upon wages received as the rate paid during the year 1919 in cash dividends to the owners of the common stock, out of the earnings made during the years 1919.

"No employee can be deprived of his right except through his own conduct, in either leaving his position or being dismissed for cause, and the right of appeal will be provided for, and taken as a whole, it gives promise of doing more exact justice in profit-sharing than any scheme which has come to the attention of the officers," said Mr. Richard Bradshaw, one of the directors of the company.

The same plan has been adopted by the Alaska Bedding Company, of Winnipeg.

Snap Shots of Progressive Methods

Some Ideas Which Have Been Largely Responsible for Certain Well Established Dry Goods Businesses in Western Canada.

From Credit to Cash

An effective method of announcing to a wide field of customers a change in policy from acredit to a cash basis is displayed in the circular letter sent out last October by R. H. McLeod, general storekeeper at Rocanville, Sask.

Mr. McLeod sets out frankly with lucid arguments to explain the situation which has necessitated this change, making his strongest point in the assertion that he has been obliged to make a heavy financial outlay in order to protect his patrons from ever increasing prices, by laying in large stocks. He also makes the point that every effort is being made to maintain quality up to the usual standards despite trying times, and yet retain present prices. The announcement of one per cent. interest on outstanding accounts had the desired effect of wiping out many book debts.

It will be noted that Mr. McLeod selected the most favorable time of the year in which to bring about the desired change, and in this connection his letter says: "We have delayed this change of policy for some time feeling it would work a hardship in some cases until the return of the crop would be realized. With the bountiful harvest our district has been favored with it will not be difficult to adjust our methods accordingly." Here is the complete letter:

"To Our Many Customers and Friends:

"We take this opportunity of thanking you one and all for your splendid patronage and many favors accorded us during the year, which has been a very strenuous one for us, on account of the excessive fluctuations in prices of the new goods we have had to purchase and are still buying for immediate needs, as well as very large amounts placed in advance that we may be sure of obtaining the goods and save ourselves and our patrons from being forced to pay the higher prices which have invariably followed and are yet to come. This, as you may realize, has made it exceptionally heavy financing for us and especially so when practically all lines of goods have been due and payable in from 15 to 30 days from date of shipment, with discounts almost entirely discontinued. These conditions have therefore brought us to a point where we must adjust our policy accordingly or go out of business, as long credits never help to balance our bank book nor assist us to meet our drafts. Yet, regardless of all these conditions, we have continued to extend the usual accommodation to our patrons and allowed a liberal discount for cash and at the same time maintained our regular standard of prices, except in a few instances where lines of our old stocks had to be replenished, yet we are still offering you a great many lines that cannot be replaced for the price we are selling them for to-day. To do this we must have the cash. Therefore, on and after November 1st our business will be conducted on a cash basis. Cash discounts discontinued. All outstanding accounts will be due and payable forthwith, otherwise will bear interest at 1 per cent. per month until settled for.

"We have delayed this change of policy for some time feeling it would work a hardship in some cases until the returns of the crop would be realized. With the bountiful harvest our district has been favored with it will not be difficult to adjust our methods accordingly.

"We are making every effort to keep our quality the very best and yet maintain our regular prices, but to do this we must of necessity buy for cash. To this end we solicit your very hearty co-operation and assistance, confident it will work out to our mutual benefit.

"Again thanking you, believe me to be,

"Yours for better business,

"R. H. McLEOD.

"The Store Where 'Quality Counts.'"

Takes Personal Interest

An Interest in Each Customer Increases Dollars and Cents Income.

THE personal touch, something that wins the friendship of the buyer, and creates in him an interest in your store. Ah, that's what wins big business!

This is the story of how George Balfour, a general merchant at Carberry, Man., got in touch with a host of new buyers by sending out to every family in his community in the Spring of last year and this year a friendly letter, generous in tone, offering an extensive line of credit until the crop should be harvested in the Fall. Both letters have a kindly flavor to them, and indicate a keen desire to give the utmost in service.

Last year, principally as a result of this invitation to purchase on credit, the turnover reached $25,000, an increase of $7,000 over the previous year. During 1919, Mr. Balfour intends to increase this turnover to $35,000. His business up to the present time is at that ratio.

During the season of 1918, although the great bulk of the business was done on Fall terms not more than 10 per cent. of the accounts remained uncollected. Some of these accounts ran as high as $350.

"I believe in the credit business in Western Canada," said Mr. Balfour. "The farmer has to lay out large amounts of money and wait patiently for months before he secures any return. He is obliged to have faith in the future. Is it not fair then that the merchant should have some faith in him and also await the ripening of the crop? I think so, and I am willing to trust my customers. I know from experience that it pays. Last year we did not have a big crop in this district, but practically all who took advantage of my offer to finance them came in before the freeze-up and settled accounts.

Carberry, Man., March 25th, 1918.

Dear Sir:—

The past two years have not been very successful years for a great many farmers in this district. In spite of the fact that prices of farm products have been high, farmers have not very much ready money, and many will not have enough ready money to carry them through until the new crops are saved and the proceeds received.

We believe, however, that there is going to be a bumper crop this year and that we all will forget the lean years by reason of the bounty and abundance of this year.

The rub in the meantime is, how is the farmer going to finance his farm until the new crop comes?

WELL, HERE IS AN OFFER

I will give you a line of credit for any goods you may require until fall. Come in and get your goods and nothing will be said to you about pay until you are able to pay me in the fall.

We have a full and complete line of

Men's, Women's, Children's, Boys' and Girls' Boots and Shoes,
Rubbers, Socks, Stockings.
Suits for Men and Boys, all sizes.
Raincoats, Overcoats, Overalls, Pants,
Work Shirts, Mitts, Gloves and Underwear.

In fact, most everything needed in the lines that we carry.

Do not feel that you are under any obligation. I am here to serve you and it appears to me that I can best serve this community by doing as I offer.

Thanking you, in anticipation of your business.

Yours truly,

GEO. BALFOUR.

GEORGE BALFOUR
Head to Toe Outfitter,
Carberry, Manitoba

BETTER SERVICE

WHEN I sent out my first letter one year ago, the burden of it was **"Better Service."** I was assured at that time that I could best serve the interests of the greatest number of people by giving them a line of credit during the summer months, when money is scarce and until the proceeds of the new crop came in. Many have told me that it just met their need, besides giving them a feeling that I was really interested in their problems and difficulties. My policy last year of **"Better Service"** was a real solution to the problem of financing the farmer through the summer months. Many more took advantage of it than I expected, which proved to me that it was appreciated.

Tht past year is gone, with its joys and sorrows, with its successes and failures, but this year is here, with the same old problems to be solved. So I again offer to finance you through this present summer by placing my stock at your disposal until the proceeds of 1919 crop comes in.

I predicted a good crop last spring. The yield was not so big, but the high price made a little wheat very big in returns and except for a few isolated instances the people had more money than ever before. I feel absolutely assured that this year at least we will have one of the most productive years in cash returns that we have ever had.

It has been proven that just ten per cent. of what it takes to produce a crop of wheat depends upon man. The other ninety per cent. depends upon a kind and beneficent Providence that watches over and cares for the children of men. In my judgment, it appears that one would be safe in putting in all the land that they think will produce crop. Then if a good crop visits us there will not be any regrets.

FOLOWING IS A LIST OF THE DIFFERENT LINES THAT I CARRY

Collars—Celluloid, Linen, Soft, Silk.

Braces—Men's, boys', Belts.

Shirts—Dress, Work, Night Shirts, Pyjamas, Sports—boys and men.

Hosiery—All kinds of boys' and men's, and a full line of ladies' and children's.

Underwear——Boys' and men's, in all weights and sizes; Combinations, Shirts and Drawers.

Clothing—Full line in men's Suits, Odd Pants, Odd Coats, Overcoats, Overalls. Do not overlook our order department for men's Suits. We guarantee a fit.

Raincoats—A full range of men's, boys' and ladies'. Never had a nicer line before. Ladies' Coats adapted for motor driving.

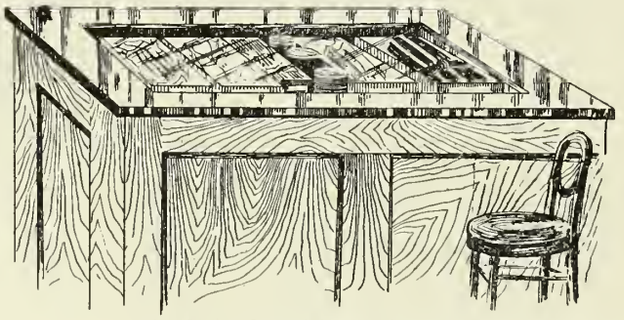
Mitts and Gloves—Men's and boys' work and dress Mitts and Gloves. I have always given this department my very best attention.

Hats and Caps—Men's, boys' and children's. You only have to see these to be convinced that I have the stock.

MAKING THE COUNTER ASSIST

Place dainty articles of feminine apparel in a position where it easily catches the eye at a dress goods counter, and sales are certain to result.

Acting upon this principle the general store of R. Rollins & Co., of Baldur, Manitoba, has invented an alluring sales "trap" of this kind which is constantly bringing results.



A plate glass insertedin the counter shows up merchandise below.The customer cannot help seeing it at closerange.

In its dry goods department there is one small section of counter over which women transact all their business. Stools are placed there for their convenience, and it is there that they spend considerable time examining material and making their purchases. It was in connection with this piece of counter that the manager, Mr. Chris Benedictson sad his inspirational idea. He proceeded to have a large opening cut in the top of the counter, and into this opening he fitted a square of plate glass. Beneath this glass in a drawer that could be withdrawn from the back of the counter he placed on display such articles as lace collars, ribons, handkerchiefs, and gloves. They came constantly under the gaze of women shopers, and sales were made from the first day. The work of converting this piece of counter into a show case was done in a few hours by a local carpenter.

FOR RETAIL ADVERTISERS

"Advertising Ideas" is a new service feature which will appear in September, published by the "Dry Goods Economist," of New York. This is what the "Economist" foreword says of it:

"Each issue will include several pages filled with reproductions of retail store advertisements from different sections of the United States and Canada; one page of ad. editorial reproductions; a breezy article by the ad. critic of the "Dry Goods Economist"; a double page article of vital and timely interest to merchants and advertising men, and a four page reprint of ad. critic pages of the 'Economist.'"

SERVICE FOR THIRTY YEARS

"How do you attract business to your store?"

A representative of DRY GOODS REVIEW flashed this question on W. R. Ross, a general merchant who has been doing business in Holland, Man., for the last thirty years. He hesitated a moment, looked non-plussed, and then went on to say that he had built up his extensive business by the simple method of giving consistenly good service to the community.

"I have a very dear friend in John Galt, President of the Union Bank, and for years a wholesaler in Winnipeg," he said, "and one day I entered into a long discussion with him on business ethics. One thing he said at that time has stuck in my crop ever since, and I will never forget it. He said:

'It is my experience that a man or a woman will quickly forget a long price, but they will never forget poor quality.'

It is on the matter of quality that I have built up my reputation here in Holland. That and by giving other kinds of service. If we are unable to give the customer just the article of goods he is looking for, we arrange to get it for him. I have instructed my salespeople along this line. We will go to any length to hold the customer and give satisfaction. It is service of this kind that wins out."

WHERE CO-OPERATION IS IN OPERATION

Following out the spirit of co-operation which is the trend of modern business the merchants of Rocanville have combined for mutual protection, and hold meetings from time to time to discuss matters affecting their joint interests. They have devised methods of their own for keeping record of those individuals in the community who deal with the mail order houses, and when it is discovered that a farmer for instance is sending his money to Winnipeg instead of squaring his long overdue account, he is quickly called to time, and threatened with having his line of credit cut off completely. This usually results in a cure according to R. H. McLeod, general merchant who related details of the plan. In every case where this is done the merchant knows that he has the support of his fellow merchants.

An arrangement has also been arrived at between the various merchants that when a new customer comes to them and desires to purchase goods on time they will first ascertain whether he has an account with some other store remaining unpaid. In this event they will promptly refuse to give credit, or else secure the sanction of the other merchant to do so.

"Getting Ahead" in Selling

Glimpses Into the Educational Department at Almy's Limited, Montreal—Mirror Serves for Moving Pictures to Correct Faults—Roof Garden, Recreation Room, Demonstrations and Many Other Original Ideas Develop in Wholesome Theory of Deportment.

By H. H. Black

AFTER the Educational Department had been in operation for six months a visitor to Almy's store in Montreal, who knows the trade thoroughly, and this particular store quite well, remarked on the improved "tone" that existed throughout.

"Why can't I get ahead better?"

In one department was a girl whose standing based on the percentage her salary bore to her sales, was very low. She tried hard to improve this, but was meeting with no success. She appealed—in tears—to the educational director. The latter soon concluded that a slight physical defect, a twitching of the muscles of the eyes that caused the pupils to contract and gave the eyes an appearance of half closing up, exerted a peculiar effect on customers, and mitigated against the girl's evident sincerity and intelligence in showing her goods. The defect was easily adjusted—and the girl's record rose steadily.

* * *

In another case of apparent failure to "make good" in the selling end, the educational director decided that glaring grammatical errors in speech with customers were injuring her efficiency and holding her record far below normal. Some training sufficed as a remedy, and the girl became a successful saleswoman.

* * *

Many merchants, while sympathizing with the desire of clerks to be provided with seats to use when they are not waiting on customers, have found that there was a tendency for those on the seats to act as if they were "off duty," with little concern for the approaching customer, giving a general impression of lack of interest that is not conducive to business.

At Almy's, the educational director, Miss Josephine Crary, saw to it that there were stools for every girl.

But—

Upstairs in the new Recreation Room was a large mirror that had been used for another purpose and it was taken for granted that it would be removed. But Miss Crary decided that it could be utilized for other than purposes of "vanity."

Once when she had one of her classes there she brought the girls over to the mirror, and had each stand before it. Was her hair tidy? Did her skirt set right? How should she stand to meet a customer? Did her attitude suggest "alertness"?

To the movies—hobby or craze of nearly every one of the girls—Miss Crary went for her illustration. She started them acting! She pictured the "alert" girl and the "dull" girl. Let each try. At once one called out, "I can do it."

So she went up and played the "alert" girl; then struck the "movie" pose of a "dull" girl; did it very well, too, and she and others gave a very helpful object lesson before that mirror of how the girls should stand wehn they were on duty downstairs in their several departments.

But not only to stand with eye and mind alert, but how to sit down gracefully, and ever ready for coming business. So the mirror was employed to show the proper posture in sitting down on the stools behind the sales counters; so that this provision for the comfort and health of the girls was not, in future, a handicap to sales. There was a business-like air to the girls, alike in sitting down as in standing up.

And what is more, they appreciated the mirror lesson, and thanked their instructor for it.

* * *

Early in the morning a lady in hat and coat enters a department and a girl goes forward to meet her. At once the most of the other girls in the department gather round, and there ensues a lesson in the selling of goods. Not instruction so much, but material is provided for a talk afterwards: on good points in the methods of the girl who showed the merchandise; with the errors also discussed. The lady in the hat and coat had donned them merely temporarily, for she was the director of education.

At other times the demonstration in selling is given by Miss Crary; and what "talking points" she is not familiar with from a wide experience in departmental stores is furnished by the buyers of the department, or the heads of stock.

This test — and demonstration — is made as natural, as much an "all-in-the-family" affair as possible; the girls are told that Miss Crary is there to learn from them as much as to help them on points in salesmanship with which they are not familiar, and a gentle, winning manner goes far to remove any nervousness that might otherwise develop in a rather trying ordeal.

When a member of the staff of DRY GOODS REVIEW called on Miss Crary she was seated at a table in the Recreation Room planning for this Montreal store from the rich experiences she had had in New York and Boston. Soon it was 11.40 a.m. and a number of girls entered the room; sat down to rest, and chat; picked up magazines to read; started the gramophone and danced over the cleared floor. The room was tidy to start with, and it was left tidy. There was a buzz of conversation, but nothing unseemly in noise. That was a development that had been reached—one little part of the education that was going on. A few of the boys—clerks or drivers entered—sat down and watched the animated scene, and the "braver" ones had a dance or two. Miss Crary dances with them now and then, as an indication that dancing is a perfectly proper amusement, when it is kept proper. There is throughout a wholesome air about the recreation; a development of the store spirit that is often the despair of many a merchant who seeks vainly to create it.

* * *

The records that are played are paid for by the employees. The management bought the machine; each member of each group of employees contributes 5 cents a month for records, chosen and purchased by a committee from themselves. There is a feeling of co-partnership about this that was deemed desirable.

* * *

There is a library in the room; merchandising books and "cultural" books. These are not yet placed at the disposal of all the employees, but so far are taken out only by the "Heads of Stock." This term is one employed by the store for what are ordinarily known as "assistant buyers." There are all varieties of merchandising books, on silks, cottons, woollens, furniture, draperies, metals, paintings, etc., books that will develop them in their work. Gradually there will be an extension of these books to those employees who desire them.

* * *

The actual instruction commences with the "inspectors" or "bundle girls," as they are variously termed; those that tie up the parcels. They receive an elementary training in selling; in the use of sales slips, etc., and the store policy. They are initiated into the "approach to a customer," and into the qual-

ity of different kinds of merchandise. Then, on Saturdays, they are given their first chance to develop; they become sales clerks for the day, and others are engaged to take their places.

With the older ones there is taken up the scientific analysis of a sale; selling talks here are adapted particularly to the merchandise they handle daily and understand best. They are taught in the store policy as well; exceptions to the general system, and so on.

The approach to the customer is taught in a series of illustrations it may be. A customer may be offended at a "Good morning"; at too much of the personal element, "May I help you?" The approach through the merchandise itself is the method that is impressed, and the girls feel that this is the more "professional" way, and come soon to realize that salesmanship is a "worthwhile game." With this goes such subjects as the effect of a smile, if it is sincere; a general attitude of readiness, an interest in the customer, and how it can be expressed.

* * *

There are weekly meetings with the floor superintendents and the heads of stock: problems are discussed; the aim of the educational director is explained; suggestions are received. There is an earnest effort for co-operation throughout; for a removal of any friction that may exist, or be engendered by the working of the new department.

A watch is kept by the heads of stock on their clerks after the series of lessons as to how far the clerks have absorbed them and whether additional lessons are necessary.

It is a great deal of an experiment: working itself out; feeling its way, to results that are often as markedly individual as are in evidence in groups.

* * *

There is only room in this article—a series of glimpses into the Educational Department, rather than an attempt to cover its activities—to refer to the "Roof Garden." That is an evolution from the "Recreation Room." It occupies the top, an airy, attractive place, with tennis courts and apparatus for various games. It is run by a special committee representative both of the executive and the employees. It is free to all, with a $1 fee for entry into tournaments, etc. The same wholesome theory in reference to department will govern its management.

SAVING WHOLESALERS FROM RETAILERS' FRIENDS

Separate Prices for Retailers' Customers Cause Confusion and Dissatisfaction—One Retailer Lost Valuable Customer Through It.

CERTAIN abuses that retailers consider exist in their relation with wholesalers are being taken up by a group of retail merchants in Montreal, and an effort will be made to have certain reforms carried out throughout the whole trade. One of these is the practice so long prevalent in some circles, of a retailer sending a customer into a wholesale house with an order for certain goods. The idea originally behind this procedure was one of service to the customer, that is, the retailer was putting the customer in a position to get goods which he himself was out of or did not carry. His letter to the wholesaler was sufficient to give the customer the privilege of choosing his goods in the wholesale house.

The question of payment, however, is one through which a good deal of the abuse arises. With some retailers there was an understanding that the customer should be charged a certain advance on the regular wholesale price, to cover the ordinary profits of the retailer, in order that the customer might pay for the goods which he would pay in a retail store. The retailer in his turn expected the difference between the wholesale price and the price charged by the wholesale house to the customer to be given back to him as his profits. This is a practice, however, that is contrary to the principles of a majority of wholesale houses, and the attempt by some retailers to have this recognized has met with disfavor. Indeed orders have been given in some cases to the staff of wholesale houses stating that nothing of the kind should be done, in which case the retailer had usually to be content with his customer paying the wholesale price for the goods, and he himself not having any profit out of the transaction which originated in his store. There is, of course, the other case where the goods would be charged back to the retailer by the wholesale house, the customer not paying cash for them on delivery.

The whole practice, however, is one that is distasteful to the wholesale trade and one that carries very little advantage, if any, to the retailers. In the first place the retailer is asking the wholesaler to devote a lot of time of his staff to a transaction that is very small and costs him overhead charges, such as the time of his clerks, salesmen, office expenses, etc., far more than the small profit there would be on the small amount of goods sold. The wholesaler has recognized a certain claim of the retailer for personal buying, and also for members of his family, which often is extended to a wide circle of friends, but this opening up the way to any individual customer is an abuse of the privilege of personal buying to which the wholesale should not be exposed. Moreover, it opens the way to an abuse by persons who are unauthorized. An instance will illustrate the weakness of the practice that has always been and is even yet attempted by a large number of retailers.

A customer who was connected with a large building went into a dry goods store to order a large quantity of carpets, curtains, etc., for refurnishing. The retailer did not have the goods required, but told this customer, whose trade he valued highly, that he would give him an order on his wholesaler in the city, and that they would be willing to provide him with the goods at wholesale rates, the same, in fact, as the merchant himself would pay. The offer was gladly accepted, and in due course the orders were placed and paid for and the goods delivered. It so happened that the merchant had arranged for a special price to be given the customer, higher than the regular wholesale, but less than the retail price to the consumer. The balance was to go to the retailer.

When he came back with the goods, something made the buyer suspicious, and he cut a couple of samples from the new goods and back he went to the wholesaler. Knowing the way in, he went up to a clerk and remarked casually that he found he would "need some more," but was "not just sure how much," and said he had forgotten for the moment the price. The clerk, thinking him a genuine man in the trade, and as such, having a right to be there, quoted the wholesale price, a good deal below what the customer had paid. It was all up then. In anger and resentment he hurried back, dumped the whole quantity back on the retailer and would take nothing. The retailer in turn blamed the wholesaler for quoting the price and demanded that the wholesaler take back the goods to relieve him. And so it was.

It is needless to say that this retailer does not send his customers any more to a wholesale house, and the incident decided the wholesaler to give up in future quoting anything but the one price for all, and there were no more arrangements made by which retailers were to get as their commission a portion of the bill paid by one of their customers.

HEAD OF LARGE SILK DEPARTMENT AT 26

The youngest silk buyer in the South is Mr. Guy Poe, of Lebeck Brothers, Nashville, Tenn. He entered the dry goods field as a stock boy and has forged ahead rapidly. He is now 26 years of age and is the head of a most important silk department, where the business has doubled since he took charge.

SALESPEOPLE OF TO-DAY AND TO-MORROW

(Continued from page 72)

ficult to sell one article after having gone the limit in sales talk on another article, and this is the danger if you make a mistake in sizing up what the customer wants before you know.

"When you try to sell a customer something they do not want they forget to come back to your store again. Be careful of over-insistence. Lead the customer instead of trying to drive. We are apt to size the customer up according to our standards instead of according to their standards."

In referring to the customer who comes into the store and says that he or she is "just looking," Mr. Stockdale gave the following illustration:

"A Woodstock, Ont., merchant told of a lady who came into his store to look at certain goods which she was thinking of buying in the Fall—some few months later. The salesman explained that they would have some better lines in at that time, and suggested that she delay looking until the Fall, and then visit the store. The lady in question went to another store in town, and by the exertion of salesmanship was induced to buy goods on the spot."

Mr. Stockdale gave another illustration of how some merchants take much for granted and make a mistake in sizing up customers. He referred to the travelling salesman, who often makes purchases from merchants whom he usually visits in a business way. The point was emphasized that many merchants mistake good customers for salesmen, and do not give them even usual attention.

"The merchant who will not pay the greatest attention to the travelling salesman reaps his own reward," added Mr. Stockdale.

People Learning to Shop

"Merchants should also give customers the same attention when they do not buy as when they do make a purchase." The 5, 10 and 15c store is teaching the people to shop. We are developing a nation of looker-shoppers. It is there they are getting their education.

"The customer who comes in to buy a 10c article should be given the same attention as the one who comes in to buy a $10 article. Take care of the people who come in to look. Don't let any lookers come in to your store, as far as your treatment is concerned.

"The attention you give to Mrs. Brown has a greater influence on your store than you imagine. Mrs. Brown takes a lot of your time and buys very little, and she is hard to wait on. When you take this attitude towards customers you are making the mistake of your merchandising life. You may call this customer what you please, but Mrs. Brown corresponds to the baseball fan. She is the store fan—what would baseball be without the fan? Mrs. Brown knows more about the merchandise than the clerk behind the counter. She asks questions which are hard to answer. Mrs. Brown belongs to all the clubs in the town and attends them regularly. Don't forget the stores are well discussed at these meetings. The reputation of your store is made or marred right there. Mrs. Brown is sending customers to your store or away from it. Get Mrs. Brown boosting for your store.

"A satisfied customer is the greatest advertisement. Mrs. Brown is satisfied or is a dissatisfied customer who gives much of her time giving word of mouth advertising.

"Whenever you think of salesmanship you think of certain clerks who are born and not trained. If you have the right foundation salesmen can be developed through experience, and if you do not have the right foundation you cannot develop a salesman. The study of the science of salesmanship is a good thing.

"The person who stands behind the counter to-day and succeeds is the person who really wants to serve the customer, the salesman who has the spirit of service. How many can say that their customers feel you like to serve them? If they feel that way they will come back to your store, but you must have the service spirit in your salesmanship.

"Don't forget the Biblical quotation: "'He who would be the greatest among you let him be the most willing servant.'"

CANADA'S BANKRUPTCY ACT

(Continued from page 71)

2. Costs in obtaining judgment are allowed to the first man who has secured execution against the company.

3. Three months' preference only to wage earners.

4. Taxes due to provincial or Dominion Governments which are declared a lien on the property and must be paid.

Landlords Three Months Only

In regard to landlords—A change has been made in the law as it is in the Province of Quebec regarding landlords. As a result a criticism has been brought up that we are too hard on the landlords, while on the other hand the claim is made that they should rank as ordinary creditors. We have decided to allow the landlords three months' preference only on their claims. Again the criticism is raised that as soon as the law takes effect you will see all rents payable in advance. But that is not a hardship and as a matter of fact, in New York this is the custom in force. If more than three months rent are due him he will be treated as an ordinary creditor and obtain his dividend with the rest.

The main objects that will be obtained by this Act are thus:

1. It will grant uniformity in bankruptcy acts for all the provinces.

2. The proceedings will be as speedy, as cheap and as reliable as possible.

3. It will abolish preferential or priority creditor abuses.

4. It will provide for the honorable discharge of an honest bankrupt.

5. The whole Act will work out to the financial and commercial interests of Canada.

It may be six months or more before the Act is put into actual operation. The consensus of opinion is that a reasonable time should be allowed to pass before it comes into effect. Practice forms must be drawn up, rules of practice approved of, trustees chosen, etc., but in six or eight months the bill will be proclaimed as law and come into force.

71st ANNIVERSARY

McLaren & Co., Ltd., St. Catharines, Ont., are celebrating this month their 71st anniversary. The following message to the store's patrons was used on the last day of June. It was set inside an artistic border design four columns wide, twelve inches deep with heading, and a cut of an old-time herald in the upper right-hand corner.

"This store will commence celebrating its seventy-first birthday anniversary on Thursday morning, July 3rd. On July 3rd, 1848, the doors of this business were first opened to the public, and since that date they have never been closed on business days.

"We were old enough to vote before many of the oldest establishments were born, and while it is not customary to boast of one's age, we feel tempted to do so because we never felt so young, were never so vigorous and never going as strong as we are to-day.

"We have great faith in the future and in St. Catharines and will always stand for a good, square deal and honest prices. But this store is what you and our staff have made it, for your continued and ever-increasing patronage and confidence have spurred us on to greater achievements, and a staff of courteous, capable and contented assistants made it possible for us to render safe, satisfactory service.

"For this Anniversary Sale we have been planning for months and we intend to offer merchandise that, quality considered, cannot be duplicated in the country, so it will be to your interest to watch this space and our windows throughout the month of July.

"Unusual Anniversary Bargains will be displayed in the windows Monday, Tuesday and Wednesday. Be sure and see these specials and watch for our advertisements in Wednesday's paper."

E. W. Hogan, Fort Frances, has moved and is practically settled in his new store, which is decidedly an improvement on the old quarters. The new place is well lighted and has been remodelled on the plans of the most modern city stores. The upper floor will be used exclusively for drygoods and ladies' outer garments, etc. Mr. Hogan is also adding pianos to his lines, and will have these displayed on the middle section of the stairway.

The Reliable Bedding Co., Weston, Ont., suffered loss of between $15,000 and $20,000 by fire, May 21. Only a shell of the building remains. It is believed the fire was caused by a short circuit. The plant is stated to have been insured for about $8,000.

Ottawa stores will be compelled to close at six o'clock every evening under the new by-law that went into effect on July 5th, with the exception of the days from Dec. 20th to 31st, both days inclusive, during which they will be permitted to remain open until nine o'clock.

55 Coats in 9 Minutes!

This is One Record for the Nine-Minute Sales Held at R. Mackay & Co.'s Store, Hamilton—Method a Real Money-Getter—Store Brings in Boys and Girls Also.

A NINE-MINUTE sale periodically is one of the best methods I know of to boost business," Manager Mills of the R. Mackay & Co. department store, Hamilton, stated to DRY GOODS REVIEW. "We have run one on two or three occasions," he added, "and they have been real money-getters." Mr. Mills is a great believer in the use of original schemes, in order to bring the people to the store, and the nine-minute sale is just one of many original ideas that have literally packed the Mackay store with people. "There has been such a scramble for goods," Mr. Mills remarked, "that we have almost had a riot. But you get the people in the store, and nine times out of ten they will buy a lot more than what is on sale. The big idea is to get the people."

Sales Begin at 9 a.m.

The nine-minute sales, as conducted by Mills, are opened at nine o'clock in the morning, and extended right through the day. "We place a certain article on sale for only nine minutes," he said. "At the expiration of that time something else is put up, and so on throughout the day." Mr. Mills, by way of illustration, instanced the sale of shopping bags advertised at 29 cents. Not a great many would be sold in 9 minutes, and invariably those who were not fortunate to get a "bargain" would take one anyway, at the regular price. Then again, possibly the ones on sale were not just what the woman wanted, and she asked to be shown something else. In most cases it meant a sale.

55 Coats in 9 Minutes

While goods were very often sold at ridiculously low prices during the nine minutes, Mr. Mills believed it good business, and heartily advocates it as a means of stimulating trade. It is also a splendid method of cleaning up stock, making unnecessary to carry it over from one season to another. Mr. Mills stated that one morning he had sold 55 coats in nine minutes, coats which they were particularly anxious to clear.

During the month of June, the Mackay store featured a "June Clover Sale" that proved a big success. The company invited the boys and girls of Hamilton to bring four-leaf clovers to the store, and a prize was given to all who brought one. In interesting the boys and girls, Mr. Mills believes the parents are also interested. "Every boy and girl in Hamilton was looking for four-leaf clover," he stated. "It was the talk of the place for days. Our sales of summer goods in June will show a very considerable increase, due largely to our enlisting the interest of the boys and girls of Hamilton in our June Clover Sale."

Features Canadian Made Goods

Novel Campaign to Introduce Canadian Goods Instituted by Department Store in Hamilton.

IN order to stimulate industry during the trying period of reconstruction, and also to induce the Canadian buying public to appreciate the value in buying "made in Canada" goods, a novel campaign was recently carried on during the month of February by the G. W. Robinson Co., Ltd., department store, Hamilton, Ont. When a representative of DRY GOODS REVIEW saw R. L. Smith, general manager of the firm, Mr. Smith told him that it had been attended with a great deal of success. "In fact," Mr. Smith stated, "it was all that we had desired, and while the campaign is now over, we find that there is still continued buying of Canadian lines, and we feel that we have introduced Canadian goods to the public in a way that is bound to be of lasting benefit. It should mean a great deal to the future of Canadian trade and industry."

The company featured goods not only in regard to wearing apparel, but furniture, housefurnishings, edibles and many other lines, made in the Dominion. Through the displays in the windows from day to day, where all goods were marked "made in Canada," and through equally effective methods in the way of daily talks in the newspapers, the campaign was kept before the public.

Just here something might be said of these daily talks in the newspapers. They were not only interesting from the standpoint of the information they provided, but they represented an exceedingly novel idea in advertising. They opened with talks on prices, and the direction of market trends in the unsettled period of reconstruction. They pointed out at the outset, that careful study by merchandising experts of existing conditions and sources of supply, demonstrated that prices will not be any lower now or in the Fall, but that in almost 90 per cent. of all lines manufactured, the advance will be from 10 to 25 per cent., and in some cases 33 1-3 per cent. Reasons for the advances were outlined in a convincing manner and have since proved to be correct.

Emphasis was placed in subsequent articles on the patriotic necessity of buying "made in Canada" goods. It was a duty, it was pointed out, to keep the wheels of industry turning to the full limit of their capacity, and to place larger purchases of Canadian made merchandise. This store is endeavoring to do its share in fulfilling this duty by stocking heavily in Canadian made goods and to sell the same at as close a margin as possible. It urged upon its customers the need of buying now, as their requirements necessitated, and not to be put off with the belief that prices were going to come down.

These talks were continued from day to day for a period of a month, and Mr. Smith is of the opinion that untold good in the way of pushing Canadian goods, resulted. All lines sold well, and following these chats in the newspapers Canadian goods were asked for in preference to imported stuff. The patriotic idea appealed to people and they were interested in learning of the high quality of many lines now produced by our own money and labor. Mr. Smith thought that if similar campaigns were followed in other parts of the Dominion a great deal would be accomplished for Canadian industry and its products.

Following is one of the "talks" used by the Robinson Co. during the campaign.

ABOUT PRICES

Reconstruction Talk No. 2.

The great question that has been the cause of much serious thought by all the buyers of prominent mercantile houses and by the great purchasing public has been: "Will prices be any lower?"

Careful study by merchandising experts of existing conditions and sources of supply demonstrate that prices will not be any lower now or in the Fall, but that in almost 90% of all lines manufactured, the advance will be from 10 to 25%.

We are now placing orders for all classes of Fall merchandise, and in every case the advance varies from 10 to 25%, and in some cases 33 1-3%.

Some reasons for these advances are as follows:

(a) The world over is short of merchandise—outside of the increased normal demand in America and England, European and South American countries are depleted —and are placing heavy orders wherever goods are obtainable, also paying spot cash for same.

(b) The heavy advance prices on all items that enter into manufacturing—raw material, machinery, coal, labor (which we never wish to see lowered again) and other essentials.

(c) The Canadian market was the lowest in the world during the past two years of the war—lower than the United States, England or France—resulting in heavy orders for export to countries quick to appreciate this condition.

With these facts in view, lower prices for Spring or Fall are not possible, but with the stabilizing of prices, increased activity is looked for in every branch of manufacturing, and resulting prosperous times.

To-morrow night we will talk about your part in helping during the period of reconstruction.

We are optimistic for 1919, and look for a banner year. With an efficient and enthusiastic organization, pledged to still better service, with shorter hours of labor that enable everyone to put forth their best efforts.

A CANADIAN HEAD OF WOOLWORTH CO.

Was Once $9 a Week Bookkeeper for the Same Firm

Hubert T. Parson, a Toronto boy, was elected president of the Woolworth Company June 11th at the organization meeting of the directors in New York, to succeed the late F. W. Woolworth. Mr. Parson has been acting president since the death of Mr. Woolworth.

Mr. Parson was born in Toronto in 1872, and when he was twelve years old went to Waterdown, N.Y. At the age of twenty he moved to Brooklyn, N.Y., and joined the Woolworth Company as a bookkeeper at a salary of $9 a week. The Woolworth Company then operated only fourteen stores, Mr. Parson has now become president of a company with a capitalization of $65,000,000 and owning 1,083 stores, 94 in Canada and 76 in Great Britain and Ireland.

The rise of the $9 a week bookkeeper was step by step. He became assistant secretary and then secretary, assistant treasurer and then treasurer, and in 1916 vice-president and general manager, assuming active control of the management. His home is on Fifth avenue, New York, and for a summer home he has purchased Chateau Lawn, New Jersey, upon which the American Government spent $400,000 to make it the summer White House, a summer home for President Wilson, and which comprises 70 acres of the finest grounds in the world.

Fads of the Season as Seen in Toronto

The fact that the Summer season had an early start this year and every inducement has been provided merely for women to give attention to a warm weather wardrobe, has resulted in a number of fashion developments which are everywhere prominent. Some of the items include:

White wash satin skirts worn with Georgette blouses.

Turquoise blue and jade green wool pullovers.

Dressy smocks of braided wool jersey, embroidered crepe de chine, plain voile in delicate tints; hand-embroidered Palm Beach cloth and similar fabrics.

Figured voiles in all-over patterns for dresses.

Foulard silk frocks, many combined with Georgette crepe.

Wash dresses having long side tunic or panel finished with deep band which forms loose baggy pockets.

Loose sleeves of full or three-quarter length; neckwear in sets or vestees of net and lace.

A new style of handknitted sweater or pullover is made on fairly fine needles as far as the elbows and just below the waistline; from there coarser needles are used with the same number and kind of stitches, resulting in a loose, ruffled, cape-like addition.

Gloves are worn on the street by fewer women than for some seasons past.

Handkerchiefs all have more or less color.

Flannel and cream gabardine or cream serge skirts are frequent.

Many young women are wearing their hair cut "Dutch."

Jersey bathing suits are popular in navy, black and American beauty.

White net is used both for frocks and for separate skirts.

Sashes of the same material as the dress are tied just below the waist line at the back in large, loose bow-knots.

Ribbons and laces are interesting shoppers more and more.

It is a veiling season—whether loose, draped veils are selected or the snug "slip-ons," and in spite of very hot weather. Boat trips may be partly responsible.

Colored necklaces are not yet waning.

Wash dresses in green, orchid, rose or blue are made with sleeveless jackets and worn with white voile blouse or guimpe.

Girls are folding their middies up to form a low waistline cuff at the bottom and pinning them over at the hips, providing a slighter bloused effect.

Wool slipover sweaters, too, are being folded up at the bottom, forming a cuff band. Possibly manufacturers of middies and wool slipovers will take a cue from this for next year's styles.

THEIR "FIRST ANNUAL"

The Robert Wright Company, Brockville, Ont., are among the many progressive firms who realize the advantages of expressing some human interest in their staff and of developing a sociability among them which the return to peace warrants. On Wednesday, June 25, the store's first annual outing took place in the form of an all-day picnic. The employees and their friends, numbering 85, participated in a jolly motor drive 52 miles out of town. They stopped at various villages on the way and proceeded finally to the Wright camp at Devil Lake.

In addition to lunch and supper the crowd made merry in many novel races and contests, dancing, sing-songs, and then the return drive.

Circulars were sent to the store's patrons beforehand acquainting them with the fact of the holiday. The prizes were distributed at the store the following evening.

READY TO DUMP $20,000,000 IN DYES IN UNITED STATES

An authority in the dye industry in the United States has reported to the Ways and Means Committee at Washington that the German dye syndicate has resources of $400,000,000 and has ready a list of dyes $20,000,000 in value which it is now ready to send to the United States in payment for food. This is made possible largely owing to the fact that dyes are a by-product of explosive and poison gas factories and therefore they have been steadily piled up during the war. Great Britain and France have closed their markets to the German dyes, and the only remaining markets of any size are China and the United States. Germany is prepared to sell these immense quantities of dyes at almost any price in order to hold the American market. "No tariff," said the authority mentioned, "would protect us against competition of the German industry. It is imperative that a licensing system be established at once."

ERROR IN ADDRESS

The address which appeared in the June issue of DRY GOODS REVIEW of the advertisement of the R. S. Ford Co., Vancouver, B.C., should have read: "Water and Cambie Streets." Will readers kindly send any correspondence with the firm to this address.

Alberta R.M.A. Convention a Success

Retailers in Session at Medicine Hat Hold Lively Sessions—President Outlines Legislation—Resolutions Adopted Are Numerous and Entail Wide Discussion—Stockdale Was There

RETAILERS in Alberta got together at Medicine Hat for the annual meeting of the Retail Merchants' Association last week. A series of lively meetings was held and the discussion generally was very animated. This is one point wherein the sessions proved valuable—that is, in the discussion. It is this "open forum" idea which, when taken advantage of, proves of real value to those in attendance. Getting away from being just a listener can be a good thing. It opens up avenues from which knowledge is disseminated and absorbed. One comes away from such a gathering where ideas are exchanged feeling better—whether it is from helping the other fellow or being given a lift. The reports would indicate that the discussions proved a big feature of the Alberta gathering.—EDITOR'S NOTE.

President's Address

THE sixth annual convention of the Alberta branch of the Retail Merchants' Association of Canada was opened at Medicine Hat, on June 3, with an address of welcome by Acting Mayor Huckvale, on behalf of the city.

President I. G. Gaetz addressed the delegates at the opening session of the convention as follows:

Another year has passed since our convention last July in the City of Edmonton. We had thought that conditions prevailing last year commercially were very extreme, but as time progressed we come up against problems we never dreamt of.

The great conflict which has been going on for the last very near five years has been terminated, the armies of the allied powers have been successful, and right, not might, has prevailed. We do not wish to think of any particular part of the allied armies being instrumental in winning the war. They all did their duty, and have suffered very heavily since the conflict started in August, 1914. We do, however, look with pride on the accomplishment of our own civilian Canadian Army. They have covered themselves with glory and placed the name Canada among the nations of the world.

Our men are now returning to take up their life amongst us again. This will be no easy matter for them. The strain of the great war has, in lots of cases, unsettled our boys, making it hard for them to adapt themselves to the conditions prevailing here, which are so different to what they have been accustomed to for the last four years.

It behooves us, as a body of organized retail merchants, to do our part in assisting these men in every fair and legal way to become again a part of our national and commercial life. Some of these boys went away while so young in years that it is going to be difficult to re-establish them, unless something is done to help them along. I believe the Government is now planning arrangements to meet all cases possible. It is our duty to aid the Government and see that these plans are carried out successfully.

We, as retail merchants, have a great duty during the reconstruction period. It is our duty to employ all returned men possible. Many of our former clerks formed part of our Canadian Army, and all who have been spared, and returned to us, that wish to take up their former vocations in life, it is up to us to see that their positions are available.

The Great War Veterans' Association in the different provinces of the Dominion are certainly taking a magnificent part in the reconstruction work, showing themselves in their actions to be very fair-minded and democratic in their principles. They will be a strong force in our national life, and it is up to us to give them our undivided support in every fair demand they make to our different governmental bodies, to aid in the re-establishment of their members in their different vocations, always remembering that had it not been for our volunteer army, together with our allies, that conditions might not be as favorable for us as they are to-day.

We are passing through a period of unrest in our Dominion to-day which most of us have never seen before, or never thought could occur. This is caused by conditions arising out of the past war and is supplemented by the high cost of living, the profiteering that has been carried on by the big interests, and other causes which I had hoped our Federal Government would have taken extreme measures to combat.

The strikes that have occurred in Western Canada during the past month have been very detrimental to our association. We, in the small cities and towns, have not been affected as in larger centres. I think it is very unfair that such a large number of our citizens in Western Canada should be made to suffer inconveniences when concerted action of our Government could no doubt bring this situation to a satisfactory end.

Our Provincial Association to-day is in a better condition than it has been in for some time; our membership is larger to-day than it has been for some years. The conditions prevailing have impressed the retail men of the Province that organization is the only way to accomplish ends. We will in the next year or so find greater need of stronger organization, and it behooves every retail man to give his earnest effort to the success of this association.

It appears to me in order to successfully carry out our work in Alberta that we should have a Provincial Secretary in the Province. This secretary should be, I think, in the capital city of Edmonton. My reasons for this are, that he could keep in touch with the Provincial Government, secure the copies of the Bills before the Legislature that we wish to secure to better our conditions. I have felt this need very much during the present year.

I would also like to make some arrangements with the Retail Merchants' Association of Saskatchewan to remain affiliated with them, so as to derive the benefits of their very complete organization, in their different branches they have initiated for their members, making our Provincial office, as it were, a sub-office of theirs. I advocate this step because I feel it would very materially reduce our cost of expense in running our Provincial office.

I can never forget the great work the Saskatchewan Retail Merchants' Association has done in Western Canada in aiding the retail trade, especially their help in Alberta, as I know personally that we would not be in existence to-day if it had not been for their efforts. They have a very strong organization, the strongest in the Dominion. The reason for this is in the service they have given their members. They have instituted so many different branches, namely, collection of old accounts, collecting of excess charges on freight bills, fire insurance, checking fire insurance policies, and a number of other items. They have an expert in every department. These are some of the privileges we could secure by not separating from them, and I think satisfactory arrange-

Where the Convention Was Held.

ments could be made with the Saskatchewan executive along these lines.

Legislation

We met the Alberta Provincial Government and placed before them requests for the following legislation:

An amendment to the Hawkers' and Pedlars' Act, raising the Provincial fee from $25.00 to $100.00 per year on foreign companies operating in the Province and making it necessary to take out a Provincial license before a local license is granted; also that that section of the Foreign Companies Act prohibiting municipal councils from assessing a license be repealed.

Small Debts Act be amended as follows: 1, That the amount that can be sued under the act be raised to $100. 2, The right of action in this district where the debt was contracted. 3, Providing for a garnishee summons. 4, Providing for a distress warrant.

An amendment to the Chattel Mortgage Act providing for preferential security on growing crops or crops to be grown covering the purchase price of such necessities of life as clothing, groceries, flour, meats, binder twine, etc. Such security to take second place only to seed grain liens.

The Factories Act was also discussed at some length.

Your executive were the means of having a course of commercial lectures given in the city of Edmonton during the last week in May; also in the city of Medicine Hat during the present month. This work has been carried on by the University of Alberta, and we hope is only the beginning of this good work.

In conclusion I wish to appeal to every retail man in the Province to assist this Association in their efforts to better the conditions of the retail trade. We wish you all to join with us, becoming members of the Association, boost for the Association whenever possible and help us to make this year the banner year for the Retail Merchants' Association in Alberta.

The epidemic of influenza which raged through this Western country last fall seriously affected our work of organization, throwing us behind some six weeks of two months, so that a large portion of Southern Alberta is behind, but two organizers are now busily engaged in bringing this up to date, and they are meeting with good success, increasing the membership to the Association at most of the points visited.

Moved by Mr. Beart, of Edmonton, seconded by A. F. LePage, Medicine Hat, that the President's address be adopted.—Carried.

Treasurer's Report

N. J. McDermid, treasurer of the Alberta branch of the R.M.A., made his report to the convention at the Thursday morning session. The report contained the following statement of finances:

Receipts to Dec. 31, 1918, including fees		$4,586
Disbursements	$1,152	
Organizers' expenses	1,645	
Due Dom. Association per capita tax	382	3,180
Balance		1,635

The Alberta branch is not responsible for any part of the expenses of the Saskatchewan office from which the operations of the R.M.A. in Alberta are directed. A credit of $500 advanced within the past few weeks from Secretary F. E. Raymond wipes out all liabilities of the Alberta branch.

The question of what Alberta members should pay for the services rendered by the Saskatchewan office was brought up. As outlined, Alberta has paid all its expenses with the exception of a pro ratio payment of office expenses.

T. A. GAETZ.

General merchant of Red Deer, Alta., elected President for the coming year.

President Gaetz explained to the 1918 convention Alberta was to pay 25 per cent. of the running expenses of the office at Saskatoon, though he added that this was not a hard and fast bargain.

W. J. Illsey, Calgary, thought 25 per cent. was too much for the service being rendered by the Saskatoon office to Alberta retailers. This proportion had been arrived at merely on the basis of comparative membership in the two associations.

The suggestion of a settlement with the Saskatchewan office was not favored by the delegates. On the other hand it was proposed to have the executive committees of the two associations meet and arrive at some working basis whereby Alberta might in future conduct its own affairs and handle its own finances.

A delegate from Edmonton suggested that the organization at Saskatoon give more service to Alberta retailers than had been done. He thought it unnecessary to talk settlement when Saskatchewan was handling the finances.

President Gaetz gave his opinion that a paid secretary should be appointed in the Province of Alberta, with office preferably at Edmonton, where legislation passing through the Provincial Government could be watched. He was of the opinion that the provincial membership could be greatly increased and better service given to Alberta retailers.

Secretary F. E. Raymond of the Saskatoon office was asked for a statement of the probable cost of maintaining an independent office in Alberta, and also for an expression of opinion as to the advisability of separating the provinces.

"I suggested that Alberta should take over its own affairs in 1917," said Mr. Raymond, going on to explain that when Saskatchewan retained the direction of affairs in Alberta at first one-half of the fees of Alberta retailers was kept in Saskatoon, whereas later $7 was turned back out of the $12 fee.

"We in Saskatoon merely wanted to put Alberta on its feet," continued Mr. Raymond, pointing to the fact that when the affairs of the province were taken over there was a deficit of some $2,500 to be met. This deficit has been paid off now. In regard to giving greater service, Mr. Raymond pointed out that all the services of the Saskatoon office are at the disposal of Alberta members.

"During the year 1918 we received $4,586 from Alberta," said Mr. Raymond, "but we lost half this amount by neglecting our work in Saskatchewan. We had two men with automobiles out as organizers, and before the cars worked in our province at all they had spent several months in Alberta in the interests of organization."

Mr. Raymond explained that northern Alberta had been well worked by the organizers and that in places visited the old membership had been retained and in some places increased 100 per cent. Interest in the organization was increasing as was evident from the larger attendance at the present convention. No charge had been made by the Saskatoon office to Alberta for postage, stationery, staff expenses, depreciation on motor cars, etc.

At this point Mr. Raymond outlined the expenses of the Saskatoon office for one year which totalled approximately $1,000 per month.

"Saskatchewan is willing to settle on the basis of the actual expense of carrying on the work in Alberta," added Mr. Raymond, who favored the idea of taking the responsibility for handling Alberta affairs out of his jurisdiction.

"A good secretary and a good organizer in the field could carry the work on sucessfully if we did not pay you five cents," said Mr. Raymond, pointing to the fact that the Saskatchewan organization started in 1913 in debt, while it now had $6,000 to its credit.

A resolution to leave the settlement of the matter to the executive committees of the two provinces as soon as a joint meeting could be arranged was moved by W. J. Illsey, seconded by H. S. Ireland, Medicine Hat, and carried by the convention.

At this point President Gaetz addressed the delegates further on this subject, having in mind his long experience with the association.

"We should have a paid secretary in Edmonton," said Mr. Gaetz. "More attention should be paid to the Alberta branch of the R.M.A. Up until last February matters were very quiet regarding retail matters in the province. This is because we could not do anything else. Saskatchewan did the work. Conditions have now changed. Every day there are questions coming up in the province due to the reconstruction period being here. It is up to the retailers to be awake. Legislation affecting the retail merchants is coming up every day. The time has come when we should take some steps to combat certain legislation. We should have someone to look after our interests in the province and see that nothing more is put over

Continued on page 217.

OFFICERS FOR 1919

President, T. A. Gaetz, Red Deer, General Merchant.

1st vice-president, A. F. LePage, Medicine Hat, Department.

2nd vice-president, Geo. F. Beart, Edmonton, Men's Wear.

Hon. secretary, J. W. Bawden, Lethbridge, Furniture.

Treasurer, N. J. McDermid, Calgary, Druggist.

Secretary, F. E. Raymond, Saskatoon.

The position of honorary secretary was the only one to change at the election of officers at the sixth annual convention.

Nominating committee consisted of following delegates: J. G. Robinson, Foremost; H. Hill, Taber; E. F. Purcell, Brooks; J. W. Bawden, Lethbridge; J. Kellas, Medicine Hat.

Protecting the Home Town Front

The Part That "Mud" Plays in the Success of a Town—The Four Important Factors in a Town's Growth—Measuring Miles by Minutes—Getting the Right Sort of People to the Town—The 100 Per Cent. Citizen

FRANK STOCKDALE, the noted authority on merchandising subjects, is becoming better known in Canada every year. He has delivered lectures in a vast number of communities in Canada during the past year, and a multitude of merchants are looking to him to throw some light on many vexed problems of merchandising. Among the places he lectured at recently was Regina, where he delivered a course of four lectures in connection with the convention of the Retail Merchants' Association, Saskatchewan branch. That many of those who were not able to be present at that convention, and have been unable to hear him at other places, might have some of the benefit of these addresses, DRY GOODS REVIEW sent a special representative to this convention to take a report of these addresses. The first of these articles appeared in a recent issue of this paper. In succeeding issues we will publish the balance of this series.

The next lecture deals with the subject, "Salespeople of To-day and To-morrow." Mr. Stockdale in this lecture makes an interesting distinction between "selling" and merely "waiting on" a customer. The question of service, of viewing the sale from the other side of the counter, handling the difficult customer, are among the interesting questions that are dealt with in this lecture.

"IN my opinion the day has arrived in most places, and will arrive in all places, when the competition to which you must give your attention as a part of your business will take you outside of your own stores and hook you up in the ranks of the protectors of the home town front. Competition is no longer between individuals exclusively. in many places the main competition is not between individuals but between towns. The town problem is one you will be interested in when you know what it means.

"In the State of North Dakota is being carried on a campaign, and the object of that campaign is to promote the interests and the welfare of the communities of that state as a whole. In the United States there are at least 10,000 declining towns. In Illinois between 1900 and 1910 there were 357 incorporated cities and towns that actually went backward in that period. These centres had fewer people in 1910 than in 1900. That is an indication of an almost universal condition.

"The whole of Canada is going forward in population, but we have this problem on our hands. I like to compare the community of to-day with the family of yesterday. The family of yesterday had the spinning wheel in the home. Now we have in the community a man responsible for bringing clothing to the homes. Yesterday people raised and ground their own cereals, whereas to-day the retail grocer is responsible for supplying foodstuffs. Yesterday the man cut his wood or dug the mine, whereas to-day the coal man provides these fuels. Things that used to be done in the home are being done in the community by other people. The communities are the big families to which we belong, and the trouble is we do not recognize our relationship to that family. We look upon ourselves as individuals, but we have an inter-dependence with provincial and national life. A house divided against itself cannot stand. That is historical. A community divided against itself cannot prosper.

Fewer and Bigger Towns

"There are tendencies going on towards the centralization of population. In my opinion we are going to have fewer towns and bigger towns. Community building is a real problem.

"The greatest ally of the mail order house is spelled with three letters, 'MUD.' In your town two things are necessary to make good towns. Good roads and good stores. Good roads make a poor town, unless it has good stores in it. Good stores don't make a good town, unless there are good roads in an agricultural community. The town with the best roads and stores will be the best town.

Things That Make a Good Town Internally

"A town must be a good place to live in and a good place to make a living in. One of the problems of the Canadian Northwest is to make your towns a good place in which to live. The natural advantages of that country are unsurpassed."

The following four points were emphasized by Mr. Stockdale as being the essentials of a good town:

Production or manufacture.
Transportation.
Trade.
Civic Welfare.

"People are congregated in a town for trade," continued Mr. Stockdale. "If the prosperity growing out of that trade is not directed along the lines of civic welfare, the town is not much good. Water supply, sanitation, streets, sidewalks, schools, entertainment features are the essentials of civic welfare. In all new countries the problem is to make them good places to live in. People make values and the country wants people.

Town as Big as the Territory Served

"The single taxers say 60% of our values are social values or community values brought about by the coming together of people. There is a lot of truth in this. The average man does not realize what it means to bring people to his town, or what it means for people to go out of his town. The farmer opposes the interests of the farm, because of the imaginary Chinese wall built around the town. How big is your town? You will say 200, 300, or 1,000. Your town is as big as the trade territory that you supply. If you reach out fifty miles, that is the size of your town. You want to protect that town front. The fronts will overlap a great deal.

"One farmer thinks the town people are a nuisance and sends away for everything he wants. This farmer's land is worth $100 an acre, compared with $20 for better land in another section not so close to town facilities. He gave for his reason for not moving to the better and cheaper land the fact that he had had enough pioneering. This farmer's land was worth five times the price of better land, because it was near a town.

"You cannot pioneer in a crowd. The farmer's wife has social connections in town, the children attend the town schools, the son works in a store in town. These things enhance the value of the land located near the town, and the farmer owes the town something for increasing the value of his property.

"The bigger the town is, the farther

the influence on farm property extends. Some people vote down school improvements, but this is a serious matter. The town with good schools and churches draws people. This is the basis of community development.

Attracting the Right People

"How can you induce the greatest number of people to live in your community? There are two kinds of people that are attracted to communities; one is the old man who has made his money. The other is the young man who wants to make his money. One has fortune and the other has energy. These are the shifters. Communities of the East are losing to the communities of the West the men of this class. Old men go to California, because it is a better place to live in. The man who makes money in this country gets out of this country unless he gets good roads. There are 75,000 people from the State of Iowa in the Iowa Society of California. There are 125,000 Iowans in California. They are not there for the climate, as most people think. California has had its climate for a long time, but it is only recently that the people have got the habit of going out there in such numbers. One official of the railways, who investigated the matter, said people were going to California for good roads. One farmer in California stated that he spent most of his time motoring while in California, and that he spent $6,200 in five years on car expenses.

"The climate makers of California are the drawing card. The spirit of the people of California makes it what it is. They are real boosters in Los Angeles —the city advertising built. They back their boosting with their money too. The booster who does not back it with his money is a four-flusher.

"Good roads are needed to hold the people, and good roads are a factor that is developing and causing this evolution in our communities.

Measuring Miles by Minutes

"The way to measure distance is not by miles, but by minutes, between towns. Thirty-five miles may be forty-five minutes, or four hours. Good roads will develop the community, and these good roads are going to eliminate a lot of the small towns. There are just two things a small town can do—either grow into a big town, or get off the map. Small-town people get busy.

"If a town has good transportation it is a good retail town. The support of the town comes from the dollars that go over the retail counter. Thirty cents of every dollar goes to pay telephone, out of every dollar and goes into circulation.

"Retailers are the backbone of the community from an economic standpoint. It is not what a man earns—that is an individual asset, but what he spends—that is a community asset."

A 100 Per Cent. Citizen

At this point Mr. Stockdale outlined the following as a 100 per cent. citizen:

Man who works in community, 10 per cent.

Man who lives in community, 40 per cent.

Man who spends for all he needs in community, 50 per cent.

"Money must go over the retail counter before you can have civic welfare," said Mr. Stockdale, continuing. "The trouble with the average community is 'smugosity' (a word coined by Mr. Stockdale to express the self-centred composure of some communities). Smug meaning self-satisfied,and ossified meaning bone.

"Ignorance is shown in modern community building. We adhere too much to individuals. The price of co-operation is sacrifice. You have to sacrifice some of the things you would have as an individual to have the things you would have by co-operation.

"What is the great improvement in city government, which we have had in the last few years? The commission form of government. You cannot wipe out a town instantaneously, but it is the slow fire of competition which does the damage. The war shows the value of unity of command, purpose and action. That is the secret of community building.

"Some towns furnish everything to make a real organization, but nobody is willing to furnish the time and energy. We have to get all the interests of the community together. If you are going to have a good community you must get individual responsibility. This co-operative work is a part of your business, not as a community duty. You help to gain by helping the other fellow to gain.

"If you want to live in the kind of a town
Like the kind of a town you like,
You needn't slip your clothes in a grip
And start on a long, long hike.
You'll only find what you left behind,
For there's nothing that's really new.
It's a knock at yourself when you knock your town.
It isn't your town—it's you.

"Real towns are not made by men afraid
Lest somebody else gets ahead.
When everybody works and nobody shirks,
You can raise a town from the dead.
And if, when you make your personal stake
Your neighbor can make one, too,
Your town will be what you want to see,
It isn't your town—it's YOU."

SUDDEN CALL TO MR. GEORGE ROBINSON

To the very fringes of the Canadian dry goods trade will the news of the death of Mr. George Robinson, of London, come as a shock. Mr. Robinson was founder of the wholesale firm of Robinson, Little & Co., and had attained the ripe age of 92 years. The call came suddenly at his home, on July 9, the late gentleman having made a call at his office and warehouse on the preceding day, when he appeared to be in his usual health. He was born in Rawdon, Que., in August, 1826, and was brought up on the farm in the Laurentian hills on which his parents settled upon their immigration from Ireland. He removed to Montreal when a young man, and commenced his business career in a dry goods store. In 1875 he went to London, Ont., to establish a retail store of his own. In 1875 he launched the wholesale business in partnership with the late Lieut.-Col. John W. Little, an ex-mayor of London, which later operated branches in England and in a number of leading Canadian cities. His wife, one son and two daughters survive.

"LA MODE MOVES

"La Mode," Limited, the shop for ladies' wear, is now situated at 182 Sparks street, Ottawa, having moved to larger and more up-to-date premises made necessary by six years' successful business at the old location, 108 Sparks Street. The floor space is just double that available in the old store, while every device for showing goods to the best advantage and making selection easy for patrons, finds a place in this interesting specialty shop.

FAIRWEATHER'S LIMITED

The firm name of Fairweather and Company has been changed to Fairweather's Ltd. The capitalization has been increased from $300,000 to $1,000,000. Under the new arrangement the Winnipeg store will be continued. The firm had decided to put in a fine new store front, new fittings, and otherwise improving that branch, and the recent cyclone hastened operations by blowing in the old front. When the new store in Toronto is opened next month and the alterations complete in Winnipeg, these two, with the Montreal store, will constitute three of the most attractive ready-to-wear and fur shopping centres in Canada.

FANCY STITCHES IN FIBRE SILK

Novelty fibre silk sweaters, featured in New York almost all set forth the vest or waistcoat idea. Some panelled effects are liked and novel and fancy stitches are more frequently preferred to the plain ones. Pockets are still necessary even on slip-overs. Turquoise and peacock blues are bringing in big business and beige and American beauty come next. The light weight woollen sweaters are also extremely popular though the fine ones are high in price.

The Arlington Co. of Canada are now located in fine new offices which occupy the third floor of the Ogilvy Building, 63 Bay Street, Toronto.

MARKET REPORTS

MARKETS AT A GLANCE

TORONTO, July 7—Comparing dry goods markets with last month, there is possibly little change as far as actual prices are concerned, but all indications point to very strong values ruling for some time to come, and the idea that quotations were going to see lower levels seems to have been pretty well dissipated. On all markets, embracing the many lines in staple and fancy dry goods, there is a rising tendency. The general consensus of opinion is that business is generally active throughout the country, and the retailer is becoming convinced that prices are not going to come down, at least not for a while, at any rate.

The market in wool is as strong as ever, and prices neither in England nor the United States nor in Canada show any signs of declining. There is a very heavy demand for wool, both for Europe and for domestic account. Canadian mills are all very busy, and are working to capacity. The fact that Government wool in Boston sold at 15c above the minimum fixed by the Government is evidence of its firm future. Clothing manufacturers and manufacturers of knit goods are reaching out for European trade, and also for trade with New Zealand and South Africa. Labor difficulties, too, are having a tendency to keep the market very firm. Quotations for Fall deliveries of woolen hosiery, scarfs, mitts, etc., show advances of ten per cent. as compared with a year ago.

The Canadian situation in cottons continues very strong, and prices have practically reached war time levels again. The mills are slow to accept orders, and are sold up for some months ahead. Some of the mills are also experiencing labor difficulties, which, of course, is having its influence in stimulating prices. Some quotations on ginghams for next Spring already show advances of two cents per yard. General advances are expected.

The market for linens is, of course, very strong. Stocks among the wholesale houses are still small. Unions are supplying a good deal of the demand. An early return to normal conditions in the linen market is not thought likely.

The demand for silks is very strong and advances are noted on a number of lines. Deliveries in 1920 of Lyons and Milan silks will be at much higher prices. Japan is exporting raw silks to Italy, which is a rather unusual situation. Swiss silks are 20 cents a yard higher than three weeks ago. Japan silks on spot are also higher.

In carpets and rugs, business is very active, as is also the case in housefurnishings. English manufacturers have written Canadian houses, stating there is an unprecedented European demand for carpets and rugs and that quotations after the middle of June will be higher. In fact they have intimated that they are not keen for Canadian business. All Canadian rugs are very strong at last month's advances.

The sale of all Summer lines has been very brisk, the present season being reported the best in years.

COTTONS

Advance in Market For Raws And Uncertainty of Labor Situation Renders Prices on Spot Uncertain

COTTONS—The position of the market in regard to cottons is one of uncertainty. Prices from the manufacturers as stated last month were withdrawn, and since then an average advance of about 10 per cent. has taken place. The unsettled conditions render the stability of values very unlikely. Many of the Canadian textile mills are experiencing labor troubles, and the demands for shorter hours of work, and higher wages are, of course, reflected in general market conditions. There is all kinds of business, but manufacturers' agents state that they are not taking any orders. While prices declined following the armistice, the decline was short-lived, for ruling prices now are at war-time levels, and in some instances, dealers state, they are even higher than during the war. One wholesaler told DRY GOODS REVIEW, that quotations on ginghams for next Spring are two cents higher than they were this year. Scotch ginghams, too, are very much higher. Some recent purchases of glass towellings, 21 in. by 23 in. in the Old Country, were made only at very sharp advances in prices.

The strength of the market for raw cottons is also having its effect on the spot situation.

In referring to the outlook in cotton, The Daily Mill Stock Reporter has the following to say:

"That the next crop of cotton is to be a short one seems to be universally accepted in the trade at present. Weather conditions have been very unfavorable recently, and hope that a change for the better would occur in time to save many fields in various sections of the belt seems to have been abandoned, the continued rains having about dissipated such hopes. Reports from the growing districts have been distinctly pessimistic and it is believed the conditions outlined will be corroborated in the Government report to be issued to-day. The lowest percentage for the date in recent years was 70.2 in 1917, while the ten-year average is slightly over 80. There are many in the trade who confidently expect the report to-day to be near 70. The condition of the crop is the main basis for the underlying strength in the

market at levels which are the highest of the season.

The comparatively large amount of cotton held by producers and growers in the South, although a big proportion is poor spinning quality, is the source of little or no concern. Such considerations have for months been overshadowed by the uncertainty as to the new crop and the recognized requirements of the world for raw and finished cotton material, expected to be filled as rapidly as possible as soon as there is a return to something like normal shipping facilities.

The goods market continues fairly active, with a goodly volume of the sales being made by second hands. Mills as a rule are booked well ahead and are rather cautious about commitments further off because of the prevailing inflation of values.

WOOL

Signing of Peace Is Likely to Open New Channels of Inquiry For Woollen Goods

WOOL.—There does not seem to be anything to indicate lower prices in the wool market yet. The excessive demand both in Europe and on this side, is the deciding factor in the way of maintaining strong values. Now with the signing of peace, new markets are likely to open up, and the majority of dealers are of the opinion that this will have a tendency to hold prices very firm. There has been no appreciable advance since the last issue of DRY GOODS REVIEW, but the market is very strong and the trend, it is authoritatively stated, is not likely to be downward while distribution is so uneven throughout the world.

While supplies of wool are likely to be fairly heavy this year, there is on the other hand an unprecedented demand, and the cost of labor and shorter hours figure largely in the market strength. The Canadian mills are filled with orders without exception. The maximum production of the plants in the Dominion is, however, insufficient to provide for the entire Canadian needs. "Made in Canada" merchandise has a very big place in the Dominion now, and is more and more winning favor on its own merits. There was some hesitancy displayed earlier in the year, when nervousness seized certain American interests, and they booked orders at a sacrifice. Deliveries on these orders were cut down 25 per cent., and the price movement has been steadily upward since that time. The present situation is that goods now on order by wholesalers will cost them considerably more laid down in Toronto than the price they are now asking the retail trade for similar material bought some time ago.

No release is in sight yet from British mills; orders there are simply stacked up, and only approximate prices given for those accepted. Nothwithstanding the high and uncertain quotations the price of labor is the biggest element for consideration when it comes to made-up clothing, whether men's, women's or children's.

The woollen industry is one of the busiest in Canada, and there is little chance of any surplus of woollen textiles this year. Canadian novelties and tweeds have been taken up readily by the trade, and in many cases consumers are allowed to believe that the goods are imported—which seems to make them more popular.

Some heavy knitted fabrics made in Ontario are selling for men's overcoatings and women's fall suits. These are so closely knitted as to have every appearance of woven cloths.

A report from Washington, dated July 3, states that the average cost of all wool purchased by the war Department there, to May 31 last, is 71 cents. The average cost of that sold to May 31 last is 76 cents per pound, and the price received 72 cents.

Another report of the same date from Boston, states that an era of economy appears to be sweeping over the worsted branches of the textile industrial and production of wool waste has been reduced to a minimum.

It is said that the saving in wool cloth by the tailors to the trade in the United States through a reduction in the size of samples at the instance of the Commercial Economy Board amounted to over 220,000 yards. For the entire garment and clothing industry the saving resulting from smaller samples will be not less than 1,500,000 yards. The saving in cloth that is resulting from the reduction in yardage per garment will probably amount to at least 35,000,000 yards this year, the memorandum states.

LINENS

LINENS.—Improvement in the market for linens has not yet manifested itself, and conditions are much the same as they were a month ago. Stocks continue light among the various dealers, and it is almost impossible to negotiate any new buying. The announcement of what is believed to be the largest one-man deal since the signing of the armistice, whereby a purchase of forty million yards of fine linen for four million pounds sterling was consummated, is not expected to release much linen for Canadian use. This linen is of good quality and was made to cover the wings of aeroplanes. It can be used for household linen, handkerchiefs, etc. The deal represents three years of the normal supply. It will be largely taken care of in Great Britain, where the purchaser has announced that he intends to dispose of it at prices under those at which Belfast can manufacture. Any surplus, it is said, will be disposed of to allied and neutral countries. The linen industry will be some time returning to normal conditions, as the state of Belgium and Northern France, where a good deal of flax is grown, will not permit of any very great crop this year. The excessive demands, too, will tax the output of the mills for a very long time, and the general consensus of opinion is, that, like in other lines, lower prices will not rule for a very indefinite period.

R. J. Hutchinson, chief of the fibre division of the Ottawa Experimental Farm, who has been in Ireland and Great Britain in the interests of establishing a permanent export market for Canada fibre, has met with most encouraging success. Important developments in connection with the industry are expected to result. Arrangements have been made for a demonstration of an important new process of synthetic retting at the Government Experimental Mill, which, if successful, will entirely revolutionize the whole industry and place Canada in a position to produce flax fibre cheaper, it is claimed by the inventor, than cotton can be produced in the Southern States or elsewhere. The possibilities of such a consummation would insure a new source of economic wealth beyond the power to calculate and make Canada the linen centre of the world.

The discoverer of the process, who is an Irishman, whose family for 10 generations have been engaged in the flax and linen industry, says it is Canada's golden opportunity, and he predicts, with the quality of fibre we are now producing, that the linen spindles and looms of Ireland are likely in large numbers to be transferred to this country.

According to a report of the War Industries Board of the United States, recently published, more than one-third of the linen of the world is manufactured in Ireland, and 92 per cent. of all the world's flax has been grown in Russia and Belgium, the remainder being divided among Holland, Northern France, Finland, Austria-Hungary and Germany. This year, according to the report, Ireland has tripled her flax acreage, planting 150,000 acres, while Canada and the United States each planted 15,000 acres this year. On the Russian revolutionist farmer's recent experience the report bases the prediction that he will no longer grow flax, but will turn to food crops, and makes the astounding declaration that the linen manufacturers of the Old World are looking to America to furnish their flax.

These are rather surprising prognostications. It seems incredible that so complete a turnover in the raw market of such an old industry as that of linen should be possible with such suddenness. The progress of the discoverer's process will be watched and tested here in Canada with great interest, and will, no doubt, be a stimulus, along with other influences, to the growing of flax in Canada, but it is hardly to be expected that flax raising will be our national industry until a more definite place in the markets of the world is assured for it.

DRAPERIES AND CURTAINS

Prospects Are Better for Importation of European and British Lines

DRAPERIES AND CURTAINS.—A representative of one of the largest houses in Toronto has gone abroad to look over the British and French markets, with a view to making as heavy purchases as conditions will permit. Some of the larger mills in France have been repaired, and again are busy manufacturing beautiful French damasks, brocades and exquisite tapestries. British merchandise in these lines are very much needed on this side at the present time, and retailers will be glad to know that the prospects are better for the importation of these lines. There is a very abnormal demand at the present time, both in the foreign and home markets, according to information received from the Old Country. Because of this prices have advanced very materially in the past thirty days.

On a recent visit of buyers of Toronto houses to New York and Philadelphia, they found some of the manufacturers booked up for the balance of this year's trade. Tapestries are difficult to get, and cretonnes are advancing overnight. From present indications, in their opinion, prices are not likely to be less for some time. With the signing of peace the embargo on the exporting of British goods will be lifted, and with the establishment of credits to European countries, there is a marked possibility of a shortage for this market. The labor situation and the strong position of the market for raw materials have tended to keep prices in the ascendency, and just at present manufacturers can see no immediate likelihood of lower levels. Placing of orders early is advised. Supplies of furniture coverings are of very fine assortment, and velours for curtains, although of limited supply, are of attractive qualities and colors.

In window curtains the Canadian market contains for the first time some hand-drawn numbers, which are being received with favor by buyers who have had to import everything of that nature heretofore.

CARPETS AND RUGS

Quotations on Rugs Are Unchanged at Last Month's Advance

CARPETS AND RUGS.—Quotations on carpets and rugs show no changes, but are very firm at last month's advance. The tendency is towards higher levels, and further advances are not thought unlikely. Well-known English houses announced early in June that they they could not accept any orders after the middle of June at present prices, as it was more than likely that in the very near future, values will see still further enhancement. The demand in England for both carpets and rugs is very great, and now that peace has been signed it is likely to increase. The European market will be very strong. Many homes in France and Belgium were stripped of their carpets during the war, in order to use them for purposes of prime importance in the carrying on of the war. Germany and Austria, too, will be in the market for carpets and rugs. Canadian wholesalers state that English manufacturers tell them that they are not keen for Canadian business owing to the excessive demand closer by.

In the market for oilcloths no change is reported in prices, but the scarcity of goods is as pronounced as ever. Indications point to even higher prices than reigned during the war.

In the way of prices, Axminster 3 by 4 rugs are now selling at $46.50, Wilton 3 by 4 rugs at $75, and tapestry squares at $21.

BOOTS AND SHOES

Prices Show Advance of From 7 to 10 Per Cent. as Compared With a Month Ago

BOOTS AND SHOES.—Since the last issue of DRY GOODS REVIEW there has been an advance of from seven to ten per cent. on practically all lines of shoes. Kid oxfords, that a month ago were selling at $3.50 per pair, are now selling at $3.65. Women's calfskin shoes were selling at $3.50 per pair, are now bringing $8. These instances of price advances are on Canadian-made shoes, but the American market has also shown very marked strength. There is no hope of any early reduction in shoe prices. Excessive demand from Europe, and also labor troubles, have contributed to the maintenance of shoe values at high levels. "We have had the biggest season for many years in canvas goods," stated a prominent shoe man to DRY GOODS REVIEW the other day. "There has been an exceedingly heavy 'run' on all kinds of white shoes. Where last year there was very little sale on account of the backward weather, the hot spell starting in early this year greatly stimulated the demand."

NOTIONS

Mending Wool Goes up 20 Per Cent. and Hook-and-Eye Tape $4.00 a Gross Yards

NOTIONS.—There is, according to Toronto buyers, a strong tendency for practically everything in smallwares to advance steadily at least until the end of this year and very probably longer. Cotton, wool, metals and labor are all pitched at such inclines that any combinations of them cannot but ascend likewise. This means that tapes, thread, mending wools, etc., are included. As evidence, hook-and-eye tapes have advanced $4 a gross yard, and mending wools have gone up 20 per cent. in June.

Buttons, too, are higher and deliveries slow.

Needle supplies are fair and English needles are coming along better just now than heretofore.

Hairpins, too, are better, but deliveries on safety pins and hooks and eyes are slow.

"Peace has only served to increase prices. I have covered myself enough to take care of my customers for the balance of this year and retailers would do well to do likewise," said a large manufacturers' representative to DRY GOODS REVIEW.

"Buyers should cover themselves in staples for the balance of this year at least. Many manufacturers are sold up to August and everybody is short of merchandise," said one of the biggest retail notion buyers in Canada.

Another large buyer said, "I have bought for this year and part of next. Buyers will gain nothing by holding off."

With opinion unanimous merchants need not fear to protect themselves with staples at least for delivery up to the end of this year.

There is a feeling that English goods may go back to 1918 prices by the end of this year, but not below that. One buyer expressed the view also that snap fasteners might take a slight decline within the next six months, owing to the great number of manufacturers who came into being during the war and will shortly be tested as to who are the fittest to survive.

SILKS

Prices Soaring Daily—Swiss Goods Keep Up—Raws Now Approximately $10.00 Per Pound

SILKS.—With European demand for manufactured silks increasing rapidly, enormous consumption taking place in the United States and elsewhere, the drain on raw silks is boosting the prices up and up. More than $1 a pound has been the advance in the past month, and a figure within a fraction of $10 a pound is now reached.

Owing to a cool Spring in Italy silk crops there are reported as unsatisfactory to such an extent that Japan is delivering considerable quantities to Italy.

Swiss silks are 20c a yard higher than at the first of June. They are too high, on the whole, to interest buyers very much.

Habutais in 36 in. width, natural, 8 m, are quoted at $1.05, 10 m, $1.35, and 12 m, $1.50. For black and navy 4c a yard is added, and for colors, 2½c. These figures are not guaranteed for any time at all.

The best novelty productions in French and U.S. goods will retail at $6 to $10 a yard, which means that many merchants will not touch them at all.

Buyers did not show keen interest in pile fabrics earlier in the season owing to the high prices for them, but now with silks advancing so strongly they are forced to consider velvets and velveteens and fair sized orders are being placed.

DRY GOODS REVIEW

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WHERE ARE THE GIRLS?

THIS is a question which has been puzzling manufacturers, and also some merchants, for many moons. In fact, so far as manufacturers of women's clothing are concerned, the shortage of girls for operating and for other branches of the production is their chief trouble. Various answers to the question have been given—"They are marrying the returning soldiers"; "they are staying at home on the farms and in small towns where living conditions are higher and money more plentiful than ever before"; "they have saved up so much munition money that they don't need to work—yet"; "they are going into other lines of business which new conditions have opened up"—and so on. These answers may all be true to some extent but the real answer is given in the Canada Year Book, which points out that, wedded or single, they just "aint." There were 437,347 fewer females in the Dominion of Canada last year than males! In no province from coast to coast does the number of females equal the number of males. Prince Edward Island is the nearest to equalization, having 991 females for every 1,000 males. The deficiency of the number of females as compared with that of males is probably greater in Canada than in any other country.

This means that the whole dry goods trade should unite to encourage a good class of female immigration to begin just as early as possible. It will help solve the "Made-in-Canada" production problem and will also mean more customers for the dry goods trade.

* * *

ADVERTISING of the right kind shortens the distance between human minds just as surely as the railroad shortens the distance between places. It is still possible to walk from Toronto to Montreal, and it is still possible for a business to get along without advertising. But—why not use modern methods of "getting there?"

PROFITS AND PREMIUMS

THE popularity—and the necessity in many cases—of profit-sharing plans among merchants whereby certain moneys are distributed to employees as interest on their investment of ability, energy, enterprise, etc., is allowing the reappearance of the old premium-giving plan under the "profit-sharing" heading. Customers are intended to be profit-sharers as well as the workers, according to the announcements. In most cases where premium giving became popular before, people became a little sceptical either of the value of the premiums or of the sincerity of the store's statement of returning actual profits to purchasers. There was a feeling that either the premiums were not worth the value placed upon them or else that their cost was covered in the prices of regular merchandise.

No matter how sincere a merchant may be in his intentions to share profits with customers and sales people, there is bound to come in somewhere, sometime, the feeling that profits are actual money and if the merchant dictates that the profits shall be limited to certain lines of merchandise specially offered for the purpose, the one who is supposed to be sharing in the profits is not getting all that is his due—on the grounds of profits.

There are cases where the giving of premiums has been carried on for years with a degree of satisfaction, but if a merchant is sincere in his desire to share profits there is nothing which will make the direct and impressive appeal to the public, like real hard cash, and if he is going to give cash to his customers, why should he not mark his goods lower and insure a better turnover? It is cash returns which seem to be the only solution for the problem of salespeople's indifference to their work and an increasing number of the progressive merchants are finding that out. Actual profit-sharing with customers should not be confused with premium-giving. They are two different things which sooner or later people will refuse to call by the same name.

STYLE FORECAST FOR SPRING AND SUMMER, 1920

Styles Adopted by Style Committee of the International Association of Clothing Designers.

THE members of the style committee have decided that there are to be no more waist line models for next Spring and Summer. As far as they are concerned the styles of 1919 are gone for good, and in future the conservative styles of form-fitting, high-waisted models, with coats 30 to 30½ in. in length, will be the thing.

Based on an average height of 5 ft. 7, or a standard 36 size, the styles are as follows:

1. Men's conservative three-button sack.—Length, 30 in.; sleeves with vents and two buttons; medium width lapels, natural width shoulders; plain centre vent; plain flap pockets; breast velt.

2. Men's stylish two-button sack.—Length, 30 in.; sleeves with vents and 2 buttons; medium width collar and semi-peaked lapel; natural width shoulders; plain centre vent; regular pockets.

3. Young men's sack.—Two or three buttons; length, 30 in.; form fitting; narrow shoulders; lapels medium width; soft roll straight notch or peak; front slightly cut away; straight or slanting flap pockets; shapely sleeves finished with open vent and two or three buttons; long hook vent.

Young men's extreme sacks.—One or two buttons; length, 30½ in.; high waist line sharply defined; draped skirt; shoulders narrow; lapels; wide open notch; straight frout; well rounded pockets; vertical welt or crescent piped; shapely sleeves; finish bell shape with buttons; centre hook vent; roll sleeve head optional.

5. Double breasted sack.—One or two buttons; soft roll; length, 30 in.; back and sleeves same as young men's extreme sack; pockets, slanting or straight flap.

6. Vest.—Single breasted; no collar; low opening; long points; five buttons; narrow welt pockets.

7. Trousers.—Young men's trousers; knee, 18 in.; 14½ in. bottom; bottom finished with a cuff; conservative trousers, knee 19 in., bottom 15½ in.

8. Afternoon frock.—One or two buttons; waist line, 16½ in.; full length, 37 in.; plain or bound edges optional.

9. Young men's dress coat.—Satin face to edge; waist line, 16½ in.; full length, 39 in.; extremely narrow skirt at bottom; bell sleeves; link button and extra cuffs; collar, breast pocket and cuff satin piped; silk braid on trousers.

10. Young men's dinner coat.—Length, 30½ in.; peaked lapels, satin face to edge, link button, outside breast pocket, slash piped or regular pockets, bell sleeves, link button and extra cuffs, yoke lined, body same as young men's extreme sack.

11. Sport coats.—Wide variety and will be very popular; double and single breasted with yoke, pleats and belts; pockets of all descriptions.

E. E. VOLPE
Chairman Style Show

12. Young men's shapely overcoat.—Single or double breasted; 39 in. long; high waist line, sharply defined; long hook vent, vertical or slanting pocket, yoke lined; peak or plain notch lapel; creased or plaited side seams optional.

13. Box coat, single breasted, 40 in. long, natural shoulders, style of pockets optional,' sleeves plain, yoke lined.

14. Slip-on Raglan Overcoat.—40 in. long; button through, slash pockets.

As far as boys' styles go it was decided that they would be patterned after the young men's models, and in their case the waist seam line would be in order and belted models optional.

The convention was very well attended, there being some two hundred delegates in attendance, coming from all sections of the United States and Canada. Some of the delegates were held up at Rouse's Point, pending further inquiries into their past. With the exception of one or two little unpleasant incidents, such as this, the whole program was carried out and thoroughly enjoyed by the visiting delegates. The weather was to blame in that it almost turned the midsummer night's gladness into a nice Winter ice palace, but, as explained by the president, one cannot always consult the weather when planning these little jaunts. The Montreal committees are to be congratulated on the able manner in which they performed their duties, and especially so because this is the first time that a convention of this kind has taken place in Canada and they had no previous experience to draw from.

It was decided to held the next convention at New York; a unanimous vote was polled, Cleveland being the only other city suggested.

NEW SILK COLOR CARD

J. A. Migel, Inc., New York, have issued an attractive Fall color card for their silks. One of their moonlight scenes is on the cover in a setting of grey, white and blue with very artistic effect. There is a range of 54 colors shown in which all the new Fall silks of the firm are to be had.

Mr. Rhys D. Fairbairn, of the R. D. Fairbairn Co., Toronto, has been appointed to the Canadian Trade Commission in place of C. B. McNaught, who resigned a few weeks ago. The new commissioner has been associated with many public activities in Toronto.

DID THE STRAW HAT SHORTAGE CATCH YOU?

The Greatest Straw Hat Selling Season Has Just Been Passed Through—Hats of All Kinds and Descriptions Gathered From Store-rooms in Attic or Cellar Bring Top Prices.

WHILE in conversation with a Toronto hatter not long ago, a MEN'S WEAR REVIEW representative was taken down into a cellar store room and shown enormous quantities of hats that had been left over from former selling seasons after the 98-cent sale had fizzled down to a frost, and had been shelved for the first fall showing of stiff and soft felt hats. A few days later our representative again had occasion to go in at the same store, and again was led by the hand down the back cellar stairs and shown the wonderful stock of straw hats that was, for the place was cleaned out, even to the old antiquated models of 1914 with the low crowns and wide bands of ribbon, and at prices that a few years ago would have bought a "gen-u-wine" Panama-put-it-in-your-pocket, fold-it-anyway straw hat that father used to like to tell the rest of the boys he'd paid twenty-five dollars for.

Cut Price Sale

One of the most notable features of the straw hat season this year is the unique lack of cut price sales that usually are staged for the last week in June. True, there is generally a falling off in sales this time of the year as the majority of men buy their hats the first two weeks in June, and some merchants put on sales to liven things up, and purchasers are induced to lay in a stock for next season or discard the slightly soiled hat that was held over from last season and is beginning to look seedy and get classed in the "has beens," or "used-to-was" category, with a class B rating for garden or home duties only. The wise merchant will be well advised to hold off such sales entirely this season, for there will be plenty of opportunities to sell two straw hats to almost every original purchaser, for they are a frail contraption, and once sat upon, are fit only to be taken as an upper protection on the odd jaunt into the woods or the holiday resort, where the dress shirt is a quantity equally unknown, and abhorred. As prices are not coming down, and in fact in most quarters are predicted going up from 25 to 35 per cent. higher next season, it would seem to be better business to sell them only at such prices that will show a regular profit that is ordinarily made on regulars rather than deteriorates. Following is a note of warning, headed: "A Lesson in the Straw Hat Shortage," which appeared recently in the "American Hatter":

The outstanding feature of this season's hat business is the overwhelming demand in May for straw hats and the failure of the supply to anywhere meet the volume required. Not in one section of the country, but everywhere, was the same story—pleasant weather, bright, warm, sunshiny days, a universal impulse to throw off the felt hat and don a straw. It seemed that everybody in creation bought a straw hat, or rather tried to buy a straw hat—all within the period of one week, and as the aggregate hat retailing facilities of the entire nation are not sufficient to meet such a demand, quite naturally chaos ensued.

New York to California and Back

Weird tales are afloat in the gossip of the market—hats doubled and tripled in price at wholesale; jobbers buying at retail prices from other jobbers and selling to retailers at substantial advances; hats originally shipped from the factories in the East to California jobbers actually sold to retailers in New York and shipped back East; styles of years ago buried in cellars with the sign over the door, "Abandon hope all ye who enter here," dug out and actually sold for real money! There were only two essential requirements to consummate a sale—the article must be made of straw and must be formed in the shape of a hat—what the straw was or what the shape or trimmings might be, was immaterial, and even the price was of little concern, being limited only by the degree of nerve that the seller possessed.

A Market Bare of Hats

On June 7, so far as the American trade was concerned, there was not a straw hat in the world except the hats on the street and in the sadly-depleted stocks of the retailers. Such a clearance of stock early in the season or late, has never been known—the market is bare of straw hats, and manufacturers are unable to produce enough for the remainder of this season to meet the requirements.

This in brief is the history of the straw hat season of 1919. Never during the career of the oldest men in the industry has the trade experienced a similar situation.

Labor Scarcity Caused Shortage

The causes for the unprecedented conditions are clearly defined. On account of the labor stringency resulting from war conditions, manufacturers were unable to produce even 50 per cent. of their usual output—so much for the restricted supply; a combination of business prosperity, high wages and favorable weather early in the season created the active demand.

The true value in a study of the past is found in the lessons thereby taught for guidance in the future and for hat men a review of this season teaches clearly the wise course for next year.

In 1920 there will be another shortage of straw hats. This year there was some measure of relief in the surplus of stocks carried over by retailers and wholesalers. This surplus has now disappeared, and for next year there will be available only the current year's production and while the labor situation is greatly relieved, it is nevertheless certain that there will not be a sufficient number of straw hat workers to bring the year's output anywhere near the normal mark.

Higher Prices and Short Stocks for 1920

For 1920 there must be substantial increases in straw hat prices, and it is quite likely, after the new lines are on the road, that prices will be advanced as the season progresses. There has been no attempt on the part of straw hat manufacturers to engage in profiteering—competition is too keen. As a natural result cost figuring and the establishment of prices is based on the closest possible margin and in consequence it is likely that with the unsettled conditions when the lines take the road, later developments will necessitate readjustment of prices to meet increased costs that are confidently expected to materialize.

It is impossible at this writing to give any definite idea of the amount of the probable advance in straw hat prices—manufacturers themselves do not know their new prices yet. Perhaps the increase will be $3 a dozen—perhaps it will be still greater, possibly not so much.

One big item of advance is the price of labor, another big increase is in the cost of braids—as an example, one item which a year ago cost 85 cents apiece, is to-day quoted at $2.35, and similar increases apply to the entire list in the braid market.

On account of the congestion caused at the factories by the enormous orders which will demand maximum production right to the end of the straw hat season, it is assured that all of the straw hat lines will be late in starting road trips, more especially as manufacturers will wish to wait in order to permit conditions to develop as far as possible before starting the season's business.

Panamas, etc., Also Scarce and High

In Panama and other woven body hats the situation is practically the same as in the straw braid industry. Just as braids have increased in cost, so bodies have had sharp advances in prices and the cost of labor has gone up to the same extent, so that there will assuredly be substantial advances in price for the coming season with a probability of a shortage of hats next year.

H. W. Lake, Ltd., have grown too large for their London premises and so far have moved their factory and warehouse to 6 and 7 Redcross Street, Cripplegate, London, E.C.1, which is now their address.

HOW A VELOUR HAT IS MADE

A New British Trade Captured From the Austrians.

By A. R. THACKRAH, London Editor.

The present vogue of the velour hat marks an epoch in the history of the British hat trade. Many a Briton today carries on his head the soft, slightly

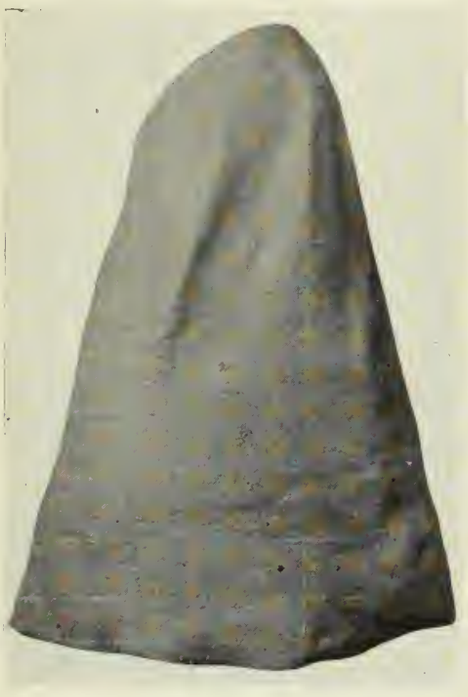


FIG. 1

fluffy and very attractive outward symbol of a great war victory, bloodlessly won by the British hatter, who, inside the four walls of his business, is by no means as mad as tradition would lead us to believe.

The story runs as follows: Once upon a time the manufacture of velour had its home in Austria, where for many years a thriving trade was carried on, and much skill and experience in production was gained, likewise much money. In fact the Austrians, not content with holding the market on the continent of Europe, were doing a big trade in the United Kingdom. This business would have continued to grow and flourish but for two things. The first was their failure to turn out London shapes and styles; the second they brought upon themselves, and that was the war. The elimination of Austrian competition during the past four and a half years has given to the British trade the impetus it required. Factories have been enlarged, new machinery has been installed, labor troubles have been successfully overcome, and there is a firm resolve in the trade that what they have captured they mean to keep.

FIG. 2

There are still many points which have to be investigated in respect to the velour hat. The Worshipful Company of Felt Makers, in conjunction with the Felt Hat Makers' Confederation, have joined hands in a scheme for the organization of a scientific laboratory for conducting experimental work in the hat trade, and a considerable sum of money has been voted for this purpose.

The following is a description in outline of the principal steps in the manufacture of a velour hat. It is not possible to set out here in detail all the processes, which number about twenty, but the accompanying illustrations will serve to indicate the most striking phases during its birth, or rather growth, to use a word which fits the occasion still better. The reason for making this distinction wil be appreciated when it is stated that the dunce's hat or hood, shown in Figure 1, which is roughly about 2 feet high, was grown in a few

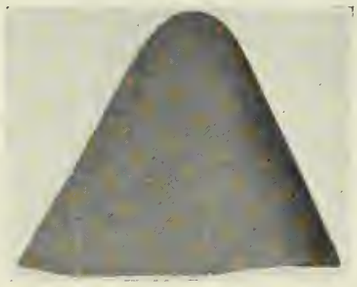


FIG. 3

minutes from two ounces of hare's fur. This trick is performed, according to the manufacturers, by blowing the fur on to a perforated, revolving cone, where it is fixed in position by having fine jets of boiling water sprayed upon it.

FIG. 4

The hood is then removed from the cone, and is given the name of the "form."It is wonderfully light and strong, and of even texture.

The next process is the reduction in size of the form, and at the same time the concentration of its mass. This is effected by what is termed planking, which consists of rolling and shrinking it to half its original size in boiling, acidulated water. During the process of planking, the velour is brushed to produce the required surface.

The form thus shrunk and treated is seen in Fig. 2. It is then placed upon another revolving cone, and the outstanding hairs are carefully shaved, or clipped to a uniform length and thickness. Looking closely at Fig. 3 it will be

FIG. 5

seen that the surface is much finer and more even than that in Fig. 2.

After planking, brushing and clipping the hat-to-be is dyed.

In the fourth stage we arrive at something approaching a civilized hat. Fig. 4 shows the form after being pressed into shape by hydraulic pressure in an iron mould, or dish, with the brim ready framed. Fig. 4 shows a still more perfect shape, ready for framing and curling.

Fig. 6 shows the completed article, trimmed ready for wear as exhibited by Messrs. Lincoln, Bennett & Co., Ltd., of London.

The various colors for velour hats in favor at the moment are castor, shades of gray and larva. The prices are ad-

FIG. 6

vancing owing to the increased cost of felt and labor. The hare's fur used in making the genuine velour is fetching as much as twelve dollars per pound.

Hand-made laces and embroideries are among the articles which can now be exported from Poland. A license from Warsaw, is, however, required.

Coal tar products and dyes, perfumery other than soap, yarns and thread, tissues, worked and made-up furs, jewelry and watches, etc., and musical instruments, constitute a list of goods which remain temporarily subject to import prohibition in France.

Two representatives of the Irish Linen Society, H. G. Haughton, executive head, and W. A. Webb, chairman of the society and head of the "Old Bleach" company of Randalstown, arrived in America towards the end of June for the purpose of extending the trade in Irish linens in the United States and Canada.

Food For The World

Again filling our Granaries from our Great West Working in Good Old Peabody's

QUITE a Contrast: A year ago he was tuning and grooming the battle-planes that brought Retribution to Squealing Rhineland and drove the Hun from the Air. To-day with Tractor and Thresher he is Reaping the Golden Harvest with which Canada feeds he War-Starved World. Like thousands of young Canadians, he fought and won in Peabody-made fighting clothes---the honored uniform of Canada and her Allies. To-day these Boys are winning the Big Battles of Peace in Peabody Peace Regimentals, Overalls and Gloves, good honest work-clothes---the universal choice of good men to do good work.

It's time for more Team Work---in Peabodys. Let's Go!

PEABODYS
SALES CORPORATION LIMITED
OVERALLS

Are Almost Everybodys. Are They Yours?

WALKERVILLE :: ST. JOHN :: MONTREAL :: TORONTO :: WINNIPEG :: VANCOUVER

THIS

is the original Canadian-made garment for boys and girls from 2 to 7 years, advertised in the leading periodicals.

We can deliver HAUGH BRAND garments for kiddies to ship July 15th.

Let us send you an assortment.

$12 to $13.50 per dozen.

Canadian Product *for* Little Canadians

The Arm and Hammer Trade Mark always guarantees UTMOST VALUE in

TROUSERS AND WORK SHIRTS

From start to finish, the materials, workmanship, and special designs, are unexcelled. The recognition they have received from coast to coast, and their increasing popularity, prove their genuine reliability in every detail.

THE J. A. HAUGH MFG. CO., LIMITED

TORONTO

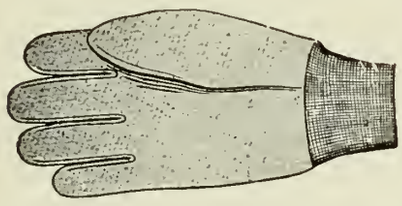
Manufacturers of The Famous "Arm & Hammer Brand" Shirts, Overalls and Trousers

You'll need a stock of

TAPATCO
REGISTERED TRADE MARK
BRAND

GLOVES for the Harvest Trade

TAPATCO Working Gloves are just right for the man who helps to garner Canada's Harvest. Roomy, Comfortable and Well-Wearing to a degree every pair of TAPATCOS gives the customer unstinted satisfaction for his money.

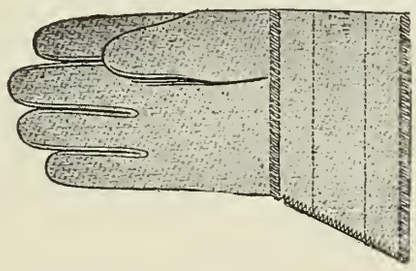


STYLES—Gauntlet, Knit Wrist and Band Top.

WEIGHTS—Heavy, Medium or Light.

COLORS—Tan, Slate or Oxford.

MATERIALS—Leather Tip, Leather Faced, Jersey Gloves and Mitts.



— MADE IN CANADA —

The American Pad and Textile Co.

CHATHAM, ONT.

DU PONT

A Reminder

This new metal sign placed on your counter or in your window will constantly remind your customers that you have

Challenge Cleanable Collars

in stock. Write for one to-day. They are neat and attractive in design, and as silent salesmen will help you out considerably.

Write for our catalogue and store helps. They are free for the asking and well worth having.

The Arlington Company of Canada
LIMITED
63 Bay Street, Toronto
***Sales Offices:* - Montreal - Winnipeg**

An Everyday Demand

Carhartt's Allovers

The Carhartt Allover is the original Combination Overall. It has many imitators, but no equals.

Secure the best for your trade.

Insist on the Carhartt line.

A postcard will bring you samples direct to your store.

Hamilton Carhartt Cotton Mills, Limited

Manufacturers of Men's Overalls, Work Gloves, and Carhartt's One-Piece Allovers for Men, Women and Children . . . .

TORONTO MONTREAL WINNIPEG VANCOUVER LIVERPOOL

Wide-Awake Retailers

Are out to win a favorable verdict for their ability to supply the public with honest values.

Our policy is similar toward the retailer. We offer

Working and Outing Shirts
Flannels, all Shades
Tweeds, Sateens
Drills, Oxfords
Flannelettes
Night Shirts
Pyjamas
Boys' Waists

at lowest prices.

Buy early and don't make the foolish mistake of delayed buying.

The Deacon Shirt Co.
Belleville Ontario

Even One Half Hour

spent reading your trade paper is time well spent. Then pass it on to your assistant, and let it help him to help you.

ART CLOTHES

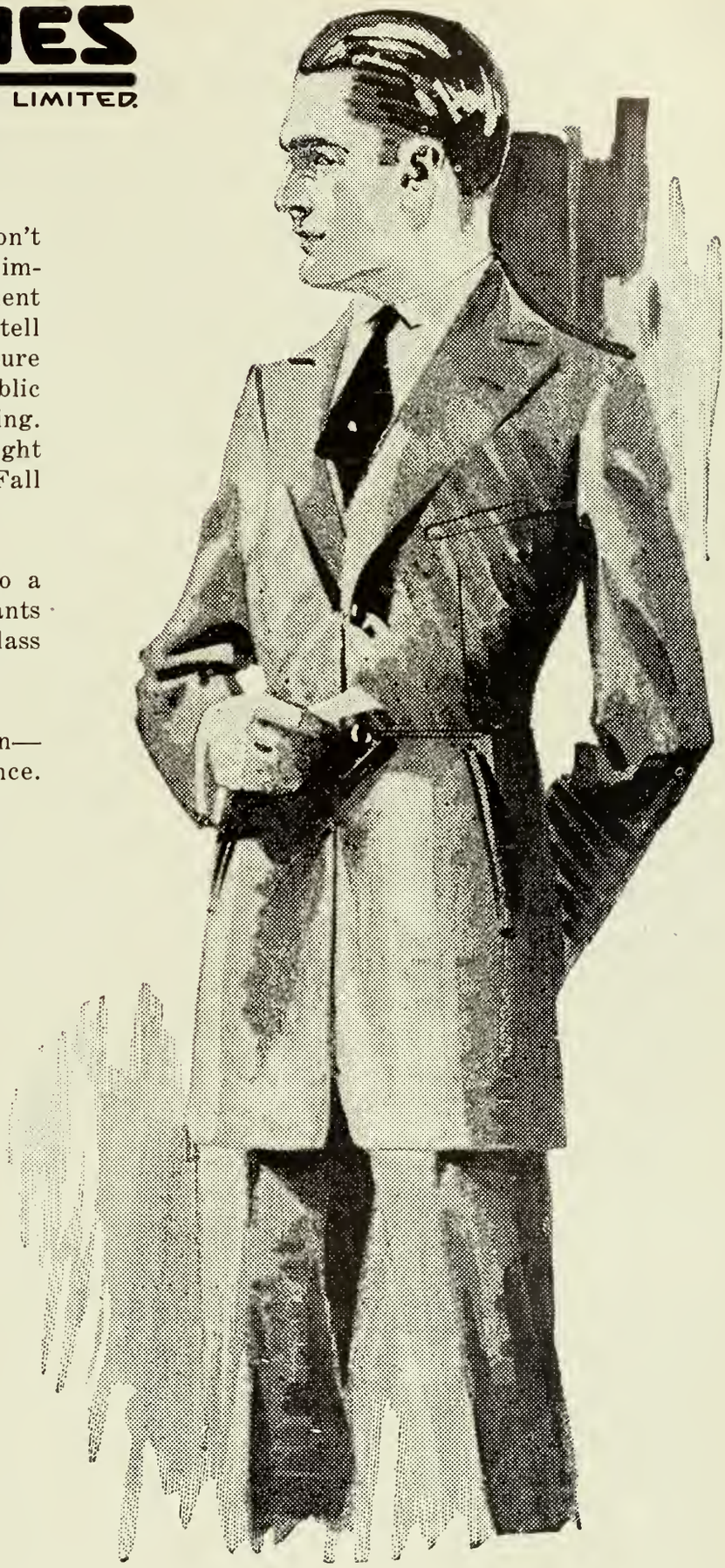
COOK BROS. & ALLEN LIMITED

TRADE MARK

WHAT others may do we don't pretend to know—the important thing at the moment for you to consider and for us to tell you is that here at least you are sure of a line that will meet the public demand for ALL WOOL tailoring. Our fabrics have all been bought and we're now making up our Fall and Winter samples.

Art service will be available to a few additional real live merchants who realize the value of a first-class special order department.

Don't wait until the season's on—make your arrangements at once.



Don't Delay—
WRITE TO-DAY

COOK BROS. & ALLEN
Limited
WHOLESALE TAILORS
TORONTO.

"Mrs. Hawkins" Analyzes Selling

Educational Instructor Does Some Buying and Makes Return—Her Conversation is Pregnant With "Leads" for the Alert Saleswoman.

THIS is the story of a demonstration held in the Draperies Department of Almy's Limited, Montreal, on Monday, July 6th last, in which some very practical suggestions were given the sales-girls of the department through a buying expedition of the Educational Director, Miss Crary, B.A., a graduate of the University of Minnesota, who took post-graduate courses at Simmons College and New York University in Salesmanship. There were present besides the Head of Stock (the assistant buyer) a number of the sales-girls.

In Role of "Mrs. Hawkins"

Miss Crary arrived in the role of Mrs. Hawkins, and desired some hangings and other furnishings for a blue room. As she came up, one of the girls (with some fear and trembling at the ordeal, it may be judged), went to meet her. The first requirement was some cretonne for hangings, and the clerk showed her a plain blue line. No, it would not do. "I want something with life in it," was her reply. Several others were shown before the one was found that suited her taste and the needs of the room.

Then the curtain. One was hanging up on display which she remarked she had seen a good deal of in store windows. The clerk brought forth a coarser line about which she was a little puzzled as to whether it was scrim or marquisette, but finally, correctly, decided it was the latter. But that was too coarse. Another look at the one hanging up, and a remark about it by the "customer," and the girl at last brought it over and set it up against the cretonne. The customer was satisfied, and took both.

Then came the making up of the sales check; the repeating of the name by the clerk, which corrected, fortunately, the spelling which would otherwise have been incorrect.

Return of $10.95 Lamp

Next "Mrs. Hawkins" remarked that she had bought a lamp in the store for $10.95 and wished to return it, as she did not like the color with the other decorations of the room. Correctly the girl made out the check, but the amount of the lamp she was going to deduct from the bill of purchase just made, a mistake in store procedure which the director at once pointed out in an indirect way.

Then came the "Suggestions," the extra sales of goods beyond those the customer came in definitely to buy. The girl asked her if there was anything else and found she wanted a covering for a table, and some special lines of table oil-cloth, colored and plain white, were shown; remnants, at a reduced price. The piece was measured and the difference explained between the regular price for that quantity, and finally a sale was made of a piece for one dollar.

Just before leaving an idea occurred to the "customer."

Contract Work Done in Store

"Shall I have to make these up myself?" she remarked, in reference to the cretonne.

"No, we can do so in the store for one dollar each, or two dollars for the window," was the girl's reply, with a slight lack of convincing detail, perhaps.

This ended the demonstration, and with arm around the young sales-girl, the director began to discuss the incidents of the buying and selling.

Could Have Shortened Time

A few points were quickly touched on by "Mrs. Hawkins," now in her real role of Educational Director. The time of the sale could have been shortened—cut in two easily—she thought, had the clerk acted on the customer's manifest interest in the curtain that was displayed on the rack.

"I think you could have sold it without touching the other coarser one, for I was just dying to see it up alongside the cretonne, and you did not put if up there until I had spoken of this more than once.

Should Know About "Imitation Filet"

"Then it would have been well to know that it was imitation filet, and that this was very popular just now. Not only in curtains, but in collars and other things.

"Then, in connection with this, you might have complimented the customer on her selection: this is often very pleasing.

Making Out "Call Slip"

"In regard to the Call Slip, it can and should be made out in the department where the request is made. Then the customer should be given a receipt, so that she will be sure the Call is in, and the top part should be sent to the Adjusting Bureau. Even if you get the word by 'phone, don't be afraid; make it out yourself.

"But you can't take the amount of the goods to be returned off the sales check; it must go through the Charge Office.

"Slow" and "Wilful" Type."

"Where would you place me as a customer?"

Finally is was decided "Mrs. Hawkins" was of a "slow" temperament, and "wilful" type.

"What about suggestions that lead to sales? Is there a big or a little chance for making suggestions with such a type? There is a big chance.

Developing Sales.

"The sales that are held by the store from time to time are simply to get customers in. That is the whole idea. It is not what we make out of the sales, because as a rule prices are so low that very little is made. But if you take a 'slow' temperament of customer, whether of an emotional or intellectual or wilful type, you can sell her. Take your time. Don't bother about the others. Any bundle girl can sell goods that are on sale. The point for you is to take time with this customer and increase your sales."

At this point the Head of Stock, Mr. Deprato, remarked, "You can't increase sales unless you get away from bread and butter merchandise. You should go out to sell the better class of goods, not the bread and butter stuff."

Morning Customers Best

Miss Crary said that any customer that displayed a slow temperament with the right spirit back of it would be willing to look at any merchandise that the clerk suggested, if she had the time. "The customers who come in the morning are the best customers, as they usually have more time to spend. Then you have a better chance to pick out customers for developing sales, and remember, you cannot tell by looking at them what they will be able to spend. Coming back to our wilful customer, what does she like? Does she like to feel that the clerk is meek and mild? No, she likes to feel that you are 'there'; that you can justify your goods; she wants to feel that you know your goods also. In this case you are not quite sure whether the goods were marquisette or not, and the customer noticed it. But more than that, you could have gone on to talk up your goods, and tell her that they would wear well and wash well."

The Lesson of the Lamp

Miss Crary then took up the point about sending in a call for the lamp that was to be returned. Now came the point as to what might have been done when the lamp was said by the customer to be unsuited for the room. Turning to the girl who had done the selling to her, she remarked, "You started to suggest something when I told you about

the lamp, but did not push it over. What might have been done?"

"I would have tried to suggest a different color," remarked another girl.

"Yes, you could have asked her to look over the others in stock, or you might have thought of something that would have suited her as a result of the sale of drapery. Have any of you a lamp in mind that might suit better, a lamp for a blue room?"

The Blue-and-Gold One

One of the girls thought a moment, and exclaimed, "Yes, there is a pretty one with blue and gold over there."

Miss Crary beamed, and returned, "Yes, that's a lovely one; that's the one I noticed; don't they go well together?"

Thus was the lesson taught over the return of a lamp.

A casual mention of "weddings" in Mrs. Hawkins' talk to the sales-clerk had been intentional, it turned out. Miss Crary had intended it as an opening for the sales-girl to take advantage of. She was engaged at the time making out her slip, and possibly was a little nervous, and had failed to do so. The director went on:

The Opening From "Weddings"

"When I mentioned weddings, didn't it suggest to you that you have something to sell in this department? I said that there were weddings all over my district, and that might suggest to you that I had friends who were getting married. Then, what's the lead? Surely something here suitable for wedding gifts. Have you anything in this department exceptionally beautiful?"

"Yes, we have some Swiss net," replied one of the older girls.

"Ah, there it is," exclaimed the director. "Don't be afraid of your high-priced merchandise," and continuing her questioning she learned that they had goods from $15.95 to $50.00 in the department which might have suited her for a wedding gift for a friend.

"Suppose you should say, 'We have some beautiful things that might serve as wedding gifts, and would like to have you see them.' And then get out your beautiful goods. For instance, I saw some lovely tapestries here. Why not suggest that this be used as a trimming for a shirt-waist box?"

Good Curtains as Gifts

At this point the Head of Stock mentioned a very apt incident that had been his experience. He had overheard ladies saying they were going to a certain place to look for wedding presents. He suggested curtains and showed some of marquisette, but one lady said she could not go over $5.00. There were some that he brought out then for $7.50, and "she just couldn't keep her eyes off them,"—and in the end bought them.

The Customer, turned Instructor, came back to emphasize the need for the salesman being able to "come back" strong in regard to their merchandise. Certain types of customers want a quick and positive reply, but no arguments. Suppose a lady should say, "I like it but, my goodness, it's too much to pay." Then it is your duty to prove to her that it isn't too much; that the goods are worth the money.

The demonstration ended with a kind smile and a "Thank You" to the girl who had been through the trying experience, and an expression to all the girls gathered around of thanks and appreciation for their interest.

When she left, the girls eagerly discussed the points that had been so vividly illustrated.

The experience gave them a new grasp of the possibilities of their work, a new interest, added keenness.

Such experiences are being repeated all over the store.

No. ..... O

ALMY'S LIMITED

Dept. 4 Sales 6 Date 7-6-19

Name Mrs C W Hawkins

Address 52 Wood Ave Westmount

Date Bought June 30 Value $10.95

Goods Lamps

Comp. Sig. .....

No. 6 Dept. 4 Date 7-6-19

Name Mrs C W Hawkins

Address 52 Wood Ave Westmount

Goods .....

.....

Directions .....

CUSTOMERS' RECEIPT FOR GOODS RETURNED.

No. 6 Dept. 4 Date 7-6-19

Goods 1 Lamp

Directions Call at 52 Wood Ave

If goods are to be exchanged or money refunded and a prompt return is not received, send this coupon to Adjustment Bureau with particulars.

CALL CARD FILLED IN

This was the slip made out when "Mrs. Hawkins" wanted the lamp returned—the lowest part goes to the customer.

Murray-Kay Co., Ltd., has declared a dividend of 3½ per cent. (being at the rate of 7 per cent. per annum) on the preferred shares of the company for the 6 months ending April 30.

KEEN DEMAND FOR HIGH-CLASS GOODS

Canadian Products Show Increase in High-Class Lines

The outlook for Fall sales of novelty curtains and piece goods, dresser scarfs, tray cloths, table covers and shams, is exceedingly bright. Stocks of these lines, which were inclined to be heavy at the beginning of the year, are now considerably depleted throughout the country. This will make for substantial orders for the Fall.

Another feature which will make for confidence in buying is the fact that higher prices are going to prevail on account of the great scarcity of all classes of materials, and also for the reason that increased wages are being paid operators.

One Canadian firm is branching out into new and finer lines of production with the object of satisfying the demands for high-class goods. One of the features it is introducing into its lines is hand-drawn work on curtains. Much of this work has heretofore been imported, so that congratulations are being extended as a result of the new departure.

Another feature this same firm has introduced is the manufacture of table and dresser scarfs, tray cloths, shams and table covers. Cluny and filet trimmings are used chiefly on this line.

Mills, both domestic and outside, report a great scarcity of materials, many being sold to capacity and refusing orders for delivery before the end of the year. Those manufacturers that placed orders when prices were at the low scale earlier this year, are indeed fortunate.

A splendid business is being looked for for Fall.

NEW LINES OF DALY AND MORIN

Several new lines have been added by Daly and Morin, Ltd., of Lachine, Que., for Fall business, which mark an effort to produce in Canada goods that will take the place of much that has been imported in the past. A note from the firm states that "two new features characterize the line of 'Dalmor' products, first, our commencing production of hand-drawn work on our curtains. We believe that this, as a regular feature, has not been the case in Canada up to the present time, but has been confined practically to work done in foreign countries and brought into Canada. One other feature is our manufacture of table and dresser scarfs, tray cloths shams and table covers. We have used principally Cluny and filet trimmings on this line."

An optimistic note for Fall trade is contained in this paragraph: "We are looking for record Fall business and have increased our plant by the addition of new machines and operators in order to take care of anticipated business this Fall."

Messrs. Cleghorn and Beattie, Limited, Ottawa, have adopted the eight-hour system. The sales and office force now go on duty from 9 a.m. to 6 p.m., and the workroom staff 8 a.m. to 5 p.m.

Attracting Motorists' Trade

Six Thousand Motorists Are Reminded of the Merchandise at the Ritchie Store, Belleville—Housefurnishings Department Adds New Popular Lines.

ATTRACTING trade by an advertising campaign carried on with the motoring public, is a plan adopted with considerable success by the Ritchie Company, Ltd., of Belleville, Ontario. Situated as it is, with numerous smaller towns and villages in close proximity, Belleville is the Mecca for a great many motorists during the Summer months. Observing that people, particularly from smaller places, do a great deal of buying on excursions of this kind, the Ritchie Company has made a point of getting in touch with motorists, and, by means of a mailing list, comprising some 6,000 names, apprising them of advantages they might enjoy and benefits to be derived from shopping at Ritchie's. "A message of interest to motorists from Ritchie's," is the title of this interesting little circular that is sent to six thousand motor owners. Last Summer was the first time this plan was adopted, but results were so gratifying that the store is using it again this year with a good deal of success.

The circular invites the motorist and his party to visit the Ritchie store when in Belleville, to make it the assembly depot for parcels and friends, service of the store being such that visitors, whether purchasers or not, will be made welcome. Proceeding, the letter tells of the attractive goods to be secured in this store. The management feels that a very considerable trade has been built up in this way, and ample evidence has been produced that this circular letter to motorists has been very effective in creating new business.

Extend Housefurnishing Stock

One of the most attractive departments of the Ritchie store, and certainly one that is attracting a great deal of attention, is that of homefurnishings. The management is laying great stress on the importance of this section, as was intimated in a previous issue of DRY GOODS REVIEW, and effort is being concentrated in an endeavor to make it the best in that part of the Province. A visit to the department recently by a representative of DRY GOODS REVIEW revealed an artistically arranged array of homefurnishings. A number of new novelty lines of furnishings have lately been added. Table lamps, floor lamps, high grade Chesterfields, rattan furniture, are among the new additions. "We have done exceedingly well in the sale of rattan furniture," the manager of the store told the representative of DRY GOODS REVIEW. "Our chief concern is lack of space, and our stock is sold quicker than we can replace it." The company is contemplating enlarging the space given to housefurnishings in the near future by the taking in of an additional room. "We are gradually creeping into furniture," Manager Thompson added, "and the success of our first efforts certainly warrant us proceeding on a more extensive scale."

Prettily arranged draperies in the store are an evidence of the artistic work being done in the way of window draping. In one corner of the showroom was arranged an effect that would render attractive any living room. A living room couch in grey rattan, with improvised windows on both walls, prettily draped with curtains of a soft blue, a floor lamp with a shade of the same color caught the instant attention of the visitor. A rug in colors to match was also used effectively.

The company is fortunate in having a very select stock of drapery fabrics and window curtains and in pushing the sales in these lines the company has found it profitable to send a competent man to the home to give estimates on their homefurnishing needs, without incurring on the part of the householder any obligation to buy. In this way a big out-of-town business has been created, and the increase in housefurnishing sales has been quite marked.

Separate Children's Department

The Ritchie Company is developing an infants' department, that since its inauguration is finding favor with the public. An attractive children's section is being built up, and a very select stock is carried. Children's needs up to five years of age are here shown. It is just recently that this store decided to make a special department for infants' wear, and it has so far undoubtedly proved a move in the right direction. It is situated on the main floor in close proximity to the ready-to-wear department.

"Store News," published periodically by the Ritchie Company, continues to be a feature of the store's advertising propaganda. It is issued in a very attractive form of eight pages, and has a wide distribution. Apart from carrying display advertisements featuring the store departments, which of course is its main object, it has newsy little items concerning the store and its staff. It provides a real service to the public, the management believes, and one that certainly appears to be appreciated.

Bastin Merryfield & Cracknell Ltd., of 12 Great Portland street, London, W. I., England, are planning to extend their Canadian business, and with this object their representative, Mr. C. Roberts, is making a journey through the Dominion this Fall with novelties for Fall and Spring trade.

WHERE SHOULD PRICES BE FIXED

In Order to Sell the Customer, Avoid Profiteering and Ascertain Correct Values?

In conversation with a shoe salesman for a large Canadian firm while on the train running west from Winnipeg to Saskatoon, he made the remark that one could go into almost any country store and purchase goods of any variety cheaper than they could be purchased in the city.

"With prices jumping straight up at the rate of about two jumps a month," he said, "the country merchant makes no effort to mark up his goods in proportion. His prices are based on the cost to him six or twelve months ago, and when he comes to buy the same goods he is astounded to find that in many cases he has been selling them at less than they now cost him from the wholesale. They are then forced to advance their prices to such an extent as to astonish their customers in turn.

"I was in a country store the other day where they were selling shoes at a special sale at about $2 below their present market value. The tables were soon cleared when I told the merchant what he would have to pay for these same shoes on his next order. The fact of the matter is," he continued, "that in order to protect the country merchant we quite frequently step in and mark up his whole stock for him. In the city, where the stock turns over five or six times a year, retail prices are constantly advanced in keeping with wholesale quotations, but in the country, where the turnover is more gradual goods purchased a year ago are selling away below their real value, and it is an actual fact that the farmers, not stopping to compare these prices with the mail order houses, send to Winnipeg and pay higher prices for their supplies than they could get them at home."

Following this conversation an effort was made to ascertain from country merchants whether or not they were keeping pace with rapidly increasing prices by boosting up their own markings. What the shoe salesman had said was found to be an actual fact. Out of half a dozen enquiries made, in no case had any change been made in the original markings, in fact such a thing had not occurred to most merchants talked to. The goods they had in stock had been, for the most part, purchased six months or twelve months before, and travellers who called upon them were offering the same goods at just about the same prices they were selling for at that time. James A. McKenzie, general

merchant at Rivers, Man. said that about the only way he kept track of prices on several lines of goods was when the travellers called upon him once or twice a year.

T. R. Grieve, selling men's wear in the those shoe manufacturers who stamped vanced his prices despite the advancing market. He mentioned that he was selling overalls at $2.50 a pair for which he had paid $31 a dozen, and other goods in proportion. He complained about those shoe manufacturers who stamped the price of shoes on the soles, these prices being lower than he was paying for them wholesale. It required a lot of explanation to sell these shoes to a customer. Like Mr. McKenzie, he was quite convinced that prices would advance still further, and in consequence he was buying six months in advance. He told of going into a Winnipeg wholesale and getting special value in boys' shirts at $9.50 a dozen. He retailed these at $14.50 when they were delivered to him, six months later, by which time they had advanced wholesale to $14.50. Mr. Grieve argued against advancing prices in keeping with the wholesale market, maintaining that there was no profit in goods until the merchant got rid of them. It was one thing to advance prices, and another thing to make the farmer purchase at these prices. He was satisfied, he said, with a legitimate profit on his investment.

Merchants at Melville and Balcarres had similar stories to tell. One man in the former place thought that an advance in prices in keeping with wholesale prices savored too much of profiteering. He admitted, however, that it was increasingly difficult to accustom the public to the sharp advances necessitated by increasing values.

Some merchants who were interviewed agreed that by taking trade magazines and studying current market quotations as well as world conditions they were able to keep a much better line on the tangled situation than if they did not do so.

GEO. H. HEES CO. REMODELLING SHOWROOM

Extensive alterations are being carried on, with a view to remodelling, decorating and furnishing the showrooms of the George H. Hees Company, Toronto. The color effect will be in neutral grey tones, the floor covered with a plain grey carpet, and all the windows draped in velours, shadow cloths, and chintzes. The windows will be panelled with Brussels net with the firm's name appliqued thereon. Reed chairs and settees in refreshing cretonne coverings in silver grey finish will be used in furnishing. The firm is also installing the new celestialite system of lighting, the nearest thing to daylight, and new fixtures are being added. A complete line of samples will be on view.

RAISING $20,000 FUND TO STOP FRAUDULENT FAILURES

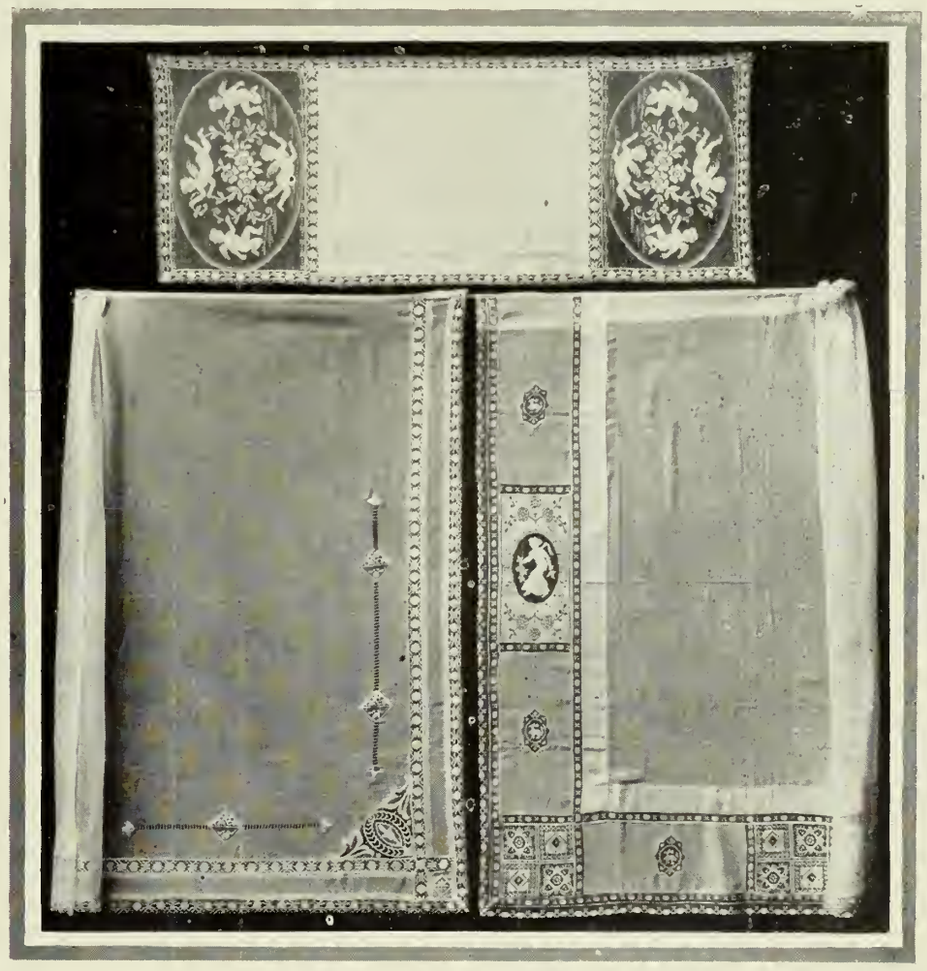
Merchants' Association of Montreal Start New Development After Campaign Against Theft.

FOLLOWING the successful campaign against theft of merchandise in transit and in stores, the Merchants' Association of Montreal has launched a new movement for the investigation of fraudulent failures and the prosecution of those who victimize their creditors. An effort is being made to secure subscriptions from 400 members of $50 each on the understanding that only such a percentage of this amount as is required in each prosecution will be called for. Indeed the main result, it is believed, will be a warning to dishonest people who find themselves tempted to fleece their creditors.

In the current issue of the organ of the association it is stated: "The association now has a good grasp of the situation in connection with the prosecution of cases of theft and receiving in connection with the ordinary losses by dishonesty. This experience will be of an inestimable value in connection with the new work. The association also has a standing at court, with the legal profession, and with the authorities generally, which will contribute to its success in preventing fraudulent failures."

Three trustees of this fund have been chosen: H. W. Austin, manager of Perrin Freres & Co.; Joseph Daoust, president of Daoust, Lalonde & Co., and F. W. Stewart, manager Cluett, Peabody & Co., of Canada, Ltd. Speaking to DRY GOODS REVIEW, the last-named said:

"The movement to get after cases of fraud in failures does not apply so much to the present as to the future, for the last two or three years hardly anyone had cause to fail. We are looking rather to the future when conditions may be more difficult and the market is a declining one. In the past there were numerous failures that were hard on the supply men; failures caused often by goods disappearing by the back door. One of the chief advantages of the association taking the case up is that without it few private firms cared to risk the extra expense of prosecution, whereas now all will be on the same level.



Some Beautiful Curtains and Dresser-Scarf. Made by Daly & Morin, Montreal.

Table Oil Cloth

— and —

Oil Cloth Table Cover Designs

DIRECT FROM LARGEST DISTRIBUTORS

LEATHER CLOTH

MUSLINS - DRILLS - DUCKS

VITRA PHANE

STAINED GLASS PAPER

THE WEISS & KLAU CO.

462-466 B'WAY, NEW YORK, N.Y.

"TABLE OIL CLOTH AND WINDOW SHADES SINCE 1887"

Dalmor Products

Have put the "Fact" in Satisfaction,

and are the "It" in Quality

Our motto for twenty-five years has been

Quality and Satisfaction

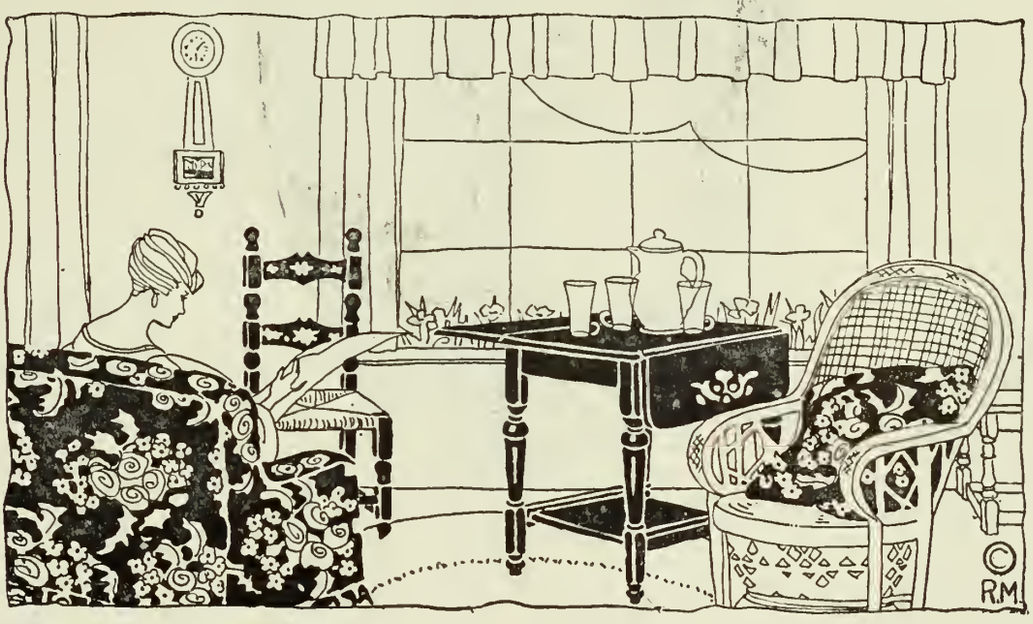
DALY & MORIN, LIMITED, MONTREAL

Manufacturers of Window Shades, Art Novelty Curtains, Drapery and Upholstery Fabrics, Drapery and Upholstery Hardware, Etc.

THE LACE GOODS CO., LIMITED

64 Wellington Street West **TORONTO** Third Floor Empire Building

IMPORTERS AND MANUFACTURERS' AGENTS



Prepare For The Fall Decorating Season

In the choice of artistic interior decorations, the matter of draperies stands second to none. It will be to your advantage to have a complete, attractive stock in every line to meet brisk buying this Fall.

To ensure a good assortment at lowest prices, the selection of your stock should be made at once. Our range of

CHINTZ
CRETONNE
SHADOW CLOTH
CURTAIN NETS
CURTAIN SCRIMS

is most extensive. Our Curtain Nets range in variety from the comparatively plain patterns up to exquisitely artistic designs in tapestry, floral, and conventional effects. Our Chintzes and Shadow Cloths are beautifully harmonious in shading, including designs in both the subdued tints and the more brilliant colors—both lines being greatly favored at present.

The durability of the fabrics is ensured by their splendid quality. Our prices and our service will prove satisfactory.

We SPECIALIZE in

HANDKERCHIEFS, LACES AND CURTAIN GOODS

Wabasso Cottons

Good as Gold

White as Snow

TRADE MARK OF "PURITY"

"If better Cottons could be made Wabasso Cottons would be better."

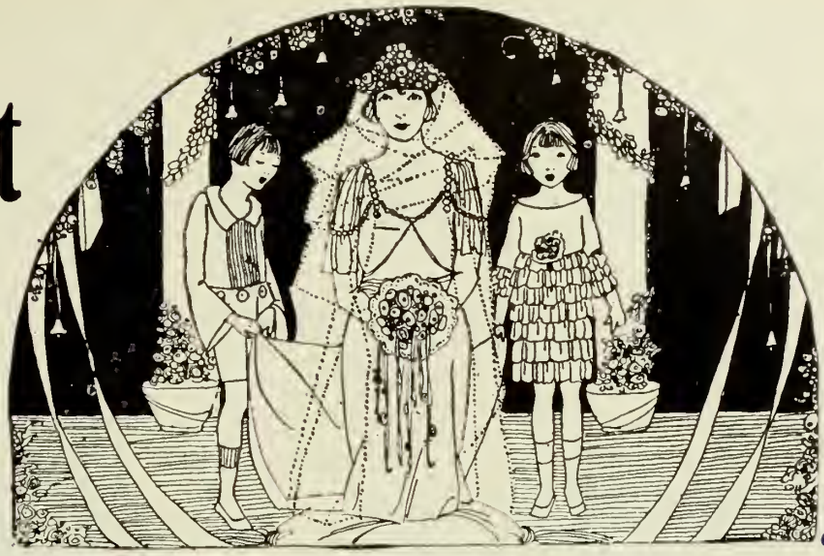
Always the Premier White Cotton Mills of Canada

The Wabasso Cotton Company

Limited

Three Rivers, P.Q.

Highest Quality



The Trousseau of a *Lady* should be made with Wabasso

Purity Guaranteed

Lawns
Nainsooks
Madapolams
Bridal-Cloth
Voiles
Organdies
Middy Cloths
Piques
Cambrics
Longcloths
Circular Cottons
Sheets and Slips
Sheetings

Width Guaranteed

— The best goods for the best trade —

The Wabasso Cotton Company

Limited

Three Rivers, P.Q.

VICTORIAVILLE
SOLID PLAIN OAK
FURNITURE

Have You Yet—

made arrangements to offer to your customers a selection from

OUR NEW SOLID PLAIN OAK LINE?

On account of its many exceptionally strong selling points, and its general excellence, it should compel the attention of every keen furniture dealer.

In Beauty it is permanently Stylish. In Service it is lastingly durable. In value it gives the maximum of real worth for money expended.

The superiority of this line is evidence of the specialized effort we are putting into its production, and the result of splendid facilities and resources at our command.

This New Design

here illustrated is representative of the entire range, modelled and finished attractively and soundly constructed in every detail.

You can acquire an extensive and profitable trade by featuring this line of Furniture. Investigate NOW.

Let us send you catalogue and full particulars.

Victoriaville Furniture Company, Limited

VICTORIAVILLE, QUEBEC

Prime and Rankin, Limited

A Superior Showing of Madras Muslins

(Made by John Brown & Son, Limited, Glasgow, Scot

The increasing popularity of Madras Muslins finds us well prepared to meet even unusual demands for these goods.

The new range we are now showing comprises a large assortment of colored goods, as well as white and ecru, in plain and scalloped bordered designs, and the prices now in effect give these Muslins a distinct advantage over many other lines of draperies.

50″ Self-Colored, Mercerized Madras, floral and conventional designs in Blue, Rose, Green and Brown.

45 and 50″ Colored Madras—in many tone colorings — Blues, Rose, Browns, Greens, etc.

40, 45 and 52″ Colored Goods, showing Rose and Blue designs on Cream or Ecru grounds.

36 and 45″ Plain Edge Madras, shown in many qualities and designs—White or Ecru.

36 and 45″ Scalloped Bordered designs—several qualities and large variety patterns, in White and Ecru.

36 and 48″ White Muslins—showing all sizes—Coin Spots, Figures and Designs.

We are sole selling agents in Canada for these goods, and invite your attention to them as being one of the most desirable lines you can stock.

For appearance and durability there are no lines more satisfactory for your drapery department.

Prime and Rankin, Limited

And at
Nottingham, England

74 York St., Toronto

Galt Motor Rugs

GALT RUGS have earned their popularity through their splendid wearing qualities; their high class finish; their attractiveness of patterns and colourings, and, above all, by their reasonable prices.

MATERIALS—Wool, Cotton, Union Cloth, Plush, Astrachan and imitation Buffalo Cloths. In Fur, Black Goat.

DESIGNS — Plain, stripes, checks, plaids and floral.

SIZES—48x72 and 54x72.

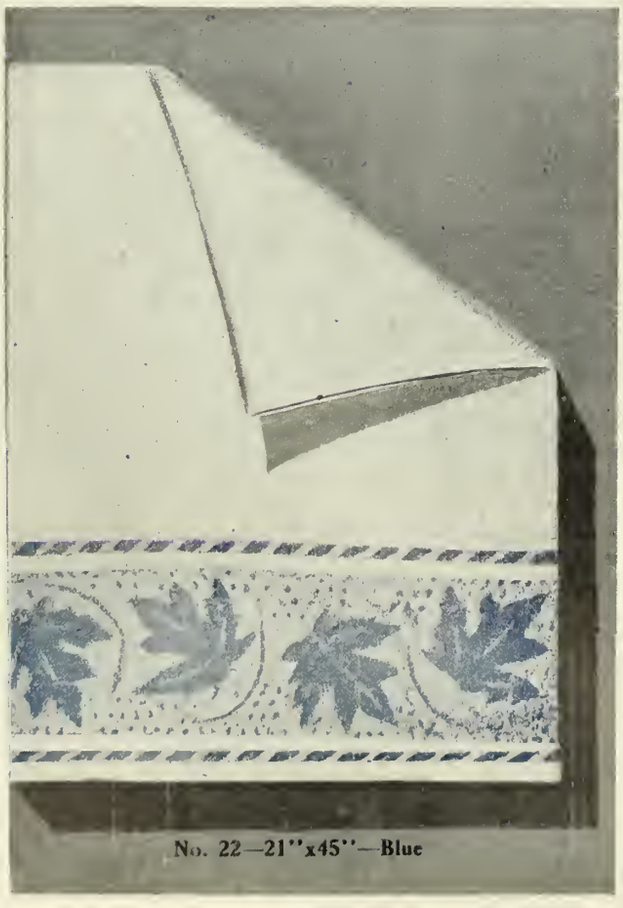
WEIGHTS—2½ to 8 lbs.

We interline any Rug, at a small extra cost, if so desired.

May we send you a half dozen assorted Rugs as samples?

Order early and be prepared for the early Autumn business.

Buy in Canada



No. 22—21"x45"—Blue

Galt Towels

Distinctive designs in beautiful colourings which hold their shades. Only the highest grade of Cotton Yarn used in these towels.

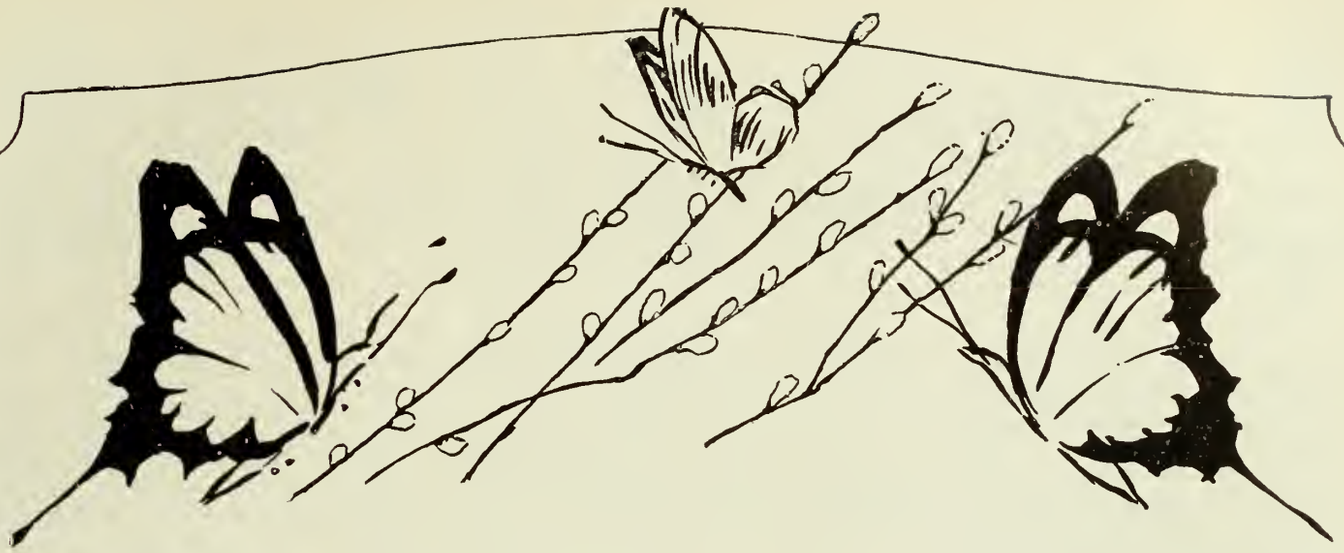
Can be had boxed in pairs or sets for gift purposes. We ship direct from our factory to you, saving time and extending your margin of profit.

GALT TOWELS
make an attractive showing and the wearing qualities are unexcelled.

See our traveller or write us for Samples and Prices.

Galt Robe Company

Galt - Ontario



Invariably, season after season

MALLINSON'S
Silks de Luxe

form the foundation for the most distinctive and individual dress creations of the leading designers. Their wonderful originality, color harmonies and unequalled versatility supply a never-failing source of genuine inspiration. The very charm and romance of style are woven into the warp and weft of these silk treasures.

Foremost among them for the Fall are:

Pussy Willow — Pussy Willow Satin
in plain and prints

Pussy Willow Meteor

Indestructible Voile
sheer as cobweb.....strong as broadcloth

Chinchilla Satin
the fabric pre-eminent for Dresses, Suits and Wraps

Dovedown
the chiffon duvetyn

Kumsi-Kumsa — Dew-Kist
adaptable for evening and street

Satin Sonata
the ideal slenderizing silk

Dream-Mist
a crepy tissue in chameleon effects

Roshanara Crepe
a heavy crinkly crepe for every tailored purpose

Khaki-Kool
the ideal out-dooring silk

(All Trade Mark Names)

H. R. MALLINSON & COMPANY, Inc.

"The New Silks First"

Madison Avenue and 31st Street, New York, N. Y.

Letter from our Paris Correspondent

Paris, France.

EDITOR, DRY GOODS REVIEW: THE splendid weather we have been enjoying during the whole month of May, the bright prospects of Peace now at hand, and the reopening of races at Longchamps, Maison-Lafitte, etc., have given a fresh start to Fashion, and we begin to feel its influence in the new models coming out daily.

Up to the present, the materials seen at the races are all the staple silks, of which you had some samples already, but for next month, at the Grand Steeple, and the Grand Prix, we shall see all the novelties.

The dots, round and square, which you saw last month, on Foulard, for the Spring, are now seen on Shantung, as per the samples herewith. Both designs are made in all shades; black or mauve, which are the most effective, also pink or salmon, light blue, navy.

Dainty Bits of Trimming

Made up in light dresses, whose bodice would be a plain kimono with nainsook or lace ruffle at the collar, and at the end of the short sleeve, and the skirt a series of drapings or tunics, or even plain with shell edge "coquilles" on the sides, it will be nice.

You might add to it a black velvet ribbon one inch wide to indicate the waist to have a pretty effect.

I have seen that trimming also on some printed voile dresses, where it looked very nice indeed, especially as the ribbon was tied on the left side, just below the waistline, into a double bow very smart.

Flowered Taffeta

Besides Shantung, we are told that light ground taffetas with Pompadour flowers and bunches will be the latest fancy to be seen at the races. The panniers again will be shown, and low necks at the back, together with small hats perched on the top of the head, are being devised to bring out the fashion of that time.

Amongst the other fabrics that will be shown during the full Summer, we shall have again the lovely "broderie anglaise" on cambric, which makes such delightfully fresh dresses. These will need very little trimming either, the skirt made of three flat frills of white embroidered "laize," a plain blouse, and a black velvet belt will be exceedingly pretty. A large capeline hat, in laize also with drooping brim, a velvet bridle, and a nice rose, will complete the costume, together with white silk stockings, and tiny shoes of white deerskin, covering the toes, and just fastened on top of the foot by three straps and a big bow.

Light Colored Cotton Tricot

I am also sending samples of the present cotton tricot to be made into sweaters or tunics, or even dresses. Up to the present time, woollen tricot costumes are being worn by ladies and children with scraped wool trimmings, same as was fashionable early in the Winter.

No doubt, as the weather gets warmer, they will be replaced by the same kind of garments, but made of cotton tricot in one of the shades herewith, gray, grege, white, pink, light blue or salmon, and trimmed with the peculiar long hair cotton fabric of which a sample is shown. Needless to say, it can be made in all shades.

Some of the other samples are:

A coarse cotton cloth woven in two shades, yellow and white, with a blue stripe, which is very suitable for dresses to be worn at the seaside. So will the other check fabrics shown be. You notice in these samples that the fillete style is fashionable not only in woollen fabrics, for both those herewith are sponge materials. The one in pink will make dainty costumes, or plain dresses, or be used with much success as trimming on white sponge cloth. In waistcoats, too, with

SUMMARY

Dotted Shantungs at the races.

Light flowered taffetas the latest Summer novelty.

Three straps and a big bow on toe-shoes.

Necklaces important for fashionable folk.

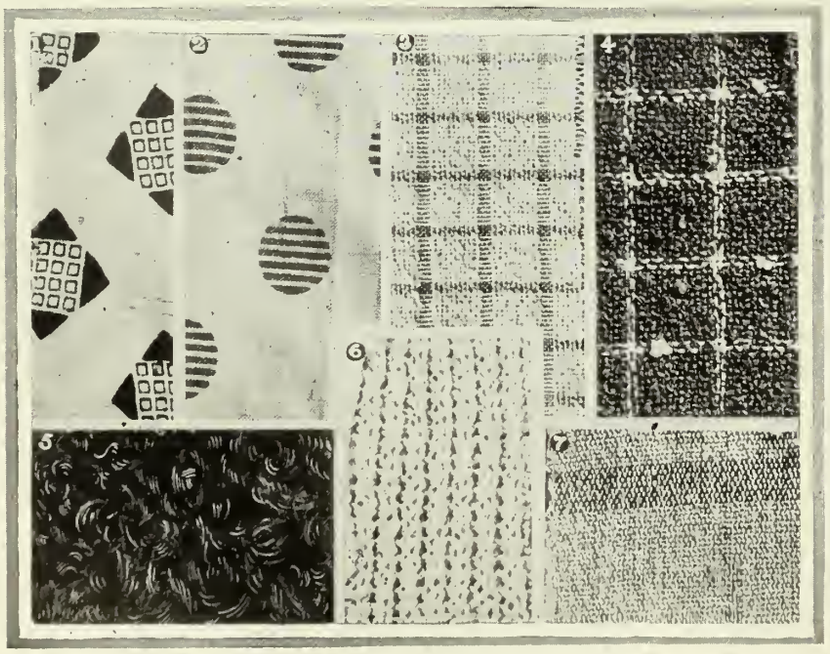
Cotton tricot replaces woollen for warm weather.

Hair no longer covers the ears. Novelty combs once more have place.

Bags not large, oval in shape and of great variety.

All handkerchiefs are novelties, and very fine.

Velvet bows trim sunshade.



Novelties Being Worn in Paris

1 and 2. Dotted Shantungs, black and mauve on natural grounds.

3 and 4. "Sponge" cotton materials in white with blue and salmon with white, for dresses, summer suits or trimming.

5. A "long hair" fabric for fine cotton thread, in coral pink; used effectively for trimming cotton tricot garments.

6. Cotton tricot in pastel tints, for tunics and dresses.

7. A closely woven cotton cloth, somewhat similar to awning fabrics; yellow and white mixture with light blue stripe.

These materials are described in the accompanying letter from Paris and were sent by Mlle. Gsell with her letter to DRY GOODS REVIEW.

linen dresses, it would look nice. The white and blue sample, nice for ladies, will suit even better their daughters, and the youngsters, boys and girls.

Some Accessory Novelties

Among the sundry accessories, I might mention necklaces, combs, bags, handkerchiefs, sunshades.

NECKLACES.—These are a very fashionable adornment of a lady. Most of them are made of big round or oval beads in jade, or blue stones, or amber, etc. Some are in jet, mixed with white beads. They generally go down to the waist. I have seen some made of wooden beads nicely carved. Some are made of gold or silver chains separated by some motifs in the same stones as above, only these are flat, and engraved; they are not the regular necklaces, but pendants which are somewhat different, in appearance, and are worn with low-necked blouses, as they partly cover the bare throat.

Some earrings in the same stones as the necklace, are to be seen, and will be more fashionable as we go along, and the ears are no longer covered by the hair. This is when the fashion comes out of hair dressed on the top of the head, leaving the neck quite free.

The tendency is very strong already towards that kind of "coiffure," but, up to the present, as all hats cover the head down to the eyes, we have some "guiches" ("bobs") on the sides, and a fringe of hair on the forehead. Combs are very fashionable and all are made of tortoiseshell, nicely cut; the top of the comb is very high, and has often some strass beads to make it more brilliant. We have also some large pins to match.

Tortoise Shell Has Many Uses

Tortoise-shell does not come out only in combs, but also as bag clasps. This year, bags are, like those of the preceding year, often made of beads worked into tapestry motifs. In some instances, the beads constitute the ground while the designs are in velvet or silk. I have seen one made of silk Jersey painted with pompadour motifs, which is certainly anticipating the fashion.

We have also some in grey deerskin that are gathered on the clasp by "nid d'abeilles" shirring. As a rule, all these bags are not very big, oval in shape and with a curved clasp. The handles are in leather or stuff or beads according to the kind of bags.

In morocco leather or porpoise, or other stiff leather, we have the regular portfolio, fairly long, but narrow, without any handle, and which is grasped in the hand.

In them you have, besides the sundry toilet articles belonging to any fashionable lady, the queerest handkerchiefs devised.

Plain Handkerchiefs Passe

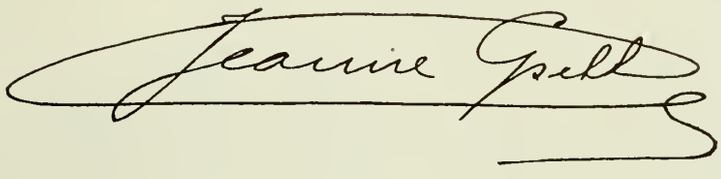
No longer do you see the plain hemstitched cambric one, but all are more or less in all shades; if the ground is white, the bordering is in checked blue, red, pink or khaki.

Very often, the ground is purple with black stripes, or khaki and blue, like the rough cotton handkerchiefs used by peasants. Needless to say that such fashionable handkerchiefs are of the finest cambric! Fancy motifs of embroidery continue to be seen in the corners of dainty handkerchiefs, instead of monograms. It is customary, when making a present of these, to have the dozen embroidered with twelve different motifs.

Frills and Ribbons on Sunshades

Umbrellas are pretty much the same as heretofore, as far as handles and shape are concerned.

Sunshades are light, in silk with frills of chiffon. I have seen a white one with a frill of silk muslin pleated accordéon with the end bordered by a narrow black velvet ribbon and a tiny velvet bow at the top of each bone.



A NEW POLICY

A new phase of silk merchandising has just come into prominence. In the past each firm in the silk industry has attempted to bring out, each season, a new silk with a new name. Upon the exploitation of each name and each single fabric has been expended a tremendous amount of energy, time, thought, and many thousands of dollars, all of which is nullified when the immediate season comes to an end.

One large firm has decided to discontinue this custom and to build for each of its trade-mark names a foundation in its own special field, making of each a standard.

For instance, rather than drop "Fan-ta-si" the makers will continue its production each season, with new color effects and patterns. The year will be attached to the name so that there will be offered to the trade "1920 Fan-ta-si," "1921 Fan-ta-si," etc. This is a rather new departure in the American silk industry since novelty of name has characterized each season's product as much as has novelty of design, weave and color. The trade will watch this new policy with interest.

GLAD TO REACH CANADA

"This is my ninety-seventh transatlantic voyage, and I tell you I was never so glad to see the coast of Canada as I was this day," was the statement of James Paton, one of the passengers on the S. S. Grampian, which landed early in February.

Mr. Paton was formerly mayor of Charlottetown, P.E.I., and now represents that city in the provincial legislature. He is also president of the large dry goods firm of Paton's, Ltd., Charlottetown, and is the director and guiding spirit in many Island enterprises.

The chief reason for his visit to the Old Country was to see his only son, Lieut. James Rowland Paton, M.C., an officer in the Fighting 26th Battalion, who was badly wounded at Amiens last summer.

He expects his son to follow him any time this month, as he is rapidly recuperating in one of the military hospitals in London.

EXPORTERS SEEK WOOLLENS

New York, July 8.—Reports current in trade circles state that exporters of woollen goods are combing the market for fabrics to send to the Scandinavian countries. The amount of business being booked for Swedish, Danish and Norwegian account is said to be extraordinarily large. Mills have been unable to accept much of this business and the exporters are reported to have bought heavily from jobbers, paying well above market prices.

Serges are in particular demand for export to Scandinavia, it is said, and some of the exporters have gone to apparel manufacturers in an attempt to purchase goods from them. In this they have not been successful except in rare cases. The exporters want the highest quality materials they can find.—Daily Mill Stock Reporter.

SILK CREPES FOR MEN'S SHIRTS

Some of the closely woven silk crepes which were originally designed for women's garments have been found to launder well and stand wear and tear, so that they have won much favor by manufacturers of men's shirts. These people have been going into quite new fields for merchandise since men are paying the highest prices for attractive ready-to-wear garments.

TREND OF BRAZIL'S TRADE

The United States, during the last five years, has become the chief factor in Brazil's import trade. In 1918, when Brazil's total imports aggregated $247,000,000, the United States supplied commodities valued at $89,000,000. British shipments to Brazil amounted to $50,000,000; Argentine, $47,000,000, and French, $12,000,000.

In 1913 the United Kingdom led in exports to Brazil, supplying her with goods valued at $80,000,000 out of total imports of $326,000,000. Germany sent goods amounting to $57,000,000; the United States, $51,000,000; France, $32,000,000, and Argentina, $24,000,000.

Cotton Prices Rising And Will Go Higher

New Lists Issued by Canadian Mills Show All-round Advances—Wages and Raws Drive Prices Up.

ALIKE from wholesaler and retailer comes the regretful cry: "Why didn't we buy cottons when the cut was on?" For, since the April decline two steps have been taken in the other direction; the withdrawal of all the lists, and, later on, towards the end of June, an advance that averaged about 10 per cent. This, of course, did not bring prices back again to the old high, except in a few cases where there had been only a slight drop before, but it will not take many more stages like this to do so. Meanwhile, since the rise, raw cotton has gone even higher, with export increasing and the crops not turning out any too favorably, and no one knows what the end will be. For some time to come there would appear to be no chance of lower prices, in fact there is every indication of further advances.

While in certain lines Canadian mills made the biggest cut to meet United States competition, prices across the border have made considerable progress since then in the upward direction; in fact, once they stopped going down it did not take them long to turn around, and then they went with a rush, so that in many cases the cost of goods there is higher quality for quality than the Canadian, even without taking duty and laying down charges into consideration at all.

A Canadian wholesale buyer, discussing the rapid shifting of market conditions the last few months, remarked: "When prices in the States slumped we didn't know enough to take advantage. We were afraid they were going still lower. Then the retail trade had not been taking much since the armistice—believing on their part that prices were due for a big decline—and we were the more afraid to risk heavy buying. Now that prices have come up again retailers are beginning to realize that they must buy now or they'll be caught on the rising market; thus our chances on low prices, and their's as well are gone. Of course in the States, prices slumped far more than there was any reason, just because buying stopped for a time, and there was no indication of the anticipated export trade arriving. The course of prices there indicated a more or less mercurial disposition on the part of those who were responsible.

Thus, buying has started again in earnest, both on the part of the retailer and wholesaler. The latter in the case of one or two mills finds that he cannot get any more orders accepted for delivery before late in the Fall. The strike in one of the mills has had its effect, and it is understood the large export order that was received has had to be redistributed, in part at least, among the other mills.

Not only the gradual rise in raw cotton prices, but wage advances will drive cotton prices up. In granting a week of shorter hours an increase of at least 15 per cent. in wages came into effect. The offer by one mill to give 10 per cent. more to its employees was turned down, and the settlement will call for considerably more.

One or two instances of the advances in the June list will serve at this point. A wholesale buyer commenting on these made the following statement:

"In apron ginghams the price is higher now than ever before. We cannot compare United States prices in this line with Canadian as there is no apron gingham made there to compete with Canadian. They use a light weight cloth there more after the fancy gingham line, so that the only competition here is with English mills. In the April decline there was not the same reduction as in many other lines. In August, 1918, we were selling a line at 25 cents; this dropped to 24½ cents; now it is up to 27 cents. A line of tickings went down from 66 to 47½ cents, now it is back to 52½ cents. In both cases the advance has averaged about 10 per cent."

Fall Silks

1 and 4 are two handsome lining silks in radiums. 2 is a rich navy dress taffeta with lines of gold. 3. A printed Georgette, which is a Fall feature for combining with plain silks for afternoon gowns or, in light tones for evening wear. Shown by courtesy of Belding, Paul, Corticelli Limited.

A New Fashion Glimmer in Silks

Some Stiffness Likely to be Achieved Before Long—World Makes Merry and Wears Silk To Do It—Phenomenal Fall Season Impending in all Weaves—Many Furbelows in Vogue—Evening Silks to be in Light Shades.

A POSSIBILITY exists of a new turn of events in silk fashions. For some seasons past soft silks, which drape and cling, and the sheerest textures, have held sway. Even the silks for Summer outing wear, which had to have some body to them, had at the same time to be soft and very pliable. There is a tendency on the way—only in embryo yet, however—and chiefly for evening wear, for silks to achieve a new weight and bouffancy. This is in keeping with the fashions which so far are best expressed by taffetas, that is, the fashions for a skirt which "stands out" from the waist in a very modified crinoline effect. The presence of frills and ruffles, too, calls for a little more stiffness than is provided in the finest fashionable offerings up to the present. While silks of the new order are yet unseen over here apart from the taffeta family, they are an item for which the trade may look, perhaps by mid-Winter.

As to staple types of silks, there is uncertainty as to the securing of deliveries.

"Lyons manufacturers have no stocks whatsoever, and are also booked up for months to come at high prices. Lyons and Milan do not expect lower prices for 1920 delivery. Silk crops here will be unsatisfactory, as it was too cold in the Spring. Japan is delivering considerable raw silk to Italy. Crepes are very dear." This is a message written by a New York representative in Europe in June, to a Canadian importer. It gives the European silk situation in a nutshell. It is, of course, very unusual for Japan to be delivering raw silk to Italy, and it is also significant that crepes are mentioned as being very dear. They are the most wanted in yardage of all silks perhaps.

Satins are fulfilling their place once more as a leading Fall silk. The better grades in charmeuse are in big demand in the staple dark shades. Satin messalines will be used a great deal by the popular trade, and combinations of serge with satin will be seen frequently in the "one-piece" dresses. These are made up chiefly in black and navy blue. For whole dresses, browns, greys and taupes are in good demand. Baronette satins, which have been featured so far only in the light shades for Summer wear and for novelty separate skirts are promised in darker shades for Fall, and their growing popularity this Summer augurs well for the darker tones being taken up readily. The price, of course, remains quite firm and high, but the beautiful heavy soft quality of the satin makes it very attractive. Baronette satin will perhaps take up some of the trade which would otherwise have gone to moire silks, which were brought out as a Fall feature in April. Moires still remain in good style, however, since they got on the New York market for Summer, and are seen frequently at present. Satin Duchesse will also be sold over the counter to a considerable extent, and is being made up by the dress houses also. Taffetas, the lighter weight satins, and a fair amount of shot silks will have good counter sales, both for whole dresses and for combinations with serge and tricotine.

Printed Silks

For the more dressy afternoon gowns and evening gowns, printed Georgettes are perhaps the leading feature of the season's offerings. They are in a good range of patterns and colorings, varying from very dark to very delicate and flowery, and some have conventional designs. Printed chiffons and ninons as mentioned last month are still holding good interest for the same purpose as the higher-priced printed Georgettes. Some houses are featuring plain Georgettes in colors identical with the leading tone of the printed fabrics. This combination suggests unlimited possibilities for dainty gowns, dark or light.

A big run is promised for crepe meteor. This rich, soft silk is to be had in a big variety of design and colorings. For the really fashionable trade these meteors will be popular, but they must be restricted pretty much to the best-dressed customers. Meteors are quoted at $2.75 a yard in the United States, which means $3.65 to $4 laid down here, and by the time they reach the consumer they must be $6 a yard. The trade pretty generally, however, including consumers as well as merchants, have arrived at the stage where they prefer paying the required price for first-class silks rather than a couple of dollars less for a poorer grade. One wholesaler showed a sample of beautiful heavy crepe to a DRY GOODS REVIEW representative, but the fact that it would cost him $5.40 to buy and he could get only one design delivered with no quotations beyond October, decided him not to stock the silk at all. There seems to be an active market for most silk fabrics up to $6.

For linings, soft material and printed effects in very elaborate colorings and patterns are very popular. Plain soft satins are represented perhaps in larger proportion than last year among the makers-up, but for high-class trade and for furriers the printed silks in gorgeous colorings and designs and soft in texture are the fashionable ones.

Pale Shades for Evening Wear

In the matter of color, all the dark staple shades are very much in demand. In addition, the novelty tones which are considered leaders are cherry, peacock, ocean and orchid.

For evening gowns the lighter tones rather than the brilliant ones will be preferred this year. A great many white with black lace and with ivory lace and ribbon trimmings are shown. The silver cloths, too, are in very strong demand. These are being used a great deal as foundation dresses, with silk tulle frocks in evening shades over them. Sometimes a gown will have three or four tints combined with indistinct effect. There is perhaps more shown this year, too, for evening gowns in the way of the light flowered sliks than have been featured for some time. These are a natural accompaniment of the fancy for ornamentation, which is growing with each day. As will be noted elsewhere in this issue, trimmings are exceedingly important for Fall. Laces, ribbons, cords, bandings, brocades, fringes, and all sorts of ornamentation are characteristic.

Big Buying the World Over

The buying of silks is so heavy on this side of the water as well as in Europe that prices are very firm. This reflects to Japan as well, where remarkable advances are taking place, consequently manufacturers are not accepting orders at long deliveries. European, as well as manufacturers elsewhere are blocked up with all the orders they can handle and more, and there is little prospect of supplies coming through in any quantity to meet the demand, nor are prices receding at all until the appetite of the hungry world is at least partially satisfied. It seems almost absurd to expect that there could be any break in the European market at any early date because there is nothing to break, scarcely. Supplies are extremely short, and prices of what there is are so high that little business is being done in them. High-grade silks which are being made are in extreme demand both in London and Paris. Silks designed for evening wear are in enormous call, and it is thought that the coming Winter will be one of the biggest in evening trade that Europe has ever seen.

Naturally Europe has been little affected by the type of weaves and designs which have been featured in America during the war, and with which the Canadian trade is well familiar. Eu-

rope sticks pretty much to her own ideas in design and also in qualities. It is not to be wondered at then that New York investigators in Europe say that there is nothing new to be had. No doubt they are looking for something new along the same lines which the United States has been producing, lines which have been built upon novelty and originality of design and color combination. The Canadian trade is quite ready to believe, however, that the silks which are peculiar to France and Switzerland will have sale here once their price is able to place them on the market again.

There is also this fact to be considered by silk buyers, and that is that the trade has become accustomed to silk "from the skin out," and that it is a growing tendency on the part of smaller centres as well as the cities to buy more and more silk, and when it becomes a fact that any one material becomes popular, in order to have distinction, the trade will call for novelty, and so far this is best supplied in quantities in the American products. With the greater number of enormous silk mills there is every reason to expect that demands in this regard will be met.

Cotton Trade in Lancashire

By the Lancashire Representative of DRY GOODS REVIEW.

In spite of the war, England's cotton spindles and looms remain unimpaired. During the previous 10 years, spindles were increased by 12 millions, which figures themselves are in excess of those possessed by India, China and Japan, collectively and also those of Germany, Russia and France, though these countries for nearly a century have been spinning and weaving cotton by power machinery, the bulk of which was supplied by England.

Barring inexperienced or obstructive legislation, or want of friendly co-operation between the organizations of capital and labor this immense advantage, at a time when the markets of the world are depleted of cotton goods, assures full employment for Lancashire's staple industry, although this industry as far as volume of trade is concerned has suffered most severely through the war, nor could this be otherwise in the case of an industry which has to import all its raw material and export over three quarters of its manufactures. Combined action is now being taken to deal with the present severe crisis by employers and operatives.

The work performed by the Cotton Control Board was invaluable, and should not have resulted in the too early demise of this board. Undue concern is being attached to the statements appearing in the press regarding the effect of war upon the future of the cotton industry. No doubt these statements emanate from people who have not studied the history of our greatest manufacturing industry. It was a very fortunate event in the history of the cotton trade, when we put down 12 million new spindles before the war.

The enormous advantage we possess in machinery becomes more apparent when we consider the effects of the war in regard to its production. Notwithstanding that England has supplied most of the countries engaged in the manufacturing of cottons with machinery, these countries are all customers of ours, for the fabrics we are enabled to produce and which are appreciated throughout the world.

If combined action had been taken at the beginning of the war, instead of a policy of drift, we should have tided the cotton industry through an unprecedented crisis. Up to the armistice, most firms were enjoying a large turnover, but of course there is a vast difference between money turnover, and a turnover in weight. Money turnover showed a great increase but this was very deceptive, as this, whilst being satisfactory, was entirely due to increased prices, and the weight of cloth delivered showed a great falling off.

Though we have been showing a large turnover, the amount of goods put on the home market and the markets of the world has been very much below the average; the world's markets have been denuded of stock, and there is bound to be a heavy demand from all quarters.

To take America—The cotton mills there, like the ones here, have been engaged largely on Government work, but even in normal times they are only able to export 5 per cent. of the manufacture of cotton goods, which will not go very far towards meeting the world's wants. In regard to present prices, what cloths usually occupied about 6 months from raw material to the finishing is to-day taking about 9 months, and so on in proportion. There has been a fall in the prices of raw material but against that, there has been an immense increase in the cost of labor, and in costs of production. Spinners are estimated to be getting at least 100 per cent. over pre-war rates.

These advances counterbalance any reduction in prices of raw materials so prices are not likely to decline for some time. Buyers must rely upon their own judgment as to the time they should take. Had the Government taken the excellent advice offered them on the outbreak of war, namely to form a reserve of cotton in this country, it would have helped us considerably. On outbreak of war, there was a big drop in the price of cotton, with the result, planters turned their attention to other crops, and notwithstanding the high prices of cotton to-day, the demand for food required to feed the hungry world may result in still further reduction in cotton acreage.

NAVY, BROWN AND TAUPE FALL COLORS

(Continued from page 70)

2. As to pile fabrics there seems to be a difference of opinion. I think they will be stronger than last season.

3. Soft finished serges and gabardines will be important.

4. Tweeds will be in demand.

5. For silks and satins best colors will be navy, brown, taupe and beaver. In wool fabrics, navy, taupe, beaver and brown.

6. Silk and wool jerseys will be in fair demand.

Mr. Robertson, Dress Department

FABRICS: 1. Satins and Georgette will be leading materials for afternoon dresses. Colors, navy, black, brown.

2. For street dresses, tricolettes, tricotine. Very few serges; some jerseys later on.

3. For evening gowns, satins will lead. Black will be very popular and also the light tints rather than brilliant colors.

4. Skirts will be 1½ yards wide, 6 inches from ground, i.e., a little shorter than prevailed for Spring, with evening gowns longer.

5. Draped styles will be good; panels not so strong as they have been.

6. Short sleeves are not making much progress except in the three-quarter length. These show some promise.

7. Trimmings will feature gold and silver for evening gowns; buttons for ordinary wear, with some few braided.

8. Waistline will be normal.

9. Sleeves for afternoon wear will be loose; for street dresses, narrow; for dinner gowns the long flowing sleeves Evening gowns will be sleeveless.

This Fall promises to be the biggest dress season in the history of the trade.

Pile Fabrics

The doubt which was expressed by some in the trade not more than about four weeks ago as to the future of pile fabrics for the coming season has tended to be dispelled since then. Interest was no more than ordinary for an early season, but with the advance of Fall showings, the trade is pretty much of the opinion that pile fabrics of all kinds are to have a rather pronounced place in the coming season. They are not shown to any extent by the cutting-up trade, of course, except in the use of the imitation furs and plushes, which are to be used again a great deal for trimming. The whole range of fur fabrics is promised much use on Fall garments. In the millinery trade silk velvets and panne velvets are to have a big call, panne being especially fashionable.

For coats there are perhaps fewer plushes being made up this year than last. Most of the high-class houses are showing a few of the best grades of black plushes among their ranges but the cheaper plush coats with which the trade

(Continued on page 131.)

Silvertones, Velours and Jerseys

New Lines in all Three Among Fall Offerings—Broadcloth and Tweeds Important—Cream Woolen Goods Gaining—No Cheap Goods Now—Merchant Must Have Big Working Capital.

IN woollen goods for the coming Fall the one big idea is silvertones. The trade generally is pretty well aware of this fact by the first samples of coats and suits sent out on the road, for practically every manufacturer is featuring silvertones for this Fall. There is a variety of these materials on the market. There are Canadian products in a nice variety of colors, some 12 in fact, and on the American market there is a variety of fabrics which might all be classed as silvertones, although their weave and detail varies. The original silvertones which came out last year comprised a mixture of white wool in an ordinary velours cloth, but this year the silvertone effect is more of a real "silver" effect. In some of the samples offered the silver tone is a strand of artificial silk woven in. In others it is fur. Some of the silvertones have somewhat of a cheviot effect. Others are more like broadcloth and some resemble corded fabrics and other novelty weaves. Of these extreme novelties, however, the producers were sold up in a very short time after the output was on the market, so that the trade generally is not supplied with them.

Mention of these novelties appears in the first article in this issue, by one of the buyers of ready-to-wear. Fuller description also was given in an earlier issue of DRY GOODS REVIEW.

In addition to the silvertone there are some Bolivia cloths on the market again.

Velours Fabrics Good

A nice range of velours, including suede effects, also some duvetyn which is a fashion feature that New York has been advocating for two or three seasons past, but owing to high prices has not had a noticeable sale in Canada except in some of the larger centres. Duvetyn is to be had in a number of varieties. There is cotton duvetyn, which, of course is not a Winter fabric, wool duvetyn, which is very good for coats, suits, and other apparel, and there is silk duvetyn, which is good for gowns, millinery, trimmings and other purposes.

Cream Woollen Fabrics Return

Tricotine is likely to be one of the best selling wool fabrics this Fall. It is a favorite for suits and gowns in plain colors. Gabardine and serge are the staples in the plain usual colors. In these three fabrics the most important item of note is already shown in the stores, that is they are displayed prominently in cream colors. Not since some time before the war have cream woollens had any vogue at all, but as predicted some three or four months ago in DRY GOODS REVIEW cream woollen goods are gaining in favor and there is quite a possibility that next Spring people will once more appear in the distinctive cream woollens for suits as well as skirts. Wool jersey, too, is to be numbered among the good prospects in this line and cream and striped flannels are also emerging out of the past.

Broadcloths at $5.50

Broadcloths are again of some importance where they can be had in a good quality at a fair price, which statement is somewhat of a paradox as the trade has found out. Nevertheless in talking to one of the largest wholesale buyers in Toronto, DRY GOODS REVIEW was informed that he had something especially good in the way of broadcloth. His enthusiasm seemed quite warranted when he made the statement that he had sold 140 pieces of this line of broadcloth in six weeks. "It is the best thing on the market to-day," he said. These broadcloths were purchased at the right time, and the trade knows now that there was a right time, along in the early part of this year, although not everyone realized it at the time. This good buy in broadcloth is to be retailed at $5.50 a yard. The colors featured are taupe, brown, wine and navy.

Tweeds, too, are a leading item this year in woollen goods. This is perhaps more true than last year owing to the fact that domestic production includes some very acceptable numbers while little is to be had from abroad.

While talking to a buyer in one of the large dress goods departments in Toronto DRY GOODS REVIEW noted some tweeds on a centre table in the department. The card accompanying these read, "All wool tweeds, $5.50." The buyer remarked, "If we had said on that card, "All wool Canadian tweeds, $5.50," we could never sell them. People would think they would not wear." The buyer himself was wearing a suit made of Canadian tweed which he considered one of the most satisfactory he had ever had. "I have no objection to anything Canadian," he said. "It is only the customers who come in with the false ideas about Canadian things whom we have to consider. During the war a certain woman came in to buy some clothes for a uniform for a certain institution. The material which she had been accustomed to buying was not on the market, and I showed her instead some all-wool tweeds made in Canada. She did not believe that such was possible. However, it being the best value she could find at the time, she purchased the tweed, and then had them analyzed to find out whether there was anything else than wool in them. A few days later she came back and remarked that the goods we had sold her as all-wool were not all-wool. They were just 99 6-10 per cent. wool! But it turned out that she had included in her analysis the selvage edge which had some cotton threads running through it. That is a pretty good recommendation for our all-wool tweeds isn't it?" laughed the buyer.

(Continued on page 137)

Typical in Paris

This French Mademoiselle is wearing a creation in nattier blue silk with fantastic embroidery. This style of sleeve, of neck finish, and also the extremely short skirt are generally accepted in Paris, and she will have none of our long-vamped shoes with "French" heels; the heels of Paris are high and sloping.

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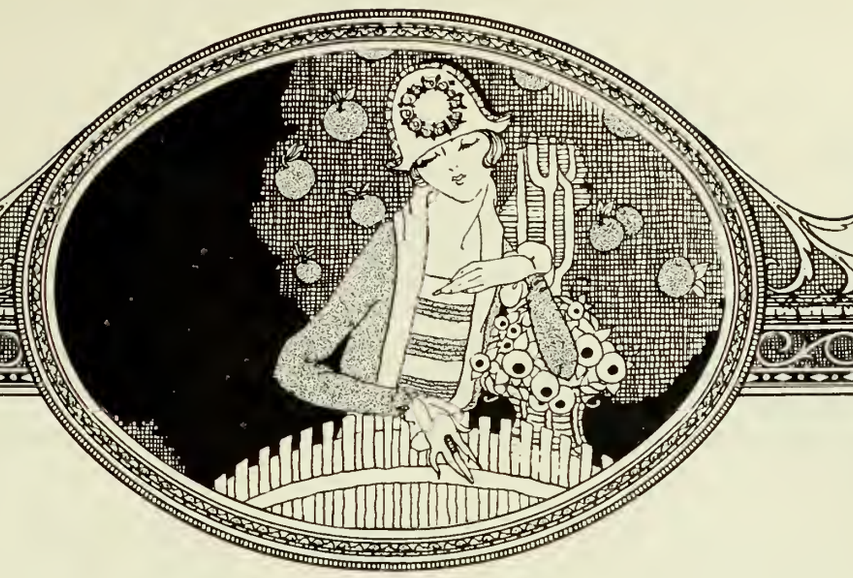

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New Fall Fabrics, Autumn 1919

Include the following:

COLORS	BLACKS
Austin Armure	**Lena Cord**
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Farnley Fabric	**Poplin Royal**
Malvern Mixture	**Mohair Taffeta**
Poplin Royal	**Tricotine**
Dongola Serge	**Wool Crepe de Chine**

In addition to above we also have: All Wool Colored Ottomans, Fine French Twill Serges in all colors, Navy Lustres, Fancy Plaids for sport skirts, Costume Tweed Suitings in Heather Mixtures, Cream Serges and Gabardines, Cream Taffeta and Lustres, Wool Jersey, Gabardines, Tricotines, Serges, Broadcloths in all colors.

While our stock is varied, the demands upon it are sure to be unusually heavy. Prices are continually advancing and goods are becoming more difficult to obtain.

Therefore place full orders at once, while you can be sure of getting what you want.

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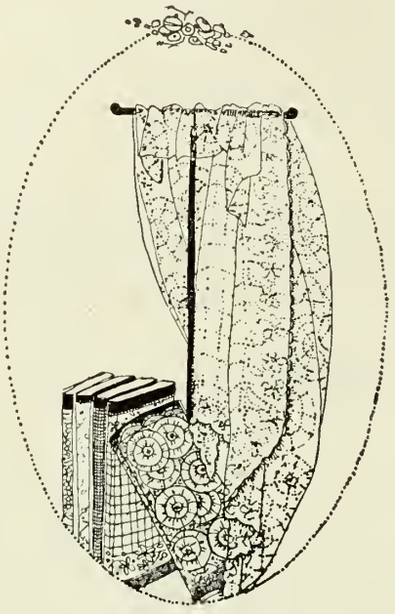

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The PINE TREE SILK MILLS CO.

Good Fall Season Assured for Furs

While Placing Was Light, Orders in June and July Came in Well—Prices Even Higher—Dolman Effects Strong—Flat Furs in Sets.

ALTHOUGH fur manufacturers generally reported that placing orders for Fall were very light, the business that has come in since that time has been very satisfactory and now the majority feel that the season of 1919 will be one of the best on record. The light business early in the Spring, when the staple lines are usually taken up by the trade, was due, of course, to the general slump in buying that applied to nearly every line of merchandise. There was a feeling, not only among the retailers, but among the wholesale trade that all prices were likely to come down, except, perhaps, wool, and there was an unwillingness to load themselves up with what they thought would be high priced goods in comparison with prices that they felt would be in force later on. The result was that orders, as a rule, in advance were comparatively small.

The month of June and early July, however, saw a change in this condition of affairs. Prices of cotton in the meantime had started upward again, silks were very high; the fur sales had shown that instead of a disposition to decline prices were still on the upward grade, and in fact there were very few lines that could be purchased at the lower prices of months before. If there were any large stocks of furs on hand there was no one found ready to sacrifice them, and as the demand kept strong, especially in New York, it was soon clear that the holders of pelts need not worry for a good market for their goods. For several months now the market has been very firm and in many instances has been on the upward move.

The result of this condition has been that the retail dealers have decided that they would gain nothing by it by putting off buying and might lose, and they have come into the market very liberally and have stocked up for the Fall. The buying of Summer furs has convinced the retail trade as well as the manufacturers that the buying power of the public is still undiminished, as is the testimony from all heads of ready-to-wear departments, and the feeling now is that there will be splendid trade for the retailer in furs this Fall and Winter season.

Dolman Strong in Hudson Seal

The outstanding line in furs this season continues to be the Hudson seal coat, although it has taken on the form more of the dolman, following New York. However, the opinion of fur men seems to be that this type will hold only for the Fall and early Winter in Canada, but that when the cold weather comes the staple line of Hudson seal coats running from 36 to 42 inches will come in strong again. The demand for Hudson seal, however, makes the price of muskrats higher than ever before and it is expected that they will go up still further. Many are selling now at $2.50 and they may run up to $3.00, compared with about 50 cents a pelt before the war. Fox, which had a little decline this past two years from its wonderful popularity, is coming back again and prices are quite firm. Mink is stronger, and many explain it as due to the very high prices now being received for it, putting it on a higher level in many women's estimation. Mole, mink, Hudson seal, and beaver as well as fox are strong. The preference for the cape effect in sets is making an improvement in the demand, as the flat furs, such as Hudson seal and mole. Sealine, which is made from Australian rabbit, and near seal or French seal, made from French rabbits, are both in use to a great extent.

There is an even greater tendency this Fall for trimming on Hudson seal coats than before, and one authority places the percentage at 75. The outstanding favorite, as was the case last year, is skunk, with probably grey squirrel as a good second. Indeed the latter has been making ground steadily the past couple of years. There is a demand for a good wide and deep collar and cuffs, while belts are found on a large proportion of the good coats. There is no sign of a movement on the part of the makers to economize, and this can only be the result of definite information that the public are willing, as well as able, to pay top prices for goods. Probably these days the willingness is the inevitable result of the ability.

Fancy linings are to the fore as much as ever. There seems to be a demand also for the outside pockets, the inserted ones rather than the patch. The use of the pocket is the outcome of the woman's sense of what is practical.

Needless to say, the novelty lines that will be shown in a few weeks show advances over corresponding numbers

The Correct Neckpiece

Fashion has placed the seal of approval upon small fur neckpieces this season, and advance notes say they are to be good next Fall also. Here's a smart one, worn quite correctly. The chic Napoleon-shaped hat must not be overlooked.

shown for placing orders a few months ago.

The only element of uncertainty in the fur trade now would appear to be the West. At the time of writing the earliest reports of damage from drought were coming in, making the fur business a little apprehensive of cancellations. Apart from the untoward possibilities in this direction they were quite optimistic.

RESULTS OF EARLY FUR OFFERINGS

Toronto fur manufacturers all report an excellent early trip this year; especially in the East have orders been remarkably good. Hudson seal coats are of course the big item once more, and sealine is selling to some extent too. This is a new product from French rabbit, or rather Australian rabbit. Scarfs and capes have been in big demand, that is capes of the shorter variety. One retail buyer anticipates quite a business among the novelty garments in longer capes. The prospects for these becoming quite fashionable, he thinks, are good. Fur jackets are selling well in the city but orders from the smaller towns so far are chiefly for 45 inch coats. There is a possibility of the shorter coats taking later on in the season on account of the difference in price. The very big percentage of the fur coats this year are trimmed, beaver being especially good. Those who have been following the prices paid for raw skins in England and the United States will not be surprised at the extreme advances in the prices of manufactured furs. A coat which sells now at $400 was two years ago not more than $190. "It sells at $400 and no questions asked," said one wholesaler. "If we offered a coat at $200 now there would be all sorts of questions asked as to quality." Fox, skunk, and the long haired furs like natural coon and opossum are especially good for trimmings and for separate furs also.

STYLE TENDENCIES

Mink and lynx are big factors in furs for the coming season. Not only are they beautiful in texture but they are always correct, and their wearing quality is such that they stand the strain of remodelling for many seasons. This applies particularly to mink. Lynx is especially good this year, and is frequently used in the straight stole. For the last four years the straight stole has been more or less in demand. At present it is exceedingly popular. This is probably due to its adaptability to so many types, for the shaped stole is not universally becoming; 30 and 36 inch lengths in coats are selling very well, while the 40 inch coats are fairly popular. With the exception of lynx and fox, animal neckpieces continue to be closed. Fisher and sable are far more in demand than they were in the Spring. Mole neckwear is most captivating, and is being used extensively. The straight stoles are fashioned of all fur, with a partiality toward mink, lynx, skunk, mole-skin and Hudson seal. They vary in length from about 8 inches by 60 inches, to 18 inches by 90 inches. Collars on coats have a tendency to stand away from the neck. The silhouette in wraps continues to have the narrow sweep at the bottom.—"Fur Age."

All the 1919 Touches

In this short semi-dolman with reversed border, trimmed in either natural or taupe squirrel. This is a New York model. Shown by Silver Bros., Montreal.

RECORD MUSKRAT CATCH

With the closing of the muskrat season on May 1st last, trappers at Lindsay, Ont., report that they never had a better catch. Pelts were plentiful and brought a high price. It is understood that the catch was the largest ever pulled off the Scugog waters and tributaries.

LEGITIMATE CAMOUFLAGE

A shrewd merchant wants his store to look not only attractive but prosperous. If he isn't prosperous, it is all the more essential that he shall produce the appearance of success, for people like to go where business is being done. For this reason it is important that his clerks should seem busy, whether they are busy in waiting on customers or not. A store where the people are working makes a very different impression on customers from one where everybody is standing around idle. To have the clerks rearranging goods, or making new displays, or doing something, may be camouflage, but it would be worth the effort.

Making a small, dark store look light and airy, and therefore larger, is perfectly legitimate camouflage. Arrangement of show windows and of counter displays are opportunities of which thousands of merchants make such poor use that you wonder how they keep in business at all.

A dry goods merchant, for instance, fills his show window with a confused medley of things which the eye passes over without really seeing anything in particular. That man may not have a fine stock, so he thinks he will put a little of everything into his window. He ought to study the butterfly's wing. In his stock, poor as it may be, he undoubtedly has some one good thing. Let him place that one thing in his window so that the casual glance of the passers-by will be caught and held by that alone. They will be so impressed with it that they won't notice how commonplace the other things are. If you study it, you can make people look at what you want them to see. And every business man knows that this would be valuable to him.—"American."

Furs for the Discriminating

Furs of a character that one meets with only in establishments of taste.

We are now showing fashionable Coats, Neck-wear and Muffs in

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CHILD'S WILDCAT COATS
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By this Mark you are enabled to recognize MALINES which cannot be equalled in Quality--absolute Exclusiveness and Economy.

"Dynamo Brand" Malines

Are guaranteed Rainproof. They resist Rain—Dampness—Snow—Sun and Perspiration.

They excel where others fail, and they naturally become the ideal Maline for Millinery and for Maline Scarves, so appropriate for evening wear. They are economic, because **one** yard of Dynamo Maline offers more advantages than **two** yards of any other make. Buy Dynamo Maline, it is the Original Guaranteed **Rainproof Maline.**

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A String on Your Finger

—lest you forget to turn to the latter part of this issue and read the Buyer's Market Guide.

Furs Dyed in All the Newest Shades

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WOLVES and WHITE FOXES
DYED TAUPE and BATTLESHIP GREY

SQUIRRELS
DYED TAUPE and BATTLESHIP GREY

RABBITS DYED KITT, MOLE

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Big Season Ahead in Millinery

Some Cities Will be Off to an Early Start With the Visit of Royalty—Brown for Color, Ostrich for Trimming, Soft Effects for Shapes, the Dominant Tendency So Far —High Cost of All Staples and Trimmings Mean Higher Prices Essential.

THERE are a few outstanding features of Fall millinery as so far expressed in the trade. In the first place, in the matter of color, **Brown** is the leading note. That one word "brown" is small, but it means a lot of things this season. There are golden brown, reindeer brown, tobacco brown, nasturtium, beaver brown, all shades of brown, in fact, which blend with furs, and by no means least of all, the well-known nigger brown.

In the second place there is the matter of **Ostrich**. Ostrich bands, ostrich bandeaux, ostrich feathers in tiny and medium sizes and a certain number of ostrich mounts and fancies characterize the trimming of the coming Fall and Winter. "Ostrich in every shape, manner and form," says more than one wholesale milliner. Among the medium sized feathers, which are partly curled and partly straight, that is, the curled part is under the bend of the feather, is the type of plume called the bull-dog feather. These feathers are turned downward sharply with the broad flues at either side. Some of the longer full plumes in various colors and in two-tone effects, many of them uncurled, and some a mixture of straight and curly flues, are to be had. For dressy occasions there are such two-toned effects as lavender and taupe, lemon and pink, gray and pink, pink and blue, green and orchid, orchid and yellow, turquoise and yellow, and in fact, almost any combination one wishes. The colors being dyed on feathers are so numerous that the manufacturers remark that they wish the trade would concentrate on one or two tones. It would mean much less labor for them. Another type of trimming which is likely to prove popular for a nice quality of general purpose hats, is the use of two wide, flat ostrich feathers, uncurled, and applied flat to the brim. These are sold in pairs, and in sand color are very effective for a suit hat, especially this year, when browns and furs are of so much moment in outer apparel.

A third feature of importance in Fall millinery is the Soft effect, which must be obtained. The soft velvets and frilly brims do away with heavy outlines, and this is a strong feature of the new millinery. Of special importance is the crown for the new season. Many Paris hats are showing a new turn in large, flat crowns, something like a tam, but different from those last year. For the Canadian trade one must be very careful not to have too extreme lines, lest they become either cheapened, or two "exclusive" to sell. A careful study of the crown models will pay most milliners. In the higher grade hats—materials which are extremely soft in texture and which drape and twist easily are the ones favored. Such fabrics as duvetyn, soft silk, satins, unstiffened velvet, and similar materials show off well the great amount of hand work which will characterize these models. A great deal of wool, silk and chenille stitching in Bulgarian colorings, hand-darning stitches and fancy embroidery will be shown.

Gold, Silver and Ribbons

In company with the general desire for things of a more ornamental nature than we have had for several seasons, and with increasing trimmings for dresses, and especially evening gowns, there is again a great deal of gold and silver threads and metallic brocades likely to be sold this Winter in millinery. Leather facings have also been noted on several smart models. Flowers are talked of a good deal in the trade at present, but not the usual silk or velvet flowers; they are mostly tinsel and glistening effects, which are made up with colored silks. These are very effective on the felt hats, but it is doubtful whether they will be taken to any great extent on all the types for the season. Ribbon, both wide and narrow, play an important role this season, moire being of special moment. Moires with gold and silver edges are considered especially good. As for the hat itself, duvetyn is considered by a number of wholesalers and large buyers as one of the biggest items of the season. In addition to it there are many models made up of soft velvet, some beaver, more velours, a great deal of panne velvet, which is important for dress hats. Furs are promised considerable vogue with the arrival of mid-Winter. Fringe is to be used a good deal, especially the looped fringe, resembling ostrich, which came out for Spring. Some jet also will be shown.

Navy Not a Fur Color, Therefore Not Strong

Just now navy is considered one of the most popular colors. So, too, is taupe, but it is not thought by some of those best experienced that navy will continue since it is not a fur color. Shades which blend and harmonize best with the furs of the year will be those which will have the biggest run. This is no doubt responsible for the great popularity an-

Full Ostrich Plumes

This handsome picture hat of pink Georgette indicates in its trimming the acme of fashion for Fall. Plumes, once more, are to be The Thing, whether for formal occasions or for high class street wear.

ticipated for brown of all tones. Nasturtium brown is perhaps one of the best. Tangarine, which is really a burnt orange, also has quite a noticeable place, and all the reddish browns of the terra-cotta order are also good.

One milliner, whose judgment has proven good in many seasons past, believes that the Fall season coming will be characterized as a one-toned season, rather than one of contrasting or even blending colors. What combinations there are, apart from the embroideries and hand work, of course, will be two shades of the one color.

Blondine is to be used a good deal for the new season. These feathers, in fact, are likely to be quite important since they have been in oblivion for a few years It will be remembered that blondine is a rather long feather with short, straight flues, not unlike an uncurled ostrich if it were clipped narrow.

For some trade the velvet shapes which have irregular lines and points, will have a run again, but for really smart business soft materials, shapes and lines will be favored.

Prices Ascend

As to prices for Fall, one glance over the costs of items which used to be considered negligible, convinces wholesalers and retailers alike that millinery will have to be included among the large items for the season's wardrobe. While prices for trimmed hats are considerably above what they have been for the past five years, the trade throughout is well aware that the profits are much closer than they were in times of our last peace. Even the hat that sells for $50.00 now involves a great deal higher costs than the $50.00 hat of, say, 1912. "All staples," said one wholesaler, "are from 2 to 3-fold in advance of what they were then. Besides, girls used to pay us to learn the trade; now we have to pay them $10.00 a week to learn it; and while they are learning they are of little, if any, use to us. In the factories labor will not keep up the supply demanded. They are on piecework, and when they have earned enough to keep them, they lay off for a day or two or longer and just come back long enough to get money for another 'picnic.'

"Another factor which has been affecting supplies very materially is the great amount of speculating being done in New York. One man has bought ¾ million dollars' worth of 1920 spring goods now. There is such a demand from all over, stocks being low, that wholesalers in New York state frankly they are not looking for business, and are just going ahead cornering supplies for next Spring."

Despite the slow deliveries and the other troubles of the trade, however, there is general gladness over the interest of the public in millinery, which is resulting in big sales everywhere, and promises to be more remarkable even for Fall and Winter.

"Racquet"

A new sport chapeau made entirely of white moire ribbon. This is a New York model which just arrived at the Robert Simpson Co.'s this month. There is a tiny pearl slide with the narrow bow on the front of the band

The Prince Arrives in August

One man well-known in the trade remarked that the coming of the Prince of Wales in going to mean tremendous demand for everything for evening wear and social functions, and that the season will be started off early and strong on that account.

Midsummer Millinery

For the immediate present fashions in millinery seem to be departing from the trodden ways of white satin and taking up instead some very attractive creations in navy and white taffeta combinations. These are frequently trimmed with white silk braiding or fringe, but the variety in shape is wide. Rather stiff shepherdess models, little chin-chins and soft, ruffled and softly turned back brims are among them. "We are tired of the routine of showing white satin hats in July," remarked one buyer who has made a particularly good showing of the navy taffeta models.

All white hats of narrow ribbon in smart little berettas, chin-chins, etc., are also very good.

Black malines with glycerined ostrich trimming and frequently with the addition of black 3-end Jap braid have been enjoying quite a run since early in June.

Colored taffetas have had quite a sale up to the present. They include a great deal of black, some jade green, orchid, turquoise, brown and grey.

Fine Italian Milans seems to be the most dependable sellers among the all-straw lines. The season has been quite noticeably one of fabrics rather than straws. Large Milan sailors and shapes of the simpler lines are liked this season. Some rustic basket-woven sailors with drooping brims have been selling to the popular trade. These are chiefly in two-toned straws, usually a color such as scarlet, grey, brown, green, blues, etc, mixed with white.

Soft velours hats are being shown in a nice range of novelty colors for the immediate and late Summer trade. Lavenders, blues (especially jay blue), light greens, corn, grey and taupe are among them.

The Mystery of Business—Style

And a Recent Thought-Provoking Short Story, "Hats," Makes no Effort Whatsoever to Solve It.

WHO can solve the mystery of that tyrant who last season permitted women to walk with full, free swing in fairly wide, fairly short skirts, and this season makes them go mincing in instep length tubes; the power that sends January breezes to little light,very light heads through straw and georgette and concentrates upon them in felt and velvet the heats of August; the dictator who makes a woman pay seventeen dollars for massed flowers and ribbon in the millinery of one year, and again seventeen dollars the succeeding year for the "restraint" of a chapeau ornamented solely in all its wide reaches with one small beaded buckle? Dorothy Canfield, in a recent little story with the piquant title "Hats," makes no attempt to solve the mystery; but she does present it in a way that any business man engaged in making or selling goods to the public will do well to read and philosophize over. At its very beginning her hat buyer declares that "Style is one of the great obscure mysteries of life." And he knows.

It is a little American war worker in Paris who tells the story. She is arrested by and puzzled to account for a distinguished looking gray haired American.

Finally he tells her: "Madame, I am in France for hats."

"Hats!" exclaimed the war worker.

"Hats," he reaffirmed quietly.

It seemed hardly believable.

Why should he come to France for hats when France in war time was bleeding to death, and how, then, could the French be making hats and inventing new fashions.

His eye kindles, "Madame, a good French modiste on her deathbed could make a better hat than anyone in New York ever could."

And as a result this sober, middle-aged American buyer, sorely against his personal inclinations, is braving submarines and undergoing privations to make his fifty-first hat-buying visit to Paris, because the only hats worth buying are made there, and also because he thinks it America's part to help keep French industries going in war time, though he doesn't talk about that reason until later when he has known the war worker quite a while.

Much to her astonishment she finds hat buyers have personality, that this one has developed a philosophy of hat buying, and also a keen scent and trained instinct for the styles which make him at once the inspiration and the despair of his competitors.

I could not withold my astonished admiration for the excellent seriousness with which they approached their business. I would have blushed to disclose to them the light shallow femininity of my careless, rather slighting attitude towards "la mode." Also I was amazed at the prodigious financial importance of their operations. The sums which, without a blink, they paid out for hats, and the number of hats they thus secured and the further sums which they looked forward to paying into the coffers of the United States Customs, sounded to me as unbelievable as those nightmare calculations as to the distance of the stars from the earth or how much it has cost to build the Panama canal.

"All that for hats!" I cried, "and every year, twice a year."

"Oh, this is only the smallest part of what goes into hats," the expert assured me. "What I'm buying now are only single models, you understand; the successful ones, the well-chosen ones, will be copied by the hundred dozen in the States and in Canada. That chenille toque you saw me buy the other day. . . ."

"That little, plain, ugly scrap of a thing you paid a hundred dollars for?" I asked, giddy again with the remembered shock of that price.

"Yes. Well that probably will be very widely copied, first in New York and then everywhere. It's a fair guess to say, that being a model that's sure to be popular, there will be at least twenty thousand toques like it sold in different places in the States for five dollars apiece."

I was staggered. "A hundred thousand dollars spent in one season, just for one out of all the different models of women's hats!" My old superficial scorn for "the style" disappeared in an alarmed dismay at its unsuspected scope. "Why that's terrible! It's appalling! When there isn't enough money to make the schools what they ought to be, nor to take care of the sick, nor to keep up the . . . "

Mr. Williams admits the awfulness of this fact, but declares that still more awful is the force that, without our realizing it, rules our lives.

"It goes beyond anything we can imagine. It's the greatest force in the world, this desire, this absolute necessity to be in the style. Nothing else can stand up against it for a moment, not hunger, not fear, not love, not religion. They only exist so far as they don't get in the way of being in the style. The minute they interfere with that, over they go like a pack of cards in a tornado. What do you think a man is doing when he works all his life for his family? Is he earning their livings? Not much! He's enabling them to keep in style, and if he doesn't he is a failure. What do you really want for your children? That they may grow up to develop all the best they have in them, yes, if that doesn't prevent their being in style."

I found all this so outrageous that I could only stare a silent protest.

"I don't mean just my small part of it, hats," he explained, "although hats are always, so to speak, the crest of the tidal wave. It's everything. Style rules everything. Of course all material things, furniture, clothes, the way houses are built and gardens laid out and parks made and pictures painted. Everybody can see with his own eyes how they are all determined by whatever the style happens to be in that century or year, and not by anything we want or need."

We were both silent a moment as if in the presence of Niagara or the ocean.

Then I said in a feeble challenge, "Well what is the style?"

"I wish I knew. It looks to me like a big current that takes in everything, that is so big we don't know it's there, just the way people didn't use to know the world was round, because it is too big to see. And it carries us along like dry leaves and where it's going to nobody knows. We know just as much about it as we do about where water runs

Some Interesting Summer Models

underground; which is to say nothing. But when it comes to that part of the style that makes hats or dresses, there are a few people who can hold a hazel rod and have it point downwards, and they are oftener right than the rest of us. And every one of these few is French and lives in Paris. Don't ask me why. That's the way it is."

Because he is a successful buyer, and not because he is a philosopher as well, the war worker finds that his younger confreres hang about him and try to get his "hunch." "Whatever grandpa says is going to go, goes." Why, they can't discover; and when he tells them the truth they refuse to believe.

"The trouble with most of you young people," he was wont to say, presenting as he went on the abhorrent spectacle of a man at the Cafe Riche taking occasional sips from a glass of water, "is that you don't realize that you are up against a big thing, the biggest thing there is. You think you can just josh along somehow, pick out what looks good to you, what you think would be pretty for your best girl to wear, and have it go. Nothing like that! What you like, what you think is pretty, hasn't a thing to do with what's going to happen. What's going to happen, happens, whether anybody likes it or not, and the only thing for us to do is to keep our ears to the ground hard and try to guess three or four months sooner than most people. Nobody can guess further ahead than that and mighty few people even as far as that. Most people don't know what style is coming till it hits them in the eye. Now, to make a good guess you've got to keep your eyes open to everything and then sort of gather yourself together and listen, hold your breath and listen, as if you were eavesdropping folks who were trying to keep a secret from you; as if you had to catch a very faint 'A' sounded way off that you could tune your own fiddle to."

Wondering what this great expert's opinion would be of the plain, every-day hats of ordinary women, the war worker asks him one day if the four-dollar bargain counter hat she's wearing is stylish.

He answered instantly, without giving a glance at my headgear: "You are a healthy, normal woman and you are wearing it. Of course it's in style. If it weren't, and you had to wear it, you'd be sick abed."

"You exaggerate, you are always exaggerating," I protested. "I never bother my head about hats! I just walk into almost any shop and buy the first hat that doesn't make me look too queer."

"You don't have to bother yourself about it," he told he, his accent tinged with weary bitterness. "We do the bothering! Months beforehand. An army of us, able-bodied men, smart women, pretty young girls, we all of us give up our lives to fixing things so you can walk into most any shop and pick up most any hat and find it doesn't make you look too 'queer,' which is your way of saying that it doesn't make you look out of style."

"There are moments," I told him, in a half serious indignation, "when I find you too absurd for words, the victim of the most absurd hallucinations! All this portentous talk about the world wide conspiracy to make people keep up with the style. As if the style had any importance for sensible people!"

"If you knew more about the capital and brains that are invested in that conspiracy you'd take it seriously all right," he assured me with melancholy, "and as for not taking the styles seriously, how many thousand dollars would it take to pay you to go around in the street one day, just one day, in the big bustle your mother used to be ashamed to go outdoors without."—Business Digest and Investment Weekly.

Ready Trimmed Models

Two interesting little Fall hats. The upper one of beaver felt and feathers and the lower one of velvet and soft satin. By courtesy of Gage Brothers & Co., Chicago.

PILE FABRICS

(Continued from page 114.)

has been familiar for some past three or four years are very much in the minority.

There was a feeling a few weeks ago that the extremely high prices that are being quoted for velveteens and velvets for Fall would interfere considerably with their popularity, but, with the advance of silks it seems essential that buyers be well stocked with velveteen and velvets. Not only is this due to the high price of silks but to the scarcity and high prices of fancy and better grade woollen cloths.

A study of the opinions expressed in the opening article in this issue will convince most merchants that they will be well advised to have a fair stock of pile fabrics on hand for Fall selling. There seems little doubt that prices will be anything but firm at present high figures up to the end of the present year at least.

ANOTHER CANADIAN GOES TO NEW YORK

Mr. Eugene Beaupre, who for some time has been head of the advertising department at The T. Eaton Co's. Toronto store, has gone to New York to fill a similar position at the John Wanamaker store.

Mr. C. F. Krim, of Worcester, Mass., is now buyer of suits, cloaks and the Misses' Shop at Murray-Kay's, Toronto. Miss Richardson will confine her attention more specifically to dresses and infants' wear.

The "Canada Product" labels are now appearing on the shipments of members of the Canadian Clothing Manufacturers' Association. The label is an atractive one, 2 inches deep and 7 inches wide, printed in blue and green.

Mr. B. D. Sawtell, millinery buyer for the Robert Simpson Co., is on a buying trip to France.

A Smart Foundation

One of the new Fall buckram lines of Peerless Hats, Limited, Montreal.

COME TO MARKET

Henrietta Gage

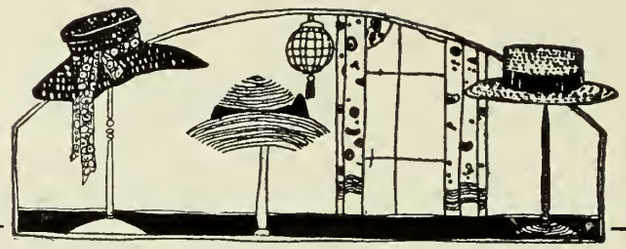
Our open stock of merchandise for the fall Season of 1919 is now ready for your inspection.

It offers unusual advantages to those who wish to make personal selections, from a line which includes the exclusive production of our own factories and work rooms, supplemented by direct importations from Paris.

New York
Chicago
Paris

Gage Brothers & Co.
PRODUCERS OF CORRECT MILLINERY

Why Experiment?
Buy GAGE HATS



Milliners!

Here is a process enabling you to make up a double fabric at the same cost as a single fabric, whether Buckram, Felt or Ribbon, without in any way injuring the fabric, its durability, or general appearance.

Any combination of colors may be treated in this way, in any width of material up to 95 inches.

You can readily realize the amount of time and labor this would save in your Millinery Department.

Write us for Particulars about—

The Sincere Process for Duplexing Textiles

Full information will gladly be submitted with prices.

Prompt delivery on all orders is assured.

The Toronto Duplexing and Process Company

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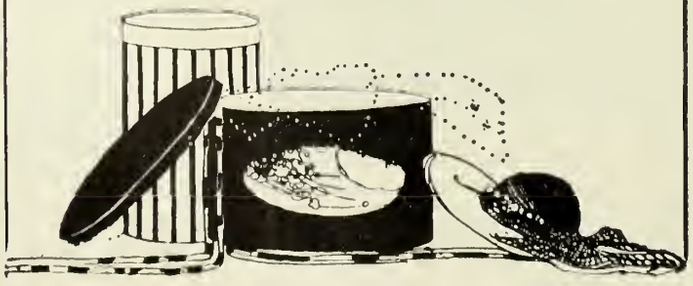
TORONTO ONTARIO



MODEL HATS

and Everything *in*

MILLINERY GOODS

Ready for early buyers from Seventh August.
Inspection by the Trade cordially invited.

G. GOULDING & SONS

55 Wellington St. West, Toronto

WINNIPEG OTTAWA MONTREAL

Hosiery, Underwear—Prices Strong

Quotations on Wool Hosiery, Gloves, Mitts and Scarfs Are Up 10 Per Cent. on Goods for Fall Delivery—Sweater Coats in Good Supply—Knitted Suits and Wide Scarfs in Vogue.

THE situation in underwear and other lines of knitted goods does not seem to show any improvement in general market conditions. No recessions in prices are noted on knitted goods, and indications point to higher values this Fall than ever before. Of course, in the case of stockings only the silk lines are selling well now, and in underwear, only cotton stuff. But looking to next season, the opinion among buyers is all in the way of very firm prices. Orders have been pretty well placed for next season's delivery, but as was pointed out in last month's issue, there is likely to be a great rush for goods next Fall, when the cold weather comes on. Orders placed early in the year were very small compared with other years, and the prospect is that in underwear especially there will be a big rush of sorting orders. The mills are all working to capacity at the present time, where labor troubles are not delaying operations, but even with operations at full capacity, there may, in the opinion of some manufacturers, be a shortage when it comes to supplying orders in the Fall. Quotations on wool hosiery, gloves, mitts, and scarfs are up ten per cent. on goods for delivery this Fall, as compared with last season. Fine tops are very hard to secure, but the coarser wools are more plentiful. It is this absence of fine tops that is stimulating the market to such strong levels. Wholesale houses state that wool and cashmere socks will be ten per cent. higher than last Fall. American goods are also very strong, the New York market being very close and high. The English market for woollens, too, shows no indications of relaxing.

Heavy Export Business

Canadian manufacturers of woollens are launching out, and in a very large measure are securing large orders for export. Already some manufacturers have secured business from New Zealand; South Africa is being looked to to provide a considerable demand also. Lines of hosiery are being made for export, of different colors, than are produced for the domestic trade. Full-fashioned seamless hosiery is being specialized in. The idea that only cheap goods are wanted for the British, Belgian, French, and Roumanian markets is an entirely mistaken one. These countries are buying the best that the mills can turn out. Great Britain is buying large quantities of Canadian-made woollen socks. Greece is also becoming quite a customer of Canada's in the way of woollen goods. Clothing manufacturers in Canada are also planning for extensive export trade. All this export business is bound to have a stimulating effect on the Canadian market for hosiery, underwear, and practically in all woollen goods.

Speaking to the buyer of sweater coats in one of Toronto's large department stores, DRY GOODS REVIEW was told that stocks of sweater coats were fairly heavy. As regards buying for the future, he thought the average buyer had been doing that, with the result that they were rather heavily stocked with goods. He believed that in the matter of sweater coats it was becoming more and more not a wise plan to buy too heavily for the future, because of the fact that new styles in sweater coats were always coming on the market, and it did not do to carry too many of any one particular style. Business in sweater coats has been very active this season. In the very hottest weather they are not a quick sale, but people preparing to go away to their summer homes this year have bought sweater coats, and in this way there has been quite a big inquiry for them.

Whole knitted suits are worn by the fashionables at Summer resorts and promise a good deal of popularity for early Fall. Sometimes the sweater coat and skirt match in color and material, sometimes a wool skirt is accompanied by a silk coat, and again one sees a fancy silk knitted skirt with a plain coat, or vice versa. The skirt may be white and the coat colored, with smart effect. When a wool skirt is worn with a silk coat, the skirt is usually of some very soft light weight wool, which carries out the color scheme of the coat. Two interesting models of those knitted suits are shown herewith.

A RASH STATEMENT

Retailers Claim There Is No Ground For Saying 87½ Cent Hose Cost Consumer $2.50

In regard to the statement made before the High Cost of Living Commission by Richard Thompson of Carleton Place, President of the Canadian Woollen Manufacturers' Association, that the manufacturer receives 87½ cents for a pair of stockings and the consumer pays $2.50 for them, the head of the hosiery department in one of Toronto's large department stores told DRY GOODS REVIEW that there were no stockings, that they bought at that figure, sold as high as $2.50 per pair. Stockings that cost them $10.50 per dozen, or approximately 87½ cents per pair, sold at $1.25. The cheapest cotton stocking could be purchased at $1.80 per dozen, and they were sold retail at 22 cents per pair. This buyer stated that his company was quite satisfied with a net profit of 7 per cent. The cost of bringing the stocking to the store after they were purchased at the mill was by no means a small item. On stockings costing at the factory, $10.50 per dozen, and selling at $1.25 per pair, there was a gross profit of 32 per cent. The past year, however, nearly all deliveries have been by express, rather than by freight, adding considerably to the charges. He figured that the cost of handling these stockings, including express, salesmen, and all the other incidental expenses of doing business, would be in the neighborhood of 25 per cent., leaving a net profit of 7 per cent. In his opinion he did not believe there was any retailer selling an 87½ cent stocking at $2.50.

Another of the leading Toronto buyers stated to DRY GOODS REVIEW that the most his store ever priced its hosiery at was at figures approximately doubling the invoice price. That is, a stocking costing in the United States $4.50 a dozen, would be retailed at $9.00, or 75c a pair. The 37½ cents added to the invoice price had to cover 35% duty, 5% for insurance, currency exchange, transportation charge, and besides, the returns which always accompany goods of that grade. This would leave a net profit of from 8 to 10%. The margin was considerably closer on goods bought in small lots, such as samples, seconds, etc. This buyer, too, does not believe there are any merchants selling hosiery which cost 87½ cents, for $2.50. The highest he has ever asked for them is $1.75. The only way he could account for anyone making such a statement would be in the case of goods bought before the war at 87½ cents. The price of these, from the manufacturer to-day would necessitate a retail price of $2.50, but it was unlikely that any 87½ cent pre-war goods were on the shelves of any but some small stores where the turnover was slow. It was far away from any true statement of facts for anyone to say that an 87½ cent stocking from the manufacturer is costing the consumer $2.50.

Miss McMorin, formerly in charge of the advertising department at Murray-Kay's, Toronto, went to California last winter and finds the climate so beneficial that she has decided to remain there. She has gone with the "Broadway Store" in Los Angeles in the capacity of assistant advertising manager and editor of the store paper. Her many Canadian friends extend their good wishes.

10% Advance in Silk Hosiery

Surprises in Quotations for Underwear and Hosiery for Spring, 1920—Figures Not Yet Complete.

THE prices on lines of hosiery and underwear for Spring, 1920, quoted to the jobbers by the Canadian knit goods manufacturers during the first two weeks in July showed fewer changes over current prices probably than most had expected. In cotton lines, of hosiery and underwear alike, in the medium and lower grades, prices were slightly lower, although the rising market in raw cotton and increased wages in the mills had led a good many buyers to believe that prices, especially for deliveries many months ahead, would be higher. On the finer grades of cotton the prices were about the same. The underwear reduction ran between 5 and 10 per cent., and the hosiery about 5 to 7½%, but in women's lines the prices in underwear remained about the same. That is, there was not the reduction that was noticeable, for instance, in most balbriggan lines.

That there was a reduction at all is due, the buyers think, to many of the mills having taken advantage of the drop in both the raw cotton and yarn, February, March and April. At this time the spinners in the United States, as one buyer described it, "got cold feet and took orders at any price," and some of the Canadian mills "jumped in." There was, of course, a reduction in April in Canadian prices of cotton yarn of about 20%, but the earlier American cut was much greater than this.

The quotation for silk hosiery was rather lower than had been expected, considering the very rapid advance in the silk market. About 10% was the average advance in silk for 1920 from the few mills that submitted prices early in July. No prices were quoted by American mills. Again it was concluded that the Canadian mills must have covered themselves for their yarn before the latest advance in silks took place, because during the war the highest price was about $8.50 a pound, while early in July the price had advanced considerably over $11.00 a pound, which would have made prices on silk hosiery very much higher than they actually will be.

Buyers for the wholesalers report quite a variety in prices as if showing that some mills had covered themselves in raw cottons or yarns and others had not. Some lines of cotton are lower, while some are just the same as for the past season. "Never have I seen the market so complicated," said one buyer. "The more you look at prices, the more they get on your nerves, and you feel like doing no business at all." This buyer had experienced some remarkable declines in American hosiery. He quoted one line that he had bought last Fall for $2.25 to $2.30 a dozen, which was quoted him in February at $1.20, and is now back to $1.80 and 1.85 a dozen. Other lines that were selling at $4.15 and $4.25 dropped as low as $2.25 a dozen, but since then have made up a good deal of the decline. All this rapid change in prices confuses the markets and complicates the work of the buyers. In some cases they are waiting to get the complete quotations of the mills before placing a single order.

One buyer who does a good deal of importing of hosiery attributed the very high prices to the fact that the English spinners dominate the market in the French dry spun quality, and that the only relief from high prices would come when the French and the Belgians were back in the market. "Before the war England bought nearly 90% of their finer yarns from France and Belgium, for on the very high grade cashmere French and Belgian spinners are the best in the world. But four great big textile centres have been practically out of business, three of them being in the hands of the Germans during the war, such as Lille and Roubaix, and it will take them a long time to get back again as they were before. Then another element it that the British Government still controls a lot of wools, and when they release them there might be a decline in the market. As it stands, prices, therefore, on all cashmeres from overseas are very high. One line that used to weigh 2 lb. 8 oz. and sold at $4.50, has to be sold now at $18.00 to $20.00 a dozen, so that what could be sold before by the retailer for 50 cents now has to be sold at from $2.25 to $2.50. Even if the price had been cut in two to $9, as might be the case within a year or two, it would still be 100% higher than it was before the war. No one, of course, knows where prices will go, but I do not look for much further advance in cotton lines, at all events."

For Early Fall Sports

A comfortable and fashionable knitted suit, striped in old gold. Note the cord-edged collar, the snug sleeves and the slightly raised tie belt.

SCARCITY FOR FALL

A knit goods buyer who had covered most Canadian mills during the early part of July, told DRY GOODS REVIEW that he had been surprised at the scarcity of stocks in the mills.

"If I had had $500,000 cash I would not have been able to secure immediate delivery for more than one-fifth of this amount. The goods seem to be shipped out of the mills the very day they are made. There are two reasons for this: one is that the retailers have done a tremendous business this Spring, especially since the end of April, and their stocks have been depleted unexpectedly, for they did not realize, any more than the wholesalers, just what the extent of the buying by the public would be during May and June, and the early part of July. Thus the stocks are pretty well run down among the wholesales and the retailers, and they require immediate delivery from the mills where they can secure this.

"Then there is the heavy demand for export, so great that the mills are said to be refusing orders now. In some cases mills are rushing ahead on these and can accept any sorting orders for Fall until November or December. By Fall, therefore, I expect to see the biggest shortage I have ever experienced in Canada, and it seems certain that prices

on woollen goods must advance under these conditions. The same conditions apply to the States as to Canada, big domestic business, and an export demand that they can hardly cover."

While there is a slight reduction at the outset in the new prices for Spring, 1920, some buyers are looking for these prices to be withdrawn shortly, and a new scale of higher ones to replace them. This is in accordance with the rising trend of raw cotton, and the increases that have been almost universal in wages in the mills throughout Canada, the States and England. It is not believed the mills are covered in raws or in yarns to an extent that would permit of prices just quoted being continued in the face of the advances that are thought almost certain in the raw markets. Indeed, the majority are looking for a repetition of what happened in the case of cotton fabrics a couple of months ago, an advance soon following the reduction.

A Bonus System for a Smaller Store

PERCY DORAN, who has one of the busiest little stores in Pembroke, Ont., makes a feature of carrying in addition to his attractive ready-to-wear lines, all the newest ideas in neckwear, blouses, gloves, and the other dainty novelty accessories that are necessary to the well-dressed woman. At present his premises are too small for his expanding business but he manages to display an admirable amount of merchandise by means of rods, fixtures, counters, shelves and windows. He is contemplating making an addition to the back of the store very shortly and changing the location of his offices so that the long, narrow layout of the store will give a good view from the front entrance and considerably more space be provided for new Fall stock.

Mr. Doran is another merchant who believes that some recognition of interest taken in the business by employees should be shown in a cash bonus, and thereby encourage them to feel some personal responsibility in the store's success. It is a comparatively small store as most specialized stores are, and therefore the proprietor has a close-up idea of what each salesperson's salary should be. With that as a basis, team work is encouraged by announcing that if the year's business amounts to a certain figure, each employee will receive a month's salary as a bonus. General business conditions affect the fixing of the figure each year. For instance, last year was an exceptionally large one, and this year started off to beat it, though the months ahead were uncertain. The employees were told then, that if this year's business amounted to last year's the bonus would be forthcoming. Mr. Doran felt, however, that prices were too high for the public to buy as they did last year, and so, if by the end of this year the business came within $1,500 of last year's, he would be well pleased.

This method of bonus giving, Mr. Doran pointed out to DRY GOODS REVIEW, applies to new employees as well as old. They are all responsible for doing their bit towards the grand total, and each feels that he must keep up to the other or be regarded as a drag on their efforts. "They are all fair-minded enough to feel their responsibility towards each other," said Mr. Doran, "and are very well pleased with the system. It applies to the office staff as well as to the salespeople."

It is quite probable that this system is more applicable to the smaller, specialized store than it would be to a departmentized store such as the one described at North Bay, where the cost of selling varies in the different departments. Both appear to be well adapted to the business as described.

CHATHAM EDITOR RIDES FOR FALL

Sunday afternoon, Chatham.

Dear Editor,—

In an issue of "The News" last Thursday I noticed a humorous little episode on, "Why a certain damsel wore furs on a certain day last week." Now I've been thinking over that little thing and believe if you could enlighten me as to why men wear high collars and heavy coats on Sunday when they can't bear them in the office through the week, I could tell you why this particular woman wore furs.

You of the male sex want us, the female of the species, to believe that your power of will is beyond comparison, that your judgment never wavers, and yet after all, men are "darned fools," aren't they? Well, take for example the city fathers, chosen for brain and business ability! Every time the clock on the market (the council's clock) chimes one, its brothers all around defiantly hammer two, yea, nearly twelve times each day it mocks the inconsistency of these "Men of brains," chosen from the motly array of over 16,000 people, to guide the destiny of this fair city. Possibly some of these wide-visioned aldermen, who put a little rural trade ahead of the welfare of the city, might do well to wear furs all the year round. Fur shoes, they say, are great for cold feet.

Take a peep at the Retail Merchants. Reports say that they passed and rescinded, spluttered, fussed and fumed, then finally decided Thursday as half-holiday. Last Thursday bedlam prevailed. So great was the turmoil that the Fates took a hand, and Jupiter Pluvus sent a terror of a thunder storm to remind the delinquents of the itching palm that they had agreed to lock up and bask in the sunshine one afternoon a week.

Yes, I'm a business woman, and only about the size of a cake of soap after a hard day's wash, yet I can readily see that it's going to keep the men of Chatham busy looking after their own affairs without worrying about the inconsistency of women's dress.

However, to get back to our subject. Possibly on that hot day you mentioned, the damsel in particular was recovering from an attack of the "flu," and wore the said fur that her throat might not be exposed.

Possibly, on the other hand, she had just returned from a trip across the burning Sahara and was not yet acclimatized to the cool atmosphere of Chatham.

I wonder, Mr. Editor, if, as you meandered down the bends of King St. in search of news, peradventure, you noticed a card in a certain window "Bring your furs in now and avoid the rush later." Possibly the said dainty dimpled divinity did not have a bag in which to carry the said fur to the furrier and simply slipped it over her shoulders as a means of transportation.

Possibly—ah! shoot, Mr. Editor, I'll not tease you any longer, the last method is correct.

I know—because I wore the fur.

Guess I made you feel cheap, eh!

Diana.

Before the H. C. L. Committee

Manufacturers Rarely Make 8 to 10% Profits, Says Mr. Thomson

Among those who gave evidence before the House of Commons Committee on the High Cost of Living at Ottawa was Mr. Richard Thomson, president of the Canadian Woollen Manufacturers' Association. Mr. Thomson said that if a company making from eight to ten per cent. on its turnover it was doing well, and they rarely do as well as that. He pointed out that there had to be more than capital in business; there had to be brains also. His association has a capital of about 75 million; payroll, twelve million; output fifty millions.

Before the war the difficulty in the way of profits was the diversity of goods made by each concern; there was no chance of specialization. Variety militates against efficiency. During the war there were big orders for certain classes of goods with a straight run on them, and naturally profits were large. Much of the 1917-18 business was from the United States. From October, 1917, to October, 1918, they sent about twenty

million dollars' worth over there. He had secured one order for blankets for five million dollars; and there were several million dollars' worth of puttees and socks made. The mills took their prices, and should not be censured for making big profits on American orders. Under the abnormal conditions of the war business was done at a great strain, being carried on night and day. He said that the man who made any money in the woollen business did so because he did not recognize any hours for himself. For 25 or 30 years there has not been any big money made in making woollens. Without protection the industry could not have survived.

Mr. Thomson said there was not much ready-made clothing imported here. The cloth is bought by the cutter-up. When the war came on there was not much cloth imported; but this was not the cause of the increased prices. They were due entirely to the war; and when the war stopped the manufacturers were loaded up with stock because of cancellations. The embargo still exists on cloth, and there is only so much allowed to be exported. Wages are at the bottom of high prices, and normal conditions as they were are not likely to come back.

He thought Mr. Paton had been misrepresentated in the statements the papers had given regarding his profits. He was not a member of their organization.

Being asked as to his opinion of the statement of one witness, that there was no wool in our tweeds, but they were made of fur clippings, waste, etc., Mr. Thomson said he was either a fool or had an ulterior motive.

Prices are invariably due to competition, which is keen. The manufacturer has not nerve enough to ask the price he should, and the small man is always afraid he will not get his share of the business, so keeps his price low. The rise in Canadian prices has not been as much as in those in Great Britain. The woollen manufacturers were the first to have representatives in Great Britain after the war looking for business, and they got orders from Belgium and Roumania.

He thought there was responsibility on the part of the manufacturer to expose cases of profiteering.

DEMAND FOR SILK HOSIERY

Just at present the domestic demand is altogether for silk hosiery, and buying of the same is very heavy. Buyers who have recently been in New York state that it is almost impossible to buy anything there. The continued buying of the past few weeks has taken up the greater part of the output of practically all mills, and a shortage in New York is predicted later in the year. Prices are being advanced there from time to time as much as five cents per dozen, an indication of the firm situation prevailing.

Readers of DRY GOODS REVIEW will probably recall that the Spring (January) issue and others since pointed out a coming demand for very wide scarfs. These are now quite a feature, both in hand-knit and mill-made lines. The size, of course, keeps the price up, so that they are as yet for fashionable folk chiefly. Some of the shops call these "coat scarfs" and "shawl scarfs," since they are large enough to take the place of a shawl or sweater coat. In many instances they are accompanied by a belt to match, but ultra smart people wear very narrow leather belts (½ to ¾ inches wide) with them. The effect is similar to the sheer surplice collars and the deep Victorian collars which characterize French gowns and cloaks this Summer, and which are shown on many Fall models in this country.

Golden Brown and Turquoise

The soft wool skirt in golden brown has fine rib of turquoise and the long inner collar of the golden brown silk is also turquoise blue.

SILVERTONES, VELOURS AND JERSEYS IMPORTANT

(Continued from page 115.)

Stocks in general in wool goods are smaller and much more valuable than they were in 1914. They involve a much higher amount of working money, since there is none of the low priced goods manufactured now which used to form a big percentage of the stocks carried previously. "Low priced business has all gone to wash goods and silks," said one buyer. Even the cheap checked goods which were used for children's dresses and which we used to sell for 35c we must now ask $1.95 for. Naturally such advances as this eliminate from the market cheap goods and concentrate the buying on better grades. These checks even at any price for children's wear are scarce, say the manufacturers. They are popular, of course, being very practical for the purpose. The cutters up generally are hardest hit by the disappearance of the cheap fabrics.

Jersey cloths, especially the wool jerseys, are a matter of considerable importance for Fall. The newest items of interest to Canadian buyers in these fabrics are produced in Canada. They include a very heavy material so closely knitted as to resemble a woven cloth. It is used for men's and women's coatings and for women's Fall and Winter suits and, of course, must be very heavy for those purposes. The effects are chiefly in heather and in silvertones, both of which represent the popular taste. In addition the fabrics for women's suits cover the staple shades and some novelties.

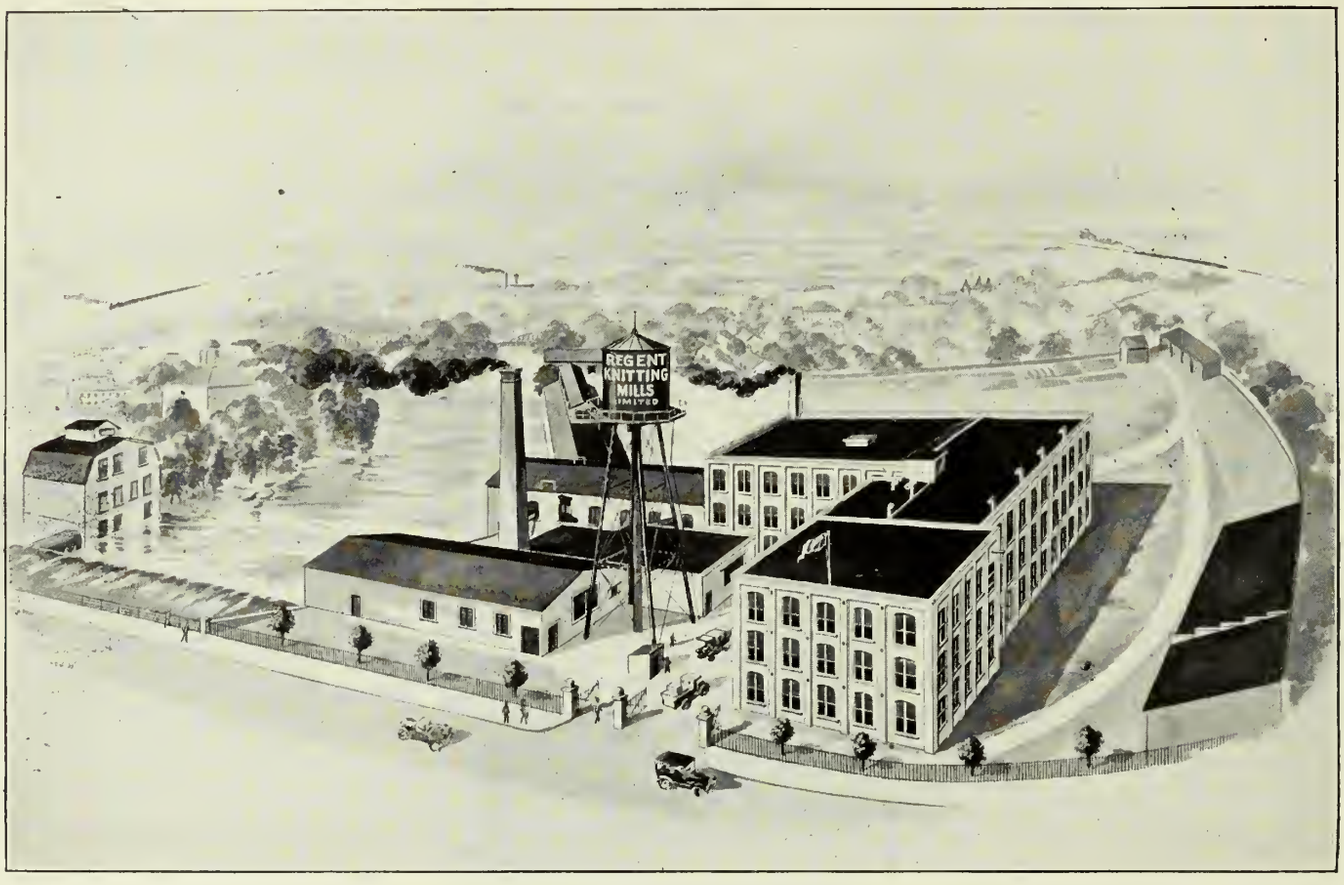
It is a rather interesting state of affairs to not that Canadian mills which make these overcoatings and suitings are selling some of them in England. These fabrics were just put on the market a month ago, and involve the name of the maker, "Hawthorne" cloth. Jersey cloths in lighter weights for dresses are of particular importance for Fall. Browns and taupes in a variety of tones, including beaver, are favored first with peacock and some novelties to lend variety.

ROGERSON-WAKELEY

Miss V. Wakeley, who for some four years was designer of lingerie blouses for Ladies' Wear, Limited, was married on June 25th to Mr. James Rogerson, Toronto, inspector for the Bank of Nova Scotia. Before leaving Ladies' Wear Miss Wakely was presented with a china tea set and a couple of cut glass comports. Mr. and Mrs. Rogerson will reside in Toronto.

REGENT KNITTING MILLS, LIMITED
TRADE MARK

As We Live



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SWEATER COATS
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We occupy three floors, 60,000 square feet in this building.

Made-in-Canada Knitted Goods

JERSEY CLOTH SUITS
BOTANY JERSEY CLOTH
FAMOUS FIBRE SILK (Tricolette)
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400 Hammond Block, S. M. CAMPBELL

VANCOUVER
Mercantile Building, R. A. SMITH

REGENT KNIT
MADE IN CANADA

Underwear

ATLANTIC UNDERWEAR LIMITED

are pleased to announce that they have taken over the manufacture of the well-known

IMPERIAL BRAND UNDERWEAR

formerly manufactured by the Kingston Hosiery Company, at Kingston, Ontario.

The manufacture of this high-grade, popular-priced underwear has been transferred from Kingston to Moncton, where the same lines will continue to be made on the same machines and under the same supervision as heretofore.

Atlantic Underwear Limited

MONCTON, N.B.

Will You Get a Share of This Business?

Many retailers find Buster Brown Stockings a steady and profitable line. In the next few months they will find them even more profitable, for many new customers will want Buster Brown Hosiery.

We are covering Canada with an extensive advertising campaign. It is proving that Buster Brown Stockings — because of their excellent fit and long wear—are better value. And *value* is one of the greatest selling points to-day.

If you already carry this better-value hosiery, make sure your stock is complete. If you do not, lose no time in ordering from your wholesaler. Buster Brown Stockings for boys, and Buster Brown Sister's Stockings for girls stamp the merchant who sells them as one who gives his customers better value.

FREE CUTS

We have a plan whereby you may get full benefit from our advertising. We will supply free electros of illustrations used in our advertisements, for use in your own town.

By running these in your local paper when our advertising is pulling, you will link up your store with it.

Address the Advertising Dept., Chipman-Holton Knitting Co., Ltd., 184 Bay Street, Toronto, Ont., for these cuts.

THE CHIPMAN-HOLTON KNITTING CO., LIMITED
HAMILTON, ONT. MILLS ALSO AT WELLAND

The BUSTER BROWN STOCKING

SUNSHINE HOSIERY REGISTERED

THE MOST POPULAR FABRIC OF THE HOUR

for Ladies' Suits, Skirts, Sport Coats and Men's Overcoats, Golf Suits, etc., is JERSEY CLOTH.

HAWTHORN JERSEY CLOTH is unrivalled for its beauty of finish, and its serviceability. It has won instant approval everywhere, through its uniformity of knit, distinction of finish and exquisite coloring.

Finest all wool, 54 inches wide, four different weights, in ALL colors and many attractive mixtures. Secure samples from our Agent, or your Wholesaler.

THESE FACE CLOTHS will prove ready sellers.

Secure them from your wholesaler.

These attractive, beautifully colored display cards will be sent you upon application.

Our TERRY TOWELLINGS will also be of interest to you. All sizes and widths are included in our range.

Hawthorn Mills Limited, Carleton Place, Ont.

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MONTREAL Luke F. Moore, Coristine Bldg.
WINNIPEG Fred Rumble, Hammond Bldg.
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PICTOU, N.S. V. A. Barnwell

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED

A large colored announcement telling more about our Spring, 1920, Range, will appear in the next issue.

Announcing the New Range For Spring, 1920

MONARCH-KNIT

COMPRISING a most extensive assortment of smart, new styles in Pullovers and Sweater Coats in both silk and wool. All the newest shades and popular color combinations are represented.

Also Monarch-Knit Hosiery—the well-advertised quality line for Men, Women and Children, in silk, mercerized and cotton. Many attractive new numbers for spring.

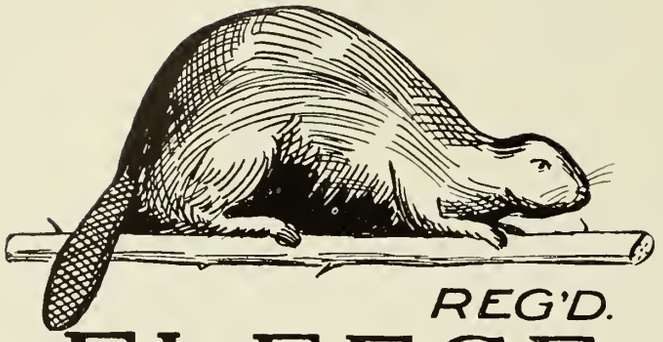
Monarch Floss, Monarch Down and Monarch Dove, the Canadian woman's favorite hand knitting yarns, in 30 popular shades.

Travellers will be out with samples early in August. Watch for the Monarch-Knit Salesman.

MONARCH KNITTING CO. LIMITED

Head Office - - Dunnville, Ont.

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



REG'D.

FLEECE

FLEECE-LINED UNDERWEAR WITH A GUARANTEE

COMBINATIONS AND TWO-PIECE

Mr. Merchant:

It has been our honest endeavor to bring around a line of Fleeced Underwear equal to anything manufactured and absolutely correct in every detail. We conscientiously believe this has been accomplished and every garment bearing the above label is absolutely guaranteed by the mill to be perfect as to quality, size and workmanship.

Look and Ask for the "Beaver"

Sold By All Leading Wholesalers
from Coast to Coast.

BEAVER KNITTING MILLS, LIMITED

ALTON - ONTARIO

Selling Agents :

Ontario and Western Canada
R. R. DAVIS
33 Melinda St. : Toronto

Quebec and Maritime Provinces
WM. C. FORSTER
43 St. Sacrament St. : Montreal

Buy SWEATERS *Now!*--Prices Going Up!

No. 9340
A pure Zephyr Tuxedo Sweater, knitted in a very pretty pattern and trimmed with fringed sash. Colors, turquoise, coral, china blue, Am. beauty, buff, black, white. $54.00 dozen.

STOCK ON HAND FOR
IMMEDIATE DELIVERY

Complete Line of

ZEPHYR
WOOL
MOHAIR
ALPACA
SILK

TUXEDOS
SLIPONS
($12 per Doz. up)
COAT SWEATERS
SHAWLS
ETC.

Always the Latest at Lowest Prices.

VISIT OUR SHOWROOMS
WHEN IN NEW YORK

No. 500.—The new ruffle skirt middy with puffed sleeves. A charming style for young girls. Colors: Turquoise, salmon, white, black, pink, navy, purple, Am. beauty, buff. $6 each.

THE UNITED KNITWEAR MILLS 1133 Broadway, New York, N.Y.

Peerless Underwear
For *All* Canada

THE high grade materials, charming styles and exquisite finishing of Moodie's Peerless Underwear are generally known to the public.

Dealers are depending more and more on Peerless goods. They are encouraged by the satisfaction of their customers and their own increased profits.

Stock up with Peerless and benefit from an increased business.

MOODIE'S *Peerless* UNDERWEAR

Peerless Underwear
COMPANY, LIMITED

Controlled by

J. R. Moodie & Sons, Limited
Hamilton, Ontario

Unusual Effects

in Knitting are obtained when using

BONWORTH MADE IN CANADA BRAND TRADE MARK

YARNS

They are so obviously superior in quality and the range of colors is so varied, they are appreciated by Knitters who aim to create out-of-the-ordinary designs and combinations.

"SUPER"

2-ply floss spun from fine Australian Wool. Makes a wonderfully soft, attractive garment. Sold in balls.

"ELECTRA"

4-ply fingering far superior to anything else on the market. A special twist woven into this yarn prevents splitting, and renders it delightfully easy and pleasant to handle. Sold in Skeins and Balls.

Both the above lines made in 36 colors.

The Bonner-Worth Co., Limited

Worsted Yarn Spinners and Dyers

Peterborough, Ontario

Your Hosiery Department

will receive its due recognition and patronage if you stock

MAPLE LEAF HOSIERY

Pure Wool

TRADE MARK

Made in Canada

MADE BY THE GODERICH KNITTING CO

Our pride in Maple Leaf Hosiery will be reflected in the satisfaction of your customers.

Send for samples or see our Representative.

The Goderich Knitting Co.
Limited
GODERICH, ONTARIO

Up-To-Date

Sweater Factory

in Western Ontario

FOR SALE

OR

Partner Wanted

APPLY

Box 178
DRY GOODS REVIEW
143-153 University Ave.
TORONTO

Circle-Bar Hosiery
for
Spring 1920

Commencing first week in August our representatives will start out to see you with our samples of Hosiery for next Spring.

Some merchants object to "*placing*" orders during these reconstruction times—but our experience from retail interests and active manufacturing warrants us saying that we believe that the buyer who is forehanded and makes provision for quality merchandise as early as possible—is the one who will have the "goods" people want when they want them. Shorter hours and other tendencies lead us to this conclusion.

We are showing a new Anti-Run stocking. The principle of building this hose is different to the ordinary, and we have applied to the Patent Office, Ottawa, for a patent on same. This application has been entered as Serial Number 226507. We believe this build of stocking will do away with Runs and be very beneficial to the public. See what you think of it.

The Circle Bar Knitting Co., Limited
Kincardine, Ont.

The note of smartness becomes more and more a factor in creating business in women's knitted garments. Colorings bordering on the bizarre, yet conforming closely to the season's dictates, and in rare combinations are more than ever in demand. The newest creations in these popular garments are shown in Penmans line this season. And, of course, the more staple lines are also to be had in modish color effects.

Penmans

Pullovers, Sport Coats, Sweater Coats

"THE STANDARD OF EXCELLENCE"

Winsome Maid
Pure Thread Silk Hosiery

Made in Canada
All Colors

Winsome Maid
Hosiery

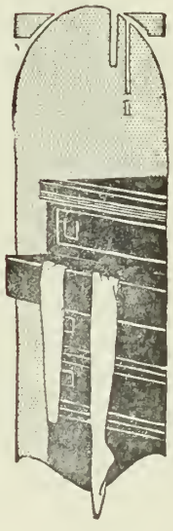
Appreciated by well dressed women for—
Its uniformity of weave.
Its beautifully soft texture.
Its admirably neat fit.
Its splendid wearing qualities.

—Factors showing real economy—

The Wilson Mfg. Company
934 Gerrard St. East - Toronto
"CANADIAN GOODS ARE BETTER"

For Children

Made in all sizes— 4 to 10 inches— in 1 and 1 rib.



Made for Warmth, Wear, Fit and Appearance.

A. B. C. HOSIERY

has proven a sales-inviting, genuinely satisfactory line to dealers all over Canada. Hosiery that so staunchly resists strenuous wear and tear, imposed by sturdy children, is bound to receive due recognition, and make ready sales. Genuine satisfaction is not easily procured in these days of substitutes and imitations.
The use of only the highest grade of materials and the most efficient workmanship and facilities have been responsible for the reputation A.B.C. Hosiery now enjoys.

Note Our New Address

The rapidly increasing sale of A.B.C. Hosiery has made it necessary for us to move to larger premises.

Allen Bros. Co., Limited
883 Dundas St. East Toronto

"CANADIAN GOODS ARE BETTER"

BATHING SUITS

You know the Zimmerknit reputation for style, fit and finish, and you will find those qualities strongly pronounced in this season's line of bathing suits. A full range of prices and large variety of colors. Order your stock early. Be prepared for the bathing season trade.

We will gladly send you a supply of our beautiful color display material upon request.

ZIMMERMAN RELIANCE LIMITED

HAMILTON - CANADA

Messrs. A. B. Couch, Sole Selling Agents for Canada

Montreal	Toronto	Winnipeg	Vancouver
43 St. Sacrement St.	64 Wellington St. West	Hammond Building	Mercantile Building

ZIMMERKNIT

Now Better Than Pre-War Value

That is the enviable claim we can make for "WOOLNAP" garments. The high standard of pre-war days has been steadily maintained, and even IMPROVED.

Canadian goods have proved their worth during war years, and hereafter Canadian-made goods will be in greater demand.

There is no prospect in sight of prices being any lower for Fall, but there is a decided indication that Underwear lines will be hard to obtain later on, in the Fall.

ORDER NOW to ensure unlimited selection, and meeting all the demands of your customers. Their satisfaction is certain, if you sell "WOOLNAP" garments.

The Schofield Woolen Company, Limited

Oshawa, Canada

"JUSTLY FAMOUS"

Harvey

BRAND

Underwear
SUPERIOR IN EVERY DETAIL

BECAUSE it is made only from the finest quality combed Sea Island and Australian wool.

BECAUSE of the actual tailored effect attained in every garment.

BECAUSE of the distinctive features making Harvey garments more comfortable and durable.

SEE THE "HARVEY MAN"

AGENTS:

Western Provinces: H. P. Lang, 462 Indian Road, Toronto, Ont.

Ontario: J. E. McClung, 33 Melinda Street, Toronto, Ont.

Quebec: P. C. Adair, 318 King's Hall Bldg., 591 St. Catherine St. W., Montreal, Que.

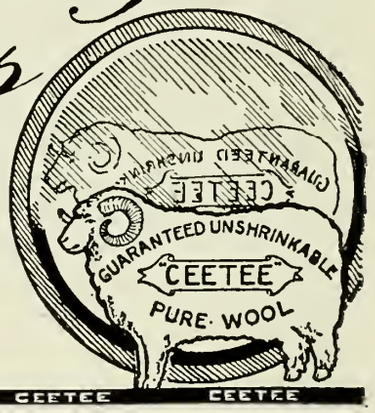
Maritime Provinces: F. S. White, St. Stephen, N.B.

Harvey Knitting Company
Limited
WOODSTOCK, ONT.

SELL ONLY THE BEST

"CEETEE" *Reflects Quality in your Shop*

THE PURE WOOL UNDERCLOTHING THAT WILL NOT SHRINK



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

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

The C. TURNBULL COMPANY of GALT, Ont.

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

CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE

ELASTIC RIB UNDERWEAR
FINE CASHMERE
JERSEYS AND SWEATERS
TWEEDS AND ETOFFES, ETC.
HEAVY WOOL SOCKS

SEE OUR SAMPLES

Attractive Canadian-Made goods, moderately priced, that will thoroughly satisfy your most exacting customer.

MITCHELL WOOLLEN CO.
LIMITED
MITCHELL, ONTARIO

One Dollar or So

will make your wants known across the continent through the condensed ad. column of Dry Goods Review. The charge is only 5 cents per word per insertion. If replies are directed to a box number add 10 cents extra.

DRY GOODS REVIEW
143 University Avenue
TORONTO

Made by
BLAND

The Trade Mark of supreme excellence, embodying all that's best in Style—Quality—Value

WOMENS' NECKWEAR

—OF REFINED QUALITY

Our Style readily appeals to the buyer who desires something different. We everlastingly aim at exclusiveness—not alone in design, but also in materials. Bland's neckwear is truly distinctive—that's why they sell so readily—particularly in stores where Quality, Value and ultra-Smart Styles are whole-heartedly appreciated.

AN INVITATION

Come and see us when in Montreal. We have just recently acquired another factory, which allows us to offer other Fashion Features of pronounced interest and profit.

W. C. Bland

New Birks Building - 10 Cathcart Street
Philips Square - - Montreal, Que.

Bonnie-B HAIR NETS

Silk and human hair, with or without elastic, fringe and cap styles.

Sturdiness, perfection of fit, and superior finish, guarantee thorough satisfaction in every sale. Introduce them in your Notions Department. They will advertise their own merits. Complete stock always on hand.

Send for trial order to-day.

BONNIE-B SLIP-ON VEILS are the ideal combination of supreme quality and distinctiveness. Delightfully soft to the touch, unusually attractive and becoming, the wide range of meshes and designs will meet your every demand for a satisfactory veil.

THE BONNIE-B COMPANY

TORONTO--156 Yonge Street **NEW YORK--222 Fourth Aveuue**

See Our

BUTTONS

The popularity of Ivory and Smoked Pearl Buttons is rapidly limiting the supply. Send in your order NOW for your Fall stock and secure unrestricted choice at best prices.

We have also a full line of

Celluloid Buttons
Tailors' Small Wares
Fancy Trimmings.

Write for prices, or see the Button Man.

THE ONTARIO BUTTON CO., LIMITED

KITCHENER, ONTARIO

Pin Seal Scarce

Fall Bags, Cases and Purses in High Grades Chiefly—Little Pin Seal to Be Had—Half-inch Leather Belts in Vogue—White Patent Belts for Summer.

WITH Fall buying interest in leather bags and purses is centering more on the high grade type of merchandise than on novelties. Repeat orders are coming in still for the various styles of canteen bag, and there is a big variety of them. Scarlet leather is made up into various catchy shapes and there are some inverted pyramid styles finished, with a tassel at the bottom.

One of the large Toronto buyers suggests that the oval canteens in suitable colors will be adaptable for theatre bags in the Fall, but otherwise will be unimportant. The sizes, too, are numerous.

Some developments of the miser bag are shown in the shops, too. These are mostly in tan, grey and black suede, and in three sizes, retailing at $2.50 to $5; the two bag ends are caught together by a snap fastener, which, when opened, reveals a mirror. This place is much more convenient, of course, than when pocketed inside.

There are some small miser bags of blue and red sateen for children, so that they too may have "the latest" in purses. These sell at $1.00.

Notwithstanding the popularity of the novelties of the season, flat styles, that is the Avenue bags, are the goods that bring the volume of business.

There is steady sale recorded by the stores in French hand-beaded bags for fashionable people. These retail as high as $2.00.

No Cheap Goods This Year

Patent leather is the cheapest leather on the market and therefore continues to be featured for quantity business. It will, no doubt, maintain its place for Fall. There is almost no pin seal on the market and while the trend of demand for Fall is towards high class goods the scarcity is such that one large firm is considering giving up leather bags entirely until the supply eases up. Labor is so high, too, that "cheap" bags are a poor prospect. In whatever is shown, quality is pretty much a feature, prices as high as last year and tending firmly upwards. "The trade might just as well forget all about cheap bags for the present," said one manufacturer, the bulk of whose business is with the Western provinces.

In traveling cases there are some interesting ideas offered. Each season sees them a little more completely fitted out and more conveniently and compactly shaped. Linings in higher-priced lines are for the most part in plain colors, or brocades. One firm is using a shot silk poplin which is very effective, especially with the soft, velvet-finished calf leathers which show changing lights.

Silk bags with dull silver and shell handles are also featured for Fall. One dainty little English bag is of pearl grey faille, lined with gold. There are pretty-looking puffed moire bags for matrons, and slim willowy ones for the younger set; roomy, wide-mouthed ones for small parcels or knitting; these have metal or leather-covered frames.

Narrow Belts Selling

Patent leather belts are in good demand. Just at present white ones have come noticeably to the fore. These belts are asked for in 1½ to 3-inch widths. Extremely narrow leather belts, too, are fashionable. They are not more than ¾ of an inch wide, some only ½ an inch. Satin gowns, taffeta dresses, dainty smocks, loose coats, sweater coats, jersey dresses, all provide suitable habitation for this new style item. Fall fashions call very distinctly for these narrow leather belts. New York is showing them with touches of color, and in a big range of designs, small as one would think could be the scope for patterns or novelty touches on a half-inch or one-inch strip of leather.

FOOTWEAR

The splendid Summer weather has made its inroads into the stock of every branch of the general and departmental store and buyers of footwear no less than those of cotton goods, silks and millinery have found difficulty in keeping well supplied with Summer lines. There is a strong run on white Oxfords and pumps everywhere; of course these include kid, buckskin, canvas and reindeer skin. In the cheaper lines in New York a one-tongue pump is still sold, though it is less popular in medium and better grades. Colored kid in the dark mahogany shade is one of the best selling numbers in colored pumps. No indication of a decline in popularity of long vamps is visible yet. This is one fashion feature which does not seem to be affected by Paris, where they insist on the shortest vamps with high, sloping heels, only very slightly curved.

Circular vamp Oxfords are also selling well in New York. They have for the most part low heels and are made in Russia calf and gun-metal, and some in glazed kid as well.

Black pumps in kid, and pumps and Oxfords in patent leather are in good demand. A Fall style show takes place in New York with living models on July 17 and 18.

Prices for Fall will be considerably higher in keeping with the big advances in Russia calf and the general scarcity of leather. This is inducing many buyers to place their Fall orders immediately in order to get deliveries as well as take advantage of the increases which seem inevitable.

Ostrich Fans

Feathers Advance 300% In 6 Weeks!

"We have sold more fans in the last 6 months than in all the last 12 years," said a Toronto retailer to DRY GOODS REVIEW. "And we shall sell more still within the next 6 months," he added. These fans are retailing all the way from $7.00 to $25.00 each. A few are as high as $40.00. The difference in price is mostly due to the difference in handles, a choice being offered between celluloid (in imitation shell), tortoise shell and mother of pearl. There is not a great deal of difference in the quality of feathers for these fans, the long plumes curled at the ends being selected chiefly. There are, of course, more feathers in some than others. This results in the celluloid handles being selected in greatest quantities, except among, perhaps, jewelry stores.

There are some attractive numbers in trimmed and uncurled feathers, a particularly nice one being in pure white, with handle almost black; some with two-toned feathers, such as cerise and black, green and black, black and mauve, etc., are shown. Among the best selling colors in the curled fans are corn, turquoise, coral and black, but many other shades to suit the fashionable evening gowns are to be had.

If you happen to be living in a town where receptions will be held for the Prince in the early Fall, you will no doubt find your customers ready to purchase there fans—if you happen to have an attractive display of them.

Prices of ostrich, of course, are away higher than they have been for some years. One reason is that the flock of birds was enormously depleted in the bad weather last year; another is that a great many of the stocks on hand at the outbreak of the war were cut up for small trimmings. But perhaps the chief cause for the present high figures is simply that fashion has created a demand for ostrich. "Feathers which sold last year at $10 to $15 will be selling at $60 this Fall," said a wholesaler. The advance in the past 6 weeks has been 300%. Is there anything to beat that?

Corporal T. Warriner Rutherford, son of T. A. Rutherford, one of Galt's leading dry goods merchants, returned from overseas on June 17. He shared in the King's birthday honors, having been awarded the Distinguished Conduct Medal. He already held the Croix de Guerre.

The Ways of Ribbons and Lace

are many and varied and growing more so. It is proven by Marjorie Bentley, dancing star, in the N.Y. success "La La Lucile." Here she is in a Blackburn dancing dress of pussy willow combined with Lady Fair and Satin De Luxe ribbons.

Evelyn Gosnell thinks the same thing. She featured in a recent Paramount Flagg screen comedy; now appearing in "Up in Mabel's Room." Photo shows pyjama suit trimmed with Lady Fair ribbon.

Photos by courtesy of F. Johnson, Cowdin & Co., New York.

RIBBONS

Good Movement of Plain Colors Shown —Millinery Demand Calls for Increased Yardage

RIBBONS.—Activity is general in ribbons, and plain colors, including black, are in demand for dress purposes, and the ribbon trade feels that the demand will continue through Spring. While there is some difficulty on account of labor troubles, it is felt they will be settled in time to enable the industry to get under way for at least a part of the Spring season.

Millinery houses are using ribbons in a larger way, and wide widths in plain colors, as well as some fancies seem to be having the call. It would seem that this demand will hold, since the consumer has accepted present millinery styles.

In retail quarters ribbons seem to be holding their own, and in view of the steady buying that has been done by retailers it would seem that this source of demand is likely to continue. War prints are especially good for the trade, and efforts are being made to increase the sale of ribbon for fancy work purposes.

As far as prices are concerned they are holding to about their former levels. Mill agents feel that softer prices are not possible under present conditions, and with a demand coming through that is more or less satisfactory it would seem that this phase of the situation is giving little trouble.

Scarcity of Ribbons

Owing to Huge Demands—Selling Freely up to $12 a Yard Wholesale—Biggest Season on Record Anticipated.

A SCARCITY of ribbons is promised for Fall. The dress manufacturing and millinery trades are taking large quantities and the number of fancy articles utilizing ribbons of all kinds is by no means diminishing. "Unless the cost of the raw silk of the new crop in July declines the prices of Fall ribbons will have to be advanced to cover greatly increased manufacturing costs," said a manufacturer to DRY GOODS REVIEW. A glance at the silk situation does away with almost every ray of hope for a decline in raw silks at any time short of a general collapse which, of course, is looked upon as an impossibility.

The Fall is promised to be an important one for velvet ribbons, all widths and colors, and even fancy velvets are wanted.

A window at Eaton's, featuring ribbons, the other day, showed a figure in a pale pink Georgette gown wearing a 41 inch velvet sash over one shoulder, crossing to just past the centre front and hanging with fringed end over the skirt. There were numerous Panama and other outing hats, showing the different modes in ribbon trimming. One of the most popular of these shows wide fancy ribbon draped over the whole crown and caught in smart ends at front or side with the fullness brought as low as possible on the crown. Numerous bags, one of the chief lines of consumption for ribbons, were shown, and scores of suggestions for small articles.

Rich brocaded, metallic and tapestry ribbons are selling freely as high as $12 a yard wholesale. These are used for bags and for girdles. vestees, etc., on the more elaborate costumes.

Orders are coming from all branches of the trade so fast that jobbers are anticipating a serious shortage for the Christmas season. Advances in prices are on the way, accordingly, so that the buyer who has an active ribbon department or wants to have, would be well advised to see that every advantage is taken of the present to insure him a sufficient supply to meet the big Fall demand.

One importer just returned from New York in referring to various lines of fancy and staple goods remarked, "They have all forgotten how to mark anything down. They only know how to mark them up over there."

It is only reasonable to expect that the demand for ribbons will be big this year since buyers everywhere have purchased only from hand to mouth of late seasons and tried to keep their stocks as low as possible while conditions warranted the unpopularity of luxurious fancy things. Now that things have changed and the world is breaking out into a merry dance, the Prince is coming and festivities will be rife, ribbons are finding their day again.

All of Net

Nothing but net is used for this dainty gilet, which still is the active seller in neckwear. Picot edging, hemstitching and tucks help it to be interesting. Model from Ladies' Wear, Limited.

Worn at the Races

Here is a smart costume of silk jersey also highly ornamented with panniers of tulle puffs, a tulle drop skirt and drop sleeve handsome jet girdle and novel black appliqued trimming. These two photos were brought back from Paris by E. C. Thompson, of the Thompson Lace & Veiling Co.

NOVELTY VEILS

There are scores of new ideas coming over in French veils. The majority of the more exclusive are the round draped type, though oblong ones are included. Some models are very large, extending well down over the shoulders. Others hang smartly about the chin. Of course, the larger ones are suitable for large hats as well as small ones.

One model is in medium grey with lacey embroidered border with steel-

like flat beads, which have a glistening sequin-like surface. These beads are half an inch long and ⅜ of an inch wide, so that they give a very novel effect, but are surprisingly light in weight.

Another model is in tan color, hexagon mesh, heavily embroidered in fine wool, so that the design entirely covers the hat; the veil is large enough that there is plenty of the plain mesh below the hat all round.

Very attractive new patterns are shown in chenille dots. Threads are used in straight lines in plaid effects with small dots at the crossings.

Veils are very elaborate and very popular in accordance with the Fall fashion tendencies.

CANADIAN FLAX OPPORTUNITIES

Canadian flax opportunities are outlined in a statement issued by the Canadian Trade Commission, Ottawa, a body appointed to foster all classes of trade and production in the Dominion, which is taken from a British banking review of the flax industry. It states:

"Before the war Russia, which then produced about 600,000 tons of flax, or roughly 80 per cent. of the world's total output, supplied three-fourths of the 109,000 tons absorbed every year by the linen manufacturers of the United Kingdom. Its inability to export owing to the disorder prevailing in the country has naturally strengthened the British production of flax."

Fall Leather Goods

At the left are two popular bags made by the Western Leather Goods Co. The upper one is a new design made without seams. The leather is very soft and folds in neatly to the dull silver frame. The lining is of figured satin. The lower bag, made of black moire, has two demure puffs; at the bottom is a circular stiffened piece which keeps the bag nicely rounded. The frame has an interesting Dutch design.

The purse at the right is a soft, velvety grey calf one in smart outlines, with no less than ten compartments inside. It is lined with shot silk poplin. The travelling case below is of soft black morocco in the new flat style, which is popular, the lower wing folding up to the sides and secured with snap fasteners. The lining is sky blue striped moire. These two articles are made by the Julian Sale Leather Goods Co.

All Lace and Ribbon!

Imagine an outdoor gown last year made entirely of lace and ribbon! Yet it is this year's mode, according to the gown above. The hat, too, would amount to little without ribbon. The moire parasol with long carved handle is noteworthy.

AIRCRAFT LINEN SOLD

"What is believed to be the largest one-man deal since the signing of the armistice, was concluded June 19, when L. J. Martin purchased from the Aircraft Dispersal Department forty million yards of fine linen for four million pounds sterling," says a London report to the "New York Times." It adds: "This linen is of the very best quality and was made to cover the wings of aeroplanes. It can be used for clothing, household linen, handkerchiefs, etc. The deal represents three years of normal supply. Mr. Martin intends to sell the linen to the British public at prices under those at which Belfast can manufacture, and the surplus will be sold in allied and neutral markets."

Some idea of the present value of linen is realized when, in the purchase of even such an enormous quantity, the price was approximately 49 cents a yard. After passing through the hands of agents, wholesalers and retailers, transportation and selling charges, all having been paid, merchants can make some estimate, from their own experiences, as to how much this will ultimately cost the consumer, and yet from the above it is evident that through the unusual circumstances of the production and sale of this linen, it will be below present regular market prices.

BEADED BAGS

Some gorgeous colorings and designs are shown in the new beaded bags just arriving from Paris. They are in many shapes and show originality in frames, handles etc. One member which has a lovely floral design is rendered very effective by the lower outline of the bag, following the edge of the petals and foliage. Another is oblong and deep in accord with the conventional design, which is chiefly in deep blue and yellow shades.

CLP T

CLP T

SILK FABRIC BAGS

PRICES
$15.00 Doz.
TO
$54.00 Doz.

Strap Back Purses

$6.50 Doz.
to
$54.00 Doz.

Top Handle Purses

$9.00 Doz.
to
$72.00 Doz.

MANUFACTURED BY

Canadian Leather Products, Limited

144 West Front Street, TORONTO

MONTREAL OFFICE:—230 McGILL STREET—C. E. DEMERS

GRIFFIN GLOVES

Chamo Suede
REGISTERED

Griffin Gloves
TRADE MARK

Perfection

In impressive quality,
In distinctive smartness,
In wearing qualities.

Griffin Washable Duplex Chamo-Suede Gloves are made in an extensive variety of distinctive patterns and colors and linings, including many fancy effects, that make an instant appeal to discriminating buyers.

Set of Griffin colored Window Cards will be sent upon request to help you introduce Griffin Gloves in your Glove Department.

They will make ready sales and will advertise their own merits after the first purchase.

See our new range of silk and mercerized linings, also boys' gloves. Travellers now out.

GRIFFIN GLOVES, Limited
TORONTO

Sole Selling Agents:
RICHARD L. BAKER & CO., 84 Wellington St. West, TORONTO

Autumn L T V Co Styles

in

Veils and Veilings

Gold and Silver Laces

Gold, Silver and Glass Beads

Latest Novelties in

Evening Scarves

and

Marabout Ruffs

Georgette

in all colors

Crepe de Chine

Ninon

Mail Orders promptly attended to

The Thompson Lace & Veiling Co.

Limited

York and Wellington Streets TORONTO

Made in Four Sizes 000 00 0 1

It's all in the Spring

Strong—Durable Made of Brass

It's a Snap to Snap This Snapper

Colonial Maid

Wire Spring Dress Fasteners

Made in Canada

THIS IS NOT A FRICTION FASTENER MADE But is WITH HIGHLY TEMPERED WIRE SPRING KNOWS WHEN TO HOLD AND WHEN TO LET GO

BRASS—will not rust

ALSO PUT UP IN ONE GREAT GROSS CABINETS ASSORTED 24 CARDS EACH WHITE AND BLACK ∴ ∴ SIZES: 00-0-1

To be had of all leading wholesalers.

Manufactured by

Colonial Fastener Co., Limited

Montreal, Que.

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

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

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

Acme Glove Works, Limited
Montreal

In Marieville the Acme Knitting Mill is devoted exclusively to the production of high grade knit goods. The styles and values we offer merit the serious consideration of every keen buyer.

SWEATERS & SCARVES
for Men & Women

SETS - TOQUES - MITTS
for Women & Children

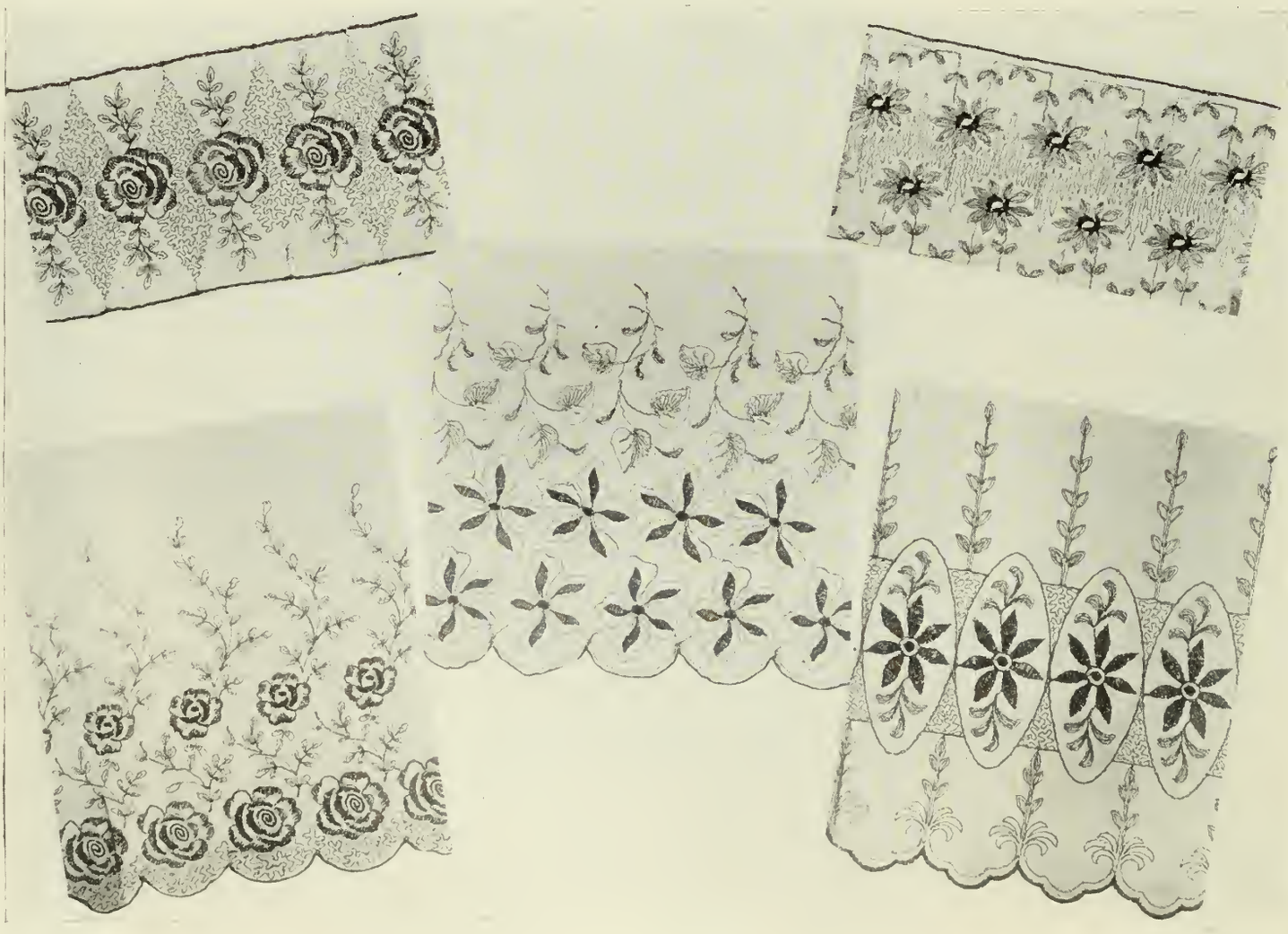
KNITTED NOVELTIES

Acme Glove Works
Limited

Montreal

NEW IDEAS IN NOVELTY LACES

Metallic Flouncings, Bandings and Allovers in gold and silver, Embroidered on Silk Nets.



The exclusive "Made-in-Canada" line

Manufactured by

H. P. RITCHIE & CO.

38 CLIFFORD ST., TORONTO

Fascinating Neckwear

Every woman who takes a commendable pride in her appearance knows that smart neckwear will enhance the charm of her costume perhaps more than any other item of apparel.
Your discriminating customers will appreciate BIRMINGHAM NECKWEAR because of its—

unusual variety,
distinctive designs and colors,
impressive quality.

VESTEES, PLEATINGS, and every style of NECKWEAR, in all the fashionable materials and colors, in a galaxy of designs—ensuring the meeting of every demand.

BIRMINGHAM NECKWEAR will ideally express and maintain **your** high standard of quality.

T H B LTD TRADE MARK

"The Exclusive Neckwear House"

T. H. BIRMINGHAM and CO., LIMITED

93 to 99 SPADINA AVENUE, TORONTO

This Dome is a Symbol of
The Maximum in Quality

In Gloves Th

Are the Unquestioned

There are a few glove names the mere mention of which is an absolute guarantee of quality.

One of these names is PERRIN. The buyer who purchases Perrin Gloves eliminates the necessity for lengthy explanation. Everybody knows that PERRIN Gloves are superior from every viewpoint. Why overlook the opportunity to share in the popularity and assured sales that come from a line that is so dependable and satisfactory to all concerned.

Our Salesmen are now on the road
lined and unlined styles

PERRIN FRERES & CIE Sommer

ese Names

Seal of Quality

"Kayser" GLOVE
REAL CHAMOISETTE
MADE IN CANADA

Nobody ever questions the Quality, Durability or Fit of

KAYSER GLOVES

which are universally accepted as the best there is in Chamoisette Gloves.
The trade mark Kayser assures customer confidence which results in increased patronage and profits.
Avoid substitutes and others not genuine Chamoisette —the only kind which meets the present-day demand. Leading Dealers all over the Dominion are having great success with KAYSER Gloves, because they are Durable, Dependable and Saleable. They will be more than ever in demand this Fall. Why not benefit by their popularity?

with complete showings of our for Fall and Winter

Building **MONTREAL**

Laces

Are you prepared to meet the demands of the Social Season this coming Fall?

Is your stock of Laces complete?

We have a full range of all the wanted lines, including fine Vals., Metal and Guipure effects.

Look for this Seal, and find —Satisfaction.

THE HOUSE OF B STYLE & SERVICE

Handkerchiefs

Exceptionally attractive, quick-selling Fancy Embroidered lines, also Staple, Cotton and Linen numbers—for Ladies and Gentlemen. IMMEDIATE DELIVERY.

Veils and Veilings

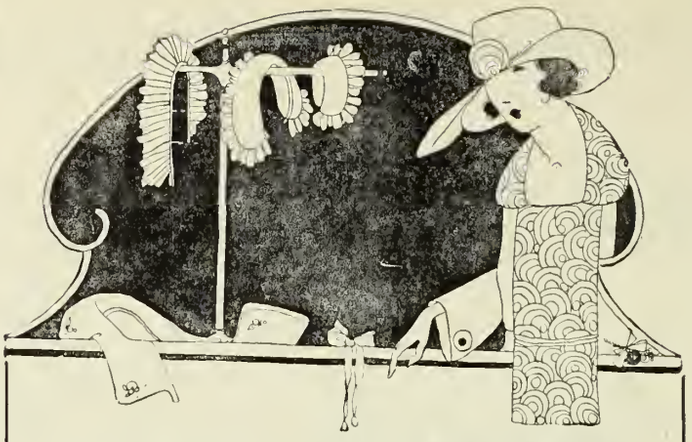
In all the popular designs, meshes, and colors. Complete stock on hand. SEE OUR LINE OF SLIP-ON EFFECTS WITH FANCY MOTIFS.

Embroideries

are increasing in popularity every day. Have you sufficient 27-in. Flouncing and Fine Edges, etc. on hand? If not call, or write us.

Mail Orders Receive Prompt Attention

Westlake Brothers, Ltd.
24 Wellington Street West, Toronto



FINNIE NECKWEAR

The last word in exquisitely dainty, ultra-smart Neckwear.

Beautifully fashioned from highest-grade materials, in extensive variety of becoming, up-to-the-minute styles.

A. Bruce Finnie & Co.
CORNER CRAIG AND GOSFORD STS.
MONTREAL

Shoe *and* Corset Laces

MADE IN CANADA
THE EQUAL OF ANY IMPORTED

COTTON
SILK *and*
MERCERIZED

Black and popular colors. Put up in bundles, also paired and boxed.

Samples and prices on request

INDEPENDENT SILK CO., LIMITED
137 McGILL ST. - - - MONTREAL

A Scarcity in Merchandise

can be looked for this coming Fall. We urge our customers to buy now their full requirements for early Fall and Xmas.

Prices

too, are advancing. Therefore, you will not only have protection of merchandise, but a great saving in prices.

Our stock as yet is in fairly good shape, and can give our trade their usual wants for immediate use.

Samples gladly submitted and will appreciate a call when in the city.

RIBBONS LIMITED

"Specialists in Ribbons"

Montreal TORONTO Winnipeg

The New Styles for Fall

are now being shown by our representatives, in our popular lines of—

Blouses
Silk Lingerie
Neckwear
Laces
Veilings
Handkerchiefs

Distinction of design and serviceability of material are ideally harmonized in our complete range of becoming colors, styles and fabrics, in all these different lines—direct from our own Designing Rooms.

Our goods are always appreciated in stores where the new styles are shown first.

We invite your inspection

Ladies' Wear, Limited

563 College Street, Toronto

W. F. Goforth, President

Dress creation made highly distinctive and individual with "J.C." Grosgrain Ciré Ribbon

J.C.
AMERICA'S BEST
RIBBONS

Use ribbons more and more. Use

"J. C." Ribbons

more and more. The possibilities they present for genuinely original and appealing dress creations will amaze you. They add a rich individuality and charm to any garment. Leading actresses and dress creators —keen in their discrimination—prefer them to all others.

There's a "J.C." Ribbon for every dress need—buy them by name.

LADY FAIR
A new double-faced satin ribbon. There is only one genuine Lady Fair Ribbon—"J. C." LADY FAIR. Be sure the name appears on every bolt you buy.

SATIN DE LUXE
Best satin and taffeta ribbon.

VIOLET
Ideal lingerie ribbon in pink, blue and white.

TROUSSEAU
Rosebud and Polka Dot lingerie ribbon.

SANKANAC
Popularly priced satin and taffeta ribbon.

DEMOCRACY
A grosgrain ribbon "For the People."

(All Registered Trade Mark Names)

JOHNSON, COWDIN & CO.
"America's Best Ribbons"
40 East 30th Street New York

"CANVELCO"

Special Value in

FIGURED ELASTIC VEILS

Try an Assortment of Patterns, $15.00 gro.
Also some Higher.

LACES, NETS AND FLOUNCINGS

are on the start of the biggest trade in history.
We are well stocked. Are you?

VALS, Cream and Ecru, TORCHONS.
BEADINGS, MALTESE, CHANTILLY LINEN LACES
SHADOW AND NET FLOUNCINGS,
Black, White, Cream and Ecru.

PLAIN AND TUCKED COTTON NETS
BLACK AND COLORED SILK NETS

MALINES

Scarce Shades in Stock.

MOTOR VEILS

REAL HAIR NETS

Special Value.

We welcome you in the Warehouse or assure
you of prompt attention by mail.

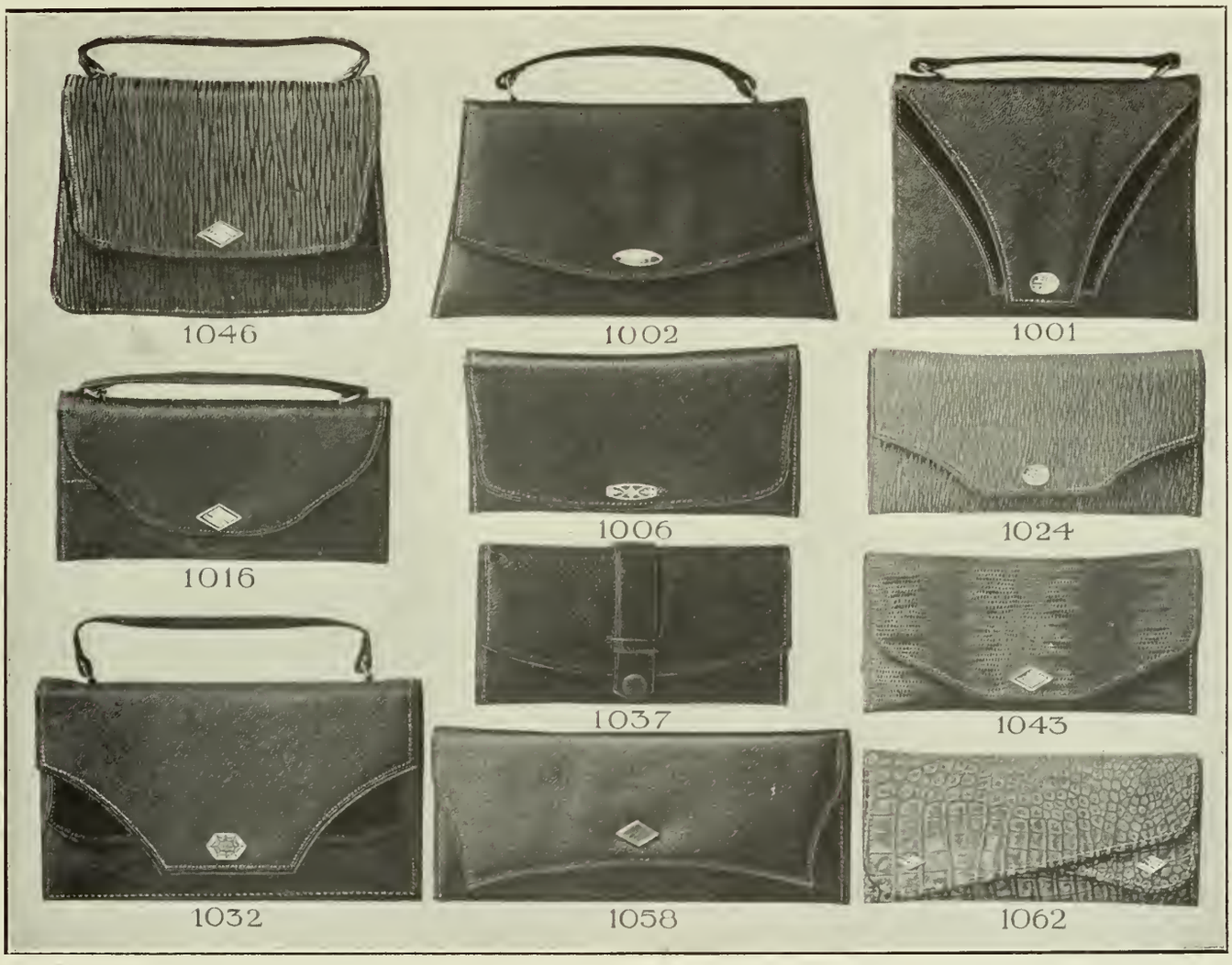
84-86 WELLINGTON ST. W.

CANADA VEILING CO.

LIMITED

UP TO THE MINUTE

TORONTO



1046—Fluffed Cobra Grain, colors only. Also similar styles in Black Crepe Grain and colored fluffed Tapir Grain leather.

1002—Made in Pin Grain Black Morocco, dull finish.

1001—Black Morocco Grain, with bright finish, the flap made of smooth, black leather.

1016—Black in Pin Grain Morocco and colors of similar style. Made in ecrase Cobra grain, the flap in both cases being the same material.

1058—Dull Black Morocco Grain, gunmetal or nickel trimmings.

1006—Real Seal in colors, Real Morocco in Black and colors, and same style in various other leathers. Enamelled button fastener.

1024—In Grey and Black Crepe Grain leather.

1037—Made in Black Pearl Grain only with covered button fastener.

1043—Made in colored lizard grain leather, similar styles in Black.

1032—Black Pin Grain Morocco with smooth leather flaps and enamelled button.

1062—Colored Alligator, also made in Black Crepe Grain.

We carry top and back handle purses in many styles and grains of black and colored leathers. Prices ranging from $12 to $72 per doz.
An open order for samples would receive our special attention.

The Western Leather Goods Company, Limited

Manufacturers of

Fine Leather Goods

Factory and Office: 1191 Bathurst Street, TORONTO

Have The Maritimes Had Fair Play?

THE Maritime Provinces did not enter Confederation very willingly and it may surprise people in other parts of the Dominion to learn that at the present time the people of New Brunswick and Nova Scotia are not altogether pleased with the results of the bargain. There is a distinct feeling among them that the advantages of Confederation have gone to the other Provinces. In the course of an article in the July issue of MACLEAN'S MAGAZINE, Thomas M. Fraser explains why this feeling has grown and the basis for it.

This article was written for the purpose of letting the other provinces know that the feeling exists but it will be of intense interest to people in the Maritimes. Be sure to read it—"The Spirit of the Maritimes."

"The Land of National Leaders"

An article on the political aspect of the Eastern Provinces and the achievements of their leading statesmen.

"Guarding Our Coast Line"

An extremely interesting description of the measures that were taken to patrol and guard the Atlantic seaboard during the war.

Bonar Law, the man from the Maritimes, who has been the able lieutenant of Lloyd George at all crises in Great Britain, appears on the cover in a handsome three-color reproduction.

Other Big Features of the Number

"With the Snowball Brigade"

By Captain Louis Keene

Just back from Siberia—Captain Keene tells some sensational and intensely gripping things about conditions in that country which the Canadian forces are helping to stabilize. It is a record of international complications, strange atrocities and almost unbelievable living conditions.

"The Three Tommies"

By Robert W. Service

A war poem of unusual strength.

"Solving the Problem of the Arctic"

By Vilhjalmur Stefansson

The fourth instalment of his remarkable story of the five years he spent in the north for the Canadian Government, appearing exclusively in MACLEAN'S.

Three Magnificent Stories

The best fiction obtainable is found in this issue: "Owners Up," a race horse story by W. A. Fraser; "His Majesty's Well Beloved," by Baroness Orczy; "Bunkered," by Allen C. Shore.

The Review of Reviews

Here are a few of the articles in this splendid department chosen as the best published during the past month in all magazines:

Finding Husbands For Three Million Women.
Will England Become an Agricultural Country?
Germany Can be Prosperous Under the Peace Terms.
The Woman Who Wrecked the World.
The Great Lama Rides in Motor Car.
Strange Personalities at Paris.
Making All Men Equal.
Winning the Secrets of the Desert.

Over 70,000 Canadian Families Buy

MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

JULY ISSUE *Now On Sale At All News Dealers* **20c.**

If there are no newsdealers in your town, or if your newsdealers cannot supply you, send 20 cents for a sample copy or $2.00 for a whole year's subscription to MACLEAN'S MAGAZINE, 143-153 University Avenue, Toronto, Canada.

To The Jobbers, Merchants, and Manufacturers of Canada

FOR the past few years our business has been that of exporting merchandise from the Orient to the jobbers, manufacturers and department stores of Canada.

We have opened a warehouse in Vancouver, B.C., which we will use as a clearing house for merchandise that will come to us in the following different ways:—

1. Special purchases, by our resident buyer, from the makers in the Orient at less than regular market value.

2. Goods ordered, placed by jobbers and manufacturers, that because of liquidation, going out of business, late deliveries, or for other reasons the goods are left on our hands.

3. Orders placed by ourselves from cabled quotations through our Yokohama office.

We do not aim to keep a complete stock of any special line, but we are continually passing through the Port of Vancouver and our warehouse here, shipments of the following:—

Silks, Crepe de Chine, Georgettes, Panama Hats, Pearl Buttons, Cotton Crepes, Silk Underwear and Kimonas, Hosiery and Gloves, Children's Silk Dresses and Cotton Rompers, Toys, Baskets of all kinds, Drug Sundries, Rugs of Wool, Jute, Cotton, Wiregrass and Matting, Beads and Curios, Seagrass and Rattan Furniture, Felt, Grass and Silk Slippers, Chinaware, Satsuma, Cloisonne, etc.

If you are open for any of the above goods please write for quotations and samples.

We have special quotations for spot cash buyers. Our regular terms are net cash 30 days from date of invoice.

Our salesmen cover all the principal points in Western Canada.

For Eastern buyers we have a permanent sample room in Montreal.

If customer so desires, large import orders will be placed with manufacturers and shipped direct from our Yokohama office on a modest commission basis. All goods will be thoroughly inspected and guaranteed up to sample.

Buyers going to the Orient are requested to call at our Yokohama office. Mr. D. A. Martin, formerly in charge of our Montreal office, is now our resident buyer and will be pleased to be of service to you.

Buyers contemplating a visit to the coast this summer will find it both interesting and profitable to visit our warehouse here.

R. J. Ford Co. Limited

Export and Buying Office
96 Yokohama
Japan

Importers
Water and Cambie Sts.
VANCOUVER, B.C.

Eastern Sample Room
Mappin-Webb Building
Montreal

Better Ranges This Year

Fancy Lines and Toys Offer More of High-Grade Goods Than Previously.

IN FANCY novelties, ornaments, etc., the trade will be greeted with improved ranges for the Fall and Christmas season, even though there is little that is really new even in design. Manufacturers have eliminated most of what would be considered "cheap" goods and are featuring the best models from their lines of the past few years.

Brass goods in the larger pieces are in good demand and the range includes large pieces in response to its popularity for wedding presents and gifts. There is also a better range of statuary than was offered last year. Japanese china is to be had in the improved qualities which have made it interesting of recent years. This year, on the Canadian market, there are some high grade tea sets of 15 to 17 pieces for little girls. These will retail at $5.00. Another new line here is aluminum tea sets for children. These sets are both of a size suitable for little tots to use at their own tea parties or even at regular meals.

In Christmas decorations and novelties there is a range of fire-proof bells, garlands, ornamental balls, etc., which will be especially welcomed in communities where electric lighting has not made its debut. These festal trimmings are made similarly to the familiar tissue paper articles, but the paper is first subjected to a treatment which renders it inflammable.

The range of red Santa Claus candy boxes is supplemented by a nice range of Esquimo novelties in various sizes and designs, some of which are illustrated. These are all white and glistening and proving attractive to the trade.

The toy offerings of the year have been described in detail in the past few issues of DRY GOODS REVIEW. It only remains to remark that wholesalers in Canada have been very careful, for the most part, to select from the various markets lines which will be most likely to meet with approval in this country. The call is tending steadily towards better class toys. Canadian parents, as well as the young "hopefuls," prefer, as a rule, toys that are educative, realistic and substantial, and they are willing to pay for those qualities rather than sacrifice them for a matter of price. Consequently, the pressed steel trains, tractors, tanks, aeroplanes, construction toys, wooden furniture, stoves, pasteboard houses, blackboards, and similar lines are in much more attractive ranges in the higher qualities than anything of a "cheap" nature, and are designed to "wear."

Dolls are varied, too, in construction, clothing, expression and novelty touches. Since the "real hair" novelties first appeared on the market several firms have gotten out new ideas in them. The sizes, too, are more plentiful. One new line of these are called "Sweeties." They are made of a wood fibre composition and have very lifelike expression.

"Old Bill of the Better 'Ole" is now in the shops in his khaki uniform and the real "Bairnsfatner" expression. He is in two sizes and his comical resemblance to the well-known cartoons will, no doubt, make him popular.

Some new imitation fur muffs for little girls have a real doll or a teddy bear attached to their outside, so that she always has her toy with her and is not likely to drop or lose it on the street.

Knitted clothing for dolls is in good variety again. There are cap and sweater coat sets in fine silks and dainty colors to be had this year. There is also shown a silk jersey combination suit of underwear.

Prices on all novelty and fancy lines remain firm and deliveries are coming along considerably better than a year ago. Wholesalers anticipate their orders being delivered in good time for their Fall deliveries. Many of them have a big proportion of their supplies already in, leaving room only for some late novelty lines to come along in a couple of months. Unless retailers postpone all their buying to be done with one accord, clogging up traffic, there should be no difficulty in them being well prepared for a "bumper" season this Fall and Winter.

NOTIONS

The notion situation remains motionless, practically, so far as any new goods on the market are concerned. Manufacturers are so busy getting out staple products for the low-stocked trade that in many lines deliveries of them are slow and there is no time left to develop new goods. Lines in which deliveries are improving are still high in price, and buyers and wholesalers are pretty generally of the opinion that no declines will be registered in any of the cotton, silk or woollen articles until after the close of this year. Some buyers in Toronto have even covered their needs for the Spring of 1920.

The only line in which easier prices are thought at all possible is snap fasteners. Before the war these came almost entirely from Germany at something like 90 cents a gross. With that supply cut off a few Americans went into making them, but the price ascended to $9.00 a gross. The profits looked so rosy at that price that a great many others, including Canadians, went into making snap fasteners. The result was that the prices went down gradually to around $5.50 a gross, where they have been for some time, but there is just a possibility that keen competition will reduce the price before long. Canadian lines are quoted slightly below those from the United States just now.

Tapes, threads and mending wools have advanced during June and there is no expectation of these or of needles or hairpins coming down during the next six months or longer.

English supplies are slow in arriving, but deliveries are more satisfactory than last season. "English goods may go back to 1918 figures by the end of this year, but not below," said the buyer in one of Toronto's department stores.

FREQUENT CHANGES OF DESIGNS IN FRANCE FOR FANCY ARTICLES

Mr. Phillippe Roy, Commissioner General of Canada for France, writes that a dealer in art lamps and electric fixtures in France told him that they did not print catalogues because at the end of six or even three months' time the design is exhausted and the manufacturer cannot supply exactly the same article. In conversation with a designer of novelties he stated that they were continually getting out new designs for novelties in electric and gas lamps. Another firm dealing in lamp shades, fans, bags, collars and fancy articles, etc., made a similar statement.

A NEW CROCHET IDEA

Necklace "chains" are being crocheted in mercerized threads to match the costume. They are done in novelty stitches and finished with a large ornamental tassel of the same thread.

The Canadian Flax Mill Company's weaving room at its plant in St. Catharines, Ont., was destroyed by fire on June 29, entailing a loss of $450 000, including fully $300,000 worth of flax, according to the New York Journal of Commerce. Most damage was done by water to prepared flax in warehouses. It is stated that the fire was caused by a defective electric wire.

The U.S. Shipping Board announced that steamship lines to Hamburg and Bremen, Germany, would be established as soon as cargoes were available at American ports. Special lines will be established for the shipment of cotton.

Mr. Bellinger, of Regina, has joined the staff of F. F. Causey & Co., Davidson, Sask., as accountant.

BUTTONS

"There is nothing really new in buttons. No nice ranges of novelties are shown anywhere, though qualities are improving," said a large buyer to DRY GOODS REVIEW. Novelties, of course, have comparatively little call, except in small trimming buttons for blouses. The buyer quoted remarked that he had received samples, with quotations, from Bohemia during the past month, but the samples were selected from the old numbers of 1912 to 1915. "Even though Paris has really nice things, deliveries are so long in getting over here after the design is first produced that much of the interest is lost. It is more satisfactory to purchase good staple lines and to get them in a close-by market," he said.

In ivory buttons for Fall, orders include almost exclusively, black, navy and brown. Sizes are 24 to 30 ligne for dresses; 36 to 50 ligne for coats and suits. Fall fashions call for quite a quantity of these buttons for trimmings. As reported last month, Fall requirements will call for quite a supply also of smoked pearl.

The Paris novelties referred to include many odd shapes and sizes. Some have more or less elaborate conventional designs in relief. Paris uses her buttons profusely and with or without real or simulated button holes to accompany.

Fall Ornamentations

At the left are rich silk tassels and pendants, and a silk dress or suit girdle, all of which are matters of importance. Shown by the Moulton Mfg. Co., Montreal. New coiffures call for the two high shell combs at the right. Below them is a pair of the new colored bracelets. The sections are threaded on elastic, as the lower one indicates. These are from Wrinch & McLaren, Toronto.

The Bedspread Looms Important

Just as the lampshade of the day often strikes the determining note in the decoration scheme of the sitting-room, so the bedspread of the hour furnishes the dominant feature in the up-to-date bedroom. The conservatism that for so many generations manifested itself in the conventional white coverlet has now completely gone by, and in its place there reigns an almost distracting choice of gorgeous and original creations.

In its present-day garb the down quilt is a ravishing, decorative thing of whose charms one would not willingly deprive oneself. In place of the uninteresting curves and twists of stitchery quilted onto a commonplace sateen, the eiderdown of 1919 is stitched either in stripes or squares across its entire surface, the glowing orange or brilliant royal blue of the silken cover being embellished in the centre with a wonderful posy of futuristic flowers carried out in wools of the most daring shades. Sometimes the middle is left unadorned and the wool-stitchery confined to bold corner ornaments, the quilting itself being done by hand and in coarse woolwork. To do the quilting by machine would be to rob these quilts of half their individuality.

The reaction following war-work is finding vent in the soothing charms of embroidery, and many a hand that erstwhile drove a car or filled shells is now engaged on the gentle task of embellishing squares of fine linen with reticella or broderie anglaise. These squares are eventually incorporated by means of connecting strips of filet or fine crochet insertion into an exquisite bedspread that has the look of one luxurious mass of embroidery and lace. These spreads have now quite taken the place of the elaborate coverlets of drawn threadwork that once reigned supreme in the affections of the houseproud. In some cases, fine hemstitch embroidery in delicate colored silks, carried out in the style that flourished under Queen Anne, takes the place of the more usual openwork stitchery.

Firms which specialize in old shawls of Paisley and striped silk say that many of these are being bought up for use as glorified bedspreads. Even the valuable Spanish shawl, with its broad silken fringe and aglow with silken flowers, is being taken out of its retirement to adorn the bedstead with its wealth of color. Treasured strips of antique brocade, too, are being eked out by means of side pieces of plain satin attached beneath a strip of gold galon, to form the decorative quilt.

It is the fashion of the moment to lay across the foot of the bed for day display only, a large bolster-shaped cushion covered to match the spread and embellished at either end by a handsome knotted tassel. The tones in which the spread and the cushion are carried out decide the entire scheme of the bedroom decoration.

"APPOINTMENT REGISTER"

New Service to Shoppers at the Robt. Simpson Co.

The following announcement appeared in the Simpson advertising a few days ago, which tells of quite a novel convenience which will be appreciated by busy people who have no place down town where they may arrange to meet friends except in the stores. In the case of rearrangements many extra visits are likely to be made to the store in order to get the messages from the register, and this is accomplished at little cost to the store.

For the convenience of our friends we have installed at our Information Bureau, Main Floor, Centre, an Appointment Register—a large leather-bound book, wherein to arrange and re-arrange appointments with your friends when shopping.

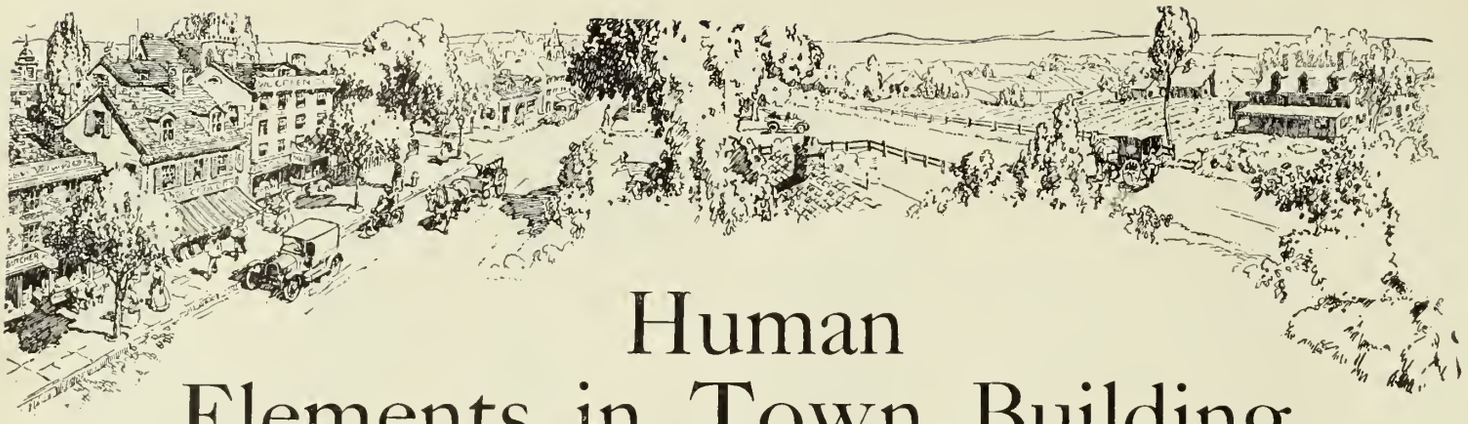
For instance, Mary is scheduled to meet Jean in Simpson's at a certain hour. She cannot do so, and writes her message of change of appointment in the Appointment Register, thus:

"Jean—Cannot be here at 10.30—will meet you at 12 o'clock for lunch—Mary."

Jean arrives—Mary not at place of meeting—looks up Appointment Register—finds Mary's message and if she cannot re-arrange her plans, also leaves a message which Mary may find on return.

"Sounds convenient," you say. Just try it next time you wish to arrange or re-arrange an appointment and see how very convenient it really is.

The "2" Barkers, Ltd., Amherst. N.S., commenced Wednesday, June 4, closing at 12 noon on that day of each week.



Human Elements in Town Building

By A. H. Melville, Madison, Wisconsin. Chief Bureau of Civics and Commerce and Associate Professor of Business Administration, University of Wisconsin.

IN the discussion of problems of town building, problems that are being considered by many municipalities at the present time, there are material considerations to be taken into account without doubt, but above these factors is the far greater factor of the men behind the cities. The accompanying address that strongly urges these points was delivered at the Second Annual Short Course on Merchandising held at the University of Manitoba, Winnipeg.

A TOWN is just as large as the territory it draws business from. No longer can a city hide behind the cloak of its city limits and say—I am not interested in anything except what is within my gates. City limits are only boundaries for municipal government. In building a city, therefore, we must recognize in a constructive way the interests of all the people we serve in commerce, in trade, in agriculture, in recreation, in matters of health. I believe it was the veteran Cyrus McCormick who recently remarked to a group of bankers and business men that the prosperity of farmers in their community is the measure of their sales in business, and the late Theodore Roosevelt, who recently writing in connection with the League of Nations, said: "If this old world of ours is going to be a good place for some of us to live in, it has got to be a pretty good place for all of us to live in."

Our civic, commercial and educational interests are so interwoven and interlocked that we can scarcely consider the welfare of one line of business without reckoning with all the others. If we have factories with efficient working men, they must have sanitary, cleanly homes to live in. They must have recreation for themselves and their families. If we have progressive, contented, satisfied farmers, good farming implements, markets to care for their grain, and modern stores to take care of their household needs are implied.

The Human Touch

In this busy hurly-burly world of ours, this age of wireless telegraph, 100 miles an hour automobiles, 70 miles an hour trains, fast aeroplanes, 90 miles an hour business and three editions a day newspapers, men are losing the personal contact of man to man and the human interest that goes with it. We rush hurriedly to business in the morning and back again at night, to committee meetings, speaking for a moment first with this man and then with that man, but never knowing really the man with whom we meet and deal. We are busy in our stores, we cannot cultivate friendship of our customers. The other day, to my surprise, I learned that a prominent man with whom I have been sitting on committees lived only a stone's throw from my own door. The magic touch of personal interest so common a few years ago seems gradually to he slipping away. And yet, if we are to build our cities constructively, not for to-day or to-morrow, hut for years to come, we must know the men who live in them and their capabilities, **for it is men who make cities.**

The other day some misguided man in Minnesota caused the failure of a chain of fourteen banks. The newspapers heralded it half way across the continent. Not a few people immediately said to themselves, "I wonder if my bank where I do my business is safe? How about my savings and earnings, are they all right?" and again we see how interdependent business is and how much the success or failure of one unit affects all the others. And not only that, but it affects the town or city in which the failure takes place and its reputation, for cities have a reputation and character just as individuals and firms have.

Now towns are competing with one another for business just as business men in the same line of business compete with one another. A town is known by the reputation of its business men, by the reputation of its schools, by its libraries, by its health, by its recreation facilities and judged accordngly. If we are to build a town, we must know its resources and liabilities. We must take stock of what it has to offer to the people who live there and who come there to trade, just as the merchant takes stock every so often to see what he has and what he is out of that he must supply. We must analyze our own community critically, face the facts and act according to what the analysis shows. One town is short a good retail store, another a blacksmith shop, another a good hotel.

A Need for Executive Action

A meeting of this kind here to-night fifteen years ago would have been absolutely impossible. Business men did not get together then as now. They feared each other and were not willing to trust their competitors. Perhaps they did not realize the necessity for collective action. No town, or city, or community can be really and truly prosperous and contented unless the people get together frequently in social intercourse and exchange ideas and opinions on matters of public interest and business. Rome and Greece had their public forums at Rome and Athens where the wise and unwise gathered together and debated matters of public policy. For centuries 2,500 to 3,000 years ago this custom prevailed, and who shall say they were not the most progressive cities of their age? The creed of the Athenian youth, the free born British youth can he proud of to-day:

"I am a citizen of no mean city.

"I will never bring dishonor or disgrace upon my city, nor desert my suffering comrades in the ranks.

"I will fight for the sacred ideals and standards of my city both alone and with many. I will respect and obey her laws and seek to impose a like obedience and respect upon the part of those above us who are prone to annul them or set aside. Thus in all ways will I seek to transmit my city, not only not less, but greater, more beautiful and better than it was transmitted to us."

The winning of the world war is the finest example of collective co-operative effort that is recorded in history. One nation could not win the war. Nor could two nations. It took the combined effort of all the liberty loving nations directed under central leadership to strike the blow at militarism which has made the world safe for Democracy. The fruits of the victory we shall enjoy and shall we not carry this lesson of constructive co-operation into our constructive city building?

Two years ago, John Barrett got the Central American Republic together for monthly meetings in the beautiful Pan-American Building at Washington, where the representatives of these countries could meet and know each other, rub elbows, sit at a common table and discuss common interests and common problems in a frank and honest fashion. The result is that instead of a new revolution or war breaking out somewhere in Central America every morning before breakfast, they haven't had a war for two years and a half.

But we must organize if we are to get results. I have noticed that there are three types of institutions in towns that are supposed to represent the business man's, and incidentally the town's, interests:

1. The small business organization designed to give credit information and undertake collections.

2. The business men's organization for developing trade and commerce only and which usually includes the one already named.

3. The big, broad, institution which includes all the interests of the other two and which is big enough and broad enough to include every interest of the country; its commerce, trade, education, recreation, health and agriculture. This is the kind of a body that is building towns for not only to-day, but for the future.

Call the roll of cities in the United States and Canada that are doing things

and you will invariably learn that back of them are bodies of educated men that are giving their time unselfishly and generously to building up their cities. Such men have in mind that boys and girls have value in a community as well as wheat and oats, lumber and other commodities. A town which is a better place to rear a family in, a town which is a better place to raise boys and girls in, to develop manhood and womanhood, to build character in, without which business would be as unstable as a rope of sand, is a better place to do business in. And these same men are willing to give some of their time, some of their energy and some of their money to get these results.

Most towns have an idea that a factory is the only thing that can build a town. They forget that towns develop from within out. They want trade and so they buy a factory to come to town to furnish employment for labor and more business. In nine cases out of ten, the factory that wants a location will come to your town if you have the physical requirements for it to run without buying it. And if you buy it, later on the chances are you will find it "a fly by night" and you must pay the fiddler.

A live business men's organization furnishes the facilities for looking into these matters carefully. Let us pass rapidly among our large cities and see what problems they have had to meet and how they met them:

Chicago got her boulevard and park system through the efforts of one of her citizens who appeared before the City Council persistently for ten years. It has been built up commercially largely through an active business men's organization.

Cleveland has become a great city of play grounds through organization. More homes are owned in this city for its population than any other in the United States. A great Union Depot was the result of seven years' effort.

Memphis, through its agricultural committee, is changing the State from cotton to diversified farming. They found that milk was being shipped from Wisconsin to Memphis because they did not have dairy cattle in the State to meet their requirements.

These little Eskimo candy boxes will make a nice variation with the red Santa Clauses next Christmas. They are a new line shown by Nerlich & Co., Toronto.

Little Rock—The agricultural committee found that two years ago in Arkansas they were receiving sixty million a year for cotton but were spending seventy-two millions a year for feed that she should have been raising. Since then, 2,900 meetings were held in one year to bring about a change.

In Waukesha, a city of 10,000 people, the business men and bankers loaned farmers money six years ago to buy pedigreed dairy stock and erected a stock pavilion. In 1918 the farmers of this district sold 180 carloads of pure bred and grade dairy cattle amounting to $320,000.

In Ashland the business men and bankers financed farmers after the district had gone to pieces because the lumber was gone. The result was that cheese factories and creameries sprang up all over that district.

At Fondulac, a body of bustling business men invited 1,242 farmers attending a country institution to sit down to dinner with them.

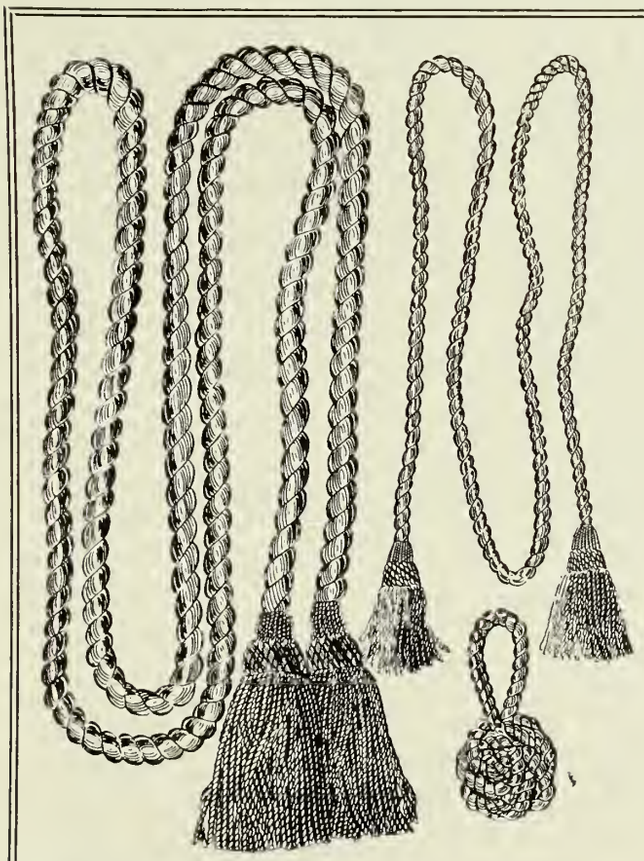
In Wisconsin, seventeen towns from 500 to 2,000 put in rest rooms last year.

"Yes," you are saying, "that is alright, they can do it in towns where they have plenty of money and a paid secretary, but how about small places where little or no money can be raised? How about little towns without any vision?" Mr. Melville then told his audience about a little town of thirty-five people—they did things regardless of population.

Lakefield, Minnesota, accomplished all that it has done through the co-operation of the business men and the farmers. It has a real, live commercial club. It is co-operation and energy that does these things. Never run down your own town, especially to strangers. Boost it, make it the best town in your county—your county the best in your province—your province the best in the country. All we need is more vision, pep and initiative.

VISION

Then vision forth what here you most desire.
Dream of industries and busy marts of trade.
Dream of traffic, dream of wealth, dream of parks and playgrounds—of happiness, content.
Dream of contented labor at its task;
Dream of smiling women and better men;
Dream of homes where laughing children play;
Dream of a city beautiful and fair.
Think and plan as others have for their accomplishments,
Then work, work for contented labor at its task;
Work for smiling women and better men;
Work for homes where laughing children play;
Work for a city beautiful and great, and
Make your city a place where dreams come true.



Kimona Set

For the customer who wishes to make her kimona at home this set of cords is offered. The heavy cord for the girdle is matched by the lighter weight tie cord for the neck and also a frog for fastening. They are all the same color in soft cotton yarn and may be had in navy blue, grey, black and white mixture, etc. The set forms an interesting novelty at very small cost. Shown by Hambly & Wilson, Toronto.

FOUNTAIN BRAND

ISLAND SPINNING CO., Ltd.

LISBURN, IRELAND

Linen Thread for Clothing Manufacturing

Why use an inferior quality when you can have the best. New Wind Patent Cop—won't snarl and cause delays. Half pound cop equal to four spools. No short lengths. No waste.

BLACK—WHITE—WHITEY BROWN
all numbers

Large stock always on hand. Samples and prices on request.

Sole Agents for Canada

Walter Williams & Co.

508 Read Building
MONTREAL

20 Wellington St. W.
TORONTO

Art Needle Sundries

SHETLAND FLOSS
ZEPHYR WOOLS
FINGERING WOOLS
EMBROIDERY THREADS
INSTRUCTION BOOKS
CROCHET NEEDLES

Stamped Needlework

GOWNS
CENTRES
DRESSES
PILLOW CASES
APRONS
ROMPERS
SACQUES
SCARFS
TOPS
BIBS
DOYLIES
COMBINATIONS

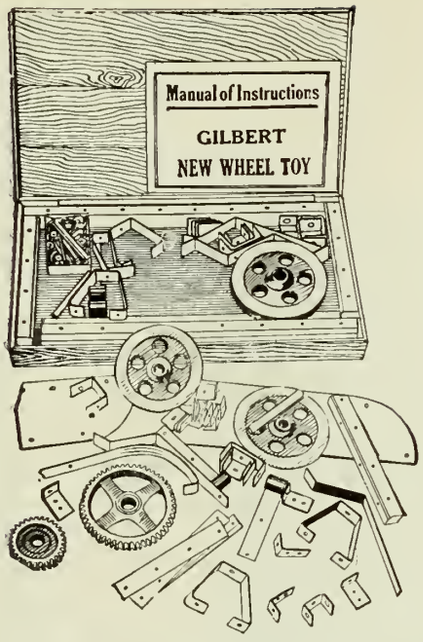
For Your Children's and Baby Department

HAND AND MACHINE MADE BOOTEES, JACKETS, TOQUES, OVERALLS, SWEATERS, Etc.

CELLULOID GOODS FOR BABY, RATTLES, TOYS, Etc.

HAMBLY & WILSON, LIMITED

11 Wellington St. W. **TORONTO**



GILBERT

NEW WHEEL TOY

No Toy since Toys were thought of has met with the welcome that greeted GILBERT'S NEW WHEEL TOY.

Our full-page advertisements in "Saturday Evening Post"—"Popular Mechanics"—"Boys' Life," etc., etc., produced an avalanche of enquiries from boys and parents asking "Where can we get one?"

MR. DEALER, we spend our money advertising to benefit you. Are you going to link up with this advertising? The way to do it is to send an order TO-DAY.

The 9004 New Wheel Toy costs you $6.00 each
The 9006 New Wheel Toy costs you $10.00 each

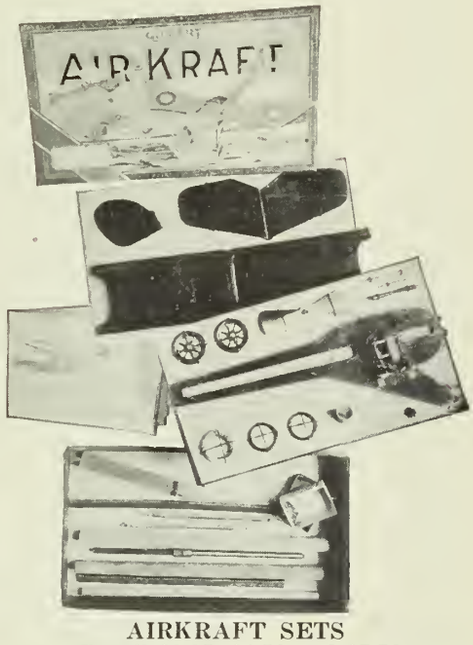
A boy can make Gliders, Wheelbarrows, Truc ks, Go-Carts, Geared Racers, etc., etc.

No. 4 Set ERECTOR with Motor Retail Canada $7.50

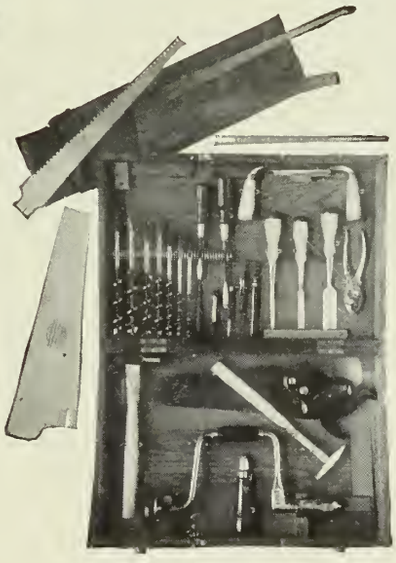
The Other Lines Are

Chemistry Sets
Tele Sets
Phono Sets
Wireless Sets
Electrical Sets
Mysto Magic
Puzzle Sets
Bulk Puzzles
Nurses' Outfits
Submarines
Machine Guns
Tanks
Flying Machines

Get acquainted with the New Toys



AIRKRAFT SETS
Retail $2.25, $4.50 and $7.50



CARPENTERS' TOOL SETS
$2.50, $3.50, $5.00, $7.50, $10.00 and upwards

SOLDERING OUTFIT
$1.50 and $3.75

ERECTOR

No. 1 retail, Canada	$1.50
No. 2	3.00
No. 3	4.50
No. 4, with motor	7.50
No. 5	11.25
No. 6	15.00
No. 7	22.50
No. 8	37.50

You can buy Toy Motors and Transformers for all sets.

Write to-day for Catalogue and Price List.

The A. C. Gilbert-Menzies Company, Limited

439 King Street West, Toronto

Manufacturers of GILBERT'S TOYS

Canadian Agents THE "POLAR CUB" ELECTRIC FAN

"TICO"

Embroidery Foundation Forms

For Art Needlework Departments

IF you have not filled-in on your stock of FOUNDATION FORMS for INITIALS, MONOGRAMS, SCALLOPS, CORNERS, EMBLEMS, ETC., we suggest you give this your early attention so as to avoid loss of sales due to depleted stocks.

We own, and operate under, various U.S. PATENTS and assure our CUSTOMERS and THE TRADE continued HIGH QUALITY merchandise and PROMPT SERVICE.

We manufacture the following well-known products:

"TICO" Solid Cotton Embroidery Foundation Forms

"TICO" Fibre Enbroidery Foundation Forms

"TICO" Fibre Buckle Forms

"TICO" Drumhead Embroidery Hoop

'TICO" Auto-Stop Embroidery Stiletto

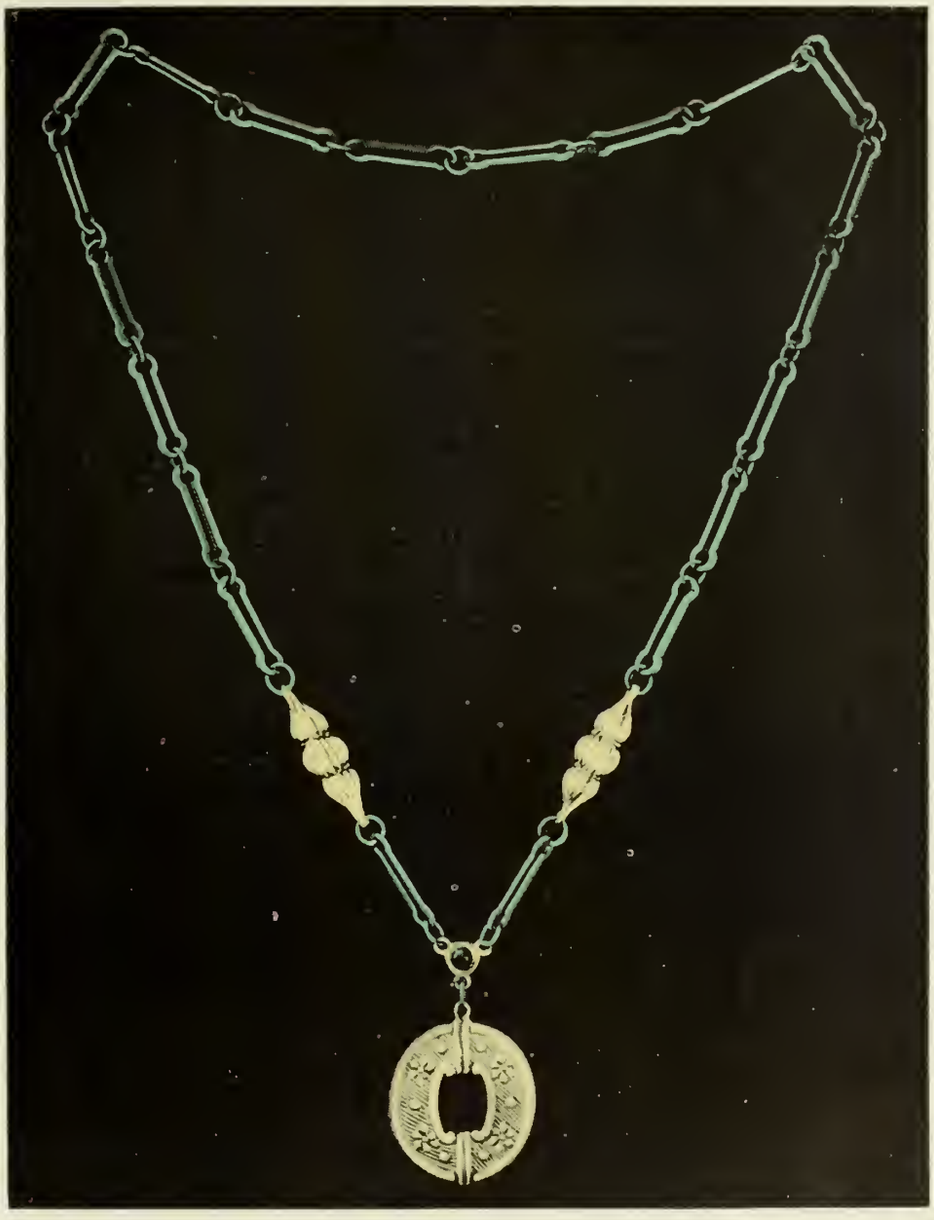
"TICO" Dressmaker Buckle Forms

THE INITIAL COMPANY, INC.

WYTHEVILLE, VIRGINIA, U.S.A.

ROY W. SEXTON, Pres. H. E. WIDENER, Vice-Pres. W. P. SUMNER, Sec'ty-Treas.

NEW YORK	CHICAGO	LOS ANGELES
130 West 42nd Street	180 West Adams Street	Central Building
Bush Terminal Sales Building	H. A. Austin Co.	F. A. Gaylord



The Mode Insists on a touch of Bright Color

Jade Green is a mark of Fashion this Summer. This artistic necklace, with novel links and rings, is of Jade Green "Ivory"—has Oriental plaque and ornaments of Old Ivory finish. It is of a design which makes sales.

We will be pleased to send you a sample assortment of our latest lines of Necklaces, in the most popular colors, for your approval. Write us if interested.

Wrinch-McLaren, Limited

77 Wellington St. West **TORONTO**

Infants' Novelties

of Perfect Daintiness

As an acquisition to baby's layette, nothing more dainty and adorable could be imagined than our white, and delicately tinted, exquisitely fashioned, Infants' Ribbon Novelties.

There are carriage straps, tiny wrist bands, bows and flower clusters for carriage covers, and smaller ones for ornamenting baby's bonnet, dress, or Gertrude, and other equally interesting accessories. They are so very fascinating they will make an irresistible appeal to every mother.

Our stock of the following Ribbon Novelties is also complete at all times, in many delicate shades and beautiful designs—

GARTERS
VANITY BAGS
OPERA BAGS

Ribboncraft Co.
229 College St. Toronto

WORK BAGS
BOUDOIR SLIPPERS
LINGERIE TRIMMINGS

GEO. H. ADAMS COMPANY

HILL, NEW HAMPSHIRE

LATCH NEEDLES TRANSFER POINTS
SINKERS, JACKS, ETC.

Address all communications to

CHAS. B. PAULUS

General Sales Manager

Temporary Address

1516 Sixty-Eighth Ave., Oak Lane
Philadelphia, Pa.

IMPORTERS *and* MANUFACTURERS
Art Needlework *and* Fancy Goods
"Peri-Lusta" *Mercerized Cottons*
"Crystal" *Artificial Silk*
Embroidery Materials
Fancy Linens and Piece Goods
MADEIRA HAND EMBROIDERED LINENS *and* HANDKERCHIEFS
Campbell, Metzger & Jacobson
932-938 Broadway New York Cor. 22nd St.
Canadian Showroom and Factory:
Bay and Wellington Sts., - Toronto, Canada

Salesmen Wanted

Men who have worked up a connection with the trade are far more valuable to you than inexperienced men. The way to locate them is through your trade paper because wide-awake salesmen read it. When in need of salesmen use the Want Ad Page; the rates are 2 cents per word first insertion and one cent per word for each subsequent insertion, a charge of 5 cents extra is made for Box Number to cover cost of forwarding replies.

FANCY GOODS

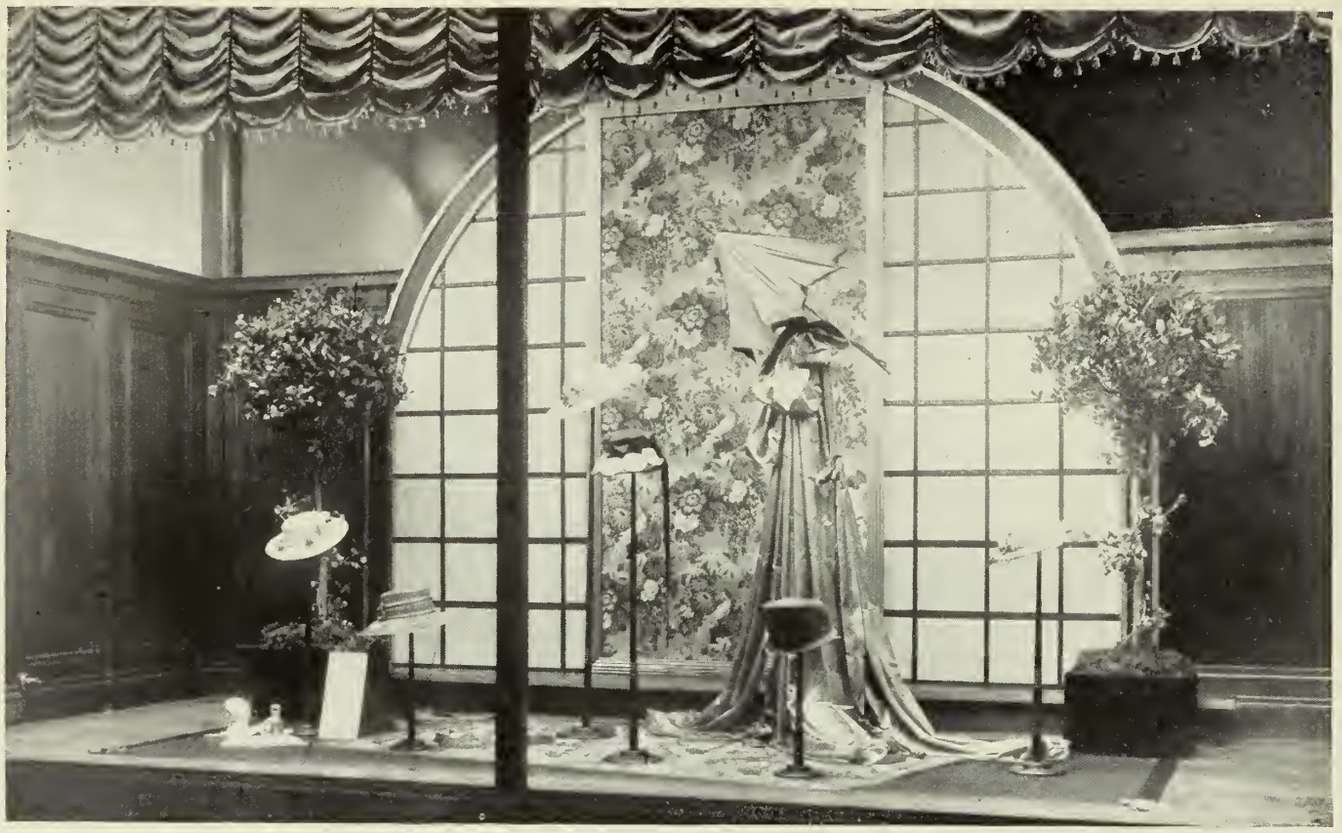
TOYS, DOLLS, GAMES FOR HOLIDAY TRADE

OUR salesmen are now on the road with complete sample line for Fall and Christmas trade, including Fancy Goods, Toys, Dolls, Games, Decoration Goods, Fancy China and Glassware, Rich Cut Glass, Electric Fixtures and Portables.

Place Your Orders Now and Make Sure of Having a Good Assortment

NERLICH & CO.

146-148 FRONT ST. WEST TORONTO



An artistic millinery window display by C. L. Greer, display manager at the Hudson's Bay Co., Vancouver, B.C.

THERE SHOULD BE NO TWINS

Duplicated Styles the Unpardonable Sin—Hudson's Bay Co., Vancouver, Have No "Cheap" Hats—They Are "Good Value."

THE millinery department of the Hudson's Bay Company's store in Vancouver, B. C., is in keeping with the other departments in the refinement and dignity achieved in its appointments. The massiveness of the many large wall show-cases accentuate the daintiness and grace of the millinery creations they display, and create a distinct atmosphere about them of "value and costliness." The whole arrangement of the department, by which the customer must pass the less expensive hats, displayed on the tables, to the more expensive ones under glass, gives the prospective purchaser glimpses of better hats, displayed on the tables, to the more ported models which gain by comparison.

"I have never yet offended a lady by offering her the most expensive hat that my judgment told me she could consider," stated Miss J. Macbeth Green, the departmental manager and buyer, "but I have heard a customer say, when shown the lower priced hats first, "Have you something better—something, put away, perhaps?" Miss Green considers that in any department that aims to serve the better trade, the word "cheap" should be elided from the saleslady's vocabulary. The store at all times sees to it that all the offerings are "good value," but the use of the expression "cheap" jars almost like a vulgarity on some customers.

Exclusiveness Must Be Observed

"I have observed a thoughtless practice of some case and window dressers," said Miss Green. "The stores selling ladies' garments are some of the worst offenders. I mean the folly of displaying, or in fact, selling more than one garment or hat of any kind, in the more expensive lines. I have seen expensive dresses in window displays, with two identically the same as regards style and trimming, perhaps a slight difference in shade. From my own experience I know that the one unpardonable sin to commit on a buyer of a good hat is to sell another one to any great extent similar to it. It occasionally happens that through oversight on the part of the jobebrs a hat will be duplicated. A duplicated hat arrived here only last week's order; I remembered having sold one like it in the previous shipment, and I had that hat practically re-modelled. It pays to watch this feature carefully in order to build up a reputation; and you have to use the same judgment to keep it.

"The window, our photograph shows, displays New York and Chicago models in pastel shades, and was dressed under the supervision of Mr. C. L. Greer, the store's Display Manager." We find that the most effective window is produced by showing a few models. A "junkiness" is very quickly developed if the window is crowded. "That," concluded Miss Green "would be my criticism of some of the windows at the Chicago Fair."

An Artistic Fall Opening Window

The window at the right is a corner one. All the street windows of Darwin's, Ottawa, are effectively supplied with ivory background, panelled in Adam style; at the ends are simulated doors with glass panes and fine lace curtains showing through, which give a "reception room" effect. The coloring and designing is excellent, showing to advantage whatever decorative and merchandising motifs the display man wishes to emphasize. In the above illustration it will be noted that Fall goods both in the piece and made up are shown, as well as millinery, blouses and accessories, and yet no suggestion of conglomeration or crowding creeps in, because the figures are well balanced; so, too, are the furnishings and the richly colored generous bouquets of Fall flowers and foliage, and there is practically no repetition. A show card in grey and ivory announces in each window simply "Fall Opening." This window was used for Darwin's Fall Opening in early September last year.

This picture shows a corner of the Carpet and Rug Department of the Hudson's Bay Co.'s Vancouver store. The story it would tell might be put thus: "If there is no mystery about your prices; if you are not ashamed of them; if you want to interest a prospective customer before he actually HAS to have a floor covering, PUT A PRICE CARD ON YOUR OFFERINGS." Your customer knows how much money he has to spare; if he knows what you want, you can get together. Many a man with a nice little "roll" just "burning a hole in his pocket" is compelled to "resist that impulse" simply because he does not care to enquire the price, because he would be embarrassed if it were more than he had. Note the frank pricing in this department.

A Simple and Detailed System

Western Merchant Finds Triplicate Sales-check System Useful in Cash or Credit Business.

OFFICIALS of the Canadian Credit Men's Association are authority for the statement that a very large percentage of failures in business are due primarily to the fact that these retailers who go under have not adopted and maintained a system of keeping accounts which day by day, and month by month, should have revealed to them the shoals and the rocks ahead.

By slack methods customers were allowed to get far in arrears without their knowledge; they had no definite idea of the amount of money out at credit, nor how far they were in debt to the wholesales; they were in constant danger of losing customers through errors in presenting their accounts, and they were in a state of constant worry and strain through inability to conduct their affairs properly, and at the same time attend to business of selling.

Some merchants who found themselves in this predicament and who were warned in time solved the problem by paying the wages of a bookkeeper, others by adopting one of the modern methods which have been especially designed for the country merchant.

$4,000 in a Biscuit Box!

When a representative of DRY GOODS REVIEW called upon James A. McKenzie, general merchant, of Rivers, the other day, he found him, early in the morning with a numbered card index system before him in a small tin biscuit box. **In that one little box was kept accurately and systematically the accounts of all his customers running close to $4,000.** The account of each customer was numbered and Mr. McKenzie could turn to any one of them and tell you in an instant the total of the account to date. **Furthermore all of these accounts were kept automatically, and up-to-the minute by simply keeping a duplicate of the sales account handed to the customer at the time he made his purchase.** This sales slip which went to the customer contained not only an itemized list of the goods purchased at that time, but a statement of his account up to date, giving him an opportunity to check the account, and agree as to its correctness.

Here was a big general store, with a turnover close to the $100,000 mark, almost rushed off its feet with business on Saturday night by a trade largely credit, but keeping its accounts without any fuss, and with an accuracy that left no room for doubt. An hour's extra work by the proprietor in the morning in the way of filing the duplicate sales slips under the card index was all that was required.

Furthermore by the use of the triplicate system of sales slips, one to the customer, one to an indexed cabinet adjoining the cash register on the main floor and one to the filing system in the office, a practical system of double entry is achieved with the sales slips in the cabinet on the floor of the store checking against those in the office, eliminating the possibility of error.

This system is coming largely into use in Western Canada. A great many merchants are using the duplicate system, but Mr. McKenzie has had long experience in personally handling the triplicate system, and would advise any merchant to adopt this method. He used the system in conjunction with the cash register and the total of the cash sales slips under the duplicate system must check against the total amount recorded by the cash register. Incidentally each clerk in the store is numbered, and the total amount of his cash and credit sales are shown from day to day and year by year in a synoptic provided with the cash register. This synoptic also shows at a glance the total turnover for the day, and up to that date from the first of the year.

In one minute Mr. McKenzie by referring to the same date last year and this year was able to announce that his turnover was $9,657 greater than during the same period in 1918.

The System in Detail

Here is how the system works out in detail: A woman comes into the store and makes several purchases. The clerk takes from his pocket the little book of triplicate sales slips with which he is provided. He jots down each item, and when the transaction is completed totals it up. He then goes to a cabinet adjoining the cash register. This cabinet is in the form of a book made of broad tin leaves, each of which is operated on hinges. Attached to these tin leaves are two rows of wire clips, arranged simply to hold any paper placed beneath them. In connection with this cabinet is an index of customers' names, each customer being numbered.

The clerk has sold his bill of goods to Mrs. Swanson. He glances at the index and finds her name, and notes that her account is filed under one of the wire clips on tin page 26. The tin pages are standing upright. He lays each of them flat until he comes to page 26, and there under the wire clip is a duplicate sales slip of the one given to Mrs. Swanson every time she has made purchases at the store. There are perhaps ten of them, and in each instance the amount of her bill has been brought forward until on the topmost slip it is plainly recorded. That was the amount she was owing before she came into the store that day.

This total the clerk adds to the sales slip he has just made up. He tears off the top slip which is white in color and hands it to the woman, so that she can see at a glance how her bill is growing, and make a complaint if the total is incorrect. The second sales slip which is yellow is placed under the wire clip on top of the others and the third sales slip, which is pink in color, is filed on a pin file face down. It is these pink slips which go to the office to be filed by the proprietor the following morning in his little tin box.

And so by one writing the clerk has:

First, recorded the sale.

Second, given the customer a bill of that day's purchase.

Third, stated his account in full to date.

Fourth, given him an opportunity to check the account.

Fifth, agreed with the customer as to the amount he owes the store.

Sixth, provided a separate system of sales slips for filing.

One of the most important benefits from this latter triplicate system is that the pink triplicate slips may be kept in the safe, providing a record in case fire destroys the slips placed in the cabinet.

When Payment is Made

In the event of a customer coming in to make a payment on his bill the clerk uses his sales book in just the same manner as if he had sold a bill of goods, but instead he makes the entry "Credited by cash." In the same manner as before he refers to the cabinet, finds the total amount of the bill and deducts the amount paid on account. The customer is given a receipt, which at the same time shows the balance owing on his account, the yellow slip in the cabinet shows the amount of the account to date, and the pink slip goes to the office for checking and filing.

If the customer pays his account in full then the sales slips under his name are buried away for future reference, and a new account is opened when he comes in to make his next purchase.

Now there are a great deal of goods bought in country stores in exchange for produce, and since one transaction balances the other there are many merchants who do not make any records whatever. Not Mr. McKenzie. He wants to know at the end of the year how much he has bought in produce, and he wants to include the goods sold under this system in his statement of annual turnover. He therefore records the sale as cash on the cash register, and also records the amount of the produce as

"paid out," also on the cash register. In this manner he is able to keep track of the produce taken in, and also the clerk gets full credit for the sales he makes.

Before filing the pink slips each morning Mr. McKenzie checks them as to their correctness, as to the price paid for the goods, and also as to addition. In this manner he detects mistakes before the customer, and is able to head off any complaints or suspicion. He states that he makes his wages every day in these corrections.

The use of the triplicate system protects the merchant from clerks collecting money on account and failing to give proper credit, neither does it allow a clerk any opportunity to appropriate money for his own use which might be paid on accounts. No clerk would care to tamper with accounts if he knew that the merchant had securely locked a duplicate record of all unpaid balances in the safe.

An especially strong feature of the system is the credit limit card. This is a red card bearing the words "Credit stopped", and when it appears before one of the accounts in the cabinet it is a signal to the clerk to refer the customer to the proprietor for a further line of credit. The proprietor in going over the pink sales slips in the morning is able to determine whether he is willing to advance further credit to a doubtful man, and if not he personally inserts the red card signal.

Altogether Mr. McKenzie keeps four books apart from the system described. These are:

First.—The cash register daily statement of each clerk's business, together with the total amount of cash paid in, and the total amount of credit extended for the day. There is also shown the turnover for the year up to that date, and the total accounts outstanding.

Second.—A bills payable and receivable book in which are recorded the drafts that come in from wholesale houses, together with information of when they come due.

Cabinet for filing system as described in accompanying article. Made by Dominion Register Co., Ltd., Toronto.

Third.—A ledger in which accounts with wholesale firms are kept.

Fourth—A synoptic, which Mr. McKenzie originated himself and which he posts every day from the other parts of the bookkeeping system. It is arranged in double entry style with debits and credits, and at the end of each month these must balance. This synoptic shows at a glance everything connected with the business. It indicates the value of the stock on hand from day to day, the amount of cash in the bank, the total credit extended to date, the amount owing to wholesale firms, the amount paid out to date for freight charges, the expenses of operating the business to date, the amount of the proprietor's personal expenses, etc. It all looks very formidable, but the whole system is so simple that any clerk could learn it in a couple of days.

As illustrating the value of keeping an up-to-date record of totals Mr. McKenzie found one day that the amount of cash recorded in his synoptic as being in the bank did not jibe with his check book by $400. He told the bank manager about this shortage, and the bank books were checked up and found to be correct. Mr. McKenzie again checked up his accounts and made certain of his figures when the bank after further investigation found that a clerk had inserted a loose leaf at the wrong place in the ledger. The shortage was made good, and no doubt would have been later detected by the bank after laborious work.

In the case of the ledger accounts with wholesale firms Mr. McKenzie can turn to any one account and tell exactly where he stands, for he keeps the balances brought down to date all the time. He is now contemplating departmentizing his store.

Store Doubles Floor Space

Extensive Alterations at Stanley Mills Co., Hamilton, Ont., Will Soon Be Commenced—Several New Departments to be Introduced.

THE rapid growth and expansion of the business of the Stanley Mills departmental store, Hamilton, Ont., has convinced the proprietors of the necessity of at once increasing the accommodation of their building. General Manager George Hutchings told a representative of DRY GOODS REVIEW that plans were already under way for a big extension to the store that would double the present floor space. The increase in business had exceeded all expectations, he stated, the gain so far this year having been as great as the management had looked for in the next five years. Good merchandising is largely responsible for this growth, Mr. Hutchings is convinced, and the fact that the store does a strictly cash business, renders loss from bad accounts and extra labor to look after and collect these accounts, negligible. A cash business, he says, can undersell a credit business every time, because it is, as a distributing medium, more economically correct.

Will Take in Adjoining Buildings

Operations in connection with the extension of the store will be commenced in the course of the next few weeks. It is intended to take in the stores adjoining the present premises, extending east 180 feet. These places have been the property of the Stanley Mills people for some time, and the acquisition of the same has been intended as soon as the growth of the business warranted. It will mean the doubling of the space on each floor, and also the addition of several new departments to the long list that is already carried. Doubling the frontage of the building will make the Stanley Mills store front one of the finest in the Dominion. While it will render possible the introduction of new lines, there will also be additional space for the display of goods already stocked. Showrooms will be much larger, affording greater facilities of showing such lines as ready-to-wear and millinery. The new departments will include boys' clothing, men's boots, automobile accessories, and kodaks. There will be others too, but the management at the present time is not prepared to name them.

Shows Department Views at Movies

Just recently the Stanley Mills Company signed two contracts involving more than half a million dollars. These contracts were for the back pages of two of Hamilton's leading dailies for the next ten years. This firm lay great stress on the importance of advertising, and attribute much of their success to

Continued on page 190

A SPLENDID READY-TO-WEAR LAYOUT

THE second floor of the store of Messrs. Beamish and Smith, North Bay, Ont., is devoted entirely to ready-to-wear and millinery. At the extreme right and left are rods carrying many dozens of dresses, coats, suits and wraps for women, misses and children. An interesting floor display is shown down the right half of the room. Rugs, posts and ropes and fancy bandboxes provide an exclusive setting for the figures on which are shown afternoon and street dresses, suits, coats, hats and furs. It was in this space that the big fashion event took place this Spring. Live models promenaded for the inspection of the crowds of visitors who were comfortably seated in the left half of the room. Mr. R. A. Beamish explained to DRY GOODS REVIEW that the fashion parade proved a splendid and speedy means of displaying a great number of garments, and the orders taken during the display resulted in most satisfactory business. Three manufacturers had representatives present who assisted the mannequins, and besides their own, garments from New York and elsewhere were exhibited. A girl can easily display twelve garments in an hour, and twelve girls can show 144 in all, which is really a worth-while exhibit. The parade continued for two hours each afternoon and evening, with an orchestra in attendance.

The floor is well lighted both artificially and from skylights and front windows. The millinery department occupies the front of the floor; tables down the centre left feature blouses, and at the left, as is seen in the illustrations, are glass cases showing dainty whitewear, blouses, etc. Not too high on the wall, to be advantageous for display, is the shelf on which an interesting display of fancy and novelty sweater coats is shown.

A minimum of space actually occupied by stock and fixtures with a maximum of garments displayed, and an impression of roominess for the customer, seems to be satisfactorily accomplished in this arrangement. Messrs. Beamish and Smith are to be congratulated upon the excellent service which this floor provides to North Bay shoppers. An account of their bonus system is given elsewhere in this issue.

RELIEF FOR LONG SATURDAYS

The following letter tells in concise form the advantage which Mr. H. J. Hollinrake, of Sault Ste. Marie, Ont., finds in his new time schedule. His points are well worthy of careful consideration. Similar benefits are being experienced by some merchants in towns of similar size to Sault Ste. Marie.

The Editor DRY GOODS REVIEW,
Toronto.

Dear Sir:—

Some few months ago, we inaugurated the plan of closing the store at noon, every day, that is, from 12 to 1.30, thus allowing our staff an hour and a half for luncheon and recreation. This has been greatly appreciated by our employees, and we think that the public are in sympathy with the innovation.

Commencing at 11.30, it sometimes was 3 o'clock before the last hand was back to work, thus leaving our salesforce in a disorganized state. Now, every one gets out promptly at the same hour, and are back at their posts sharp. We always have a full staff to attend to customers, and give them more efficient service.

On Saturday evenings the store is closed from 6 to 7.30, and, from that hour until 9.30 we are open for business.

Heretofore, the closing hour on Saturday was 10.30, and frequently later.

Under the new arrangement, Saturday is not the dreaded long, tedious day that it used to be.

We believe that shorter hours of labor helps to keep the staff efficient and they take more interest in their work, and it is up to them to keep going during business hours.

Commencing the 1st of May, and continuing till 1st October, we propose to close our store every Wednesday at 12, noon, and take a half-holiday. The hardware and grocery firms are doing this in our city, but as yet, we are the only Dry Goods firm that has inaugurated the Wednesday half-holiday for five months of the year.

Yours truly,
H. J. Hollinrake.

STORE DOUBLES FLOOR SPACE

Continued from page 189

their talks to the public, through the medium of the daily press. The store does not feature more than two big sales in the year, but endeavor, they state, to give their customers the benefits of close buying and a strictly cash business.

As an advertising "stunt" they have also found effective the use of the screen at one of the city moving picture houses. Just recently 175 feet of film was used, featuring particularly the millinery showrooms.

RAW SILK CROPS

Various reports indicate that France will produce this year a larger crop than she has since the war reduced her production so materially. While not a great deal of this will be shipped to the United States mills it is felt that the increase in the French production will tend to ease off the shortage from Japan and elsewhere, and will help supply the French manufacturers to a large extent so that they will not be drawing upon the other markets for their supplies. Japan reports her crop probably 10 to 15 per cent. below the last one, and some predict that the decline may reach 20 per cent. It is rather difficult to estimate China's production exactly, but so far as estimates can be made they show a slight decrease.

The new Fairweather store on Yonge Street, Toronto, will be ready for opening early in August.

SAYS "READ AS YOU RUN" CARDS ARE BEST

Merchant Tells of Practical Results He Has Obtained and Urges Others to Make Comparisons and Find Out Just Which Type of Cards Are the Best Business Producers.

Written for Dry Goods Review by R. T. D. EDWARDS

STEPPING into an exclusive Yonge Street store in Toronto the other day, the writer inquired of the proprietor about his show cards.

"No," he said, "we don't wish to change. The shop we are buying from is giving us just the kind of cards we think are the best business getters."

On being informed that orders for show cards were not desired but just his opinion as to what he had found out were the most successful business-getting show card is used only on exceptional occasions. These if used in abundance often tend to detract from the merchandise.

Plainly lettered show cards which can be read at a glance are far superior for the busy public to read, in other words, the "read as you run" card is his motto. He has some small decorations on his cards, but the wording stands out in plain type.

Thus far we have what a successful Yonge Street merchant has found to be the best for him, and he speaks not just offhand but from years of experience. So all show card writers in our Canadian stores may be benefited by his experience. He has made this subject a business and studied it from a business-getting standpoint, and has proven what he says is right in dollars and cents.

Appreciates Their Value

Being an enthusiast regarding the value of show cards the proprietor expressed his opinion very emphatically.

This merchant has found out that plainly printed show cards, both in the windows and throughout the store, are best for the class of trade to which he caters. The highly decorative style of show card is used only on exceptional occasions. These if used in abundance often tend to detract from the merchandise.

Make Comparisons

We don't say that each and every merchant should use the same style of show card, because we think that would be a mistake, but all may do the same as this merchant has done by making a study of this subject, the same as you do salesmanship, or the buying end of your business.

A very striking example of the different ideas merchants have in their show cards is shown if you walk just one block north of this store we have been talking about.

The north store is one which sells exclusive merchandise, that is just one line of goods. These goods are not at all decorative in themselves and cannot be displayed so as to be made attractive as merchandise which has more variety of colors. So the owner of the store makes his show cards the decoration. He has six or more large double windows, and in each one is used one-half or full sheet show card with highly colored decorations.

Air brush work is most prevalent on these cards, with heavily decorative border effects. Shadow script and shade lettering is used which tends to make the cards quite showy.

Would Not Do

These cards certainly would not do for many merchants. Some would pronounce them vulgar, but this is just another case of a man making a study of the kind of card that helps him get the business he is after, and, by all appearances, he is getting results.

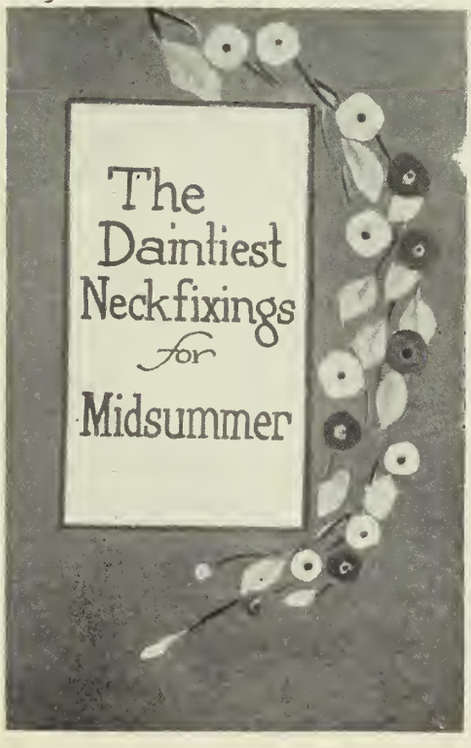
Catchy wording is also playing a great part in attracting trade to both these stores. For years they have used snappy, attention compelling phrasings which make people give the windows more than a casual glance. These wordings are different to those used in other stores, and are without the use of any slang.

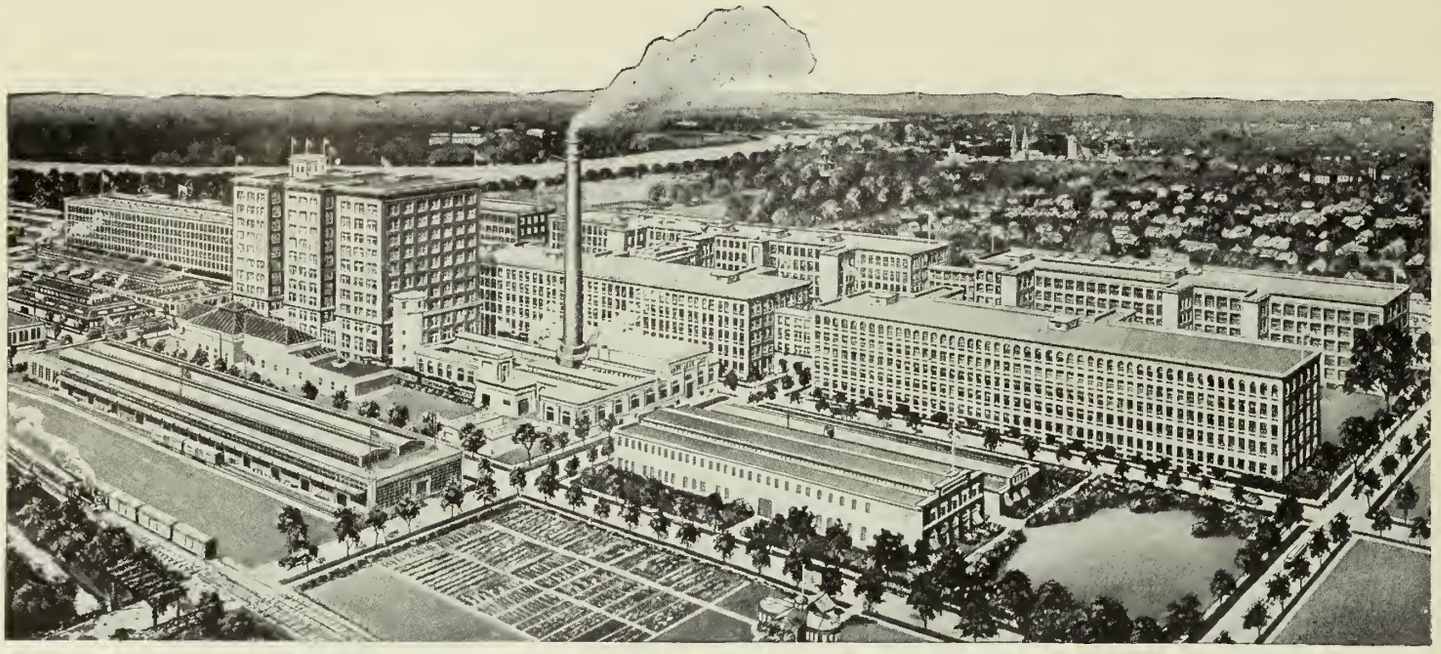
The sample wordings shown on this page are similar to those used on these show cards.

The show cards reproduced are quite suitable for the present season. The design is of opaque colors, attractively blended in Summer hues. They are quite simple to draw and will go with almost any wordings you wish to use.

SOME SHOW CARD SUGGESTIONS FOR JULY

1. Frocks as dainty as mid-Summer posies.
2. Tremendous vogue for ruffles. We have scores of them all ready to tack on.
3. "Chic" and the kind of July millinery we show are synonymous.
4. The daintiest neckfixings for mid-Summer.
5. Every conceit of veiling fashions in our galaxy of novelties.
6. Originality and daintiness in designs are upheld in our selection of cool blouses.
7. Just the right ideas in hosiery for your holiday wardrobe.
8. All sorts of dainty sports woolies in our sweater coat department.
9. Would you fly away on a Summer's day? Then flit in a cloud of fleecy organdie. We have all the rainbow colors.
10. Needles and pins and thimbles and things in neat packages for the holidays.





We make over 275 National Cash Registers every day

The National Cash Register is a modern, labor-saving machine that helps merchants, clerks, and their customers.

It protects profits by stopping leaks and losses, temptation, and mistakes.

It adds, records and classifies many kinds of transactions.

It saves time and money because it does 15 things in 3 seconds.

It enables the merchant to give quick, accurate service.

It more than pays for itself out of what it saves.

It helps merchants make more money, with less expense.

This big plant makes nothing but National Cash Registers

The National Cash Register Co. of Canada, Limited
Toronto, Ontario
Offices in all the principal cities of the world

By means of the overhead cable carrier, all cash is sent to a central point as sales are made.

What Do You Do With Your Cash?

Do you scatter it?—or do you concentrate it?

Does it go into one drawer or a hundred?

Charles Ogilvy, Limited, of Ottawa, are one of the thousands who **concentrate** it—by means of a Lamson Centralized System.

In this case it is an Electric Cable Carrier—though the same results are secured with any of the Lamson Systems.

This modern store says: "Centralization reduces mistakes in change because fewer hands do the work and they become expert. In addition, money is double checked. Time also is saved as change is being made while parcels are being wrapped."

There are numerous other advantages. Ask for more information.

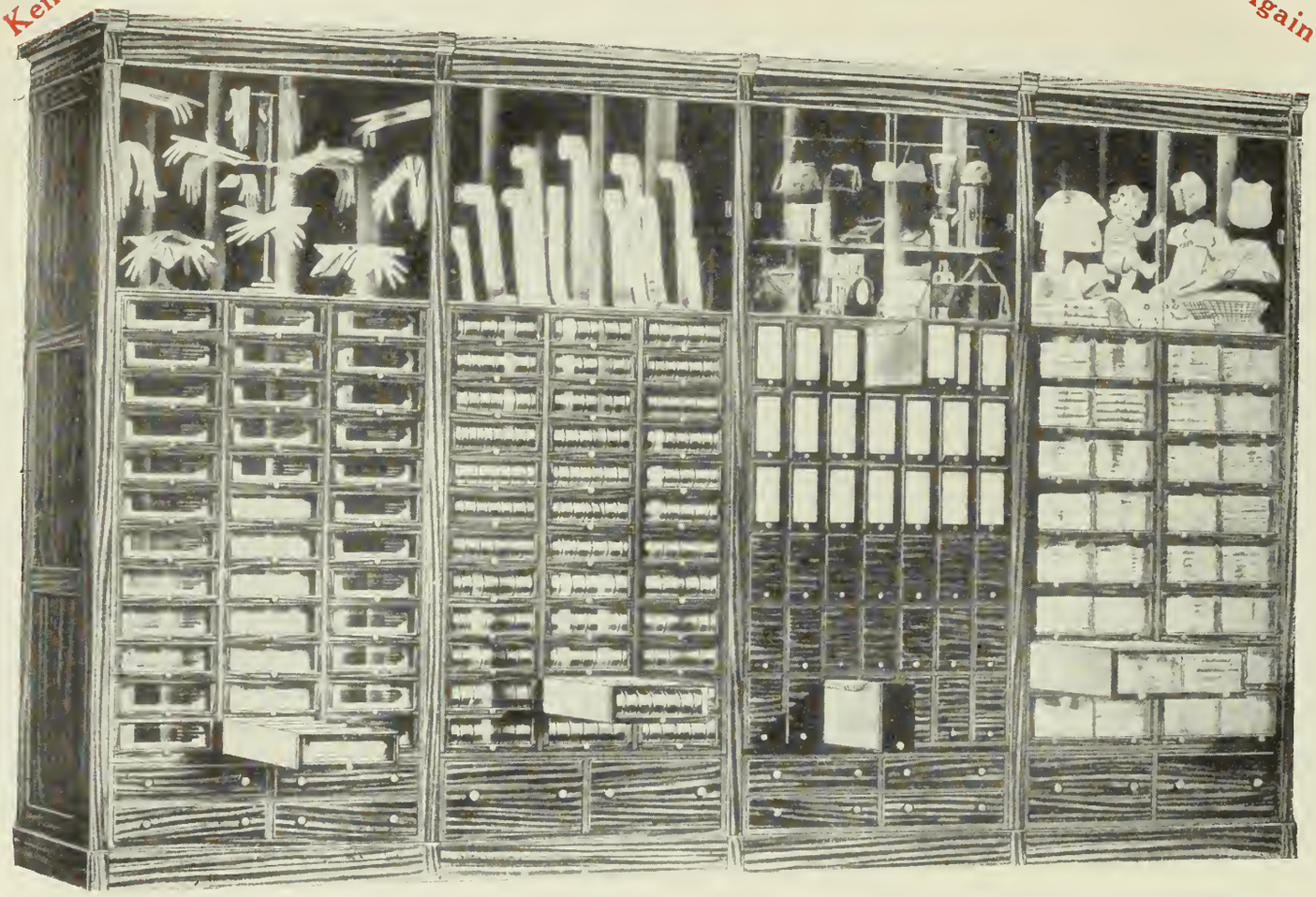
THE LAMSON COMPANY

136 Simcoe Street, Toronto **General Offices at Boston, Mass.**

Kent-McClain Again

Sectional Fixtures

Kent-McClain Again



Ready to Place

Designed to meet every need of every line of merchandise.

In leading stores throughout the Dominion Kent-McClain fixtures are continuously at work displaying—selling goods.

We can give you what you need.

Kent-McClain

(TORONTO SHOW CASE CO.) **Limited**

181 to 199 Carlaw Avenue, TORONTO

Write us for Particulars.

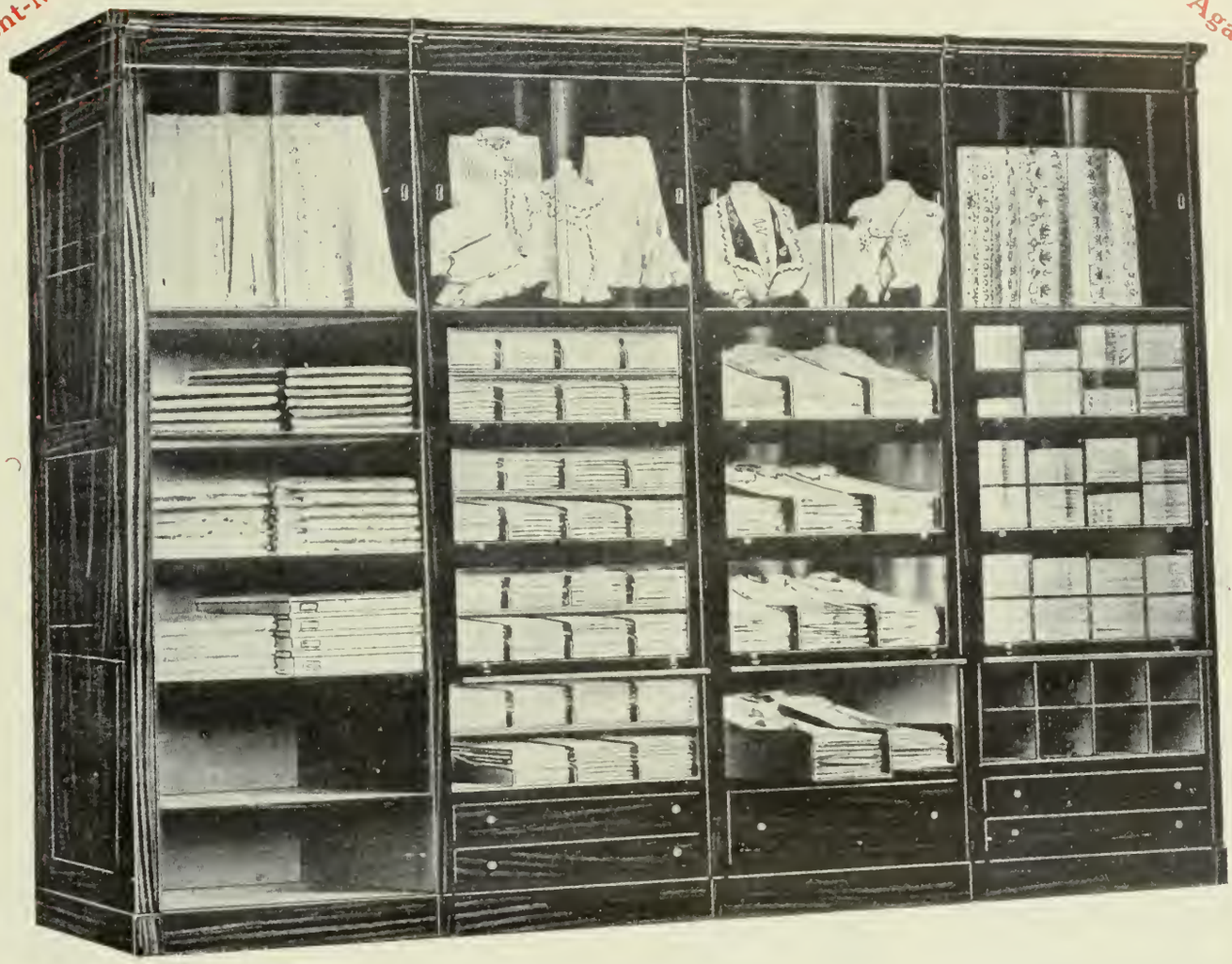
Kent-McClain Again

Kent-McClain Again

Kent-McClain Again

We "Keep the Quality Up"

Kent-McClain Again



An Investment

of increasing value—KENT-McCLAIN FIXTURES will repay you many times over—

By displaying your goods effectively,
By constantly suggesting purchases,
By retaining the freshness of your goods,
By SELLING your goods.

Kent-McClain

(TORONTO SHOW CASE CO.) **Limited**

181 to 199 Carlaw Avenue, TORONTO

Ask to have our Representative call.

Kent-McClain Again

Kent-McClain Again

A New Dale Form

No. 70 E/G.

is here illustrated (No. 70 E/G) for displaying children's garments.

It is our latest accomplishment in the designing and manufacturing of Washable Enamel Display Forms, of the highest grade.

Designed from actual life and finished with our usual high standard of manufacture, it will display your garments for children in an unusually effective manner, and prove a decidedly attractive and durable acquisition to that department.

The Second

Form illustrated (No. 19/E) is one of our most popular Forms, for displaying suits and dresses. Up-to-date in every line, and highly superior in every detail, it is positively without superior on the market to-day.

DALE ENAMEL FORMS are substantial, attractive and durable. They are recognized from coast to coast as leaders in their line.

No. 19/E.

When in Toronto, visit our new, conveniently located SHOW ROOM, at 86 York Street, opposite the Prince George Hotel—right in the centre of the dry goods district, this location being chosen expressly for your convenience.

Dale Wax Figure Co., Limited

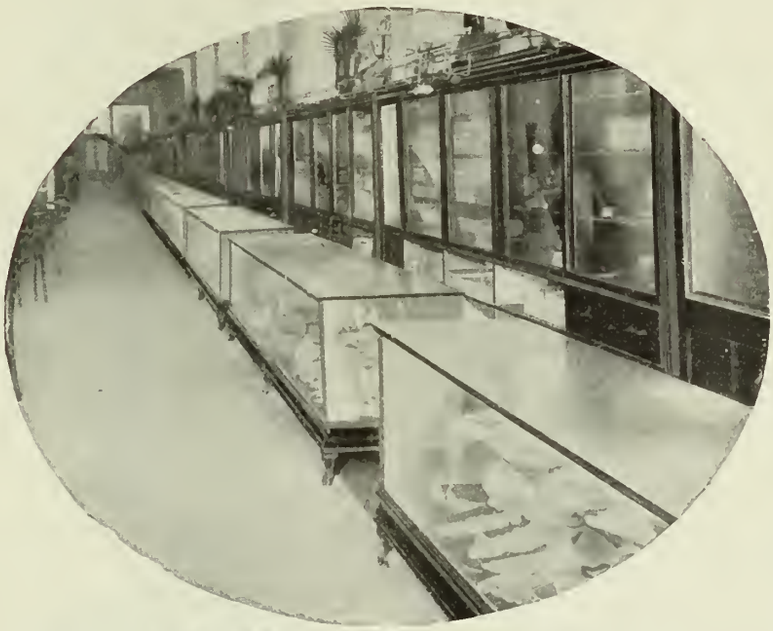
Toronto, Ontario

Montreal: 150 Bleury St. Vancouver: 501 Mercantile Bldg.

Are Your Goods Displayed? On a Kitchen Table?

Then you are admitting that it is important TO DISPLAY them. Do not neglect any longer that most valuable factor in your selling—the displaying of your goods TO ADVANTAGE.

Walker Store Fixtures Make Your Displays Worth While



Silent Salesmen

Glass Front Shelf Fixtures

—for every demand.

They will display your goods effectively, and at the same time retain their clean, dainty attractiveness.

They will be a constant reminder to your customers of necessary or desirable articles, for their shopping lists.

The Walker Bin & Store Fixture Co., Limited

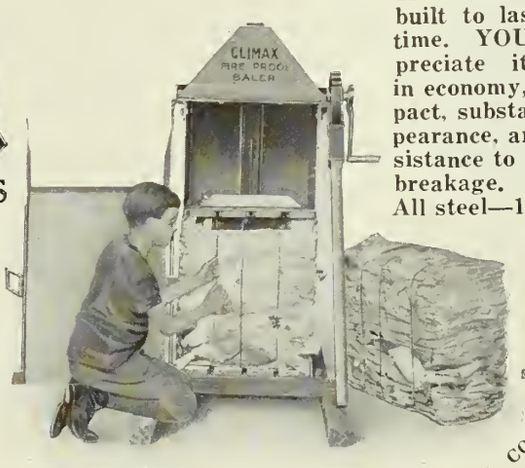
Kitchener, Canada

MADE IN CANADA

A Commodity that is Saving Thousands Out of Waste

The Climax Baler compresses and bales waste paper, thereby procuring the very highest price for same.
It effects a substantial saving in time and energy.
It preserves a neat, well-kept appearance in the store.
It cuts down insurance rates, being positvely fire-proof.

ALL STEEL CLIMAX FIREPROOF BALING PRESS



The Climax Baler is built to last a lifetime. YOU will appreciate its worth in economy, its compact, substantial appearance, and its resistance to wear and breakage.
All steel—12 sizes.

Everlasting Serviceability

A boy can easily operate it—a few minutes daily being all the attention necessary.

Climax Baler Company

Hamilton - Ontario

FILL IN AND MAIL THIS COUPON TO-DAY

Climax Baler Co., Hamilton, Ont.
Gentlemen: Without obligating us in any way, please send full particulars and prices of your steel Paper Balers.

Name .....

Address .....

ORDER EARLY!

Wax Figures
True to Life

No. 1568/P
Extended
Waist Form

The demand for

DUR-ENAM

FORMS

WAX FIGURES

AND

GENERAL DISPLAY FIXTURES

for the Fall season is so great that we cannot emphasize too strongly the necessity of placing your fixture orders **early.** Do not leave it until September. Many were disappointed last season.

DUR-ENAM Forms are perfect in every detail. The finish is washable and will give you thorough satisfaction.

Our

GARMENT RACKS

and

HANGERS

will also be of interest to you.

HIGHEST QUALITY

SEND FOR PRICE LIST

Wax Figures
Highest Quality

No. 1580
Extended Shoulder Models

We extend to you a cordial invitation to visit our Show Rooms at 161 King St. West, next door to the Princess Theatre—just a short distance west of the Prince George Hotel. The completeness of our range will be better conveyed to you in that way.

CLATWORTHY & SON, LIMITED

Established 1896 — Toronto — Incorporated 1908

No. 2008
WAIST FORM
GUARANTEED
FLESH ENAMEL

Representative
of the
Celebrated Wax Figure
of
Pierre Imans,
Paris.

No. 2002

PEACE

Now that peace is signed—no more worry—only look ahead for prosperous business. Displaymen and merchants, do justice to your store by elaborate displays for the coming year.

GET OUR NEW
FOLDER AND
PLAN YOUR
NEW DISPLAY

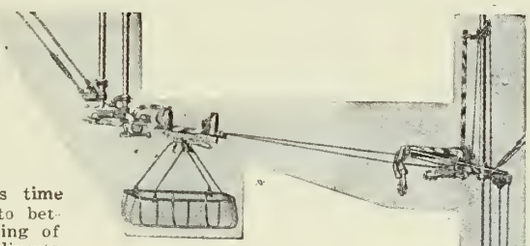
We make a specialty in Renovating, Hairdressing, Coloring, Repairing Broken Figures.

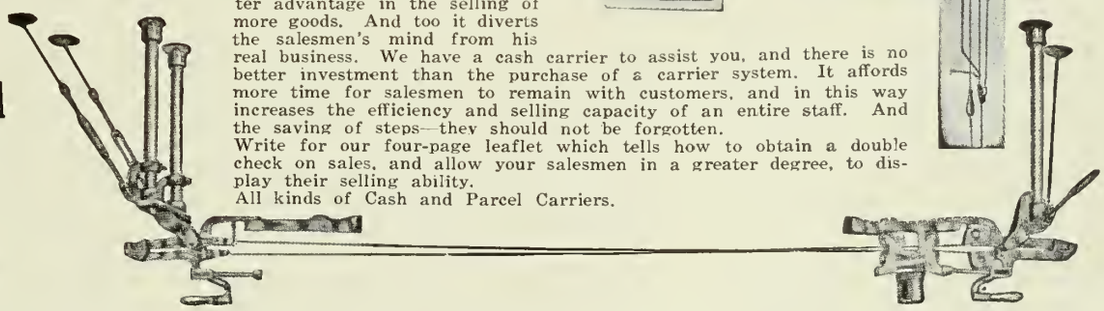
Model Form
No. 2014
Note the Neat
Fitting of Coat

DELFOSSE & CO.

247-249 Craig St. W. Factory, 1-19 Hermine Street
MONTREAL

Why Not Allow Your Staff the Privilege of Increasing Your Sales?





MAKING change takes time that might be used to better advantage in the selling of more goods. And too it diverts the salesmen's mind from his real business. We have a cash carrier to assist you, and there is no better investment than the purchase of a carrier system. It affords more time for salesmen to remain with customers, and in this way increases the efficiency and selling capacity of an entire staff. And the saving of steps—they should not be forgotten.
Write for our four-page leaflet which tells how to obtain a double check on sales, and allow your salesmen in a greater degree, to display their selling ability.
All kinds of Cash and Parcel Carriers.

Gipe-Hazard Store Service
Co., Ltd.
113 Sumach St.
Toronto, Canada

Say You Saw It
in
Dry Goods Review

Make Your Show Windows Pay Your Rent
Many Sales are made on the Sidewalk
Window Display Fixtures

A Wonderful set of Patented Interchangeable Window Display Fixtures for displaying Dry Goods, Shirt-Waists, Hats and Women Furnishings. Set will give 10 Years Good Service in effective trade pulling window trims.

The Fixtures you see above are only a very few of the designs that can be set up with the full set, besides hundreds of standard fixtures can be set up

Made of Oak, either Golden, Antique or Weathered Finish. Set is put up in a Hardwood Hinged Lid Storage Chest, a good place to keep the extra Younits not in use. There are thousands of sets in daily use

No. 102 Set has 222 Interchangeable Younits For Large Store Windows, **$41.25**
No. 102½ Set has 122 Interchangeable Younits For Small Store Windows, **$20.35**

Stock carried in Hamilton, Ont. Order direct or thru your jobber. Send for catalog. Patented and made in Canada.

The Oscar Onken Co. 3850 Fourth Street Cincinnati, Ohio, U. S. A.

New Alcove Section Devoted to Infants' Wear

The new department in the Stanley Mills Store at Hamilton, Ont. Note at the left the weighing basket which is a feature. The showcard attached reads: "How much does your baby weigh?" At the right is the corset department, where selection is made in comfort, few men being likely to frequent the "Alcove."

BUSINESS INCREASES 50 PER CENT.

Stanley Mills Co., Hamilton, Has Exclusive Department for Infants' Wear, Which is a Big Feature in the Store.

THE Stanley Mills Company of Hamilton, Ont., at the beginning of the current year, introduced to the people of Hamilton an infants' wear department, separate and distinct from the rest of the store. It has proved a great success, business in infants' wearing apparel, the manager of the department told DRY GOODS REVIEW, having increased fifty per cent. since its inauguration. Previous to setting apart a certain section of the store for infants' wear, these lines were sold in with the regular whitewear. Making an exclusive department it has been possible to give it more attention, to display to much better advantage. "We have the people coming to this department every day now," the manager stated, "and by advertising, keeping it always before the public, we have the mothers of Hamilton educated to look upon the Stanley Mills infants' wear department as the first thing of its kind in the city."

Mothers are invited to bring their babies in and have them weighed. Scales, with a commodious, comfortable basket attached, are prominently displayed, and many mothers, for the express purpose of ascertaining the weight of their babies, visit the store every day. "These scales have been a bigger boon to the sale of infants' lines than anything else I know of," the manager continued. "When the mothers are here, they have an opportunity to see the very newest things for their babies. We always have our goods nicely displayed, and largely because of the scales we make sales that we certainly would never otherwise secure."

Complete Stock Offered

The Stanley Mills store carries everything necessary for the baby's wardrobe. Every now and again the company offers specials at attractive prices, and this, too, has proved an effective way to establish the infants' wear department. Not only is a full line of wearing apparel for the baby carried, but prams, cradles, cribs, and ingenious things for the amusement of the baby are also stocked. During the Summer months, a "baby week" is to be held in Hamilton. It has been conducted in former years with a good deal of success, and while the date has not yet been announced, it is to take place again this year. An effort is made to give the mothers important instruction in the care of their children, and prizes are given for the best babies. The Stanley Mills Co. are keenly interested in this "baby week," and take advantage of the same to put before the people the wide variety of infants' lines. The management looks to the coming "baby week" as a time for considerably increasing their sales.

$3,000,000 WORTH OF SILK

The big liner *Empress of Asia* docked at Vancouver June 30th with one of the biggest and richest cargoes she ever brought from the Orient. In addition to the regular miscellaneous freight, there was $3,000,000 worth of silk, which is being shipped through to New York and other eastern points.

SALESMAN DECIDING FACTOR IN CONVINCING BUYER

Well-Trained Salesman Can Usually Switch Customer From One Article of Merit to Another

From *Advertising and Selling*

IT was a dingy store, under the forbidding shadow of the "L" tracks. I was in a hurry, on my way to the train, it was my last chance to buy that much needed tube of toothpaste and so I risked going into the unattractive little drug establishment.

A big pudgy individual who had been busily engaged in sweeping an entirely too large, it seemed to me, amount of rubbish toward the door, laid down his floor brush and ambled slowly over my way. "If there ever was an example par excellence of the slow, lazy, easy-going non-salesman type," I said to myself, "here he is in the flesh."

"A tube of Colgates," was my request.

And from that moment on things developed rapidly.

He had a large stock of Colgates near where I stood. He ambled over to it, took down a tube, handed it to me—and then—note this—AFTER I had the tube of Colgates firmly in my own grasp and was feeling for the necessary change, this fatty degenerate gave me the surprise of my selling life. He took down from the shelf just above Colgates another brand of toothpaste. It was not an advertised brand. It was not even a private brand of the owner of the store. It was a brand made by some near-by local manufacturing druggist of limited distribution.

"Have you ever tried this brand," he said, naming it, and handing me the box.

"No," I replied and was ready with my change for the Colgates I already possessed.

How The Clerk Sold An Unknown Brand

Then he launched into a fine though brief selling argument as to the unknown brand of tooth paste. Said how it could be highly recommended. He did not mention any other brand. He did not make a slighting remark of any other brand, either direct or by innuendo. He merely made the most he could of the selling points of this unknown brand. He wound up his short sales talk in this way: "Sometime I believe if you will try this unknown brand you will like it very much. I recommend it without a qualification."

Then he calmly put it back, though very slowly, towards the shelf from which he took it, and as slowly started to take my money for the tube I had bought.

"What did I do?"

What would you have done under the circumstances?

What would you do—and from a little investigation I find this is what most people who are met by that salesman do—you would without a doubt do just as I did, "Oh, I might as well try it this time." And I did. And I like it!

Let me interrupt myself right here to say that this little screed is intended in no way to reflect upon the House of Colgate. They are doing as well in this particular as any other advertised dentifrice, I think, but isn't it a fact that not only dentifrices, but almost every other thing we eat, wear, possess, or inhabit is sold to us by the man on the ground.

"Millions for publicity, but not one cent for training the sales clerk," is the way I would put it.

Such Occurrences Frequent

Following my "L" drug store experience I have made careful tabulation of what has happened in half a dozen different stores in almost as many cities.

In Chicago I walked into a confectionery store. On the window I saw emblazoned in a fine sign, "Morse's, the preferred chocolate," and I came out with a $1.35 box of Lowney's.

In St. Louis it was hot and I was thirsty. A call for Welch's grape juice brought me a fine glass of Armour's.

It was my intention to send a telegram via Western Union. It was to that office that the hotel clerk directed me within five doors of the hotel itself. Yet I dropped in to the postal telegraph office on the way and sent the five telegrams from there. Behind the desk was a youngster about seventeen. I predict right here that he will rise in the telegram world. He was courteous, he was a salesman.

In response to my query, "You still send night-letters the same as the Western Union I suppose, and at the same rate?" he instantly, with a smile, countered, "Yes sir, and we do not mail them to the addresses in the morning; we deliver them by our regular messenger as we have always done."

In a flash I recalled the half hour argument I had with an office of the Western Union in another city, endeavoring to get the original copy of a night letter that I needed to attach to a voucher draft.

I shall patronize the postal more frequently because consciously or unconsciously that youngster was a salesman.

"You must be easy to be substituted upon," someone remarks here. On the contrary I have walked many blocks to get a certain brand of tooth brush that is advertised and lives up to its advertising. Though I use the shaving brush made by another manufacturer and it has lasted seven years, I know from experience their tooth brushes do not give the service of their shaving brushes. I believe I am an average buyer, perhaps more than average, for I am also an advertising man and keen to use advertised brands.

One Attempt That Failed

There are times when these salesmen who attempt to sell you something else mar instead of make the sale. I recall well going into a haberdasher's with another advertising man who was rushing for a train.

"Do you keep B.V.D.'s?"was his query, and receiving an affirmative answer from the man at the door he repeated his request to the clerk at the counter, and gave his size and the style he wished.

The clerk turned, took down a box and began wrapping them up when the buyer said, "Those aren't B.V.D.'s are they? They are branded something else." Then with a smile he added, "You know when I ask for B.V.D.'s I want that and insist upon it." "Oh, I know that's what they say in their advertising," replied the never-will-be salesman behind the counter, but these are just as good if not better," and then he turned again, reached a shelf higher and got down a box of real B.V.D's, closing his tactless talk with, "We have the real ones for those who insist upon them."

By this time the buyer was bolting for the door muttering, "I have a grain of intelligence; when I ask for B.V.D.'s I want them, and I'll do without before I buy here."

Though hurrying for a train, we stopped in at another place and bought the real brand, getting it at the first request.

Contrast the action of this latter specimen of would-be salesman with the slow-moving fat man I tell of in the opening paragraphs.

But what does all this lead to? It leads to this, if my opinion is worth anything, and I could give you hundreds of instances similar to my own. The average national advertiser is literally spending millions for publicity, but rarely enough cents surely to train the dealer's sales clerk to complete the sale when the customer walks in. Oh, yes, I know you have heard this before, but it is perhaps more prevalent to-day than ever before with so much "Buy My Brand" advertising being done by so many firms without completing the sale either by so thoroughly selling the customer that he will FIGHT the dealer's clerk to get the one brand he wants or to so thoroughly sell the dealer and his clerk that they serve what is asked for.

The Solution

To my mind one of the big, unworked possibilities of the field of publicity to-day is to actively sell not only the consumer but the consumer's salesman—the dealer's clerk.

Cloaks and Suits for Fall

We invite your inspection of our new and beautiful line of Fall creations in all the latest materials including the new Silvertone effects.

Tastefully designed garments, which cannot fail to please the most critical buyer.

Lazare & Novek

CLOAKS & SUITS

MONTREAL

605 St. Catherine St. W. (Cor. Mountain)

J. WISE COMPANY

INCORPORATED

Women's, Misses', Children's Dresses

and

Waists

33 East 33rd St.

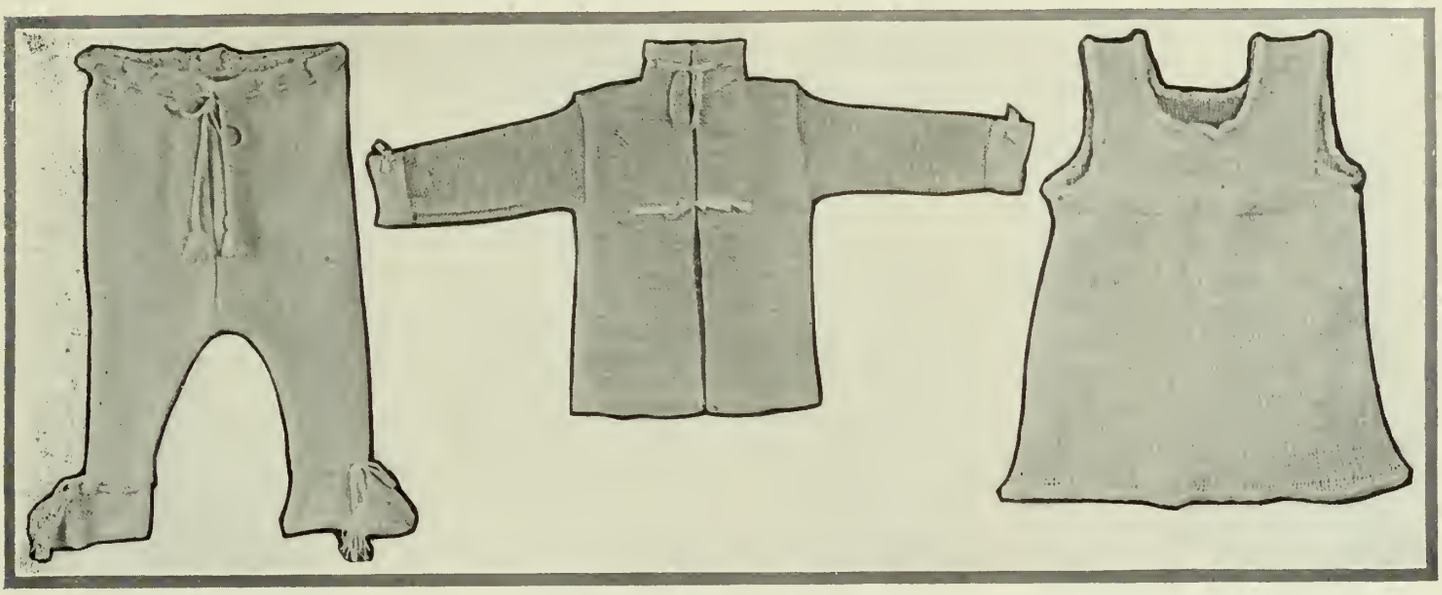
NEW YORK

Priscilla Brand

Knitted Infants' Goods

are made in our own Factory from the best qualities of English Yarn.

Ask for an Assortment of One Dozen Samples.



3100X—COATEE in White, trimmed with White, Sky, or Pink Ribbon. Sizes 1 and 2. Packed assorted .....$10.50 per dozen.

5032—PULLOVER LEGGINGS in White, sizes 1, 2 and 3 in 14", 16" and 18" lengths. Packed assorted .....$12.50 dozen.

5803X—GERTRUDE in White, Cardinal or Grey, sizes 1, 2 and 3 in 12", 14", and 16" lengths—also sizes 4, 5 and 6 in 18" 20" and 22" lengths .....$15.00 dozen.

HENRY DAVIS & CO., LIMITED - 259 Spadina Ave., TORONTO

Why Pay More?

Children's Dresses ..$7.00 up
Rompers ..... 6.50 "
Creepers ..... 5.25 "
Aprons ..... 7.75 "

Prints—Ginghams—Pique

Well made goods that satisfy. Send in an order. Prompt delivery.

D. Ginsburg & Company
515 College St., Toronto

Dresses Skirts Middies

for

Misses and Children

Made in Canada

An Interesting Future

is assured in your

Children's Department

if you display our goods. They are so very smart and becoming, so very "different" in cut and quality, they are sure to please.

Wide range of colors, materials, and styles —moderately priced.

G. F. REID & COMPANY
BRAMPTON - ONTARIO

MAKE IT SHORT

But be sure your Brand is listed in the

BUYERS' GUIDE

Fashion Showing a Real Revival

New York is Getting Back to Her Old Social Life and Heeding Dame Fashion's Remarks on Every Article of Dress.

NEW YORK, July 3, 1919.—With Paris aroused and a-fashioning at the races, the channels of ocean commerce once more open and the people everywhere hungry for things not too practical and "regulated," some of the old desires to have things novel and quite "different" is marking the apparel of femininity. New goods and fancies are appearing daily and you will agree that they are interesting, though far from many of the absurd things that used to be characteristic on the Avenue. Really good taste is quite in evidence thus far. Perhaps we shall not soon forget the training we have received of late.

Colored linen handkerchiefs, in the conventional shades of lavender, pink, yellow and blue, show a drawn-work band set in a little from the hemstitched hem. These handkerchiefs are especially dainty.

Knitted gaiters made their appearance in Paris this spring. White wool, snugly knitted, answers the purpose of a spat on a pump and appears to good advantage. Mayhap this is a style that will find favor here as the weeks pass. We are told that shoes are going to be much higher in price next autumn and leather so scarce that most folks will find it best to wear pumps and gaiters. In that case these well-knitted gaiters might be a really useful fad.

If women adopt the short skirts that are infiltrating into the fashions from France they will give up the low-heeled shoes that have been fashionable during the war. There will be a great demand for high-heeled slippers and extremely fanciful pumps, so it is said.

Since America went into the war women have seen the absurdity of high-heeled pumps with big buckles worn with simple war frocks and uniforms, and with long, tight skirts the oxford with the flat or Spanish heel went very well; but the new skirt demands new footgear.

The fashionable stockings are so thin that they are transparent. They have two or four embroidered clocks at the side. Dark blue and chestnut brown are two colors that are preferred to black.

The colorings of Persia are in for attention. It is a long time since we have consciously used those colors, although, as they include most of those in the rainbow, we have used them nevertheless. But now we talk again of Persian colorings, and use that distinctive shade of green with the distinctive shade of red that makes the effectiveness in the Persian combination.

Now behold the shoulder scarf of the heavy silk jersey fabrics, tricolette and tricotine and the rest. This scarf is made with fringed ends, of course.

A captivating beach costume at McCreery's shows large round hat with fringe hanging down at the brim edge, square parasol with fringe also, and flying birds on the silk; a cape-collar on the dress is edged with wide fringe, cape-like sleeves likewise and the scalloped hem is fringed.

As Smart as a Uniform

Capes and dolmans have managed to hold the centre of the style stage in outer wraps for Spring and Summer, but for the woman who would be smartly clad for motoring or travelling the coat equipped with pockets and belt as pictured above gives the consciousness of being well dressed and is sure to give satisfaction. This style of coat will no doubt be a winner for Fall, after the loose and roomy Summer wraps.

Dove Grey for Peace

Whether Mrs. Wilson had in mind the dove of peace when she selected a dove grey costume in which to return to her country after the President had completed his task of helping restore peace to the world, is not known, but probably the French couturier and modiste who planned her toilette saw the appropriateness of the selection of this color.

Grey has been very much worn in Paris this Spring, and indeed last Winter chic Paris was wrapped in grey squirrel. One of the large silk houses launched dove grey last Fall when the armistice was signed. Mrs. Wilson's choice will probably emphasize grey and make it more popular than ever.

Fur Trimmings on Blouses

In contrast to the lace trimmed blouses, some of which are so summery, are a number of fur trimmed models, using nutria malemand, a long-haired fur simulating skunk. Mole edge cuffs and a collar that is cowl cut at the front and falls in a square behind are shown on a navy and white blouse.

Nutria makes an attractive finish on a round neck, and the longer fur is used in fringe-like effect on a tieing surplice collar. The fur is used in such a way as to be not too heavy in appearance.

A smart new white silk blouse shows a front panel of woven blocks or squares in heavy black and white silk—first an inch square of white, then one of black. There is a centre pleat of white, which buttons over black bone buttons. The blouse is made with a high crush collar that buttons in the front.

McCreery's are making a special showing of "frill blouses" of voile. The pleated frillings are full and wide, edged with valenciennes lace. Cascades and generous surplice effects are shown and a nonchalant bow of ribbon finishes the deep V-neck.

New blouses at Arnold Constable's also show many frilled models. Round necks and peplum styles are included. Figured crepes, batiste, crepe de Chine in flesh and white, and fine white cottons with colored trimmings are the materials.

Summer Capes

There are heavy satin capes in the shops; they are cut in two pieces with a tight hem and a full loose upper part. The sleeves are very wide, in the Span-

Sateen: Something New

Sateen is now used for some of the choicest frocks for the younger set. This model, featured by Stern Bros., New York, is of a rich yellow hue with black-eyed Susans embroidered here and there. This model will no doubt prove of much interest to girls starting back to school in September.

A Garment She Likes

Simple in style but most charming is this French-looking breakfast coat of pink silk. Its deep ruffle trimming designates it as correct for this year. The slippers are of pink satin with rosebuds at the instep.

Two Distinctive Fall Silk Dresses

At the left is a stunning gown of soft navy taffeta with lines of silk fringe on skirt and sleeves and bright blue ribbons used in original fashion. The soft tulle collar is very effective. At the right is a gown of silk moire which is in good style. It is in navy blue with real lace collar and cuffs. The novel use of frills is noteworthy

Styles for Tiny Tots

The little boy must also be remembered when purchases of "Sunday bests" are being made. This is one of the clever new hand-embroidery designs being shown by the T. Eaton Co., Toronto.

In this accordeon plaited Georgette dress with side panels and trimming of delicate lace she is everybody's darling. This dainty frock is from Best & Co., New York, who have far-famed styles for children.

The Fall Mode for Cloth Dresses

These three are shown in navy or black tricotine which is considered the leading fabric for Fall:—

LEFT—Tunic blouse embroidered in black; black cord girdle ending at either side of front under fancy disc, with ends hanging free. Collar of self-color satin.

MIDDLE—Silk-floss embroidery in self and henna; the broad girdle is lined with henna satin and tied at side, one end being finished with drop ornaments. Skirt is button-trimmed.

RIGHT—Has collar of self; dress closes at left side under button-trimming; pockets are embroidered with black braid and Copenhagen blue floss. Novelty ornaments on the string belt are of black and Copenhagen blue.

These are among the new Fall productions of London Strand (Levett, Frank & Co.), New York.

Whims of La Mode

A dinner gown of French blue satin with silver lace and blue tulle ruffles, and an afternoon dress in rose with brown stitching.

Two original designs by Isabel Newman, of the La France Fashion Studio, New York. Sent exclusively to Dry Goods Review.

ish fashion, and the cape is drawn upward and fastened snugly under the hips. This is the line which prevailed in 1913 and which has returned to fashion.

Among the successful capes are those of chiffon lined with colored taffeta or satin. A brown chiffon cape is lined with brickdust red chiffon, and a black cape will be lined with bright French blue taffeta.

Suit and Coat Features

While the costumes worn during the 18th century provided little in the way of coats or suits, some of our present day fashion developments are being founded on suggestions from that period.

In many instances, there is only a vague idea which links the modern garment with those worn during the Louis periods, when, according to authorities on authentic styles, little else but gowns with small scarfs and fichus were worn.

Suits of attractive simplicity, adhering to straight lines for the most part, and enhanced by fur or embroidery are the fashion total of many ranges of Fall models shown.

At the same time, in order to provide variety, several firms are offering models quite individualistic; the short

ripple suit with fitted bodice which several of the most exclusive houses are showing and talking of is among these.

A few interesting features include the cord girdle which softens waistlines, the repeated use of fur for cuffs on sleeves which are usually of the fitted variety, but sometimes revert to looser, bell effects, and motif instead of band embroidery.

A model in tan velours with smart, slightly flare back collar of Kolinsky with ends which fasten in protruding manner in front, shows disk motifs around the bottom, done in golden brown chenille of fringe instead of the string variety.

Dragonfly blue Fortuna cloth is used for a suit embellished with Tuxedo collar, cuffs and bottom band of beaver on a skirt section composed of many odd cuts, although the waistline is unbroken.

Top coats follow full and loose lines and duvetyns play an important part. Polo cloth models are not confined to severely tailored or sports styles, but follow the same lines used for Fortuna or other dressy fabric garments, and are often fur trimmed.

The sides of a rust color duvetyn model are draped in to give additional body fullness and the others show wide armholes with sleeves tapering toward wrists.

Dresses in Chemise Effects

Brown satin-black duvetyn in chemise effect has clever little drapings at the side, a cord girdle and straight cross rever collar edged with piping of salmon pink. The coat chemise is featured in serge and the high-necked outline in coat effect, in black satin and serge combinations.

A simple frock of brown crepe is attractively ornamented in hemstitching with straight double belt and tassel trimming and another simple crepe frock in taupe has simply a pleating which falls from the Russian blouse line.

Net and More Net

Net and then more net is used for evening wear. Any color, every color, and now and then a combination of colors which can be done successfully if one is skilful. One of the prettiest fashions is that of edging white or pale colored nets with a wood brown tulle, which gives an enchantingly soft look to all things. For instance, a creamy white embroidered Philippine dress of the finest round thread net and Margot lace has a huge sash and belt of the brown tulle and likewise deep points of the brown tulle along the edge of the sleeves.

An informal dinner dress is made of pink taffeta and silver thread lace. The lace appears as elbow sleeves and V-shaped vestee, and on the bottom of the narrow skirt. The taffeta forms a balloon-like top-skirt puffed onto the lower part well below the knees; it is also used in the surplice bodice with rolling back collar, which extends to the taffeta girdle.

A train of tulle falling from a large jeweled butterfly trims the back of an evening frock. The butterfly is poised with open wings just above the waistline and is the main part of the bodice for little else is visible than the shoulder straps, which support the wing tips. Another frock has an ostrich tip in the same location; the feather stands up straight, curling outward at the top.

NO HOSE IN PARIS!

A buyer just returned from Paris states that fashionably dressed young women there are not wearing stockings at all. They wear shoes, both high and low cuts with straps, extending something as high as 12 inches, but with no hose under them. Other young ladies, not quite so daring, appear in flesh-colored, very thin silk hose.

RECOGNITION OF PEACE DAY

THE signing of peace was inspiration for some splendid displays in large store windows. A number of stores, too, expressed the all-important event in fitting and artistic displays in their advertising spaces.

At Ogilvy's, Montreal, the peace carpet was on display. It was woven by Southwell's, of Kidderminster, England, and exhibited before Their Majesties, the King and Queen of England. In the centre is the peace dove encircled by a wreath of oak leaves, and surrounding this wreath is a circle composed of the emblems of Britain's dominions, while flags of the navy, army, Canada, Australia, New Zealand and South Africa, each bearing a laurel wreath, are linked together by a chain. In the corners is the crown surmounting the star of India, and supported by a group of flags, representing Belgium, France, Italy and Japan. The border, which is a triple one, consists of a central design of laurel and cornucopia filled with fruit and flowers, and on either side oak leaves with the Allied flags. The ground is of royal blue and, with the delicate coloring of the leaves and fruit, produces a tasteful effect.

Mappin & Webb's peace window has a background of British, American and Belgian flags, while a carpet of red plush with white and blue satin in conjunction is the groundwork. The military note is achieved in a pair of glittering swords on either side of the window, and military headgear which occupies a central position.

Versailles is commemorated in the display at Goodwin's, the central figure being a purple plush cushion on which rests the peace scroll, bearing the words on the outside of the roll: "Versailles, 28th June, 1919." The rich white

Unusual Creation For Fall

Combination dress of gabardine with Eton jacket and satin vest; Russian effect and Japanese embroideries. The skirt has a cuff on the bottom with buttons at the sides. Shown by Exclusive Ladies' Wear, Montreal.

ribbon, with gold-fringed edges, which binds the document, is thrown loosely across it, completing the effect. The central background shows the peace angel hovering over a hemisphere. On either side of the window are two pillars bearing at the base the words: "O Canada, they fought and died for thee," and surmounted by Canadian helmets. A large memorial wreath is placed at the foot of the right pillar, and the doves of peace hover over the tableau.

The commemoration window of Henry Morgan & Co., Ltd., has the British coat of arms in the foreground placed on the Union Jack, while the background consists of the flags of the Allies with a central design of maple leaves in a large wreath encircling a cornucopia of crimson roses.

Eaton's corner window attracted the admiration of crowds. It depicted a captured machine gun on the battle grounds, a dove resting on the barrel and ivy climbing about the wheels. Shells ploughed into the ground and a discarded helmet told of what had been, but here and there grass was springing and poppies growing; a border of poppies at the background of the scene skirted the painted view of the peasantry taking up their tasks of milking and harvesting once more. Flags were draped at the sides.

The John White Co., Limited, Woodstock, Ont., Smallman & Ingram, Limited, London, Ont., and The T. Eaton Co., Toronto, were among those whose advertising space on June 28 and 30 gave special consideration to the event.

"Peace on Earth, Good Will Toward Men" was the theme pictured so impressively, with store news giving way to the great text.

DR. JAEGER'S COMPANY CHANGES OWNERSHIP

The Dr. Jaeger's Sanitary Woollen System Company, which has been in existence in America since 1886, was recently sold to Messrs. H. P. and M. H. Friedman, of the Princely Knitting Mills, New York.

Mr. Max Hirschbach, who has been with the Jaeger Co. since 1886, will remain in active service, acting as vice-president; in addition the Friedman Co. has retained all of the staff, as well as the trade mark and patents, of the Dr. Jaeger's S.W.S. Co.

NO SETTLEMENT IN TORONTO

The Garment Workers' strike in Toronto seems to be far from settlement yet. Travellers have been called in from the road by some of the largest firms. Manufacturers are of the opinion that they will probably lose the most of their season's trade.

Perhaps the newest color in Paris is the monkey shade, which is on the order of a drab and which the French call ouistiti. This is a beautiful Fall color and one which no doubt will be successful.

Suits and Coats

Straight-line and Bloused Suits in Vogue—Coats Assume Dolman Proportions, all Having Deep Armholes—Prices Very High.

READY-TO-WEAR, like every other line of apparel for women, is assuming a new ornamentation this year and new style features. Already Paris has brought out a silhouette which will bear many modifications for popular acceptance in this country. This silhouette gathers the skirt in fullness in front, is short in front, flat in the back, and slightly longer. Even New York is wary of accepting this silhouette just as it is handed out, but traces of it are seen in some of the most recent afternoon costumes and evening dresses.

In the Canadian trade Fall suits maintain an even length with natural lines. Skirts have lost that extreme narrowness which some consumers accepted. The fashionable Fall skirt is comfortably wide; possibly a yard and a half, is comfortably short, about seven inches from the ground, and is cut for the most part on quite straight lines. Pockets are allowed, of course, chiefly the inconspicuous slit pocket.

Suit coats of the more dressy order are made with fairly tight sleeves. The more popular priced lines show the sleeve a little looser than the more exclusive designs in order to allow a freedom of movement demanded by active women. Straight lines are maintained in the coats for the most part, although the strictly tailored suits, of which there are always a fair number shown in Canada, will be at times semi-fitting. The suit coat length varies from 32 to 38 inches, some even 40. But the lengths which will take most readily among buyers will be those of the 36 inch neighborhood.

Very narrow belts characterize the suits this year. Belts may not appear at back and front both, but when a belt is given a place at all it will be a narrow one.

A number of smart suits show a gently bloused back and straight front, or bloused all around. There are some manufacturers who have no hesitancy in calling these bloused styles Russian, but the design is very far from the characteristic Russian garment. There are some other garment makers, and among them some of the largest, who absolutely refuse to call any of their output Russian. A good deal of braid and embroidery trims the more exclusive suits. Furs are very important when it comes to the high class suits for the Fall. They are not using the narrow but in comfortable large collars and cuffs. The addition of the fur this Fall makes as much as $30 difference in the price as a rule.

Suit buyers are optimistic over the prospects for Fall. "The suit has become popular once more," said a couple of them to DRY GOODS REVIEW, "when that is the case and money is plentiful, as it is this year, the suit season cannot but be good."

DOLMAN COATS

Developments of the dolman are characteristic of the new Fall coats. The real dolman sleeve is shown on a number of models, and less extreme styles are shown in a kimono sleeve. Practically all the coats for women, misses or children have the large, deep armhole. Coats hang from the shoulders in a graceful ripple as a rule. This applies just as frequently to exclusive designs as to the more popular, although there are some numbers which approach the barrel silhouette. Large comfortable collars also accompany the fashionable coat. These are quite often of fur and are very large. The Victorian collar, which is quite full at the neck and deep is seen often. These were introduced by Paris last Winter, as readers of DRY GOODS REVIEW will remember. Sometimes a draped cape collar is part of the trimming of a coat, and in some numbers it extends quite deeply. There are models which have the cape caught into a belt at the waist, giving the bloused effect at the back of the coat and maintaining the loose effect about the shoulders and sleeves. Embroidery cords and tassels are used for trimming for dressy types, but little of this trimming appears on the general utility coat.

A number of models have a loose full cape effect at the back with a belt from under the arms across the front. This effect is considered one of the leaders. A feature is that the belt is detachable and may be worn entirely outside if desired. Sometimes this gives quite a different effect. No doubt it will be a selling point for a warm Winter coat when one considers the cold, windy, wintry days.

Various types of pockets are shown on both suits and coats. Some show fancy curved slits and some have quite original ideas in bag and patch effects. There is perhaps, a bigger percentage of set-in pockets than have been noticed for the past couple of seasons.

The labor troubles throughout the ready-to-wear industry are causing conditions to be very unsettled and unsatisfactory for manufacturers. They have managed to get their samples out on the road as usual, but are quite uncertain as to how much the finished garments are going to cost them. Strike settlements, up to the present, have not been permanent, and it is hoped that the present disturbance will be settled shortly for the balance of the year at least. It is stated by buyers as well as some of the manufacturers, that an average nice, fashionable suit this Fall will cost the customer in the neighborhood of $100.

Fall Fashions

Sketched Exclusively for Dry Goods Review

A rich dark brown velours material and a captivating design unite in this Fall suit at the left. Its profusion of buttons and brown silk stitching, its gently bloused coat, neat sleeves, high soft collar and smart little pockets give a distinction which will appeal. The lining is soft dark brown satin. This model is from the Canada Cloak Company.

In highways of pleasantness will milady find herself when she dons the suit in the centre. It, too, is in dark brown tricotine, with beauty touches of embroidery and fine tucks; panel effect back and front. The narrow belt is a requisite in this style of suit. Made by Pullan Manufacturing Co.

At the right is a misses' coat in fashion's decree. It is made of henna silvertone in a design which provides the season's comfortable line, but without bulkiness, the fulness being confined under a belt at the back. The low armhole sleeves are of importance this year also. Made by the Royal Cloak Co., Toronto.

Fall Fashions

Sketched Exclusively for Dry Goods Review

A bewitching frock for a young girl. It is of pale pink tulle with wide bands of rich silver lace, made up over silver cloth and Princess lace. The bodice is chiefly of the silver lace and is accompanied by a novel scarf of pink tulle, which is caught into dainty wristlets with tassels. From the McElroy Manufacturing Co., Toronto.

The homely barrel seems to have assumed new lines of elegance in this novel cape of silver grey broadcloth with bands of Hudson seal. It is richly lined and is altogether a most distinctive wrap. By courtesy of Princess Manufacturing Co., Toronto.

At the right is a misses' coat of wine-colored velours with the fashionable loose raglan sleeves and a graceful back of pleats, which round into ripples. It has a generous collar and slit pockets besides. A product of the Continental Costume Co., Toronto.

Dresses

All Sorts of Trimmings Important for Fall—Variety in Designs—Big Season for Evening Wear on the Way—Shortage of Operators Keeps Supplies Low.

A BIG season once more is already on the way for Fall dresses. Tailored styles include a number of combinations of serge or tricotine with satin, but instead of being strictly tailored this year as characterized most of the business dresses in seasons past, there is a good deal of hand embroidery and flat or fancy braiding this year; buttons too, are quite noticeable. Unusual and irregular lines, too, are expressed in tunics and overskirts. Blouse designs, like the suits described, are also popular, and make very graceful and charming costumes. In this type of dress the sleeves are, for the most part, long and fairly close fitting, although there are some which have the three-quarter length with the addition of a loose cuff extending from the elbow to the wrist.

A Trim Frock

The embroidery is effective with the simple lines. Shown in the new Fall range of the Art Cloak & Suit Co., Montreal.

Some of the features of Summer gowns are appearing again in cloth and silks, sashes and girdles in a big variety of widths and designs are important. Ties cut in one with the front bodice and knotted slightly low in the back are good. Silk girdles and tassels are in style again and some jet girdles are also liked.

The all-serge or jersey models are heavily braided. In military braids all sizes from ¼ to 2½ inches are used. One model had about 15 rows of ¼ inch braid on the front and back of the tunic, each row being terminated with a small, black ivory button.

Belted Chemise Dresses

Gowns of satin, velvet and a few of silk jersey are shown in Paris and New York in designs which closely resemble the chemise dress, except that the new ones usually have a fairly wide belt placed, giving the long waist effect. The gowns are cut on quite simple lines, with elbow sleeves and wide neckline, but the belt may be extremely ornate, and the braiding or embroidery deep around the skirt may make it a very elaborate toilet. Fringe last year was seldom seen wider than 12 inches, but for the coming season fringes as wide as the length of the skirt and all widths between are in fashion. The races in Paris showed an amazing assemblage of new finery which has very materially influenced American fashions for Fall.

Evening Gowns Out

A nice sample range of evening gowns are being shown by Canadian manufacturers. Merchants who have tried to get quick deliveries to meet their unusually big Summer needs this year are well aware of the inability of manufacturers to supply them, owing to the small available supply of operators. "I could have sold 20,000 more Summer dresses," said one Toronto manufacturer, "if I could have procured operators to make them. Then merchants come in wrathy and blame me because they are losing business from not having the goods to sell. They will be in exactly the same position for Fall when the big social season commences unless they get their orders in right away. We are hoping that a few more operators will return as soon as the hot weather is over, but there are not enough of them in the country to make up the quantity of garments which will be wanted this year. It is quite evident that the early orders will be the only ones which will run a chance of being filled." Remarks similar to these are made by almost every dress manufacturer in the Dominion.

New Styles of All Sorts

Seasonable Colors are Important—Length of Skirts Does Not Affect Smartness of Shoes—Even Toys Show New Thought.

BEFORE we have well enjoyed our fluffy lawn fete frocks, our ginghams and poplins for the street, home and garden, our sport suits of satin or jersey, we must think of the cooler days of autumn, with its glow and color to suggest tints of the mushroom tan, the red, the gold, and the leafy brown. The neutral, utilitarian garments, suitable for war work and the war atmosphere, are giving way to the more joyous shades and styles. After all, convenient as a uniform may be, how deadly the monotony if all our women were to appear in such restricted guise. Instead, we are to have the rich warm shades, the Dane blue, the true blue, and still another blue with the tint of the centre of the Transvaal daisy, as well as our old standby, the navy, without which we could scarcely clothe the universe. Always we need the "blue" family and the diversity of shade is refreshing.

Then the henna and mahogany, the prune and the seal among the browns; the bisque, the pearl, the flesh and ivory shades, and ever and anon a dashing red or the sober black, which, discreetly designed, proves the most striking of all.

After the period of quiet, when women have been busy with war duties and thoughts of work for others, there is bound to be a reaction. Therefore much buying of women's apparel is looked for during the autumn. The period of "making over" has been cheerfully lived through, but when the last remnant has been turned and twisted to follow the styles as nearly as may be, what joy to look forward to a new frock or a suit of fresh Fall vintage!

These will be in French serges, wool,

Distinctly 1919

A strikingly fashionable model of silvertone cloth. The yoke, sleeves and sides are cut in one at the back and wide tucks on sleeves, cuffs and lower front are effective notes. Most important this year on high-grade coats is fur; this model utilizes grey squirrel. The buttons are wide-holed novelties. Made by Greenberg Smith Co., Montreal.

and silk and wool poplins, ottomans, velours; with the plaids, storm serges, shepherd checks, cheviot skirtings and coatings for the street, the links and the hikes. Trimmings of braid and of leather buttons and belts—heavy wool embroideries, for we must have the hand touches, especially in the gowns for indoor wear.

Buy silks for two reasons, because of their beauty and the continued high price of woollen goods, chief among which are enticing "kittens' ear" and "pussy willows"—satins of Georgette and Paulette—the satins of weaves that are "different," the moire Francaise, printed foulard, friendly messalines, taffetas and crepe de Chines—with the gorgeously and delicately embroidered and painted chiffons and Georgette crepes for evening gowns. We no longer devote all our attention to the gay "outsides," but find most festive patterns in the silks for linings and "lining silks." The glimpses of harmonious shades as the coat or cape flutters in the breeze, admits a view that will prove the skill of the designer in the artful combination of colors.

Gloves are making attempts to stretch in length, and as the difficulties in the production are overcome and skins become more plentiful, no doubt we will see a return to the old long, wrinkly,

The New Corsets

Two handsome models of very different type, the one a rich brocaded material with Cluny lace trimming for a full figure. The other model features the new boneless corset, the essence of suppleness and a perfect fit with very low top. It is daintily finished with narrow lace. By courtesy of the Canadian H. W. Gossard Co.

opulent-appearing glove in the white and evening shades, as well as in the black. Suedes will be popular, especially in black. The soft and rich shades —delicate ivory, honey and mushroom tans—beaver and quiet browns, and the ones of grey and mole will be much seen. The heavily stitched cape gloves and the mochas, which will perhaps, be somewhat scarce this fall as a result of war conditions, will be seconded bravely by the chamois-suede and the chamois-lisle, which are being constantly improved and made more attractive. Some are silk and cotton mixtures, some lined with silk, or with cotton, and as they more nearly approach the glove of comfort they will be much in evidence this fall in field mouse gray, white, pearl and bisque.

Many substitutes for leather are being used in making shoes, and though skirts are "down a peg," the interest in the well-fitting and nifty boot does not lessen.

Have you noticed the gradual change in the thought of toys? The mothers throughout the country are waking up to the fact that they can do much to help the children in their very early days by the proper selection of toys. Gradually the thought gains ground that play is not just filling in the time, but that it may be growth time for mind as well as body, and with this end in view toys are now being manufactured which give the child the idea of construction—of working out his own ideas—not just something to wind and let go. While we would not have the young lives touched by war—yet what child would not delight in a toy helmet, not too heavy, yet a perfect model of the one big brother wore in the trenches? Our young aviators, the men of the next generation, will find wonderful aeroplanes which make flights of several yards by means of a spring. Notwithstanding the many useful toys, you will be sure to put in stock, do not omit the old-fashioned, but most wonderful joy-giver—the "Christmas Stocking," which will be many and varied this season, and last but not least, the noisy "Cracker," which produces joyous mirth for young and old.

Corsets

A New Nip-in-waist Is The Next Possibility

If the silk trade decides to take up the production of heavier and slightly stiffer silks for costuming and the trend of apparel generally should take up the tight bodice and full skirt effects which are characteristic of much of the newest evening wear at present, there is bound to be a slight change in corseting follow. Already one large New York firm has brought out some Fall models showing the slightly nipped in waist.

Women will not, of course, welcome anything suggestive of the wasp's waist of years ago. They are too comfortable in the more hygienic developments to which they have become accustomed. And yet, you never can tell, they took to the pipe stem skirts with almost no walking allowance; that is some women did. But we need not worry about the new corsets. Surely our manufacturers of corsets who are always talking about medical experts who advise their designers, and special expenses incurred to make the corset comfortable will see to it that the new fashions will maintain their hygienic values even if they do allow just a little beauty curve at the waist.

Most of the Fall models, so far, as described in recent issues of DRY GOODS REVIEW, are featuring suppleness, softness, allowance for natural curves and as few bones and steels as possible, with straight lines provided for and there are new and improved fabrics throughout. These types will no doubt be the ones which will occupy the attention of the Canadian trade with the exception of the minor business which caters to extreme dressers.

WHAT MAKERS OF CHILDREN'S AND MISSES' DRESSES SAY

"Prices are very high and just what the limit will be for the next six months is very uncertain. All kinds of materials are scarce too," remarked one of the leading manufacturers of children's and misses' dresses. "English goods are all very high. Some Swiss lines are down a little, but these goods which we bought three years ago at 25c are now 53c. Decidedly ready-to-wear is not coming down.

"English deliveries are improving very slightly and no doubt will be better within the next 6 months. Mills are making promises now; they would not promise anything a short time ago.

"As to demands in this country more goods and better qualities than ever before are the order of the day. We have more Fall goods on order now than we have ever had before at this season. Retailers' stocks are pretty low from the active selling this Summer, but they have been able to make their payments splendidly and pave the way for an ex-

(Continued on page 219)

ALBERTA R.M.A. CONVENTION

Continued from page 83

as has been done in previous years. I do not favor eliminating ourselves altogether from the Saskatoon office. They have put our association on the footing it has to-day. I have no doubt that a settlement will be arrived at between the two executives.

"I suggest that there be a good capable man secured for the position of secretary. It is better to have a man who does not need to devote all his time to the work. I suggest we open an office in Edmonton and have the secretary attend to all correspondence with retailers, etc. Freight claims should be sent for adjustment to the Saskatoon office. Some services it would not pay us to duplicate in this province."

Half Holiday and Early Closing

The question of setting aside a certain day for the half holiday each week and of securing legislation in regard to a stated hour of closing was proposed, though opposition was taken by several delegates to the discussion of this question which has so often been left with no solution.

Replying to Delegate H. Hill, Taber, President Gaetz stated that he had hoped to get some data from the retailers before the next session of the legislature. A Bill had been brought in at the last session but had been laid over. He had been informed it would come up before the next session.

"Premier Stewart told me the Retail Merchants' Association would be given notice before any Bills were put through affecting merchants of this province," said Mr. Gaetz, expressing his opinion that the only satisfactory way to settle the matter was to have a compulsory holiday declared on a specific day.

A. F. Le Page stated that the Government and Trades and Labor Council were appointing a commission to recommend which day was preferred for the holiday by the various municipalities. Merchants of Medicine Hat preferred Wednesday.

"The Government appointed a commission to sit in Calgary, Medicine Hat, and Edmonton," explained Mr. Gaetz.

"We want something that will apply to all the people all the time," said Mr. H. S. Ireland. "This legislation will be framed on about 25 per cent. of the merchants and will not take into consideration the smaller towns where the merchants work much harder than we do."

Mr. Le Page thought it was the intention of the Government to consider the rural districts in the matter.

R. H. Anderson, Taber, thought the closing hour was a more important matter than that of a half holiday. "The retailer should not work 12 to 14 hours when other trades are working only 8 hours," said Mr. Anderson.

One delegate quoted Mr. Pingle, M.P., as stating that a Shops Act will be framed affecting every constituency, and that the Retail Merchants' Association should draft legislation providing for the taking of shops out of the Factories Act.

When meeting Premier Stewart, Mr. Gaetz stated that he did not know whether to ask for an amendment to the Factories Act or ask for shops to be taken out of that Act.

On the motion of Mr. H. S. Ireland a resolution making one of the first duties of the new executive the drafting of a Shops Act that would bring forth wise legislation for the whole province was put. The resolution further provided for the submission of such legislation to expert counsel so that no mistake will be made in placing the matter before the Government. The motion was carried unanimously.

The matter of early closing and the question of a half holiday are matters to be included in the resolution, taking into consideration the report of the commission.

Wednesday afternoon closing with a closing hour of 6 p.m. on week days, and 9.30 p.m. on Saturdays was favored by the majority of delegates present, though it was conceded that in many cases this plan would not work out to advantage.

Insurance Writing

The question of extending the services of the Retail Merchants' Mutual Fire Insurance Company of Saskatchewan to members in the Province of Alberta was a live topic at the convention, and action along this line was looked upon as one of the important steps taken by the delegates.

President Gaetz brought the matter to the attention of the convention, expressing his opinion that he thought it advisable to have the insurance operative in Alberta.

"This is one of the services it would not pay us to duplicate" said Mr. Gaetz. "In order to operate here we must deposit with the Provincial Government a guarantee fund of $10,000. A resolution was passed by the officials of the company in Saskatchewan that when 500 members could be secured in Alberta, each paying an application fee of $5, that the company would deposit the $10,000 and commence operations in Alberta. It was impossible at that time to do anything as 500 members were not in sight," added Mr. Gaetz.

At this point Secretary Raymond took the floor to explain the matter in detail, pointing out that with the deposit of $5 each by even 300 members he thought the matter could be arranged satisfactorily. Explaining the benefits of the organization Mr. Raymond explained that over $1,000,000 of business is in force to-day with $60,000 of a surplus.

As to premium payments Mr. Raymond pointed out that where the board rate is, say, $40, this amount is deposited to the credit of the policyholder as a guarantee premium deposit. The assessment of the R. M. company has so far been equivalent to only 75 per cent. of the board rate. The guarantee premium deposit is merely a guarantee that the policyholder will pay his assessment.

The saving on a $1,000 policy would be equal to the membership fee in the association, and this could be used as an argument for increasing the membership of the R.M.A. Last year the risk had been increased to $2,000 in country places and to $4,000 in cities. The doubling of the risk taken naturally doubles the saving to policyholders.

Mr. Raymond stated that the company could afford to assess at 50 per cent. of the board rate but that the assessment of 75 per cent. was made to help in building up a surplus so that the amount of risk can be increased.

The $5 application fee is a guarantee of good faith desired by the directors of the company. The money is held in trust and

Banquet of the Alberta Retail Merchants' Asso ciation in Convention at Medicine Hat, last month.

returned if no business is written. This is not an annual fee and it furthermore covers any number of business places owned by an individual merchant.

Board adjusters are employed, and the expenses of adjusting distributed pro rata. Losses of the Saskatchewan company in 1918 were about $5,000. Only members of the association are insured.

J. B. Gillies, Edmonton, thought this matter was one of the "big things" the association had done and stated that he could speak for Edmonton merchants in saying they would be willing to avail themselves of the opportunity.

On the suggestion of President Gaetz, that each member work up his own territory, offers were forthcoming from E. F. Purcell, Brooks; J. B. Gillies, J. W. Bawden, Lethbridge, and others.

A resolution proposed by J. B. Gillies requesting the new executive to take active steps to have the R. M. Mutual Fire Insurance Company's advantages placed before the retail merchants of Alberta Province as soon as possible, was seconded by J. W. Bawden, and carried.

Resolutions Cause Wide Discussion

Wholesalers Aid Chinese Merchants

A RESOLUTION which brought forth much discussion during the Wednesday morning session of the convention was that dealing with Chinese engaging in the grocery, restaurant and confectionery business. Mr. Watson, Grassy Lake, called the attention of the retailers to the dire need of action, particularly in the smaller centres.

"In Grassy Lake we have four Chinese joints and a fifth one is soon coming. This class of competition is unfair," said Mr. Watson. "The Chinaman lives on very little, and unfortunately seems to have the sympathy of a large number of our white townspeople. The Chinaman never takes a holiday and in our case the Chinese stores were open even on Sundays up until a short time ago. Many farmers find it more convenient to come to town on Sunday than any other day and they buy from the Chinese and pay cash for their purchases, whereas, they expect and get credit from the white merchant. In our case sanitary inspectors advised the local health board to close the Chinese places of business, so unsanitary was their way of living and in close proximity to the foodstuffs being sold in the store.

Club Together

"The Chinese club together and are able to undersell us," continued Mr. Watson, "and when I brought the matter to the attention of the wholesale grocers they say. "If they don't sell to the Chinaman then someone else will'."

A resolution empowering the executive to use its influence to bring about similar legislation in Alberta to that adopted by the Province of Manitoba in regard to the Chinese question was proposed by Mr. Watson and seconded by Mr. J. H. Anderson, Taber.

"The yellow race is coming in as a thief in the night," said Mr. Anderson. "You in the larger centres do not see it as vividly as we, but we see that these people are taking away our very birthright. There is one feature of the Chinese labor question with which we cannot cope, and that is their apprenticeship system of securing labor. The Chinese merchant who has been in business here returns to the Old Country and brings out ten boys, paying the head tax in each case. These boys return in labor the equivalent of the tax, while the merchant has to pay the union wages. This is one reason why the Chinese merchant can undersell us. The yellow race can never assimilate with the white and the sooner we realize this the better."

A Serious Matter

H. S. Ireland stated that the growth of Orientalism in Canada was a very serious matter and one to which the Retail Merchants' Association could well devote much attention.

"I charge it to the wholesale grocer that the Chinaman has the support of the wholesaler," said Mr. Robinson, amid an outburst of applause, "and I could name the wholesaler," he added, speaking of his own district.

NEXT CONVENTION

The next convention is very likely to be held in the city of Calgary. The matter was left to the Executive for decision, but president Goetz expressed himself in favor of Calgary, thinking a meeting in that city would do most good for a local organization of retailers.

Calgary delegates presented a strong case for taking the next convention to that city.

Continuing, Mr. Robinson stated that in his town no white merchant was handling confectionery because there were five Chinese "dumps" selling ice cream and candy.

"The membership of the Retail Merchants' Association will be increased and its members will become more active if they know the Association is working along this line in their interests."

Mr. Fraser, Pincher Creek—"The solution of this problem is in our hands and we can lay down an ultimatum to those on whom we depend for our supplies as to whether they are going to supply the Chinaman or the white man. If we keep a stiff upper lip in our dealings with the wholesalers we will solve this difficulty."

Local Conditions

Mr. Hill, Bow Island—"Local conditions affect us first. In our town there are three Chinese employers and twenty-two Chinese employees. They are not spending a cent in the town. They buy their foodstuffs from the wholesaler and clothing from the larger centres. The Chinaman has no honor. They give their word of honor to close at a certain hour and then deliberately remain open as long as they please. Much of the sympathy with the Chinaman is because he gives a service by keeping open at all hours which no other class of merchant will do.

"We may have to resort to violent means if our legislators do not take action."

Mr. Hill stated that in a Montana town a Chinaman is so disliked that if one is seen on the street he is promptly knocked down and when taken in hand by the police is fined for disturbing the peace.

"If I am appointed Justice of the Peace in Bow Island, I will get white men to knock down all the Chinamen and we will fine the Chinks $10 and give $5 to the white man who started the trouble," said Mr. Hill in conclusion.

A delegate from Lethbridge stated that the Great War Veterans' Associations were in accord with this movement, but they were delaying action until the R.M.A. stated their position.

Urges Co-operation

Frank Stockdale made a passing reference to the Chinese problem before opening his address on "Opportunities in Retail Advertising."

"While you do not want to mix your civilization with the Chinese, you want to learn one thing from them," said Mr. Stockdale "The Chinese are winning because they know how to work together, and when merchants come to this point the Chinese question will vanish. If it requires to wipe two hundred retailers out of business to accomplish this end it will be well worth while. One merchant cannot stand alone against the Chinese combined. As regards the wholesaler you will find the reason he likes the Chinese business is because when he sells one he sells the whole group, because the Chinese stick together in their buying. A programme of education among retail merchants is very much needed, and we can well start with the solution of the Chinese problem in our own cases in our own towns."

Other resolutions adopted at this session were as follows:—

Grants to Soldiers

Moved by G. F. Beart, Edmonton; seconded by J. M. Cooper, Medicine Hat. "The executive should forthwith proceed to give its support to the granting of a bonus to all returned soldiers of the Great War, varying from $1,000 to $2,000 each, having regard to the details of their service. That this resolution be forwarded to the Dominion Secretary to be presented to the authorities concerned."

Mr. Beart, who moved the resolution said he had talked with many returned men and acquired their viewpoint. One old soldier who had served in this war and had also sent his two sons. had told him of the Rhyl riots which he had said was the "first evidence of the stupidity of the Canadian Government."

Few of the men in big centres had homes and thousands of them were without work or homes. The street corners every night were occupied by soldiers openly preaching disloyalty and Bolshevism. The authorities left them alone because if they were roughly handled they would grow and spread into thousands.

It must be recognized that Canada only gives a summer's work and but seldom gives a working man a full year's work and this year when everyone is highly strung, hysterical and ready to fly off the handle it is well to remember that when fall comes we will have spent our money.

Land Settlements

Regarding the land settlement scheme, Mr. Beart said the terms offered to the soldier by the Government were almost as good as the C.P.R. offered to anybody and the size of the staff needed to administer the scheme was so large that they were wondering how they could pay them, creating a big overhead to be charged up to the taxpayer.

To meet the amount needed for the soldiers' bonus scheme would require $830,000,000, about one-third more than the last war loan. Based on a very conservative estimate of four million people in Canada and disregarding the natural increase in population 2½ cents a day paid for twenty-five years would wipe off this amount.

For that sum we could provide a standing army to stand between us and evil for the next two years. It would take that time for the hysteria bred of the past four years to pass away; for everyone to become mentally normal again.

After alluding to the broken and disabled soldiers, he said: "Nothing we can do will repay them. We must get into the frame of

mind to do the just thing because it is the just thing or we are not decent citizens. We can't expect the Government to take a step like this unless the people are behind it. So that if a soldier is short of money in the fall he'll wait, because he will know the right thing will be done.

"If we don't try and help the soldier and he falls into the hands of the Red element you have no idea what it will mean."

The resolution was seconded by Mr. J. Cooper and was passed unanimously with a standing vote.

Foreign Companies Act

Moved by Mr. Gillies, Edmonton; seconded by Mr. Scott, Edmonton:

"The Dominion Executive Council and the Provincial Executive for Alberta shall take up with the Dominion and Provincial Governments the question of legislation demanding that the Foreign Companies Act be amended, making it necessary for such companies operating in the various provinces throughout Canada and selling to any person in Canada in the wholesale or retail trade, be assessed in the Provincial and Municipal license fee."

Small Debts Act

Moved by Mr. Gillies, Edmonton; seconded by Mr. Kellas, Medicine Hat:

"Whereas, the Association has been informed that several of its members have tried to put the Small Debts Act into operation and have failed to get the police magistrate or justices of peace to act, on the plea that there is no remuneration to them provided in the Act, therefore, be it resolved that a schedule of fees be published by the Government immediately and that a copy of such schedule be forwarded immediately upon publication to the secretary of each provincial branch of the R.M.A."

Endorse Coast to Coast Trip

Moved by H. S. Ireland, seconded by Mr. Black, Medicine Hat:

"That this convention endorse the proposed coast to coast excursion to be held during the coming summer."

Mr. T. A. Gaetz, past president, explained that it was planned to have the excursion follow a route from Halifax to Vancouver through Regina, Moose Jaw and Calgary, returning to Calgary and proceeding north to Edmonton, thence to Saskatoon, Winnipeg and returning east.

In reply to a request from Mr. Illsey, for information re the programme cost to merchants, etc., Mr. Gaetz explained that an expression of opinion regarding the principle of the matter was all that was required.

Commercial Education

Moved by Mr. Gillies, Edmonton; seconded by Mr. Illsey:

"The executive shall be empowered to select a committee representing the commercial interest to work in co-operation with the authorities of the University of Manitoba in connection with the courses in commercial education."

Speaking to the motion Mr. Gaetz stated that the universities wanted to take action along this line. They were paying Mr Stockdale's expenses and were agreeable to continuing the lectures each year. The committee to be appointed was to see that this work was carried on.

Mr. Illsey asked that a tax be made on business men to defray the cost of the course as the university could not easily spare the money.

Secretary F. E. Raymond outlined the plan for commercial education during the next year. The idea was to select twenty centres throughout the Province and to hold a more intensive course in commercial education than has been done in the past. A lecture would be held one evening with a conference in the morning and afternoon of the following day. There would be two courses, one in the spring and one in the fall. The cost would be $160 per course, or a total of $320 for the year. Twenty districts would cost $6.400. There would be an allowance of $200 made for advertising. Mr. Raymond stated that the university would be willing to set aside $3,000 for this purpose, leaving the cost to the merchants $3,200. A guarantee of $4 from forty merchants would be necessary in each district. It was explained that should greater revenue be secured from districts containing a large number of merchants, this money would be used for assisting the smaller districts.

Moved by Mr. Gillies, Edmonton, and seconded by Mr. J. Kellas, Medicine Hat, the resolution was adopted.

"Resolved, that this convention request the incoming executive to continue the efforts towards obtaining legislation requiring produce dealers and collection agencies to enter into a bond with the Government as a condition before entering business."

The above resolution was adopted on motion of Mr. Illsey, Calgary, and Mr. Gillies, Edmonton.

Mr. Raymond explained that the object was to prevent produce dealers and collection agencies starting up in business and after obtaining large quantities of produce and money from collections to decamp. This had happened on numerous occasions in the past and a bond with the Government would put a stop to this practice.

"Resolved, that this convention is strongly of opinion that all premium contests are absolutely against the principles of the Retail Merchants' Association and good merchandising, and should be strictly avoided by all retail merchants. Further, that the Dominion executive should be urged to continue their efforts in favoring the passing of legislation making such contests a continual offense."

On motion of Mr. A. F. LePage, Medicine Hat, and Mr. Illsey, Calgary, the above resolution was adopted after several incidents had been related of how merchants had been victimized in these contests.

MONTREAL STRIKE SETTLED

Coat and Suit Makers Go Back at Increased Scale—1,200 Out

With F. W. Stewart, general manager of Cluett, Peabody of Canada, as chairman and arbitrator, it required only three conferences between representatives of the Montreal Cloak & Suit Manufacturers' Protective Association, to arrange a settlement of the strike of 1,200 workers. In the main the wages granted were somewhat less than had been demanded, but a big increase on the existing scale. The 44-hour week and a minimum scale of wages was agreed upon. A rather novel clause was one by which, if employees are engaged whose "productivity" is below a fair standard, they may be paid a wage below the minimum, the exact amount being determined by a representative of the employees and proprietor.

In the new scale "operators" reached a minimum of $44 a week, or $1 an hour, although a number in Montreal receive $60 or $70 a week. The demands of the strikers, and the final settlement, were as follows:

	Asked per week	Settled at
1	... $18	.. $16
2	$30	$25
3	$28	$27
4	$22	$20
5	$44	$44
6	$40	$38
7	$25	$24
8	$35	$30
9	$35	$32
10	$25	$20
11	$35	$35

Cuts For Sale

Readers of DRY GOODS REVIEW, whether merchants, advertisers or anyone else interested, may procure any of the cuts used in the editorial columns of the REVIEW at a great saving. Cuts in this and future issues, as well as those which are still on hand from previous issues, are included.

The fashion illustrations and cuts showing new goods would no doubt be useful for many purposes, such as announcements, circulars, newspaper advertising, making show cards, etc.

With the present very high cost of illustrations of this nature no doubt many merchants will be glad to avail themselves of this opportunity to procure advance cuts at a considerably reduced price. There is only one of a kind available, of course, for they are all made exclusively for DRY GOODS REVIEW each month.

Anyone wishing to purchase one or more of these cuts has only to write the Editor, enclosing a clipping of the cut mentioning the issue in which it appeared, or merely stating the page and the issue and it will be sent along with invoice at just HALF the cost of the cut to us.

Readers will note that there are in addition in each issue two show cards illustrated. The originals of these (only one of each) which are hand-made for DRY GOODS REVIEW each month, may also be had at 15 cents each. This scarcely covers the cost of materials in them, as show card writers know, but with the big call on their time it may serve as a saving that way.

The first application received for cuts or cards will be filled each month.

WHAT MAKERS OF CHILDREN'S AND MISSES' DRESSES SAY

(Continued from page 216.)

cellent Fall. The East and West have bought heavily."

Wholesalers report that they have had more customers visit their show rooms in the past six weeks than they have ever experienced before. One manufacturer took a chance on selling goods from stock and made up 800 wash dresses out of all kinds of materials which he happened to have on hand. When they were completed and offered the whole of them were cleared out in a day and a half.

Will German Goods Rush Into Canada?

Opening Up of Trade by United States and Many English Lines—How Will Canadian Consumer Look on It?

THE threat of German-knit goods as well as other lines is already before the Canadian manufacturer. Early this month, when it became evident that trade relations in some form or other would be resumed between Germany and the States, and Germany and England, the subject became a live one among buyers, particularly those in wholesale lines.

"I wouldn't be surprised," remarked one wholesaler to DRY GOODS REVEIW, "if we saw German goods in Canada very shortly. My own instinct would be to refuse to have anything to do with them, but if the other man gets hosiery cheaper and starts underselling, what am I to do?"

It was the attitude of the consumer that one jobber thought would decide the case. "Take my wife, for instance," he remarked. "Just tell her that this line of hosiery is $1, but German make, and even if the next one were $2, she would take the dearer. It may be that the Germans, as they did before, will try to flood the market with cheaper lines, but the wholesaler's and retailer's attitude will be based, in the long run, on just what the sentiments of the buying public are.

"Some time ago a movement was started in England to organize the public, especially women, against buying German goods after the war, but I do not know how far it has developed, nor whether it has any support from the Government."

English Intercourse

Prior to the formal announcement on Saturday, July 12th, that the blockade of Germany has been raised, a representative of a Canadian textile mill who has been over in England to investigate the situation, stated to DRY GOODS REVIEW that the English mills were preparing to trade with Germany and to accept orders from that country. He thought this would apply to all kinds of lines, and not only textiles.

What About "Made-in" Labels?

The question of labels on goods showing their origin, will, no doubt, become a live one in retail circles as a result of a probable resumption of trade with Germany—within certain limits. There may be a movement inaugurated to insist on the "country origin" of merchandise being displayed, in which case "Made in Canada" "Made in England," "Made in France," "Made in U.S.A.," etc., would be in evidence, whether "Made in Germany," and "Made in Austria," were or were not.

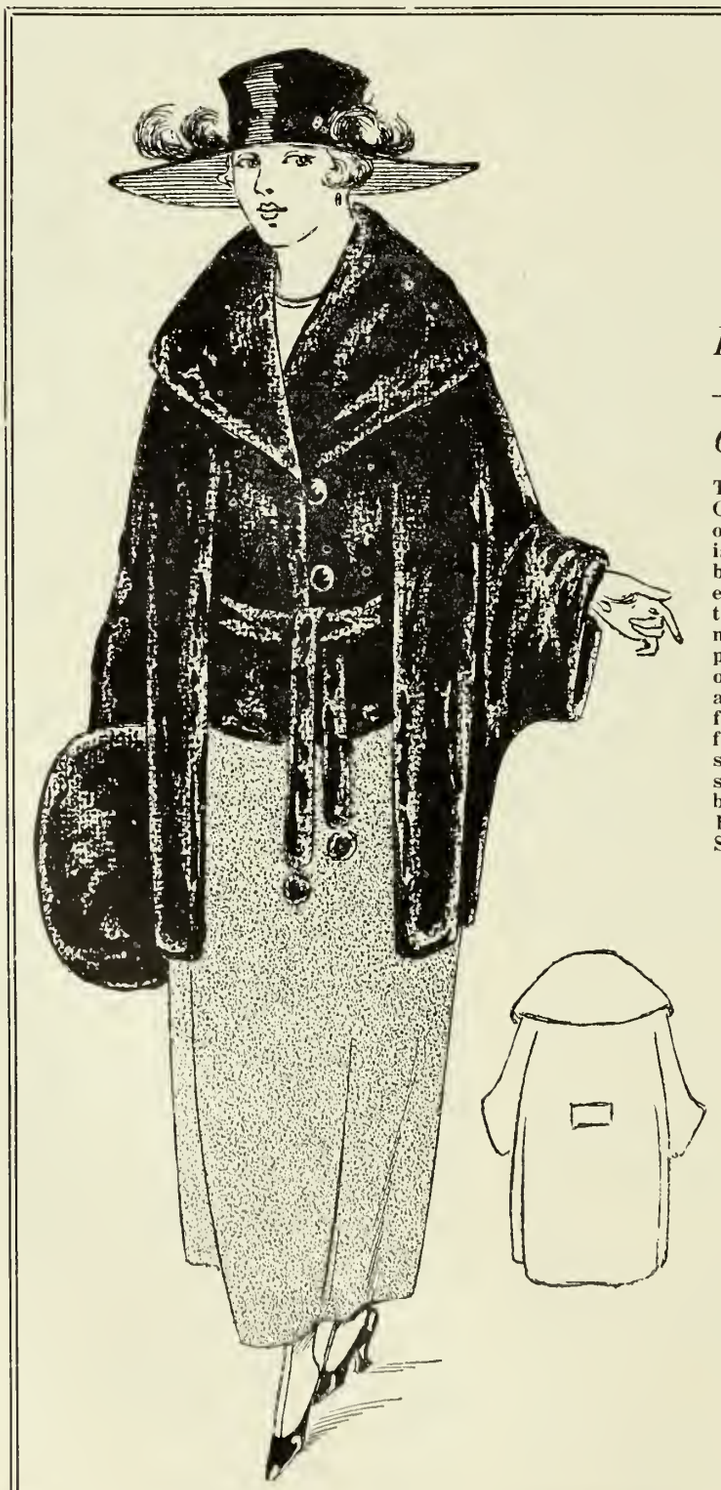
The following despatch from Washington will be of interest in this connection:

Trade between the United States and Germany will be resumed immediately, Acting Secretary Polk, of the State Department, announced to-day.

Mr. Polk said that blanket licenses would be issued, but that dyes, chemicals and potash would be excepted. Control over trade in these commodities will be exercised by the Reparation Commission under the terms of the peace treaty. A formal announcement regarding resumption of trade relations was promised within 48 hours.

Secretary Polk further declared that resumption of trade relations with Germany did not abrogate the Trading with the Enemy Act, nor was it to be taken as meaning that the state of war was at an end.

Germany will need immediately from the United States, according to Department of Commerce officials, large quantities of cotton, copper, and kerosene oil and increased amounts of foodstuffs and wearing apparel.



Fall Novelty —Coat Front Cape

This Hudson Seal Coat is a combination of coat and cape. It is 36" long at the back, while the front extends a little below the waist. It has dolman sleeves; the belt passes through two openings at the back and is tied at the front, being of double fur and with two tassels at the end; two slit pockets; fancy brocade lining. Shown by L. Gnaedinger. Son & Co., Montreal.

The Necessity and Importance of the Retail Distributor and his Relationship to all Other Industries

An Address Delivered by E. M. Trowern, Secretary of the Dominion Board of The Retail Merchants' Association of Canada, Before the Royal Commission on Industrial Relations, Appointed by the Dominion Government to Enquire Into Industrial Conditions, Which Met at Ottawa in June, 1919

ALTHOUGH the question of the increased cost of merchandise and the cost of distribution at retail may not be considered by your committee to properly come under the public enquiry that has been allotted to you to report upon, yet we feel that it is so closely related to the subject you have under consideration that we are taking the liberty of presenting to you a few facts on the subject of retail distribution as we see them, standing, as we do, between the producer, the manufacturer and the workman on the one hand, and the consumer on the other. So much has been said about the conditions of the producer and the manufacturer, and what is termed, for the sake of a better classification, the "working classes," and so little has been said about what is known as the distributing classes, that the whole subject has become confused and misunderstood.

Millions Invested

It is not generally known that there are many more millions of dollars invested in distribution than there are in either manufacture or production. It could not but be otherwise; merchandise must always be manufactured ahead of the immediate demand. Goods produced or manufactured in Vancouver are of no value to people residing in Halifax unless they are transported to the latter point. To do this, it requiries negotiation, purchase, transportation, warehouse facilities, retail facilities, etc., and final delivery to the ultimate purchaser in single items. A host of transactions take place before the goods are finally delivered. All these separate transactions cost money, and take time and intelligence, in addition to "capital," which cannot be regarded in any other light than "accumulated industry."

Present System Natural Development

We are quite aware that arguments have been put forth for centuries striving to discover some plan whereby goods produced or manufactured can be handed direct to the consumer, and to have the middleman—which means either the wholesaler or the retailer—removed. All efforts in this direction have been failures, and they always will be failures, because the present system has been a natural development that has grown out of actual necessity.

Prunes or raisins grown in South America or in Egypt are of no value to consumers in Ottawa unless they are brought directly to their tables here. No consumer would think of ordering such things direct, or having them shipped in small quantities; they must come in bulk. When they arrive they must be cared for, protected against weather and other conditions, sold to the retail trade, and distributed by them to their customers.

Property Value High

The value of the land and buildings upon which retail stores are situated, together with the value of the wholesale properties, exceeds in value and is more highly assessed than any other property in any municipality. Add the value of all the retail property in Canada together, couple with it the value of the stocks which are held waiting, ready and near at hand for the convenience of those who want the goods, and then add the value of all the wholesale property and merchandise to the retail property, and you have a volume of wealth that far exceeds the value of all our farming and manufacturing industries. This costly and expensive system exists because it is required and because there is no other legitimate system that can take the place of it. It has been found to be the most economic, convenient and elastic system that can be provided, and it has developed through necessity and experience. There is no practical proposal or scheme in sight that can take the place of our present system of distribution. It requires adjusting here and trimming there, but the underlying principles cannot be abolished. We are anxious to go on and develop it and make it more complete and convenient. This can only be attempted by those who practically understand the principles which guide and direct it. No improvement can come from any other source.

Retailers perhaps take their position in the economic scheme of things too much for granted. The campaign instituted by some of the daily newspapers to discredit their standing in the community is one which should awaken in the mind of the retailers a realization of their importance in the successful merchandising of goods. It is high time the retailers were organized into a body by which recognition of their just claims could be secured and opposition to any proposed legislation which would hamper their successful functioning be systematically opposed. Co-operation is seen in labor circles, in farmers' clubs, but the retailers sit calmly by and have to stand abuse at the hands of those who know not whereof they speak. The retailers cannot be successfully displaced, but their operations can be curtailed to a point where they cannot operate successfully. It is to fight against any such legislation that the retailers should be organized—the organization should be effected now.—EDITOR'S NOTE.

The Co-operative Society

All attempts that have been made by those who operate "Co-operative Societies" in any part of the world have proved to be nothing more than the old scheme of one merchant endeavoring to outwit his competitor by trying to tell the public that his goods and his system are far superior to those of his neighbor, whereas the so-called Co-operative Society system is clumsy in its operations, inferior in its service, and its methods of handing back so-called dividends or bribes to its customers have all the deceptive elements of the trading stamp scheme.

To those who are not acquainted with the problem of retail merchandising, and from the manner in which some of these co-operative societies advertise themselves, and their supposed superior methods, it is not surprising that those who are unfamiliar with the "tricks of trade" see some virtue in their proposals, but those who are thoroughly familiar with trade, and who are anxious to have all trade transactions based upon a sound, healthy, moral basis know full well that any system of merchandising that is based upon the placing of a higher price on any article to a customer, and then handing the increased price back as a bonus or a dividend or a bribe to secure and hold the trade, by or through any pretext whatsoever, is wrong in principle and commercially unsound, and it is for this reason that reputable and honorable retail merchants will have nothing to do with business methods of that character.

Not on Sound Basis

If the claims put forth by these so-called Co-operative Societies were true, and the principles upon which they are founded were correct, everyone conducting a retail store would adopt the same system, but the co-operative system is not adopted because the principles upon which they are founded are commercially unsound, and their methods can never appeal to those retail merchants who want to see the retail trade of Canada placed upon a higher plane.

An Important Duty

Believing, therefore, that we, as retail distributors, are an absolute necessity, and that our services cannot be dispensed with, w feel that we have an important duty to perform in every community throughout Canada, and we further believe that ov to our financial position, our absolute necessity, and our numerical strength in every city, town and village throughout Canada, that no question affecting what is termed the "working classes" or the "manufacturers" or "producers" can be intelligently considered without taking the great problem of distribution into consideration as well.

Circle is Complete

Retail merchants stand in a very unique position in every community. They reach out and take the goods from the producer

and manufacturer and hand them to the consumer. Every increase that is made to any article, whether it is through increased wages, the increased cost of raw materials, increased transportation, increased rent or the increased overhead expenses of every class through whose hands any product passes, is collected again by the retail merchant from the consumer. The higher wages go the higher will go the prices of the articles created by the wage earners. The circle is complete and no system of reasoning can alter this truth. The law of supply and demand is the basic law upon which everything is founded. The dearer goods are the less profit the retail merchant makes, as the demand is lessened, and his business turnover is, therefore, less.

High Wages—High Merchandise

In order that workmen can be able to purchase all those things that are necessary for their actual comfort, they must receive a salary more than equal to the value of the actual things required so as to enable them to lay aside sufficient for old age, etc. If wages keep climbing up, merchandise will go on climbing up, and there is no scheme that can be proposed that will prevent it. If wages climb higher on one class of goods than they do on others, the workmen will be limited to fewer classes of goods and their comfort will be affected thereby. If, for instance, a working man received twenty-five dollars a week, and with that sum he could pay his rent, buy groceries, meat, fuel, light, clothing, boots and other actual necessities, and his rent was doubled, he would be compelled to forego purchasing some of the other articles of necessity, and, having to do without these necessities, he would immediately become discontented. On the other hand, whatever necessities he economized on it would injure the retail merchant who handed those lines, and he in turn would have to undergo the same weeding out process as that undertaken by the wage earner.

Community Affairs Inter-Related

These simple illustrations are made for the purpose of showing how closely the affairs of every community are interrelated, and whenever one class is affected all classes are affected.

Our purpose in submitting these brief views on the problem of retail distribution, which is one of the most difficult problems for those who have had no practical experience in it to understand, is to point out that there is more capital invested, and more people employed in distribution than there is in production and manufacture combined, and that, in our opinion, no plan, no scheme and no device that can be suggested can ever alter it unless we turn our plan of civilization backward and all begin again to be tillers of the soil and makers of the things we use and require. No one would be satisfied to go back again to the simple life of making our own candles, and using flint instead of matches, and using a spinning wheel to make clothing out of sheep's wool. We have experienced life's comforts and we want them, and if we want them and must have them, we must pay for them. A meal provided in a million dollar hotel will always cost more than a meal provided in a tent. There is a price ticket on everything. The best things cost the most, and if we wesire them we must be prepared to pay for them or go without them.

An Advanced Age

To properly consider the subject we have before us we must take conditions as we find them to-day, and not as they were a century or two ago. To-day we have puhlic school systems all over the world. Boys and girls, and men and women, have been educated to try and think. In every sphere of activity we see development. We find improved machinery in all lines of manufacture and production. We have labor-saving devices and we have transportation facilities that are unequalled in any age of the world. We have new devices for transportation, such as automobiles, automobile trucks, aeroplanes, bicycles, etc. In electric power and electrical devices we are in advance of anything in the history of the world. In telephones, telegraphs and cables, our advances are phenomenal, and all this with the many other new inventions such as gramophones, etc., which can produce the human voice, all these things have been brought about by those who have been educated to think, to diagnose, to investigate and to study.

While the thousands who have been giving their attention to the above commercial improvements have succeeded, another class has been thinking along other lines, but their thinking has produced different results.

What Lack of Commercial Training Reveals

It is said that a little learning is a dangerous thing. In many cases this has proven to be true. Not having had practical experience and an opportunity of giving any study to the great problem of distribution, the rock upon which thousands upon thousands of persons engaged in other walks of life become shipwrecked is where they venture out upon its dangerous surface. These persons who have not had a proper commercial training advocate among other things the following:

1. The abolition of the middleman.
2. Direct purchase and sale between producers and consumers.
3. Municipal trading in coal, wood, milk and other articles of common use.
4. Public retail markets to enter into competition with tax-paying retail merchants who carry vegetables all the year round, whereas consumers cannot buy vegetables in the market when the temperature is below freezing point.
5. Without knowing the unsound, commercial basis upon which so-called "Co-operative Societies" are established, they advocate their adoption.

Wrong Thinking at Root of Trouble

In our opinion, it is wrong thinking of this character that lies at the root of our present troubles and unrest to-day. The remedy for this false thinking lies at the door of the retail merchants themselves. Believing, as we do, that no intelligent system on earth can be devised to abolish the retail merchant, or whereby all means of retail distribution can be operated entirely by the State, and that all men must have the right to develop their own lives as they deem best for themselves, without injury or interference with the rights of others, it is our duty to make our claims known.

Retailers Here to Stay

We wish, therefore, to repeat again that the most difficult problem of all problems for the average student of political economy to understand is that of the distribution of merchandise at retail. It has puzzled wise men before corn was sold in Egypt, and it will puzzle wise men and social economists until the crack of doom. Retail merchants have been on earth for centuries, and they will be here for all time. You can devise no plan that will abolish them because they are an important and essential part of every community. They comprise the active, independent and free men of every municipality. Their chief desire is to be allowed to do their business on a sound, business basis and their chief enemy is municipal and legislative restrictions that are proposed to be placed upon them by those who do not understand the simplest principles of buying and selling.

Few Labor Troubles

As to the labor troubles of retail merchants, they have very few. Most of their clerks are their friends. A young man who enters behind the counter of the average retail merchant's store must take an interest in the business. He must be pleasant and agreeable with the customers of the store. The proprietor knows his habits, knows his Christian name; he calls him Bill or Bob and he interests himself in his work, and encourages him to develop his character. It has often been said, and we have never heard it disputed, that the best business college in the world for a young man to enter is behind the counter of an honest retail merchant.

Influence for Good

A retail merchant who places his name over his door and who is always before the public, has a stake in the community, and his influence is for good and not for evil. Strikes, lock-outs and hold-ups are never heard of in ninety-seven per cent. of the retail stores in Canada, nor will they ever be heard of, because each store has its own plan of paying wages or giving commissions on profits, or giving bonuses or increasing salaries according to the ability of the clerk to earn. No system of paying all clerks the same salary, even in the same class of trade, could ever be adopted, because the clerks themselves would object to it. The principle that exists, and which always will exist, is to pay clerks according to their worth to the firm. This is the only fair system and the only one that will give them an incentive and an ambition to some day become their own masters. In Canada to-day every young man who is ambitious and who is willing to devote his time and thought to the business of his employer in the retail trade can find an opportunity of advancing to the highest position in the store, or becoming a partner, or eventually entering into business for himself. The first thing, however, that must be done, and for this reason, chiefly, we are submitting this article, is to impress upon the public mind that the man behind the counter is performing equally as useful and important work in the community as the man behind the lathe or the man behind the plough.

Occupy Most Important Position

As retail merchants, in the past we have been too docile and too unconscious of our own importance in the community, and we have allowed all sorts of reports to be circulated by those who know nothing about the problem of distribution, being of the opinion that the public would not believe the statements made. In the future we hope to remedy this condition by taking our proper place in the community and insisting upon equal recognition with all other kinds of useful employment. As stated before, we occupy the most important position in the life of every well ordered community. We are here because we are required, and we will be here for all time, and there is no other system of distribution that can supplant us.

For this reason, if for none other, the Dominion Government must recognize that it is essential that no unfair or discriminatory legislation should be passed that will hamper our progress or interfere with our rights as free citizens. At the present time we welcome the opportunity to be able to lay before the special committee of the House of Commons, which has been appointed to investigate the cost of living, all the facts concerning the retail trade that we have in our possession, as we feel that the more we make our condition public the more the public will respect and appreciate us.

IVORY

Some interesting new developments are out in ivory goods. There is promised for the trade a line of quite new and distinctive patterns in time for exhibition at the big "Canadian National" in August.

Samples which have arrived just lately feature some handsome carved effects, and others with a fine colored inset line. The color may be pastel or imitation shell making quite a dignified "trimming."

READY-TO-WEAR INDEX

The McElroy Mfg. Co., Ltd.

MAKING

Royal Royal Garments

REGISTERED TRADE MARK

FAMOUS FOR THEIR

Fit, Cut, Style, Hang and Finish

HEAD OFFICE:
47 Simcoe St. - Toronto

M. WITTAL

Manufacturer of

Ladies' and Children's Wear

has removed to new and larger premises

246 ST. ANDRE ST.
(Corner St. Catherine St.)
MONTREAL

New Fall Range is now being submitted for your inspection.

SHOWROOMS

Toronto, 33 Richmond W.
Hamilton, Lister Chambers.
St. John, 127 Leinster Street.
Winnipeg, Arthur St.

Gerstenzang Bros.

Leading Manufacturers of

POPULAR-PRICED FLOWERS & FOLIAGE

OPEN SAMPLE ORDERS SOLICITED

670-674 Broadway
NEW YORK CITY

ADVERTISING SPACES FOR SALE TO

READY-TO-WEAR MANUFACTURERS AND JOBBERS AT $5

PER INSERTION BY THE YEAR. ORDER ONE NOW.

P. C.
Correct Gowning
means
Correct Corseting

Well dressed women are well aware of this fact and that is why the P.C. Corset has won their hearty and popular approval.

They appreciate its superior quality of fabric and finish, its comfort-insuring, health-giving features, and its distinctive, youthful lines.

There is a P.C. Model to faultlessly fit every type of figure, especially designed to meet the particular needs of that type.

A Pink Season

Pink Corsets are proving even more popular than ever and every indication points to a Pink Season this Fall. Dealers will be safe in stocking Pink numbers. We have—

FRONT LACE—PINK AND WHITE.
BACK LACE—PINK AND WHITE.

Exquisitely attractive models in all the up-to-the-minute authoritative styles.

P.C. Corsets will commend themselves to your discriminating customers, winning and holding their confidence in you and your goods.

Parisian Corset Mfg. Co.,
LIMITED
QUEBEC, QUE., CANADA

BRANCHES:
Toronto: 76 Bay St. Montreal: 329 Craig St. W.
Western Representative: C. H. BUTLER, 24 Sylvester Wilson Building, Winnipeg

Style 5436-F

Manufactured by

The Canadian Converters' Co. Limited.

Montreal

MR. RETAILER

Are you getting your share of the Raincoat Business?

DO YOU KNOW that everybody needs a raincoat, and that only one person out of ten has one?

DO YOU KNOW that damp clothing means sickness, and that a raincoat prevents sickness?

Thousands of Dollars will be spent for raincoats this year.

BE PREPARED FOR YOUR SHARE

Our salesmen are now on their territories. Should they not call on you, drop us a line.

Rush Orders Receive Special Attention

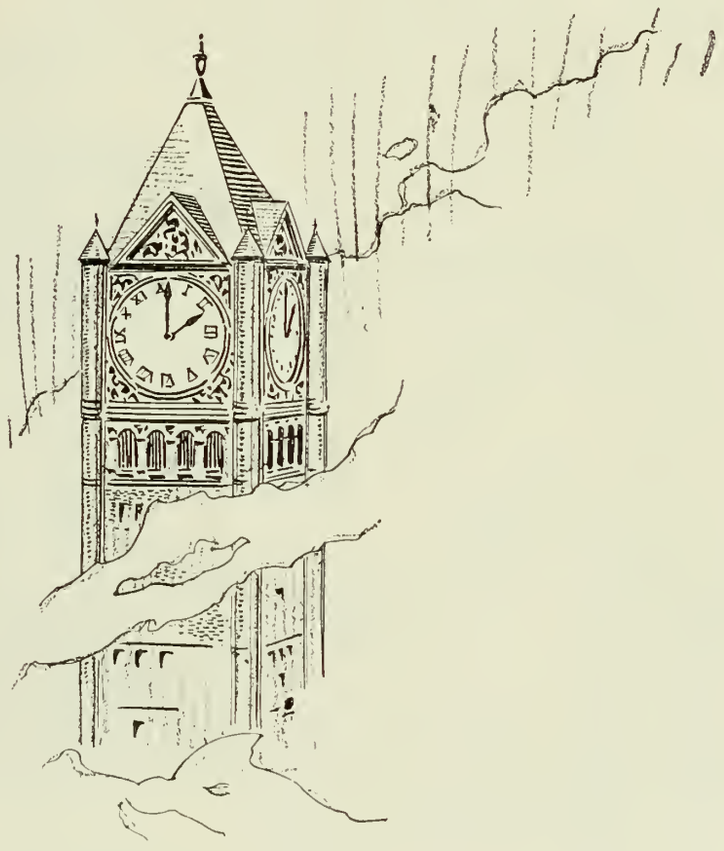
THE

Montreal Waterpoof & Clothing Co., Limited

The Largest and Oldest Waterproof Clothing House in Canada

MONTREAL, CANADA

The HOUSE OF THE MOMENT



SUITS and COATS

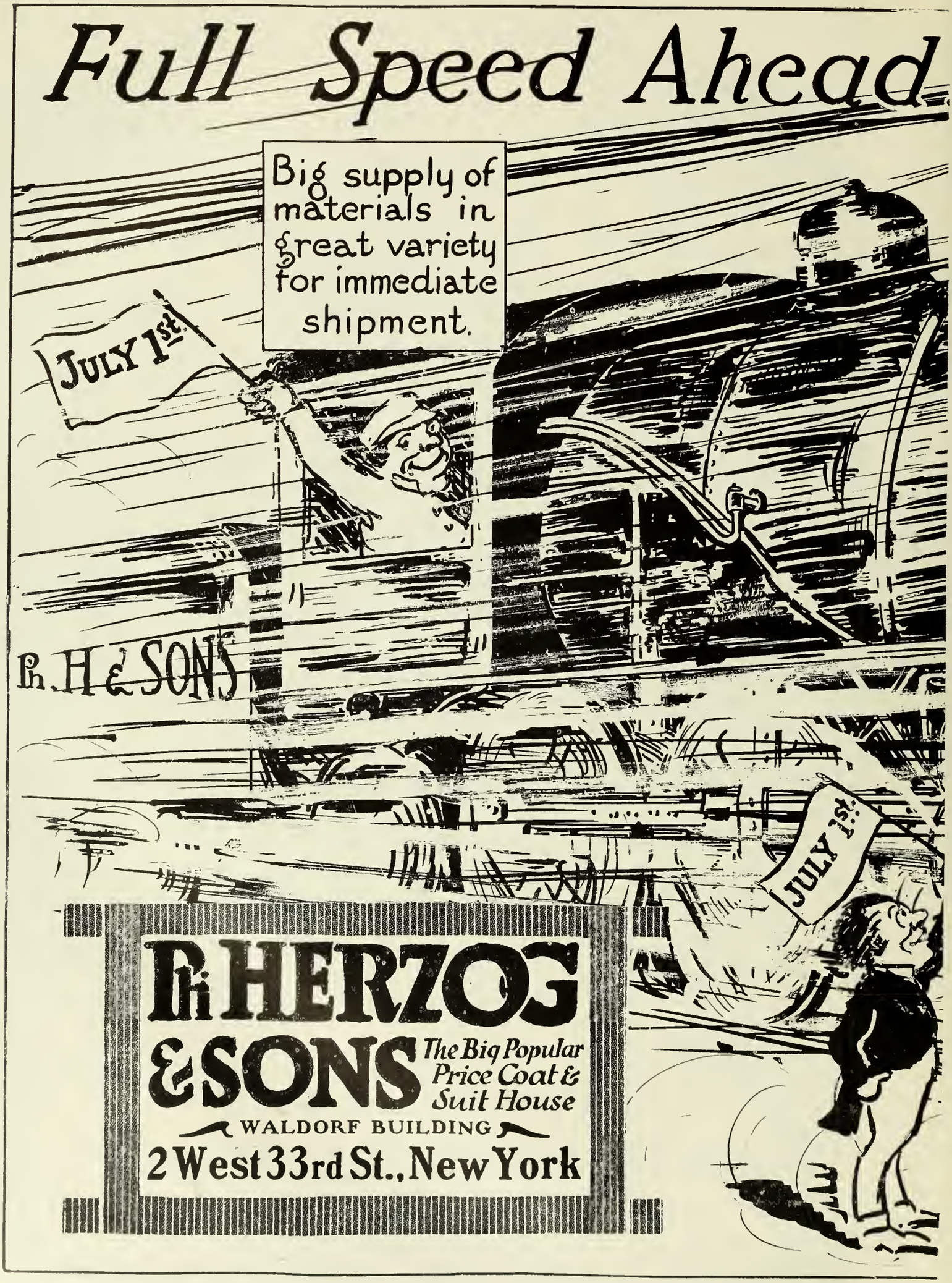
YOU can always be sure that this line will include the very best of the new styles, made with the care that your most discriminating customer demands, and of fabrics that you can be proud of showing.

And although every garment is of made-to-order quality, there is always a stock on hand to fulfill our promise of immediate delivery.

LEVITT, FRANK & CO.

40 West 32nd Street - New York

Full Speed Ahead

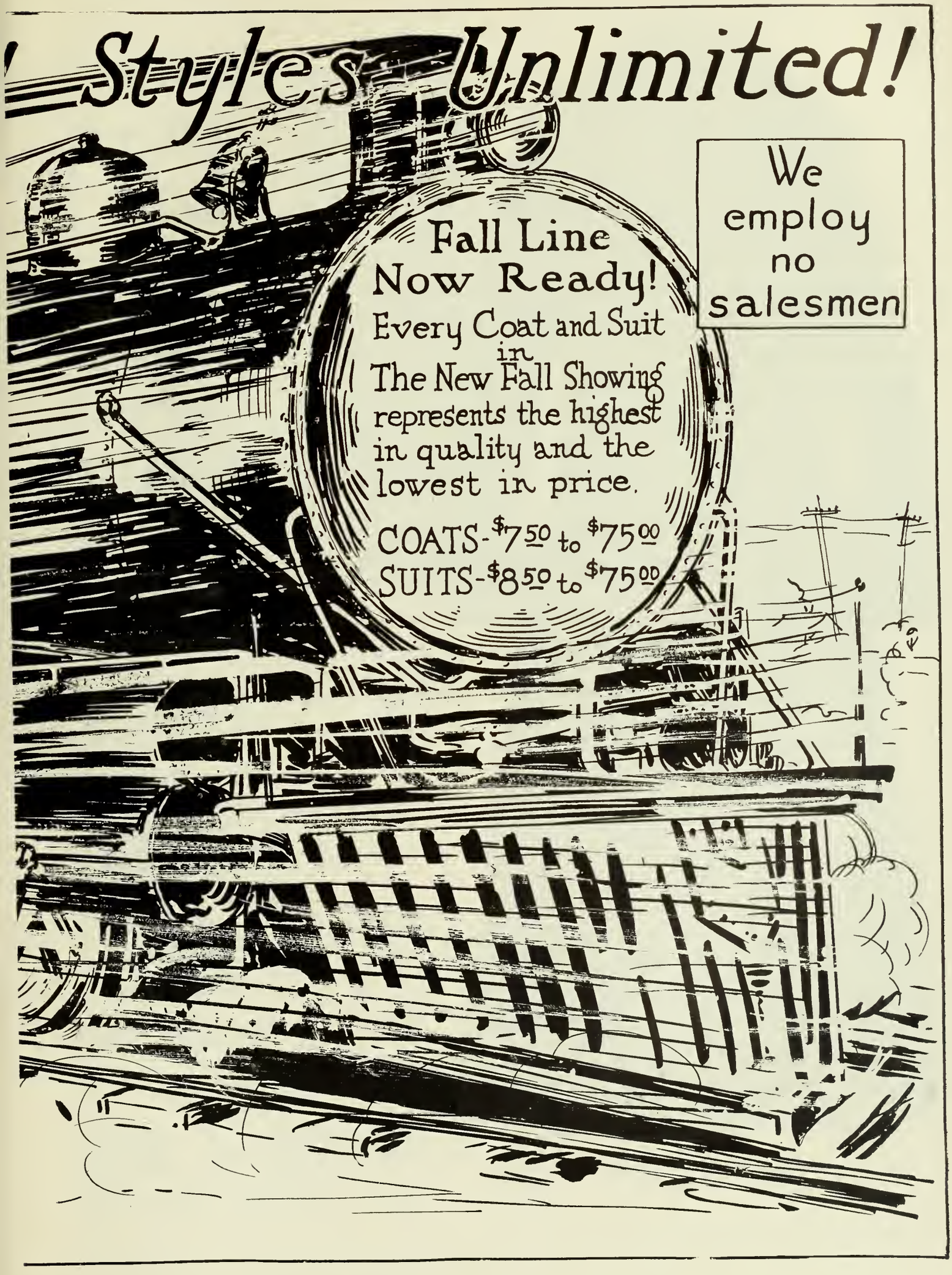


Ph. HERZOG & SONS

The Big Popular Price Coat & Suit House

WALDORF BUILDING

2 West 33rd St., New York


Styles Unlimited!
We employ no salesmen
Fall Line Now Ready!
Every Coat and Suit in The New Fall Showing represents the highest in quality and the lowest in price.
COATS-$7.50 to $75.00
SUITS-$8.50 to $75.00

No. 1281

VELOUR COAT

Fur Trimmed

$12.75

Note—On account of uncertain condition of the woolen market we cannot guarantee price for any length of time.

IT IS

VALUES

such as this that retain for us a reputation for having

SELLERS!

—

Our Fall line comprises

COATS

AND

SUITS

in leading Materials and Styles from

$10.00 to $40.00

HIRSCH & BRO.

153 W. 27th Street, NEW YORK

DePalma Dress Co.

46 ST. ALEXANDER STREET
MONTREAL

Our Summer Range *of*
DRESSES

WILL SHORTLY BE SUBMITTED FOR YOUR INSPECTION

Smart up-to-date Garments in GEORGETTES, and all kinds of SILKS, also in ORGANDIES, VOILES, etc.

Write for Samples— it will pay you.

Your Wants

"Is that so?"

"Yes, an' get what you want, too."

Use the ***DRY GOODS REVIEW*** condensed Ad. column and just see what *will* happen.

Fall Line Now Ready

Dresses

In all the prevailing Cloths, Silks and Satins — an exceptionally attractive line, showing superior quality, finish and style throughout.

Our Garments demonstrate the success of specialization in Exclusive Styles only.
Our Travellers are now out.

See our

Coats

For Ladies, Misses and Children. In all the popular fabrics for Fall, including the new exquisite Silvertone—a beautiful fabric that will make an irresistible appeal.

Suits

Distinctive in line and cut. Superior in fabric and finish. Wide range of fashionable materials, and correct styles.

Exclusive Ladies' Wear
Limited

Head Office and Factory:
Blumenthal Building, 207 St. Catherine St. W., Montreal
Toronto Show Rooms: 33 Richmond St. West
Winnipeg Show Rooms: 114 Hammond Bldg.

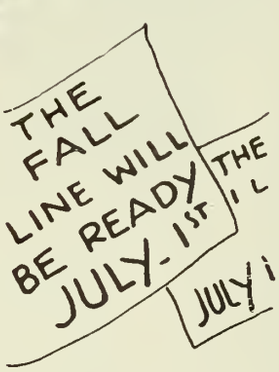
THE FALL LINE WILL BE READY JULY-1ST
THE FALL LINE WILL BE READY JULY-1ST
THE FALL LINE WILL BE READY JULY 1ST
THE FALL LINE WILL BE READY JULY, 1ST
THE FALL LINE WILL BE READY JULY 1ST
THE FALL LINE WILL BE READY JULY 1ST
THE FALL LINE WILL
Herzog's
Cloak & Suit Co Inc
Samuel Herzog, Pres.
1237 Broadway New York

THE FALL LINE READY, JULY, 1ST

COATS and SUITS

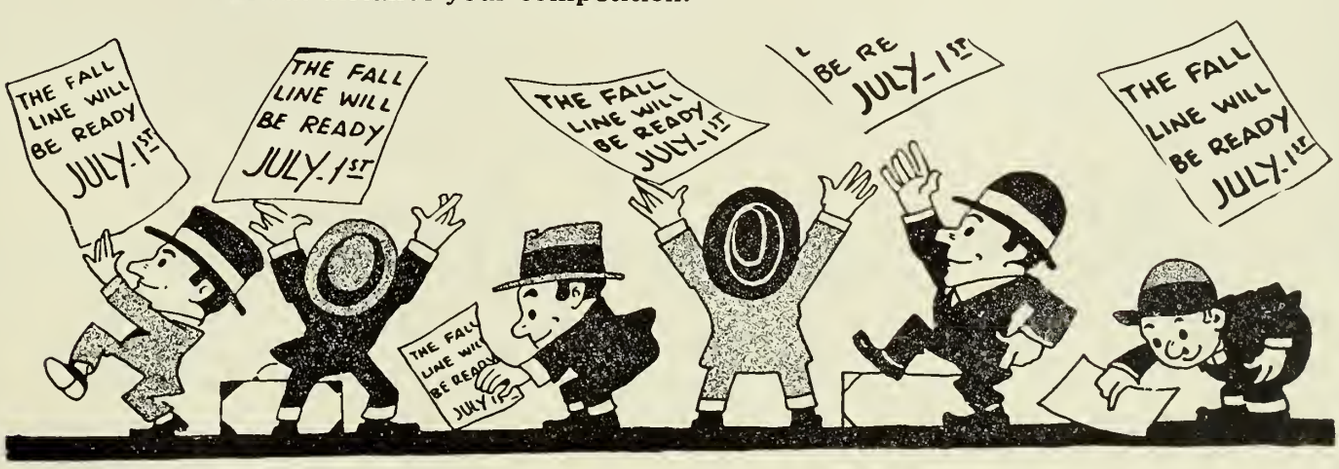
Note the date of the big "hop"—July 1st—and get ready to make the longest "non-stop" good business season you ever had.

We are making the altitude record for values and the "stunt" record for variety. Two motors working perfectly—



COATS AND SUITS
From $10.00 Up

Be sure to visit our "hangars" and take a flight that will out-distance your competition.



Kassab Silk Underwear

Our Success in the manufacture of this superior line of underwear, and its well-earned popularity, we attribute to the fact that we have always used only the highest grade of materials, and have designed and created each garment with the utmost care and artistic skill.

Dealers everywhere are enthusiastic over the attractive quick-selling features of Kassab Silk Underwear.

If you are anxious to offer an exceptionally attractive, reliable, popular line of goods, it will be to your decided advantage to see our complete line of Kassab Silk Underwear—also our justly famous Kassab Kimonos.

KASSAB KIMONO MFG. COMPANY

Sommer Bldg. 37 Mayor Street

MONTREAL

Worthy of Your Consideration

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

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

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

Dry Goods Review

143 University Avenue, Toronto

COPY PREPARED WRITE FOR RATES

LINGERIE
"BLOUSES"
Our Specialty

WHY

SILK WAISTS
Crepe de Chine
Georgettes

DOES THE

STANDARD FACTORY

OF CANADA, LIMITED

Keep on Progressing

and are noted to-day as

The Largest Waist Manufacturers

THE STANDARD FACTORY OF CANADA

The above remarks are made daily by manufacturers and competitors in our line.

LADIES BLOUSES
MIDDYWAISTS
WASHABLE WEAR
DRESSES
SKIRTS
COATS
ETC

WHY, is a great question

And the only people who can answer this question
are the wholesale jobbers
who from experience find that the more of our range they carry,
the bigger the repeats they give us.

NO TRAVELLERS ARE KEPT ON THE ROAD.

SAMPLES FROM STOCK AT OUR FACTORY.

HOUSE
DRESSES
and
MIDDIES

ST. DENIS, DULUTH and DROLET STS.

MONTREAL

WASHABLE
SKIRTS
Children's Dresses

Dainty Frocks for Evening Wear

EXQUISITE creations for the coming dancing season are shown in charming materials---charmeuse, satin, crepe-de-chine, etc.

Our salesmen will show you these dainty frocks shortly.

R. D. Fairbairn Company, Ltd.
TORONTO

SILVIA

For Exclusive Styles

see our range

We are originators of designs.

3 Reasons Responsible for Our Success

FIT
FASHION
FABRICS

EMILIA

Our Representatives are now on the road.

The Caplin WAIST & DRESS CO. *Montreal.*

If our Representatives do not call write for Samples

1952 St. Lawrence St.

1952 St. Lawrence St.

Makers of Crepe de Chine, Georgette and Wash Silk Blouses

What does the Heatherbloom Finish do to

HEATHERBLOOM

TRADE MARK

IT gives *Heatherbloom* its marvellous lustre and scintillating shimmer—it gives *Heatherbloom* its distinctive swish, its unique mercerized fabric finish.

It makes *Heatherbloom* look and feel like silk.
The inimitable *Heatherbloom* Finish is one of the secrets of the *Heatherbloom* success.

Anybody who offers you another petticoat fabric for *Heatherbloom* and claims the same distinctive features which are exclusive to *Heatherbloom*, is merely trying to capitalize on the popularity of the famous *Heatherbloom* fabric.

Thirty days' wear tells the difference—don't wait for your customers to tell you!

There is but one *genuine Heatherbloom* petticoat. You can only buy *Heatherbloom* Petticoats from these exclusive *Heatherbloom* manufacturers.

THE WATERS-WEISMANN CO., Inc.
Owners and Distributors of Heatherbloom
MILLS AT BINGHAMTON, NEW YORK
New York Office, 234 Fifth Avenue

Heatherbloom Licensed Manufacturers

ARLINGTON SKIRT MFG. CO.
15 East 26th St., New York

PEERLESS PETTICOAT CO.
Boston, Mass.

WEIL-KALTER MFG. CO.
St. Louis, Mo.

THE WESTERN GARMENT CO.
Chicago, Ill.

LEWIS-LEOPOLD SKIRT CO.
127 West 25th Street New York City

Art Garments Satisfy

Art Garments Satisfy

Art Garments Satisfy

"ART GARMENTS" SATISFY

JERSEY ALL WOOL DRESSES **$16.75**

JERSEY ALL WOOL FINE BOTANY SKIRTS **$8.75**

These two leaders, in several styles, must be seen to be appreciated. The quality of this Jersey is of the very finest, and the styles the very latest creations in all the high-class and most desired shades. GET YOUR ORDERS IN EARLY. We guarantee DELIVERY, also all repeats.

Art Cloak & Suit Company, Limited

46 Alexander St., Montreal

H. M. NASH, East Ontario	W. J. COLLETT, Winnipeg Office	C. ROSE, Montreal	R. DIONE, Quebec Office	F. FRENDT, Toronto Office Kent Bldg.	V. S. RICE, Maritime Provinces

An Old Reliable House

Under New Ownership

Manufacturing High-Class Rainproof and Motoring

TOP COATS for LADIES AND MEN in

LATEST STYLES and MATERIALS

VALUES UNEXCELLED

Our range for Fall and immediate delivery now being shown.

If our traveller does not call on you a request for samples and prices will receive immediate attention.

Thistle Brand Trademark is a Guarantee of High Class Merchandise

All High Class Merchants from Coast to Coast Handle Thistle Brand Raincoats

Scottish Rubber Co., Ltd.

316 Notre Dame Street, West

MONTREAL

Fisher & Sourkes

2018 St. Lawrence Blvd., Montreal

Silks - Muslins

Flannelette Underwear

We make a popular Whitewear Line to meet the demand at moderate prices. Samples for Special Sales purposes sent on request. We carry large stock ready for immediate delivery.

Early in July our travellers will start out with samples for next Spring. We know our extensive variety will be of interest to you.

REPRESENTATIVES:

Toronto—J. Munro, 381 Church Street.
Ontario—W. A. Dixon, Mappin & Webb Bldg., Montreal.
Winnipeg—Blake McKenzie, Canada Building.
Vancouver—George Strachan, 906 Walton Blk.
Maritime—A. G. Shoolbred, 54 Princess Street, St. John, N.B.

Success Succeeds Successful Service.

For The

"Summer Girl"

Who seeks apparel that is distinctively designed, and fashioned of staunch fabrics, in reliable colors,—something "different" and withal serviceable—

Goods Bearing This Trade Mark—

CIRCLE

CROSS
REGISTERED

hold an unfailing attraction and appeal.

Our variety of attractive styles shows many distinctive features, adding that touch of charm and smartness so desirable in Sporting apparel. See our—

SPORT SKIRTS
MIDDIES
SMOCKS

Also our full line of—

Nurses' Regulation Uniforms

COLE-WHITAKER

Limited

292 St. Catherine St. West

MONTREAL

Lehmann Sales Company, Inc.

NEW YORK

Specialists in Buying

We specialize in buying DRY GOODS, TEXTILES and READY-TO-WEAR GARMENTS for out-of-town merchants. Our buying for customers is done in large volume from direct sources and we can secure goods quickly, of the right sort and at the lowest prices.

Canadian buyers, visiting New York, are cordially invited to make our offices their headquarters while in this city. We can post you on the new styles and fashions and help you secure the goods you want at a big saving of time and money.

Merchants in Canada who may not be able to visit New York this fall should get into touch with us at once, let us know your requirements and we can buy what you need to just as good advantage to you as though you were here in person.

We can furnish you the best of bank references as to reliability and responsibility.

Visit us when in New York, or, if you cannot come in person, write us for fuller particulars. We can save you money as your resident buyers in New York.

LEHMANN SALES COMPANY
INCORPORATED

39 West 34th Street, :: New York, N.Y.

WHERE CAN WE BUY...?

You buy service when you subscribe to DRY GOODS REVIEW. We have facilities for procuring information about new goods, novelty lines, unusual requirements, etc., and the Service Department is always at your disposal. If the information you seek is not to be found in our Buyers' Market Guide, or in the advertising pages of this issue, cut out the coupon below and fill in your questions. Every day these are coming in and they are welcome. We are glad to be of any possible assistance to our readers. Following are just a few of the enquiries received during the past month:

(The Buyers' Market Guide, next page, contains many addresses of use to you.)

Velvet Fashions

Moosomin, Sask.—What is your opinion as to velvets for this coming Fall? Would you advise a man to stock any quantity? Do you think they will be in demand?

Answer.—Looks as if they are to be fashionable. Fuller details were given in letter. See also Dress Fabrics and Millinery sections of this issue.

* * *

An Address

Montreal, Que.—We would appreciate it very much if you could furnish us with the address of Mr. Frank Stockdale.

Answer.—1807 Morse Ave., Chicago, Ill.

* * *

"Jack Tar" Middies

North Hatley, Que.—Please tell me where I can procure ladies' and girls' "Jack Tar" middy blouses—those with long sleeves and usually a flannel collar.

Answer.—Addresses were sent.

* * *

Profit-Sharing

St. John, N.B.—The enclosed clipping is from your June issue. Can you give me particulars about the profit-sharing plan referred to?

Answer.—Have written for complete details. Will forward when reply is received.

* * *

Linen Rugs

Hamilton, Ont.—Please tell me where I can procure Klearflax linen rugs.

Answer.—The Klearflax Linen Rug Co., Duluth, Minn.

* * *

Mattresses

Toronto—Kindly give us the names of manufacturers of Ostermoor and Marshall mattresses.

Answer.—Ostermoors are made by Alaska Bedding Co., Montreal; Marshalls by Marshall Ventilated Mattress Co., 10 Market St., Toronto.

* * *

Holeproof Hosiery

New Liskeard, Ont.—Please give us address of Holeproof hosiery people.

Answer.—Holeproof Hosiery Co., London, Ont.

* * *

Boys' Blouses

Highgate, Ont.—Where can we procure boys' blouses, sizes 12½, 13, 13½ with short collars?

Answer—Addresses were sent.

* * *

Hosiery and Blankets

North Hatley, Que.—Where can I procure Gordon Hosiery and baskets of sweet grass?

Answer.—Gordon Hosiery Co., 11 W. 19th St., New York. Sweet grass baskets from C. N. Saba & Co., 84 Wellington St. W., Toronto.

* * *

Hosiery

Ottawa—Please send addresses of makers of Mercury, Venus, Radium and Queen Quality hosiery.

Answer.—Addresses were forwarded.

THE DRY GOODS REVIEW
143-153 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE_____ 191

PLEASE TELL ME WHERE I CAN PROCURE _____

NAME _____

ADDRESS _____

BUYERS' MARKET GUIDE

The Thompson Lace & Veiling Co., Limited

Laces, Veilings, Georgettes, Ninons, "My Lady" Silk Hair Nets. Princess Pat Human Hair Nets, Sport Veils.
Cor. Wellington and York Sts., Toronto, Canada.

Cloth Covered Stock Boxes

Made to give years of service. Let us estimate on your needs. Catalogs on request.
GLASSTONE & ALLEN
45 N. Division St. Buffalo, N.Y.

Infants', Children's, Girls' and Misses' Dresses

We are Specialists in these lines

H. L. WATTS, LIMITED
400 Richmond St. W., Toronto

T. H. Birmingham & Co.
LIMITED
93 to 99 Spadina Ave., TORONTO
Makers of
Women's High Grade Neckwear
"The Exclusive Neckwear House"

"EVERYTHING IN SILKS"

M. Ascher Silk Corp.

Distributors—Iroquois Silk Mills

102 Madison Avenue, New York

SKIRTS ARE ECONOMICAL
LATEST STYLES IN
TWEEDS, SERGES and POPLINS
at lowest prices.
In case our travellers do not reach you, write for samples.
ROYAL SKIRT COMPANY
1440 St. Lawrence Blvd., Montreal

References: London, Eng.—New York—Montreal

FRED. BIRKS
Commission Dry Goods
14 Phillips Sq., MONTREAL, Can.
Tel. Up. 388. Covering all Provinces

APRON SPECIAL

Women's kimono aprons, made in full sizes. Good assortment of prints. Packed in dozens. Sizes 36-42. Special for 30 days only, $7.95 doz. No orders less than 10 dozen. Write for samples.

A .E. Wegenast, Clyde Block, Hamilton, Ont.

NEW York is likely to witness a great influx of buyers from all sections of the country during the next fortnight, according to information received in various quarters of the wholesale section there. Already the activities of the early arrivals are being felt in some of the trade centres. In most instances the buyers are ordering their Fall goods in much larger quantities than they have for several seasons, this being due to the fact that retailers throughout the United States never before have experienced such a selling boom as has been enjoyed during the past few months, and merchants who have bought conservatively in the past now find their racks almost empty.

* * *

According to an officer of one of the large New York collar companies a rise in collar prices is "in the air" and it would not be surprising if an advance were announced very soon.

* * *

Wool stored at Ballinger and Talpa, Texas, aggregating 286,000 pounds, has been sold at prices ranging from 44 to 58¾ cents a pound.

Most of the clip was long wool and sold for more than 50 cents a pound.

* * *

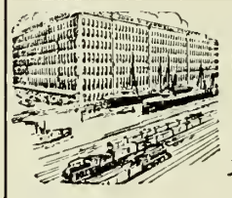
The joint board of the Cloak and Skirt Makers' Unions have presented a new schedule of wages and conditions to their employers. The agreement calls for a 44-hour week, and the following scale of minimum wages: Cutters, $35; trimmers, $35; assistant cutters, $22; sample operators, $35; female skirt operators, $44; tailors, $28; basters, $25; cloak and jacket finishers, $25; pressers, $40; under-pressers, $38; skirt pressers, $38 tape and piece pressers, $30; button and hook-and-eye sewers, $18.

* * *

The fact that the fur trade does not believe prices have reached their top figure, despite the extraordinary levels now prevailing, is indicated by the intention of several dealers to place large purchases of skins secured at the recent New York and St. Louis fur auctions in the sale to be held by the Metropolitan Fur Exchange in New York, starting July 14.

VEILINGS and SILK NETS

HODGES & LETTAU
232 McGill St. Montreal



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Special Catalogs
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To Dealers only.
John V. Farwell Company
CHICAGO
Wholesale Dry Goods and General Merchandise

Pyjamas
for
Style and Quality
THE FOSTER MFG. CO. Ltd.,
Parkeston, Essex, England

Canada's Largest Makers of Cotton Flags
Write for Prices
THE COPP, CLARK CO.
517 Wellington St. West Toronto

"HOOSIER"
The best 36-inch brown domestic in America
Buy it by the bale; sell it by the bolt
Indiana Cotton Mills
Cannelton, Ind., U.S.A.

LARGEST MANUFACTURERS
Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our 104 page Catalogue. It's free for the asking.
The Botanical Decorating Company
(Incorporated.)
504 South Fifth Avenue, Chicago, Ill.

BALLOONS

Printed with your advertisement at small cost. Brings the mothers and children. How about a thousand for your Fall sale?
L. G. BEEBE,
53 Yonge St., Toronto

Real HARRIS, LEWIS and SHETLAND HOMESPUNS

Direct from the makers. Special lightweights for Ladies' wear—all shades.
Patterns and Prices on Application.
S. A. NEWALL & SONS, Stornoway, Scotland
State shade desired and whether for Ladies' or Gents' wear

BUYERS' MARKET GUIDE

Kent-McClain Again

Mr. D. Nassar, of Pictou, N.S., in making recent store improvements has added a line of handsome mahogany show cases in the special "Minton" design made by Kent-McClain, Limited (Toronto Show Case Co.), of Toronto.

WRIGHT'S BIAS FOLD TAPE

Advertised for 20 Years
Known to Home Sewers Everywhere.
"W & N", Monarch and Meteor brands. Reliable fabrics cut on a true bias; full elasticity retained; selvages trimmed; seams opened and pressed.
WM. E. WRIGHT & SONS CO., *Mfrs.*
315-317 Church Street New York

SPOTLESS SHRINKER AND FINISHER

A Perfected Method

By which Dry Goods and Department Stores do their own sponging at a profit.

Catalog on request.

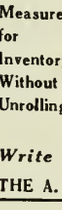
THE SPOTLESS SHRINKER CO., CLEVELAND, O

RIBBONS OF DISTINCTION

J.C. AMERICA'S BEST RIBBONS

"J-C" Ribbons have peculiar charm. Widely advertised to the consumer under their trade-mark names for the protection of the dealer.
"SATIN DE LUXE"
"TROUSSEAU"
"LADY FAIR"
"SANKANAC" "VIOLET"
"DEMOCRACY"

JOHNSON, COWDIN & CO., 40 E. 30th St., New York, N.Y. Made in U.S.A.



MODEL FORM COMPANY MOVES FACTORY

To meet the tremendous increase in demand for MODEL FORMS we have moved to a larger and more modern factory. Address all inquiries to new address.

MODEL FORM COMPANY
1214-22 W. Madison St., CHICAGO, Ill.

Putnam's Improved Cloth Chart

See yards right there

Measures for Inventory Without Unrolling

No book to refer to. No figuring to do.

Write

THE A. E. PUTNAM COMPANY, Washington, Ia.

For REAL VALUES in COATS and SUITS

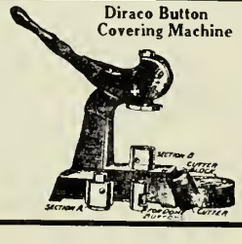
Mail orders to or call on

The G.B.G. Mfg. Co., Inc.

15 East 26th St., NEW YORK CITY

Don't Throw Away Your SCHOTT BROS. DIRACO Button Machine. If your Jobber cannot supply you with SCHOTT BROS. Button Moulds you can get them from SCHOTT BROS. Button Machine Co. 147 W. 28th St. New York, U.S.A.

Diraco Button Covering Machine



Canada had a flax acreage of 1,400 just before the war. This was increased to 14,000 in 1918, and it is estimated that the present year's acreage will be materially large than ever before. Mechanical appliances for handling the crop are being developed, and will be partially used at least for the harvesting of this year's yield. This country could raise several times the present acreage in the opinio of experts. The United States is awakening to its deficiency in this respect, and a propaganda is being launched that has as its object the fostering of the flax-growing and linen-producing industries. It is pointed out that the district surrounding the Great Lakes is suitable for the most part for flax-growing. This is at least partially true, since it has been demonstrated that the fibre grown in Western Ontario is of very high quality.

* * *

J. W. Worth, of the Bonner-Worth Company, has confirmed the reported amalgamation of the Standard Woollen Company with the Auburn Woollen Mills and the Bonner-Worth Companies of Peterboro. The merger will take effect this month. Mr. Worth said that by the pooling of the three large textile plants it is hoped to economize in overhead costs, such as in buying and selling and also in securing other trade advantages. Mr. Edgar Worth will be the vice-president and managing director of the new company, which for the present will continue operations without any visible changes. Later on the capacity of the Auburn Woollen Mills will be largely increased. J. W. Worth will be manager of the Bonner-Worth factory. A new building will be added to the Bonner-Worth Company's plant.

* * *

Announcement has been made that the Peabody Overall Co. of Walkerville will spend more than $500,000 in building a factory at Walkerville to manufacture denim, used in making overalls. The company has received tempting offers, including tax exemptions and fine sites, from other Ontario cities anxious for the industry. Ground will be broken at once, and necessary machinery has already been ordered.

I Specialize in Boot Laces

for the wholesale trade, in the better grades.
Banded in pairs, in gross boxes.
Fancy Cabinets, 100 pairs, banded in pairs. These are more profitable than bulk make-up. Also

LEATHER LACES, all kinds.

E. W. McMARTIN, MONTREAL

FRASER'S

CANADIAN TRADE
DIRECTORIES

Head Office, 222 Craig W., Montreal.
TEXTILE PRODUCTS — WOMEN'S WEAR — MEN'S WEAR
Give complete lists of all branches of the General Dry Goods trade.
Also Directories for many other Trades.

The Gem of the Notions

Look for this Card at your Jobbers

Columbia Fastener Company CHICAGO

Fiskhats AND MERCHANDISE

D. B. Fisk & Co.
Chicago

New York Salesroom:
Open Throughout the Year
411 Fifth Avenue

ADVERTISEMENT WRITERS and SHOW CARD WRITERS WANTED

Big demand for both men and women. We prepare you in few months at home —under experts. Our graduates in demand. They earn good money. Get particulars. Write

SHAW CORRESPONDENCE SCHOOL
Toronto, Canada (Dep. D.R.)

Cork Socks

Manufacturers of Cork, Linoleum, Felt, Paper, Flushing in all colours, Flannelette, Asbestos, Loofahs, etc., Fleecies etc., Ladies, Gent's and Children's. St. Cecilian Works, 46-48 Haymerle Road Peckham, London, S.E. 15.

THE CASTLE BRAID CO.

Manufacturers
329-331 Fourth Ave., N. Y.
SUPERBA BINDING
BRAIDS, CORDS, DRESS TRIMMINGS

FRED JONES & COMPANY

Manufacturers and Importers

Babies' Hand Crochet Goods — Notions
Babies' Hand Knit Goods — Novelties
Art Needlework Materials

Room 617, Empire Building
64 WELLINGTON ST. WEST, TORONTO

BUYERS' MARKET GUIDE

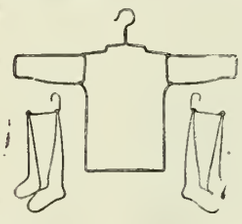
Kent-McClain Again

The two "Ely Limited" stores (the one on Yonge St., the other at the King Edward Hotel) are examples of stores where every inch of available space is utilized for the effective display of goods. Complete new outfits have been installed recently in both stores by Kent-McClain, Limited (Toronto Show Case Co.), of Toronto.

PERPLEXED!

Then let us solve your business building problems; we are solving them daily for thousands of live merchants with our trade pulling, selling and merchandising plans, human interest copy, letters, illustrations, events, etc. Full particulars upon request.

THE ECONOMY SERVICE
231 West 39th St., New York City



INFANTS' DRYING FORMS
NON-RUSTING
PATENTED
Write for Circular No. 31
J. B. TIMBERLAKE & SONS, Mfrs.
Jackson Michigan

"Silk and Mesh combination Bags, Mesh Bags, Mesh Purses, Gun Metal Mesh Bags and Purses.

"An early placing of orders for Fall delivery is advisable."

WHITING & DAVIS CO.
SHERBROOKE, QUE.

SIGN WRITING
Do your own card writing
Write for our catalogue which will tell you what you need. Best goods at closest prices
ARTISTIC SUPPLY CO.
77 York St., Toronto

Wirthmor and Welworth
The Standard Popular Priced WAISTS of America
The L. N. GROSS Co. Cleveland

Bartell Patent Pockets
Used and Endorsed by 59 Canadian Clothing Manufacturers. This List can be had from
BARTELL PATENT POCKET CO.
17 Madison Ave., N.Y.C.

WRITE US FOR
Textile and Knitting Machinery
We are Specialists
W. J. WESTAWAY CO.
72 JAMES ST. N. HAMILTON

The employees of The T. Eaton Co. are to holiday on Labor Day this year for the first time, it is officially announced by Sir John Eaton.

* * *

Conditions in the New York piece-goods market continue most extraordinary. Perhaps the most remarkable feature in connection with recent activities is in respect to the situation in yarns. As the result of recent advances in worsted yarns it is estimated that the price of a three-eighth blood, fancy skein dyed worsted for the spring season will be approximately $4 net a yard. Similarly it is estimated that a fine half-blood 2-40s skein dyed worsted fabric will be $4.75 to $5 net a yard.

* * *

Deliveries of woollens are poor and mills are being urged to expedite them as much as possible. Mills using silk for decorative purposes have been handicapped by the slow delivery of the latter, but it is said that there has been a change for the better in this field and that it will improve from now on.

* * *

The strike of the wholesale drapers' warehousemen ended, says a recent issue of The London Daily Express, when the employers agreed to recognize the men's union. The good humor which had marked the first day of the strike continued throughout the proceedings.

Pickets outside the City and West End firms chatted in a friendly spirit with the buyers and managers, occasionally pausing to direct railway carmen and other members of the Vehicle Workers' Federation that they were not to collect or deliver goods until they received the "all clear."

Travellers and errand boys were permitted to take out urgent parcels, and in one instance a messenger carrying an untidy package was told to take it back and have it done up properly.

"We must look after our governor's reputation, even if he has no regard for it himself," explained a picket.

TAPES
ALL WIDTHS AND QUALITIES CARRIED IN STOCK
Walter Williams & Co.
508 READ BLDG., MONTREAL
20 WELLINGTON ST. W., TORONTO

EDMONDSON & PETCH
Manufacturers of
E. & P. Awnings and Tents
THE BEST IN THE LAND
Write for Price Lists and Measurement Charts. Address
OTTAWA, CANADA

SMALLWARES — AND — HOSIERY
THE ROBERT HYSLOP CO LIMITED
HAMILTON, ONTARIO

IDEAL VALUE
IDEAL GARMENT CO.
Manufacturers of
DRESSES
18 West 33rd Street New York
STOCK on HAND for IMMEDIATE DELIVERY
PRICE $8.75 to 24.50

GOLDFINE'S LIMITED
Wholesale Dry Goods and Men's Furnishings
BARGAINS ALWAYS ON HAND
Write for Particulars
227 Craig St. West, Montreal

PILLOWS and COMFORTERS
GET PRICES BEFORE BUYING
The Toronto Feather & Down Co.
LIMITED
2154-8 Dundas Street West - TORONTO
Montreal P. M. LeMaistre | Winnipeg McRae & Walker | Vancouver H. E. Walker

Cash for Old Hats
Fur Stiff Hats---Black or Colored
DUBRULE MFG. COMPANY
164 McGILL ST. MONTREAL

We Manufacture
Paper Boxes
that will
Make Your Goods More Attractive
A. D. SHOUP CO., Limited
TORONTO

BUYERS' MARKET GUIDE

Kent-McClain Again

Messrs. Prowse Bros., Limited, of Charlottetown, P.E.I., have greatly developed the selling efficiency of their store by installing a line of show cases, including special features for shirt display. The fixtures are in quarter cut oak and were made by Kent-McClain, Limited (Toronto Show Case Co.), of Toronto.

MR. MERCHANT

Kiddies' Gingham Creepers, 1-2 yrs., asst. patterns and sizes, at $5 doz. Black Sateen Bloomers, 4-10 yrs., asst., at $4.90 doz. Patent Oilcloth Sleeve Protectors at $2 doz. Overall Aprons, print, at $7.40 doz. This is the best made apron in the trade to-day. Order sample dozen. **Order To-day.**

The Earl Manufactory, - Paris, Ont.

PLUSH and VELVET

VELOUR AND BOLIVIA CLOTH

Can Be Pressed Without a Shine or Gloss Only With Our

Famous Patented Wire Boards

THE AMERICAN PLUSH AND VELVET PRESSBOARD CO.

125-5th Ave., N. Y. Tel. Gramercy 3393

Also Steamers and Pinking Machines

Write for Circulars

BEADS AND NECKLACES

Loose and Ready Made

ALL COLORS

Samples Submitted

Henry W. Hamburger Co.
33 Union Square, N.Y., U.S.A.

American Bead Co. Inc.

IMPORTER AND MANUFACTURERS OF

BEADS AND NECKLACES

485 FIFTH AVENUE
NEW YORK CITY

STUYVESANT 3619

Art Button & Novelty Mfg. Company

MANUFACTURERS OF
Jet and Fancy Glass Buttons
For Jobbing Trade Only
Decorators on Buttons of Every Description
814 BROADWAY - NEW YORK

Manufacturers and Importers of Human Hair Goods, Hair Ornaments, Sundries, Real Human Hair Nets, Dolls' Wigs.

Universal Hair Goods Mfg. Company
Fraser Building
43 St. Sacrement St., Montreal

We are the only Dolls' Wigs Manufacturers in the Dominion.

Artists and Card Writers Supplies

Tell us your needs.

ART METROPOLE LTD.
14 Temperance St. Toronto

Manufacturers of bath robes state that the blanket clothes which at their height last year were 90c, rose to $1.12½ in January, went back to 90c in February, when everyone was blue, and are now $1.07½, with further advances on the way.

* * *

Voile, which was 32c last year, dropped to 18½c in February and is now quoted at 27c to makers up.

* * *

The aeroplane linen purchased by L. T. Martin in England, is of 16 varieties. The finest is said to be suitable for handkerchiefs and the coarsest for tents and awnings. The width varies from 25 to 72 inches. The whole amounts to three years' world's supply, and Mr. Martin intends to dispose of it in 12 months.

* * *

With the Panama Canal offering access to foreign markets, the Republic of Ecuador will be in a favorable position for shipping cotton, production in that country having been considerably stimulated during the war. At present the chief cotton production is in the province of Imabura, and is absorbed by five large spinning and weaving mills. Total production last year amounted to 40,000 tons.

* * *

In the course of a report by the Canadian Trade Commissioner in South Africa, it is stated that for at least the first six to eight months of this year there would be very little new business placed. He points out that the local market in almost every line of imports is considerably upset owing to heavy deliveries since November 11 last from many sources of supply, where orders had been placed on the chance of early deliveries during the war.

* * *

New York interests in the fur industry are planning to take up with the War Trade Board in Washington the question of importing furs from Germany when an agreement between the Allies and Germany, whereby the Germans are to pay for certain foodstuffs and other supplies sent them partly in such products as they are best able to offer, and which are acceptable to the Allies.

Fox, fitch and other similar furs are produced in large quantities in Germany.

Floral Displays and Decorations

Art Panels for window backgrounds.
WAX FIGURES.
Reliable fixtures of all kinds in Wood, metal and glass.
Send for catalogues.

EASTERN SALES COMPANY
43 SCOTT ST. TORONTO

DUCK CLOTHING - SUMMER SUITS
CADET UNIFORMS
BOY SCOUT EQUIPMENT, CHOIR GOWNS

All Clothing Specialties.

The Miller Mfg. Co., Ltd.

44-46 York St. Toronto

PATTERNS

Regardless of what your pattern experience may have been it will pay you well to investigate our new pattern proposition. 100% profit—Patterns not sold returnable for full credit like cash—Fashion Sheets free.
Home Patterns are illustrated in The Ladies' Home Journal and will outsell any other pattern on the market.
Write to-day for samples of our beautiful Fashion Publications and full details of our new plan.

THE HOME PATTERN CO., Inc.
116 Fifth Ave., New York Toronto Factory: 215 Victoria St.

Important French manufacturer of high-class blouses, lingerie, and children's frocks wishes to appoint a bona fide firm in Canada as their sole agents.
Write to
E. FERBER, Passage des Petits Peres, Paris.
or to
MESSRS. LOUIS NEVILLE & CO., agents for E. Ferber (Paris), 16 Woodstock St., Oxford Street, London, W.1.

KOVERALLS

Keep Kids Klean

Copyright name for one-piece garments for children 1 to 8 years.

Made and Guaranteed by

LEVI STRAUSS & CO., San Francisco, Cal.
1021 Medinah Bldg., Chicago. 377 Broadway, New York

JUTE GOODS

WHY NOT BUY DIRECT FROM THE MANUFACTURERS:
JAMES BRODIE REPRESENTING
COX BROTHERS LTD
12 BANK OF OTTAWA BLG., MONTREAL

MANUFACTURERS' AGENTS

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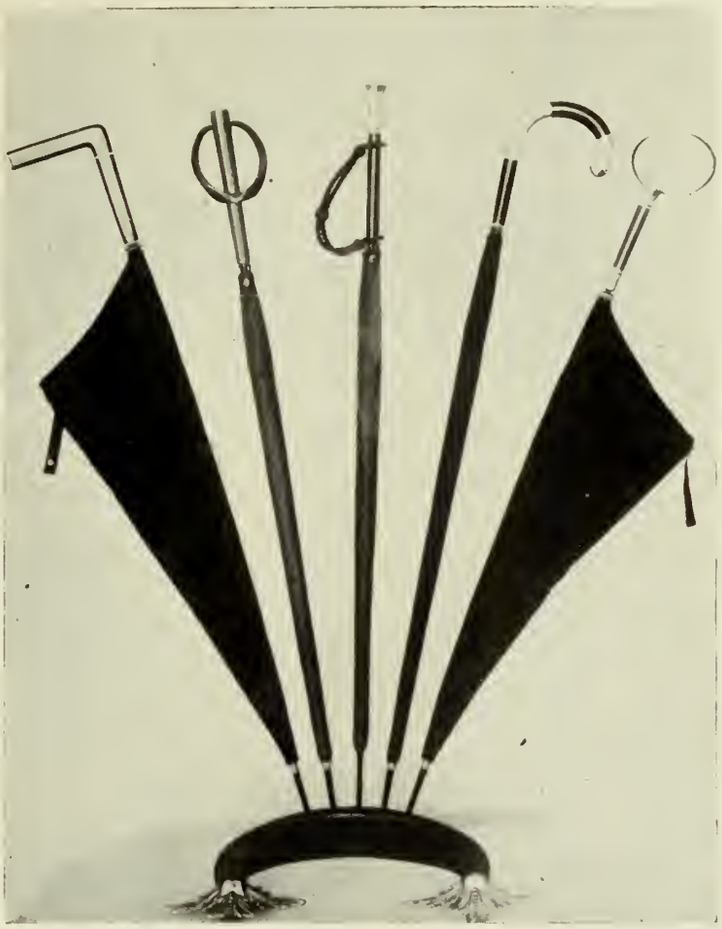

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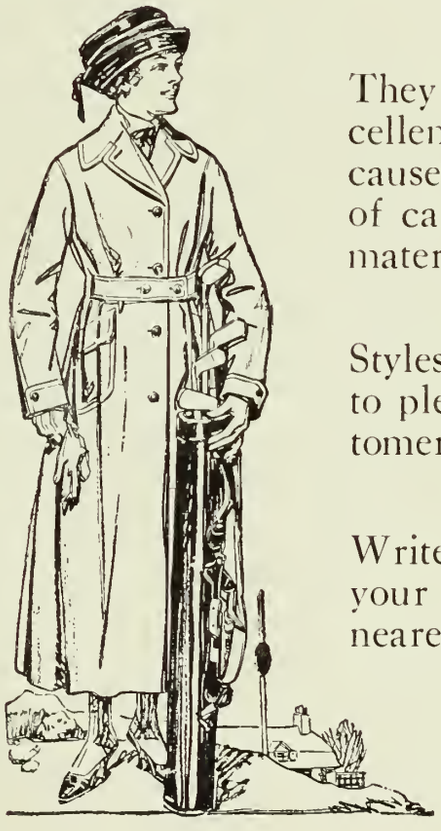

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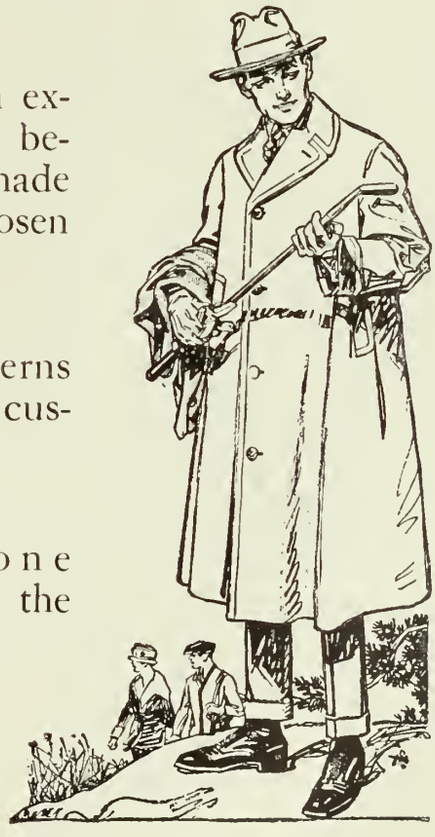

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DRY GOODS REVIEW

Vol. XXXI Publication Office: TORONTO, AUGUST, 1919 No. 8

THE MACLEAN PUBLISHING COMPANY, LIMITED, 143-153 UNIVERSITY AVE., TORONTO

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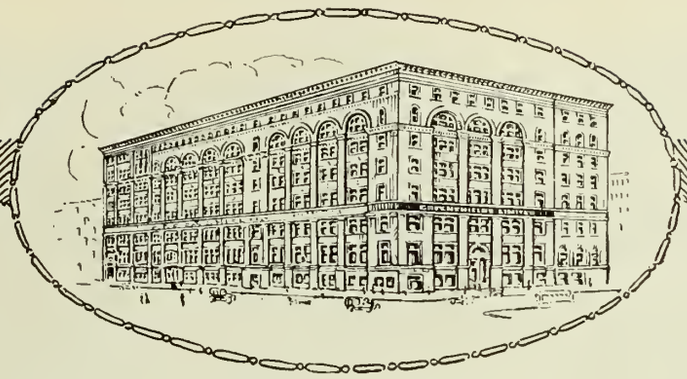

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1849

August
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Three Score Years and Ten

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You will find our stock complete in every department.

John Macdonald & Co., Limited
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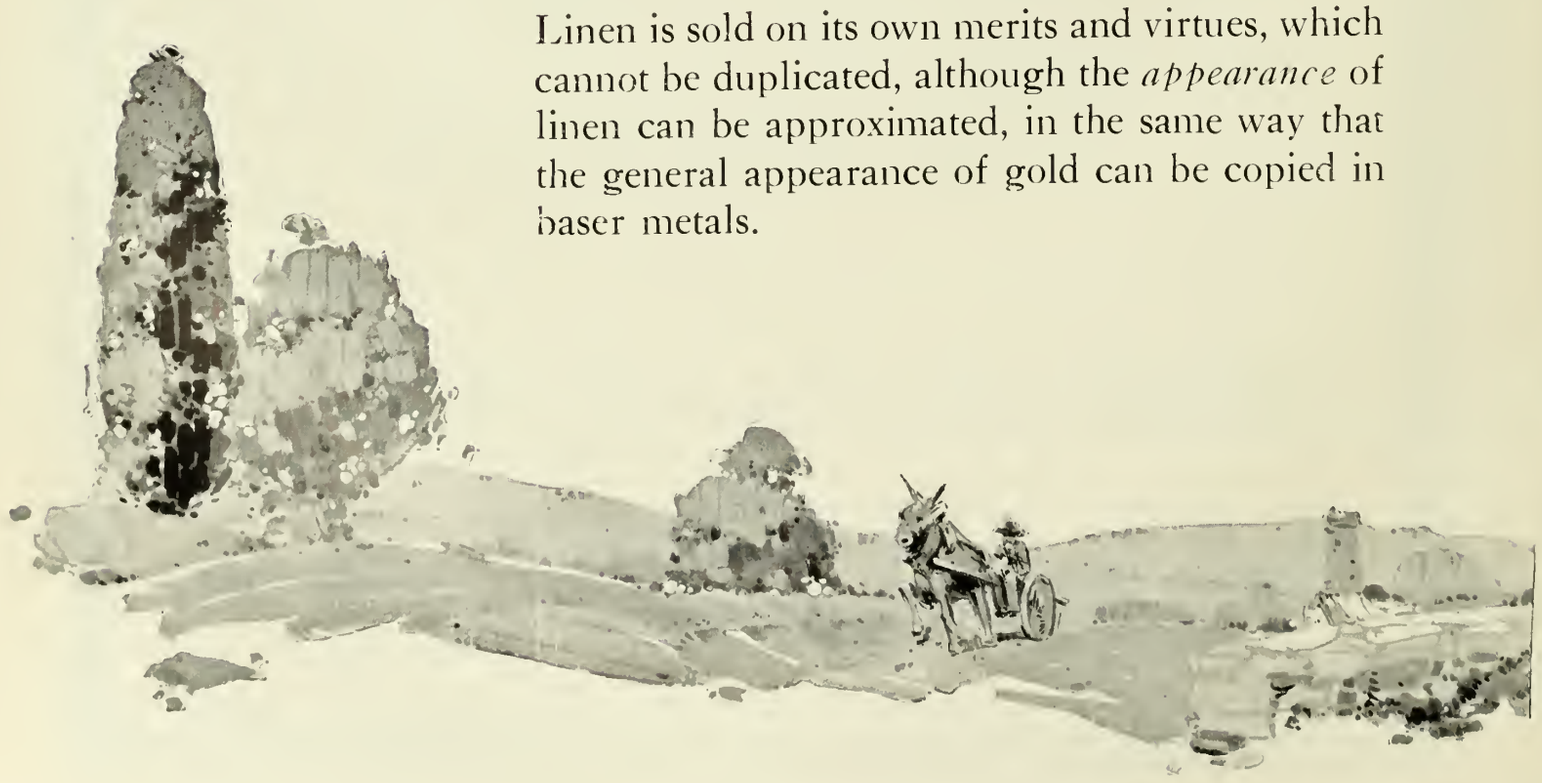

ITUTE FOR LINEN

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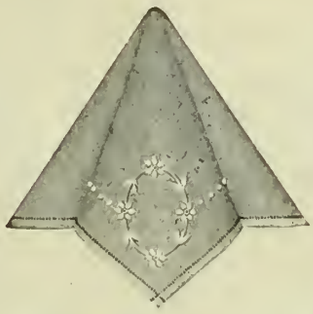

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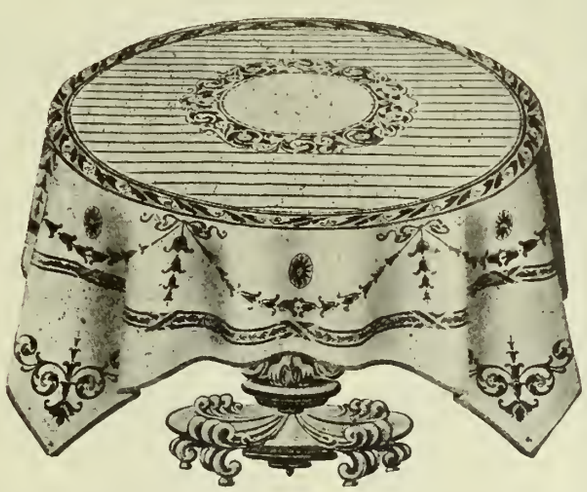

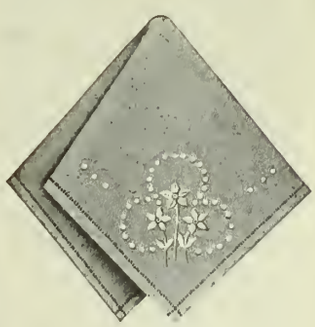

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THE PURE SILK

In all the popular Colours

BRIGHT COLOURS—Blues, reds, greens and yellows—are "correct" this year, for colours express happiness in the fullest sense. And this is the "Victory" year, the happy year. "Vigil" Silk this year is better than ever. For purity of fabric, for beauty of designs, for delicacy of colours, it cannot be surpassed. For many months past we have been thinking, planning, working in anticipation of the great demand that would surely arise for coloured fabrics. And now that the time has come we are meeting it with the most wonderful range of colours and blendings of colours that will be offered this year.

"Vigil" Silk is already known the world over as the *pure* Silk with the maker's guarantee of purity and quality. It is the Silk that outwears at least four present day crepe de chines, yet can be retailed at a reasonable price even in these times. It is the Silk that brings you new customers—the Silk noted amongst people of taste as original in colour designs and softness of blending.

The demand in England for these new "Vigil" colours is enormous. We strongly advise you to cover your needs at once and to mark your order for "earliest possible delivery." By doing so, you will not only ensure getting the best prices and a better chance of complete delivery, but also obtain the prestige which follows from an early display of goods in great demand.

Manufacturers: Walker Bros, England, Ravensthorpe Mills, Ravensthorpe, Dewsbury, Yorks, and 56-57 Aldermanbury, London, E.C. Telegraphic and Cable Addresses: Yorkshire: "Vigil, Dewsbury." London: "Vygilsyl. Cent." Agent: George Peterson & Co., 517 Coristine Building, Montreal.

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Spinners of every description of yarn for Hosiery Manufacture

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J. & W. BASTARD

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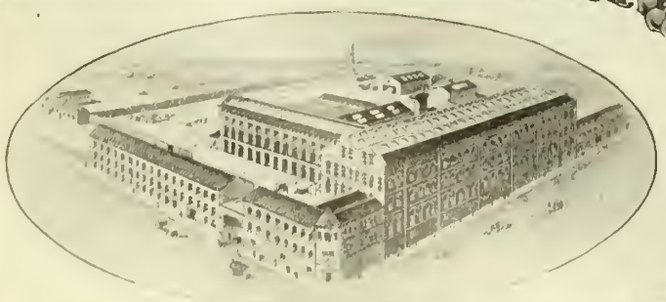
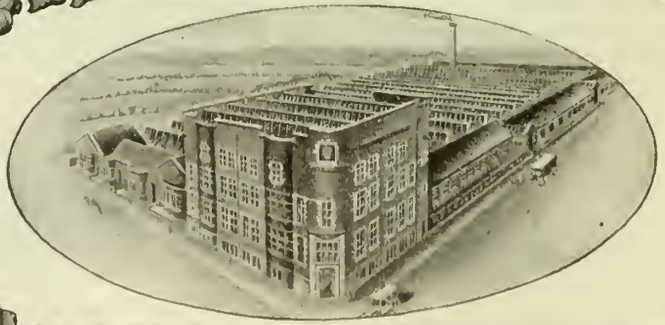
AMERICAN OFFICE:- 184 SUMMER STREET BOSTON.

COMBING & SPINNING

SPRINGFIELD MILLS, KEIGHLEY and SWINNOW MILLS, BRAMLEY, YORKS.





Sphere Suspenders

have the true "quality" stamp—they are so well made and beautifully finished that they never fail to please. They maintain the highest standard of "British-made" goods.

Made of fresh, strong, elastics, full of vitality, with neat, rustless, white metal fittings, and a soft yet firm grip that will not tear the finest hose.

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In Every Age

Linen has been a supreme evidence of refinement and quality.

Enthusiastic

approval and popularity have been enjoyed for many years by

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IRISH LINEN

HAND EMBROIDERED

Bed Spreads, Pillow Cases, Baby Cases, Sheets, Tea and Lunch Sets, Cosy Covers, Handkerchief Cases, Doylies, etc.

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IRISH LINEN AGENCY

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Order VICTORY BATS, NORTH STAR, CRESCENT and PEARL

Packed in Shipping Cartons or in Bales

The best value for the price.

Can be had in 125, 100, 80, 67 or 50 rolls to the bale or 124, 96, 80, 64 or 48 to a lot of four cartons.

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SHEET MUSIC

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is the best line as a foundation for your sheet music department. It is the most popular line of Standard, Classic and Teaching Music. It is universally endorsed by teachers, students and the general music loving public. Each selection is placed in a heavy manila stock cover bearing name and number of the selection, 20 substantial stock boxes and 500 catalogs bearing your business imprint. The sale of McKINLEY MUSIC affords you

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There is an enormous range of fine designs, and you are sure to find just the one you want!

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ATLANTIC MILLS, GLASGOW
REPRESENTED IN CANADA BY
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The House of Dry Goods Values

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Our values represent the highest standard obtainable—the widest and most interesting range possible—and the most advantageous prices.

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From the smallest order to the very largest, all receive the same prompt, conscientious, efficient attention in our mailing department.

We honestly endeavor to give you thorough satisfaction, and spare no effort to ensure this.

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Woollen Dress Goods

are here in all the wanted fabrics, finishes, and shades of the Season. The demands upon our Dress Goods Department are exceedingly heavy, but our immense stock ensure a splendid variety if you order NOW.

Prices show no sign of declining. Considering the prevailing labor conditions and the unprecedented demand for foreign trade, this could not be expected either.

Our other Departments will meet all your needs in every line of Dry Goods. We are anxious that you become acquainted with our exceptional values in all lines. Let us know your wants.

Samples and quotations gladly submitted.

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"SUTOPLEX" (REG° TRADE MARK) FABRIC GLOVES.

The wide range of our productions covers everything that is essential for the better-to-best class trade in Drapery and Men's Outfitting.

Our long experience of over a century enables us to foresee exactly the needs of the market and provide goods that are right in materials, make and price.

Customers, therefore, who make us their chief centre for supplies can always depend upon keeping their stocks complete with up-to-date attractive ready selling goods, "OBERON" goods, "SUTOPLEX" GLOVES and "BELNIT" Ribbed Underwear are our chief productions. All of them are famous the world over for quality and value.

COMPLETE RANGES OF SPRING SAMPLES
Can now be seen at our
CANADIAN REPRESENTATIVES

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c/o Thompson, Ahern & Co.,
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TORONTO

Western Provinces
MR. G. E. LEDDER
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Cornox St.,
VANCOUVER

"OBERON" SPECIALTIES

Hosiery
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Ladies' and Men's Pyjamas
Directoire Knickers
Silk Scarves
Towels
Quilts
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Ties, Caps and Raincoats, both for Ladies and Men.
Etc., etc.

AT THE
TORONTO EXHIBITION
August 23 to Sept. 6

Our representative will be showing a full range of samples for immediate and Spring delivery which all enterprising buyers will do well to inspect.

"SUTOPLEX"
(Regd. Trade Mark)
FABRIC GLOVES

Made in our own factory, especially to replace the German Duplex Gloves, and are now recognized as being well ahead of that article. We can supply Sutoplex Gloves in a full range of Men's and Women's lines and recommend them with every confidence.

"BELNIT"
RIBBED UNDERWEAR

Made in our factory at Belper, Derbyshire, is unquestionably the best line of its kind on the market. Belnit Underwear sells freely on its merits and brings repeat orders without effort.

New Customers are asked to kindly furnish the usual trade references.

GEORGE BRETTLE & CO., LTD.

Manufacturers and Merchants,

119, WOOD STREET, LONDON, E.C. 2,
and at BELPER, DERBYSHIRE.

Telegraphic Address: Brettle, Cent. London. Telephone: Central 6564 (Four Lines)

The Canadian Dry Goods, Fancy Goods and Smallware House

We beg to announce that we are opening a new Sample Room in Toronto on August 15th, in charge of Mr. D. McGill, and we extend to you a cordial invitation to meet him there and inspect our lines. Carslaw Bldg., 28-30 Wellington St. West, Toronto.

"Dorothy Frances" Ladies' Wear

The name "Dorothy Frances" is synonymous with satisfaction in the minds of buyers of Ladies' Wear from coast to coast. It means style, quality and workmanship. Our new range of Fall waists bearing this famous name will be ready 1st August and waist buyers will do well to see same before placing their orders. The range comprises: French Voiles, Marquisettes, Fancy Muslins, Jap Silks, Crepe de Chine and Georgettes. Styles to suit the most discriminating at prices to suit all trades.

Dept. A. & C.—We have a dark stripe Flannelette **full** 36 inch, at 27½c per yard. Also a white Flannelette **full** 36 inch, at 29c and 31½c per yard. In Dept. A. & C. you will find a complete stock of Cotton Staple Goods, Knitted Woollen Goods, Ladies', Misses' and Gent's Brushed Wool Mufflers, from $6.60 per dozen to $30.00 per dozen. Also Wool Caps from $5.40 to $17.75 per dozen, or Combination Sets of the above from $12.60 to $45.00 per dozen. All of these lines in the following colours: Oxford, Brown, Camel, Rose, Saxe, Emerald, Coralette, Corn, Navy and Maroon.

Pullover Golfers—We have a very complete line of Children's, Misses' and Ladies' Pullover Golfers at prices ranging from $17.50 per dozen to $180.00 per dozen.

HOSIERY

Ladies' and Children's Wool and Worsted Hose, in black, white, grey and red. Size from 4½ in. to 10. Prices from $5.20 per dozen to $16.00.
Also a very nice range of wool and worsted half-hose in black and grey.

DRESS GOODS

SO338, a cotton fabric, 40 in. wide, for dainty under and over wear, in cream, sky, Mexique, pink, fawn, maize. Price 60c

LINENS

Bleached pure linen damask, 66 in. wide. Yard.. $1.50

SMALLWARES

Texto Crochet Silk in cabinets containing 48 spools, 16 different shades, at $7.40 cabinet, or in boxes of 1 dozen spools of a shade at $1.85.

SCHOOL SUPPLIES

Scribblers, Exercise Books, Writing Tablets, Pens, Pen Holders, Pencils, Erasers, Carter's and Stafford's Inks, Pencil Boxes, Boys' and Girls' School Bags in Canvas, Leather and Imitation Leather, Scholars' Suit Cases, Chalk, Crayons, Slates, Slate Pencils, Slate Sponges, Rulers, Foolscap, etc., Carter's and Le Page's Pastes, Mucilages, Glues.

We give special attention to letter orders, telegrams, and long distance telephone orders. If our traveller is not calling on you, kindly notify us and we will have him call.

HODGSON SUMNER & CO., LIMITED

St. Paul St. West - 21 St. Sulpice St. - 84-92 Le Royer St.

MONTREAL

SAMPLE ROOMS: Metropole Building, SHERBROOKE. 7 Charest St., QUEBEC. Windsor Hotel, OTTAWA. Carslaw Bldg., 28-30 Wellington St. West, TORONTO. 503 Mercantile Bldg., VANCOUVER

Department "F"

Men's

Underwear and Sweaters

You will find in this department all the popular and reliable lines that ensure rapid selling and satisfied customers.

Be sure to ORDER EARLY!

There are indications of a shortage in Underwear lines in the Fall. Foreign markets are ordering heavily of the very best lines produced in Canada.

All the best makes of Sweaters are here represented, in complete range of weights, sizes, styles and colors.

One word about RACINE VALUE
-- MAXIMUM --

Our different Departments cover every line of Merchandise for MEN and WOMEN.
Also House Furnishings and Staples

Our Quality, our Service, and our Prices are RIGHT.

14 DEPARTMENTS

A—Cotton Staples.
AX—Flannelettes.
B—Wash Goods.
C—Woolens, etc.
D—Linens.
E—Dress Goods and Silks.
F—Men's Underwear and Sweaters.
G—Home Furnishings.
H—Ladies' Hosiery and Underwear.
I—Men's Fancy Furnishings.
J—Ladies' Ready-to-wear.
K—Smallwares and Notions.
L—Men's Fine Shirts.
M—Working Men's Wearables.

ALPHONSE RACINE, LIMITED

"The Staple Dry Goods House of Canada."

60-96 ST. PAUL STREET WEST, MONTREAL

Dry Goods Jobbers and Manufacturers

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For Lingerie

suggest that your customers use

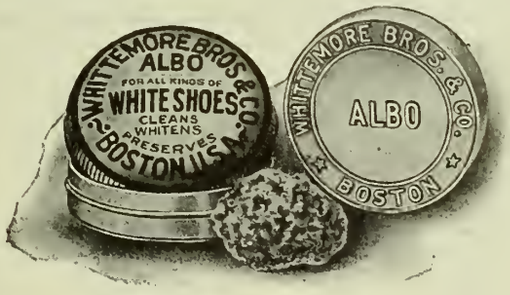
HORROCKSES'

sheer NAINSOOKS
dainty CAMBRICS
fine MADAPOLAMS
sturdy LONGCLOTHS
and
"DIAPHALENE," the new cotton, with the appearance and finish of silk.

The name "HORROCKSES," stamped on the selvedge, is a guarantee of excellence, the world over, AND YOUR CUSTOMERS KNOW IT.

Horrockses, Crewdson & Co., Limited
Manchester and London, England

Canadian Agent:
John E. Ritchie, 591 St. Catherine St., West, Montreal



Bostonian Cream. Put up in Brown, Gray, Cordo-Tan and all the popular colors. The ideal cleaner for kid and calf, both glazed and unglazed.

Nobby Brown Paste for Brown shoes, also **Nobby Brown** combination.

Peerless Oxblood combination for red shoes, **Peerless Oxblood** paste.

Quick White Liquid Canvas Dressing.

Albo Cake White Canvas Dressing.

Top-Notch White Leather Dressing.

Rival Gloss, Self-Shining Dressing.

Ask your dealer or write us for

Whittemore's Shoe Polishes

Supply All Colors

Make More Sales

Carry the Complete Line

Sunset Soap Dyes

Twenty-two standard colors, including Black, Navy Blue and other dark colors. Sunset colors are fast and only one simple operation is necessary to clean thoroughly and dye all fabrics.

Sunset is a Real Dye, honestly and extensively advertised, and sure to please your best trade: all colors can be supplied immediately. The spring and summer demand will be heavy—due to the high cost of clothing of every sort. Be prepared—order a gross packed in an attractive counter display and let it make sales for you. Sunset selling at 15c pays you more profit than any other dye.

North American Dye Corporation

New Corporate Name of SUNSET SOAP DYE CO

Mount Vernon, N.Y. **Toronto, Canada**

Sales Representatives for U.S. and Canada:

Harold F. Ritchie & Company, Ltd.
NEW YORK TORONTO

X PUBLISHED ANNUALLY X

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with Provincial and Foreign Sections,

enables traders to communicate direct with

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in London and in the Provincial Towns and Industrial Centres of the United Kingdom and the Continent of Europe. The names, addresses and other details are classified under more than 2,000 trade headings, including.

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25 Abchurch Lane, London, E.C. 4
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Through a regular service of

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We gather information from all publications in Canada and the United States and can place on your desk news of changes, enlargements, fires, assignments, new advertising, or developments that affect your business. Write to

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143-153 University Ave., TORONTO

GOOD TAILORING IS LABOUR LOST
IF THE CLOTH IS ILL SHRUNK

MAKE SURE IT IS SHRUNK :: AND WELL SHRUNK :: AND KNOW BY WHOM

THERE'S LITTLE SATISFACTION IN SUCH A STAMP AS "SHRUNK," "WELL SHRUNK," "LONDON SHRUNK," OR "SHRUNK BY LONDON PROCESS." INSIST ON A SHRINKER'S GUARANTEE—ON THE STAMP OF A FIRST CLASS FIRM OF LONDON SHRINKERS—BEST OF ALL ON THE STAMP OF

JENNENS, WELCH & Co., Ltd.,

Cloth Workers and Shrinkers, and Proprietors of the Famous "JENNWEL" Waterproof Finish

LONDON, HUDDERSFIELD and BRADFORD, ENGLAND.

WHEN ORDERING ENGLISH CLOTHS, SAY "TO BE SHRUNK BY JENNENS, WELCH & CO., Ltd."

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World.

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Reputation gained by long years of vigorous conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada

TORONTO, CANADA.

Herbert Whitworth, Limited

WHITWORTH HOUSE
MANCHESTER
PIONEER MILLS, RADCLIFFE

COTTON PIECE GOODS, SHIRTINGS
DRILLS, PRINTS, BROCADES
BEDFORD CORDS, ETC.

RAYMOND & RAYMOND, Agents
LONDON, CANADA
BANK B.N.A. BLDG. P.O. BOX 171 PHONES 6656-1718

Prepare fully for Autumn Trade—by visiting
our Warehouse at Montreal this month.
There are good reasons why it will pay you.

THE W. R. BROCK COMPANY

WHOLESALE DRY GOODS (LIMITED)

MONTREAL

CARPETS HOUSE FURNISHINGS

"Victory = Peace"

MANY doubts and uncertainties affecting vital issues all over the world have, by the conclusion of war, the establishment of victory, and the advent of peace, been put to rest.

The dry-goods trade emerges with a grave sense of relief and thankfulness, but finds a great and increasing demand for all classes of textiles and, as there is a world-wide shortage of manufactured goods in practically every industry, it is going to be impossible to supply in full the demand.

Unfortunately, such being the situation, there is no prospect whatever of cheaper goods either now or in the near future. Most cotton and woolen mills are booked to capacity until well into 1920.

We have during war time feared to offer advice in the matter of buying, but now, without hesitation, recommend the early placing of orders for normal requirements, feeling confident that not only will money be saved thereby, but necessities secured which will be unavailable shortly.

Every indication points toward an absolute record for The Canadian National "Victory-Peace" Exhibition including sorting business in wholesale dry-goods. We have laid our plans towards this end and extend a most cordial invitation to all visiting the market at that or any other time.

THE W. R. BROCK COMPANY (Limited)

Wholesale General Dry Goods,
Woollens, Carpets, Men's Furnishings,
Women's Ready-to-Wear

S-W. Corner Bay and Wellington Sts., TORONTO

DRY GOODS REVIEW

The Recognized Authority of the Canadian Dry Goods Trade

Published Seventh of Each Month — Advertising Forms Close Third of the Month

Vol. XLI. — Toronto, August, 1919 — No. 8

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SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $2 a year; United States, $2.50 a year; Other Countries, $3 a year; Single Copies, 20 cents. Invariably in advance.

A New Tailleur

Here one can readily see that embroidery has an important place in Autumn fashions. This striking gown is of serge and made with the correct long-waisted effect. The silk cord girdle too, is interesting.

Creating a Down Stairs Store

How J. H. Gould, of St. Thomas, Converted a Dingy and Useless Basement Into One of the Livest and Most Profitable Departments in Their Big, Progressive Store.

By L. B. Birdsall

RECONSTRUCTION is the wonder word of the world these days. It has taken on new meaning and powers. It is as contagious as Spanish influenza and even more dangerous, for it means sudden death to antiquated methods and inefficiency. Reconstruction is pep, ambition and progress all mixed together and working overtime.

And this article has to do with reconstruction. It is the story of the renovation of a dingy store basement that had been used, for many moons, solely as a clearing-house for rubbish, packing-cases, discarded fixtures and dust.

Up until October, 1918, the dingy basement had slept peacefully beneath the rumble of three floors of big business, oblivious of all that took place overhead, content to be nothing more exciting than a dumping place for trash.

Perhaps it was the cessation of hostilities that awakened the dingy basement. Anyway, it awoke, very suddenly one day last October, and discovered that it had undergone a startling change, a radical transformation. It was radiant in pretty white garments, well laden with tempting ware for an appreciative public.

Like an iridescent butterfly bursting from its ugly chrysalis, a spic and span, modernly-equipped "downstairs store" had emerged from the dingy basement. The workers of this miracle were J. H. Gould, Limited, of St. Thomas, the owners of the dingy basement and the three floors of big business above.

Popular From the Start

To-day, after ten months of this new life, the dingy basement is one of the most popular spots in J. H. Gould's big store of specialized departments. It has been a winner from the very beginning. Every day new customers are added, for it is cram full of genuine values in the high-class chinaware, glassware, silverware, enamel and graniteware, toys and toilet soaps and requisites.

The Christmas trade in the downstairs store was surprisingly heavy for a three-month old innovation. The new department became a veritable beehive of activity: Toyland a mob of happy and excited kiddies.

The color scheme used in the decorations of the downstairs store is simple, but most effective. It is white—spotless white. The walls and woodwork are finished in white enamel, and the shelving, counters, tables and fixtures all harmonize. Everywhere is whiteness and cleanliness.

Approximately five thousand square feet of floor space has figured in the reconstruction and every foot is being used to good advantage. The downstairs store is well lighted and well ventilated. A wide, airy stairway, with entrance from the centre of the west side of the first floor, and also the electric elevator service, make the new department easily accessible.

Basement vs. Downstairs Store

It is the intention of the creators of this new department to avoid, as much as possible, all reference to the words "cellar" and "basement" in featuring the merchandising in the downstairs store. In fact the name basement was banished along with the old packing-

A Commendable Page Ad.

Note the proper balance of boxed spaces; the judicious use of cuts and of price figures with headings prominent and impressive, but no extravagance or crowding throughout. The Down Stairs Store, the new feature at J. H. Gould's, Limited, is given a choice position among the departments represented.

cases, the discarded fixtures and the dust, and one no longer feels inclined to associate the cold, clammy cellar with this bright and bustling floor.

"Downstairs Store" is the most appropriate title that could be selected. It fits the new department like a perfectly-made glove.

Mr. Gould is an advocate and an exponent of the very livest advertising. He is enthusiastic regarding the true value of properly-applied publicity and his advertisements are original and resultful. The downstairs store bargains are featured in every large advertisement. They have a special space reserved for them right in the heart of the ad. and under a special, snappy heading that commands attention to the other attractions on the page or half-page. The downstairs store is a business-getter for the other departments, and one year ago it didn't exist. It was a useless old basement!

BRITISH CLASSES FOR DRY GOODS CLERKS A SUCCESS

TRADE COMMISSIONER H. G. BROCK, London

A correspondent of the "Times" makes some interesting remarks in connection with the successful experiment in continuation classes for dry goods clerks, which have been held at the Central School of Arts and Crafts in London, where salespeople are trained for the wholesale and retail trade. This training will become compulsory on young people between 16 and 18 years of age for eight hours per week in the employer's time in the distributing and all other businesses as soon as the Fisher Education Act comes into force.

The question of the best centres at which to hold these classes will have to be decided; and while some of the big firms at present employ teachers to carry out their special schemes of business instruction, it is felt by trade-union authorities that the best results will be attained in outside centres controlled by the education authorities to which students from many different firms can come. It is said that any standardized course of training will be futile, and that the course should not be hampered by the trade ideals of any one firm or distributor, however vast his operations or rapid his turnover.

The experiment at the Central School is along lines on which a system might be developed elastic enough to suit the various trades. It is contended that, as the salesman's present view is to make each day a "big book" in the interest of his employer and his own commission, it leads in the dry goods trade to the lowering of the customers' standard of taste by having articles of inferior design and make offered as the best because they "total up" more satisfactorily.

It Pays Me to Do It Different

Debts for Merchandise, Some Valuable Experience, and No Money—That Was All of His "Capital" at the Start—To-day He Owns Five Successful Stores—Here He Tells Why His Business Grew.

By LEOPOLD WERTHEIMER,
President, L. Wertheimer Department Stores, Inc.

TEN times out of nine, I go right ahead after some croaker predicts: "You'll lose a lot of money if you experiment with that new-fangled idea. Why, no successful merchant does anything at all like it. Now, so-and-so has found—" and he goes on to point out what he regards as the error of my way.

I have made the illuminating discovery that it pays me to disregard precedent, if I use good sense in selecting the precedent to disregard. Just because a method never has been used is no reason why it cannot be used to advantage. Contrariwise, that is why it will pay me a good profit if the plan is fundamentally sound.

When I started out in the little store which has now grown to five successful neighborhood stores in upper Manhattan, I ignored precedent by having no capital. Another man was to put up the money for the partnership which I was to supply with merchandising experience. At the last minute he got cold feet and withdrew; he agreed to pay for the fixtures —$750 worth of them—which had already been installed. And I was glad to make the bargain, for I saw that I could never succeed in that business if I were to be hindered by a faint-hearted partner —who, incidentally, held the purse strings.

There I was, with a year's lease on my hands and no stock. I had to get my goods on credit—good long credit—or I had not a chance in the world to escape the sheriff. How could I do it?

I canvassed that neighborhood almost from door to door, in search of information about the community. I talked with real estate dealers, butchers, grocers, barbers—everyone. And when I had completed three days of this hard work I decided that the neighborhood offered me a market of $25,000 that year. I scaled this down to $20,000 for safety's sake; then I carefully computed my overhead, including $15 a week as my salary —rather a comedown from the $5,200 I had been drawing every year as buyer in a large store. According to my estimate, the overhead totaled over $5,700, which is 28.05 per cent.—with most liberal estimates, and the gross profit on $20,000 sales was to be about $6,600, 33 per cent. I could count, then, on a net profit of around $900. But, most important, the estimate on paper showed that I could pay for my stock inside of the first year, and be completely out of debt—figuring, however, that some of my later purchases had not as yet come due.

My next move was a trip to a wholesaler whom I knew. I laid my cards on the table, and told him I wanted $500 worth of merchandise to be paid for in one year. With this concession from him and from four other merchants, I argued, I could get the business under way; current needs I would buy on the regular terms.

My wholesaler friend agreed, as did four other wholesalers. And so in early September I opened my store with seven employees, one dollar in my pocket, and not one cent in bank or till.

Within the next year I developed a good many methods that I still use. There is no need to explain them here; I shall go into them in detail further along in this article. At any rate, after 12 months in that store I had sold over $30,000 worth of merchandise, I had paid the wholesalers who had given me a year's time; and I had a net profit in cash of $3,000, with $6,000 of goods on my shelves for which the bills had not yet come due. That taught me that it is often possible to accomplish what the other fellow says can't be done.

One of the merchandising plans that I learned on the first day in my little store is that the unusual courtesies which a merchant gives his customers are often the most appreciated. As a corollary to that, the man or woman who actually spends the money is not always the most profitable person toward whom a merchant can direct his good-will-building efforts.

One of my first customers was a nursemaid who hesitated in front of the door; just what to do with the baby car-

riage seemed a puzzle. I stepped over, held open the door, and said: "Madam, baby carriages are very welcome in my store. Wheel it right inside."

The girl, it turned out, was nurse in the family of a successful young lawyer. Soon the lawyer's wife began to buy in my store; a very few days after that her husband stepped up to the men's furnishings department, introduced himself, and bought a nice bill of goods. The whole family soon came to be listed as perhaps my best customers—all as a result of my courtesy to a maid.

Soon I put a sign in the window: "Baby carriages welcome." My baby-carriage trade increased so much that there was not room in my store for the carriages at times. I hired a girl, dressed her up as a maid, and had her take care of the carriages that were standing outside on the sidewalk. The mothers and nurses did not have to worry about them then, you see.

Special courtesy to maids and children —that is now one of my big important policies. For I have been shown time and again by experience that when a store controls the trade of the children and the servants, the whole trade of the family is likely to go there.

Right along this line, at my biggest and newest store I provide a playground next door. I leased the ground, bought the equipment, and pay an attendant. The playground is very popular with the youngsters; and mothers often bring their little ones and leave them in the care of the attendant while they shop in the store.

Laying Up Business From Rainy Days

My first store was located alongside the steps leading down from an elevated station. And on rainy evenings we used to do a loan-office business in umbrellas. Not one person in ten, I estimated, would buy an umbrella just for the trip. Why not rent umbrellas?

An umbrella club was the result. Membership cost about the price of an umbrella; the member was entitled to borrow an umbrella in my store whenever it rained. Of course I didn't get rich off membership fees. But lots of people acquired the habit of coming into the store. And that meant more customers for me, and bigger sales.

The umbrella club is out of existence now. Competition ruined it. For the small boys of the neighborhood, seeing with their nickel-hungry eyes the demand that existed, formed the habit of thronging around the elevated station with umbrellas; for five cents they would escort any one home, providing shelter from the rain. And so I withdrew gracefully from the field.

We fly in the face of a common practice, too, by making donations to churches and societies. If, for instance, a church needs an American flag we lend it free of charge. If there is a fair or an auction or any deserving charity in our district, we are always on the job. We never refuse—and we have gained untold good will. We are such good friends with the churches, in fact, that we are even mentioned favorably from the pulpit now and then. And that, of course, does our business no harm.

We try to give the services which will be most appreciated and which at the same time will not cost us too much. A little plan of this sort is our shopping service. We send a young woman through the larger stores twice a week; she matches goods, buttons, and other little knick-knacks that we haven't in stock. In our dress-goods department, too, we let it be known that we will have buttons, braid, and other "findings" bought in our various departments for the purchaser of a piece of goods. The service is appreciated, and utilized, you may be sure, for often it takes longer for a customer to gather together these odds and ends than it does for her to select the goods and the lining.

Our outside shopping service is just one outcropping of our underlying policy —never disappoint a customer. We go to great lengths in putting this into practice. In my first few years in business, for instance, I frequently made deliveries in person, sometimes even late in the evening, to make sure that the customer got what she wanted. On one of those occasions, I remember, the cook gave me a piece of pie. Another time I was tipped a nickel for my trouble by the man of the house, who failed to recognize me as the proprietor of the "little store."

Right around the corner from this first little store lived the Norcott family —Mrs. Norcott and her daughters were good customers. One evening Norcott came home to pack his traveling bag for a trip to Chicago—and found he had no nightshirts. His wife came to the store right away to buy some, but we did not have his size; he was a huge man, weighing about 250 pounds.

I called up the wholesale houses, though, until I found one open. Then I got on the elevated, rode all the way downtown, procured the garment, and at 10.15 I delivered the nightshirt to Mrs. Norcott.

That bit of accommodation is typical of the lengths to which I have gone; the results it brought are also typical. The day Norcott returned from Chicago he called at the store and thanked me; from then until he died a year or two ago he bought all his furnishings from me; in fact, he was my very best customer. He went around the neighborhood telling everyone how accommodating I was; and I traced at least three dozen good customers to that trip downtown for Norcott's nightshirt.

I subscribe heartily to the thought that the customer is always right. In the rarest instances do we refuse to do what the customer asks; and then only after a series of unfair requests have been granted her. My employees and executives often tell me that I allow myself to be imposed upon, that I am too lenient. I regard that as a fine compliment, for the merchant who is too lenient is bound to earn a great many more dollars in good will than he will save in actual cash refunds if he is firm against the impositions of unreasonable customers.

A few weeks ago one of our executives became involved in a wrangle with a customer over what he felt was an unreasonable demand to return a $5 piece of fur. The case was appealed to me, and without hesitation I refunded the woman the purchase price, $5, in cash. Before she left the store, I discovered, she bought $15 worth of goods. Isn't that good business, as contrasted with antagonizing her rather than take a trifling loss?

A Lesson That Came From a Displeased Customer

That transaction pointed another moral, too. Until then we had given credit checks for returned merchandise, instead of money. I gave currency on this occasion because I wanted to make the refund promptly. The credit-check method was simply a hand-me-down from other stores; I had installed it without a thought about whether or not it was a very best for me despite my desire to do business in a little different way.

Since that day we have refunded cash; and not two out of ten customers take the money home. They spend it in the store. We have got rid at one stroke of the complications and bookkeeping expense which credit slips entail. And we are gaining a lot more in the confidence of our customers than we could possibly lose in failing to make sales.

Another popular merchandising belief is that basement space is not valuable for selling high-grade goods; hence the bargain basement. We have proved, to our satisfaction at least, that high-priced goods sell almost as well in the basement as on the first floor, and a good deal better than they sell on the upper floors.

Recently we were rearranging one of our stores. And to find out for ourselves just how much truth there is in the notion as it is generally held, we placed some of our piece goods in the basement. So well did this pay that we soon moved all our piece goods there—even the high-priced merchandise like tapestries, velvets, and silks. They are moving just as rapidly there as they did on the main floor.

The reason seems to be in the inherent dislike women have for riding in elevators or walking upstairs. They will

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Success Attends Change to Cash

When W. E. Lord, Red Deer, Alta., Changed His Business From a Credit to a Cash One 200 Customers Left—All but Two or Three Came Back—Steady Increase in Turnover Results—But He Had His Difficulties, Too.

"YOU have heard of customers making a beaten path to the merchant's door. Well, they made a beaten path to my door, but it was not from the outside, but from the inside."

It was W. E. Lord talking. He is the mayor of Red Deer, Alberta, and has the largest general store in that town. He was describing what happened, when, with 600 accounts outstanding for $19,000, he changed from the credit to the straight cash system. The beaten path to his door from the inside was made by disgruntled farmers and townspeople, who, when turned down for further credit, said they would go elsewhere to do business.

"It turned out to be all bluff," said Mr. Lord. "All but two or three of them came back to me."

That was nine years ago, and the proprietor of this store has stuck to the straight cash idea like grim death ever since. His turnover increased $10,000 the first year, and it has been doubling ever since. He has been obliged to enlarge his premises.

Of the $19,000 outstanding, all but $700 was collected, not including interest, and of this amount $300 was in one account that should never have been allowed. The story will prove of absorbing interest to merchants all over the country who are in the same predicament that Mr. Lord was, during 1910, and who wish to make a change.

Operates Two Stores

"Prior to the time I took my stand for the cash system," said Mr. Lord, "I was engaged in operating two stores, one of them at Red Deer and one at Lacombe. I had a manager for each store and endeavored to keep a watchful eye on both establishments, while at the same time giving the managers pretty free rein in the matter of credits. There came a time in 1910 when I had an opportunity to sell out the Lacombe business, and I decided to do so and concentrated all my efforts on the Red Deer store. It paid me well. Previous to that time both stores had been doing about the same amount of business, but when I took hold at Red Deer personally, the business began to grow and thrive from the start.

"It was in August, 1910, that I decided to watch the cash business and either make good on it or go down with the ship. I had been taking a look into my bookkeeping system and found two large ledgers filled with accounts. There were 600 in all, and their aggregate amount was over the $19,000 mark. I went through these ledgers, page by page, and was startled to find that I did not know a great majority of the people I was doing business with. If I had lined those 600 men up on the square I don't suppose I could have called 200 of them by name. Some of the accounts ran as high as $300. This was a bad state of affairs, a condition that I decided to remedy without delay.

Four Months' Advance Notice

"I decided to set the time for my transition to the cash system for January first, four months ahead, and immediately announced this fact through my advertisements in the newspapers. From that time until the beginning of the new year I kept this decision before the people, at the same time preaching from time to time the many benefits of conducting business in this manner from the consumers' standpoint.

"Then came the fateful first. Now, I was in an awkward position with regard to marking down goods, because in competition with the mail order houses and with other stores in town we had been hewing pretty close to the profit line. I could not afford to make reductions except in certain lines, and these price cuts I emphasized in newspaper advertisements. It was about this time, too, that I adopted the slogan, 'It pays to pay cash at Lord's,' using this in all my newspaper announcements, and on all my stationery and printing. Subsequently I had this sign painted on a 100-foot board fence at the main corner of the town, and it is there to this day.

"Well, my troubles began. One would think that my customers had never seen my carefully prepared announcements by the way they flocked to my office to insist that in their especial case credit should be continued.

"'Had they not always paid their bills?' It was true that in times of stress their accounts had been allowed to run a little longer than usual, but they were people whose reputation in the community was above reproach, etc., etc."

Much Oratory Required

"I tried to handle the situation tactfully, but firmly. I did not stand out adamantly, but tried to reason with them that we would both benefit by the change. Within a week I had developed talking points on the cash system that were almost inexhaustible in their length. I could have stood up on a platform and given a four-hour talk on the subject. I discussed the situation from the buying end and from the selling end, showing the economy that could be worked under the system. I pointed out the cost of keeping accounts and collecting them, and told of the losses sustained by bad accounts. I argued these points in detail.

"They came, they listened, and when they found I was determined to carry out my purpose they made a beaten path to my door. Before they went, however, they told me that they could not be bothered with paying cash every time they came to buy a few articles, or sent the children in. They had long been educated to the easy system of credit, and it was hard to part from it. They said they could get credit at the other stores, and altogether about 200 of my customers left me. I found, however, that it was all a bluff. They observed that I still continued to do business, and the appeal of my advertising showing that under the cash system I could underbid my competitors, together with the aggressive methods I employed, gradually won them back, and, all told, I only lost two or three customers.

"I had the laugh, too, on that multitude of individuals, including fellow merchants, travelers and friends, who told me the change could not be effected.

"It was with the thirty-day customers that I had one of my hardest fights. Many of these people were paid by the month, or were simply in the habit of letting their accounts run for three or four weeks at a time. They told me that if they were to square their accounts they would have to go elsewhere for credit, because they would not have sufficient cash to finance their purchases for the succeeding month. To these people I made a proposition that they let their present account stand and begin on the cash basis, paying off their former indebtedness a little at a time until they had it all cleared up. This solved the difficulty to perfection, and before the following May most of these accounts were squared up.

"There were few of these people who were not firmly convinced that by paying their accounts monthly they were paying cash. I insisted that it was not a cash transaction, and that it necessitated my keeping their accounts. I eventually won them over to my way of thinking."

Almost Everyone Paid Up

"But," Mr. Lord was asked, "were you not afraid of your credit customers taking advantage of you when you released your hold on them by cutting them off?"

"I maintain," he replied, "that the credit business has nothing to do with the cash business. If the accounts were bad, they would have been bad in any event. I have been vindicated in this belief by the fact that only $700 was lost out of the $19,000 outstanding. Against this small loss I increased the business $10,000 the first year after I started the cash system, and I have been increasing it ever since. We have been obliged to enlarge our store and add new departments until we have become one of the largest general stores in Alberta.

"What happened the business at the start?"

"It fell off considerably during the first few months after we commenced the cash system, and we had our time of anxiety, but that year we did a very heavy business with railway construction companies, which netted us a handsome profit. It was impossible to do a cash business with these concerns, and rather than lose the business we organized a separate concern known as the Western Jobbing Company to take care of their accounts. Our business with these concerns amounted to $35,000, but the general store business stood on its own feet, and increased its business by ten thousand dollars, as I have stated. The experiment was successful from the start, and this, too, in a community where the credit system had always been in vogue."

Would Not Go Back to Credit

"And have you been through any crop failures in this part of the country?"

"We have only had fair crops year in and year out."

"Would you go back to the credit business?"

"Not much. We have our worries under the present system, but they cannot compare with the worries under the old methods."

It was at the time of the annual fair when the representative of DRY GOODS REVIEW visited Red Deer, and Mr. Lord, in his capacity of mayor of the town, was a very difficult man to find. He was located during the afternoon at his attractive display, occupying the entire centre of the ground floor in the industrial building. In this display were some handsome ladies' fur coats, running in price to $100, and the general display of ladies' wear was as elaborate as that seen in the largest fairs on the continent. Millinery formed an important part, and prominently displayed was the familiar sign, "It pays to pay cash at Lord's." Mr. Lord, in discussing this slogan, said that if the last two words were cut off any person within 100 miles of Red Deer would couple the expression with his store.

Apart from the main display was an attractive display of hardware, with a kettle puffing out live steam on an oil stove. There was everything in this display that the heart of woman could desire for her kitchen.

Personal Invitations to Store

The personality of this live merchant was strikingly brought out as he stood behind the railing and handed out large printed cards to all who passed. "Good for one dollar at Lord's," was the caption on these cards, which went on to say that when presented at the store the card would be accepted for its face value in the event of $20 worth of goods being purchased. "When people visit a fair, especially country people, they always like and expect something to be given to them," said Mr. Lord. "Hence this card."

As he distributed the cards this cash specialist had a pleasant word and smile for each recipient, and the majority who passed addressed him by name. From time to time he engaged in conversation with farmers and their wives, in which the friendly relationship between merchant and customer was most conspicuous. He accompanied the distribution of the cards with a personal invitation to visit the store.

Later, during a brief visit to the store, it was found that the windows were tastefully dressed, and the interior displayed was all that it should be. One innovation in this store was the removal of the women's wear and millinery department to very handsome quarters upstairs.

Many Conveniences

In the rear of the store are tie sheds, especially erected for the use of farmers who drive into town. Here they leave their horses without the expense of taking them to a livery barn, and what could be more natural than that they visit the Lord store to make their purchases. In a pleasant little nook in the interior of the store there has been set apart a very comfortable rest room for farmers' wives. There is a telephone service in every department of the store, and a general mail order business is encouraged.

It is in its advertising that this store scores heavily. Mr. Lord has always been a strong believer in advertising. He takes one whole page every week in the local newspaper, and every inch of space bristles with live, purse-opening announcements, with the price tacked onto every article advertised. Cuts are always used, and always the specially engraved caption flares across the top: "It pays to pay cash at Lord's."

Variety Store Leaps Into Prominence

In Many Western Towns These Stores are Making Headway—Do Not Limit Price of Articles Sold.

The variety store has come to stay in Western Canada. It has become firmly entrenched in the towns of Western Alberta and is gradually working eastward. It is made up of an odd conglomeration of stock from every other line of retail trade. The people appear to like it, and the proprietors of the several stores at present in operation are making good.

The story will be told presently of one young merchant in Wetaskiwin who opened his variety store in that place with an initial stock costing him $86, and who has made so good in three years that he is going to open up another store in Leduc, Alta.

This type of store is simply a replica of the Woolworth stores on a small scale, with the exception that there is no limit to the amount which can be obtained for any one article. Last Fall a variety store in the town of Camrose, Alta., sold sets of dishes that ran as high as $250. This store also handles cabinet phonographs.

The first of these stores visited by a representative of DRY GOODS REVIEW was the Brazier store at Red Deer. Here it was observed that this establishment, like all others of its kind, emulated the city five and ten cent stores by painting the front of its premises a brilliant red. The proprietor stated that he had been in business for seven years, with his business gradually increasing each year, until his turnover for 1918 amounted to $20,000. This year he expects it to reach $25,000. It would take a very considerable space to enumerate the miscellaneous articles carried in this store. They include ribbons, handkerchiefs, pennants, parasols, lace goods of all description, articles of feminine wear, including those worn from babyhood to mature womanhood, toys, shelf hardware of all kinds, crockery, chinaware, baskets, music, leather goods, hair goods, stationery, jewelry, toilet requisites, post cards, games, novelties, etc., etc.

In this store a specialty was made of 5, 10 and 15 cent tables, these tables being built in tiers or decks and loaded to capacity with goods.

A store of this kind seems to have a peculiar fascination for country women, and especially for foreigners, both male and female. They come in presumably to buy a package of pins, but continue to "browse around" at their own sweet will picking up articles that run in value

from $2 to $4. The writer happened to be in the Brazier store while the annual midsummer fair was being held in the town, and observed the constant stream of customers who came in "just to look around." They were not molested by the proprietor or by his one clerk. They had learned from long experience not to interfere. The wealth of goods so attractively displayed did not need a salesman to urge them on the customer, and apart from that, the buyer likes to feel free to rove around and inspect the stock at his or her leisure.

Mr. Brazier stated that at Christmas time he needed the service of half a dozen clerks to wait on the people. The variety store is a regular bonanza at Christmas time with its great selection of cheap goods.

As an example of what can be done in the way of seeking independence through the medium of a store of this kind, the story of the Smith variety store at Wetaskiwin is intensely interesting. It reads like the romance of the Woolworth start in the early eighties.

Mr. Harry G. Smith, who operates this store, tells the following story of his early experiences and the methods that brought him success:

"I had formerly lived at Red Deer, Alta., with my parents," he said, but at the beginning of the war enlisted, only to be turned down as medically unfit. In the meantime I had lost my job and I then moved to Chicago. My people were very anxious to get me back, and one day, when my father was in Wetaskiwin, he noticed this centrally-located small store to rent. Without consulting me, or without any definite idea of what business I could engage in, he proceeded to take a lease of it, and wrote me to come on. That was in August, 1916. I had about $200 cash at the time, and it was force of circumstances that led me to decide on the variety store. I proceeded to write to well-known jobbers in novelties and fancy goods in the United States and Canada, and finally sent in my orders for goods. It was three months before these were delivered. In the meantime I opened my store with $86 worth of goods which I procured from a variety store in a nearby town, practically paying retail prices for them, although in my ignorance I was not aware of this at the time.

Built Shelves in Absence of Counters

"I did not have enough money to purchase counters or show cases for the store but managed to secure a $22 bill of lumber on credit, with which I proceeded to build shelves completely around the interior. On these shelves I placed colored tissue paper, and spread out my little stock as best I could. I did not do much business at the start. One day my total sales amounted to 25 cents. Fortunately I was not married, and I managed to scrimp along, adding to my little stock when travellers visited me. I remember in those days when I sold a cup and saucer I had such difficulty in covering the vacant space that I had to re-arrange my whole stock. The month of November rolled around and I could not rake up $15 to buy a stove, let alone fuel. It was tough on the customers but I kept plugging along. I had had no previous experience, having been employed with the Goss Printing Company in Chicago, and when it came to marking up stock I simply chalked up what I thought I could get for the goods and paid no attention to systems of figuring profits.

What the interior of a variety store looks like. This is the establishment operated by C. A. Killam at Camrose, Sask.

Pays Cash and Saves Discounts

"One thing I did at the start, and I have maintained the system ever since, was to pay cash for my stock and take all the discounts. I have never yet missed a discount, and they just about pay the rent of the store. I claim that there is only one man in town who has better credit with the wholesales than I have.

"My first big stock arrived in time for the Christmas business, and when the rush started I sent in an S.O.S. for my father and mother and sister to come and lend a hand. With the assistance of one other clerk we managed to pull through, although the store was so crowded all the time that there was scarcely standing room.

"Since that time we have gradually expanded until to-day after less than three years of business we have a $2,000 stock all paid for, and sufficient capital to start another store in Leduc. My brother, who has come up from Chicago, will continue to run this store and I will open the new one and put it on its feet."

U. S. Jobbing Houses Help

In building up his little business, Mr. Smith has used some live methods. Every Fall he has got out big posters advertising Christmas gifts, which have been mailed to hundreds of people in the district. These posters were elaborately illustrated with cuts, and in connection with this printed literature Mr. Smith has some important information for the wholesale trade of Canada. The posters, he says, were furnished to him bearing his own name and advertising at the rate of $9.50 per thousand by a large jobbing house in the United States. This service was furnished in consideration of his purchasing $150 worth of goods a month. It is just an instance of how some Yankee firms are getting away with Canadian business by co-operating with the merchant and helping him to dispose of their goods. As a result of this co-operation this firm, and other proprietors of variety stores are placing their largest orders across the line, even at the cost of paying heavy freight and duty on the goods.

Not only does this United States firm print posters at a low rate, but they also supply cuts of their extensive line of goods for newspaper advertising at 15 cents apiece, and these cuts Mr. Smith has been constantly using to advertise his wares with good effect in the two local weeklies. As an instance of what can be accomplished by the use of these cuts Mr. Smith states that one 3-inch single-column advertisement with an attractive cut of a box of fancy writing paper at the top cleared out his entire stock of paper at Christmas time. The advertisement read: "Young man! Give your mother, sister, or 'her' one of these fine boxes of writing paper this Christmas. It makes a fine gift and costs you very little." The prices were quoted.

In connection with his regular advertising in the newspapers Mr. Smith takes little space, but standardizes his advertising by consistently running it under the heading, "Store news," and at the same position in the paper. He changes his advertising every week.

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16 Years' Brilliant Success

Fashion Parades, Mail Order Business, Extensive and Varied Advertising, Crop Failures, Changing Conditions in Locality, a Basement Store and a Rest Room—None of These Too Big Ideas for Western Town of 6,000 to Meet.

The W. W. Cooper Departmental Store as it is to-day.

TWO strangers who were in the town of Swift Current, Sask., one day early last Spring, it looked as if some Adonis of the film world was filling a long distance engagement on the screen of a local picture theatre. Jostling crowds of women and girls surged through the entrance, all of them in a merry mood in apparent expectation of some treat in store. The proprietor wore a dazzling smile.

Those of the strangers who joined in the rush found the interior packed to the limit. Then, following a period of suspense a curtain slowly lifted, revealing instead of the screen, a bevy of stylishly-gowned young women, posed after the style one sees in the fashion plates. Their appearance created a storm of applause. Quickly they faded to the wings, all but one, who paraded on the stage for the very apparent purpose of displaying the grace and charm and fit of her superb raiment. Slowly she pivoted with head poised, a fascinating figure; again she paraded daintily back and forth, and viewed herself with satisfaction in a full length mirror. The strangers began to ask questions.

They were informed that the first fashion show of the W. W. Cooper departmental store was on. They were further informed that the mannikins who followed one another in dazzling array upon the stage clad in gowns, furs, and stunning millinery creations, were young ladies of the town who volunteered their services for this delightful experience of being clad for the moment in all that was latest from the fashion centres of New York and Paris.

It was an ambitious show in this prairie town of 6,000 people, and it lasted for three-quarters of an hour at the matinee performance and again in the evening. As a drawing card it had any motion picture show that had been brought to town backed off the boards. By arrangement with the proprietor there was no extra charge.

The announcement that living models would be on exhibition was heralded in the local newspapers for two or three days in advance, and the show made such a remarkable hit that the two picture shows in town have entered into the keenest competition for the Fall fashion show which will take place in a theatre early in September. The Spring show was the talk of the town, and as a demonstration of the quality and style of the goods carried by the firm was a masterpiece of advertising.

The story of the enterprising display is but typical of the live aggressive methods adopted by this breezy Western store, always full of merchandising news and which is reputed to be the biggest thing of its kind for a town of this size on the North American continent. It occupied a floor space of 20,000 square feet; its annual turnover is around the half million mark; it maintains a modern lunch room; a groceteria in the basement; its own printing plant in a separate building, and its own bake shop in a separate building, and a very pretentious furniture store, also in another building.

In Harold E. Cooper, who, by the way, is no relation of the boss, it has one of the livest advertising men in the business. He combines window dressing and card writing with his job of preparing a page of copy for one paper and a half page for another.

Develops Mail-Order Business

The Cooper store is also waging war on the big mail-order houses by doing a very representative mail-order business on its own account. It has an out-

The original store in which Mr. Cooper began business in 1903.

The W. W. Cooper store in 1906 after its first addition had been made.

of-town mailing list comprising over 6,000 names, which embraces the various towns and country within a radius of 100 miles. It keeps a stream of literature and sale offerings going to this clientele by means of the modern addressograph used in conjunction with the Graphotype, which combines a card system of names, with these names stamped into the metal beneath for use on the addressograph. It uses the multigraph in connection with its printing plant, and machines are used for tabulating the figures, which keep the proprietor informed day by day of the sales made by each department and each clerk. By this system he is able to tell by the day, week, month or year the volume of cash and credit business done compared with the same period of time the previous year.

But best of all is the spirit that permeates this store, the spirit that makes a salesman feel that he is a member of a happy family, that makes him get right on his toes and make the interest of the firm his own. It is the modern spirit of business that takes thought of the human equation, that thoughtfully plans for the comfort and well being of employees, that seeks to develop them to higher planes of thought and refinement and honor and business ability.

The same genius is interesting itself in this phase of the store's development as in the extraordinary merchandising methods that have been adopted. This is the genius of "Bill" Cooper, the man who has developed his business from a one-horse affair back in 1903 to its present magnificent dimensions. Here is a man whose personality and methods are worth studying, as has been pointed out by some accounts in previous issues of DRY GOODS REVIEW. He is a composite of power, reserve, judgment, and genuine friendliness that comes very close to the ideal of what a merchant should be. A six-footer he is, a man close to the fifties, but with a wealth of brown hair in which the silver has not commenced to show, and his most impressive characteristic is his natural poise of calmness in the midst of a big departmental store's complex and bustling activities. He suggests the individual who has gained complete control of himself, and who looks down from the heights of many many years' experience like a towering mountain on a wind-swept plain.

Here is a merchandising man of unusual sort, a man who makes a specialty of human nature, and whose most important success is based on getting people to work for him; to believe in his store and his methods; to have faith in the organization for which they work. When a new employee enters his store he has a quiet talk with him in which he discloses some of the policies that have won success for him. He impresses on this salesman the value of selling quality wherever possible, to endeavor to have the customer take the article that will wear three times longer than the cheaper one she was prone to select. He impresses the value of service and thoughtfulness to customers.

Personal Messages in Pay Envelopes

Months ago he adopted a system of enclosing with the pay envelope twice a month a personally-signed message in which is embodied trenchent words of inspiration and advice and friendliness. These messages are printed at the store's own print shop, and continued month after month cannot fail to impress the employees that there are some finer things in the world than the mere making of dollars, and that self-cultivation brings its own reward in development of character and in the fattening of the pay envelope. The coined phrase co-operation has long been a by-word in the store.

Here is one of the recent messages which Mr. Cooper presented to his employees under the caption, "A Good Slogan":

"Think together, work together, play together."
"We can catch more flies with sugar than with vinegar."
"Laugh, and the World laughs with you; weep, and you weep alone."
My job is to help YOU get something out of it.

Inform yourself thoroughly on the Store's System; how to make out sales checks; familiarize yourself thoroughly with all stocks; know what merchandise is in your department, and its price. A few moments devoted to study and observation of the stock will give you this information; also know in what other departments merchandise asked for is to be found.

A neatly and correctly wrapped parcel is one of the store's best recommendations.

Should a customer come to you with a complaint, call the manager of the department, or refer the customer to me.

SERVICE! What do we mean by the word "service"? Service means prompt, courteous and efficient attention for a proper remuneration, and the last phrase "for a proper remuneration," should certainly be underscored. Service consists of giving the right thing at the right time for the right price, but it does not mean giving something for nothing.

Courtesy is the most important word in the dictionary of salesmanship. You are the "point of contact" between the patron and the store, and the store is judged by those of its employees who come in contact with the public.

Feel free at all times to ask questions of anyone who can answer them correctly. The more you know about the store and the store's merchandise the more value you will be to the store and eventually to yourself. We learn by asking questions.

Do not congregate in the store or in the departments, customers do not like to disturb you.

Employees must not leave their department during business hours without permission from the head of the department, and must not leave the department until after the second bell rings.

Salesladies must be in their departments at 8.30 a.m., ready to serve.

Salesmen must be in their departments at 7.45 a.m., ready to serve.

Employees taking parcels out of the store must have sales slips, and same to be shown the doorman.

It is strictly against the rules of the store to chew or eat candy, fruit, cakes, etc., during business hours.

An unpleasant face, a short, snappy answer, an unpolished and sleepy manner has emptied many a store and invited many a bailiff.

Your adherence to theese several itms will prove to me your Cooper-ation.

A little lesson in salesmanship that typifies the methods of this merchant is contained in his message of April 5 this year entitled, "New Spirit in Selling." Here it is:

"Say, you're a funny salesman!" exclaimed the business man, in a little story by James H. Collins in the "Saturday Evening Post." "Here I make up my own mind that I need two motor trucks and decide to buy 'em from your company. Then I send for a salesman. You come down and spend a week looking into my horse delivery, and now you tell me to keep my horses. What kind of a salesman do you call yourself, anyway?"

"What made you think you needed motor trucks?" was the counter-question of the serious, thick spectacled young chap.

"Every one else seems to be turning to gasoline delivery. I want to be up-to-date."

"Your delivery system lies outside the gasoline field," said the salesman. "Your drivers make an average of ninety stops each trip. They climb stairs and wait for receipts. Their rigs are standing at the curb more than half the time. Nothing in gasoline equipment can compete with the horse and wagon under such conditions. If you had loads of several tons to be kept moving steadily, I'd be glad to sell you two trucks."

"Suppose I wanted to buy them, anyway."

"We could not accept your order."

"But you'd make your commission and the company its profit."

"Yes, but you'd make a loss, and within a year your experience would react unfavorably upon us."

So no sale was effected. Facts learned during his investigation of this business man's delivery problems led the salesman to make suggestions that eliminated waste and increased the effectiveness of his horse rigs.

About a year later, however ,this business man sent for the salesman again. He contemplated motorized hauling for another company, of which he was the president. After two days' study the salesman reported that motor trucks were practicable and that he needed about five of them.

"All right; fill out the contract," directed the business man.

"Don't you want to know how these trucks are going to make you money?" asked the salesman.

"No; if you say I needed five trucks, then I know that's just what I need."

There was a time when salesmen were employed for their shrewdness. their cunning, thir hypnotic power, but more and more progressive business men are coming to clean, straightforward, open-minded methods. Men are finding that honesty is not only the best policy, but that anything else is business suicide.

Formerly men tried to make big sales at the moment without very much thought about the future. Now it is the long time customer every house wants. In the long run the customer's best good is the seller's best good also; and, other things equal, the man succeeds best who satisfies his customers' best. who gain their confidence, so that they will not only come back, but always bring others with them.

The high class salesman, like the high class house, thinks too much of his good name, too much of his customers' good opinion of him, to attempt to practise the slightest deception in his dealing with them.

Aside from the vital question of character, he is a very poor salesman who does not study the interest of the man at the other end of the bargain.

The above has been my way of doing business, hence its growth. I trust, therefore, that these sermonettes will be of some benefit to you and that you may grow in understanding me and my ways and ideas of conducting business, such, for instance, as the greatest good to the greatest number. Yours for Cooper-ation.

Other messages or sermonettes were entitled: "The Power of an Ideal"; "Grow in Personality"; "The Person Who Thinks"; "Measure of Ability"; "Think of the Future"; Aim for Excellence." One cannot estimate the influence that these personal heart-to-heart talks have on the lives of the little army of salespeople in this store. In what esteem and confidence they must hold their author. How much more prone are they to give their best services to a man who shows an interest in their personal affairs than in the machine type of man who looks upon his employees as simply cogs in the commercial machine.

There is not an individual in the store from the most humble office boy (if there is such a critter) or caretaker to the floor managers who cannot come personally to Mr. Cooper to voice a complaint or make a suggestion. He grants his employees a half holiday during the Summer months and has instituted 5 30 as the closing hour except on Saturdays, while all other stores close at 6 o'clock.

Efforts to Standardize

To every floorman is issued a little cardboard folder containing 41 rules for the operation of his department. In this way an effort is made to standardize the running of the store, and as a check on the credit business. Here are a few of these rules:

"Customers making complaints re non-delivery of goods, etc., must be brought to attention of management at once."

"See that all employees wear black (October to May)."

"Show cases must be cleaned and dressed each week."

"Three shopping passes per week to employees."

"Two late passes per month."

"All employees must be out of store by 6 o'clock except by pass signed by manager."

"Employees' shopping privileges from 8.15 to 9.30 a.m."

The proprietor of the store holds the reins personally. All new chage accounts must be submitted to him, and he alone must judge as to credit limitations. In this regard he has tremendous responsibility this year. For the third season in rotation there is a crop failure in the Swift Current district. There are scores of farmers who have either reached or passed the limits of their financial resources. The situation is such that the town Board of Trade held a meeting and petitioned the Provincial Government to protect the agriculturists from foreclosure should such action be necessary. As the leading merchant, Mr. Cooper has a responsibility thrust upon him that requires the utmost in judgment of human nature, patience, generosity of spirit, and faith in the ability of the country to come back. The calibre of the man is revealed in his handling of this situation. While using a business man's discrimination in placing customers of a risky nature on a cash basis, he nevertheless is carrying the accounts of all those customers whom he has found to be of sterling character, and will still continue to carry them, while it should be said that people of this type are honestly cutting their expenses to the bone.

A History for Sixteen Years

It is sixteen years since the Cooper store was opened in Swift Current. At that time many older men tried to dissuade it. They told Mr. Cooper the town never was any good, and never would be worth considering, but in the face of this opposition he took a chance. Later on, when his store stood impressively above the sky line, salesmen travelling along the railway would point to it and remark, "See the white elephant in Swift Current? Guess somebody is going to start a wholesale."

How close the critics came to hitting the mark can best be judged by reviewing the business as its exists to-day. It is true that all was not sunshine, and there was a time when Mr. Cooper did all his own draying, clerking and bookkeeping. But the spirit which dominated Cooper furnished a determination to know the business in all its details, to analyze each department for its weak spots, to demonstrate that taking a chance can be made a foundation for an interesting romance in commerce.

From Grass to Wheat

Remarkable as the development of Swift Current has been, the growth of the W. W. Cooper Company adds several features, characteristic of the land harboring its patrons. Fifteen years ago Swift Current, surrounded by a territory used exclusively for ranching purposes. In 1906, however, the Government cancelled the ranching leases and opened the country to homesteaders. Almost immediately a new phase of activity hummed throughout the district. Grazing herds gave way to plows and seeders, and in a period of ten years this district grew from rolling stretches of prairie grass to one of the biggest wheat producing areas in the North-West.

Development, however, was not confined to the wheat fields. In response to the increased needs of this section, Swift Current thrived in a manner undreamed of by old-timers. Four years after the first homesteaders had located, the Cooper Company enlarged its store to double the former size. Coincident with this new addition there was created an opportunity to handle many additional lines of merchandise. and with this change in operations there also developed scores of problems. They were met and handled as they came and the store continued its prosperous career until it was forced to expand again to its present dimensions. Rather should it be said that it has overflowed the main build-

ing in which it was situated. About eighteen months ago the congestion became so great that it was decided to move the furniture department from the second floor to a separate building, and upsetting precedent, the drygoods department and ladies' wear section was moved upstairs. Here in this extensive space it is one of the most imporatnt features of the store.

Merchandise is Well Displayed

It would be appropriate to mention in connection with the dry goods section a policy that is carried out there as well as in all other departments. This is a Cooper policy that is a money-maker, and it simply consists in placing all possible goods on display instead of keeping them on the shelves or in the store room. The expansive section occupied by the dry goods and ladies' wear departments is filled to capacity with flat tables, on which the goods are shown in most attractive form, always with prices marked in plain view so that a woman may roam about at leisure and make a selection of the garment or piece of goods she desires. On every floor in every direction one sees a mass of goods spread out in orderly display. The only vacant spaces are the aisles.

The store carries an immense stock of goods, a great portion of which were purchased with foresight several months ago, with the result that exceptional values may be given in several lines. A basement and two great floors above are filled to capacity.

Basement Ideas

Apart from the groceteria in the basement, two other ideas are carried out there which are interesting. One of these is a miniature five and ten cent store with all kinds of small goods displayed on tables divided into bins. The other is a soda fountain, where on the hottest days in Summer, tired customers may find relaxation and refreshment in one of the coolest spots in town. In the immediate proximity of this fountain is an attractive display of candy. The entrance to the groceteria is direct from the grocery department, and a sign prominently placed at the head of the stairs notifies customers of this fact. One woman clerk handles the groceteria, and it has been found that the sales made there do not detract from the business done in the grocery department proper. There is a soda fountain in the grocery department on the main floor, to which there is a direct entrance from the street. The bread and cakes baked in the firm's own ovens are for sale in this part of the store.

The men's furnishing department occupies the centre of the ground floor, with men's shoes on sale in the rear, and the hardware department occupies an extensive space at the left. The display tables in this section of the store are L-shaped, long and narrow. Placed together, a passage is left in the centre with a turn at either end. All kinds of smallwares are displayed on these tables.

As a sales trap there is nothing finer in the store than the tall square show case in an exposed place in this department, where pipes are offered for sale with remarkable success.

A Rest Room and Music

At the top of the broad stairs leading to the second floor is a cosy rest room for women, with carpeted floor and lounge chairs, a few magazines and toilet arrangements, a player piano and gramophone.

In a strategic position between the dry goods department and the ladies' wear department on this floor are two silent salesmen showcases. One must pass between these two showcases to get from one department to the other, and they are filled with a tempting array of blouses. The dressmaking and millinery departments are on this floor. Surprise was expressed in a conversation with Mr. Cooper that he could induce women to walk upstairs to do their trading. His reply was: "They'll walk up to the roof if you give them the right values."

Despite the crop failures that have visited this district, the manager of the furniture department stated that fully 90 per cent of his sales were for the higher grades of goods. He states from his knowledge of the trade that the buying public want quality, and that if they cannot afford to buy quality they do without.

Advertising Features Important

It is a pretty fair criterion of the standing of the Cooper store in the community to say that on the first day of their sixteenth anniversary sale, which was held in June this year, the volume of business surpassed any single day in the history of the store. The sale was opened on a Thursday and was announced by very striking full-page advertisements in the local newspapers, while a spreadeagle double page announcement packed with special offerings was mailed to each of the 6,000 farmers on the mailing list.

The advertising manager of this store believes in the use of "ticklers," which is another word for brief little reminders to keep the attention of the public constantly focussed on the store. Prior to this big aniversary sale, therefore, he mailed to his 6,000 out-of-town customers humorous private postcards bearing a point relative to his announcement. These cards have already been described to readers of DRY GOODS REVIEW.

Twice a month there is sent out to the mailing list a two-page folder measuring 6 by 4 inches, quoting scores of mail-order prices for groceries. These folders are printed at the firm's own plant, and the reasons are set forth attractively as to why the firm can give exceptional values. A very large volume of business is transacted as a result of this method, the firm paying freight on goods purchased over a certain amount.

The newspaper advertising methods adopted by the store is a story in itself. A page of display space is taken in one local paper, and a portion of a page in another, while all the art of the modern advertising manager is employed to present the announcements of the store in an attractive manner. These advertisements abound in cuts.

A word should be said in closing about the Cooper Santa Claus, who, dressed in all the usual habiliments of this famous joy bringer, comes over the "North Hill" just before Christmas every year. Last December he was accompanied by Little Red Riding Hood. Carrying a huge bag on his back he distributes presents to the flocks of children who turn out to meet him. The event is well introduced by newspaper advertising and by handbills distributed on the streets.

DRY GOODS STORE CO-OPERATES WITH NEIGHBOR

It is unusual, to say the least, for a hardware store and a dry goods store to co-operate for mutual benefit, but this is being done in Vancouver, and with great success. A. Hilker & Son, the Mount Pleasant dry goods house, went in with their neighbor, a hardware man, about four years ago, in the purchase of a multigraphing machine. Every week since the residents of Mount Pleasant district receive a neatly printed circular with seasonable suggestions and quotations on dry goods lines. On the reverse side, the hardware man quotes his special offerings. The advertisements do not conflict with each other, and both stores are most enthusiastic about the sales directly resulting from this means of advertising. Mr. H. M. Hilker, in speaking to the representative of DRY GOODS REVIEW, stated: "We have tried the city papers and found that, though the circulation was large, the majority of it is wasted, as far as a merchant doing a strictly community business is concerned. Our message, delivered by careful men, no boys, and placed right in the householder's letter box, is so direct and personal that our message registers weekly in a way that we couldn't achieve in any other way. We don't share attention with our competitors."

Mr. Hilker pointed out, also, that it was not simply a matter of price-cutting, as he had discontinued this practice some seven years ago. Repeated sales and cut-rate prices have the effect of dissatisfying the regular customer, who buys at ordinary legitimate prices, and gains only the temporary custom of those who are always looking for "snaps." Mr. Hilker advocates, as the principals of progressive, constantly growing business, three points: Careful Buying, No Gambling, and a Uniform Price Throughout the Season. "I have tried the sales method, and the special price method, and I am thoroughly convinced that the way to build up a substantial dry goods business, one that will have a healthy growth, is to avoid these methods," said Mr. Hilker in conclusion.

MARKET REPORTS

MARKETS AT A GLANCE

TORONTO, Aug. 7—From month to month the story in the market columns has almost invariably been one of advancing prices, and this month is by no means an exception. Limited supplies of goods coming forward, and values mounting to new high levels are the reports heard on every side. Of all the markets embracing the general dry goods trade, none report any declines in quotations, but there is a general strengthening, and even where advances have not occurred, there is a very firm tendency. Business is reported active with the retail trade, and the present season has been one of the best in years. Merchants who were holding off, fearing that markets would slump, are finding that such precaution is unnecessary and the thing to do would seem to be to secure the goods at present values, endeavoring to get deliveries, before new increases are recorded. There is complaint among both manufacturers and some retailers that the incoming of shorter working hours generally is curtailing the production of goods which are already scarce the world over.

In the market for woollens, there is no indication of lower prices. Buyers returning to Canada from England, speak of the difficulties encountered to secure goods. Labor conditions and lack of fine tops are two principal factors contributing to a continuation of a very strong market. European buyers are also in the market for goods, and buyers state that they can see no lower prices for two years. It will be fully that time before normal conditions of supply again prevail. Canadian manufacturers are not in a position to accept new orders, and at present mills are running to capacity.

In cottons, the story is one of strong prices for materials, both here and on the American market. On the latter, goods are being so quickly picked up that practically the full amount provided for next Spring was sold during July. Manufacturers are not eager to take orders. Mills are reported booked up until next January. Fancy goods show advances and plain staple lines, too, were quoted higher towards the end of July.

Quotations on linens are practically double now what they were two years ago. New stocks are exceedingly hard to get and manufacturers in the Old Country are experiencing great difficulty in getting flax and the increasing cost of labor is making it by no means an easy matter to operate. There is nothing to indicate lower markets for a good while to come.

Like all other markets, the situation in silks shows marked advances. A plain silk that last March could be purchased at $1.46 per yard, can not be bought under $2.25 per yard at the present time. Plain silks in high colors are selling well, and novelty silks, too, are in demand.

Carpets and rugs show no changes as compared with a month ago. Prices are very firm, and the fact that English houses are not at all anxious for Canadian business indicates that higher values may rule before long. Linoleums are hard to get, because of the scarcity of linseed oil. Congoleum rugs are quoted higher. Umbrella silks show an advance of 15 to 20 per cent.

SILKS

Prices of Raws Continue to Soar—Importations of European Silks Are Freer But Values Are High

SILKS.—As a prominent importer of silks stated to DRY GOODS REVIEW the other day, there are no buying snaps in the silk market at the present time. In fact, according to reports, buying is a bit difficult, and the trend of prices is steadily upward. While in last February and March the tendency was towards nominally low prices, it is quite otherwise to-day, and quotations show advances, as compared with that period, of from 35 to 65 per cent. The market for raw silk has made a rapid jump. Advances in the raw market of from 5 to 10 cents per pound have been noted in the past few days, but on the whole the raw silk market has been quieter, the excited values of an earlier market having somewhat subsided. Canton prices remain unchanged owing to lack of frequent cables from that centre and to general quietude in New York. Shanghai sorts are up over the basis current when the week began. China steam filatures are on the basis of $10.75 for Gold Double Deer. Flying Lizard is at $10.10. These were never more than about $8.00 during the war. Thrown silks have been advanced 40 cents per pound on quotations of Japanese grades for November delivery. Throwns, according to New York advices, are well under order for the next two months, and, as a consequence, it is not possible to give an established basis for spot values. Organzine double extra for future delivery is noted at $12.85, and tram, best No. 1, at $11.20.

As an evidence of the advance as reflected in the spot market, a plain silk of an all silk pure dye, guaranteed for women's dresses and linings, that sold at $1.46 last March, cannot now be bought under $2.25 per yard. While there appears to be plenty of demand, some importers are buying very cautiously, fearing that the present high prices will not last, and that with lessened prosperity in the country, which is feared, there will be a slump in the market. European silks are beginning to arrive more freely now, and some very pretty effects are being shown in French silks.

For the first time in three years, Italian silks are coming on the American market, and extra classical is now quoted at $10.50 per pound at New York. After the first two years of the war, Italian

silks were entirely cut off, and not until now has it been possible for American importers to obtain them. The price has been prohibitive, and shipping space has been lacking. Present prices make it possible to buy them with profit, since they are not so very much higher than the same grades of Japanese silks.

WOOL

Canadian Wool is Selling at an Average Price of 65 Cents Per Yard—Canadian Mills Behind on Orders

WOOL.—The Canadian wool clip is being gradually assembled by the Co-Operative Wool Growers' Association, and is being placed on the market. This year the clip will total between 15 and 18 million pounds. Only about twenty per cent. of this is used in Canada, and the balance mainly finds a market in the United States. Prices are ranging all the way from 43 to 75 cents, according to grade, quality and shrinkage, but the average price is around 65 cents per pound. The market just now is very strong for all fine wools. The demand is abnormally high, and stocks of fine wools are almost depleted. There is also a very active market for medium wools, but the coarse grades are slow. Most of the Canadian manufacturers are working to capacity, and have more orders than they can hope to fill for some time to come. In fact, orders are being refused. As stated in another column of this issue, a Toronto wholesaler tried to place an order for six hundred yards of blue serge, but was unable to do so. The situation in England is one that has been greatly hampered by labor difficulties, and also impaired shipping facilities. There are all kinds of Australian and New Zealand wool waiting to be shipped, but cannot be handled because of the lack of tonnage. Then again, the mill workers in the Old Land have only been working about half time, and many of the men who were employees before the war, have not yet returned to their work. The output is, of course, very much curtailed, and buyers who have recently been abroad state that it will be fully two years before there is any normal supply of stuff. Buyers express the opinion that there will be no return of easy prices. Under present conditions there can be no lower values, and ruling quotations now on woollen lines are from three to five times as high as in pre-war times, Canadian buyers who have been in the Old Country speaking of the difficulties encountered in securing materials. There is a big demand from European centres for all kinds of woollens, and buyers even in the home market are on the spot ready to pick up any materials that they can get hold of. Goods are still, however, being apportioned to buyers on a basis of equal distribution, and it is not possible to buy of any one thing as much of it as one would desire. The opinion among Canadian dealers is that prices next Spring will be higher, and that the removal of the five per cent. surtax on Old Country goods coming into this country will not be a factor of any account in reducing prices. Merchants who bought early may consider themselves fortunate, as continued scarcity of materials is not unlikely. It was very difficult to buy Scotch tweeds in the Old Land, and prices will be from $6 to $8 per yard here. Worsteds, too, which are big sellers in this country, will sell from $7.50 to $10.50 per yard.

COTTONS

Buyers Find Scarcity of Goods in New York Houses, and Goods for Next Spring Show Sharp Advances

COTTONS.—The situation in cottons continues very strong, and buyers are finding it exceedingly difficult to purchase goods at anything but prices that show very marked advances. A buyer of cottons in one of Toronto's large wholesale houses told DRY GOODS REVIEW that on two recent visits to New York City, for the purpose of buying cottons, he had found it very hard to buy, and prices were very much higher than last year. On the first visit he was buying wash materials for next Spring. The staple lines didn't show so big an advance, but all fancy stuff was very much above last year's quotations. Fancy printed voiles ran on an average of 30 per cent. over last year's prices. Fancy printed goods are in great demand. The sharp jump in prices is attributed to the big inquiry, and also to the fact that the mills are paying much higher wages than a year ago. On a trip to New York three weeks later, this buyer dropped into the same houses where he had purchased these materials, and found that prices had again jumped from 2½ to 10 cents per yard, according to the grade of goods. The additional advance amounted to about 15 per cent. These extra advances were accounted for by the fact that there were so many buyers in the market during July that practically the full amount provided for Spring had been sold up, and manufacturers had to go into the market for additional goods in the grey (unfinished cotton), basing their advances on just what they had to pay themselves. Buyers, who were fortunate enough to be in the market early, will have an advantage over the buyer going into the market now. There seems to be no limit to where the market might go. Even plain staple lines advanced in the three weeks, intervening between this buyer's two trips.

On the occasion of his last visit to New York, he was buying chiefly towels, towelling, and such like. He found the market for these goods very high. Manufacturers' quotations for future delivery were so high that he bought scarcely a dozen towels. However, he was able to buy some good quantities from commission men at a saving of from 20 to 25 per cent. on mill prices. Manufacturers all reported being booked up to next January, and were not at all eager to quote for later delivery. Going through jobbing warehouses, stocks of staple goods were found to be very light. Heavy business was reported in all directions, and a scarcity of goods in the coming months was prophesied.

Canadian textile mills have had to face strikes and labor difficulties of a more or less serious nature, and all this has had the tendency to strengthen the market. Canadian mills are not at all anxious to accept orders at the present time, already having more than enough to keep their plants going for some months to come. All indications point to a return of war-time prices, there having been already two ten per cent. increases since April, and future buying is bound to be at even higher figures.

LINENS

Comparisons With 1917 Quotations on Various Lines Show Prices Practically Double

LINENS.—The question of obtaining linens is one presenting increasing difficulties. Announcements from the Old Country are all to the effect that supplies are very hard to obtain, and little hope is held out for any marked improvement in the near future. Advices from Belfast state that flax is exceedingly hard to get, machinery is high, and labor has increased fully fifty per cent. Fortunately some linen manufacturers have had linen on hand in fairly good stocks, otherwise they would not have been able to meet the demand, even as they have. Just at present manufacturing is very much curtailed, and hope of any early improvement is not held to any extent. There is nothing certain as to the market.

No reduction is expected as far as prices are concerned. In fact, the trend is very much the other way. Some price comparisons with 1917 are interesting. In April of that year, table napkins that were quoted at the factory at 15s. 8d. per dozen, are now selling at 33s. 8d. Eight by ten table cloths, which, at that time sold at 15s. 3d. are now worth 32s. 1d. Plain embroidery linen, 36 inches wide, has more than doubled in price. It is now quoted at 56½d. Plain huck towels, hemstitched, 22 by 38 inches, were worth 18s. in 1917, but are now offered at 38s. 6d. These advances have taken place in the last two years, and do not take into consideration the increases in the first two years of the war, making it quite evident that comparisons with pre-war values would show prices more than three times their former figures.

A large importer of linens, and a representative of an Old Country manufacturing concern, told DRY GOODS REVIEW that he did not consider the fact that Canada was to be allotted two million yards of the aeroplane linen that had recently been purchased in Eng-

land, would have any effect on the market here. There were very few uses to which it could be put. It was mostly a very coarse linen, and almost brown in color. It might find some demand for ladies' suits, but he did not think it was light enough in shade to be popular as such. As for bleaching it, he did not think it was possible to do so, as there were not the facilities for doing so in this country; some buyers interviewed were of the same opinion.

DRAPERIES AND CURTAINS

Materials Are in Limited Supply and Strong Prices Are Ruling

DRAPERIES AND CURTAINS.—Strong markets prevail for draperies and curtains. There is a big inquiry both in the home and foreign markets. In the latter, the signing of peace has opened up new channels of outlet, and a shortage of materials later on is not unlikely, in view of the almost abnormal inquiry. Prices show very material advances, and even at the higher levels, Canadian buyers in the Old Country are experiencing considerable difficulty in filling their requirements. There is a big demand for British merchandise for the Canadian market, as these goods were hard to secure during the war, and will now find a very ready sale in this country. France is again entering the world market, but it will be some time yet before production will be normal. Some of the larger mills are again manufacturing damasks, tapestries, and brocades, but a market almost bare of these fine quality goods will more than take care of all that can be turned out. United States manufacturers are pretty well booked up for the balance of the year. Importers and wholesale firms advise buying as early as possible, for, as the season progresses, there is apt to be a shortage of materials in some lines, owing to the increasing difficulty experienced in securing new goods. Some very fine assortments of furniture coverings and velours for curtains are being shown, but are in very limited supply.

CARPETS AND RUGS

Congoleum Rugs Show Sharp Advances —Wiltons and Axminsters Are Steady and Firm

CARPETS AND RUGS.—The feature of the market for carpets and rugs and other lines of floor coverings is the sharp advance in quotations on congoleum rugs. The size, 9 x 12, that has been selling at $11 is now worth $12. Other sizes show advances in proportion. Stocks are light, and there has been a big demand for the same. Problems of labor, and the higher wages demanded, have entered into the advances. Linoleums and oilcloths, too, show very strong tendencies. One factor contributing to the strength of the linoleum market is the scarcity of linseed oil. It is almost impossible to get floor oils or linoleums.

Quotations on carpets and rugs show no changes, but they are firm at very strong levels. The tendency is towards higher prices, as there is a tremendous demand for carpets and rugs, both on this side and in the Old Land. A European demand has developed in Great Britain and inquiry from France and Belgium is on a very large scale. It is increasingly difficult to place orders with English manufacturers, as they are finding no trouble in disposing of their goods over there, and are consequently not as particular as they otherwise might be to secure Canadian orders.

NOTIONS

Buyers Recently in New York Found It Exceedingly Difficult to Get the Necessary Supplies

NOTIONS.—Representatives of Toronto houses, who have just returned from New York, speak with very much concern, in regard to the almost bare markets in many lines they find there. Every line of staple notions is hard to secure, and manufacturers and jobbers are each paying particular attention to their own trade, that is the people who have bought from them for years. Even though an old customer, it is exceedingly difficult to get goods, and it is absolutely impossible to secure one's full order.

Pearl buttons have advanced ten per cent. in the last few weeks, and ivory buttons have been in such demand this Summer that it is practically impossible to get any; prices are very high. Composition buttons are taking their place to a certain extent. The labor situation is largely responsible for the strong markets. Employees are demanding bigger wages, and manufacturers do not know what to charge for their goods, in the face of the unsettled condition of labor. That the merchant who wants holiday goods should order now, is emphasized.

Goods for Christmas were not usually bought until September, but many houses have already made their purchases, fearing that next month, prices might be higher, and goods even harder to get.

Hair ornaments have had quite a big demand, and prices are very strong.

Elastics in the cotton are quoted a little lower, but the silks are higher. The quality of the elastics is not as good as it was a few months ago.

The recent advances in mending yarns are maintained, and in light supply. Threads are quoted slightly lower again, according to a recent announcement of the Central Agency.

Hair nets are very scarce, and buyers from the States have been scouring Canada in an effort to get what supplies they could buy here. Deliveries have been very poor. The silk nets are more easily procured.

BURLAPS PRICES WITHDRAWN

Due to the unusual situation in the primary markets, sellers of burlaps in New York largely withdrew prices on July 28. Eight-ounce "40s" were nominally quoted at 14 to 14¼ cents, with 10½-ounce goods of the same width held at 16 cents. The excitement seems to be due in good part to the high cost of jute, which is quoted in London at the record level of 63 pounds, sterling per ton. The Calcutta market was described as having "gone crazy," and the same was true of Dundee. At the latter price the present price of heavy wide goods is only one-half penny under the maximum war-time level established by the British Government. That price was 9¼ pence per yard for 10½-ounce, forty-inch goods, while the current figure is 8¾ pence. The lowest price touched by these goods following the signing of the armistice was 6¼ pence.

WINDOW SHADES

Price is Down 75 Cents a Dozen

WINDOW SHADES.—Prices are reduced on window shades 75c per dozen. Some of the new prices are as follows: Plain 3 ft. by 6 ft., Dominion, $8.60; Regal, $10.95; dado 3 ft. by 6 ft., $9.75; Dominion, $12.10; Regal No. 55, fringed $9.75; Dominion. The following relative prices are quoted for 3 ft. by 6 ft. Dominion and Regal respectively: No. 856 fringed, $11.20 to $13.50; No. 17 fringed and insertion, $14.05 to $16.40; lace, $11.20 to $13.50; insertion, $11.45 to $13.80; lace and insertion, $14.05 to $16.40; No. 550, scalloped lace, $14.35 to $16.70.

BOOTS AND SHOES

Embargo is Placed on Export of Hides —Scarcity of Shoes is Feared by Some Dealers

BOOTS AND SHOES.—An embargo has been placed on the export of hides by the Canadian Government, but according to the opinion of some shoe wholesalers, it has come too late, for most of the hides have been shipped out of the country. The embargo has been placed, pending further investigations into the high prices of shoes. Retailers maintain that shoes will not be any higher for Fall, and wholesalers state that on deliveries for the next two months there is not likely to be much change, but after that there is no saying what might occur. Stocks are sufficient to carry the trade along for the above period. As one prominent dealer expressed it, the fear of higher prices is not so great as the fear of a scarcity of shoes. Indications point to scarce supplies for next Spring, and the possibility is that with a shortage of footwear, prices will not come down any. The United States will buy all the shoes they can get at the present time, and there is also a very heavy inquiry from Europe.

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XLI. TORONTO, AUGUST, 1919 No. 8

HAVE YOU ADVERTISING SLACKERS?

IS your store getting all the advertising it should? Not only newspaper advertising, but all the advertising beeause this consists of a lot more than newspaper spaee, valuable as newspaper spaee is. There are at least twelve ways in which your store can be well advertised besides using the newspapers and unless you are using them you have some advertising "slaekers." One of your very best ads. should be your store windows and you cannot pay too much attention to them because they will produee results just in proportion to the care they get. Another big ad. for your store is your store display. Goods attractively displayed will not only sell, but people will tell others about them. Your whole store appearance is eonstantly telling people whether you are a good merchant or not. If the floors are not kept elean, the show cases immaculate, your windows properly washed and the sidewalks clean and if unsoiled tags are not used for pricing, all these things are advertising against you. No store has a better ad. than courteous service. This is one thing that people always remember and tell others about. Your delivery truek should be a good ad. for your business. Your stationery should be another. Many firms get good advertising out of enclosures sent out with monthly statements. Many others get a lot of publieity out of enelosures in every parcel sent out. Some firms use special wrapping paper, stickers or advertising tape. The matter sent out by manufacturers will frequently help materially in advertising your store. Circular letters are an effective and inexpensive way by which many firms get a lot of good advertising and good business. Another means of advertising that is often negleeted by merchants is their telephone. This can be made to produce a lot of business if properly handled. Although each of these suggestions may seem relatively unimportant, the eumulative effeet of them all means a lot of extra advertising and good business.

SOME ADVERTISING

THE following item appeared amongst the editorial matter in a eountry newspaper: What might have been a very sad aecident happened last week on a farm just outside of Glace Bay. The family were having their breakfast when the mother, who had been suffering from a eold, got a piece of bread stuck in her erop. The poor woman immediately turned blaek in the face; the children being in a frightful state of consternation eould do nothing, when fortunately, with superhuman efforts, the lady sueeeeded in removing the obstaele, and her life was saved. I imagine the joy of her husband who was working out in the field, when she informed him of her narrow escape from an early grave. "What was the cause of it?" he inquired, "Well," she said, "I was in a great hurry to go down and get a suit for Buddy at Brasbie's sale, he is almost giving things away now, as he is anxious to get sold out, and attend to his farm at Brasbieville, now that the seeding season is on."

Can you beat it?

THE SMALL THINGS THAT AFFECT SALES

VERY small things frequently have an important bearing on sales, and the eustomer more often than most people realize takes her cue from the man who sells the goods. The salesman who throws things on the counter or handles them earelessly, by so doing discredits the goods he sells. Uneonseiously the careless handling is reflected on the eustomer's mind as an indieation of their little value. A good salesman always handles his goods with eare, as though he appreeiated their worth, and was anxious to impress this faet on the eustomer. It is a small thing, but it is small things that count.

MAKE the most of the Summer and holiday lines by concentrating upon intensive selling eampaigns. Use every means of publicity to get your message "across."

WHY IS THE KNEE-PANTS AND KNICKERBOCKER BUSINESS NEGLECTED?

Retailers and Manufacturers Deplore Lack of Interest and Appreciation on Part of Each Other in the Possibilities for Developing Greater Business on This Article of Boys' Wearing Apparel—Pro and Con Discussions on This Subject.

From *Men's Wear*

ARE manufacturers of boys' knickerbockers overlooking a golden opportunity? A buyer for the boys' clothing department of a large New York department store says they are. He affirms that they fail to realize the possibilities that are present in their line of endeavor and that an outsider might enter the field and achieve a startling success in the business which offers greater possibilities to-day than ever before, while those who are in that business are asleep or dozing.

Visitors from all sections of the country drop into his department from time to time, he says, and ask for information as to who make boys' knee pants, for the manufacturers, as a general thing, are quite unknown to a good many retailers. In contrast, he points to firms who have been rewarded with fortunes through the manufacture of men's trousers, and indicates that, while the volume of men's separate trousers sold is not nearly so great as that of boys' knickebockers, the firms and their product of those making men's pants are known to everyone in the trade.

Six pairs of pants are sold for every suit that is bought for the boy, is the proportion he names, and yet there is no manufacturer who stands out preeminently in the minds of retailers or of the general public as specifically boys' knickerbockers and knee pant manufacturers. "It seems that they are ashamed of their business," this buyer said, "and instead of trying to originate something in their own line and to develop it into a big propositon, they slavishly try to copy the success of somebody else with another line, boys' clothing, for instance, when wonderful opportunities lie unnoticed right at their own doors. In the light of the success that has rewarded some of those in the boys' clothing field and in the young men's field, the knee pants business, perhaps, to them seems small."

As an example of what can be done with things that were once held to be insignificant, he indicates the lowly sandwich, saying, "A number of years ago the customer who entered a restaurant and ordered a sandwich and a cup of coffee met with scant attention from the waiter, who, however, hustled at top speed for the customer who ordered a meal. Someone conceived the idea of exploiting the sandwich and opened up marble finished and expensively decorated establishments just to take care of the kind of custom other restaurants looked upon with disfavor. To-day fortunes are being enjoyed by those who entered into the business of dispensing the five-cent sandwich along original, money-making lines. The despised sandwich customer was a very desirable customer to those with a vision that took in the possibilities of the business."

Just what this man's criticism applies to is perhaps a tendency on the part of manufacturers in the knickerbocker and knee pants line to let things go as they are and to carry their business along as it always has been operated, that is, as far as present conditions will permit. The buyer whose remarks are quoted seems to think that the mother, having now become accustomed to paying considerably advanced prices, is in a mental attitude where she would be susceptible to the claims made by some branded, advertised line of high character. To the suggestion that the shortage of merchandise might handicap or defeat the object of a manufacturer who might try to establish his brand in the public mind through the channel of advertising and the maintenance of a standard, he avers that in his buying he has not found shortage of merchandise to be serious. "How is it," he asks, "that when I want a certain garment in knickerbockers, it is not in his stock, but the manufacturer always offers to make it up for me?"

It is apparent that either the indifference of the manufacturer in developing new ideas in the knickerbocker business or the attitude of the average retailer toward that proposition is not inspiring much progress in that line, for according to all accounts it stands to-day where it has always stood. Of course, the economic conditions of the country have helped to eliminate some of the cut-throat features of the business that may have existed, but it is said that in comparison with other lines, no one is doing a really distinctive business. No firm or firms stand out as the big knickerbocker and knee pants people. When the retailer thinks of knickerbockers, does he instantly recall some firm as the big knickerbocker house? Does the mother, in buying knickerbockers for her boy, look for some trademark or name that gives her confidence in what she is buying?

A manufacturer of knee pants deplores the neglect with which the knee pants proposition is treated by the trade, which is a view from the other side of the fence. He points out that, while there are undoubtedly five or six pairs of knee pants sold to every suit that is sold, yet there is only one store in the great city of New York, with a million and a half boys, which thinks enough of knee pants to advertise them. That store, he believes, sells more boys' clothing, suits and knee pants, than any store in New York.

He predicts that within six months the knee pants and knickerbocker business will get into what he describes as the old cut-throat method of doing business which was in practice prior to the time when the piece goods situation and the labor situation made a sellers' market, and the only remedy he sees is the relief afforded by owning a branded, advertised line, which rises superior to price battles.

Department stores, however, are big buyers of boys' knee pants and they do not look with any particular favor upon the advertised brand, according to this manufacturer, because they feel that if they once carry a branded article, it means that the store is forever tied up with that brand. They prefer to carry lines that may be changed when a better price presents itself, for they appreciate that they have not the opportunity of bargaining with a branded line.

Where knickerbockers are carried by the clothier, the knickerbocker customer is often neglected. For example, if two customers should enter the store simultaneously and one proved to be a knee pants or knickerbocker customer and the other a suit customer, the suit customer would get all of the attention because of the larger margin and bigger sale. Knickerbockers have now reached a price where the amount of the sale is not negligible. A pair of blue serge knickerbockers, which might have been sold for a dollar some time ago, are now selling for around four dollars, and a dollar and a half or two dollars is the average and almost standard price of knickerbockers to-day.

Those manufacturers who sell only to jobbers see nothing to the knee pants and knickerbocker business but a price proposition. The manufacturer who can increase production and thereby reduce the price believes that he has accomplished a good stroke, for, as one of them remarked, "a difference of five cents on a dozen means a big difference in business." With them, wherever a corner can be cut, it means a chance to slice the price.

Even though a large percentage of the knickerbocker and knee pants business may be a price proposition from the viewpoint of many manufacturers, jobbers, retailers and ultimate buyers, the creation of a consumer demand for a branded line might take a manufacturer out of a price war if conditions revert to that, leaving him a fair margin of profit and permitting the maintenance of a standard in the garments.

However, there are those who believe that the old conditions cannot return. A manufacturer, who is recognized in the trade as producing a high-grade line of boys' pants, says that, while he has never gone after business on a price basis, such a condition existed with many, but labor's demands for shorter hours and more pay have resulted in underproduction and the scramble for customers will not be so heated as to make five cents on the dozen a deciding factor.

The majority in the business believe that the department stores are the largest distributors of knickerbockers and that clothiers are neglecting opportunities when they do not give careful attention to this line. They admit that it is quite natural for the salesman and the proprietor to devote more attention to the sale of a suit than to a pair of knickerbockers or knee pants, for in point of time it takes almost as long to sell a pair of these as it does to sell a suit. The woman is said to be just as particular in buying a pair of pants as she is in buying a suit. She will make the most minute examination of the material and workmanship.

From another angle it would seem that the particular woman should prove a good customer for high-class knickerbockers, well made, of good material and the recognized product of some well-known maker. The woman who buys boys' knee pants does not confine her purchases to these items, and the boy for whom they are bought does not wear only knickerbockers, but also wears suits. If the clothier carries knickerbockers and knee pants, and gives their sale sufficient attention, he will no doubt attract customers for boys' suits, for, on the whole, the sale of an individual item is less important than the profit in securing a long continued patronage, during which a number of pairs of knickerbockers are sold, as well as the proportion of suits to knee pants and knickerbockers that the woman buys for her boy.

A retail clothier attributes several causes for an admittedly poor business in knickerbockers. The reason he does not sell more of them is not because he does not want to, or because their sale might interfere with suit sales. for he says he would sell grass seed if he could make it go, but because the garments that are offered to him by manufacturers are unsatisfactory to his customers. They lack variety and are skimped as to measurements. Knickerbocker makers, he claims. are not keeping pace with the progress in the boys' clothing field.

Another contributing factor to a decided falling off in his knee pants business, he says, is that better suits are being bought for the boy to-day. The suits are made better and are of better material, and the mother is willing to pay decidedly more for the suit that contains quality. Then, too, pants that are reinforced where the wear comes, with double seats and made stronger, to some degree make extra pants less necessary, he claims.

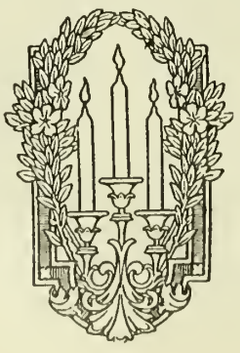
The majority of knickerbocker manufacturers are not making their merchandise to correspond with the improvement in suits, and that is what the retail buyer expects when she is asked to pay a good price for extra pants. She demands the same generous sizes and good workmanship that the original pants accompanying the suit contained.

This retailer asserts that he has not bought any knickerbockers to speak of for more than a year just because he could not get what he wanted and because the stock he carried was not moving. He is frank to say that the price of the kind of goods he wants would be high and that perhaps customers would be reluctant to pay six or seven dollars for a pair of knickerbockers for a boy.

Another retailer has a solution of the price problem which he believes he would adopt if he were a manufacturer of boys' knickerbockers. He would put out two lines, one of a good quality such as go with the suits and a fair line matching the suit sizes and colors, made of a cheaper mixture. This would give him some latitude in prices.

The knickerbocker and knee pants proposition is fundamentally one of economy, the mother buying these pants to replace those worn out with the suit, or to wear in place of those belonging to the suit. While the boy is wearing these knickerbockers, he is saving his suit. As a consequence, the extra knickerbockers, being used as a knock-about medium of economy, and making no particular pretension as to style, the woman is not inclined to pay a price that warrants extraordinary efforts in the movement of this merchandise by the retailer, unless she is educated to do so.

The gospel of the economy that lies in good merchandise can always be preached, is usually believed and should have just as strong an appeal in boys' knickerbockers as in anything else. If a pair of boys' knickerbockers retailing at four dollars will give more than twice the service of a pair at a dollar and a half, and at the same time present an appearance that offers a much stronger attraction as stock than does the cheaper pair, to say nothing of their appearance when donned by the boy, then it should follow that there is room for a campaign telling these facts and guaranteeing their authenticity by affixing a trademark which the mother recognizes as standing for the quality and service which results in greater economy in the long run.



All who buy boys' knickerbockers and knee pants are not influenced by dire necessity, and because a mother buys a pair of knickerbockers instead of a whole suit is no indication of poverty. There are knee pant makers who are producing and marketing merchandise on the basis of quality alone. Economical motives, no doubt, prompt even the well-to-do to buy separate knickerbockers for boys, and it is quite natural to assume that these would be willing and anxious to secure satisfaction in a good grade of merchandise at a good price, provided they had a means of recognizing it despite a lack of expert knowledge of material and workmanship.

There are signs of an awakening, however, for a manufacturer of men's trousers is now actively soliciting business for knickerbockers and manufacturers of boys' suits are also making a play for separate pants business.

HOW TO MAKE THE BOW

Reginald bought an evening tie, and, wishing to be immaculate, asked the shop assistant to tell him the correct way to tie a bow.

"Well, sir," said the obliging assistant, "you hold the tie in your left hand and your collar in the other. Slip your neck in the collar and cross the left-hand end of the tie over the right with the left hand, steadying the right end with the other hand. Then drop both ends, catching the left with the right and the other with the other. Reverse hands and pick up the loose end with the nearest hand. Pull this end through the loop with your unengaged hand and squeeze. You will find the bow tied and all you have to do is to disentangle your hands."—Pittsburgh Chronicle-Telegraph.

NEW OVERALL CONCERN

J. A. Lenox, for ten years sales manager of the Peabody Corporation, has announced his resignation to establish a plant of his own at Windsor, Ont.

The new plant, which occupies two floors of the building on Sandwich street, has been initiated under the firm name of the Lenox Manufacturing Company, and will be in operation this month.

The officers and employees of the Peabody Corporation recently suspended operations for an afternoon and gathered together to bid farewell to Mr. Lenox.

Mr. Lenox has been in the overall business for 15 years and in striking out for himself he has the assurance of thorough acquaintance with the business, as well as with buyers from coast to coast.

An American reporter was struck by the shabby clothes worn by the British delegates at the peace convention. If prices keep going up, there will be a general disposition to dress like statesmen.

Shirts Properly Displayed Sell Themselves

The above photograph shows the up-to-the-minute and one-minute-past shirt department. The stock is excellently displayed and is to all intents and purposes a self-serve display, as the customer can see a wonderful assortment—can handle the articles and make his own choice with very little assistance from the salesman.

PEARL DERBYS COMING BACK

Some of the largest hat makers in the United States predicted last Spring that the pearl and light shades of grey Derbys would be in strong demand by Fall, 1919. Now, early as it is, a number of retailers are showing this class of hat for the first step towards a felt Winter hat away from Summer styles of Sennets and Panamas that have been more popular than ever this season. Prices on the best grades of felt hats will average $9, this being a raise of $1 over retail prices prevailing last year. That there will be a big demand for felts of all kinds and prices goes without saying, for besides the regular trade there will have been some 100,000 soldiers returned to Canada in the Summer months, and experience has taught us that the returned man is a good spender and invariably buys the best.

INTER-ALLIED COLONIAL EXHIBITION AT PARIS

At the sitting of the French Chamber of Deputies on 12th June, a bill was passed providing for the holding of an Inter-Allied colonial exhibition at Paris in the year 1924. In connection with this exhibition a building is to be erected for a permanent colonial museum.

George A. Dobbie, Galt, Ont., vice-president and secretary-treasurer of Newlands & Co., Ltd., and a partner in the Galt Robe Company, has been elected a director of the Dominion Life Assurance Company of Waterloo.

SIMPSON'S BUILD IN HALIFAX

A site was purchased in the north end of Halifax, by the Robert Simpson Co., Limited, of Toronto, and contracts have been left for the construction of a five-story fireproof mail-order building of 100 by 300 feet. The intention is to push the erection of this building to have it ready for occupation in Autumn.

George Morgan is opening a 25-cent store in Huntsville, Ont. In addition to the main feature, side lines include some articles in women's and children's ready-to-wear clothing.

The headquarters office of the Associated Business Papers, Inc., has been moved from 500-503 Candler Building, 220 West 42nd street, to a larger location at 1700-1702, same building.

Let Carhartt Advertising Work For Your Store

Through a long list of Canadian publications we are educating people throughout the country to the value of Carhartt service obtained through Carhartt's Overalls, Allovers and Gloves. Just how much business you derive from this national advertising will depend to some extent on you. Instead, therefore, of letting people find out for themselves that you carry the Carhartt line, suppose you let them know that you do.

A display of Carhartt's Overalls and Allovers and Gloves in your windows in conjunction with our advertising matter will do much to bring business to you by identifying your store as the place where Carhartt products are sold.

Hamilton Carhartt Cotton Mills
LIMITED

Montreal Toronto Winnipeg Vancouver

DUPONT CANADIAN INDUSTRIES

What Is the Outlook for Fall and Winter Trade?

So far as Challenge Cleanable Collars are concerned —Good!

There are undoubtedly more users of Challenge Collars than ever this Fall.

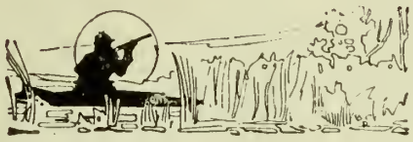
Reasons? A white collar that never goes to the laundry is both satisfactory and economical. A collar that does not fray and give out after a couple of weeks, is a hit with the young fellows. The shapes, sizes and styles of Challenge Collars meet the present demand of men —old and young—who give care to their dress.

And Challenge Collars are constantly and persistently advertised to the public. This publicity is bound to act as a stimulant to your Fall and Winter trade.

Are you stocked up on Challenge Collars to get your share of business? Let us send you our Collar Stand, store cards and advertising features that help sales.

The Arlington Co. of Canada
Limited
63 Bay Street : Toronto, Ont.

DUPONT



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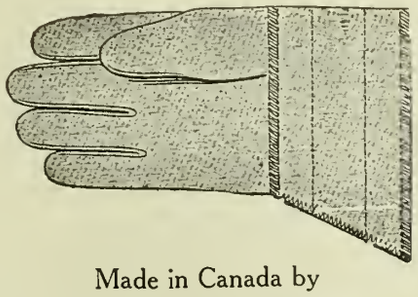

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The Outlook for Flax

Seed Selection in Order to Get Uniformity Necessary for Really High Grade Product—Shortage Inevitable for Next Two Years, Says Irish Authority.

By a prominent flax merchant of Belfast, Ireland

IT has been said that "No flax spinning mill was ever stopped for want of flax, though many a one has been stopped for want of money." There are undoubtedly some flax spinners who believe that that still holds good for the future, and still more manufacturers and sellers of the cloth who proceed on that assumption.

But those who try to think ahead and reckon up the possible supply of flax at the end of this year on the one hand, and the probable demands of users on the other are perplexed.

All depends on Russia, and Russia is a riddle to which no one can give the answer. According to best advices available, there are considerable quantities of flax throughout Russia. But we ask ourselves are these stocks reasonably safe from destruction, or is it possible to get them out amid the turmoil? Should conditions soon improve, are the railways in a condition to handle large quantities of produce, and will there be any considerable acreage under flax this year? All these questions are of the utmost importance for our industry, especially for Scotland and Belgium. The Irish and French flax-spinning industries might make shift to keep going on their home supplies, the Irish spindles being so much finer than those of the other countries, and the work of re-establishment of the French mills being slow after their destruction at the hand of the Germans.

It is inconceivable that anything like full supplies will be exported from Russia this Summer. My own opinion is that nothing more than insignificant quantities of Russian flax will get out, the result being a disaster of the first magnitude, especially for Scotland and Belgium. We should then be dependent upon existing stocks in Western Europe, together with the product of the 1919 crop.

Small Supply of Linen for Two Years

The existing stocks of flax in spinners' hands are small—dangerously small—but consumption for the time being is reduced to a minimum, so that with what flax remains to be bought of 1918 crop, there should be enough to allow our mills to continue spinning for this year. We then fall back upon the 1919 crop. What is its acreage to be? And still more important, what yield may we expect?

A maximum from the combined crops of Ireland, Holland, Belgium, France, Canada and British East Africa might turn out to be as much as 40,000 tons; but, on the other hand, it might be no more than 25,000 tons. That would all be used up in the first months of 1920, and for some months supplies would entirely fail.

In face of this it is difficult to see how flax prices can come down in the absence of Russian exports. Prices for the 1919 crop may rule quite as high as those for 1918; we should therefore have a reasonable expectation of turning over our present high-priced stocks without loss. The demand for linen at these prices may be small, but the supply for the next two years will almost certainly be small also. Buyers, therefore, should operate with confidence, and holders of stocks should not be tempted to cut prices.

This is my view of the present situation, and unfortunately little or nothing can be done to remedy our shortage for the next two years. Let us, therefore, look farther ahead.

Qualities Have Been Tending Downwards

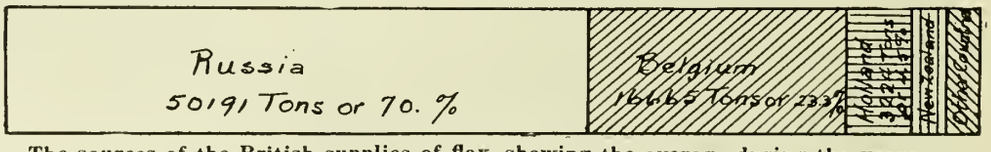
Before the war flax was being sold by the producers too near the margin of cost to induce larger acreages. Admittedly the quality of flax was tending downwards, and so were the average yields. It seemed as if nobody was taking the trouble to maintain the standard of the crop and assure us of a constant and sufficient supply of suitable raw material.

There were, no doubt, many weak spots in the all-round management of the flax and linen industry to account for this want of concern.

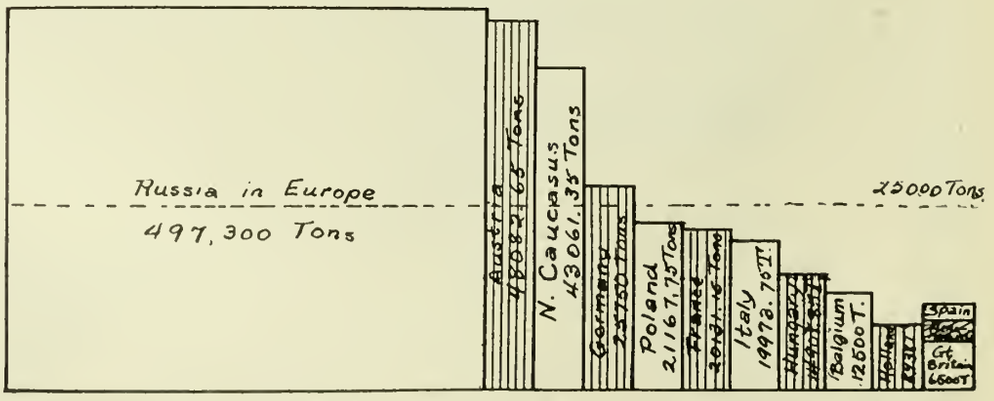
One of the most fatal was manufacturing to price rather than manufacturing to standard, coupled too often with unsound costing methods. Manufacturing to price tends to induce too favorable estimates of waste and turn off and to the steadily increasing employment of low-priced raw material. The effect of this policy is to keep down the market value of the better grades of product at each stage and destroy the incentive to reach and maintain a high level of quality. The difference between using bad raw material and good is that in the former case results at every stage are likely to fall below expectations, while the contrary is the case with good material.

Better Grading of Flax Required

In the past, how many took the trouble to find out whether they were buying flax or water. How many really tested in their costs of line the value of good scutching, or, if they knew the benefit, how many were willing to pay its market value? It is ruinous to buy water at the price of flax, and it is a blunder to refuse to pay the relative price for a better article and expect the better article to be forthcoming. In these matters of marketing, proper encouragement has not been given to pro-



The sources of the British supplies of flax, showing the average during the years 1902-1905; Russian supplies heavily predominating.



The Flax Production of the World by Countries. The quantities in Germany and Belgium are computed on the basis of acreage and yield.

perly handled flax. We must always endeavor to get better qualities of flax, of yarn, or cloth, but at the same time we want cheaper flax—that is, in the present circumstances, a flax which has not gone up in price relatively as much as wages and other materials. Is this possible with producing costs as they are at present and not much prospect of their reduction? I believe it is.

Apart from improved mechanical means of handling the crop, a larger and more uniform yield would achieve that result. The improvement possible in that way and the consequent relief to the industry could be very great. Double the present average yields is not a wild dream. This is the considered opinion of more than one experienced and thoughtful flax grower. Could anything approaching that result be obtained, there would be a tremendous stimulus to flax growing. How is this to be obtained? The answer is: By seed selection. To those who do not realize what present conditions are this may seem a quite inadequate answer to a difficult question.

What is it that enlightened flax growers have been complaining about for years. The seed does not germinate simultaneously, some plants get ahead of others and mature sooner, the flax, therefore, cannot be pulled at the proper time for all the plants in the crop. Some are over ripe and others are immature; the evil is accentuated by the retting, some plants being under retted, while others are badly over retted. The yield in scutching is affected and the flax is rippy. Even of the plants that germinate together, some are taller by nature than others, and this makes for bad yields in scutching. The consequences of irregularity in growing flax are felt in every operation of scutching, spinning and weaving.

Seed Selection Essential

The explanation of this trouble is that our seed is a mixed seed. There is not one variety in it, but perhaps dozens of varieties, each with its different characteristics of quick or slow germination, short, or long, or branching habit, early or late maturity. The only way to avoid the evil consequences of this mixing is to resort to seed selection, isolating the various strains, dropping the middling and poor ones and concentrating on the best varieties.

This work happily is about emerging from the experimental period, and in two or three years the area under selected strains should be counted by the 1,000 acres. It is work, moreover, which will have to be continually proceeding to prevent a relapse into the present ruinous conditions. This should be one of the great functions of the Linen Industry Research Association, whose establishment is imminent, and of which everyone engaged in the linen industry should become a member.

The immediate outlook for flax users is not rosy, but already we can see the signs of the break of a better day.

DRESS LINENS FOR 1920

Reports from trade authorities in New York state that a growing interest is being manifested in linens as a fashionable dress fabric for next Summer. The prices are just about three times as much as before the war, but that does not seem to make any difference to the fashion cycle. The demand even at present is such as to overbalance the supply very greatly. Buyers are showing their chief interest for next season in blues, rose and brown.

"Out of our color card of 32 shades, three blues, rose and brown are among those buyers have shown most interest in" said a converter.

A buyer who recently returned to New York from Europe states that big quantities of German linens have been held in Rotterdam, shortly to be launched on markets elsewhere. At the sources of supply in Europe merchandise is said to be more scarce than ever and prices seem shockingly high to representatives of stores which have been operating on their immense stocks purchased before the war.

ONTARIO FLAX CROPS DISAPPOINTING

Sixteen of the 30 companies in Ontario, which operate 37 of the 51 mills in different parts of the Province, claim that the crop is not a success. Generally speaking, they claim that one-third of the crop on the 11,000 acres will have to be cut instead of being pulled. The flax is very short because of the drought.

The old flax-growing district of Southwestern Ontario is the hardest hit this season. The only districts in which flax is doing well is around Pickering, Oshawa and Bowmanville, where it was never grown previous to this year. It is exceptionally good at those places.

New Cotton Products

A Double-face Kimona Cloth and a Turkish Towelling Made in Canada—Suitable for Bath Robes and House Slippers—May be Sold Over Counter When Production is Under Way.

Some interesting cotton fabrics are being developed by an Ontario manufacturer. One of these is a heavy grade of Turkish towelling in dark shades and patterns which are suitable for making house slippers. There is a future possible for this cloth, being sold over the counters and in bathrobe lengths with a border design. This material is quite popular for these purposes in the United States. The maker here says that the matter of color and design is quite immaterial since he has the equipment for turning out anything in that line. The cloth is of firm texture and even close weave. When used for house slippers it is duplexed with a lining which provides a necessary stiffness and a smooth finish which shows every indication of being satisfactory.

Another development by the same manufacturer is a double face kimona cloth with eiderdown finish, which is claimed to be as warm as wool. "That may seem to be overestimating it but we have made experiments and found that to be a fact," said the originator to a DRY GOODS REVIEW representative who visited the factory. The reason for the statement is quite logical, too, since the fabric is built on the plan of a cement-block building or any similar surface requiring to keep out sudden changes in temperature. That is, the plan of the change being retarded by having to pass through an air space.

This new material is woven with the eiderdown finish on each surface and the threads outstanding between so that an air space is maintained and a thick but lightweight cloth results. It is claimed not to "mat" as wool sometimes does. Thoroughly up-to-date machinery has been installed to produce this material, the looms being automatic so that they run during the noon hour with no one close at hand to operate them.

In case a thread breaks the loom automatically desists on that section so that it will not continue and make defective cloth. The cloth is 72 inches wide, and as with other cloth described the color and design is unlimited and it too is being used for making house slippers. These are interesting new outputs on the Canadian field.

THINKS COTTONS AND SHOES ARE BARGAINS AT PRESENT PRICES

J. A. Grummett, general merchant at Rivers, Man., states that the only way he can make special sales is to introduce the customer to the special values he has to offer when in the store. He has been offering prints as a leader at 30 cents. This merchant is a close student of world trade conditions and believes that with prices bound to remain in the ascendency heavy stocks should be purchased well in advance. Merchants who put on shoe or cotton sales are ready for the insane institutions, according to his notions. He cannot see how cottons can react when there has been a curtailment of planting.

New Silks All Advancing

Demand Keen For All Staple Offerings—Paris and New York Featuring Rich Brocades—Printed Georgettes a Fashion Item.

IMPORTERS of silks are looking for a big season this Fall in Georgettes and crepe de Chines, both plain and fancy. Some of the houses are featuring an all-silk duvetyn (Peau de peche). It is a French production which was described this Spring in DRY GOODS REVIEW and was then selling at $7.50 retail. For Fall it will be at rather higher figures, from $10 to $12 per yard. It is shown in all the new costume shades suitable for evening and opera wear. Some of the new tones in which it is being offered are ember, nut, dust, Ghent blue, jade green, and Eglantine (salmon pink). Fair stocks of European silks are being shown for next season, and the likelihood is that from now on both French and Swiss goods will be available in better quantities. Elegantie, a French silk of beautiful texture, promises to be a big line this coming Fall and Winter. Some gorgeous metallic brocades and gold and silver trimmings are reported to be on the way from France now. These will retail as high as $25 per yard. Grenadines, too, are selling well, and some very fine stuff is being shown that will retail at from $4.50 to $5 per yard. Charmeuse satins will be as popular as ever, and are selling well in practically all plain shades. Little really new novelty goods are on sale for Fall and Winter, there being little deviation from the new ideas introduced last Spring. Apart from the novelty silks on the market, plain silks in high colors will be in great demand.

Manufacturers Not Anxious to Take Excess Orders

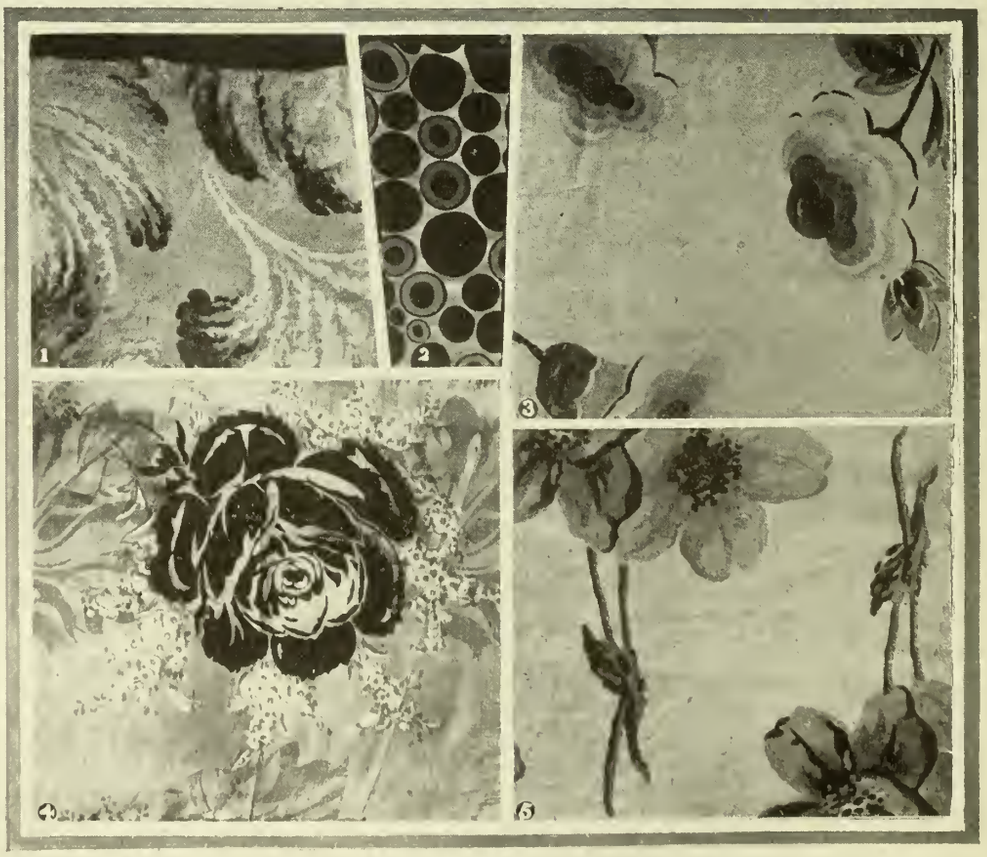
A buyer of one of Toronto's large departmental stores has just recently returned from New York. He found that all goods for Fall fully from 75 cents to $1 per yard higher than two or three months ago. Goods were exceedingly hard to get. He stated that it was a most unusual thing, the small amount of goods that was displayed on the tables. The output of the States just now can be taken care of pretty well in the States, and manufacturers are none too anxious to sell with the markets in raw and thrown silks so high. Plain satins that could be bought a short time ago at 65 cents per yard are now selling at $1.65. Some figured goods that were previously $2.65 per yard are now bringing $3.25. Metal brocades and brocaded satins are being shown very largely for next season in New York, and these will doubtless find a popular favor with the buying public. European goods will not figure to any great extent in the silk stocks of this store before next Spring. This buyer stated that for the Spring of 1920 Swiss crepe de Chenes, marquisettes, mousselines, and crepe meteors should be available in fairly good quantities. A return of all these European creations will have the effect, he believes, of helping market conditions very materially as the American manufacturers will have keener competition, and better prices should result. Printed Georgettes in large floral patterns are already currying favor with fashionably-dressed women. Printed pussy willow and radium silks are also features among the silks selling for Fall.

Prices Advance With Call on Short Supplies

Very phenomenal advances have taken place in all the silk markets. Raw silks have risen to new levels within the past month, and since last February silk cloths have advanced from 35 to 65 per cent. A plain article, an all silk pure dye, guaranteed, and suitable for ladies' dresses and linings, sold at $1.45 per yard last March; it is now quoted at $2.25.

There are no buying snaps in Japanese silks, importers state, and the market for these silks is very high at the present time. Buying on the part of importers is, generally speaking, very cautious. The reason attributed for this is the belief held by a great many business men that the present prosperity that the country is experiencing cannot last for ever, and that a reaction is bound to ensue. People at present are not holding back at the high prices of silks or of anything else but are buying freely, creating an unprecedented demand in the face of almost a general shortage. This condition is bound to subside with any marked diminishing of the apparent prosperity of the people. It is possible, however, that if production increases to an extent sufficient to meet the world-wide demands without interference from the revolutionary propaganda that a sane and normal levelling will accompany world-distribution and maintain prosperity at the same time.

S. Ubikata, president of Silks, Limited, Calgary, went through Vancouver early this month on his way to Yokahama, where he will reside.



Gay Fall Silks

New Fall silks in striking designs. No. 2 is a printed radium silk with plain blue spots and spots of navy with ember rings; the background is beaver color. No. 4 is a heavy pussy-willow silk in blues with printed and jacquard design. The others are popular printed Georgettes in the new large designs. Oriental blues and beige predominate. Shown by J. O. Bourcier & Co.

More Goods the Big Cry

Market in All Dress Fabrics Remains Firm While Production Continues Away Below Normal—Tricotines, Gabardines and Broadcloths Lead in Fall Fashions With Serge a Staple Still.

Speaking in regard to the woollen situation in England, and particularly in regard to cloths available for men's suitings, a buyer of one of Toronto's largest wholesale houses, just returned from the Old Country, told a representative of DRY GOODS REVIEW that the market was still very unsettled, and that there was a great scramble for materials. He believes that the lower prices so much hoped for and expected following the signing of the armistice last November will not materialize for a long time to come. Labor unrest and insufficient transportation facilities are the chief factors operating against a return of normal conditions. The mills are only working half time, and the demand for shorter hours and more pay will keep the market very strong. There is the crop of two years in Australia waiting to be brought across, but ships cannot be procured. Manufacturers have very light stocks of fine tops, and it is very difficult to get combers to comb them.

Last January and February there was a thirty per cent. decline following the armistice, when everybody thought prices were going to fall to normal levels, but just now this has all been recovered, and in many instances prices are higher than ever before. Woollens are to-day from three to five times as high as in pre-war times. The representatives of this and other wholesale houses state that there is a very keen demand for anything available. English buyers are around the mills every day picking up odd pieces for the home trade. French buyers, too, are right on the spot, taking all that they can procure. Consequently such a demand is bound to keep prices high until supplies are in more abundance. Deliveries of orders to this country are very slow. The labor situation is a problem that has to be contended with, and great difficulties are being experienced in keeping the employees of the mills at work, whereas in pre-war times the mills operated three shifts, many of them now are not working more than one, and it is almost impossible to get men to work overtime. They ask double pay for all overtime.

Old Customers Only Get Goods

When asked as to the actual stocks he was able to procure, this buyer stated that he got a little of everything and not a great deal of any one thing. Worsteds he bought will sell at from $7.50 to $10.50 per yard. Purchases of Scotch tweeds were very limited. Buyers, he states, are still more or less rationed. These will sell at from $6 to $8 per yard. He pointed out that it is almost impossible to buy from any Old Country manufacturer where one has not been a customer for a great many years. Buying from the Canadian mills is also very difficult as instanced in a letter to a Toronto wholesale firm, in which it was stated this particular Canadian manufacturer was not in a position to accept orders. An order was given for six hundred yards of blue serge but it could not be filled as already the mills had more orders than the capacity can take care of.

In regard to dress goods, a representative of textile mills, Bradford, England, told DRY GOODS REVIEW that there is a very heavy demand for all dress goods materials. Broadcloths, however, promise to be very popular this Fall, also tricotines and gabardines. The situation in the Old Country, he states, is not much easier. It is not a question of raw materials as much as it is of transportation, of getting the ships to bring the wool from Australia and New Zealand. It is stated that in the latter country bales upon bales are still piled on the docks waiting for tonnage on which to be carried to the Old Country. It is the fine Botany tops that the English manufacturers find hardest to secure.

Broadcloths, particularly in the brown shade, will sell well this Fall for women's suitings. They will sell wholesale from $5 to $6 per yard. Serges are also being bought freely, but the broadcloths, tricotines and gabardines will be the favorites. European countries are in the English markets for all the goods that they can secure, and Canadian merchants who were early in the market are very fortunate, as later on there is bound to be a scarcity. As an instance of the rapidly advancing market in dress goods, a buyer told DRY GOODS REVIEW that to replace twenty-five pieces of cloth, purchased on March 28 last, he had to pay 100 shillings more at the beginning of July.

More Production Needed

With the hope of better supplies being available next year, a feeling is growing up as reported in earlier issues that cream wool goods for suits and skirts is going to be a matter of some importance next Spring, consequently the stores which are fortunate enough to have any such on hand are fostering the inclination by bringing out the beautiful fine wool fabrics made before the war was far advanced. One Toronto store showed a piece of cream brocaded Bedford cord in fine all-wool at $2.00 a yard. Cream gabardines were offered at $4, which in the dark colors would bring at least $7 a yard for Fall suitings. Fine Challie and fine Japanese printed wool fabrics are also reappearing on the counters after a lengthly seclusion, and it is hoped by the time these scattered stocks are disposed of that some replenishing of them will be possible.

The big fact of lack of production in all lines of textile manufacture under the new regulations of shorter working hours is felt throughout the trade to be the biggest factor in keeping up prices and keeping down supplies. For Canada the situation is almost as serious, and for her future perhaps more so than in any other of the big countries of the world.

"Victory Girl"

Between the elevators and the silk alcove, the Robt. Simpson Co. found an admirable spot for this effective display on Peace Day. The Victory Girl is gracefully draped with white satin; on her left hand is perched a white dove; in her right is a sheaf of bright-hued maple leaves; maple leaves are also entwined on her head and around the base of the drape. At the left of the display was a drape of red, white and blue striped silk, and flags played a big part in the background, as shown. The whole was considered a striking and artistic piece of work by the many who viewed it.

Letter from our Paris Correspondent

SUMMARY

Broderie Anglaise and black velvet ribbons coming into vogue.

Fringe or galoon edge tucks and frills.

Net ties are wrapped about the neck two or three times.

Waistline still loose.

Thick, light fabrics for Fall. Several are described. Knotty checks a novelty.

Many knitted garments worn by children. Caps to match.

Satin bathing suits worn in bright colors.

Beach capes are made of sponge cloth.

Needlework being done for re-decorating churches.

Fine white embroidery and tapestry returning.

Crochet also being seen again.

Paris, France.

EDITOR DRY GOODS REVIEW:—Again come the months of holidays. The bright sunshine we have enjoyed for some weeks has encouraged the Parisians to fly from their town, to go and lounge on the beaches. These holidays are merry, for peace is at last signed, and, in spite of the high cost of living, of which everybody feels the pinch, and the labor troubles which have hindered work a good deal lately, fine toilets are to be seen at the seaside and at the races.

At the latter place, many models have been made, but there is nothing really new in the shapes, nor in the materials. Supple dresses are less narrow, and have some vague panniers, but the tailored costumes are decidedly straight and plain.

Embroidery and Ribbons

What is seen mostly, in lace, or in silk, is the skirt made of several frills. At the seaside, both materials will be replaced by "broderie anglaise," which is coming into fashion afresh, with black velvet ribbon belts and flying ends.

Cotton voile will also be extensively seen, and the bottom of each frill or of the tucks (when these replace frills) will be edged with a fringe, or a galloon of hanging balls made of Irish lace. All bodices will be flat, generally open in V shape, although some dressmakers are making high collars and ties rolled around the neck two or three times (such ties are in net, it is true, but they should be mentioned as a prospective change in next season's fashion). Sleeves are not any longer than previously, and the waist line question is settled for the present, by having the belts at their proper place and still loose.

Thick, Bright Fabrics

The Traveling Coats Department has already started using the latest novelties in materials, which are supposed to be seen only during the fall and winter.

By the enclosed samples you see that the thick but light kind of fabrics will still be fashionable next season, that the rough looking bure has lost none or its favor, that checks, stripes are firm, and not disposed to cede one foot of ground.

Black and white plaid in itself has nothing especially striking, but people like it somehow, and it is seen, if not on whole coats, at least as trimmings, such as mufflers, revers, cuffs, pocket-revers, etc.

A very interesting specimen of reversible cloth on one side is a Scotch plaid, thick, navy and green serge, quite classical in appearance, while on the other side it looks exactly like a navy and black velour de laine with green stripes. I feel sure many dressmakers will find it very useful.

A rough bure thick cloth is designed for convenient motoring coats. Its yellow, greenish shade makes it quite handy for the purpose.

Also expected to fill the same duty is a kind of thick diagonal hairy cloth in black and white that looks very warm and cosy.

A most amusing cloth in two shades, as you see by the various samples of it. seems to be afraid of still being in the checks pattern, and makes some knotty patches of a showy shade on the black ground. This newest among the new fabrics is sure to gain favor among the ladies, because it is now extremely fashionable, for motoring purposes, to wear a bonnet in schappe silk or chiffon, that closely imprisons the hair, and is covered with a veil, whose long ends are tied around the neck. As these headdresses are in bright shades, if worn with a coat of this material, they will be made in green, mauve, blue, khaki, or red, to match it.

Colored Wools Very Fashionable

At the seaside, knitted yarns are seen mostly. Youngsters wear nothing but green or purple, or white and pink combinations of that material; ladies have either a whole costume, skirt and jacket knitted, with a white nainsook blouse, or whole dresses, or even capes entirely knitted. These are generally made of fine wool, and they have trimmings in a different shade, silk fancy knitting. I saw lately a pretty cape, made of a yoke and skirt in light pink woollen knitted yarn, with a broad border all around it in grey silk knitted into laurel leaves. It looked very effective.

Needless to say that the favorite hat is a knitted cap, matching the dress.

Bathing Suits in Unusual Cuts

Fashion has invaded the bathing costume department. The fact of it is that it would be difficult to find the old bathing suit composed of navy serge breeches and tunic with sleeves trimmed with red or white galoon, in any fashionable sea bathing resorts.

The present bathing suit is a satin combination, which appears to have no cut at all, except two holes for the legs, one for the neck, and the arms go through openings made by the fastening of two points on the shoulders. The shades of such garments are, of course, very bright and varied, as they are wont to be on the sunny beaches. The bonnets worn with these are very similar in shape to the boudoir caps worn in town, which means that every kind can be seen.

Many bathing slippers look like the shoes worn at present with ribbon bows or straps fastening them above the ankle.

The sponge cloth wrapping worn when coming out of the water is no longer that straight piece of material that suited one's figure more or less well, but it is a regular cape, just like the silk one worn at the theatre, only it is in sponge cloth, very often nicely printed.

Handiwork in Variety

Amongst the "ouvrages de dames" displayed in the haberdashery department of all the dry goods stores, we still have as fashionable as ever, the thick embroidery I spoke about last year. As a

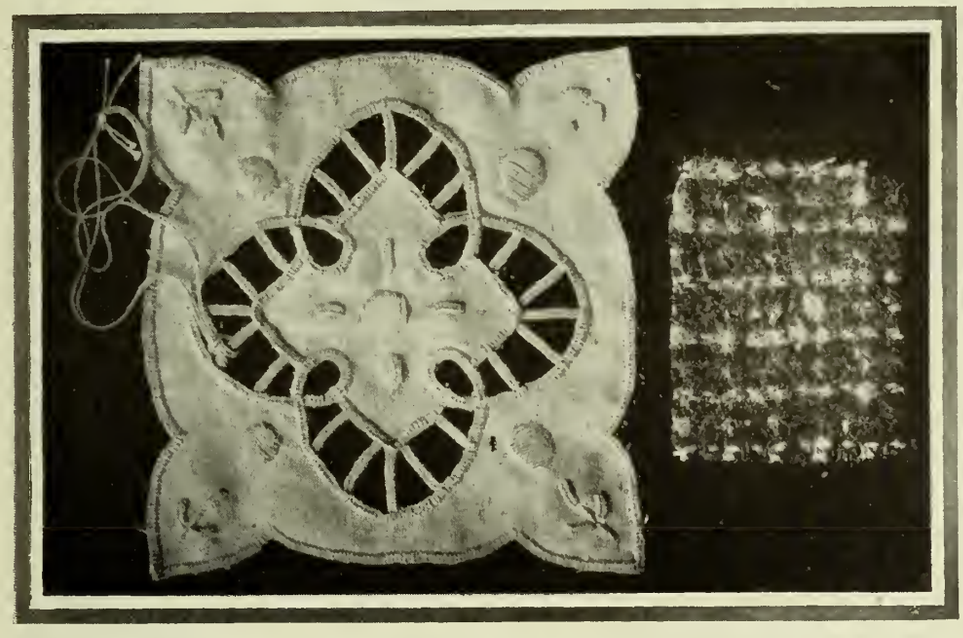
rule, they now sell small square motifs such as enclosed herewith, which can be joined together and made into all sorts of things: tea cloths, board covers, piano stool covers, even curtains, etc. They are generally finished off by tassels or fringes in the same mercerized cotton as the one used for the embroidery.

As there are so many ruined churches in the North of France to be rebuilt and refurnished, it is very fashionable to work for these, and make fine linen for the religious offices. This will mean a return to fine white embroidery on cambric, and also to tapestry, for a good many samples of that old work are being sold just now.

I think also that crochet work will come into favor again soon, for I have seen children's pinafores trimmed with it at one of the great stores.

Next month I will tell you about weddings and what a "Corbeille de Mariee" contains nowadays.

Jeanne Gaillard



Not Roman cut work as one would suppose, but a new embroidery stitch developed in heavy ecru silk on heavy ecru linen. Right, one of the new popular mixtures with a plaid effect.

SILKS HAVE MADE USE OF THEIR OPPORTUNITY

In no line of textiles has the economic complexion so changed during the last few years as in silks. The great trend of the trade is toward novelties. So acute is this tendency that practically 65 per cent. of the silks sold to-day may be classed as novelties. This is in large part due to the fact that the retailer is studying the wants and wishes of his customers as he has never done before, and these same customers are rapidly abandoning the old accepted run of silks for the novelty idea.

It is not a question of prices to-day, it seems. The customer insists on the best. This, of course, is in part due to the fact that both the individual and family incomes have increased. In any case it might be put down as an accepted fact that prices no longer govern the retail policy. Whether the recent phenomenal advances in raw silks and labor will cause any hesitation when the new goods reach the retail counters is not yet certain, but manufacturers and jobbers appear to be very optimistic. Perhaps one of the most encouraging symptoms of retail conditions is the rapidity with which some of the high-priced Summer novelties were accepted by retailer and consumer.

The phenomenal growth of the silk industry in the United States during the past few years is in no small measure due to it having risen to the occasion with initiative and intelligence and supplying the public with a type of fabric which was practically cut off from other textiles. If one wanted a dressy, fanciful novelty it was silk one had to wear, and in silk, choice and a ready response to the feeling of the public was to be found. The situation is little changed since the armistice was signed, except that women are wearing more and more silks, both for outer and under garments, and men, too, are becoming very partial to silk shirts and pyjamas.

BIG SCARCITY DURING OCTOBER, NOVEMBER AND DECEMBER

The jump in prices of ready-made garments will, in the estimation of some piece goods buyers, place yard goods on a par. The increased sale of yardage in the store will be marked. The read to-wear department will have to put forth selling efforts to retain their sales standards, with the growing tendency toward the sale of yard goods.

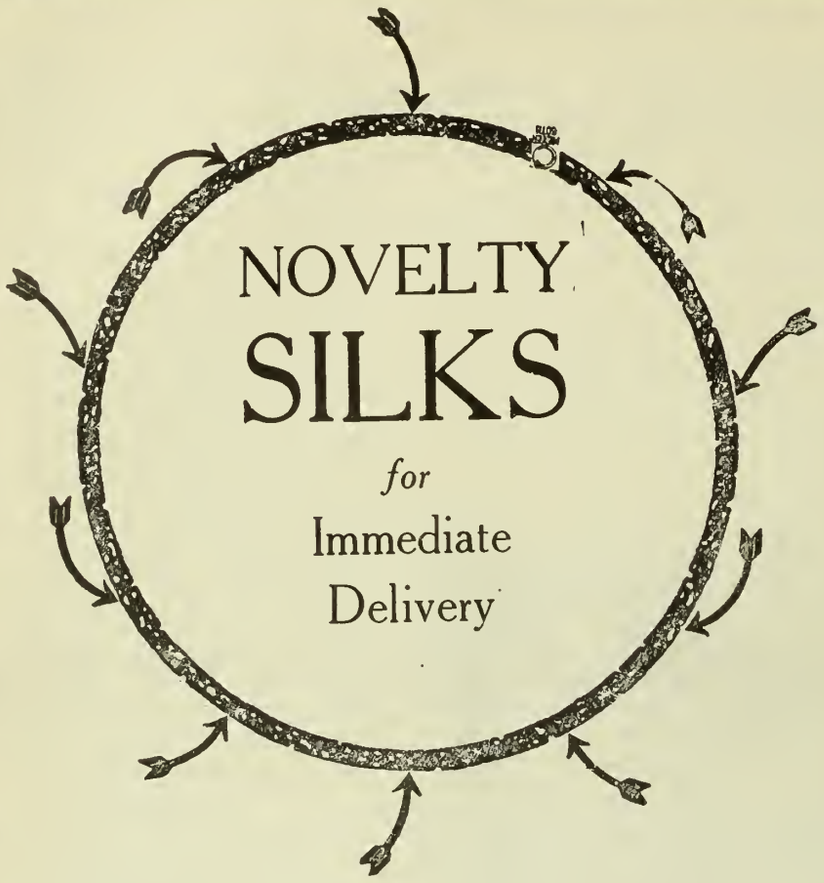
As to deliveries, a representative manufacturer says that taking the market as it is to-day, it is advisable to buy as far in advance as possible, specifying exactly the time of delivery, even as far ahead as March or April. During the months of October, November and December there will probably be the greatest scarcity of merchandise that this country has ever seen. There will be practically no re-order business; and only the buyer who buys with these conditions in mind will have a sufficient supply of merchandise in his department. During the above months the manufacturers will have nothing to deliver and the market will be cleaner of merchandise and the sales of retailers will be greater than ever before.

THAT AEROPLANE LINEN!

All the large retail buyers of linen in Toronto who were interviewed by DRY GOODS REVIEW are of the opinion that the big purchase of aeroplane linen by L. T. Martin, in England, will not affect the market in this country at all. Of the total 40,000,000 yards, 2,000,000 yards, it is said, is to be marketed in Canada and the whole is to be disposed of within a few months. Nevertheless buyers here have not seen the linen yet. One buyer was in Ireland at the time the transaction took place and he reports that all grades of the cloth are unbleached and therefore the marketing of the goods is at the mercy of the manufacturers, who say they are unable to bleach it. Even the Canadian allotment cannot be bleached here, owing to the one or two Canadian linen manufacturers being filled up for months ahead with their own work.

It appears, then, that only such of it that can be used unbleached will be saleable. "There is enough to make linen skirts for all the women in the world for next Summer," said one buyer. A certain amount of it will probably be used for embroidery purposes, tents and awnings, but the finer, sheer goods, such as the handkerchief linen, will be of little use, say linen authorities here, unless it can be bleached. The bleaching and marketing costs, added to the 50 cents a yard which Mr. Martin paid for it, will probably bring the price up to the levels asked for goods already on the market.

It will be interesting to note whether any developments occur when (or if) a full range of samples, with prices, is once in the hands of the Canadian buyers.



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We show the largest line of Novelty and Fancy Silks you will find in the Market. Also New Shirtings.

Delivery at once.

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NEW YORK CITY

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GUARANTEED
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CANADIAN MADE
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LIGHT AND STRONG, EASY TO WASH
HEAVY AND TOUGH—WEARS WELL
First for quality, durability and appearance. Sold in the piece or ready made up.
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MADE IN FRANCE

FANCY GEORGETTE PRINTS

We are featuring in our lines for Fall all the fashionable shades in Silk Fabrics essential for evening wear.

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PARIS TARARE LYONS

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The Merchant Knows

that **B. D. A. Mohair** stands high for satisfaction, multiplies profits by repeated stock-turns and sells in any season because it is "The Mohair of Maximum Merit."

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Standware

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"Clydella" advertising is scheduled to appear in MacLean's, Canadian Home Journal, Saturday Night, Vanity Fair, Town & Country, Country Life in America, Vogue, Harper's Bazar, Good Housekeeping, Elite Styles, and Le Costume Royal, during September, October and November.

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Trade Mark Reg'd

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ON SELVEDGE IS OUR GUARANTEE

BRITISH "SPERO" MAKE

SUPER-STANDARDISED QUALITY
IN COTTON GOODS
"The Best in the World"

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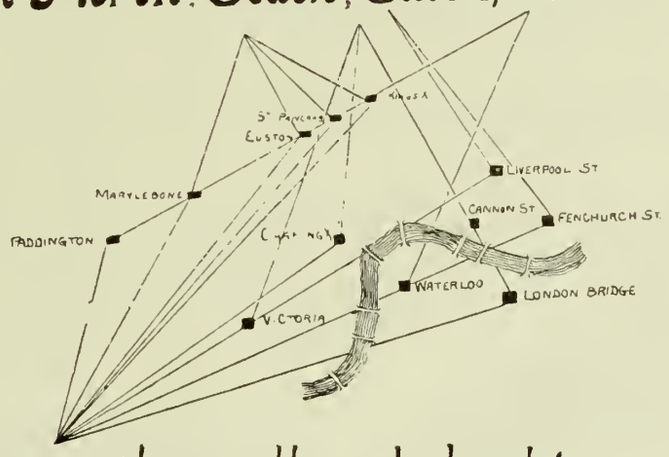
ALL RAILWAYS END IN

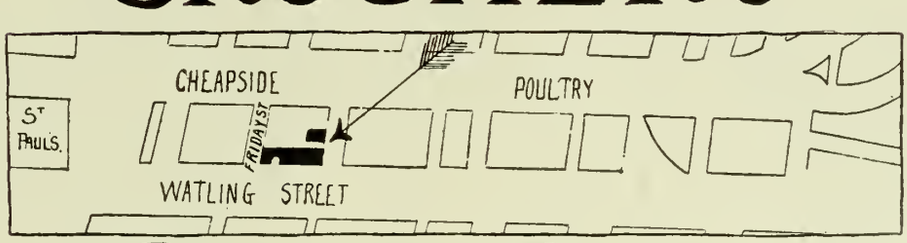
LONDON,

from North, South, East & West



thence all roads lead to

CROCKERS



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ROBERT WHITTAKER & Co., Ltd.

5 BREAD ST., LONDON, E.C. 4, ENGLAND

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We hold a large and varied stock of every description of Wool Dress Goods and Cotton Dress Fabrics at prices suitable for the Canadian Market and ready for immediate delivery. Our stock comprises wide ranges of the following:—

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During the season our representative in the Dominion will be visiting Toronto, London, Ottawa, Montreal, Quebec, Halifax, St. John, etc., and all enquiries should be addressed to H. D. Marshall, Stair Building, Bay Street, Toronto.

To Canadian buyers visiting the English Market we extend a cordial invitation to visit our warehouse, which is situated in the Heart of the London Dry Goods Trade.

Wide-Awake Retailers

Are out to win a favorable verdict for their ability to supply the public with honest values.

Our policy is similar toward the retailer. We offer

Working and Outing Shirts
Flannels, all Shades
Tweeds, Sateens
Drills, Oxfords
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Night Shirts
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at lowest prices.

Buy early and don't make the foolish mistake of delayed buying.

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Manufacturers of—

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and

Silk and Wool Casement Cloths.

Manufactured at St. Dunstan's Mill, Mill Lane, and Shuttleworth Works, Fairweather Green, Bradford, Eng.

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R & S SILKS *for Fall and Winter*

The suppleness and grace with which these soft, silken fabrics accommodate themselves to every whim of the designer of fashions, lend new beauty to every mode.

Supreme in quality, exquisite in texture, lustrous in sheen, R. & S. Silks Supreme are chosen whenever gowns, blouses, or skirts of unusual beauty are to be created.

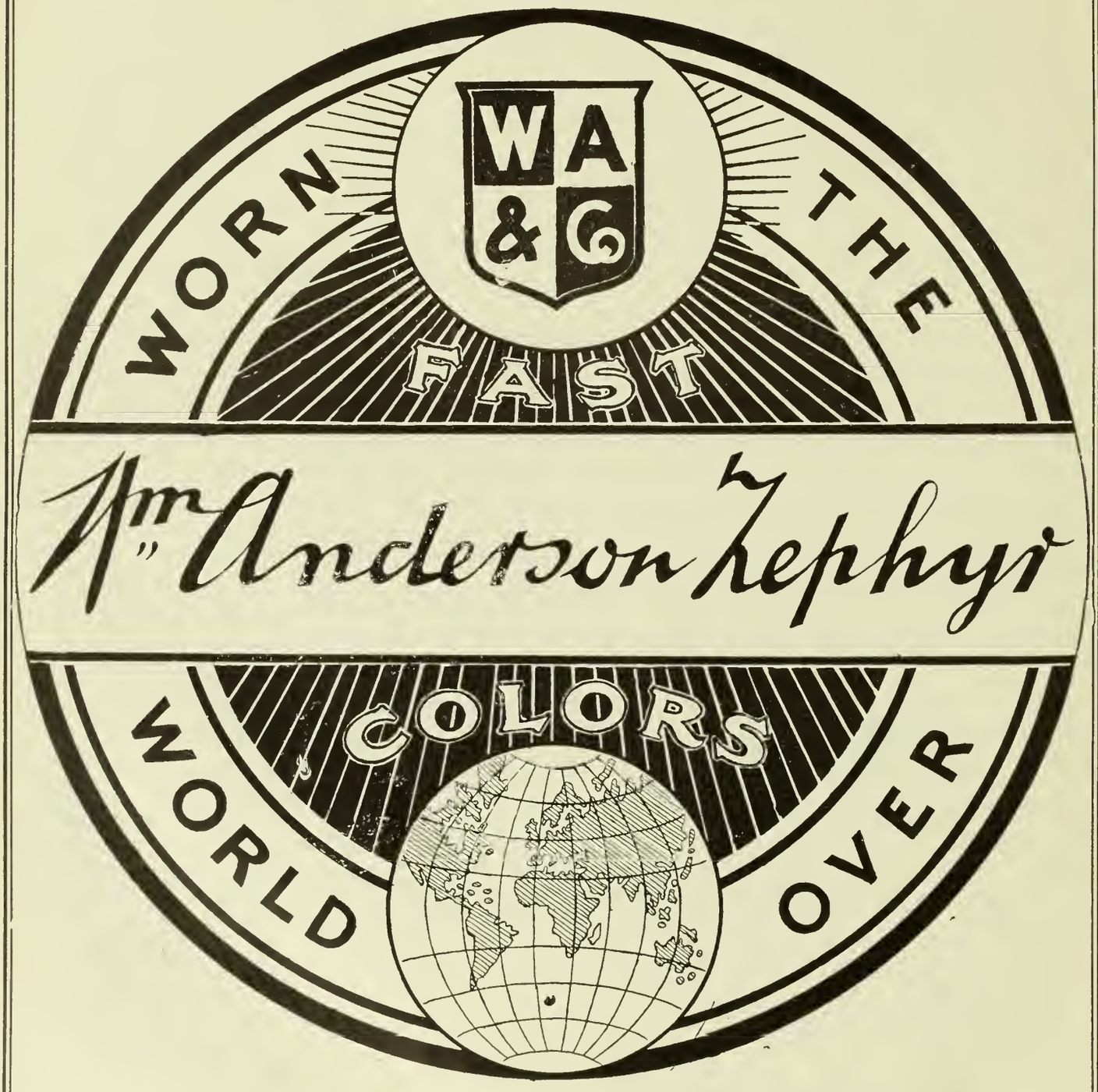
They are available in all the charming shades of the season.

REILING & SCHOEN INCORPORATED

Carl Schoen, President

260 FOURTH AVENUE & NEW YORK CITY

Among the Blessings of Peace Comes



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The Long-Front Hat for Autumn

Tams and Chin Chins Are Also in Vogue Again—Bright Colors Relieve the Fur Tones and Brocades Are Rich and Beautiful.

THE month that is past has only served to emphasize the three main tendencies in Autumn millinery, which were dealt with in detail in the previous issue of DRY GOODS REVIEW. Those were, brown tones, ostrich trimmings, and soft effects in shapes, especially crowns.

The last-mentioned feature is more readily achieved this year than last, owing to the better supplies of velvets. "The qualities are better and we can get a much more complete color range than we could last year," says the wholesalers, "but the prices are very, VERY high." As a result greater yardage of velvets is being consumed for velvet hats and prices of finished millinery are in accordance. The velvet is tucked and shirred and draped into massive crowns, billowy brims and drawn into high and unusual peaks and points.

Novelties in Trimming

Some of the plainer shapes show peculiarly novel touches in the trimming. One house has several models in black and neutral velvets adorned with hand painting. This painting is quite different to the older "flat" painting on velvet, since the paint stands out like enamel; but it shows fine detail, unlike the rough finished "impressionistic" style of painting. Naturally, for millinery the painting is seen at close range and therefore it cannot trust to "distance" or "atmosphere" to bring out the effect. Therefore one sees sprays of roses, foliage and buds, apple blossoms, etc., which are almost lifelike as they rest on the brims of these new hats. Painting is a style of trimming, of course, which never does become really popular, and must still be considered as a purely novelty note.

Then there are hats of soft duvetyn adorned with queer-looking Chinese characters, emblems and scenery, in Oriental colors. These may be cut out and appliqued, but the effect is finer if they are hand-worked in chenille, wool and gold threads.

Other novel effects are brought out by partially cutting out strips, bands or scroll shaped ends from brims and catching them up at odd angles. One model had straps of brown velvet caught from the brim up to the crown; these, however, were not cut out of the brim, but were attached at the edge.

Blondine continues to increase in importance.

Tailored Tams

Tams are considered especially good again, but the illustrations go to show that they have a little style all their own this season—quite different from those worn last year. Especially good for early Fall are taffeta tams not too "crushed" in effect, but cut rather on tailored lines. One model in navy blue velvet has fancy block border in white machine-stitched wool.

Extremely large tassels are shown on some smart models. One small round model in taupe and green silk had a taupe silk tassel about six inches long. This tassel was placed at the centre and highest part of the crown, so that it could spread out, covering the crown like a thatched roof or collected in less rakish style into an orthodox tassel at one side. Another mode of black velvet in chin chin shape had a black silk tassel hanging from the tip of the brim at one side. And, by the way, Chin Chins are numbered among the leaders in Fall shapes. A certain amount of fringe is used—especially the looped fringe.

Leather hats are not confined to rainy day models by any means. There are some very pretty arrangements of soft leathers for shapes and also combined with fabrics. One model in golden brown was formed of kid and silk duvetyn exactly matching. The top of the crown and sections of the brim were of the duvetyn and the crown sides, brim-facing and remainder of top brim were of kid; the seams were neatly corded.

Bright Hues Are Present

In addition to the brown and other fur tones which are important for Fall, there are some novelty tones which appear in touches. They include ember, which is between a burnt orange and a scarlet; burnt orange; victory red or American Beauty in combination with navy or Liberty blue; nasturtium shades; peacock and Belgian blues, and, as hinted above, Oriental yellows, reds, greens and purples, in small assemblages.

Metallic and rich brocades are being shown also. One of the most attractive importations showed a shape turned abruptly off the face. The foundation was a rich Belgian blue silk velvet, but the turned-up portion was faced with heavy blue satin brocaded in silver; this material was caught over the sides to meet on the brim at the back of the crown, with a clasp of small brilliants; there was no other trimming.

The Long-Front Hat is Featured

Directoire tilts and poke bonnets have had their day so far as Autumn styles are concerned, but their influence is seen in the new "long-front" hats which are a strong feature. Their name describes them sufficiently. They are usually very slightly drooped all round.

Some small round models and hats requiring to be built high make use of ribbon or silk made into very large wheels or pompoms, which have velvet covered buttons in the same color or else centres of jet or sequins for centres. When silk is used for these motifs it is pulled or fringed for half or three-quarters of an inch at the edge. Three of these wheels placed backs together are sufficient to cover the crown, which seems to be their chief purpose in life.

Beaver felt for brims and beaver cloth for soft crowns are used a good deal. Furry and woolly effects are to be quite good for the coming season, in colors representing furs, of course.

If one is to judge by the new and more exclusive late Summer models coming in, the sailor with large crowns and very narrow brim will be good for Fall. The newest numbers have higher crowns than the Spring sailors had. One attractive model is in white with crown of hatter's plush and Italian Milan brim scarcely an inch and a half wide.

One of the New Tams

Pictured at the left is a clever little navy taffeta tam with triangles of orange and red raffia. The sable scarf, too, is ever so fashionable.

An Autumn, 1919, Model

The smart chapeau at the right is of taupe beaver cloth and velv· with velvet ribbon run through the new style crown.

Brown and Henna

An interesting new use of chenille is shown on this new brown velvet hat. Small loops of henna colored chenille are flecked on crown and brim and straight stitches of chenille are used on the soft silk scarf trimming.

NOVELTY NOTES IN MILLINERY

Some of the smartest conceptions in pastel colored felt hats for the present show currants combined with tiny pink roses and foliage for trimming.

Lanvin, Paris, is using almond green and monkey fur. This fur is effective with this shade in velvet.

Buyers returning from Paris speak strongly of the use of veils and veilings of all sorts.

Talbot uses perforated velvets over bright silk linings.

Fur with lace or malines is noteworthy. Renard grey (that is, grey on the bluish cast of fox grey) and a yellow tint are much in evidence in Paris.

Kid trimming is embroidered on some velvet hats. There is also a fabric which imitates kid and it is made up into large poppies, showing one-half of the petals in white and the other portion in dark color. Steel grey with the white is considered especially smart.

Many of the chic shapes for early Fall resemble the small hats worn by the Chinese coolie.

A model of deep nasturtium velvet has facing of kid in the same shade. On this facing velvet poppies are appliqued with floss embroidery. The brim turns off the face.

Some Paris milliners predict a vogue for draped crowns, low and very supple. A few flowers, flat and dark, with velvet foliage, lame turbans sometimes veiled with net and turbans of ermine are also regarded as good.

An overflow of jade from Summer into Autumn millinery is detected.

A very clever new trimming called the Hawaiian plume is made of heavy satin ribbon cut into equal parts, which are tacked side by side together after being fringed almost to the centre from both ends. Wire is run through the centre, where there is a small tuck, and then they are bent to form the graceful "plume." The ends may be finished with small pleatings.

Entire brim facings of blondine are considered ultra smart. Many novel appliqued motifs of ostrich, silk, braid, jet, floss, chenille and ribbon are also shown.

Moire silk and ribbon are used with velvet, plush or satin.

High prices are keeping duvetyn both fashionable and exclusive.

NEW INCORPORATIONS

Dominion

H. Corke and Company, Limited. Incorporators; Henry Corke, woollen manufacturer; and Alice Corke, married woman—both of Georgetown, Ont.; Ernest Young Barrowclough, of Glen Williams, Ont., woollen manufacturer; Ernest Russell Read, barrister-at-law; and Evelyn Keaveny, stenographer—both of Brantford, Ont. Capital $100,000, divided into 4,000 shares of $25 each. Chief place of business, Georgetown, Ont.

Jersey's, Limited, Toronto, capital, $50,000.

Restrictions on all branches of export trade with Switzerland have been removed. During the war the Allied Governments required to be satisfied by prima facie evidence that all goods being exported to Switzerland was for the use of bona fide residents of that country. This was in order to prevent any attempt at smuggling goods through into Germany. Now the only problem for the exporter is one of procuring tonnage for ocean traffic.

MINIMUM WAGE FIXED

Girls in Saskatchewan Stores To Get $15.00 After First Year's Experience.

Minimum wages for female employees in retail stores in Saskatchewan were fixed July 23 at $9.50 for beginners during the first three months; $10.50 the next three months; $11.50 the third three months, and $13.50 for the balance of the first year. Thereafter they are to receive a minimum wage of $15 a week. The hours of work are to be 48.

There were the decisions announced by the Saskatchewan Minimum Wage Board, following sittings at which evidence was heard at Moose Jaw, Prince Albert, Saskatoon and Regina.

Out of 659 adult women and girls reported employed in this class of work in this province, 341 are being paid wages from $6 to $15 a week and a large proportion will automatically be increased when the board's order becomes effective, which will be about the middle of September. Provision is made for an extension of the hours of work under special circumstances when permits may be issued by the secretary of the board not to exceed 36 days in any one year. The minimum of $15 is higher than that in effect in other western provinces, the figure being $12 in Manitoba, $12.75 in British Columbia and $9 in Alberta.

Among the Canadians in London last month were Mrs. W. H. Knox, Capt. W. A. Knox, and Miss M. E. Thornhill.

Mr. R. L. Smith, manager of the G. W. Robinson store, Hamilton, Ont., sailed July 26 on the Aquitania, in order to make a study of European market conditions.

An attractive hat of blue ribbon bordered with Angora.

An $86 Store After Three Years

These pictures of the interior of the Smith Variety Store at Wetaskiwin taken this Summer do not do full justice to the premises, but convey an impression of what may be accomplished in a very brief time by perseverance and a fair amount of enthusiasm.

VARIETY STORE LEAPS INTO PROMINENCE

(Continued from page 30)

The front of this store is painted red, against which the sign "Smith's Variety Store" stands out prominently. It is now equipped with four large show cases and some fine counters and shelving. It is a small store but the goods are so arranged in every inch of space as to invite trade and bring sales. Saturday is always the big selling day of the week when the farmers roll into town in their automobiles, and in purchasing stock this extensive custom is kept in view. A very considerable stock of men's wear, dry goods and ladies' wear is maintained.

Progress at Camrose Also

Mr. C. A. Killam, who operates one of the best of the variety stores at Camrose, Sask., states that, in addition to the stores of this kind at the four points already mentioned there are similar places at Stettler, Seabrook, Edmonton, and two at Calgary. He states that he has often had the idea of trying to amalgamate these various stores for the purpose of giving them greater buying power, and believes that such a scheme is feasible. In addition to the lines of goods stocked by other merchants, Mr. Killam makes a specialty of candy, and has the local agency for one of the leading phonographs. He does a very extensive business in the sale of records. His annual turnover is about $15,000 a year, and he employed eight clerks at the Christmas season last year. He has been in business five years, and lays particular stress on the fact that the variety store business is all cash. A photograph of the interior of his store appears with this article.

NEWS FROM BIG BRANTFORD STORE

The E. B. Crompton Co., Brantford, Ont., have rearranged some of their departments. The needlework section looks especially attractive now in its new location at the right side of the store from the main entrance. Racks are hung above the counter at different heights, providing almost a canopy. On these are hung a well-assorted selection of stamped goods in ecru and white, draped with silk cords, skeins of floss, etc., which lend lively touches of color. On the counter are the fancy knitting wools, the various crochet cottons and embroidery silks. The department is a strikingly attractive one, both in the suggestions offered to the customers and the amount of goods which is displayed in a comparatively small space.

Opposite this counter is the ribbon section, which is closely related now-a-days to needlework, since so very many fancy bags and other accessories require a good deal of ribbon and floss, beads and stamped goods, all to match.

For the Salespeople

On the balcony at the back of the main floor is a space used to excellent advantage. The Crompton Company subscribes to a great many trade papers, journals and trade magazines, which contain information concerning every department in the store. As these periodicals arrive, a slip is pasted on the cover of each and it is placed on the table in the balcony. Any employee in the store is at liberty to take any of the publications home, read, and return it, placing the name, date taken and the date returned on the slip.

With this convenience and the value set upon the paper by the necessity of returning it, the employees read helpful information frequently, keeping in little bureau and get up-to-date information about the lines he is to handle, and we find that sometimes he reads up information in another department which stimulates his interest so that he asks for a transfer and finds himself better suited to handling another line of goods than where he has begun," said the store manager to a DRY GOODS REVIEW representative. "It is also a good way to keep the news before salespeople, especially in the summer time, and other holiday seasons when interruptions occur in regular methods of instruction."

A new line of merchandise has been installed on the fourth floor of the Crompton store. A nice range of iron, brass, etc., beds has been added and placed close to the bedding section in two long rows, forming an avenue. A splendid fancy lamp department, and carpet and drapery departments make this a very bright and attractive floor.

Speaking of merchandise generally, Manager Ramsay finds a growing interest among customers for Canadian-made lines. "They really like Canadian goods now," he remarked. "They find that it is assuming a new importance in quality and finish. A very big percentage of our stock is goods made in Canada."

BELGIAN FAIR IN 1920

The city authorities of Brussels have decided to hold the National Industrial Fair in April, 1920, instead of next September, as originally intended. Reconstruction is proceeding rapidly in all industries, but it is natural that many would-be exhibitors are not ready to participate in a fair this year.

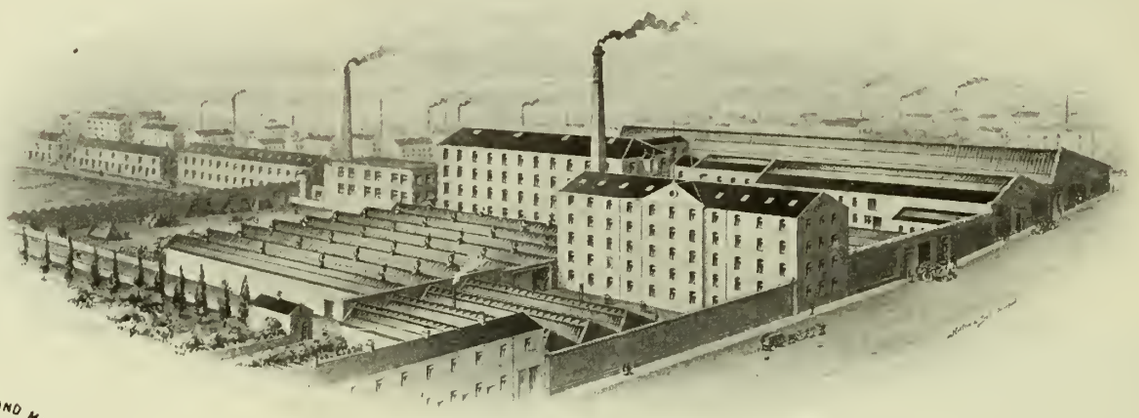
MILLINERY AND HABERDASHERY WIRE

Chenilles, Hat Braids, Dress and Mantle, Dress Cords and Girdles, Artificial Silk, Braids and Ribbons, Embroidery Silks, Tassels, Pom, etc. Upholstery Cords and Trimmings, Scroll, Argyle, Saddle Bag and Flat Gimps, DRESS FRINGES, Tassels, etc.

MADE IN SILK, COTTON, WOOL, ETC.

Artificial Silk Straw Braids for Millinery Hat Manufacturing.

SUPPLIERS TO WHOLESALERS AND SHIPPING HOUSES
SHIPPING AND STRICTLY WHOLESALE TRADE ESPECIALLY CATERED FOR



THE DIAMOND MAKE

TELEGRAMS: DAVENPORT MACCLESFIELD

P. DAVENPORT

MANCHESTER OFFICE: 39 PICCADILLY

BRIDGE ST. MILLS - - MACCLESFIELD, ENGLAND

Canadian Agent: R. C. PARSONS, 34 FRONT ST. WEST, TORONTO

THE DIAMOND MAKE — BEST ENGLISH MAKE

There's a Reason

Why our orders for Fall have been more than doubled by every one of our travellers.

Our ready-to-wear line, which comprises almost "everything" new, in Ladies' Hats for coming season, at the lowest prices in the market, is to your interest to investigate.

We carry the largest assortment of buckram shapes in Canada. Lower prices for higher class styles, new shapes every day. An inspection will convince you. Write for samples.

Montreal Hat Co.

Limited

Manufacturers of

"Everything" in Ladies' Hats

15 St. Helen St., Montreal

Use up-to-date cuts in your advertisements. Note the illustrations in the editorial pages of this issue of DRY GOODS REVIEW. Select those you can use in your local advertising. We will sell cuts used in the editorial pages to our readers at less than half the original cost. Write for prices.

DRY GOODS REVIEW

143-153 University Ave.

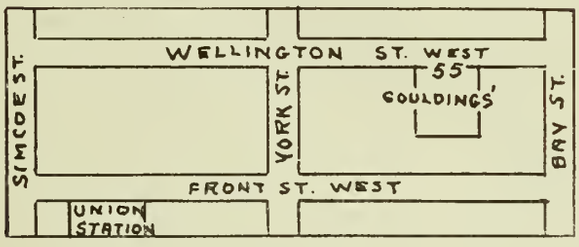
TORONTO - CANADA

G. GOULDING & SONS

Wholesale Millinery House INVITE YOU

to visit and inspect the finest range of Newest Creations in Millinery, as well as an exceptionally well assorted stock of Velvets, Silks, Ribbons, Laces, etc.

Within Easy Reach of the Union Station



You Are Assured of a CORDIAL WELCOME

If you are going to be in Toronto during August, or during the Canadian National Exhibition, we would esteem it a pleasure if you would call and examine our goods. The showrooms are hardly two blocks from the Union Station (see diagram).

Drop in and see us

G. GOULDING & SONS

55 Wellington Street West - TORONTO

MONTREAL
OTTAWA
WINNIPEG

COME TO MARKET

OUR COLLECTION of merchandise for the Fall Season of 1919 offers unusual advantages to the discriminating merchant.

COME TO MARKET and make your selections from a line which includes the exclusive production of our own factories, supplemented by direct importations.

ISABEL GAGE

Gage BROTHERS & CO. PRODUCERS OF CORRECT MILLINERY

Chicago New York Paris

WHY EXPERIMENT? BUY GAGE HATS

Muskrats Now Reach $3.00

Fur Sorting Business for Fall Shows Advances of 10 to 20 Per Cent.—New Regulations in Ontario Affect Dealers—Collars Often Simulate Capes—New York Likes Animal "Chokers."

SOME time ago it was predicted in DRY GOODS REVIEW that the fur makers would be paying $3 a skin for muskrats. That time has now arrived, with the result that prices on Hudson seal coats for sorting business for Fall have been advanced by many manufacturers anywhere from 10 to 20 per cent. Moreover there has been a tendency for stiffening of prices on nearly all lines, so that those who placed their orders in the Spring will be far ahead. Of course this will apply chiefly to staple lines, for in the next few weeks many new models will be brought out to tempt further buying and measure up to the latest styles that have been evolved in New York and other centres. The reports indicate that business for Fall will be very heavy, and the Summer orders, coming after comparatively light placing business, have convinced the trade that the total season's turnover will far exceed that of 1918-19.

Demands Have Kept Down Surplus

The impression that was gained several months ago that there were no large surplus stocks in the country is being verified, and with an increasing demand and the opening up of world markets the price has risen naturally. Some shipments are coming out of Russia, but some restrictions have been placed on export by the Government there, so that the expected supply has not arrived. A new demand is looked for in the United States from Germany, and large shipments are likely to go forward this Fall when trade barriers shall have been swept aside.

New Ontario Regulations

New regulations were passed in July by the Ontario Government to enable the Game and Fisheries Department to keep a closer watch on the operations of fur dealers.

It is provided that a licensee shall on or before the tenth day of each month make a return to the department showing the number of each kind of protected skins purchased and sold during the preceding month, and the names and addresses of the persons from whom such skins were purchased and to whom such skins were sold. In the case of beaver and otter pelts the serial number of the royalty coupon attached must also be given. The licensee, in securing his license, must also agree not to ship or take or attempt to ship or take to any point outside the province any raw or undressed skins or pelts upon which a royalty is levied by the Government, or have such skins or pelts dressed, plucked or treated in any way without first having obtained a permit from the department. The licensee is also required to keep a book in which shall be recorded separately his purchases and sales of all protected skins obtained from animals taken, killed or trapped outside of Ontario.

Fur Trimmed Garments

Both in Canada and New York there is a stronger demand than ever for fur-trimmed garments, which will in itself contribute to a scarcity and higher prices of the favorite furs. Hudson seal, Hudson Bay sable, nutria, fisher and marten, are among the leaders. It seems to be agreed that the higher price that must be paid for the fur-trimmed garment will not be much of a factor against it. This Fall's coats are the highest in price on record any way, and a little extra expense does not seem to bother women whose supply of money seems to be practically limitless. In order to increase the usefulness of the coat many of these fur collars will be made detachable.

Wraps and Capes in New York

Reports from New York indicate that the buying for the larger cities runs heavily on wraps, and that later on the cape models were so attractive that earlier opinions as to their having passed their zenith were revised. These have been sold in long and short lengths, trimmed or untrimmed, with loose straight or belted fronts, extended cuffs or kimono sleeves, and so on. In the coats the straight, loose lines have taken best of all, affording a large saving over the earlier styles. The kimono sleeve continues very strong. The collars tend to be quite large, often running into capes. When worn flat they often have the shawl effect and the "choker" when closed. As in Canada, the tendency is to more brilliant linings than ever before.

Shorter Coats Popular

The popularity of the shorter garment continues and to a much greater extent tha nin Canada, where climatic conditions are opposed to this.

Animal effects in "chokers" are coming back again, and more so than in Canada. These are being brought out in sable, skunk and mink, as well as fox.

Mr. C. W. Williams, of Daly & Morin, Montreal, sailed this month for London and Paris. He expects to return in September.

NEARLY $800,000 PROFITS FOR PAST YEAR

Accounts presented at the meeting of the Hudson's Bay Company, July 28, showed a profit on fur trade of 160,382 pounds against 44,045 pounds and sale at shops and other trading profit of 206,543 pounds against 234,600 pounds.

The chairman, Sir R. Kindersley, said the epidemic of influenza last year resulted in considerable mortality amongst the aboriginal tribes from whom their principal fur hunters were drawn. This would doubtless have a somewhat adverse effect on collections of furs, but of prices ruling at the moment were maintained, as seemed probable, the directors looked forward to a satisfactory return from this branch of the business.

Next year they were specially concentrating on organization and development of this side of the business. The stores department continued to show satisfactory progress, particularly in the larger centres where modern stores are situated. In the prairie centres results were not so good, the effect of bad harvests being generally and severely felt. They had received cables in regard to the fur department that returns from trading posts indicated that the fur collections were equal to last year except foxes and lynx, in which there would be a shortage.

HUDSON'S BAY CO. EXTENDS

A realty deal of considerable magnitude recently completed on Granville street, Vancouver, is the purchase of the old New York Block by the Hudson's Bay Company. The price paid is about $350,000.

The acquisition of this property to the Hudson's Bay present site will give the company a frontage of 250 feet on Granville street, and this combined with a front of 260 feet on Georgia and 175 feet on Seymour will make an ideal location for the large department store and provide for future expansion. The New York Block was purchased with a view to the demolition of the old structure and rebuilding along the lines of the present new building. The contemplated alterations are still in the future, but when the company does extend its premises and rebuilds not only the six-storey building at present, but also an additional four storeys, it will be one of the largest and most imposing department stores in Canada.

LONDON FUR TRADE ASSOCIATION

At a representative gathering of members of the fur trade, on June 27, it was decided to form a London Fur Trade Association, which was accordingly inaugurated, and the rules and regulations have been drawn up.

The conditions of membership are:—£15 entrance fee, £25 subscription per annum. Any firm or person connected with the fur trade will be admitted to the association, provided his name is passed by the executive council. Every member requires a proposer and seconder.

The objects of the association are:

(a) The consolidation and regularization of the trade generally, so that London may remain, as at present, the centre of the raw fur industry, and may increase in importance as a centre for dressed, dyed, or manufactured furs:

(b) To form a representative body which can speak for the trade on all matters.

(c) To form a bureau of information regarding the credit and standing of firms, and other matters.

(d) To form a court of arbitration, which can be accepted as the deciding factor in any disputes.

(e) To assist in regulating wages and conditions of employment in the different sections.

(f) To assist in generally raising the tone of the industry by encouraging instruction in the arts of sorting, dressing, dyeing, manufacturing, etc., instituting or supporting classes, and if necessary schools for teaching the arts and practice of all sections of the fur trade, awarding scholarships, and by all means endeavoring to raise the level of skill and knowledge by which the trade is conducted.

At the first meeting a large number of the leading fur manufacturing houses were enrolled as members. The following officers were elected for the first year: Mr. F. C. Ingrams, president; Mr. E. Poland, Mr. C. Lampson, and Mr. B. Blunt, vice-presidents; Mr. W. Martin, hon. treasurer.

COURTESY AND TACT BUILD UP EXCLUSIVE TRADE

There are no two garments alike in the exclusive Ladies' Ready-to-Wear store conducted by O'Sullivan Brothers in Swift Current, Sask. "It necessitates our buying from many wholesalers," said a member of the firm, "but we know from long experience that it pays. Women will not, if they can help it, purchase the same kind of dress that any other woman in town wears. If we cannot give them a selection they send to the mail order houses.

"This presents difficult problems," he continued. "We must carry a very extensive stock, and our turnover must be very rapid because styles change quickly and style is everything in the ready-to-wear line. No matter how prices aviate we must not mark up goods for we cannot take chances of having them left on our hands."

This concern, which claims to be the only ladies' wear store between Winnipeg and Vancouver, had a turnover last year of $82,000. They sell garments ranging as high as $100 in price, furs as high as $500, and also a very select line of millinery. Service and quality are the watchwords in this store, and an excellent business has been built by this policy. They have acquired the reputation of never stocking a cheap article, and no attention to detail can be too great when it comes to making alterations and fitting. Whether visitors to the store show a strong inclination to buy or not, clerks are instructed to show them the goods, and to show them the same attention as if they were buying heavily. Unfailing courtesy and tact has gone a long way to develop this business of selling ladies' wear. Dress is a subject on which women are most sensitive. In making their decisions they must not be urged or hurried, rather must every pains be taken to suit their requirements and their purse.

This firm has been hit hard by the almost complete crop failure in the district and has been obliged to cancel orders that were placed for furs. It is not buying very far ahead in any line. They find that people are curtailing their expenses during a tight situation.

On the occasion of the firm's fall opening last year a very pretty scheme of window and interior display was worked out by using miniature sheaves of wheat, which were festooned about the store on ribbons.

AUSTRALIAN RABBIT SKINS

North America is providing a big and expanding market for Australian fur skins, a very large portion of which are rabbit skins. The average skin is of excellent quality and lends itself to treatment so well that many skins are made up to resemble more expensive skins most successfully. The fur skins which come from the highlands of Australia when in winter growth are particularly good.

The whole value of the rabbit commercialized is, however, but a drop in the bucket compared with the enormous loss of pastoral wealth which the rabbit pest is responsible for in Australia every year. Hence a movement is afoot to have all trade in rabbits and rabbit products prohibited, as pastoralists and others have proved that trappers adopt means of encouraging breeding by letting breeding rabbits go. Large sums of money have been spent in rabbit-proof fencing, poisoning, and other means of extermination, but notwithstanding all efforts the pest is rapidly increasing.—Weekly Bulletin, Ottawa.

Better standards of taste in the home can only proceed through merchants and manufacturers who have learned the fundamental lessons of what makes for better taste in the manufactured product.

HOW GERMANS "RIGGED" THE BRITISH CLOTH MARKET

Tale of Teutonic Trickery in Textiles

(By London Correspondent)

For twenty years or more before the war German manufacturers of serge and cheap grade cloths enjoyed playing an amusing little game of blind man's buff with our Yorkshire manufacturers. It must have been a very profitable pastime for everybody concerned except the blind man, who, unfortunately for him, was always the hard-headed Yorkshireman. According to the looker-on, who always sees most of the fun, the game was played somewhat as follows—When the market weakened and there was a slump in yarns, the wily Hun, with his pockets bursting with marks, lent him by his beneficent Government, deftly jumped in, and bought up practically everything in sight. This had the immediate effect of sending prices soaring up, or in other words, the weak market had been converted to a firm one. The Huns then set themselves busily to work to convert their purchases into cheap-selling lines. It was now the British manufacturer's turn. He woke up with a nasty shock to find that if he wanted to buy stuff he would have to spend his money on a rising market, and pay much higher prices than his German competitors had done. This gave the Hun the opportunity that he had schemed for and with a free market before him he waltzed back with his cheap stuff made up from buyers at prices far below home figures. British yarns and was able to supply The Germans, having unloaded stocks, would then lie quiet until another slump occurred, when they would repeat the process.

No doubt the profit realized on these deals was more than sufficient to pay the interest on the trade subsidy provided by the German Government.

It is not thought, however, that these manipulations will be possible in the future.

OFFER FREE SERVICE

The Cressman Company, Peterborough, Ont., who are featuring Thursday morning business under the caption of "Merry Half-Day Sales," added a new "Free Service Sale" during July. This was in their home furnishing department and was announced as follows:

"During this month we are holding a Free Service Sale in our Home Furnishing Department, which means we will

Measure, make and hang all draperies Free,

Measure and hang all window shades Free,

Sew and lay all rugs and carpets Free;

Also with all rugs purchased this month we will give a heavy felt paper lining absolutely Free.

Any order placed with us during this month will be subject to "Free Service" at any time. A small deposit will hold goods until required.

SEE
our unexcelled range of fashionable COATS, NECKWEAR and MUFFS in—

HUDSON SEAL
BEAVER
OPOSSUM
MINK
SKUNK
COON
FITCH

Our Furs are designed to meet the approval of those who appreciate distinctive originality and the highest standard of quality.

Each piece is a supreme evidence of elegance, refinement, and reliability.

The W. N. Ward Fur Co.
MANUFACTURERS
70 Bay Street - TORONTO

Furs Dyed in All the Newest Shades

HFD CO.

FOXES
WOLVES and WHITE FOXES
DYED TAUPE and BATTLESHIP GREY

SQUIRRELS
DYED TAUPE and BATTLESHIP GREY

RABBITS DYED KITT, MOLE

The Hollander Fur Dyeing Co., Limited
645 St. Paul St. - Montreal

If you Should find
That novelty
That line you've heard about
That address
The name of the firm making ————
Just where it's made
That they have a branch office in your province
That their travellers are now out with samples
Or, that they will send you their catalogue on request,

Honestly, if you should, don't you think it would be worth while turning to and looking over the Buyers' Market Guide? You may, so why not try? The Guide is right near the end of the book. Why not look it up now?

"Park Avenue" Mink Scarf, a smart new model with Canteen Muff to match.

Two New Ones

C & C Salesmen will shortly be out on their sorting trip showing a number of new styles you will want to have. Illustrations indicate two of our most recent models. Be sure to see these samples.

Persian Lamb and Mink

As usual we have the largest line and widest range in Persian Lamb and Mink.

We can ship immediately from stock.

Persian Lamb Skins

Complete assortment, all curls, original bales matched bundles or single skins. Our Skin Department can supply all kinds of skins promptly and at right prices. Try us.

Persian Lamb Coat with Sable Collar and Cuffs, 40" length, an advance model.

Cummings & Cummings

Montreal

The Knit Goods Situation

Manufacturers in Most Instances Will Not Commit Themselves to Say That Prices Will be Up or Down, But it is Generally Understood That They Will be Up About 10% for Fall Deliveries—Sub-Normal Production Prevails

There is a peculiar circumstance surrounding the knit goods situation, and that is the uniform hesitancy of the mill owners and men in authority to say anything definite in regard to prices. Novelty lines will be very limited this year as they tend to lower production, and that is a feature that mills are trying most to avoid. That they are busy goes without saying, for besides the regular Canadian business a great many of the mills are working on export orders for England, Belgium, France, Serbia and Roumania, with Greece coming into the field for woolen goods also, and now that peace has been signed and commercial business being transacted with the Central Powers again there is every likelihood of another market being open to the Canadian woolen mills.

It is understood, however, whether the mill owners will admit it or not at this time, that a general advance of 10 per cent. on all lines is to be expected. The operators have been granted shorter hours with higher wages, and it has been necessary for Canadian mills to take on young men as cutters, work which heretofore has always been done by girls. These conditions are all tending to reduce production of commodities for which there is a world-wide market. Further price advances at the end of December are expected.

Hand-to-mouth buying has characterized business this year, and as the season of heavy consumption advances, a large assorting order business is looked for by the manufacturers.

To date deliveries have been fair, but it is generally understood that assorting orders are going to be hard to take care of.

Lace Stripe Hosiery for 1920

These are Quite the Newest—Canadian Mills Adopting All the New Finishes And Styles—Are Limiting the Color Range—Prices Likely to Advance Again in December.

THE situation in hosiery production in Canada is becoming more and more interesting each season. More firms are going into the making of the hosiery, more are specializing in it and better finished products are the result in both cotton and silk. With wools suitable for fine cashmere hose so scarce and high in price the products in that line do not enter into the situation to anything like the same extent as in the lines which are more popular with consumers at present. Just here, it might be mentioned that one of the largest knitting mills in Canada has given up entirely this year the making of children's hosiery owing to the lack of machinery for making the product cheaply enough. With regard to cashmere hosiery for men and women, wools are too high, they say, for these lines to be continued. Instead, the machines have been sold up to the Roumanian Government. A home yarn is being used, however, from which hose can be made to sell from the mill at $18 a dozen.

"Australian wools which two months ago were quoted at 64d. are now 80d., which shows how these wools have advanced as the prospect of world demand has come closer," said one mill man. Those prices were of course for all the high grades. The advances in lower grades were not so much.

New Developments in Silk Hose

With regard to silk hosiery there is perhaps more that is of interest to merchants than in any of the other lines of hosiery. There are two or three firms featuring silk for the first time this year, and the grades which are offered show numerous fine developments. For instance, it is understood that one firm is just getting in machinery to commence the production of the real full-fashioned stocking, fitted from top to toe, and with a real seam all the way up the back. This manufacturer claims that his product will be as fine in every way as any of the imported hose.

Readers of DRY GOODS REVIEW will recall from the Spring issue last January a description of hose being made in the United States which had a mock seam up the back and gave every appearance of the full-fashioned stocking, but which, being made on a circular machine, was produced considerably below the price of the seamed article. This mock seam is now found on one of the Canadian products and bears every mark of a nicely made stocking. It will retail just now at $1.50. This type of article has good selling points of course but requires to be handled with care in the marketing of it lest the consumer be led to conclusions which would result later in her thinking she had been deceived. Nevertheless the price difference will probably cover the reason for the mock seam sufficiently and besides its finish is claimed to do away with any wrinkle in the toe. The wearer will probably be glad it is a mock seam after all, for with it she has no seam around her heel and under the sole of her foot, which is inevitable with the seamed, old-fashioned hose.

The type of full-fashioned hose which are made on a circular machine with fashioning at the sides, on the ankle, and at the top, are selling well of course. These are made by one firm who specialize in that make, and produce it in silk lisle and cashmere.

In the circular silk hose of the regulation finish there are improvements also. Some retailers observed in the earlier lines that there was some complaint about the silk breaking away from the cotton where the tops and toes were joined on to the silk. This trouble has been practically all eliminated by increasing the length of the toe very slightly by the addition of an extra operation which carries a closer bind of the cotton across the toe between the silk and the original finishing line. This extra operation occurs where the tops joins the leg also, making a firm band at both places where the strain is greatest.

Rib Tops Replace Out Sizes

A number of the makers of hosiery have discovered that the necessity for out sizes is eliminated when ribbed tops are made instead of the usual hems. The ribs are fine, giving a neat fit for slender people and still are very elastic and adjustable for out sizes. Ribbed tops therefore are to be had on several different makes this season.

During the present season there has been a big demand from the stores for silk hose having the dropstitch stripes. Whites, blacks and browns have all met

Dame Fashion has decreed as smart these strikingly new silk stockings whose neat stripes are lace alternated with embroidery..

A snug pull-over for Fall days is most desirable. This one, which fastens up with such a trig collar and has well-fitted sleeves and cuffs is sure to please.

BATHING SUITS

Achieve Some Finer Finishes—Colors a Matter of Importance

Knitted bathing suits have attained more glowing importance this Summer than they have dared for some seasons. Ever since the one-piece suit came into being the bathing season has brought forth its quota of critics, but this has by no means decreased the sale of the costume designed first of all for swimmers. Women who enjoy the water sport itself, and who are not merely "beach promenaders," regard the modern swimming suit daring only so far as its color may be concerned. Naturally, the Canadian trade prefers the more conservative tones, but even here and there is on every beach an occasional orange, green or bright scarlet swimming costume. These are mostly wool jersey or union suits.

The present season has brought reports of gay fashions in silk bathing suits from the resorts of the South country. Fashionable women there are not confined to one suit only. One would soon get to be too well-known by one's color, if one had only one suit. Therefore, two, three, four, or five different colored suits are not too many for one person to possess, even as one must have a whole wardrobe of sweaters.

Ultra-monied people, too, prefer the silk knitted suits to wool; these sell in the shops in the United States at a minimum of about $50.00 a piece!

For next Summer the wool jersey suits maintain their fancy striped trimmings. They tend to be fastened on each shoulder instead of on only one, as those of last season. They have the fancy banding on the arm-openings, and neck, and besides have a tie-sash to match. Many of the suits worn up to the present had no belt of any kind. The sash gives a little more dressy appearance.

A feature which will be approved by almost everyone who wears a bathing suit, is noted in the bloomer portion of the knitted suits. These are now made with a ribbed cuff instead of being left in the straight cut. The cuff allows a much neater fitting for the top of the stocking and for those who sew their bathing stockings to their suits, the fitted cuff will appeal especially.

The strong vogue for round and square neck-lines has made itself felt even in the new bathing suits. Next season a range will be on the counters with this new item of interest. Then one's neck will be tanned in line with the top of one's blouse or frock, which will, no doubt, be an advantage!

Prices of knitted bathing suits will all be slightly advanced for next Spring in accord with the general advances in wool and yarns. The increase will probably amount to about 10 per cent.

Heavy Knit Sweater

Man's coat sweater with shawl collar. It is knitted in the "Jumbo" stitch which promises to be a good seller this Fall. It expresses warmth, wear and comfort. Shown by the Acme Glove Works, Limited, Montreal.

INCREASE PLANT AND VARIETY OF PRODUCT

Extensive additions have been made to the Zimmerman-Reliance plant at Hamilton, Ont. It is now one of the largest on the continent. Since the amalgamation of the two firms, as reported this Spring in DRY GOODS REVIEW, the output embraces both Summer and Winter underwear of all kinds for men, women and children; also bathing suits, sweaters and hosiery.

CANADIAN WOOLLENS, LIMITED, NOW

The amalgamation of the Auburn Woollen Mills and the Bonner-Worth Co. at Peterborough, Ont., was reported in last month's DRY GOODS REVIEW. The Standard Woollen Mills, Ltd., Toronto, is also included. The new firm, to be known as Canadian Woollens, Ltd., took charge about the middle of July. Mr. Edgar Worth is manager.

Mrs. James Kendry, president of the company since the death of her husband, and Mr. Herb. Kendry, who has acted as manager since that time, will still retain an interest in the business in which they took so active a part in building up, and which they have lately managed so successfully.

The original firms were both old and well established and the new firm makes its debut characterized by strength throughout. It includes some of the leading tetxile men and financiers in Canada.

What the Mill Men Say

"You can sell anything you have in good quality."

"A 16-inch silk boot hose will sell at from $3.50 to $13.00 a dozen in circular knit, whereas the same qualities full-fashioned will have to bring $8.50 to $20.00."

"For best No. 1 silk the price is now $10.60; it is going over $11.00."

"In one mill of 800 employees actual figures showed that over 80 per cent. of the employees were wearing silk hose. That is where the demand is coming from."

"The demand for fine Australian wools is so keen that prices will keep up for 12 to 18 months at least."

"The cheapest vests over the counter next year will be 50 cents."

"It is not only coarse goods which Europe wants. We are sending samples of our finest lines to Siberia."

"Only 65 per cent of the usual Fall orders were placed last Spring. Spring orders are now up to last year's or better. Good business is coming. None of the mills are working to capacity on fine lines, owing to shortage of supplies and labor."

"Cotton is as high as wool used to be."

"Artificial and thread silk products will all be 10 per cent. higher at least, for Spring."

"Pure thread silk never went higher than $9.00 during the war. It went down to $6.00 for a couple of months and is now $13.00."

"The French market took all they could get of fine tops so that English top makers had to boost the price. One grade was taken off entirely for three months. Steady advances are occurring in the Canadian and English markets."

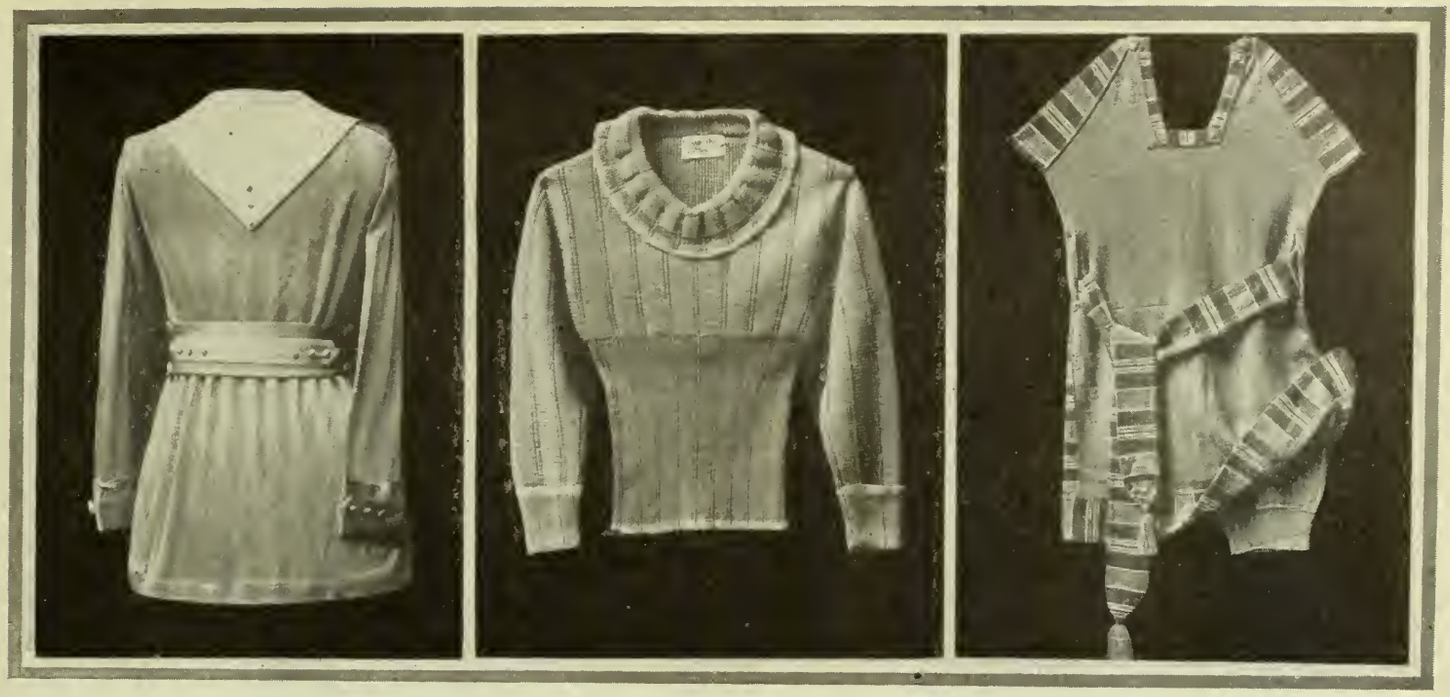
"The placing of a maximum limit on wool prices means that prices tend to go beyond it."

"Mills can supply the domestic trade if their wants are made known in time. We look for a busy four months at the end of this year."

KNITTING WOOLS STRONG

Huge business is being done in fancy knitting wools. The new range will be about the same price as this year and shows some changes in the color range. American Beauty, jade green, and Oriental blue promise well among these. Mist and most of the others from this year's range are good also.

The Black Cat Textiles Company, Kenosha, Wis., held the annual convention of their salesmen on August 7th and 8th. There were present sixty of their regular traveling men. New styles in hosiery and Spring needle underwear, as well as the future selling and advertising were brought up for discussion.



For Summer, 1920

A silk sweater coat in one of the new blues with canary collar and bands on cuffs and belt. The little covered buttons are yellow when on the yellow silk and blue when on the blue parts. The sweater is made in one of the new fancy stripe stitches.

The wool pullover, too, shows the tendency for things fine and with neat fancy touches. The colors here are mist, with edges of turquoise blue. Note the new collar.

The feature of the bathing suit is chiefly that it is one of the best selling styles—especially now that it has cuffs at the knees, a sash and opening on both shoulders.

By courtesy of the Monarch Knitting Co., Dunnville.

Sweater Trade Strong

Silk and Wool Coats and Pullovers to be Again in Big Demand for Next Summer—Some Novelty Colors and Styles Keep up With Interest—New Coats For Men.

Prices on all lines of fancy knitted goods are again advanced for Spring, 1920. This is due to the three main factors which concern most rises in woollen goods. One, and the chief, is the advance in the price of fine grades of raw wools, one is the scarcity of female labor and short producing hours, and the third is the steadily big demand for all products—Europe for cheaper goods, and domestic calls for the finer lines.

It is quite uncertain, from all accounts, as to just what supplies of fine wool stocks there are remaining in Australia. During and since the war bottoms have been insufficient to carry all the fine wools required from that country, and since the call was keenest and money most ready for the fine grades, those were the ones which were used up most. Opinion differs a good deal as to just what proportion of fine wools there are left. One of the largest mills is of the opinion that the supplies which are now available there are too imperfect to be used in such garments as sweater coats or hosiery. They would probably be quite suitable for good underwear. "It is a crime, the qualities in sweater coats which we are selling as seconds," said this mill man. "Every slight unevenness in yarn relegates the garment to the class of 'seconds,' so particular and discriminating is the public now-a-days in its purchases. Very often the garment is in no way impaired so far as real value is concerned, but because the public has been educated to such very finely made and finished garments during recent years it will no longer accept anything which is not absolutely perfect. This naturally makes the price of the first-grade products higher. The seconds to-day are better than the firsts of five years ago.

There will be a bigger range of artificial silk garments on the market for 1920 than was shown for this year. One of the leading mills is showing these silk sweaters now for the first time since 1918. Deliveries of artificial silk are still slow and the prices firm and high, but this is due to the steadily increasing

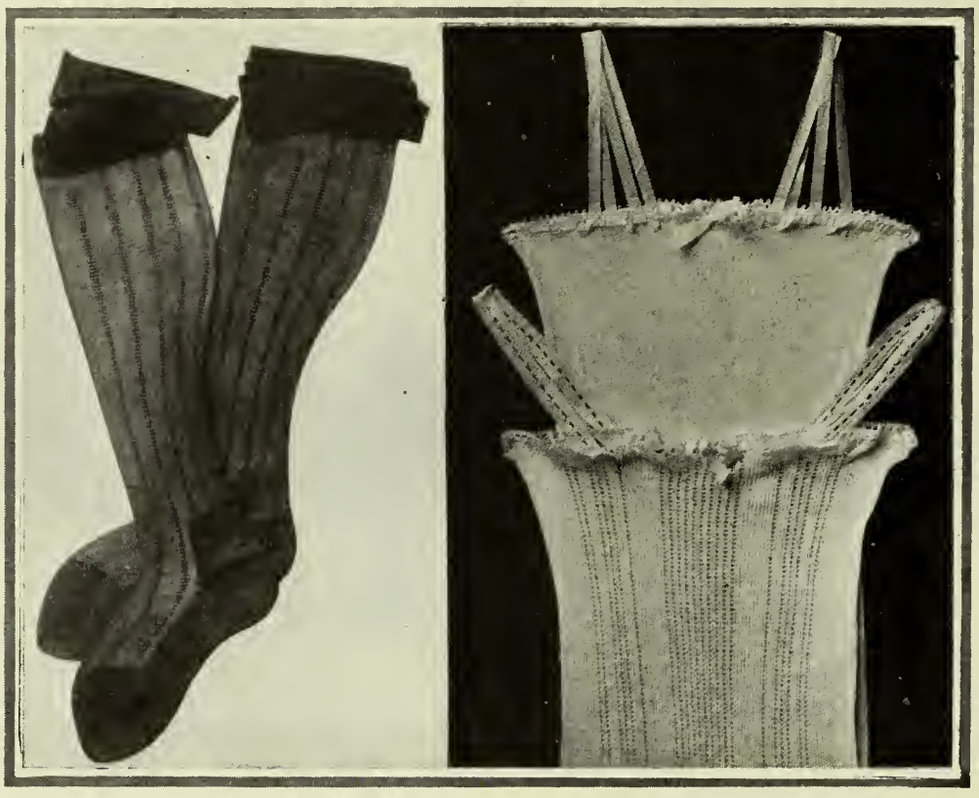
(Continued on Page 77.)

KNITTED COAT AND HOSIERY PRESENTED TO QUEEN MARY

The King and Queen recently paid a visit to the ancient borough of Leicester. Among their calls was included one at the plant of N. Corah & Sons to watch the machines and crews who during the war produced some ten millions of cardigans, socks and other articles of clothing for the forces, besides many thousands of lisle thread stockings for sale to a trade formerly controlled by German manufacturers. The welcome the thousands of employees of this great industry gave their visitors, including the presentation to Her Majesty of a beautiful ivory silk knitted coat and silk and cashmere hosiery, are features of the day dwelt on at length by the British press.

ANGORA SLIP-OVER

Angora wool, retailing at over $2.00 a pound, is not too high priced for the young lady who decides she wants a slip-over sweater made of it. A model worn at Newport has round neck, shorter than elbow sleeves, and an interesting arrangement of black stripes around the waist and sleeves. The central stripes are wide, with narrow ones above and below.



Good Lines For Next Year

The very newest idea in hosiery for next season is lace-stripe silk, like these illustrated. They have several new details in finish, such as an extra operation where the strain is heaviest, long toe finish, etc. These are handled by Perrin Freres, for Hosieries, Limited, Woodstock.

The opera vests are two lines which promise well for 1920. The finer one is a Spring needle number with double ribbon shoulder straps. The other has machine made straps. Shown by the Oxford Knitting Co., Woodstock.

ATHLETIC SUITS AND SILK-TOP VESTS IMPORTANT IN WOMEN'S NEW GARMENTS

IT is rather surprising to find the underwear mills as interested as they are in making the "athletic" undersuits for women. These are usually made of woven fabrics, but the fact that underwear mills seem to handle patterns best adaptable for these garments seems to be sufficient reason for many of them taking the matter up.

Athletic suits for women have become decidedly a "good thing" in the United States and those that have been introduced in this country have met with sufficient response to merit the attention which is being given them. One mill is making these suits of fine pure white nainsook to retail at $1.75 to $2.00. They have the flat-lock seams which are used on the fine Summer knitted garments. They are made exactly like the men's garments with the addition of a little feather stitching around the neck and opening hems. This stitching is done in white mercerized floss or silk. Another line, samples of which will not be on the market until September, is made of a soft silk and cotton fabric showing fancy satin-face stripes. These will retail at about $8.50 a suit. There will be others made of pink mull, and for the Spring range some of B.V.D. cloth.

With regard to the regulation styles

underwear for women the main feature still is scarcity of mercerized and lisle yarns and keen demand. Owing to the drop in cotton yarns in April some of the cheaper grades will be lowered in price for 1920. Trimmings, however, are higher, or higher than a year ago and deliveries of them poorer, so that it is unlikely the lower grades will be trimmed. Long deliveries of Jap goods are chiefly responsible for plain garments. The qualities of the yokes are said to be unsatisfactory also. Pinks are in demand in all kinds of undergarments.

Opera vests are an important line. They are selling in pink and white and in cheaper as well as fine qualities. The newest output is equipped with double ribbon shoulder straps, as illustrated in this section; the cheaper grades have a machine-made strap. One of the most popular lines is finished with a ribbon band.

Silk Tops Liked

Vests having glove silk tops have increased greatly in popularity. These are all made in pink and have become a very important item. One mill reports having a full range of Swiss goods for the first time since the war interrupted it.

Orders throughout are coming in about the same as last year but the showing of samples is a little later.

Knit and balbriggan bloomers are in increasingly big demand. They are selling in pink, white and blue. The newest of these are made with gusset seat, flatlock seam and have bows of satin ribbon at the knees. The knit lines will retail again at $1.00 and the balbriggan at $1.50.

LACE STRIPE HOSIERY FOR 1920

Continued from page 72

with ready acceptance—more so, say buyers, than the numbers which had colored stripes or embroidered clocks. Openwork hose of various kinds is quite the thing in New York, as was promised last Winter in DRY GOODS REVIEW. The newest fashion development for next Summer is a dignified stripe in lace stitch, and neat effects in this are being made in Canada. A pair of these hose is illustrated herewith—a factory sample which was not quite complete when loaned to DRY GOODS REVIEW. The finished hose will be two inches longer than the ones shown—one inch longer in the top and one inch longer in the silk leg. These are pure silk hose made with all the newest finishes to provide shapeliness and comfort. Another mill spoke very strongly in favor of the lace stitches and drop needle effects for 1920. Prices will be $24 for the better grades; real silk lines in plain will sell from $15 up. There is an artificial silk boot stocking still on the market at $9 per dozen.

Prices Ascending

Prices for silk hosiery will be in accord with what the mills have had to pay for their yarns. Most of them were pretty well covered before the present phenomenal levels for silk were quite reached, but none of them bought as heavily as their requirements would justify since the big jump was quite unexpected. The adjusting which will be necessary before any uniform values can be fixed is causing the mills some concern. With the unprecedented activities in the Canadian knitting mills, none of them want to make advances unless it is absolutely necessary, but owing to the hand-to-mouth buying which has characterized the whole trade this year, it is felt that there will have to be some increases on the new goods for 1920. These will be restricted pretty much to the better qualities, and it is expected that orders placed after the end of October will have to be accepted on the basis of the higher priced yarns. One firm is sold up to the end of October now. When those orders are filled they will take others for two months. Those prices are enigmatical just now but the firm believes that its lines retailing now at $1.65 will, after the end of December, have to be increased to $2.

Four colors are featured by all the mills for next Summer. They are navy, brown, black and white. In brown there are two shades, which are good; one is of a reddish cast and the other more of a bronze hue. Three shades of greys are being made (light, mist and smoke), also champagne, but beyond these scarcely any of the mills are offering anything in the novelty or evening shades, black and white having the biggest call for that purpose. There is a little uncertainty as to what quantities of grey will sell because of the tendency of shoe men to omit greys. They have had a good call this season.

SWEATER TRADE STRONG

Continued from page 75

demands rather than to a diminishing of supplies. There is so much of the fine qualities of artificial silk being used for so many different purposes that without doubt the production is still only in its youth. The call upon it is all the greater owing to the abnormal increases in the prices of thread silk.

Style features for next Spring are of some interest, although the main features of this year's range are maintained. One sees again the shawl collars, interpretations of the tuxedo which vary with the different mills, so Dutch effects, roll or Queen Anne styles, square necklines and so on. The tendency seems to be in silk sweater coats, to introduce color by making the whole collar and some minor trimmings of a contrasting solid color rather than the very fancy stripes which were the vogue only recently. The new models show such combinations as lemon on a sapphire or Belgian blue coat; victory red on navy; mist grey on blues; maize on green; sand on American beauty, etc. Tiny buttons are covered to match the trimming straps which are used on some models, and the desire for something apart from the strictly plain numbers is gratified by the numerous lacey, drop stitch and other fancy patterns developed in the sweater fabric itself. Frequently these fancy numbers are trimmed with a plain effect in a different tone.

Lengths continue the same as this year. In wool coats, jade green, Oriental blue, strawberry, maize, camel, mist and American beauty are among the novelties for 1920. Lavender shades have been in good demand but give the poorest satisfaction of any with regard to fading.

Pull-Over Business Big

In slip-overs there is a novelty shown which appears to be knit on the "square" plan. It has shoulder straps which, with the front and back, form a square neckline, and the underarm section has a similar line. The edges of a strawberry model were finished with pale blue which effected a narrow crochet edge. Another model with sleeves is made of mist shade with turquoise edges—a color combination which is popular and promises well for next Summer. This number is closely knitted with fine stitch showing fancy pattern; the collar is quite new in its round style suggestive of the frillings which are so much liked, although it is not full. This number is illustrated. The variety in wool pullovers is quite extensive and they are expected to be more popular than ever next Summer. Especially are those which can be worn without a blouse in strong demand. Many girls like to substitute the pull-over for a blouse both Winter and Summer, and that means they each want a set of them in different colors, which assures big business.

Beach scarfs are coming out in any number of novelties in the States but they have not yet been featured in Canada, apart from a few stores. So far the majority of those actually worn have been knitted by hand. They are all extremely wide, to be correct, long, and belted, and trimmed with fringe or fancy stripes. Pockets are allowed, too. Elsie Ferguson appeared in New York recently with a jade green silk scarf, which was shawl-like over the shoulders and arms but was cut off just below the waistline in front, where it was caught into the waist and finished with fringe; it had a collar rolled back of white. One New York firm is making a set for Fall consisting of a middy, scarf and tam. They have also a camel's hair tuxedo with brush camel collar and cuffs. They consider camel in the natural tone the leading color for Fall.

Canadian mills are not making a big feature of these fancy scarfs, some not showing them at all, since the demand would not be sufficient, they think, to warrant the time and expense necessary to introduce them. Attention is centred preferably on sweaters and pullovers.

For men there is a new indoor coat on the market made of closely knitted jersey, usually in a heather mixture; the jersey is fulled, which makes the coat comfortable, warm, and still light in weight. These are made with or without military pockets and belt. Another line features the "Jumbo" stitch in a heavy knitted coat. It has a roll collar built in shawl effect, as illustrated.

BA

Model No. 7006—Jersey cloth effect in 1/1 rib stitch, giving exceptional elasticity. Made in plain or combinations of all latest art shades, including Coralette, Nile, Turquoise, Light Rose, Canary, Paddy, Fawn, Emerald, Orange, Mauve, Plum, Apricot and White.

EARLY in September Ballantyne representatives will show our special range for Spring and Summer, 1920. It comprises many new Ballantyne ideas in light-weight knitted coats and pullovers, boys' jerseys and bathing suits for men, women and children; and it marks a distinct advance in Ballantyne service to the retailer. The demand this year for the light-weight numbers in our lines of knitted coats and pullovers has resulted in the production of this special Spring range, and we have added bathing suits to make it complete The new Ballantyne designs are, as usual, the last word in smart style, and the fabrics and colorings are what will be worn during 1920.

Knitted Coats, Pullovers,
Boys' Jerseys,
Men's, Women's and
Children's Bathing Suits

R. M. BALLANTYNE
STRATFORD,

LLANTYNE

Knitted Wear *Spring 1920*

BATHING Suits for men, women and children are a new Ballantyne line. They are made of fine cashmere yarns and have the "style quality" so essential in the bathing suit of to-day. The superiority of all-wool bathing suits from the standpoint of health and comfort is now generally recognized, and these garments have the all-wool advantages, combined with graceful, attractive style.

Ballantyne Boys' Jerseys are a Spring and Summer line well known to the trade. An addition to our plant is now in course of construction, and special machinery is to be installed that will not only double our production, but also enable us to produce some new and superior fabrics.

You will see the Ballantyne Spring line in ample time to make your selection.

Boy's Bathing Suit No. 430—From the standpoint of health and comfort, an all-wool bathing suit is vastly superior to any other kind. That is why Ballantyne Bathing Suits are made of pure fine cashmere yarns. This boy's bathing suit is made in all suitable plain colors and combinations.
Can be worn by sister, too.

LIMITED
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Most for the Money

That, in the long run, is what must build up a strong trading connection.

It is true that men demand fine garments—each year the standard rises. Thought is given to trimmings, smooth seams, quality of fabric, fit. But above all comes the consideration of wear—merit—value.

The merchant dealing in Penmans Underwear relieves himself of responsibility for the *real value* he offers his trade. He knows, and his customers know, that a garment with Penmans label is an honest garment; everything that it appears to be. Moreover Penmans line is wide enough to cover every need and every class of trade, including as it does all weights of fabric from the heaviest to the lightest.

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UNDERWEAR

"THE STANDARD OF EXCELLENCE"

Let *Your* Boy Test These Stockings

See how well they stand the hard usage every boy gives his stockings. Note how neat and well-fitting

they are—suitable for all occasions. Then you'll see why Buster Brown Stockings for boys—and Buster Brown Sisters' Stockings for girls—are such favorites.

Buster Brown Stockings are specially reinforced where the wear is hardest. They *do* give extra wear and cost less in the end—two mighty important factors with your customers.

Buster Brown Stockings are being extensively advertised. Be sure you are ready for the profitable business this will bring. If you already carry Buster Brown lines, see that your stock is complete. If you do not, prepare for this increased business by ordering from your wholesaler.

Free Cuts—We will supply free electros of the illustrations in our advertisements for use in your local paper. Let folks know you handle Buster Brown Stockings by advertising yourself. Address, The Chipman Holton Knitting Co., 184 Bay Street, Toronto, Ont.

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The BUSTER BROWN STOCKING

SUNSHINE HOSIERY REGISTERED

Bonworth Knitting Yarns

"Super"

2-ply floss, spun from fine Australian wool.

It is indeed a super-yarn, as implied by its name.

Ideal for creating wonderfully soft and distinctively smart garments.

Sold in balls—36 colors.

Thorough satisfaction and pride is assured in the garment created with BONWORTH YARNS.

The high standard of manufacture in these yarns is naturally reflected in the finished garment.

The wide range of colors makes possible an unlimited number of stunning color combinations.

"Electra"

4-ply fingering. Unexcelled for its appearance and wearing qualities. A special twist is imparted into this yarn, to prevent splitting — rendering it delightfully easy and pleasing to handle.

Sold in Skeins and Balls —36 colors.

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PETERBOROUGH ONTARIO

BONWORTH MADE IN CANADA BRAND TRADE MARK

"Craftana"

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THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

FIRST IN THE FIELD AND STILL LEADING.

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

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

A HALF HOSE FOR HARD WEAR.

ABSOLUTELY SEAMLESS
PERFECT IN FIT
GUARANTEED UNSHRINKABLE

THE ACME OF PERFECTION IN FOOTWEAR.

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

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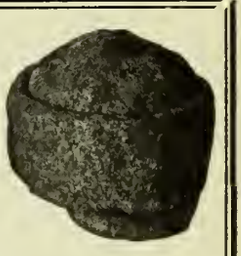

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"DODS KNIT" BRAND
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Our combinations and two-piece suits in flat knit and heavy elastic finishes will give thorough satisfaction in every detail.

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Attract the "Best" Custom by featuring "CEETEE"

The "CEETEE SHEEP" trade mark is what your best customers look for when buying wool underclothing—there is only one grade and that the highest.

THE PURE WOOL
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THAT WILL NOT SHRINK

Turnbull's underwear, which competes with every other manufactured in Canada, sells on merit and every garment is backed by 60 years' experience—it is made in all weights—sizes and prices to suit every requirement—and bears the diamond-shaped label as illustrated.

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

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THIS TRADE MARK IS ON EVERY GARMENT

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MAPLE LEAF HOSIERY

PURE WOOL

A Canadian line of Hosiery that has steadily maintained its high standard in spite of war-time difficulties and substitutions.
A worthy Canadian product for your Hosiery Department.

Send for samples or see our Representative.

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GODERICH, ONTARIO

Attractive Goods At Attractive Prices

ELASTIC RIB UNDERWEAR
FINE CASHMERE
JERSEYS AND SWEATERS
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HEAVY WOOL SOCKS

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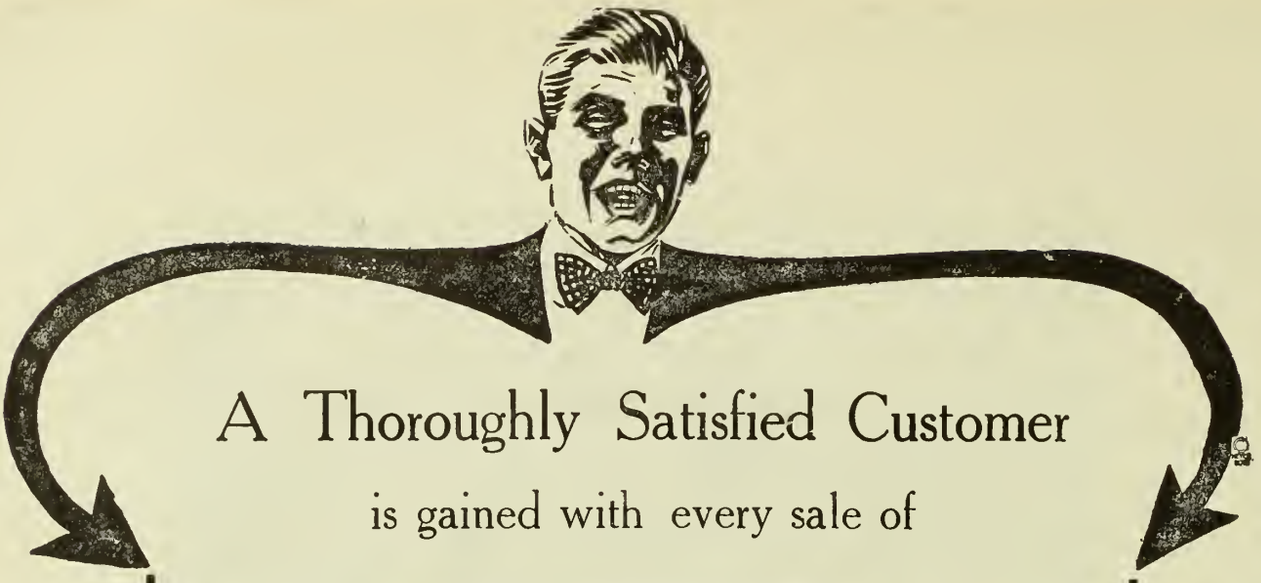

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Underwear represents quality to satisfy the most exacting standards, long, hard service and solid comfort—truly satisfying features.

"WOOLNAP" garments have staunchly maintained their original quality in spite of the recent unprecedented period of war-time difficulties and substitutions. We are proud to further state that the quality has been IMPROVED during that time.

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ST. GEORGE BRAND Scotch Knits, Heavy Wool Ribs, and Fine Elastic Combinations and Two-Piece Garments.

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WHO SELLS THE LINE YOU ARE LOOKING FOR?

VERY LIKELY YOU CAN FIND OUT BY LOOKING UP THE BUYERS' MARKET GUIDE IN THIS ISSUE.

Circle-Bar Hosiery

Representatives are now on the way to you with our Attractive Samples for

Spring - 1920

Prevailing conditions—which apparently are likely to continue—have convinced us that the wise buyer will "place orders" for Quality Merchandise, so as to give customers what they want when they want it.

Circle-Bar Hosiery compares favorably with any hosiery made anywhere in the world. Circle-Bar Hosiery is built right from highest quality materials and will give your customers satisfaction. See our new Anti-Run stockings. Patent applied for and application has been entered at Patent Office, Ottawa, as Serial Number 226507.

The Circle-Bar Knitting Co.
LIMITED
Kincardine - Ontario

CIRCLE BAR

Lace Productions Affected by War

Quality Depends Chiefly on Threads Used—Defects Do Not Show Up at First—China Has Increased Her Product Greatly Since Taking Up the Industry 25 Years Ago.

THE art of lace making was first taught to the Chinese at Chefoo by foreign missionaries about 25 years ago. They believed that by teaching lace making the woman and girls would find profitable employment within their own homes, and the subsequent spread of the industry has fully justified their efforts. Although first taught in Chefoo, Chi Hsia Hsien was the first place in which lace was extensively made.

In 1895 a British missionary, James McMullan, established an institution called the Chefoo Industrial Mission and commercialized the lace industry. With a small beginning in local retail sales, retail exporting followed and gradually developed into wholesale transactions. About fifteen years ago the making of thread laces, in addition to silk lace, was introduced, and with the use of Belgian and French patterns Chefoo first entered into competition with European laces.

The original laces being made of silk, the industry was self-centred as Chinese made silk thread was used. Of late silk lace having been out of fashion, the amount produced has been almost negligible. Of the entire output of thread lace only about 5 per cent. is linen, and for the 95 per cent. of cotton lace Japan and England are the sources of thread supply.

Improvements in Methods

Torchon and Cluny laces were originally made according to the general method of making bobbin lace by hand; that is, fastening the design on a specially constructed cushion, inserting pins at the points of intersection, and passing the bobbins back and forth in front of the pins, according to the design and the kind of lace being made. An improvement was later made by using a cylinder approximately three inches in diameter, which revolves above a flat board on which the bobbins rest, in place of the cushion. The pattern is attached to the cylinder so that when it is revolved the design is continuous. In this way the pins are removed and advanced as required and the finished lace passes over the back of the cylinder. Under the former system the design being of limited length, it was necessary to remove all the pins and shift the unfinished end of the lace to the top of the design in order to continue the work.

Filet lace is made by using a knitted mesh which is stretched over a frame, the pattern being embroidered with a needle.

The number of bobbins used in making lace varies from eight to more than 500, according to the kind and the design.

Until the European war upset trade conditions English thread was used almost entirely in the lacemaking industry.

English Threads Best

The war, however, enabled threads of Japanese manufacture to enter into serious competition with those of English make. Lace made from Japanese thread, although its initial appearance is satisfactory, is said to be defective in wearing qualities, and after being washed the strands of the thread separate and the lace becomes uneven and loose.

American thread has not appeared in the market there, although it is understood that during the last two years firms have made repeated efforts to make suitable connections with thread manufacturers in the United States.

Thread is distributed to the workers by native brokers, who pay for the labor and collect and sell the finished lace to the exporters. The work is done in the homes of the lace makers and payment is made by the yard, according to the number of bobbins used, the kind of lace and the pattern. The wages of a lace maker range from 30 to 500 cash (about 1½ to 25 cents Canadian currency at normal exchange) a day, depending upon the skill of the worker and the amount of time devoted to the work.

Although there are no factories the mission schools which teach lace-making are practically on a factory basis, but in comparison with the entire lace output of the district the lace made in these schools is not an important factor.

Up to the present exporters have been content to purchase finished laces from brokers, but the practice is now being introduced by smaller Chinese exporting firms of supplying thread to the workers and paying them for their labor. As, however, these firms find difficulty in directly importing suitable foreign thread for their purposes, little progress has been made in this method.

War Conditions Raise Prices

In spite of numerous handicaps, such as the import restrictions of belligerent countries, the increased cost of foreign thread and high silver exchange exports of lace showed an increase of about 50 per cent. in value in 1918 as compared with the previous year. In actual quantity there is probably little change, the value increase being due mainly to higher prices and exchange. As, however, much of the lace was made of three-cord Japanese thread instead of six- cord English thread, the fact that the market held its own in quantity is not so favorable when quality is considered. This decline in quality is not so apparent before use without expert examination, but shows up after the lace has been washed.

The bulk of imports of Chefoo laces to this country are made through Shanghai middlemen, which naturally results in higher prices to the importer. As Chefoo is the main lace producing centre of China it would seem advisable for purchasers to deal with first hand exporters. Shantung Province produces almost 90 per cent. of the hand-made laces of China and Chefoo is by far the most important centre. Australia is the principal market, taking approximately 50 per cent. of the entire output.

FABRIC GLOVE MANUFACTURERS ORGANIZED IN ENGLAND

In view of certain information which has been obtained concerning the activities in the glove manufacturing districts in enemy countries, and the efforts that are already being made by German manufacturers to obtain orders from England directly and indirectly, the glove trade in England believes that it is desirable that the industry be thoroughly organized. Consequently an association has been formed by the fabric glove manufacturers. It is the intention of the Board of Trade also, to establish a trade board for the glove industry, which will work through the association.

RIBBONS

Manufacturers of ribbons have not been as busy in many years as they are to-day. They are running every loom they can find an operator for, more men than women being at present employed in this work.

Because of the shortage of skilled labor, production has been cut to about seventy per cent. of normal. The reduction in working hours, along with the increased demands from every direction, are creating an unprecedented situation. Manufacturers are wondering how they will take care of orders now on hand, not to mention further orders.

Cost Increases Greatly

Manufacturers say that prices will increase slightly. On the other hand, qualities are claimed to be far above those of other years. The silk now being used is better than for some time,

fewer complaints being received from the workers.

More money is being paid for work on ribbons than ever before, in many instances the cost of labor alone having increased more than 100 per cent. Some manufacturers have asked their customers, in view of the increased cost of production during the last few months, to pay from 15 per cent. to 20 per cent. more for the orders now in hand. Some buyers, looking to a future shortage, have agreed to this, taking all they can possibly procure, while others have refused to pay these advances.

New Brocades and Block Patterns

New lines are being made and displayed for Fall trade.

The colors are not dark, but bright, consisting of various shades of rose, lavender, blues, light and dark; tans and browns, with reindeer the one most in demand now.

Many of the new designs include metal brocades, which in some widths cost $2.50 a yard for finishing. It will naturally follow that these ribbons cannot sell for less than $10 to $25 a yard. These are used for sashes, fancy bags, vestees and trimmings for evening gowns. They are very beautiful in evening shades of blue with silver, pink with silver, or either color with gold.

Lingerie ribbons are selling well as heretofore, the great demand for silk lingerie in part explaining the large orders being received.

Widths that are suitable for millinery purposes, in dark colors, such as navy, brown and green, are made in satins and fancies. Fancy edges on taffetas are also among the big sellers. Widths vary from four to five and seven inches for this purpose. Purple is made in many places, though not to the extent that it has been for the Summer season. Black is expected to be a big seller for the Fall.

A special ribbon is made for dress trimming, which can be drawn up by a thread to be used for ruffling on the dresses for Fall; it comes in evening colors. This is selling very well. A new design is shown that one might call a new block pattern. It is made of hair-line blocks on light grounds, often white with a black or colored line block, one cutting through the other and with a satin edge to the ribbon. The widths vary, but it is usually wide and could be used for millinery purposes, sashes, etc.

Taking everything into consideration, the ribbon trade for Fall promises to be an important item for the retail merchant. The attractiveness of the new lines, and the improved qualities shown —even at advanced prices—will ensure brisk buying in ribbons.

A NEW HANDBAG

A novelty in the way of handbags is on the English market. It is called the "Dorebag" and is patented. It really comprises three bags in one. The "Dorebag" combines a Dorothy, hand, and shopping bag, and by a simple manipulation, either of the three designs can be obtained.

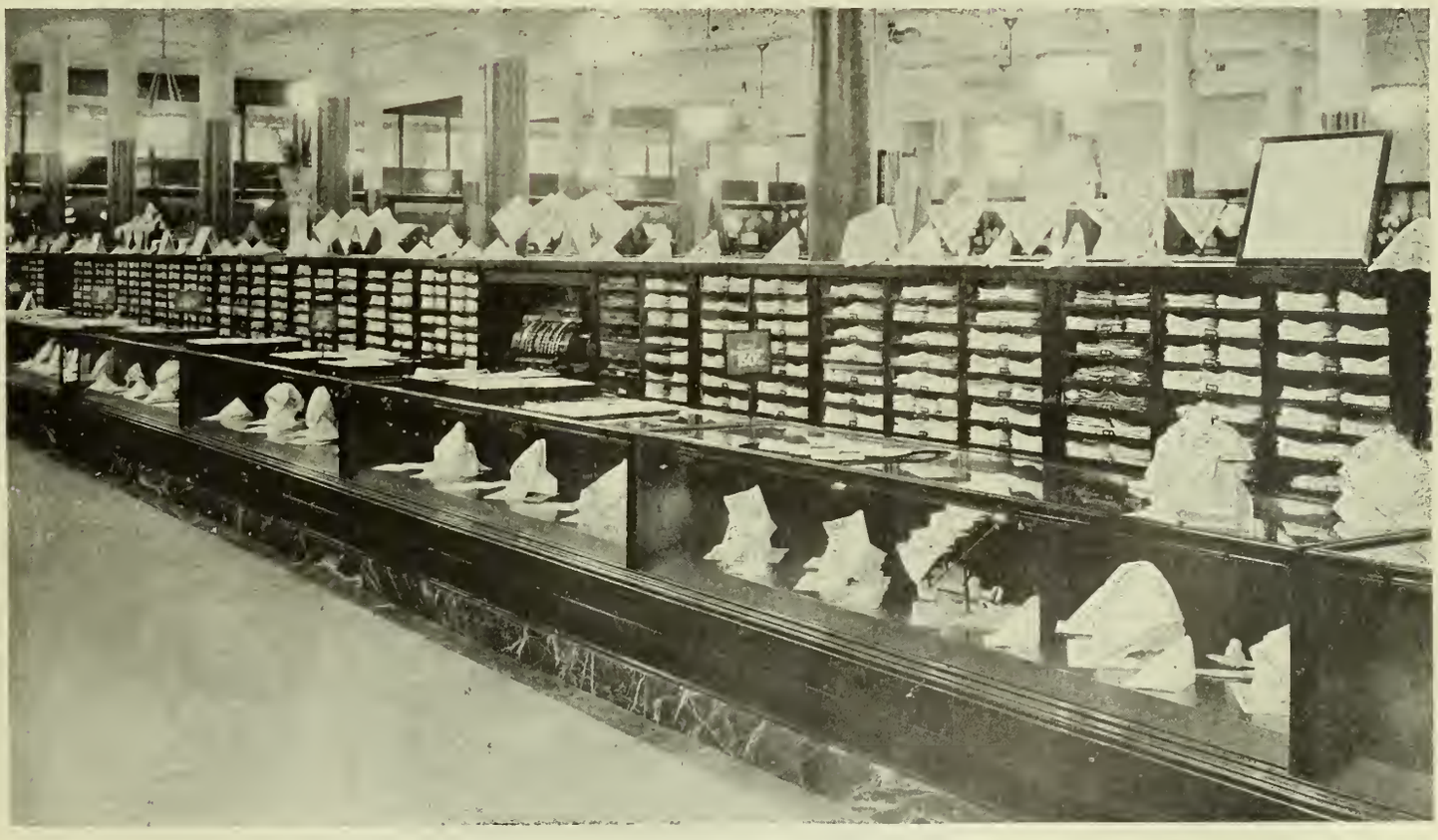
Gloves

The exclusive trade is taking rather kindly to novelties of the 8 and 10 button lengths in kid gloves. These are worn even with full-length sleeves, crushed over the forearm, and sometimes pushing the sleeve back. Naturally these gloves are very high-priced.

During the almost entire absence of kid gloves from the markets, makers of cotton, silk or other fabric gloves are "making hay" by featuring the more cleanly habit of wearing gloves which wash easily and dry quickly. Manufacturers of these lines, too, are busy getting out lines especially adaptable for Fall and Winter seasons. They feature the closely knit "chamoisette" and other suede-like fabrics; double weights, heavy silks with reinforcements and attractive colorings to harmonize with Fall garments. These quality features are much more to the fore than are strictly novel developments.

For semi-dress and even for evening wear the longer silk gloves in white and pastel tints are gaining in favor.

Manufacturers are at sea as to what will develop in the way of prices for Spring, 1920. The fluctuations in cotton are so pronounced as to demand caution, and so the Spring price list will probably be late in making an appearance. Silks, too, are causing grave concern. It is unlikely that Spring goods will be offered in Canada earlier than October.



A Department Display of Interest

No! It isn't table linen, nor blouses, nor anything else than handkerchiefs. It is a simple but impressive display in the store of the Jordan, Marsh Co., Boston, Mass. Note the excellent use of shelving and glass cases and the attractive arrangement of fancy lines above the shelving.

NECKWEAR

High Collars, Fichus, Berthas and Vestees Constitute the Active Lines Just Now

Once more as the season is at its height, the wearers of fancy neckwear are showing a preference for the all-white or ivory. Especially is this tendency noticeable in the frillings which are being selected. Buyers have been taking white frillings since the middle of July, in organdie, net, Georgette and ninon, even while the public was still taking colors. In addition to the white frilling vestees in white showing a profusion of net and lace have had a big call.

Neckwear houses have made up a big variety of wide bandings of net and organdie with fine tucks and much lace. These are wide enough to be used for vestees or else narrower bandings and sewn together for the same purpose. Fichu effects with small frills are selling well also.

It is not a far call from these bandings and frillings to camisole laces, and so at the neckwear counters one finds suggestions for dainty camisoles in the wide trimmed nets, shirred laces and picoted Georgettes.

For Fall, the natural development after a season of vestees and lace is the stock collar with deep lacey jabots. Consequently one sees already jabots of extreme lengths intended to be belted at the waist as the waistcoats have been. Very full cascade effects and the move conservative style of lace jabot are also introduced.

Berthas, as described in previous issues, are gaining in strength, although they are not a type of neckwear which the really smartly-dressed woman, or the girl with a taste for "tailleurs" accepts with enthusiasm. Some exquisite wide laces as well as nets and Georgette are made into these bertha effects; one number is split on the shoulders, which takes away the "cape" idea which is perhaps the line not approved in the usual design. Other models are finished around the neck line with a soft roll of black velvet.

Some dainty cuff effects are shown to match the net fronts and collars. They may be shirred, flared or arranged in a number of styles.

A full range of early Fall neckwear will not be on the market until about the end of August. So far there is uncertainty as to just what leaders will develop.

Handkerchiefs

Prices are still high and are not likely to be any better for some time. Ireland depends a great deal upon flax from other countries on the Continent, as is indicated in an artihle on flax elsewhere in this issue. The scarcity of flax in the past few years, together with the labor conditions, make the possibility of lower prices impossible.

Shipments of fancy handkerchiefs are being received mostly in lawns, while the plain handkerchiefs are in linen. Colors will be quite as strong a feature for the coming holiday season as they were last year, and the boxing is in greater variety of neat and artistic effects than ever.

Women in London, it is said, are having handkerchiefs made of the same material as their gowns of Georgette crepe de Chine or voile; for the smart woman, the grotesque tiny square covered with futurist designs and animals seems to have been replaced by the handkerchief of sheer dantiness.

UMBRELLAS

In the new ranges of Fall umbrellas and parasols there is an extensive array of designs in handles. A few seasons ago rings and cords were brought out successfully, and since then the designs and novelty touches have increased manifold. This season the "rings" shape themselves into such forms as squares, ovals, stirrups or triangles.

The bakelite assumes new color effects, too. It resembles mother-of-pearl, tortoise shell, amber, jade, ebony, marble, ruby, onyx; in fact it is to be had transparent or opaque, in all colors and a new milky amber shade as well. It is also combined this year with silver and gold with good effect.

For the first time some varieties of handles for men's umbrellas show trimmings of bakelite. These are chiefly in mottled or marble effects to match the wood of the handle, but all are in plain finish suggesting quality and dignity.

Ten-inch gold and silver tops are always in steady demand. One manufacturer remarked to DRY GOODS REVIEW that the reason gold and silver had allowed bakelite to come into the high-priced lines was that in the United States a luxury tax is levied on the metal tops as "jewelry," whereas the composition handles escape it.

A run has developed in colored silk tops for the Autumn trade. This is partly due to the prevalence of color in the handles. Navy, two shades of green, purple, taupe, brown and garnet are all purchased in considerable quantities, though the last two are not so active as the others. The rubberized silks are very scarce owing to the increased demand and the heavy cost of the waterproofing process. These covers for Fall with the big advances in silks, will bring the cost of the umbrella about 10 to 15 per cent. over last year's quotations, but the handles remain at the same figures.

A novelty brought out this month in New York shows a cover in batik work. A hat and bag are to be had to match. The parasol is light-toned in the centre and having dark, deep border with interesting flower and house-top motifs and strolling figures and animals. The parasol retails at $35.

VELVET BAGS AGAIN

Chiffon velvet bags with silk tassels are being shown again for Fall. They are lined with bright toned taffeta and fitted with change purse (attached by a silk cord), mirror, powder puff, memo book and perfume bottle. Black, taupe, brown, navy, plum and green are the colors.

Very many novel shapes in fabric bags are to be had. The Oriental brocades are sometimes finished like a Chinese lantern with circular frame covered in black velvet at top and bottom.

F. Hastnick, of Ladies Wear, Ltd., Toronto, was among the recent visitors to new York.

New Umbrella Handles

Some of the novelty umbrella handles for Fall, showing the new shapes. Note the polka dot handle and beside it one imitating onyx. In the middle is a gold handle with white bakelite ring. The two below are for men; the first to show bakelite trimming. From the ranges of the Brophey Umbrella Co., Toronto.

Veilings

There is nothing unusual or startling in veils more than those described last month. It is just a little early for the showing of any complete ranges of Fall goods. As in the case of laces, deliveries are slow. Hexagon meshes are the most popular, with all manner of designs and styles in flowing and slip-on veils. Navy blue slip-ons are reported as very scarce.

Milliners are showing a great many Fall models which depend entirely upon large draped veils and scarf veils for their trimming. One late New York production has a central round portion of hexagon mesh with scroll pattern embroidery; it is set in a large square of chiffon so that the mesh covers the face and hat and the chiffon clings around the neck and shoulders. There are some novel conceits of this kind appearing, but the more conservative styles sell most readily.

Laces

Metallic laces and metal embroideries on silk nets bear out the early predictions that they are to be particularly strong for evening wear. Many elaborate designs are shown in gilt, silver, and artistic color combinations—all in different widths. They are mostly Frennh goods although the United States make a certain amount of these goods and production has also begun in Canada. The general opinion seems to be that only the finest of the imported goods can be relied upon not to tarnish. Buyers will do well to take this point into consideration when catering to their requirements of their own particular trade.

Nets in cotton and silk are selling exceedingly well also for evening wear, as well as all lines and widths of Chantilly, guipure, Vals., and filet laces. In view of the present popularity of silk underwear, it is surprising to note that embroideries, too, are selling exceptionally well at present. Goodly quantities of these are taken throughout the Dominion.

Deliveries are none too prompt and prices are very high. One wholesale firm which specializes in this merchandise, has not yet received its goods for Fall, and does not expect them for at least a month. Only the samples from which they had ordered were on hand to show DRY GOODS REVIEW representative.

One of the largest manufacturers of hosiery in Canada announced prices for Spring, 1920, on July 10. As with most of the other mills, these were about the same as for Spring, 1919, on cotton lines, although in a few cases there were, it was explained, "close quotations below the 1919 prices to enable the trade to secure again popular prices." Mercerized goods, however, were up from 5 to 7½ per cent., and are likely to go higher if silk keeps climbing.

MEDICINE HAT STORE HAS IDEAS

(Continued from Page 121.)

entirely dispensed with, and all other goods were displayed on open tables, giving the impression of an extensive stock. Attractive fitting rooms were constructed and equipped with every modern device. The sale of corsets alone has increased very materially since this move was made.

Only women are employed in this department, which is reached by an elevator operated by a woman, so that the whole detail of purchasing and fitting garments is done in an atmosphere of privacy and seclusion without the distracting influences which are always in evidence in the main body of the store. Like a great many other stores in the smaller centres of the West the LePage Company has adopted a policy never to purchase two dresses or blouses alike.

The pattern counter is placed in a semi-circle in the centre of the main body of the store.

A rest room is provided in the basement for women, and there on a range supplied with the famous Medicine Hat natural gas they may make a cup of tea or coffee. The ingredients for these refreshing drinks are provided free of charge. The rest room is a boon to farmers' wives.

The exterior of the LePage store is handsome in design, being finished in terra cotta. The interior is even more striking, the ceilings of the main store being fully 30 feet in height, supported by two rows of huge Roman pillars on either side. At a height of 20 feet galleries encircle this great trading room, the row of plate glass windows at the centre front of this gallery affording a further opportunity for window display, in addition to the show windows beneath. When the representative of DRY GOODS REVIEW was in Medicine Hat early in July a dinner table, fully set, and adorned with a wealth of cut glass and flowers, occupied the central position in these upper windows, flanked on either side by smaller tables tastily dressed.

F. R. Lalor, M.P., president of the Monarch Knitting Co., Dunnville, Ont., has been elected to the Board of Directors of the Chartered Trust and Executor Company.

NEW BOOKS ON MERCHANDISING

The A. W. Shaw Company, Chicago, have published the first two of a series of books on retailing. They are entitled, "Making More Out of Advertising" and "Attracting and Holding Customers." The former deals with copy-writing, layouts, system in advertising, sales methods, illustrations and many other important features concerning successful retail advertising. The other book deals with tested methods which have proved their worth with progressive merchants—all very practical information.

FREIGHT RATES INCREASED

During the war the freight rate on raw silk shipped from Yokohama by trans-Pacific bottoms to ports on this coast was $7 per 100 pounds, but it was lowered to $5 after the signing of the armistice. The rate was further reduced to $4 in March last, and this rate is still being charged. In view of the increased shipments of general cargo from Japan to North America and the reduction in the tonnage available due to the greatly increased activity on the European run, the seven steamship companies concerned have agreed to raise the rate to $5 from July 16.

A CANADIAN INSTRUCTION BOOK

"Art in Knitting" is the title of a handsomely illustrated instruction book for knitting all kinds of sweaters, pullovers, etc., which was issued by the Monarch Knitting Company this Spring. It is the first publication of the kind in Canada and is more handsomely gotten up than the usual kind, it being in colors. A more complete issue is under way, taking into consideration the heavier types of fancy knitting which are likely to be wanted for Fall. The new instruction book will be on the market this month. The designs throughout have been supervised and tested by experienced Canadian women.

CLOSE NOW AT 6 ON SATURDAYS

David Spencer, Ltd., Gordon's, Ltd., Angus Campbell & Co., Ltd., and Gordon Drysdale's, Ltd., at Victoria, B.C., have united to close their stores on Saturday evenings at 6 o'clock instead of remaining open until 9 or 9.30 as hitherto. The change came into force August 2.

For some time past Manager Ballard of Gordon's, Ltd., has been working to consummate this change, realizing that the final three hours on Saturday night was a particularly trying period for the salespeople, many of whom were more exhausted by this after-supper period than by a whole day's work in the week.

It is felt that shoppers will be considerate in adjusting themselves to the new schedule.

D. McGill, Toronto, formerly with Gault Bros. Co., has opened an office and sample room in the Carslaw Building, 28 Wellington St. W., representing the Hodgson Sumner Co. of Montreal.

Best for Your Customer

Best for You

Putting Styles into Gloves has opened up a new era of prosperity in Glove selling

Creating the desire for better gloves and causing the customer to have a better conception of gloves as a means of enhancement has increased enormously the number of pairs sold.

"Kayser" GLOVE
REAL CHAMOISETTE
MADE IN CANADA

The fact that this year both men and women are selecting their gloves with the sharpest discrimination and the keenest appreciation of values makes it imperative that the retailer shall stock such gloves as have real intrinsic worth—gloves whose quality is apparent to everyone.

For many years experienced buyers have found just such quality in Perrin Gloves and Kayser Gloves—combined with prices which raise them far above the average level of values at all times—and especially so at this time of value uncertainties.

PERRIN FRÈRES & CIE

SOMMER BUILDING

MONTREAL

Successful Corset Departments

THE HUDSON'S BAY CO., EDMONTON, ALBERTA

write

"Our Gossard Corset sales are 25% ahead of last year"

Corset Department of The Hudson's Bay Co., Edmonton, Alberta

This is a very satisfactory accomplishment, of which we are justly proud. We attribute the splendid fitting qualities of the Gossard Corset and its perfection in every detail both as to finish and style, as the chief reason for this remarkable increase in our business.

The constant and ever-increasing demand gives us greater and more frequent stock turnover.

Every day we have new customers who become converted to the Front-Lace Corset, and in Edmonton, there are so many ladies who are Gossard enthusiasts, that the Corsets, literally speaking, sell themselves.

Our Corset Department is in charge of an expert Corsetiere, who always makes a point of selling a Brassiere with every Corset fitted and we find this helps our sales considerably.

Frederick T. Harker,
THE HUDSON'S BAY COMPANY,
Edmonton, Alberta.

4th July, 1919.

The Canadian H. W. Gossard Co., *Limited*

284-286 West King Street TORONTO, CANADA

GRIFFIN DUPLEX GLOVES

for

Autumn and Winter

MADE IN Griffin TRADE MARK Gloves CANADA

ChamoSuede REGISTERED

Griffin Washable Duplex Chamo-Suede Gloves always win instant approval because they are—

Distinctive,
Irreproachably neat,
Durable,
and
Economical

Produced in new Autumn colors and linings—and unusually attractive fancy effects. Double weight ensures double wear and double warmth.

Our line of Boys' Gloves are unexcelled for quality, wear and genuine value.

Our travellers are now out with a complete range of the latest and smartest gloves on the market. If you have not had a call, drop us a card. All Canadian made from skein to the finished product.

Look for the name of Griffin in the Hem. Every pair of genuine Chamo-Suede is stamped Griffin Gloves.

GRIFFIN GLOVES
LIMITED
TORONTO

Sole Selling Agents:
RICHARD L. BAKER & CO.
84 Wellington St. W. - - Toronto

Veils and Hair Nets

With Elastic

Complete assortment colors of the following well known Brands—

VEILS

"Celia Glad" "Queen Charlotte"
"La Victoire"

HAIR NETS

"Queen Charlotte" "Veilanet"
"Yoda Lane"
"Coiffura" Real Hair Nets
R22—R24—R26

Will P. White, Limited

TORONTO—65 Simcoe Street.
MONTREAL—489 St. Paul St. West.

"JULIAN SALE" FOR FINE LEATHER GOODS FOR PRESENT AND HOLIDAY TRADE

Every year the Toronto Exhibition period brings to the city business men in greater numbers who come intent on doing the old proverbial "kill two birds with one stone"—business and pleasure—and that just makes us repeat—and more heartily if possible than ever—our wide welcome to those in the trade to make our show-rooms their headquarters while in the city.

TIMELY WARNING

We are showing perhaps the finest and most varied lines that ever carried our name — but manufacturing is restricted for various unavoidable reasons — and that emphasizes the importance of placing orders almost immediately in order that you may have an assurance of anywhere near the full complement of your requirements for your own special trade.

FAIR TIME WILL BE A
GOOD TIME TO ORDER

The Julian Sale Leather Goods Co., Limited

Wholesale—Factory—and Sample Rooms
600 KING ST. WEST, TORONTO

"FOR WINDY FALL DAYS"

Bonnie-B

HAIR NETS and SLIP-ON VEILS

Complete stock always on hand.

BONNIE-B Hair Nets in silk and human hair, with or without elastic, in fringe and cap styles.

BONNIE-B Slip-On Veils in a wide range of most attractive, becoming meshes and designs.

The unusual qualities that render **BONNIE-B** lines highly superior to all others, will make an instant appeal to your customers.

THE BONNIE-B COMPANY

TORONTO--156 Yonge Street **NEW YORK--222 Fourth Avenue**

Your
FALL
Requirements

LACES
VEILINGS
EMBROIDERIES
HANDKERCHIEFS
NOVELTIES

can be fully met by our widely assorted and carefully selected stock in all these lines.

VISIT US

when in Toronto, for the Canadian National Exhibition, at our conveniently located Show Rooms.

THE HOUSE OF B STYLE & SERVICE

Westlake Brothers

LIMITED

24 Wellington Street West TORONTO

Be
FIRST
to
Show
the
LATEST

FINNIE NECKWEAR

- for Fall -

includes all the newest and smartest effects in Collar and Cuff Sets, Vestees, dainty Collars, and all popular lines of Neckwear.

The quality of FINNIE NECKWEAR is always impressive, the styles fascinating, original and distinctive, and the prices satisfactory.

A. BRUCE FINNIE & CO.

CORNER CRAIG AND GOSFORD STS.
MONTREAL

'Phone, Wire or Mail

FOR the latest ideas in Dress Trimmings, Fall Dresses show, Feather Fringe, extremely deep Fringes, Military Braids, Tassels and Girdles.

MOULTON MFG. CO., LTD.

4 Inspector Street, MONTREAL

Offices: Toronto, Winnipeg, Vancouver, St. John

ACME
TRADE MARK

ACME KNITTED GOODS

sell readily and yield the merchant a good margin of profit.

Sweaters and Scarves
Sets Tuques Mitts
Knitted Novelties for
Women
Children
Men

Makers also of
FINE DRESS GLOVES
Working Gloves and Mitts, Moccasins and Larrigans, Sheep and Mackinaw Clothing.

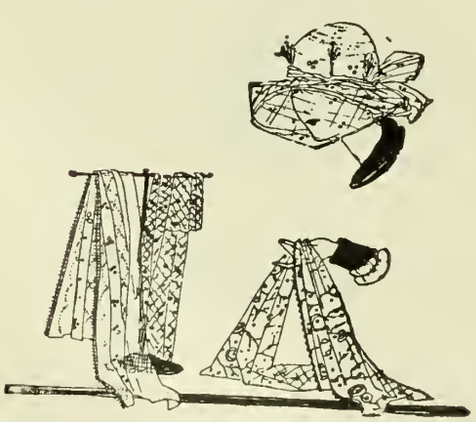
Acme Glove Works
Limited
Montreal

You are Invited

to visit our showrooms when in Toronto. We will be delighted to show you any or all of our interesting lines — designed in our own work rooms.

Blouses

With the Fall suit excelling in popularity, the demand for smart blouses increases. Our variety is most extensive and attractive, showing the season's smartest materials, shades, and styles—in our usual high standard of quality.



Our other lines include:

Silk Lingerie
Neckwear
Laces
Veilings
Handkerchiefs

You will find our goods delightfully distinctive, and genuinely dependable—a combination ensuring the utmost value.

Ladies' Wear, Limited

563 College Street, Toronto

W. F. Goforth, President

Distinctive Skirt Creation trimmed with "J. C." Picot Edge Grosgrain Ribbon

J.C.
AMERICA'S BEST
RIBBONS

STYLE stimulates the frequency with which women want new clothes—and STYLE it is that stimulates the saleability of your garments.

Ribbons, to-day, figure prominently in all plans for fascinating dress creations. Designers appreciate keenly the distinction and character they add to all ready-to-wear.

"J. C. Ribbons"

are leaders among ribbons. Utterly individual in color and design, perfectly and readily adaptable, they are widely preferred. Buy them by name.

LADY FAIR
A new double-faced satin ribbon. There is only one genuine Lady Fair Ribbon,—"J. C." LADY FAIR. Be sure the name appears on every bolt you buy.

SATIN DE LUXE
Best satin and taffeta ribbon.

VIOLET
Ideal lingerie ribbon in pink, blue and white.

TROUSSEAU
Rosebud and Polka Dot Lingerie ribbon.

SANKANAC
Popularly priced satin and taffeta ribbon.

DEMOCRACY
A grosgrain ribbon "For the People."

(All Registered Trade Mark Names)

JOHNSON, COWDIN & COMPANY
"America's Best Ribbons"
40 EAST 30th STREET NEW YORK

Mosaic Embroidery Appears

Fancy linens, which are to be found usually somewhere adjoining the household linens and the fancy goods department in departmental stores, constitute a very important item of merchandise these days. Most of the hand-worked linen is, of course, imported, and in cheap goods Japan seems to supply the bulk. Even yet the large stores are enabled to sell hand-crocheted doilies with drawn-work centres for 10 cents, a price about the same as that asked before the war. One of the large Toronto stores remarked to a DRY GOODS REVIEW representative recently that he sells $25,000 worth of this kind of goods a year. He sells, too, a great deal of the hand-made Battenberg articles, such as centre pieces, table covers and scarfs. These lines, of course, are coarse and appeal only to the popular trade, but they constitute a big item of business in a year.

In the better fancy linens there is nothing yet to replace, in Canadian opinion, the hand-made Madeira linens. These are quite as much in vogue and as well liked as ever they were and peace times are only increasing the popularity of these goods, wherein is to be found real value. They come in for special attention for weddings and other gift purposes, of course. Readers of DRY GOODS REVIEW will remember that in the January issue mention was made of the featuring in New York stores of mosaic embroidery. This is very fine hand-embroidery with designs which are very like filet lace, but in reality the tiny squares are hand-embroidered. The patterns are very intricate and exhibit a fine design. Some very handsome pieces of this Japanese mosaic hand-work has appeared in Toronto recently, but the buyers say that it is not meeting with anything like the same approval that Madeira is. Naturally, with so much extremely fine work high prices have to be asked, and customers seem to be of the opinion that for the same amount of money they can get better value and more attractive work in Madeira. One buyer who recently returned from New York stated that McCreery, and some other stores, who made a big feature of mosaic embroidery last Winter, are selling off their stock of it at present.

Crochet Work Stronger Than Ever

Crocheting is picking up once more and starting off for Fall with much more vigor than for some time past. One of the Toronto buyers stated to DRY GOODS REVIEW that she believed white crocheting this Fall would be at its highest popularity for some seasons past. "There is absolutely no falling off in it," she said. While crocheting centres chiefly around undergarments, boudoir caps, and similar articles, there are many novelties made up of this work. One saw a whole Summer hat crocheted the other day. There are bags of all sorts, also; tops for children's and babies' dresses, and a great deal of crocheted lace for all sorts of trimmings.

Besides this there is a great deal of crocheting being done in colors for fancy articles. Perhaps chief of these is the filet crocheting in wool for pullovers. It is not thought, however, that these filet wool pullovers will amount to any big item for Fall, since they are purely a Summer fad. The knitted ones, more solid in texture, remain popular, however. Mention is made in the knit goods section of this issue of the new lines of fancy knitting wool, which are on the market now.

Novelties on the Market

"Cockie Lockie" and "Luckie Pollie" are two hand-made birds by an English woman. These birds sit one at either end of a cross-bar stand and are creating a good deal of interest among English kiddies. They are made up in white or red and appear to be crocheted. They have wings, eyes, beaks, tails and top nots, all of which finishing-touches render them very life-like.

There have been all sorts of "cut-outs" for the little ones to puzzle with, but perhaps the newest outfit shows bugs. These bug cut-outs can be hitched to a cut-out cart or car and made to go. These outfits are selling on the New York market for a $1.50 a box, retail. They include butterflies, swans, birds, moons, fish and bugs in general.

There are also some new little battleships to be had, made of celluloid; little Japanese barques, Dutch skiffs, and so on. These, of course, are very small, but very attractive to youngsters.

Another little novelty which is liable to meet with some success for milady is a small suede leather case, measuring sometimes 2 inches long and sometimes 3 or 4 inches, and enclosing a little perfume brick. It may conveniently be carried in one's silk or beaded hand-bag.

These outfits are being sold in the jewelry stores, as well as at the novelty counters in department stores.

Jewelry

The strong vogue for laces which is on the way will probably call for a very much increased supply of scarf pins. Quite a range of the better grades is offered in novelty bar pins. These, of course, must have smoothly finished edges in their designs, so that they will not catch and pull the delicate silks and laces.

Necklaces are still selling well, and they follow for the most part the fancy effects which have been in vogue all Summer. It appears as if the price depends in direct ratio upon the amount of intricate fancy work developed.

In some of the new imported groups there are very long chains with rich silk or metallic tassels, or elaborate pendants shown. One necklace shows miniature hand-grenades. Carved plaques, too, are featured.

Heavy bracelets with Oriental carving and design are also shown in New York.

If the short sleeves, which are threatened for next Summer, make any headway, bracelets will be the inevitable result.

COMPETITION IN CROCHETING

Of interest to art needlework departments is the news that the Hudson's Bay Company, Calgary, held a competition in crochet work recently. It proved very successful, a great many entries having been made. The successful entry was a fifty-four inch luncheon cloth, having a lace border seven inches in depth. The prize awarded was ten dollars and the luncheon cloth is valued by the Hudson's Bay Company, where it was displayed later, at fifty-five dollars.

Miss Edith Brocklehurst, formerly of the linen department of H. J. Daly's, Ottawa, is now in charge of the art department at the Stanley Mills Co., Hamilton, Ont.

WALKING DOLLS FEATURED

Almy's, Montreal, made a special feature on July 28 of their walking dolls. A special 3-column advertisement, 7 inches deep, made the following announcement—with a neat little "kiddie" cut at the upper left and lower right corners:—

DOLLY CAN GO FOR A WALK, TAKE HER HAND AND START RIGHT OFF!

Have to wind her up? No, indeed, she just walks and does it very naturally, too.

Come in to-day and make the acquaintance of our family of walking dolls; they will go for a promenade with you around the department, just to show you how easily they can do it.

Two are 30 inches tall, $10.98 and $13.98.

One will not only walk but will also go to sleep whenever you want her to. $13.98.

Two other sizes, $7.98 and $9.98.

You won't be able to find these anywhere else in Montreal.

—Second Floor Up.

Mrs. Mutton, buyer of fancy goods for the Robt. Simpson Co., has recently recovered from a long and serious illness and is now on duty again.

GIFT PARCHMENT TRAYS

A new idea in gift novelties has been introduced in a line of gift parchment trays of hand illuminated engrossed parchment artistically framed and boxed. The series includes guest room and smokers' trays.

On one of the guest room trays the wording is as follows:

Guests there are who come to us
Out of memories' halls.
Other guests there are who come
When our fancy calls.
Our guest you are in memory,
In fancy often, too,
But best of all you are our guest
When we can talk to you.

The smoker's tray is an ideal man's gift. There are thirty-seven different designs in the line.

WHY DO WOMEN WEAR BEADS?

A writer to the Daily Chronicle, London, asking why women wear beads and condemning the fashion receives this reply from another correspondent:

Sir:—The reason why women wear beads is akin to the reason why nature wears daisies and wild roses when grass and turnips would give a bigger yield of pork and mutton for the useful employment of our internal organs.

Men who complain of women adorning themselves should not write to the papers, they should take the first ship home. Filling up with food and drink, they should sleep, sleep long and deep for hundreds and hundreds of years. Waking to fish, hunt, fight, and kill, they should in turn be hunted, killed and eaten many times over, sleeping earnestly in between. In course of time they might find themselves possessed of faculties capable of appraising some of the values of life added to the useful.

BEADS FEATURED IN HALIFAX STORE

Speaking of beads, Mahons, Limited, Halifax, N.S., used the whole of their 3-column by 8* inches advertisement on July 29 to talk about the new neck beads. This is what they say, in part (note the attention given to avoiding misleading terms—"the ivory is imitation, of course"):

Wear beads. You don't have to wait till you're all dressed up, as you did at one time. These long neck chains are meant to be worn with the simplest Summer frock, whether it be of gingham or crepe de Chine. And some are so dressy that they may be worn on real "party" occasions.

You may wear beads if you're very young, very old, or at any one of the important ages between. There are frivolous beads for gay, irresponsible young persons, bright or subdued tones for those who prefer them, and demure, perfectly proper beads in dull or cut jet for those who will have nothing but black.

Then there are the link beads, like the links of the dandelion chains we used to weave in dandelion days. These come in all-black, strung on silver-gilt chains, in black with jade or black with rose, in amber and other tones.

Very effective are the tiny cut jet beads with a small cameo (black) pendant; and the twisted coils like braid, with long black bead tassels, all made of the tiny dull black seed beads. And others, much heavier, round as marbles. These in black, white and colors—the white is in imitation ivory.

There are combination necklaces, in slender links and big ball beads. The part that circles the neck consists of the slender links. One such in mulberry tone has, at the lower end, round, smooth beads much like the mulberries, punctuated at every octave by small jade bead flanking a big round marble in cut ivory (imitation ivory, of course). This has a round drop.

Beads of all colors and in a variety of pretty styles to add a touch of color and distinction to your simple little Summer frock.

As low in price as 75 cents; as high as $6.

IVORY

Among the new ivory ranges on the market are some attractive designs in jewel boxes. There seems to be more emphasis placed on the medium sizes of these than on the very large ones, which is good evidence of the better selling of the medium sizes. One of the new designs shows the lid and bottom extending well beyond the three sides, where there are no hinges; in front these extensions go farther, each coming in a graceful curve to a point in the centre.

Ring boxes are gaining in favor with the removal of engagements and marriages this year.

There are some novel octagonal bell-shaped powder boxes and hair receivers.

KNITTING BAGS

Real knitting bags are still needed, too, for in spite of the lack of war knitting and the scarcity of sweaters women still knit. One of the pretty knitting bags is made of soft cream linen, of heavy quality. On it is embroidered a seated lady knitting, and the ball of wool in her lap is a real little ball of wool. Also, the diminutive servant who stands before her has real worsted, in little balls, in his basket.

BEDROOM SETS

Lovely embroidered bedroom sets include curtains for the windows, bedspread and bed flounces, covers for bureau and dressing table and bedroom stand and pin cushion. It is also possible to have embroidered covers for little boudoir pillows and, of course, by a bit of manipulation you could fit these patterns to almost any other bit of bedroom furnishings.

The upper of the two bags at the left is a new design made without seams. The leather is very soft and folds in neatly to the dull silver frame. The lining is of figured satin. The lower bag, made of black moir, has two demure puffs; at the bottom is a circular stiffened piece which keeps the bag nicely rounded.. The frame has an interesting Dutch design.

The purse at the right is a soft, velvety grey calf one in smart outlines, with no less than ten compartments inside. It is lined with shot silk poplin. The travelling case below is of soft black morocco in the new flat style, which is popular, the lower wing folding up to the sides and secured with snap fasteners. The lining is sky blue striped moire.

ISLAND SPINNING CO., LTD.

LISBURN, IRELAND

Manufacturers of

PURE IRISH LINEN THREADS

To the Manufacturing and Wholesale Trades.

There is one line of thread that you can always depend upon. "FOUNTAIN BRAND" Linen thread has stood the test of years—thoroughly reliable under the most unusual conditions. Suitable for all classes of clothing and leather trade manufacturing.

We carry, in stock, ready for immediate shipment, all numbers in—
1 lb. and ½ lb. Patent Wind Cops, also 1, 2 and 4 oz. Spools.
Three colors—White, Black, Whitey Brown (Natural).

Write for Samples and Prices. Correspondence solicited.

Sole Agents for Canada

WALTER WILLIAMS & CO.

508 READ BUILDING, MONTREAL 20 WELLINGTON ST. W., TORONTO

Here's Good News

Wools and Floss

We have a large and well assorted stock of all lines, including art needle sundries.

Stamped Needlework

A big range to choose from.

Infant's Department

Do not overlook keeping your stock complete in this department.

Hambly & Wilson, Ltd.

11 Wellington Street
TORONTO - - CANADA

BUTTONS

"Canada's Exclusive Button House"

Head Office : TORONTO
66 Wellington Street, West

A. Weyerstall & Co.

IMPORTERS *and* MANUFACTURERS

Art Needlework *and* Fancy Goods

"Peri-Lusta" Mercerized Cottons — *"Crystal" Artificial Silk*

Embroidery Materials

Fancy Linens and Piece Goods

MADEIRA HAND EMBROIDERED LINENS *and* HANDKERCHIEFS

Campbell, Metzger & Jacobson

932-938 Broadway New York Cor. 22nd St.

Canadian Showroom and Factory:

Bay and Wellington Sts., - Toronto, Canada

Silks,
Georgettes,
Cotton Crepes,
Kimonas,
Children's Silk
Dresses and
Cotton Rompers,
Toys,
Hosiery,
Gloves,
Felt, Grass and
Silk Slippers,
Satsuma,
Cloisonne,

Crepe de Chine,
Panama Hats,
Pearl Buttons,
Silk Underwear
Baskets of all
kinds,
Drug Sundries,
Rugs of Wool,
Jute, Cotton,
Wiregrass and
Matting,
Beads and Curios,
Seagrass and
Rattan Furniture,
Chinaware,
etc.

Oriental Goods

For several years we have distributed the above lines of Oriental merchandise to the jobbers, manufacturers, and department stores of Canada. We receive our goods directly from our own resident representative at Yokohama. While we do not aim to keep a complete stock in any one line we are continually handling shipments of all of the above lines.

Buyers are cordially invited to visit any one of our different offices at:—

VANCOUVER—Where we have recently opened a new warehouse to be used as a clearing house for goods received at that Port.

MONTREAL— Permanent sample room here, for trade in Eastern and Central Canada.

YOKOHAMA— Mr. D. A. Martin, formerly in charge of our Montreal office, is our resident buyer here, and will heartily welcome any Canadian buyers at his office.

See our salesmen, who cover all the principal points in Western Canada, or write for quotations and samples.

Our regular terms are net cash 30 days from date of invoice—with special quotations for spot cash buyers.

R. J. Ford Co. Limited

Export and Buying Office
96 Yokohama
Japan

Importers
Water and Cambie Sts.
VANCOUVER, B.C.

Eastern Sample Room
Mappin-Webb Building
Montreal

GEO. H. ADAMS COMPANY
HILL, NEW HAMPSHIRE

LATCH NEEDLES TRANSFER POINTS
SINKERS, JACKS, ETC.

Address all communications to

CHAS. B. PAULUS
General Sales Manager

Temporary Address
1516 Sixty-Eighth Ave., Oak Lane
Philadelphia, Pa.

Fall Fashions
call for the profuse use of
BUTTONS
for
TRIMMING

Ivory and Smoked P... Buttons are especially in favor, the demand being so great that the supply is going to be limited.

At present we are in a position to fully meet your demands in these lines, also

Celluloid Buttons
Tailors' Small Wares
and Fancy Trimmings

See the Button man or write us for prices.

The Ontario Button Co.,
LIMITED
Kitchener - - Ontario

Shoe *and* Corset Laces
MADE IN CANADA
THE EQUAL OF ANY IMPORTED

COTTON
SILK *and*
MERCERIZED

Black and popular colors. Put up in bundles, also paired and boxed.

Samples and prices on request.

INDEPENDENT SILK CO., LIMITED
137 McGILL ST. - MONTREAL

ADMIRAL

NATURAL WOOL Underwear

A big seller---and gaining in popularity every year.

The genuine attractive natural wool color, texture and serviceability.

Made in two-piece garments. Also in perfect form-fitting combinations.

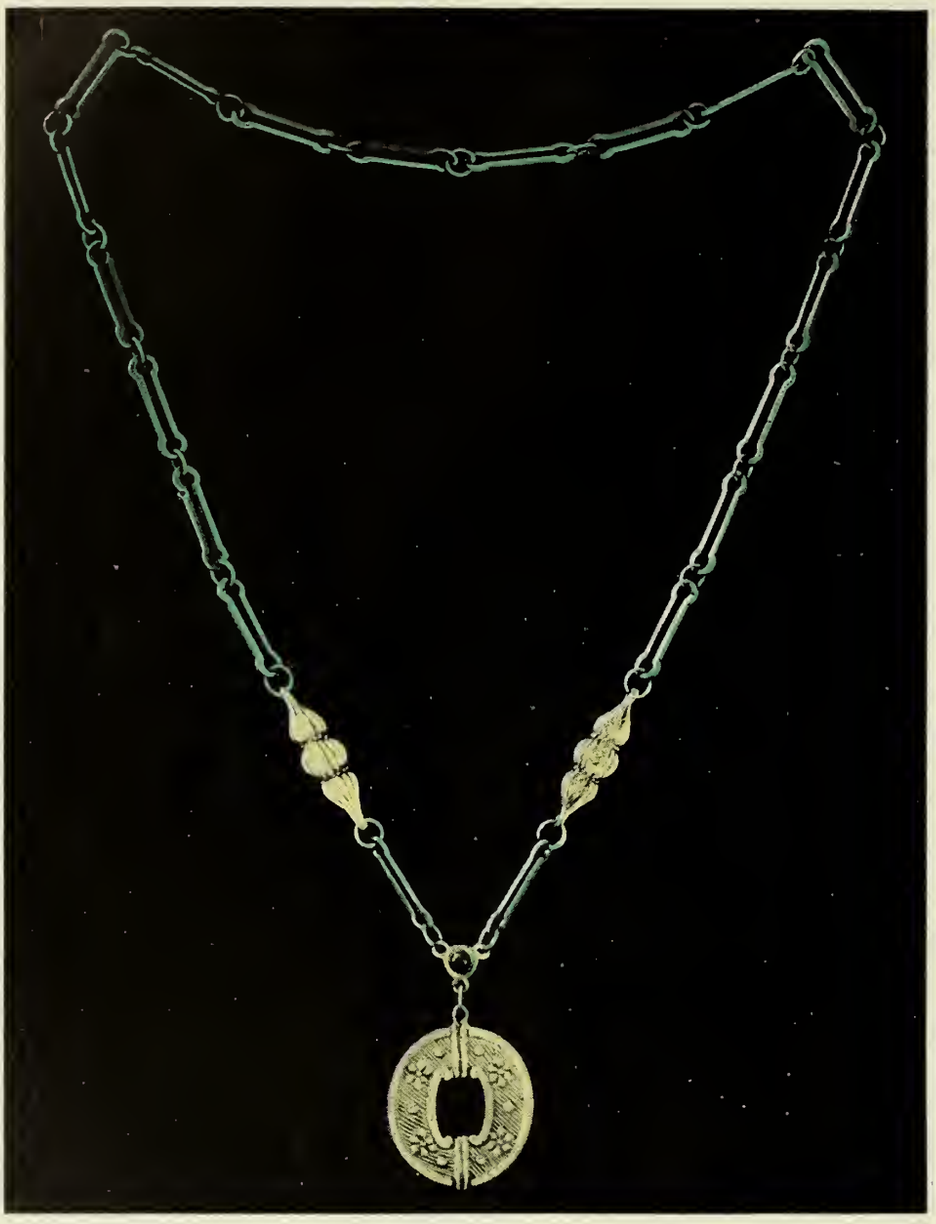
"Admiral" and *"Commodore"* brands for Men and Boys.

"Primrose" and *"Priscilla"* brands for Women and Girls.

Selling Agent to the Wholesale Trade

C. O. Paton

23 Foy Bldg. Toronto



The Mode Insists on a Touch of Bright Color

Jade Green is a mark of Fashion this Summer. This artistic necklace, with novel links and rings, is of Jade Green "Ivory"—has Oriental plaque and ornaments of Old Ivory finish. It is of a design which makes sales.

We will be pleased to send you a sample assortment of our latest lines of Necklaces, in the most popular colors, for your approval. Write us if interested.

WRINCH-McLAREN, LIMITED

77 WELLINGTON ST. WEST, TORONTO

"WABASSO"

Good as Gold - White as Snow

Our Cottons have stood the test, and the Canadians know to-day that they can buy a Home-made article the Equal of the Best made in the WORLD.

See that a full range of our **Lawns, Nainsooks, Madapolams, Bridal Cloths, Cambrics, Longcloths, Sheetings, Sheets, Pillow Cottons, Slips, etc., etc.** occupy a prominent place in your store.

The Wabasso Cotton Co., Ltd.
Three Rivers, P.Q.

Style 3574 G
Sixes 6 to 14 Years

Manufactured by

The Canadian Converters' Co. Limited.
Montreal

NOW SHOWING
FALL STYLES

IN

FANCY VEILS, VEILINGS

MONA LISA VEILS

ELASTIC VEILS

MOURNING VEILING

BABY VEILS

MALTESE COLLARS

SPANISH LACE SCARVES

FLOUNCINGS,
NETS, LACES

are sure merchandise for this coming season. Our stock is well assorted yet. Let US serve YOU before the best lines are gone.

Come in, let us wait on you this trip. We assure you we can interest you.

TRY US FIRST!

84-86 WELLINGTON ST. W.

CANADA VEILING CO. LIMITED

TORONTO

UP TO THE MINUTE

Made in Canada

Winsome Maid

Hosiery

Represents

True Economy

in every thread, in perfection of fit, unexcelled wearing qualities, and its altogether obviously superior finish. All colors.

The Wilson Mfg. Company

934 Gerrard St. East - Toronto

A.B.C. HOSIERY

FOR

CHILDREN

Sensible parents realize that they cannot expect sturdy, active youngsters to really "save" their clothing, so they buy the kind that they know will stand strenuous wear and tear.

You can recommend "A. B. C. HOSIERY" with complete confidence, because it is—

STURDY,
ATTRACTIVE,
COMFORTABLE,
ECONOMICAL,
and
ALTOGETHER DEPENDABLE

Increased space and facilities in our model new, and absolutely sanitary factory, are now enabling our expert workers to more adequately meet the great demands for "A. B. C. HOSIERY."

Made in all sizes—4 to 10 inches—in 1 and 1 Rib.

Allen Bros. Co., Limited

883 Dundas St. East Toronto

MONARCH-KNIT
BATHING SUITS

Bathing Suits and Jerseys for Men, Women and Children, made in Cottons and Worsteds in a fine range of Color Combinations.

THE MONARCH KNITTING COMPANY, LIMITED

HEAD OFFICE: DUNNVILLE, ONT.

FACTORIES: DUNNVILLE, ST. CATHARINES AND ST. THOMAS, ONT., AND BUFFALO, N.Y.

ANNOUNCING THE RANGE

MONARCH-KNIT SWEATER COATS

Our range of sweater coat styles for Spring is now completed and our travellers will call on you soon with samples. This fine "All-Canadian" range comprises:

Silk Sweater Coats
For Women

including many attractive and exclusive novelties.

Woollen Sweater Coats
For Men, Women and Children

A very large variety of smart new styles by our own designers, based on the latest models shown in the world's great centres of fashion.

Monarch-Knit goods have long been recognized as the standard for style, quality and workmanship.

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED

THE MONARCH KNITTING COMPANY, LIMITED

Head Office: - - DUNNVILLE, ONT.

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

FOR SPRING 1920

MONARCH-KNIT HOSIERY

See the New Samples of Monarch-Knit Hosiery For Men and Women

Our showing of hosiery this season is better than ever. The Monarch-Knit line for 1920 has never been equalled in Canada.

Its quality, finish and variety will give both you and your customers complete satisfaction.

We will appreciate your holding your order until you have seen the Monarch-Knit range.

THE MONARCH KNITTING COMPANY, LIMITED

Head Office: - - DUNNVILLE, ONT.

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

Canada's Famous Knitting Yarns

In 34 Shades

Made from the finest of Australian wools; noted for beauty, softness and uniformity of weight and texture.

Put up in handy balls—most convenient, both for you and your customers. Steady seller the year round.

Monarch Floss

A 2-ply yarn, made from fine Australian wool, spun in our own plant, very popular for knitting pullovers, scarves, children's garments and articles of a similar character. Put up in one-ounce balls, 16 balls to the box.

Monarch Down

A 4-ply yarn, made from extra fine cross bred wool, spun in our own plant, suitable for sweater coats, sox, mitts, etc., or for any other purpose where a heavier yarn than Monarch Floss is required. Put up in 2-ounce balls, eight balls to the box.

Monarch Dove

A 4-ply yarn made from fine Australian wool. Spun in our own plant. A slightly finer yarn than Monarch Down, suitable for knitting stockings, mitts, etc., where closer knitting and firmer texture is required.

"Art in Knitting"

The first all-Canadian book ever published on hand-knitting. It gives full instructions, stitch by stitch, and illustrated with photographs, for knitting scores of pretty and useful articles. Price to dealers, 17c per copy. Retail price, 25c. Sell these in your knit goods section and you will not only make a profit on the books, but will greatly stimulate your sales of Monarch Floss, Down and Dove.

The Monarch Knitting Co., Limited

HEAD OFFICE: DUNNVILLE, ONTARIO

FACTORIES: Dunnville, St. Catharines and St. Thomas, Ont., and Buffalo, N. Y.
Also Manufacturers of Monarch-Knit Sweaters, Hosiery, etc., for Men, Women and Children.

Distinctive Silk Lingerie

New creations that will appeal to your most descriminating customers.

Designers and manufacturers of the exclusive Canadian made lines of Metallic Laces.

Embroidered Voile Flouncing, Allovers, Bandings, Handkerchiefs.

The New Fall Styles are now being shown by our representatives. We invite your inspection.

H. P. RITCHIE & COMPANY

38-42 CLIFFORD STREET, TORONTO

Window display for Fall opening of millinery in the store of O'Sullivan Brothers, exclusive ladies' wear store at Swift Current, Sask. This display was first presented to the public view on Labor Day and combined a charming display of high class furs with the latest hat models. Note the use of miniature wheat sheaves in the general design both in the window and in the interior of the store. These sheaves were bound with gaily colored ribbon, giving the window the necessary touches of color as well as making the display take on a seasonable Fall appearance.

Second window used by O'Sullivan Brothers, of Swift Current, to introduce their Fall opening of millinery, furs and suits. As in the case of the window above sheaves of wheat and a basket of flowers were used to give the proper Autumn touch.

The H. S. Falls Co., Limited, of Simcoe, Ont., are making the most of their firm name in their advertising. At the top of their 2-column space is a halftone of Niagara Falls, bearing the double pun, "One of the Best Stores in Ontario."

Miss Jessie Cressman, who handled the advertising for the Cressman stores at Peterborough, Ont., so efficiently during the war, after her predecessor went overseas, has resigned her position. She developed a keen interest, and her success was due to thoroughness and general capability, the more remarkable owing to the fact that she had but a couple of weeks instruction before taking over the work. Miss Cressman is now contemplating taking an advanced course in advertising in New York.

Miss Fraser, who has been in Qu'Appelle for the past year as head saleswoman in the dry goods department of Caswell & Co., and Vicars, Krauter & Co., has gone to her home in Nova Scotia.

Barrel hoops covered with brightly colored material, and suspended from the ceiling in a horizontal position, are used in the general store of A. S. Drummond, at Balcarres, Sask., for the purpose of displaying ribbons, gloves, neckties, suspenders and similar articles. They are hung from the ceiling on slender, almost invisible wires.

A Strikingly Novel Window

A new note in bridal displays is struck in this window arranged by Edw. K. Lummus, of Almy's Limited, Montreal. The introduction of the open limousine from which the "bride" has just stepped, and the figure seated inside, is an unusual feature. The bridesmaids, flower girls, flowers and ferns are all tastefully placed in the impressive scene. The frocks were of net, lace and satin. Retailers need scarcely be reminded that September is only second in importance to June as a month for weddings, and September is close at hand.

JULY RETAIL SALES

Eaton's Winnipeg store celebrated its fourteenth birthday on July 17. The evening before a page advertisement was devoted to special items on sale the next morning at 10.30. Small cuts of birthday candles were used to decorate the advertisement. The regular store news appeared on another page.

July was a popular month for linen sales, despite the great scarcity and high prices of the treasured fabric. This is what Murray-Kay's, Toronto, said in their announcement:

Our True Linen Event is helping to reduce the cost of living to a minimum. When you consider that the possession of fine linens is one of the most important of things to every housekeeper, and then realize the cost of good linens to-day, generally speaking, and that our prices are based on old price levels, you can appreciate just what a boon this event is proving to everyone. To-morrow our list is particularly an attractive one and includes: etc.

How the Interior of a General Store Should Not Look

This picture taken in the dry goods department of a large Saskatchewan store shows a disorderly and jumbled up array of goods which very seriously impairs the selling value of any of the various lines. Everything in sight appears awry. Note the careless method of piling boxes, and the sloppy manner in which all garments are displayed. To a woman who likes neatness, and refinement this store would not appeal, no matter if the articles and goods on sale were all that they should be.

John Laidlaw & Son, Kingston, gives the following outlook on the linen situation:

We expect no improvement in the supply of linens during 1919 nor are there any indications of lower prices. The present supply and production are totally inadequate to the requirements, and it should be borne in mind that the readjustment from war to peace conditions, and the necessity for meeting a greatly increased demand, will cover a period of many months, probably years. It is a matter of sheer economy to buy generously now for future use.

Beer & Weeks, Charlottetown, P.E.I., featured fancy linens, stamped linens, novelties etc., mentioning:

Cushion cases, bureau scarfs, centers and doyleys, table covers, shams, pillow cases. In all these lines we show an immense variety and prices will be found exceptionally low as we buy direct from makers.

Bartlet, MacDonald & Gow, at Windsor, Ont., held their semi-annual sale, stating:

This vast selling comes at a very opportune time because it is now that most housewives desire to take account of their bedding and table needs and replenish these needs.

This sale will chart the way to economize and at the rate folks are taking advantage of these offerings we cannot too strongly urge that you come at the earliest moment.

Eaton's, Winnipeg, announced:

Irish damask table cloths—a manufacturer's clearance. We counted it a decided trade favor to secure these fine tablecloths to sell at such a remarkable reduction from current prices. Scarcity this season you know is a very real condition.

The collection is made up of four hundred cloths, some cotton, others all linen. Among them are some seconds, other patterns to be discontinued for change sake. At these low prices, values you'll find are equal to any offered before the war.

George Snowden, of Medicine Hat, displays gauntlets on the counter where the customer transacts business, by stuffing them with cotton batting and standing them upright. The effect of a gloved hand attracts attention even better than the mailed fist!

The John Murphy Co., Montreal, called attention to their linen department, but did not feature linens proper so much as honeycomb and marcel quilts, towels, etc.

THE DIGNITY OF STOREKEEPING

I am a son in my father's house. One of this nation's children who fills the dignified position of one who serves. To stand behind a counter and display to an admiring customer, who, through time, has become a friend, the handicraft of some other; to weave into the display the story, perhaps, of loving hearts that labored, putting skill into the making, possesses a real dignity that some, even in the trade, fail to notice.

One of the greatest pleasures of life is the spending of money, and this is doubly enhanced when the spender realizes that it is going to assist a fellow-being. The personal touch makes the heart warm and comfortable. The hand-made article, for instance, may have been done by a lonely mother, who, with her orphaned children about her, has used a skill of 'teen age days that had been laid aside, but now has become the source of daily bread. Where is the merchant who would not feel the dignity of displaying such an article, and the purchaser, pleasure in securing it? The sordid standpoint, price, is not considered. Sentiment, value, satisfaction, come first, nowadays.

No customer is dissatisfied with the price paid, only in the discovery of defects. To wear a cherished garment, which suddenly discloses a flaw, is like discovering some hitherto unknown weakness in a friend. Would those who make, be silent a space to consider this carefully, the dignity of their calling would not be so often beclouded.

The merchant is the means of placing the product of the faithful worker before prospective purchasers, and it is right to become enthusiastic over his merchandise. The most virtuous do not shout their own praises, and the skilled worker always puts something of herself into the work. Let the merchant and his help put something of themselves into their service and the purchaser will soon appreciate it.

Profits are considered just to-day. The laborer is worthy of his hire, or, to put it the other way about, "the hire" represents the labor. We are getting to the stage where we can measure our usefulness by what we get.

"Knowledge is Power"

Knowledge such as the DRY GOODS REVIEW is helping to disseminate—which lifts the storekeeper from the position where some try to force him—that of a profitmonger, or a highway robber—is necessary to a satisfaction in living. Because you or I take our customers' money and pass it on to the worker is no reason why we should be called bad names or be looked upon with disfavor. Yet some newspapers cast upon the local store imputations which imperil the dignity of its calling.

The best servant is he who realizes his importance, that is, his responsibility. The store, as we have said, is the road through which the wheels of commerce convey their wares to those who create their necessity. Dignity alone, however, cannot command respect, neither can submission to wrong. The merchant in Canada certainly does not stand on the former, however important it is, and the latter must in some way be stopped. It may be that the storekeeper has been too ready to suffer and serve alone, without placing his position before his customers.

As a way for the spreading of this knowledge, I have thought that a sharing of profits with customers who purchase regularly would be effectual. Not a percentage return on amount of purchase, because two mites are sometimes larger than great amounts. An annual meeting to discuss difficulties and explain shortcomings would change the atmosphere—but this is another subject.

Yours, etc.,
STOREKEEPER.

Mr. Frank Longo has opened a store at 199½ Bank street, Ottawa, catering especially to merchant tailors.

"The Blouse Shop," 108 Sparks street, Ottawa, has started business in the store until recently occupied by "La Mode, Limited."

What Other Merchants Are Doing

One Department Introduces Another—Outside Entrance to Basement Brings Business.

AN Ohio department store manager has stimulated sales throughout the various departments by having announcement cards printed advertising special offerings in certain other departments of the store, and when a salesperson is waiting upon a customer she hands the customer one of these announcement cards, calling her attention to some special offering in another department. For instance, the salesperson in the ready-to-wear department, after waiting upon the customer, will tactfully hand the customer an announcement card, upon which is printed a special offer in the shirt waist department and calling the customers attention to this special offer, or the salesperson in the shirt waist department will hand her customer a card upon which is printed some special offerings in the lace department, or some other department. These cards never carry but the special offerings from one department, that is, a separate card is printed for the offerings from each department, and each department is supplied with the entire series, and the salesperson uses her judgment as to which is the best offering to call her customer's attention to.

This manager states that this little idea has stimulated sales throughout the entire store, and has proved a mighty profitable method of advertising.

Steps That Save You Money

The proprietor of a large department store located in a Middle Western city of some 12,000, decided that he would open a "Bargain Basement" in order to meet the competition of the larger city stores located in the cities close by and which were attracting considerable trade from his town through their "bargain basement offerings." In equipping his basement for the opening of this new department he arranged a stairway entering the basement from the outside as well as the inside of the store. Right at the head of each of these stairs was hung a large sign reading:—

"STEPS THAT SAVE YOU MONEY"

He further capitalized on this phrase by using it in his advertising matter. Whenever advertising "Bargain Basement" oferings he would always run a cut of the outside stairway over the caption, "Steps That Save You Money." This phrase has become a household word in this merchant's town and has proved a wonderful advertising phrase. This merchant states that his sales in the bargain basement started off with a "Bang" and have been on the increase ever since, the credit for which he attributes to this advertising phrase.

Good Show Cards Bring Business

Show Card Writing an Important Branch of Advertising — Practical Discussion of Many Important Features

By ROBERT T. D. EDWARDS

MANY times the writer has been asked by prospective card-writers how long it would take to learn the business. If that question were answered correctly you might say anywhere from one to ten years or longer. That might be a surprising answer to many, but it must be remembered that you are never through learning.

Modern card-writing is not merely the correct forming of letters and figures arranged on cardboard to make a readable sign. When you have accomplished that much you are just in the "baby class." Card-writing is now an important branch of advertising and one that necessitates more study than just the mere printing of the cards.

The layout or the arrangement of the wordings is just as important as the correct formation of the letters. It is also just as important to make sure that all words are spelled correctly. The phrasings of the cards must be selected with great care. They should be worded just as carefully as the advertising man selects his headings. These wordings should tell something of an interesting nature about the goods they are illustrating.

The grammar should be carefully watched as errors here tend to reflect on the store.

Careful Attention

Window cards should be given careful attention, especially the selection of the phrasings. These should be of such character as to tell the busy passerby something about the merchandise that will interest him or her at the first glance. When we can do that we are making our window cards bring in the dollars and that is what we are after.

Arrangement of cards both in the window and interior of the store is important. You often see window cards placed tightly against the window-pane. This is a mistake. They should be set back and placed in an artistic manner to harmonize with the way the rest of the window is trimmed.

Each card should be set out separately from stands, figures or drapes. Never lean a card up against a well-gowned figure. Nothing looks worse.

The popular method is to stand the card in front of a small "T" stand away from any other part of the display.

Care should be taken with interior store cards. Don't have a whole lot of mixed sizes of cards on the same counter. Keep to uniform sizes as much as possible and keep them straight in their holders. They should be kept clean and the type used on them should be of a uniform size and style.

Many good examples of correctly lettered and spaced cards may be seen in the better class stores and many good ideas may be gleaned from them.

SOME CARD PHRASES TO LIST IN AUGUST

1. **There's always need for another dainty Georgette blouse—like these!**
2. **Canada's best—America's and Britain's too—throughout our store.**
3. **The first glimpse of Fall togs to-day.**
4. **A smart silk skirt will freshen your late Summer wardrobe.**
5. **September is coming on—that means school togs again. See our ginghams and other new wash goods.**
6. **August—the month for smart felt hats.**
7. **The season is getting on—just the right time to purchase these advance style gowns.**

Two Model Cards

Your attention is called to the reproductions of show cards on this page. The darker card is of a mottled surface with a semi-script lettering of brush stroke formation. This is a simple type of letter to make and is very speedy. The band across the top of the card is of a dark green and the shield is of a lighter shade of green. This combination may be changed if desired.

The lighter colored card shows more brush stroke lettering, which can be formed very quickly. The conventional floral designs at both sides are of red and green, with a white outline.

Show card writers' opaque colors are used on both these cards.

IS THIS DRUG HABIT ON THE INCREASE?

When a man is physically "in a bad way" drugs may be prescribed and administered under the supervision of a physician, but the man who gives himself a "shot in the arm" every time he feels a little sluggish is a fit subject for the contempt of every right-minded individual.

The great flaring yellow and red scare head banners announcing sales, that disfigure almost every retail street in Canada, indicate that the "slaughter sale" habit is in our midst. There are some retail merchants who seem tempted to meet every slight temporary sluggishness in their business health with that commercial "shot in the arm," the hysterical, mammoth(?) gigantic slaughter sale. When an individual begins to depend on a needle-full of artificial pep, he speedily uses his own natural, healthy energy; he speedily loses whatever in his make-up tended to attract to him those who could help him, and he loses that contagious cheerfullness and optimism that goes to make for success. It is much the same with the firm that has a mania for sales. The regular, steady, substantial custom drops off, and the feverish spasms of slaughter merchandising recur at shorter intervals; the sales banners become more flamboyant and gaudy in an attempt to attract the flagging interest, the vulgarity of which further repels the better class of trade; and finally, as even the customers that haunt the bargain bins have the greatest respect for success in any field, the time comes when the self-advertised bankrupt, foreclosed, squeezed-out, blue-ruin type of merchant finds that his most frantic bleating falls on unsympathetic ears, and his direst financial extremity sounds like "old stuff" to Mr. Fedup Shopper. The weakling who slips into the habit of "snuffing coke" finds that for a drug fiend, the skids are greased for a speedy trip to utter ruination, and the merchant who imagines that the steady progress earned by the giving of honest value and good service can be obtained more speedily and in a greater measure by periodic gigantic, smashing, sacrificial slaughters of values is, from a business standpoint, just as surely "on the toboggan" to the commercial scrapheap.

This may seem overdrawn, but take a look around; recall the cases you have observed; not the style of merchandising establishments, if any, that some of these sales wizards are now conducting. Through this kind of selling the public is losing the meaning of the words you have to use in legitimate advertising; they are suspicious of every claim. It's high time for a crusade against this "drug habit" of retailing.

Reconstructing the Retail Salesman

The Customer is Aware That There is Something Wrong With the Business of Retail Selling—Only a Reconstruction of it Will Raise its Status in the Public Eye.

THE management of our retail stores have too long been disregarding the clerical end of the business from a customer's point of view. They have been satisfied with mediocre sales-people because the bromides came cheaper than the live wires. They have made rules of business and have overlooked the fact that very few of the regulations were being observed. They have forgotten to figure the profit and loss accruing solely from clever or inept salesmanship.

Many of the larger Canadian stores have been taking the matter up seriously but there is only a very small percentage of the retail selling force throughout the Dominion who realize the importance of making a study of their vocation.

There is a science of salesmanship; it is a profession just the same as surgery or school teaching. A merchant wouldn't think of sending for a plumber to remove a troublesome appendix, and he'd howl like a good fellow if he were told that he had to trust his children's education to a street sweeper.

Yet he will jeopardize his business, the goodwill and patronage of his customers by installing a green girl or boy who knows as much about selling merchandise as a Mississippi darkey does about Sanskrit philosophy.

Temperatures and Temperaments

The average clerk is either too distant, too cold toward a customer, or too effusive. It is maddening to have to wait until an anaemic mannikin, wearing a misplaced eyebrow on his upper lip, generates sufficient warmth and enthusiasm to make a sorry attempt at displaying the goods he is supposed to sell. But it is disgusting to have an oily creature, with clammy voice and hands, gush all over you while he is extolling the merits of a spool of thread. Both are menaces to successful business. They are not salesmen.

Some clerks, either designedly or through force of habit, give customers the impression that they are being secretly ridiculed and laughed at. This is disastrous to business. A customer who retains such an unpleasant impression in a store is not going to return to that place in a hurry.

Above all things, a clerk should strive to be natural. That is the foremost requisite of good salesmanship, a natural, unpretentious manner. A clerk should be as courteous to the man in overalls as to the man in broadcloth. Their position may be reversed some day. A clerk should cultivate the confidence and friendship of the discriminating customer.

Very often "crank" customers are misunderstood by clerks who make no effort to adjust their conceptions, and substantial sales are lost.

Clothes and the Salesman

There is a large, up-to-date haberdashery right in my own city that I never visit any more, simply because the selling force is not welcoming. The management have the most attractive windows in the city and excellent goods, but their clerks spoil all.

They are supercilious fashion plates who make me feel uneasy and stubborn the moment I enter that store.

Don't overdress the part, is a warning that should be inculcated in the minds of every embryonic as well as experienced salesman. Too many clerks out-dress their jobs. They cast a cold, uninviting shadow on the goods in their respective departments.

One sees haughty young queens behind counters who, apparently, have established the idea in their perfectly coiffured heads, that they are being retained solely to look pretty. Neatness is essential; it is one of the corner stones of big business, but lavishness of attire is perhaps worse than rags.

A clerk who dresses and controls his actions after the style and manners of the leading motion picture stars is liable to frighten a humble customer away. If there is anything a susceptible-minded customer detests it is to have an immaculate icicle give him the "once-over" and ask, too politely, "Was there something you wanted?"

Clerks can be too importunate. It riles some customers, who have plenty of time for looking and choosing on their hands, to have an insistent employee ever at their elbows, interjecting that hackneyed query, "Something in hose?" "Something in neckwear?" It is as irritating as a blood-thirsty mosquito in August.

Get the Dictionary Habit

A paucity exists in the number of clerks who can converse intelligently with their customers about the goods they are handling. And what a pleasure it is to meet a salesman who can tell you why a certain material will hold its color, and where the new silks and fancy hose are manufactured.

"Get the dictionary habit!" is the advice an eminent teacher of journalism gives to his students. "Acquire a vocabulary and use it wisely, not elaborately. Have the right word to drop in the right place and make sure you know your subject. Every new word learned thoroughly and stored in your mind for future use is worth a dollar." That is as applicable to salesmanship as to journalism, or any other calling which concerns the public directly.

The salesman should appreciate the value of knowing the value of the goods he sells. He should experience the pride and satisfaction of being able to answer at least one-third of the thousand and one little technical questions that are asked by particular customers.

Ignorance is not bliss, it is Hades—that is for the customer who really desires a little information about the goods he is preparing to purchase. He has a perfect right to know what he is buying in these high-priced times. The progressive farmer buys nothing "on sight unseen." He must know the pedigree of the stock before he exchanges his good money for the purchase. He invariably examines the teeth and other earmarks and hallmarks of the cow or horse he is offered. He asks questions and he grows justifiably suspicious if they are evaded.

A customer in a retail store is likewise entitled to the pedigree of the goods he purposes buying. Very often the very things the customers want to know are salient selling features that should be told them by the salesman.

Get the dictionary habit is good advice. Learn the history of the goods you are selling. Even a clothespin has quite a number of interesting experiences in its evolutions from the forest tree upwards.

The Status of a Salesman

The new era demands that a salesman possess imagination and initiative tempered with common sense and modesty. He should strive to be individual in his selling methods. He must have personality and pep and he must apply it constantly to his work as well as to his pastimes and pleasures.

Too few salespeople realize that they owe their positions, not to their employers, but to the customers to whom they sell.

The business man depends wholly and solely upon the public. A real salesman bears this in mind. In these days of keen competition no merchant, no matter how well-fixed with earthly possessions, can afford to lose customers if he intends remaining in business.

There is a shining goal of public esteem ahead for the zealous and efficient salesman who puts his heart in his work. No person is more constantly in the public eye and, therefore, no person should be more careful how he performs before that ever-watchful orb.

Merchandising As a Side-line

One of the brainiest merchandisers in Western Canada, a man who in the past fifteen years has been employed by four of the largest general stores along the main line of the C.P.R. west of Moose Jaw, expressed his private views the other day as to why the mail order business is making such strides in the West. Since his name is not mentioned these views can be given publicity and may throw some light on this very broad subject.

"So far as I have been able to observe," he said, "the great majority of men who operate stores in the West have had their business thrust upon them. They are men who have been engaged in farming or some other business until the time came that an opportunity was presented to purchase some run-down store or establish a store in some new community where sheer necessity demanded such action. In many cases they run their store as a sort of side line to an implement, garage or lumber business. It is notorious the number of merchants in Western Canada who have several irons in the fire, and who cannot give proper attention to their stores.

"The general idea of these men appears to be that all that is necessary to conduct a general store business is to put in a stock and let the people come and buy it. They know no more about the technique of handling an intricate business of this kind, or of scientific methods of salesmanship than the average clerk. Their business is just jogging along, devoid of enterprise or "pep," and as a class they constitute one of the greatest assets of the mail order houses.

"I contend that in order to meet present day competition a merchant must be right on the job all the time and overtime. He must be constantly studying the needs of his customers in order that they may be able to secure without delay in his store what they would otherwise send to the catalogue houses for. Furthermore, he must work out his profit and turnover system, and keep down his overhead in such a way as to be able to shave prices to the limit. He must select a staff of salesmen, who by their personality will win trade. He must advertise in a live way, and he must make both window and interior displays of his goods that will attract trade and build up his business. All of these things require the closest study. Take the matter of buying alone in these mad days of price fluctuations. How can a merchant purchase right unless he studies market conditions and takes advantage of every twist and turn to purchase right for future business?

Merchandising is a Science

"The whole thing in a nutshell is that business to-day is a science, and very many country merchants are not attempting to conduct their business in a scientific way. The pity of it is that few of them will give their store managers sufficient responsibility to go ahead and put the affairs of the store straight. They appear to have little faith in the men they employ. I know a man who conducts a large lumber yard and two farms in addition to his store business, and, in the seasons of the year when he should be giving most attention to the store he is busy looking after his other affairs. He refuses to designate authority to one man in his absence, and as a result the business stagnates. It has occurred to me that a lot of these men have not the ability to distribute authority and responsibility even if they wished to do so. They were alright as long as their respective businesses were conducted along small but simple lines, and when they did not have the competition they have to-day, but with the natural expansion of their business they seem incapable of growing with it.

Efficient Help Pays

"It seems to me that it would pay a man of this type handsomely to put in an expert merchandiser, a man with his whole heart in the work, and with modern store experience fitting him for the position. Then let him give this store manager a free hand to select a staff of live clerks, the kind of clerks who have such influence on the public that people insist upon being waited upon by their own particular man. Let him appoint department heads and make them responsible for the development of their individual sections, also a specialist in window display and advertising, who can do this work in his spare time, and generally put life and action into every part of the store.

"For several years past I have watched the sweeping growth of the mail order business. I have watched the brilliant advertising campaigns they have inaugurated, their follow-up systems, their willingness to exchange immediately an article not satisfactory, their price-cutting, including specials or 'stimulators' in many lines, in other words, their scientific methods, and then I have looked at the endless chain of more or less dead stores across the country, content to eke out an existence by extinct methods and along old-time credit lines, while the cash trade is going to the catalogue houses. I am told that the business of the mail order houses is running into millions, and that it has grown to such an extent as to warrant the establishment of vast distributing houses at central points. I am wondering where it is all going to end. The time must come and come very soon when country merchants must tighten up and get out after the business that is slipping away from them. Either that or be swept under by the ever widening, swirling stream of mail order trade."

Medicine Hat Store Has Ideas

Messrs. LePage & Co., of Medicine Hat, recently conducted a unique experiment, the success of which goes to illustrate again the power of concentrated advertising. Selecting one dress from their stock they made a special announcement in their large display advertisement in the local newspaper that it would be offered at a very special value. The dress was described at length and was placed in the window on a form with a sign designating it as the dress advertised. Surrounding this form was placed a number of other dresses, more or less similar to the one advertised, and at values equally as good.

The result of this advertisement was that the dress was sold to one of the early morning shoppers, and during the day a score of women who came to inspect it in response to the advertisement bought other dresses when it was explained to them that they would be given just as good values.

Discussing the matter of repricing goods for special sale, Mr. LePage said that the firm had long since discarded such terms as "20 per cent. off." They believe that such a term is repulsive to women, as not indicating in clear-cut fashion the present selling price of the goods. Rather do they suggest, "Blouses $2, now $1.60."

In all of their advertising they strive for co-operation between the sales staff and the advertising department.

Good Telephone Service

Suggestions are invited from salesmen in every department as to the lines to be featured in the daily store announcements. It is the policy of the store to keep pledges in advertising religiously.

When the influenza epidemic was raging in Alberta and the business of most other merchants fell off considerably because women declined to risk visiting the stores the LePage Company continued to run close to the average by installing a special telephone service, which was given very pronounced publicity in the newspapers. They offered to take orders for any line of goods over the wire, make the best possible selection for their clients, and take back the goods if not entirely satisfactory. There were few articles returned. No goods were sent out on approbation.

About two years ago the Ladies' Wear Department was moved upstairs to large and comfortable quarters, where the display of all garments was made in glass cabinets and show cases. Shelves were

(Continued on page 91)

L. Cheeseman & Son, Burin North, Newfoundland, 100 miles from railroad.

The Edmonton store of The Hudson's Bay Co. One of fourteen stores operated in Canada by this company.

National Cash Registers are used in the largest and the smallest stores in Canada

THE way Canadian retail merchants have turned to labor-saving machinery during the past two years is very significant.

The movement began when the war's great dragnet started taking the young men and women "over there."

Retail merchants, forced to adopt labor-saving machinery, were quick to see the advantages of National Cash Register speed, accuracy, protection, and economy.

Month by month, and town by town, National Cash Registers have earned their way into the daily business life of Canada.

Every city and hamlet is using them —and calling for more.

A store system that helps these stores will also help yours

The National Cash Register Company of Canada, Limited
Factory: Toronto, Ontario

Branch Offices:

CALGARY.....74 Second Street, W.
EDMONTON.....5 McLeod Bldg.
HALIFAX.....63 Granville Street
HAMILTON.....14 Main Street, E.
LONDON.....350 Dundas Street
MONTREAL.....122 St. Catherine St. W.
OTTAWA.....306 Bank Street
QUEBEC.....133 St. Paul Street
REGINA.....1820 Cornwall Street
SASKATOON.....265 Third Avenue, S.
ST. JOHN.....50 St. Germain Street
TORONTO.....40 Adelaide Street
VANCOUVER.....524 Pender Street, W.
WINNIPEG.....213 McDermot Avenue

The Turnbull store at Peterborough uses the Lamson Centralizing Cable Carrier.

"We have five floors," they write, "all of which are used for selling.

"We find the Cable System gives splendid service, as it centralizes our cash at one desk.

"We do not see how we could handle the business with the number of floors we have in a satisfactory manner with any other system, unless it were the pneumatic tube."

There are several different Lamson Systems for different sizes and kinds of stores—Parcel Carriers, Wire Line, Electric Cable, Pneumatic Tube. All accomplish the same result. They give full protection through centralization of cash and credit control. Their elasticity makes possible proper handling of rush business. They give quick service under all conditions. All in an economical manner.

Inquiry for further detail is invited.

THE LAMSON COMPANY

136 SIMCOE ST. TORONTO

LAMSON SERVICE

General Offices, Boston, Mass.

No. 70 E G.

A New Dale Form

for Displaying Children's Garments

Wonderfully true to life in proportions and posture—in the usual Dale standard of Quality.

A reliable, serviceable fixture and a profitable investment, for your Children's Department.

Visit Us

when in Toronto for the Canadian National Exhibition. Our location is ideally convenient, at

86 YORK ST.

directly opposite the Prince George Hotel and not two blocks up from the Union Station.

You will be heartily welcome at our show rooms any time.

Dale Wax Figure Co. Ltd.

86 York Street TORONTO

Montreal: 150 Bleury St.
Vancouver: 501 Merchantile Bldg.

Palmenberg Norwich Kindlimann

Model No. 15 PD

Our present effort in wax figures leaves nothing to be required.

Send for our catalogues, photographs, advertising, or, better still, come in person.

J. R. PALMENBERG'S SONS, Inc.

63-65 WEST 36TH STREET

NEW YORK

BOSTON
26 Kingston Street.

CHICAGO
204 W. Jackson

BALTIMORE
108 W. Baltimore Street.

KENT McCLAIN SECTIONAL FIXTURES

READY TO PLACE

This is how the best stores are now displaying their goods.

"Carrying" a good stock is not enough, it has to be displayed.

Kent-McClain

(TORONTO SHOW CASE CO.) **Limited**

WRITE US FOR PARTICULARS

Waist or Dress Hanger.
No. 5154

WHEN IN TORONTO

for the Canadian National Exhibition, you are assured a cordial welcome at our Show Rooms at

161 KING STREET WEST

next door to the Princess Theatre, just a half-block West of the Prince George Hotel. The Exhibition cars pass our door.

We will be pleased to have you inspect our

DUR-ENAM FORMS AND WAX FIGURES

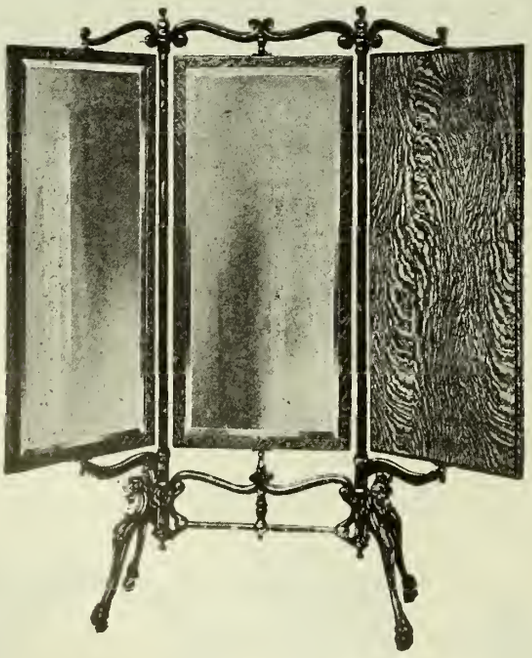
ALSO OUR

GARMENT RACKS, HANGERS AND GENERAL DISPLAY FORMS

A visit to our Show Rooms will convey to you the extensiveness and completeness of our range in all these lines, and convince you of their perfection in every detail of manufacture.

Rapidly increasing demands for Display Forms may create a shortage for the Fall Season, as occurred last year. We advise early buying to ensure getting WHAT you want WHEN you want it.

Garment Rack.
No. 265



Triplicate Mirror
No. 66A

Garment Rack.
No. 264.

CLATWORTHY & SON, LIMITED

Established 1896 TORONTO Incorporated 1908

To The Dry Goods Merchants, Business Men and Advertisers *of* THE WORLD

—Wherever English Is Written, Read or Spoken —Wherever Merchandise Is Sold At Retail
—Wherever Advertising And Sales-Promotion IDEAS Can Be Used Or Translated Into ANY Language

GREETINGS!

THE LEWIS SERVICE is more than just a wideawake ADVERTISING SERVICE. IT IS A SANE, SOUND, PRACTICAL BUSINESS BUILDER.

It will create more business for you. IT WILL INCREASE YOUR PROFITS. IT WILL GIVE YOU NEW IDEAS, FRESH STOREKEEPING METHODS. It will keep you in close touch with everything that is progressive in energetic, aggressive storekeeping methods. It will INSPIRE YOU WITH ENTHUSIASM and SHOW YOU HOW TO SYSTEMATICALLY INCREASE YOUR SALES. IT'S LIKE AN ADVERTISING DEPARTMENT IN YOUR OWN STORE.

The Lewis Service

A complete Practical Merchandising Advertising and Illustration Service for Retail Dry Goods Stores

1270 Broadway, corner 35th St. New York City

GEORGE TAN-ZOLA, Gen'l Mgr.

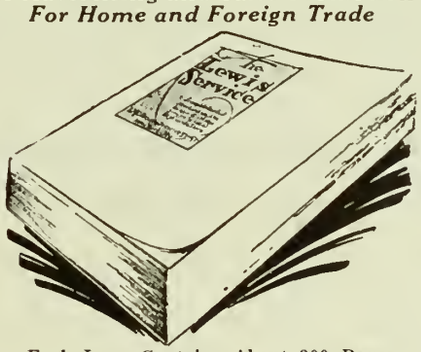
THE LEWIS SERVICE IS THE GRADUAL EVOLUTION OF A BIG IDEA. It has clients IN ALL PARTS OF THE WORLD. It goes far beyond the plan of supplying its clients with advertising illustrations and advertising text. IT PROMOTES BUSINESS GENERALLY, INTENSIVELY AND THOROUGHLY. IT KEEPS YOU ABSOLUTELY ABREAST OF THE TIMES. IT IS ONE OF THE MOST VITAL STOREKEEPING HELPS THAT A MERCHANT CAN POSSIBLY OBTAIN. It spares no expense to make its SERVICE 100% EFFECTIVE. IT IS ALMOST PRICELESS IN ITS VALUE TO YOU.

The Fall Quarterly Book of Constructive Advertising And Sales-Promotion Is Now Out—Subscribe At Once.

The Twice-a-Month Book of Advertising Suggestions *For Home and Foreign Trade*

Each Issue Contains About 15 Pages

The Master Quarterly Book of Advertising and Sales-Promotion *For Home and Foreign Trade*



Each Issue Contains About 300 Pages

The Twice-a-Month Proof Book of Advertising Illustrations *For Home and Foreign Trade*

Each Issue Contains About 125 Pictures

UNCLE SAM'S MAIL Brings You THE LEWIS SERVICE, Thus SAVING YOU MONEY

Think what this means. It saves you the high traveling cost of salesmen and their high commissions. And this saving coupled with the fact that our clientele is constantly growing enables us to render a service of real, conscientious Service and Helpfulness. THE LEWIS SERVICE is a ONE PRICE SERVICE. It sells for the same price to everybody. It understands the needs, the trials and the difficulties of retail merchants, and therefore has a deep-set respect for all these business men wherever they may be.

This is what you get—

Twice-A-Month Advertising Illustration Book

The Proof Book of Illustrations is issued twice a month, and brings to you at regular intervals the correct fashion illustrations, as they are developed in New York City and other fashion centres. It also contains illustrations for other lines of merchandise, such as are ordinarily carried in any good sized department store. The cuts are artistic, individual, practical and sales-promoting.

Quarterly Book of Sales Promotion

This Master Quarterly Book contains about 300 pages, embodying hundreds of introductory headings, merchandise ads, store editorials, form letters, sales events, salesmanship talks, special plans, ideas, complete details of the STORE NEWS plan, monthly short story, and many other ideas. From the standpoint of bigness, practicability and helpfulness, this book, which covers fully three months of advertising needs, stands as a distinct achievement in the advertising service field.

Twice-a-Month Advertising Suggestions

In addition to receiving this Quarterly Seasonal Ad Book, you receive TWICE A MONTH a special series of seasonal ads which will take care of the fashion element of merchandise and such new ideas or features as may be developed from time to time, making it all in all an advertising service proposition probably larger and more practicable than anything you have ever seen at any time in the past at any price you paid.

Cut Along This Line and Mail at Once

THE LEWIS SERVICE, 1270 Broadway, New York City.
We are interested in THE PROPOSITION checked below. Send us complete information. (Please check proposition you want.)

.....PROPOSITION No. 1—All your Books and a small number of illustrations. All for $9 a month for one year.

.....Proposition No. 2—ONLY the Advertising illustrations and Proof Book. All for $12 a month for one year.

.....Proposition No. 3—All your Books and a large number of illustrations. All for $16 a month for one year.

Do you use MATS or CUTS?.....

Do you get out a STORE NEWS?.....

Do you want THE LEWIS SERVICE for ONE YEAR?.....

Or for 6 MONTHS?.....(The Price for 6 months is $11.50, $14.50 and $18.50 respectively a month.)

Firm's Name .....

Your Name .....

Your Official Capacity.....

City .....Province.....

Date..... D.G. Review, Aug, 1919

Mail the Coupon Today—Don't Delay!

NOW is the time for action, for it is only a question of just how soon the LEWIS SERVICE will be confined to the EXCLUSIVE USE OF ONE MERCHANT in your city. Complete information will be sent to you at once.

The LEWIS SERVICE

GEORGE TAN-ZOLA, Gen'l Mgr.
1270 Broadway, New York City

ARTIFICIAL FLOWERS

FOR SHOW WINDOWS AND STORE DISPLAY

Vines, Foliage, Roses, Blossoms,
Lilies, Lilacs, also Plants,
Palms, etc.

Samples and Prices on request.

THE DOMINION FLOWER AND FEATHER MANUFACTURING CO.
39 DOWD ST. - - MONTREAL

"THE GUIDE to BETTER WINDOW DISPLAYS"

SEND FOR YOUR COPY NOW

IT'S FREE

THOUSANDS of progressive merchants, large and small, are improving their displays and increasing their business through the use of Adler-Jones Products. Artificial Flowers and Wicker Ware afford the means of attracting trade to your store through distinctive and artistic window displays.

"The Guide to Better Window Displays" illustrates in full colors our complete line of Artificial Flowers, Sprays, Baskets and Wicker Fixtures, as well as prize-winning windows and fundamental rules for window trimming.

You simply must have this Book. Send to-day.

The Adler-Jones Co.

333 So. Market St., Chicago, U.S.A.

A Climax Baler in Your Store will---

1. Lessen the fire risk in your establishment.
2. Secure lower Insurance rates.
3. Keep your place clean and tidy.
4. Provide greater space.
5. Secure the highest rates for your waste paper.

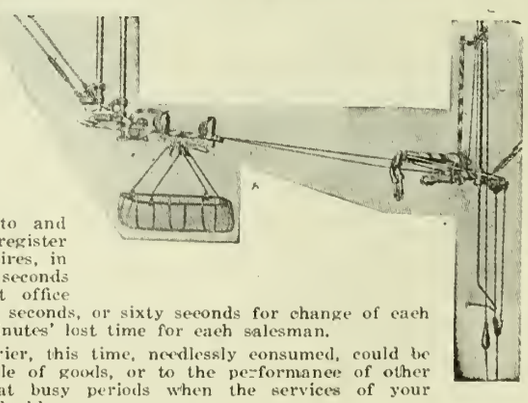
Climax Baler Company

Hamilton Ont.

FILL IN AND MAIL THIS COUPON TO-DAY

Climax Baler Co.,
Hamilton, Ont.
Gentlemen : Without obligating us in any way, please send full particulars and prices of your steel Paper Balers.
Name.....
Address.....

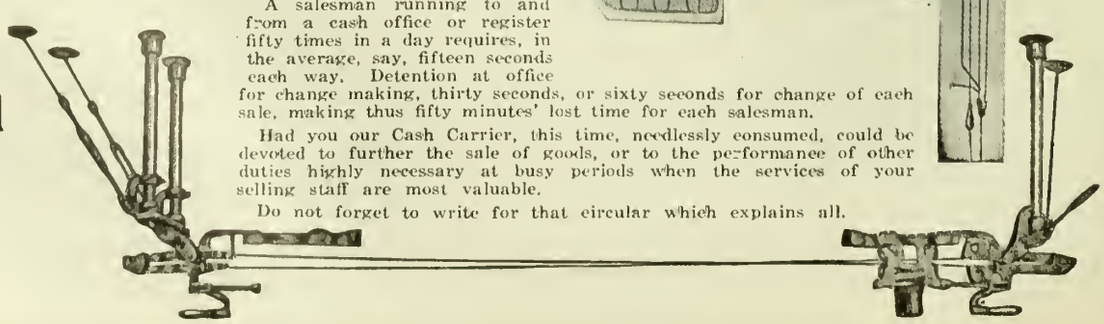
Have You Figured it Out in This Way?



A salesman running to and from a cash office or register fifty times in a day requires, in the average, say, fifteen seconds each way. Detention at office for change making, thirty seconds, or sixty seconds for change of each sale, making thus fifty minutes' lost time for each salesman.

Had you our Cash Carrier, this time, needlessly consumed, could be devoted to further the sale of goods, or to the performance of other duties highly necessary at busy periods when the services of your selling staff are most valuable.

Do not forget to write for that circular which explains all.



Gipe-Hazard Store Service

Co., Ltd.
113 Sumach St.
Toronto, Canada

Dalmor Products

Dalmor Voile Curtains
Dalmor Marquisette Curtains
Dalmor Scrim Curtains
Dalmor Art Novelty Curtains
Dalmor Piece Goods
Dalmor Panels
Dalmor Dresser Scarfs, etc.

Are all made in Canada by Canadian Labour and produced exclusively to meet the individual requirements of Canadian Homes.

Sold in all Provinces from the Atlantic to the Pacific by our resident representatives and manufactured only by

DALY & MORIN, LIMITED, LACHINE, MONTREAL

KING'S CELEBRATED SCOTCH WINDOW HOLLANDS

have been made for one hundred and forty years and are recognized throughout the world as the best and most saleable shading. They are unequalled for quality, are unshrinkable, fast colors and made in all colorings and widths. To insure getting genuine goods, customers are advised to EXAMINE TICKETS and PAPER BANDS. Also inside Holland Tab on end of each piece and see that each *bears name* of "JOHN KING & SON."

SOLD BY ALL LEADING WINDOW SHADE JOBBERS

Made by

JOHN KING & SON

GLASGOW, SCOTLAND

Established 1775

Canadian Representatives: CAMPBELL, SMIBERT & CO., MONTREAL and TORONTO

Baby's Hope Chest

A Portland store, not content with the alluring name of "Baby's Boudoir," has subdivided the idea of an infants' department and installed what it has cleverly named "Baby's Hope Chest." This is a special section provided for the prospective mother and consists of three tiny rooms built into the shop, containing everything that a baby may need. These can be shown in comfortable privacy. One of the trio is termed "Restabit," and is fitted out as a rest room for mothers and babies.

The "Baby's Boudoir" has been showing a special layette of 62 pieces, all ready to put on, with 14 more pieces stamped and cut, but leaving a little work, such as crocheting or embroidering, to be done by the mother—something that most would appreciate.

New York Notes

Among children's lines there is a tendency to give up the frocks with ribbon sashes and to use a sash of the same material as the frock.

There is a strong demand for crepe Georgette. Chiffon, crepe de Chine and taffetas are also good sellers. In cotton goods, voiles, organdies, lawns, and batiste are in good demand. Colored organdies as well as white have had a large sale.

One Georgette model has a very deep hem, with the top edged with rows of small tucks. The waist is built with an apron front, which has a blue picot ribbon running through.

While a few frocks are trimmed with lace, rufflings of the same material are the more popular.

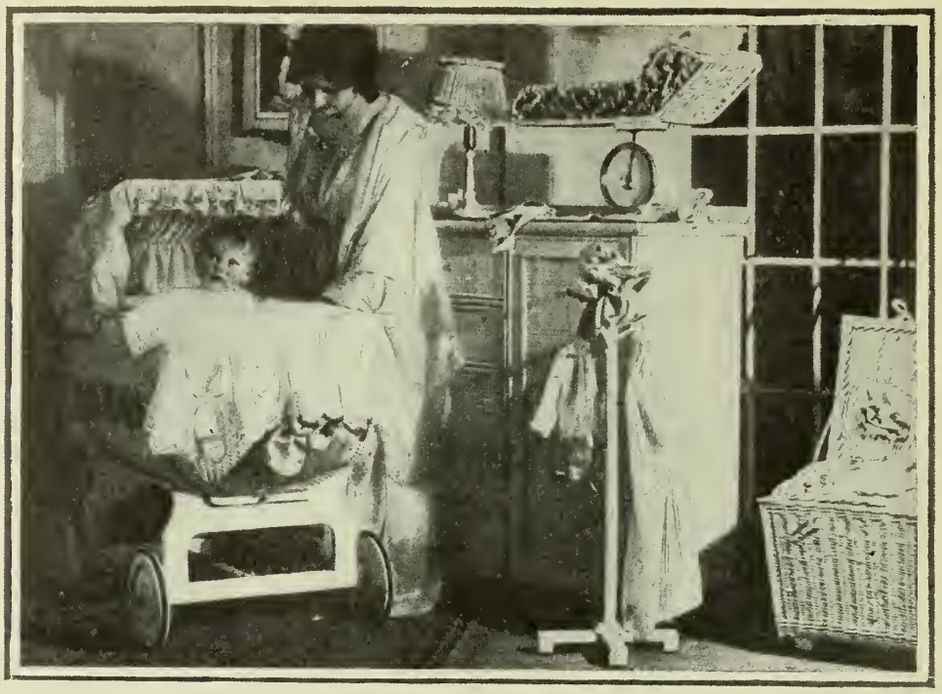
Developments in English Garments

London.—The makers of children's garments here as in Canada and the United States, are finding an extraordinary demand for the better class of goods. Indeed, the experience of the demand among grown-ups is being duplicated with children's goods. Many firms had gone on the theory that a medium grade or cheaper line of goods would suit the buying public best, and are surprised to find merchants stocking up with the best of their lines. This has resulted in many cases in a calling in of a large proportion of the cheaper and medium lines, and rush work on the better class of goods.

In the case of boys up to 6 or 7 years of age the British houses will make a special effort to retain the home trade which the war gave them. Before that time Austria had the call, but local manufacturers have been working hard to hold the business that was forced on them and are showing considerable enterprise in the new Fall lines. Jumper suits are having a large sale, as are Buster Browns and tunics. Zephyr rompers have become popular of late.

In children's coats for Fall a large range of fine materials is a feature. In the velours cloth coats, fur and other trimmings are employed. In the smaller sizes, corded velvets are much used, with or without cap of the same material. Other materials for the younger children include teddy bear cloths, serges, plain velveteens, tweeds, naps, checks, etc.

In coats for larger girls, tweeds, velours cloth, teddy bear cloth, cheviot serges and West of England coverts are in favor.



A Model Room for the Baby

There is a hamper, a little clothes tree, a weighing basket and new style carriage with wooden base and small wheels. Of course, there are many other articles which one may have, but these are some of the newest convenience.

BABY WEEK DURING CONVENTION

During what is known as Baby Welfare Week, when an annual convention of women is called in Medicine Hat by the Alberta Government, the Glasgow House in that town puts on a campaign for the sale of children's goods. By consistent advertising of "baby week," and by attractive window displays they are able to accomplish triple the business of any other week in the year.

During the Summer months this store closes on Wednesday afternoon, and in order to stimulate business special values are offered through newspaper advertising for Wednesday morning. The firm has found that it usually does more business that morning than on the full average day.

In these two instances there is a hint of what can be done at any time to stir up business. The fact that such trade was done under stress of unusual circumstances does not detract from the benefits of the methods employed. There is, of course, back of these successes the reputation which this firm has acquired through years of patient service for giving good quality.

1920 Dress Cottons

The Spring of 1920 will, according to present demands from the manufacturers, see a bigger consumption of dress ginghams than ever. A change is detectable in the patterns, however. Victory red checks had some early sale this year for trimmings, but more conservative styles, both as to color and design, are expected to be the most successful. with less showing of the large plaids of last season.

In voiles, too, extreme patterns are said to have had their day; smaller designs and spots are expected to be good, but many of the spots are larger than last year. Dark blue grounds are found to be the best sellers, emphasis being laid on the fact that the color is fast, as in the ginghams, and the material is the more serviceable for that reason.

Although organdie cannot be classed with these serviceable cloths. its attractiveness in the variety of soft shades is sufficient reason for being and selling, and it is expected to be among the foremost materials for next season. The English organdie has the lasting finish that has made the Swiss organdie so successful. While no drop in price is anticipated, it is not expected to go much higher. and gingham will probably remain about on a par with last year.

The Telford Bros. Garment Co.. are now established at Stanstead, Rock Island, Que. The Peerless Overall Co. supplied them with building and machinery to start.

Display Plus Enthusiasm Will Sell Wall Papers

Small Stores Can Sell Wall Papers as Well as the Larger—Must Have Artistic Tastes And Lead Customer to Choice Best Suited to Surroundings—Seller Must be "Sold" First.

"ONE should lead the customer along and sell the paper that is best suited to the surroundings in the room. This must be done carefully, without giving any offence, but it may be accomplished."

This is the dominating thought of Madam L. Roy, 350 Mount Royal Avenue East, Montreal, proprietress of L. Roy, Reg'd. To DRY GOODS REVIEW Madam Roy pointed out how necessary it is to discuss with the customer the style of the room, and particularly of the furniture. By doing this it is possible to make suggestions which will give the room, when papered, the most pleasing effect. It will always pay to give much care to this and help the customer make the right decision.

Madam Roy believes that the person selling wallpapers must have an artistic eye. It is something like selling millinery, for the successful selling of wall hangings rests, in large measure, upon an understanding of proper combinations and color effects. And, as there are many wallpaper buyers who do not know what they require, the salesman, if he be a success, ought to be ready at once to take the customer in hand and deftly, but surely, point out the paper best suited to his needs.

Showing the Range

Madam Roy carries a stock which might be looked for in a much larger store. It comprises about 350 patterns. All are sellers, though all do not sell extensively. This may be noted, however, and that is the importance of affording the buyer a big range from which to select. Without this the trade of some prospects may be lost, and every lost customer may carry another one somewhere else, then or later.

Three of the large sample books are used, while over a dozen of the smaller sample paper catalogues are always available. One must have papers to suit the taste and the purse of all, and this is one important reason why it is deemed essential to carry a big stock.

When a customer comes into the store, Madam Roy believes that real interest should be shown by the salesman. This will be appreciated, and business will come as a result. One must be able, as above stated, to outline what will best suit a certain type of furniture.

In the matter of borders, there are many combinations. While most buyers will select borders, those who do not should be sold them just the same. This, it was pointed out, is where the profit lies. And, while Madam Roy carries a big stock of other goods, she places a high value on the wallpaper department. It is, and has been for years, one of the important and paying features of this business, established over 16 years ago and conducted since the death of Mr. Roy, some four years ago, by the present owner.

Check Stock Carefully

"It is very easy to keep a record of stock," said Madam Roy. "We enter the number of the paper, according to the company we buy from, using their number. Then we enter our own number. This prevents any trouble and we also state the amount bought, what price, and the date. It gives us a splendid record and is valuable to refer to."

There are several sections in the store where papers are carried. These are designated as A, B, C, D, E and F. This is noted in a small indexed book—the one mentioned above—and by neatly entering the purchases when made, there is no confusion. A big lot of information is contained in this small book. Once it is started, there is little trouble in keeping the record complete.

Usually 50 rolls of each design are bought. The big sellers soon are known and the slow ones, too. One can soon govern the kind of patterns which are best sellers. On the average, these days, papers at 20c to 25c per roll are bought. The manufacturers, it was stated, turn out a good variety of papers, and they are mostly reliable.

Little Loss—Publicity

In the wallpaper business, as far as retailing goes, rather large losses are sometimes incurred. This comes from the accumulation of remnants of patterns which cannot be replaced. Sometimes the dealer is discontinuing the line.

"We have no trouble in this respect. When a line is nearly sold out we make it up into a bundle and add the right amount of border suitable. This is put on the remnant table and sold. The customer must take it just as it is, border and all, and there is no loss of any account entailed," was the statement made to DRY GOODS REVIEW.

The season, Madam Roy stated, was a short one and a lot of business has to be done in a few weeks. The Spring is the selling time for the most part, and one must watch patterns and stock closely. If this is done there will be little loss sustained, and a good profit should be secured.

While the business has been located here for many years, publicity is still maintained through placing a small hand-bill or announcement in each package going into the customer's hands. This is printed on both sides—in French on one side, and in English on the other.

Years of good service, during which the trade has been carefully nursed and cultivated is, however, the best means here adopted to maintain trade. It has been constantly the aim of the management to give customers a superior service, and this means close attention to every little need.

Make Sales This Way

"If you are advocating sales methods, suggest that the dealer sell borders with his paper. Here is where the profits rest, and the border can be as readily sold as the paper and with no, or little extra effort." This is the suggestion of J. L. Hollenbeck, manager of the wallpaper department of Almy's, "Montreal's Largest Store," as it is usually advertised.

Continuing, Mr. Hollenbeck said: "Supposing that one sells ten rolls of paper at 21c per roll. That is $2.10 for the whole amount. Now, would you not like some border for that? Here is a suitable one at 10c per yard.

"How much will it take for my room?" asks the customer.

"Twenty yards will be sufficient and this will cost you only $2.00."

In this way the sale is usually made, and this is one of the big points to be considered in making sales. Here was a sale totalling $4.10, or about twice the amount of the paper alone, and it does not take long, after the paper is sold, to sell the necessary border."

Get Your Profits

Mr. Hollenbeck stated that there is much time lost, frequently, in persuading customers, or in showing them wall hangings. This is why one should get a good margin of profit.

Mrs. Jones and her friend come in to look at papers, for instance. They have little pre-conceived idea as to what they want or what will be suitable for a given room. Mr. Hollenbeck stated this to be one of the biggest difficulties with which he has to contend, for the average customer does not know what she wants. And so Mrs. Jones is shown design after design and may still be as far away from making a decision as when she entered. Finally, she will, perhaps, say: "Well, if we move into the house we have in mind we shall want some paper, but cannot decide today."

And so, all through your trying experience, the salesman must look pleasant and be pleasant. But it is a costly proposition, and when oft repeated it justifies the wallpaper dealer in adding a very substantial margin to cover his selling cost.

Another thing. There will invariably be remnants in the most carefully check-

ed stock. These just cannot be kept from accumulating, and they have to be tied in bundles and almost given away. Placed on the bargain counter, they will probably find an odd buyer. There is an element of loss here which must be anticipated when prices are fixed, and then it is up to the salesman to keep patterns closely cleared up, as his best judgment will dictate.

Display Arrangement Good

The methods of display used at Almy's are really different and appealed strongly to the Montreal editor of DRY GOODS REVIEW when he called. There is no crowding, and prospective customers have little difficulty in sitting down with a confidence that, "Here is the place I have been looking for; I shall surely find what I want here."

There are no high and unsightly racks—the sections are kept low—about 5½ to 6 feet. This does not debar the light as with the sections running all the way to the ceiling. Patterns are readily reached by the salesman, and this saves time. There are some sections running parallel with the length of the department, and some at right angles to these again. Altogether there is a splendidly large space accorded for the display of papers, and one, in passing, even if there was no intention of selecting papers, would be inclined to pause and take a look. Doubtless this would be the beginning of many a subsequent sale.

Want to "Feel" Papers

"It is a fact that women like to know what papers "feel" like. This is why we have adopted this method of displaying," said Mr. Hollenbeck, as the writer asked wherein the method of showing proved a good one.

Some of the Methods

This first idea was in the nature of a huge "sandwich board." That is to say, these boards are constructed in the shape of a huge "A." In this shape, both sides may be used. The dimensions are about four by five feet, and they are placed right on the floor. This enables the display man to place four or five distinct patterns on each side of the board, and at the top the desired border is attached. The customer may see the paper at close range and may also feel it—something, as stated, which many wish to do.

Then there are large pillars in the store, used as supports for the floors above. Splendid use has been made of these to display various patterns on panels which have been arranged. It gives a good hexagonal or octagonal effect, and improves the appearance of the department, generally. The panels are built right around these pillars.

Using Pillars, Beams, Etc.

Above, there is a beamed ceiling, the beams running crosswise. These beams are also used to good purpose. Small pieces of various wallpapers are cut from the roll and pasted on the beams. These are just the width of the various papers. Perhaps a dozen may be shown on each cross beam. There are several of these beams, about 10, and the same shade of paper is arranged to run through, symmetrically, one on each section or beam, from one end of the department to the other. Then, accompanying each is a different border, but all suited to the papers with which they are shown. In this way a multitude of papers are shown and the prospective purchaser has a good grasp of what the walls will look like when treated in any of the designs shown.

The whole effect is excellent and makes a more inviting department than is usually found. There is ample room and the low cases for carrying the stock are considered a big improvement over the high and top-heavy ones, which, it is felt, usually detract from the appearance, besides being difficult of access.

An Interesting Point

Mr. Hollenbeck stated that, in a city like Montreal, where there is a general moving day, and this around the first of May, the bulk of papering was done in the Spring of the year. It was, he thought, a plan more or less peculiar to Montreal. There was little chance to develop Summer papering, although some might be done in the Fall of the year.

As a rule, the tenant will not paper the landlord's premises, even though paper may be much desired. And, with building operations curtailed, there was little inclination on the part of some landlords to make much outlay. Notwithstanding this, of course, there was a very heavy sale of papers in the Spring months. It was essential to "make hay" then.

With Almy's, of course, a great deal of newspaper advertising is done in season. Special sales are run often. The plan of contracting to hang paper for customers has been carefully steered away from. It is looked upon as a losing proposition to engage in this.

THE WINDOW SOLD THE GOODS

Window dressing is a lost art in many Canadian towns. Even in the heat of fierce competition, when every method should be brought to bear to influence trade, there are comparatively few merchants who take advantage of the opportunities offered to create the buying impulse by this cheap method of advertising.

In the town of Red Deer, Alberta, a merchant who had been led to take an interest in window dressing and who made a cursory study of the subject, scored a bull's eye with his first attempt at pulling business by this method.

"We had a fair window for display," he said, "but we neglected it, believing that in a country town the results would not be worth the effort. Of course, we dressed the window in a sort of way perhaps twice a month, but we could never trace any sales to our windows. Finally, when the season was on, we tried a new scheme with wall paper. In the centre of the window we placed a sample of pretty wall paper with a border and put a neat, yet conspicuous, sign on it.

"To-day Only, 10 Rolls of This Paper and 18 Yards of Border for $1.39."

In the background we arranged some of our best and most attractive papers without the price on them.

The very first day we sold 10 rooms of that particular lot, besides selling other papers to people who came to see what else we might have. We did not keep the same paper in the window more than one day, and did not run one every day. We had people come in almost a month later wanting to know if we still had any more of a certain lot that had been in the window.

The result immediately opened our eyes to the possibility of using our windows. A great many people passed our store, and we found that whereas they had scarcely ever looked into our windows before, they were now interested in every new idea brought out.

We found that by using catchy little display cards of various descriptions, by quoting special values in one line, and by making an attractive display, we drew the people into our store and made a good many dollars through them, besides getting rid of a lot of old stock. It is such a simple idea, but in our case it certainly worked greatly to our advantage."

NEW LEATHER-FINISH MATERIAL

A new upholstery material made in a wide range of colors, from light greys to rich blues, greens and browns, and in a variety of finish, all of leather appearance, is on the market. It is called "Duratex," and is claimed to have exceptional wearing qualities; to be washable with soap and water; and not to fade or crack, nor to stain or soil the daintiest clothing.

The Dominion Housefurnishing Company, 181 Bank street, Ottawa, are having their store altered very extensively and arranging for additional space.

FIELD STORE IN COBOURG REACHES 87TH BIRTHDAY

Old Established Dry Goods Firm in the Lakeside Town Has Conducted Business Without Interruption During All Those Years—Contemplate Enlarging Premises.

FIELD & BRO., dry goods merchants, King Street, Cobourg, will celebrate their eighty-seventh anniversary next Monday, being one of the oldest established firms in Ontario. In fact, few Canadian firms can claim such a distinction. This business has been carried on without interruption. The late John Field, grandfather of the four brothers, who now conduct the business, was the original owner. He kept a drapery store in Wweliscombe, Somersetshire, England, Sailing from Cumbermage, Devonshire, in 1832, he arrived in Montreal after 8 weeks' time, and in Kingston after two more weeks of sailing. At that time Cobourg was more of a business centre than Toronto.

Starting into business, his first store consisted of a large room in an old log house where the town hall now stands. The business was conducted until 1857, when the first proprietor was succeeded by his sons, John Collard, and Correlli Collard Field. These two brothers carried it on continuously until 1898, when the entire business was taken over by John Collard Field, whose four sons, John P., Frederick, Harry, and Cyrus, now conduct the business.

Housefurnishings and Linens

The firm intends to mark the 87th anniversary of the institution of the business by enlarging their present premises. Plans are being considered that will provide additional space for the many departments now conducted by this firm. Housefurnishings will particularly benefit, and this branch of the business will carry all the newest things in the way of curtains, draperies, etc.

The Field store ranks among the first and best in Eastern Ontario, and has been known for the high standard of goods that it carries. Field Bros. import from the very best houses both in the Old Land and in the United States. Newest goods in the best quality are always carried by this firm, and they believe that in giving the very best for the best possible price, this policy serves as the finest advertisement for the store. Mr. Harry Field told DRY GOOD REVIEW that the store made a feature of fine table linens, and at the present time, when markets were almost bare, they were carrying a splendid stock of the very finest linens that can be bought anywhere.

In the summer months a great tourist trade is carried on with the wealthy Americans who make Cobourg their Summer residence. Cobourg is the home during the hot weather of some of the wealthiest families, from Pittsburg, New York and Philadelphia, as well as many other American centres. This little town is well-known for the large number of beautiful, palatial homes that these tourists have built within its borders. Many excursionists too, find their way to Cobourg as its situation is ideal for a Summer holiday. It is also directly connected with American cities by boat, a feature that renders the town easily accessible by American people. Thus excellent opportunities are presented for a good Summer trade. Catering to this trade not only causes the merchant to handle a high-class line of goods during the Summer, but also to go in for quality goods all through the year. The wealthy American tourists are good customers, and every endeavor is made to meet their needs in the most satisfactory way possible.

The firm also lays great stress on the value of advertising, and through the medium of the town papers, dodgers and large bills, endeavors to reach the farming community and townspepople, apprising them of what the store has to offer in the way of special sales.

CREDITABLE WORK OF ENGLISH CARPET MAKERS

The practical impossibility of getting rugs from Turkey, Persia and Asia Minor in the last five years has not only sent the prices of Oriental rugs and carpets soaring but has stimulated English manufacturers to imitate the finest weaves of the east. United States Trade Commissioner H. S. Brock sends to the department of commerce in the United States a comment on a recent exhibition in London which shows the long strides made in the manufacture of British carpets during the war.

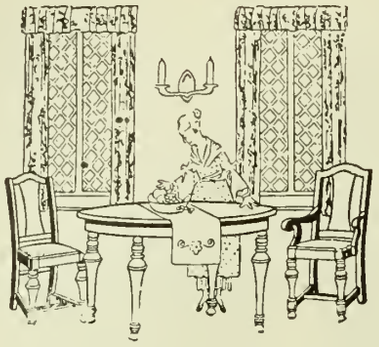
The most remarkable feature about them, he writes, is the true rendering of that eastern lustre which has hitherto defied successful copying. Some of the most notable reproductions are those of the seventeenth century coronation carpets which were made for the Shah of Persia, the Khorassan rugs, and the famous carpet manufactured for the Sheik Ismail, the original of which hangs in the Victoria and Albert Museum of London.

PINKS, SCARLETS AND OTHER HUES FROM SORGHUM

Communications have been recently made to the French Academy of Sciences dealing with the utilization of sorghum as a coloring material. The "glumes," or husks of sweet sorghum and those of sorghum with black seed, hitherto of no use at all, are found to yield a gum with very fine shades of color ranging from pink to bright red, salmon, scarlet, pearl gray, dark gray, dark brown and khaki, all colors which, being sun and soap-proof, are highly suitable for dyeing wool, silk, leather and vegetable fibres. The discovery of this new dyeing material, it is stated, is one of great importance, and steps are to be taken to work it on a large scale.

NEW FURNISHING CLOTH

Puma cloth is a new fabric made in Dallas, Texas, on jacquard looms, from Egyptian yarns. It is suitable for bedspreads, curtains, shades and sectional paneling. It is in a variety of styles, but only in the natural shade. A variety of patterns is said to be underway.



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Bungalow Nets
Marquisettes
Plain, H.S. and Cable Voiles and Scrims
Casement Cloths
Novelty Curtains
Muslins
Repps

We cordially invite you to give us a call when on your next visit to Toronto. You will find our goods, our service, and our prices right.

Failing your ability to do this, write us for samples.

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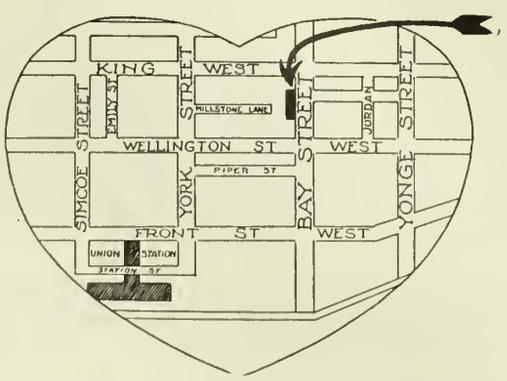
In The Heart of The Dry Goods District



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"Table Oil Cloth and Window Shades Since 1887"

SOLID PLAIN OAK FURNITURE

A Splendid Line to Feature in Your Fall Selling

Our new line of Solid Plain Oak Furniture is merchandise that is sure to establish a reputation for DEPENDABILITY. It is furniture that will find its place and give absolute satisfaction in good homes everywhere.

The material is of the BEST. The construction is RIGHT in every detail. The simplicity of the designs and the excellent finish give the goods a general appearance of refinement and richness that is most pleasing and appealing.

With the moderate prices at which this furniture is offered you can reach an exceptionally large number of worth-while buyers.

If you have not already put this line in stock you should surely do so NOW, in plenty of time for Fall Selling.

SEND FOR CATALOGUE AND INFORMATION

Victoriaville Furniture Company, Limited
VICTORIAVILLE, QUEBEC

New York Likes Satin and Tricolette

Shops Showing Many Beautiful Models in These Fabrics—Loosely Girdled Chemise and Bloused Styles Liked in Dresses—Formality Expected as Result of Prince of Wales' Visit.

NEW YORK, July 29, 1919:—The shops seem eager to introduce the first Fall productions, even though the new season is still some distance off. So far the offerings indicate a strong fashion for satin. Tricolette and similar fabrics occupy a close second place and even rival serge. There is a knitted fabric for every occasion. Tunic length chemises over plain skirts and loosely girdled are typical in the early dresses. A scalloped collar of embroidery or a low cut oval filled in with lingerie is frequent. Directoire types are given attention at Gimbel's; the fringe galloon trimming, the coat bodice and gilet, Chinese sleeves and the lavish use of embroideries of silk cable stitching and metal thread cord.

Stewart & Co., feature specially in apparel offerings for fall of 1919 a model of kitten's ear crepe satin, the important points of which are the draped skirt, the smart collar of net and dainty lace, and the flowing cuffs of Georgette.

Another satin frock shown as an advance Fall model has insertions of a cascade fringe effect made of soutache braid instead of the usual silk floss.

Simple Designs

James McCreery & Co. includes some very simple designs in black satin frocks in the latest lines, with draped lines and tunic blouses. Some smart black or gray taffetas with laced bodice and flowered chiffons are also shown.

At Franklin Simon's tricolette and mignonette weaves are important in numbers and styles.

The frocks are divided between chemise and draped styles and some which feature the redingote. Draped satins are combined with metal embroidered Georgette in graceful lines, or the Georgette is steel beaded in combination with self colored satin. The fringe tunic in knotted points at the top is featured on black satin. A coat of Georgette with stripes of silk embroidery and peplum of the same is posed over black satin.

A frock of mignonette, the finer fiber silk jersey, has the full pleated tunic with two insertions of a silk trimming open-work in squares. The long satin blouse covered with silk embroidery is finished in fringe and the cascade fringe is shown in short blouse and tunic.

The redingote is featured in Oxford cloth, which is a novelty in the tailored frock this season, with coat revers and braided and pleated side tunics. A coat dress of tricotine is smart, with narrow braid appliqued in stripes and edged with fine jet

Black satin and satin in color are combined; one model has a copper draped collar and copper satin used in facings. One of the most striking models has large Paisley shawl motifs inset with chenille embroidery.

More Strictly Tailored?

Some buyers and manufacturers predict the wane of embroideries and beads, nevertheless models featuring them are still very attractive. Embroidery is, perhaps, less frequent on tailored models than it was last season.

Then there are some stunning metal brocade frocks which are the first of-

SOME OF THE FALL FASHIONS NOTED

Brown, navy and nasturtium colors strong, in gowns, suits, etc.

Skirts shorter. Some separate skirts circular.

Fringe important.

Tunic, bloused and draped dresses featured.

Mignonette is a fine silk jersey fabric.

Redingote important.

Wave of embroidery for tailored dresses predicted.

Long gloves gaining.

Fur-trimmed blouses likely to be successful.

Net blouses in new importance.

Suit browns, navy and touches of nasturtium on blouses.

fering of the new fall evening wear. One of these is in a leaf design of silver on blue with draping of mauve and blue tulle across the bodice with silver lace. Streamers of the two colors fall at the back and a cluster of grapes is at the waist line.

The stores will have a wider range in their Fall showings towards the end of August.

Hail, Prince of Wales!

It is believed that the visit of the Prince of Wales will be of great importance in Fall fashions. Especially will it affect the younger set. Other distinguished visitors are expected also, and so the formality necessitated for the Prince will no doubt be important throughout the social season. No doubt more attention will be given to the details of dress than has been required since long before the war. It is possible, too, that a vogue will arise for English customs, sports and outing garments, for which the English are noted.

Dainty Accessories

There is a wealth of ideas in the handkerchief. It is the smallest of all accessories, yet one of the most distinguishing. "And there's romance in a handkerchief, you know," suggest R. H. Macy & Co.

Franklin Simon & Co. featured a window of French neckwear consisting of sleeveless guimpe vestees in organdie lawn and net trimmed with baby Irish, filet and hand embroidery. When the filet is used on the vestee front, the edging is in handmade Valenciennes, corresponding to Irish picot on the other models. There were two styles, both with roll collar, one the flat vestee embroidered and lace inset, the other a double ripple jabot. An entire window was devoted to these.

Long-length gloves are having more demand daily. Of course, right now 16-button silk gloves sell best, but kid mousquetaires follow closely. It looks as if the tendency for long lengths will continue into the fall for many women are buying wrist strap gauntlets in kid and chamoisette. In one Fifth Avenue store doeskin gloves are selling well.

In sweaters, wool tuxedos and slip-overs with sleeves seem to sell best. Both of these models are specially priced in most stores, the best selling price being $3.74 for the slip-overs and $5.85 for the tuxedos.

Separate collars of organdie, net and ruffled lace edge were bought largely. Gilets at reduced prices are featured in almost all departments, but they do not seem to be moving readily. Neckwear tables with merchandise at from 25c to $1 are drawing cards.

The New Skirts

Buyers are ordering their fashionable separate skirts about 2 inches shorter than last season, the accepted lengths being 35 to 38 inches. Yokes are a dominant feature in some of the new ranges, and the semi-circular skirt with a fitted top is popular. Novelty Fall skirts will retail as high as $100. Each house has a pet material, which it features, and naturally it proves a leader for that house.

Among the favorites is Kumsi-Kumsa, which is out in new Fall colorings. With the exception of a limited use of trimmings, principally composed of contrasting materials, the models are in simple designs, shirred about the waistline which is usually finished with a wide, flat belt of the same material.

The crushed girdle or narrow belt is conspicuous by its absence this season, and pockets modestly choose inconspicuous placings which are generally

disclosed by the novelty button, self loop or other small trim.

There are tricotine, serge and broadcloth models on more tailored lines, yet some are so treated as to reflect the dressy qualities such fabrics are equally appropriate for.

A navy serge, for instance, has a wide border of self material across the back holding the upper section with a slight fullness. This overlaps at either side-front and is trimmed with buttons, while above, at either sides are braid bound jabot drapes.

The rectangular sliced pockets of a broadcloth are filled in with braid done in basket weaving, while another serge shows cone-shaped distending hip pockets made entirely of wide black silk braid, corresponding with the band above the hem.

A tricotine skirt buttoned straight down the back is typical of another type shown in cloth. Small checked velours and plaids also come in for their share of prominence in the collection.

Brown and navy background plaids are given much prominence. Belts and pockets of plain serges on the plaids and trimmed with loops or taps of the latter is also done.

Some Striking Blouses

There are persistent rumors in the market that fur will play a large part in the blouses for the coming Fall, both from the approval of the buyers here who have seen a small use of fur in some domestic lines and from the news that comes from Paris of the predominance of fur trimming in the work of the blouse creators there. Buyers here say that the coming season should be an auspicious one for launching a vogue for fur since it is expected that the buying public will be willing to pay the prices that fur trimmed garments would naturally have to command. Fur was launched for last winter but with little or no success, one of the manufacturers who ventured into fur trimmed waists, confessing that he found them a losing proposition, due to the expense which seemed to frighten the buyers. That was, however, when the theory of war-time economy was still holding the purse-strings, so that there seems to be a real opinion that fur on blouses will succeed at this time.

A new sports blouse in fine quality tub silk is on display at Wanamaker's in their imported shops; it shows the opening pleat down the front outlined with hemstitching and pleats across the well-made shoulders which fall from a yoke give the desired room needed for strenuous games. This is priced at $10.

The color trend as noted from the reports of various manufacturers who deal with the suit shades for Fall, show a consistently large vogue for brown for the coming season over previous ones and keep navy throughout as the leading shade. This is true of tailored skirts as well as in dressy blouses, for navy is sold in numbers far greater than any other shade on the swatch of suit colors.

Outing Fashions

Interesting sport togs for late Summer and early Fall. The hat, jacket and skirt at the right are excellent for a hike on a damp day, since the hat and coat are leather.

The black sells better than any one shade of brown, but the browns taken all in all, exceed the black in popularity. Of the browns maduro is leading, coming next to black in the scale of popular colors, and followed by African, taupe and beaver respectively.

Men's wear crepe, redium and satin in plain colors are popular fabrics, in white as well as in colors. Of fancy materials, white striped black satin takes first place.

Dainty Net Models

There is a marked tendency toward the effect if not the actuality of the Peter Pan collar as there are many round collars used, fastening high up to the throat, and even the roll collared numbers, though there are fewer of them, are for the most part all cut higher than usual.

But with the primness of cut, the blouses are very soft in effect, particularly some attractive numbers which are finished with wide gathered ruffles of self material. Others use ruffles of Valenciennes but in widely separated rows rather than in the tight clusters which characterized the spring use of that lace.

Another new note is the use of nasturtium coloring, for which much success has been prophesied for the coming season. The effect of the flame-like flower is accomplished by the working of orange wool into a conventional design, with flecks of green suggesting the foliage worked in. This forms bands at neck, sleeves and waistline. At the last point, the band is applied as a separate piece, falling outside the skirt, while the body of the blouse is regularly gathered on an elastic band to slip inside the belt.

NEW GYMNASIUM FASHIONS

Under the caption of "No more bloomers in England," the "Evening Sun" publishes a photograph of British girl gymnasts in black tights over which are worn short bell-shaped skirts stopping a few inches above the knee; stating that this type of costume is now the regulation wear for gymnastic exercises, replacing the full bloomers of former times.

Fall Suit

From Macy's, New York. Navy serge, deep square yoke effect at back. Lined with peau de cygne.

Two Fashionable Fall Suits

Note the trig little collars and the trimmings of fur, the straight lines, very narrow belts, neat sleeves and comfortable skirts. Incidentally the waistcoat influence provides interesting closings and trimming lines.

Here we have a couple of the dainty "jumpers" which are popular at present in England. They bear a resemblance to our "middies," but are worn with dainty collar and cuffs and are too short to be belted.

NEGLIGEES

Some Points to Remember When Handling Negligees

Although women think first of fashion when it comes to street attire and formal evening attire, their first consideration when selecting a negligee and the more intimate sort of evening things is whether it makes them appear to best advantage. For this reason there is always a wide variety of styles in vogue in this line of apparel.

The statement sometimes is made, of course, that such and such a style is all out in negligee apparel, or that the new style of negligee wear is thus and so, but there are really as many styles as there are types of women.

The other day one of the big shops advertised a new line of negligees that were built along lines that suggested the straight but ample lines of a Greek or Roman goddess. These, said the advertising man, were the new negligees, leaving us to infer that if we went on wearing any other sort we would be quite out of it.

Now, of course, there are many women to whom these rather severe lines are not especially becoming. There are some women who are always most attractive in something that is lacy and frilly. If such a woman is wise she goes on wearing the lacy, frilly thing even though the shops may be showing the most brilliant sort of Oriental negligees, rich with metallic and highly colored embroidery, but quite guiltless of the purely Occidental effect of frilliness. Just as reticent is this type of woman to wear the severe Roman or Greek negligees. But the woman who looked immensely interesting in classical drapery, but dowdy in frills, of course, would not wait until this sort of thing came into fashion before wearing it.

The French woman of fashion quite often has her negligees made at home. She makes them, in fact, with the aid of her little sewing woman who comes in by the day. And the reason she likes to do this is because she can thus make the sort of things that no one knows so well as she herself how to make. They are the things that experience has taught her are the most becoming. When she dresses for occasions where she is to appear with a number of other women she thinks of the fashion, and for such clothes she goes to as good a dressmaker as she can afford, because she realizes that no one save a professional dressmaker can reproduce the fashion of the moment, but when it comes to making the thing that will be most becoming she knows that she herself has the advantage over the most celebrated dressmakers in the world.

A new style of nightgown is made of printed voile, in harem fashion; that is, it is like a long, loose envelope without fastenings. A dainty garland of ribbon roses outlines a Greek yoke effect.

Two-toned ribbon is liked for the modish silk undergarments.

A BLACK VELVET COSTUME

A striking new costume of black velvet has short sleeves just covering the shoulder, V-neck line; skirt of white satin covered with fringe of black velvet ribbon falling from a yoke. There is a black velvet cape, long in the back, and knee-length in front, lined with white satin.

Corsets and Brassières

The recent style-show of corsets and underwear in New York indicated that brocades and broches remain the chief fabrics made use of by corsetieres, for in a collection of about a dozen corsets, there were but one or two in satin or coutil, the remainder in the figured fabrics. White and pink were the only colors shown, the latter in greatest number, in conservative pale shades.

The medium-skirted corset prevailed, with the low-cut bust, though there were a noticeable number of models built curving outward and quite high, so that the bust rested inside the top of the corset. The majority, however, left the bust free, to be taken care of by a bandeau that fitted down over the corset.

Among the bust confiners shown, the bandeau was by far the most predominant, with a few of the "bust girdle" type, fitting to the figure, but sustained by straps and only one or two built-up brassieres.

Here again flesh was the prevailing shade, in a large number of plain cotton or silk fabric bandeaux and in satin numbers, with bandings of lace, torchon or filet. Embroidery flouncing appeared in some of the built-up models.

A Fall Coat

American silvertone is here trimmed with opossum fur. Blouse effect on back; double side straps. Made by Exclusive Ladies' Wear.

Something New

The "tie-around" blouse. Made of voile or organdie. The casing at the hem and sleeves is peach-color with black satin ribbon run through. The peach color is used for piping at the neck also and white pleating is the final bit of daintiness. This model is from the Helena Costume Co., London.

Fall Prices High

Interesting New Style Features Stimulate Fall Blouse Trade—But Prices Advance Very Materially.

The blouse trade for Fall bears every indication of importance. There are some new materials, a few new style features and a wide range of prices on the market. Perhaps the chief feature which is liable to hold the interest of the buying public is the new styles. And there are really one or two features which are new, the chief of these being the "tie-around" blouse. This new number is made in Georgette, organdie, and in fact any of the sheer blouse fabrics. It is cut slightly long in the waist and made with a two-inch or inch and a half casing across the bottom and at the end of the short kimona sleeve. Through this casing one inch or inch and a half ribbon is brought and tied in bow-knots. These blouses are not cut to be very full where they are tied, but just enough to give an easy grace. The round neck-line is maintained and kimona sleeves are featured. There are variations in this idea for blouses. Some have yokes with shoulder fastening; some have panel opening at the neck, and some have shirt-front fastening like the illustration. The drop-panel opening at the neck, with buttons and loops to fasten are good. One Georgette model has rows of fine tucks from the yoke to the crepe de Chine facing at the bottom; there are tucks across the front just above the waistline also; it is tied in front, rather tightly, with a sash belt. The cuffs on the shirt sleeves are faced with crepe de Chine.

New York is still talking very emphatically of round, Greek, and some square necks, and the stores are full of them, report buyers, and also a manufacturer recently returned from the metropolis. "Neck-lines are extremely low, even those worn on the street," said one Toronto observer.

Pleatings and frills, 8 to 12 inches deep, also lace and net are featured on blouses as well as dresses.

Panel-front blouses are being shown again, and also models, which are bloused over the skirt at the sides.

Hand embroidery and beading are as strong as ever for the dressy Georgette blouses, and a great deal of val lace and insertion is shown. "Especially is the val good when used in several rows of frills, ½ to ⅝ of an inch wide," remarked one of the leading waist designers, who just returned from New York, "Fine tucks and jabot effects are extensive again," she added. She does not believe that short sleeves will have any importance for Fall or Winter, but the short kimona sleeve will be good next Spring and Summer. This is the opinion of most Canadians in the trade.

Foulard printed Georgette blouses are well represented in New York and some of the Canadian manufacturers will be making them up for Fall. They think that these printed fabrics will be quite well liked, owing to the absence of any fancy cloths for suits and the general favor shown for decorative things for the incoming season.

Prices for Autumn merchandise will be higher than ever. With the working hours shortened, wages increased, and the phenomenal increases in all silks, a blouse will no longer be numbered among the accessories of a costume. "It is almost inevitable," said a large Toronto buyer, "that blouses which last season cost $15.00 will, for next Winter, be $25.00. I have bought a few which will sell at $50.00 and they run as high as $100.00; $15.00 will probably be the "popular priced" blouse. So long as the business hours keep shortening, and there is nothing to overcome the indifference of salespeople to the building up of a strong business fabric in this country, there is no telling where prices will go. Under the present conditions there is no possibility of fixing values. A garment might be priced at $10.00 here; $8.00 at the next shop, and $15.00 a few doors from it. The difference does not rest with the retailer. It is due to the instability of everything—but people still want good clothes!"

Three Fashionable Toilettes

Prominent in Paris is the tricolette gown, but more striking still is the daring fad of women going stockingless. When she wears such wide fringe on her gown Milady appears more characteristically Hawaiian. The fancy knit tricolette gown in chemise style with short sleeves is quite the vogue "over there."

In the middle we have a dignified afternoon gown worn by Evelyn Gosnell in a Paramount-Flagg screen comedy entitled "Up in Mabel's Room." The material is indestructible crepe and "J. C." tu-tone ribbon. Photo by courtesy of Johnson, Cowdin & Co., New York.

At right is a gown of black moire silk with dainty fichu of white net in the new long style and cuffs to match. The moire hat completes a fashionable New York Autumn turnout.

A la Mode

A blouse of plain navy and figured Georgette, greatly approved by Dame Fashion. Beads are extremely popular, and in this case they are dull blue, as is the costume.

Jersey Dresses Liked

There has been some talk in the trade of jerseys being on the decline in popularity; especially is this the verdict brought back by buyers who have visited the New York market. The decline does not seem to have any influence in Canada, for the coming season at least. All the manufacturers who were able to make up samples before the garment workers' strike occurred are showing jersey dresses and jersey suits, and they include a wide variety of colorings and trimmings. Reindeer, peacock, browns, mouse and camel are among the shades in which interest is keenest. The dresses have silk jersey trimming, mole plush and nutria bands, silk and metallic embroidery, and all the modish touches of the season. Orders have been taken, but since about the first week in July all the travellers for Toronto firms have been in from the road, so that the outlook for supplies according to the orders placed is all based on supposition.

Tricolette is now being made in Canada and merchants seem anxious to handle garments made up of it.

Popular designs for Fall dresses include the bloused effects, some with suggestions of waistcoats, straight line effects with long waists, and some numbers with a couple of circular flounces across the sides. This last style is especially good.

Embroidery and braid are growing more profuse as the new season approaches. Some skirts of dresses are almost covered with straight rows of braid or else with elaborate designs in embroidery. These of course accompany gowns cut on the simplest lines.

Prices for Fall are high in proportion to the rising costs of production; $30 is a popular price from the manufacturer for the cloth dresses that have not a great deal of hand-worked trimming. Fur braid and embroidery of course make a substantial difference.

HAVE PLENTY OF HIGH-PRICED WOOLS

While it is understood that large European orders have been placed for Canadian cloth, underclothing, etc., only one had reached the manufacturers here at the time of going to press. That one from Roumania was reported in the February issue of DRY GOODS REVIEW. The other two, one from Roumania and one from Belgium, are believed to be likely to arrive any day, since they have been recorded in England, and already steps have been taken in allotting them. The first order provided for $2,000,000 for cloth and blankets, and $656,800 for underwear and hosiery. These latter are being allotted equally to all the mills whether they are members of the Manufacturers' Association or not, and for that reason they are not large enough in any one mill to affect their prices for domestic consumption. The only effect will be seen in a tendency towards standardization in the make of the garments.

"The mills are well supplied with wools," said the president of one of the largest to the DRY GOODS REVIEW. "Australian wool," which was to have come in May and June last year, did not reach Canada until a few weeks before the armistice was signed. In the meantime mills had to eke out what they had and go into the open market to get whatever there was and that at very high prices. Then along came this Australian wool last Fall with the result that mills are in good shape to supply whatever is wanted for the balance of this year, and indeed they will have enough wool to last them for 15 months, but the prices are very high. Yarns from "tops" in England are also fixed in price by the Government still there can be no change in prices this year and even by Spring, 1920, it is doubtful whether there will be sufficient decline to make any difference at all noticeable to the retail merchant. This applies to all lines of these goods."

SYRIA'S GOODS FOR EXPORT

Syria possesses many kinds of raw material especially interesting to Western buyers, such as washed raw wool, kid for gloves, and all descriptions of skins, chemicals, nuts, cork, wax, yellow of eggs and albumen, gut, fox and jackal skins and furs.

NEW SUIT DEVELOPMENTS

The Hickson Fall silhouette maintains the slim bodice, full tunic and narrow skirt. Eton jackets are shown with a long tunic from the waist with a tendency to adopt the French idea of marked fulness in front. Then there are long-coated suits fitted to the waist and with sides so full as to suggest pannieres; sleeves are tight with large, loose cuff portions and collars are large and snug at once.

Velvets and duvetyn are among the smart suit fabrics and fur trimmings are important.

J. Anderson, of Glasgow, arrived on the SS. Melita on Sunday, July 20, after spending some time on business in Scotland.

The firm of Brereton & Steward, Limited, furriers, Toronto, has sold out to Brereton & Moore. The business remains at the corner of Wellington and Yonge Streets.

IT PAYS TO DO IT DIFFERENT

(Continued from page 27)

walk downstairs to the basement with never a thought of the climb it will take to get back to the main floor; but they don't like to walk up in the first place.

Along this same line, we had sold patterns in much the same way as any other store—at a counter on the main floor, with stools for the customers to sit on while they make their selections. When I suggested moving the pattern department of one store into the basement, everyone told me I would ruin the department. But as I may have intimated, I am inclined to be stubborn on such points. So into the basement the pattern department went.

Space in the basement was not held at quite the premium it was on the first floor. This enabled me to plan a more pleasing arrangement. I made the pattern department a cozy nook, with carpeted floor, comfortable chairs, and a long table where women could take their ease while they made their selections—free from the crowding and jostling that they had to undergo at the upstairs counter.

Result? In two weeks we sold more than twice as many patterns as we had ever sold in any two-weeks period. The business was doubled by doing it different.

Although, as I have said, we always get our customers what they want, we strive constantly to make them want better goods. I insist that it must be the ambition of every executive and buyer to raise the standard of merchandise in his departments. Just to give this idea a boost I generally go to market with a new buyer and teach him my tactics.

Here is an example of how it works: Five years ago the highest priced waist we thought we could induce our customers to buy was $7. We bought a few $10 waists, and displayed them prominently to let the public know we were carrying a better class of merchandise. They sold. Then we bought $12 waists. Thus, gradually, we have raised the standards of our customers until now we sell a good many $25 waists. Where formerly we sold perhaps half a dozen $9 waists in a season, we now sell 15 dozen in one store. And while a portion of this increase is due to the shrinkage of the dollar, the greater part is due to our educating the public.

A good many merchants claim that in a poor neighborhood they can sell only cheap merchandise. To my way of thinking, that is a great mistake; the merchant must educate his customers to buy better merchandise. Our salesgirls are instructed, for instance, to tell the woman who asks for 50 cent underwear that $1 underwear will wear at least three times as long; thus she will save money and at the same time have the satisfaction of using better quality goods. Six customers out of ten will accept the suggestion to buy the better goods. Not only have we then sold a larger bill of goods, but we have also given more satisfaction and thus helped to bind the customer to us for the future.

Take our store on Eighth Avenue, originally surrounded by a population whose buying power was considerable. Gradually the neighborhood changed until now there is a different class of people around the store—70 per cent. of them negroes. We are selling there medium and high-class merchandise; our competitors are continually trying to see how cheap they can sell. But while our competitor's businesses are standing still, we are selling more goods than ever, and are growing satisfactorily.

How to Tell What Department Buyers Are Doing

As a constant check on how well our buyers keep after their departments to sell better grade goods, we have our daily reports from the departments. These show the number of sales made, as well as the day's total in money, and the average amount of the sale to each customer. Unless the average individual sale increases steadily, we know that the department is slacking. A reminder to the buyer is usually enough to bring up the average.

These policies have all made our business grow. The stock in our original store has increased about tenfold. And our front has grown from 20 feet to 100—five times I have rented the store next door and knocked down the wall between. Each one of these expansions is plainly shown by the newer wood in the floor where the old wall formerly stood. And so, to capitalize the inquisitiveness of our customers and to emphasize our success, we have signs on each of those places: "First expansion, 1904." "Second expansion, 1905"; and so on. Our success impresses the customer.

We keep the morale of our workers up to our other standards by trying to bring out the best there is in them, to stimulate them to the limit of their abilities. It is a favorite theory of mine that every man or woman, boy or girl, who comes into our organization brings along potentialities so great that they cannot be estimated. We do our best to develop these possibilities; the result that we attain is shown in a marked degree by the fact that two of my most important executives were practically "down-and-outers" when they came to work for me.

Right along this line, I always have a little talk with every new employee before he or she starts to work. The main point I bring out is: "If you need help at any time—financial assistance, advice, or what not—come straight to me. You will get from me all that you can legitimately ask of anyone. And I will forgive anything, practically, except dishonesty."

What is the result? We work together like a family; the pleasant smiles of our workers impress every customer with the homelike contentment of the place. And the reason is that my office door is always open for anyone from the newest stock girl to the superintendent of all our stores.

The same set of facts finds expression in my dislike for too many cards, charts, reports, and graphs. These all have their value in their places; but I do not want to take out of my workers the initiative and love for their work they inevitably lose when their mistakes and weaknesses are constantly paraded before them in black and white. If there's a cog loose, I want to call in Jones, the linen buyer, and say: "Bill, your stock is getting a bit cumbersome—better take a hint from Smith in the suit department and accept a reasonable mark-down." That doesn't sap Jones' enthusiasm like the typewritten comparison of departments proving that his showing is the poorest. The personal handling of the situation gives Jones a chance to go at the mark-down sale with some enthusiasm; but the typewritten contact starts him off more in desperation.

Don't misunderstand me to say that I don't believe in systematic handling of business. I do believe in it. But I dislike cold-blooded ways of using figures, and I dislike having a great many hard and fast regulations. Better, I say, have little definite routine than have a rou-

tine so complete and complicated that no one knows or obeys the half of it.

Personally I prefer a series of checks on operations after they have been performed, to a routine laid out in advance as to how they are to be done. The latter method tends to stifle initiative; and I have yet to see a routine so near perfect that it did not require about as much checking up as did a routine less complete.

One of the best checks that I get on my business is through my chauffeur. I have to keep a machine at call all the time so that I can get from store to store without delay. My driver is not simply a driver; he is a high-grade man who knows a good deal about my ideas of merchandising—a man who conceivably may some day be manager of one of my stores.

While he is waiting for me he does not simply sit outside in the machine. He wanders around the store, looking at displays, noticing how salesgirls deal with customers, whether our prices are by chance higher on this item or on that than they should be. Every morning his written observations are placed on my desk; from them I have time and again gleaned pieces of information that made a big difference in the profits of the store.

One of the points which I especially urge my driver to watch for is cliques. Once I find a clique among my employees, I do not rest until I have broken it up. Nothing is so destructive of good service to customers and good feeling among the workers. Everyone in our stores is as good as everyone else, during business hours at least. And I don't want social inequality or class feeling—the essence of cliques—to obtrude itself in our business.

That statement about equality goes with us all the way to the top. I have never seen why I should not be just as good friends with the girls who sell lace for me as with my banker. I always speak to every employee in the store or on the street. It is not a pose with me, or a policy. I guess I am naturally friendly. But it has brought me a lot of desirable things.

When I was a buyer of piece goods and linens in a big store 20 years ago I used to know everyone in the organization. On my way to my office every morning I spoke to ribbon clerks, corset salesgirls, furnishings salesmen, through whose departments my path led me—not as a matter of policy, but as a matter of course.

I never gave this habit of mine a thought. When I started in business for myself and needed a line of credit I had no difficulty in getting it from the houses with which I had been dealing as a buyer; the houses in the other lines asked the people that they knew in our organization—those very ribbon clerks and the rest. Everyone had a good word for me. And the smallest credit line I got from any house was $200!

A Pleasant Greeting Has a Definite Value

During the Christmas rush I go from store to store, talking with the employees and cheering them up. When I see an exceptionally tired salesgirl I am likely to send her for an hour's walk, or a rest. A pleasant greeting cheers up a tired worker; often it is enough to make her forget her fatigue absolutely.

After inventory we always distribute a bonus to all the employees in profitable departments. There is no hard and fast stipulated bonus or percentage; I want to be in a position at the end of the season to decide independently just how to reward the workers. I want to distribute a fair sum. That I succeed is testified, I believe, by the freedom of our organization from dissatisfaction.

We pay a reward, too, for suggestions that are adopted; $5, $10, and $20 are the standard prizes; occasionally, however, we pay more. The best suggestion that ever came in, I believe, was from a 14-year old delivery-boy—now, at 18, the head of our delivery department.

Fred could see no good reason for handling in the way we did the deliveries to houses or apartments where no one answered the door bell. We used to turn over the package to the superintendent of the building, to the janitor, to a neighbor, or to anyone else who was handy. If the person who received the package failed to notify our customer, we were sure to receive a telephone call complaining that we had not made delivery. Then we could not straighten out the tangle until the delivery boy came in and we got a chance to question him.

With a simplicity that amounted to genius, Fred formed the habit of scrawling on a piece of paper: "Your package has been delivered to the telephone operator." Then he would put the paper under the door or into the mail box. We never had any telephone calls from Fred's territory. When we found out why, we adopted the plan and gave him $50. Incidentally, most of the other stores in New York have adopted our method, so that to-day—four years later—the method is no longer a novelty in the metropolitan district. Previously we had at least five telephone calls a day from customers who wanted their goods; now we never have a complaint.

I try to use good common sense in handling employees, and especially in hiring. From the man who hired me when I arrived as a green immigrant a good many years ago, I learned a good lesson in hiring boys. He gave me a job because I picked up a bolt of goods that happened to fall on the floor near me. And I use a similar test.

The first time I advertised "Boy wanted," seven youngsters were lined up when I arrived to unlock the door. I let them in, and then I purposely knocked a piece of soiled paper off a counter onto the floor. One lad picked it up; none of the others paid any attention to it. So I hired him, and found that he was as careful and reliable about other things as he was about the piece of paper. I use that test now; and only once have I been disappointed in a boy who responded to it.

My idea in hiring has changed considerably since I opened that first store of mine—in large measure because I am now financially able to swing what I couldn't then. At that time I had to hire only the cheapest employees I could find; but now the salary does not cut any figure with us, provided the employee makes good. High-priced help is usually economical.—"System" for July, 1919.

FUNSTEN BROS.' NEXT AUCTION

In order to enable purchasers to be better prepared for the Fall trade, the date for Funsten Bros. & Co.'s auction fur sales at St. Louis has been brought back from September 15 to September 10.

BOOTS AND SHOES

Boots and Shoes Soar to New High Levels—Little Intimation of Lower Values for Some Time to Come

BOOTS AND SHOES.—"The market in boots and shoes is advancing so rapidly that it is almost impossible to tell just where prices will end," a prominent Toronto boot and shoe wholesaler told DRY GOODS REVIEW recently. "Colored calf goods that at the end of June were worth $6 are now selling at $7. Some lines of men's shoes have gone up $2 per pair. It is simply a runaway market," he added. "In the past few weeks the advance represents an increase of approximately 20 per cent. on wholesalers' prices."

The leather market is very firm, and, of course, this is the strongest influence that is tending to raise shoe values to record figures. Most wholesalers believe that the end of these price flights is not yet in sight. There is a big demand from Europe for supplies, and as long as this continues, values are likely to soar. The advancing cost of labor is also exerting its own influence in these sharp upward price movements. The demand for low shoes, and white canvas stuff, has fallen off considerably, now that the season is more than half spent. But it has been the heaviest season in years, there having been a tremendous demand in the past two months for all manner of white shoes, as well as oxfords in leather. Wholesalers are anticipating a busy Fall, and though prices are high, have already booked big business. Sorting orders promise to be active.

John McMillan, formerly with A. B. Grants & Sons, Glasgow, and J. W. Peck & Co., Montreal, is now with the Hodgson Sumner Co., and is to cover familiar territory in Nova Scotia.

Mr. Parsons' Misstatements

By Col. J. B. Maclean in "The Financial Post."

In this article Col. Maclean contends that certain of the statements publicly made by S. R. Parsons, late president of the Canadian Manufacturers' Association, were lacking both in wisdom and correctness.

Especially does he challenge the statement made by Mr. Parsons that the place to look for profiteering was among the wholesale and retail trade.

In the present position of Canada the interests of the manufacturer are the interests of everyone, and therefore this article, which aims to improve conditions that have militated against the best interests of the manufacturing fraternity, should be of interest to everyone.

S. R. PARSONS was president of the C.M.A. in 1917-18. He liked the honor so much, he put his whole thought into it. He enjoyed it; it became so much of his life, he forgot, in 1918-19 that he was no longer president. In fact he complained several times recently to his friends that he was so busy with association affairs he had no time for the B. A. Oil Co., where he is employed. He was always on the spot with a speech or a letter to defend capital, or to attack any who might not agree with what he—always with the best of motives—thought inimical to the C.M.A. It became a habit with him. There was, too, perhaps, a touch of vanity, which warped his good judgment and he began to speak unwisely and to make foolish suggestions. This rather displeased some of the industrial leaders for whom he assumed to speak. He threatened the Methodist Church with the disapproval of the millionaires just when men of this type are trying to keep under cover. His last break was a letter to the Press, suggesting that the place to look for profiteering and high prices was the wholesale and retail trade. Experienced manufacturers agree with Lloyd Harris that the biggest problem before us is not the making, but the selling of Made-in-Canada goods, that the friendship and co-operation, particularly of the retail merchant, is absolutely essential. Their opposition would kill the Made-in-Canada movement; and for the self-assumed mouthpiece of the C.M.A. to rush into print over his own signature in so uncalled for a way was quickly recognized as damaging. But Mr. Parsons now explains he was merely emphasizing something the Minister of Labor said—but, which it happens, he did not say. This makes it worse, and it is also an example of the little vanity habit referred to above, that, of course, the public would not approve of the idea until it had Mr. Parsons' endorsement for the C.M.A., even though the Hon. Mr. Robertson is one of the most highly regarded members of the Cabinet, in fact, has shown himself an unusually broad type of Minister.

Anyway it was the last straw, and mutterings from a certain influential quarter developed into a suggestion that THE FINANCIAL POST tell its readers that Mr. Parsons had now no official position in the association, and that his prolific utterances misrepresented the great mass of manufacturers, and never more so than when he, as a manufacturer, went out of his way to suggest an investigation of merchants' books for the real cause of the higher living costs. As requested, FINANCIAL POST pointed this out, and as many of our readers know Mr. Parsons did not take the hint. Instead, he occupied much time at the annual meeting in an attack on me and my motives. Chiefly, he said the article was due to his refusal to take up a grievance with Mr. Murray, their secretary. This was a serious charge and he clearly misled the meeting.

The facts are these: Business newspaper publishers, in common with the paper makers, Western Canada manufacturers, and other members, had complained of the way Mr. Murray was dealing with their interests. A Made-in-Canada campaign was in progress and the association offices were all the time actually using foreign, instead of Canadian-made paper. Because of dissatisfaction, the Western manufacturers decided to withdraw, and had actually formed new associations. These things had all been righted more than a year ago by the retirement of Mr. Murray and could not have had the remotest connection with the article in THE FINANCIAL POST saying that Mr. Parsons no longer spoke for the C. M. A.

Mr. Parsons further said I had come to him soon after he was elected president and denounced Mr. Murray. I said this was untrue, that I thought I had Mr. Parsons' own letters to prove it, and that I would answer for the benefit of the members generally in THE FINANCIAL POST. I am able to do so. The letters show that it was Mr. Murray who went to Mr. Parsons, and Mr. Parsons had come to me just as Lloyd Harris, T. A. Russell, Mr. Sherrard, and others had come to me on the same errand. I said I could not take the matter up until a libel action I had brought was disposed of. The file shows that Mr. Parsons made his first approach to me on Mr. Murray's behalf through the editor of THE FINANCIAL POST, October 24, 1917. Next he writes, November 2, saying that Mr. Murray had spoken to him and says he wants to bring us together. On December 31 he writes respecting this and saying that Mr. Murray was anxious to meet me, and so he goes on.

This evidence is surely sufficient. Mr. Parsons' own letters, signed by himself, prove that he stated what was untrue to the annual meeting. These are only part of his misstatements. More exposure of Mr. Parsons and the Sam Harris clique and their petty politics are to follow, which I hope will speed up the reorganization of the C. M. A., overcome the mistrust and antagonism that is hampering all Canadian progress. One has only to read the newspapers right across Canada to fully understand the very unfair attitude, due to an entire misunderstanding of manufacturing and business problems.

I cannot do better than quote from a letter received from a well-known financier: "*The explaining Mr. P. in F.P. of 21/6/19. First Class! Inflated heads and pneumatic tongues are doing the country more harm than inflated prices! Keep it up!*"

The man to keep it up is a good general manager or salaried president. We will help him with constructive publicity among those interested in manufacturing problems.

UMBRELLAS

UMBRELLAS.—An increase is noted in the range of novelty umbrella handles for both men's and women's lines. Men's show some bakelite trimmings for the first time. The increase in ranges of bakelite is said to be due to silver and gold-trimmed handles, being regarded in the United States as jewelry, and, therefore, subject to a luxury tax. Prices of handles remain about the same as last year, but the waterproofed silks are exceedingly scarce and high in price, necessitating an advance of from 16 to 20 per cent.

Colors for Fall are in strong demand for women's umbrellas, and everywhere interest centres on the best grades.

EATON'S JUBILEE PARK

An Inviting Spot—Many Novel Ideas—Continuous Musical Program—Tuesdays and Thursdays Special Days—Very Popular With the Public.

WHAT has proven to be one of the most unique and popular of all the special monthly features of the T. Eaton Company's Jubilee year, thus far, is their Jubilee Park, located in the furniture building, on the main floor, just a step from the street.

Here a miniature park is admirably staged and is attracting daily between 7,000 and 8,000 people by its unique and realistic arrangement. It is probable that it will be retained until after the Exhibition weeks, with some necessary changes, although originally it was intended as a feature for the month of July only. Its great and increasing popularity has made this necessary.

The effect of trees is cleverly carried out by using specially painted paper on the pillars, with real branches attached near the ceiling. Some of these branches are dipped in a wax-like preparation that renders them fire-proof and retains their original freshness, giving a glossy finish. Wicker trellises with climbing vines and rustic flower boxes surround the tree trunks, adding greatly to the artistic effect.

Perhaps the most unique and attractive feature in the arrangement is the mysterious cascade with multi-colored lights (from a revolving glass disc of many colors) playing upon its glistening, rushing waters. This waterfall is twelve feet deep and about twenty feet in width. The arrangement is quite simple, although apparently quite mysterious. By the use of a pumping system the water from the cascade, which falls into a most inviting lagoon with small dinghies gracing its surface, is pumped up again to the head of the cascade, again to rush down its quite realistic, painted "rocks." The effect obtained is quite wonderful and supplies a very refreshing atmosphere for the tired shopper.

Scores of inviting benches and delightful lawn swings complete the park effect.

A continuous musical program of very high calibre, supplied by a quartette of Toronto's leading vocal concert artists, with an orchestra playing between these numbers, adds the supreme touch to the unusual effect of the whole project.

Tuesdays and Thursdays are special days in the park, some of these being:

Soldiers' and Sailors' Day.—On this day about 120 soldiers from the Toronto Orthopedic Hospital were entertained with a specially arranged program, and refreshments served. A large number of Toronto's returned soldiers and sailors dropped in also during the day.

Children's Day—when about the same number of orphans from some of the children's homes were royally entertained in the same way. Trained seals were an added attraction on this day, giving many performances throughout the day when not making themselves perfectly "at home" in the lagoon. This day was so very popular and well attended that it was found necessary to have a second Children's Day the following day.

Out-of-Town Visitors' Day.—When about 30 members of the 48th Highlanders' band supplied the program throughout the day.

English Day, Irish Day, Scotch Day were all featured, with suitable programs and attractions.

Old Folks' Day—When over a hundred old folks from the different homes for the aged were entertained in a most enjoyable manner.

Musical Day.—When selections were rendered from famous operatic numbers, in addition to the usual program. The number of artists was also increased.

Boy Scouts' Day.—When several boy scouts gave exhibitions of signalling and other scout activities.

It is interesting to note that Mr. C. H. Rooke, Manager of the Park, informed a representative from DRY GOODS REVIEW that invariably a better class of people were attracted to the Park on these special days, as compared with the other days.

For a few weeks after the opening a famous Canadian expert canoeist was engaged to show the proper handling of a canoe, the exhibition taking place on the lagoon. He also made many small children very happy by taking them for short trips in his canoe.

A Boy Scouts exhibit is combined with an exhibit of all manner of outdoor accessories for camping, hiking, etc., with a boy scout in attendance.

A photographer, wearing an outfit of old-fashioned cut, takes old-fashioned tintypes, which are finished within a few minutes.

Quite a large space is given over to serving light refreshments and ices, with many quaintly-costumed girls in attendance. In this department it is not the intention to meet the great demands for ices, etc., as it would be quite impossible. The furniture here is all the artistic old hickory style, and adds greatly to the Summer effect obtained throughout.

"The idea behind all of this is not to make money, nor to advertise, but to give the public something in the way of service," stated Mr. Rook. He said he could not emphasize this too much as they did not want the idea mistaken for an advertising or money-making scheme. It would hardly be taken for such, though, by the average person, the great attention to detail and the splendid features throughout showing such unique and satisfactory effects, all of which are being heartily recognized by the public.

Tells Difficulties of Merchandising

The publication of a small four-page paper with the title of "The Store News" has been found to be a very excellent method of advertising by Barrett & Scott, of Rocanville, Sask. An announcement is made on the editorial page that it is "Mailed free to all buying from the firm."

The full-page advertisement of the firm appears on page three, and under the heading of "Local and General" several local news items are printed on page four. The paper is printed by the publisher of the "Rocanville Record."

One of the most interesting things in the paper is an article occupying all of the front page entitled "Being a merchant is not all fun." It is designed to create a better understanding of the problems that confront the ordinary merchant. Here it is, in part:

"Many people seem to think that being a merchant is about the easiest, finest and most profitable proposition there is.

This idea has been entertained from time immemorial. Of course it is just about 98 per cent. wrong. But the illusion exists just the same.

We are not saying this in a complaining way. If we didn't like retailing we would get out of it. But it acually amuses us to hear about the good time and the big profits the average retailer is making.

Right now the reailer is having the hardest time in his career. Prices on nearly everything are hitting the sky, and the remarkable thing about the whole situation is that many people blame the retailer.

Speaking for ourselves we can truthfully say that for months past our biggest fight has been in the direction of buying goods at a figure that would enable us to get by and make a living and at the same time squeeze down the price to the lowest possible penny.

You probably will laugh as you read this statement, but it is literally true. Those people who imagine that the retailer sits up at night to figure ways and means of boosting prices would have an entirely different idea if they knew something about the situation. If they could get behind the scenes and know retailing as it really is, they would know that the constant struggle is to keep prices down rather than put them up.

We would ten times rather have prices low than high. We would sell more goods. There would be less complaining. There would be more good feeling. And we would make even more profit because of the increased volume of our sales.

There are a great many delightful things about running a store—things that more than over-balance the unpleasant features. There is a great satisfaction in giving people good goods for a fair amount of money. It is a wonderful thing to be able to build up a reputation for fairness, decency and honesty. A merchant gets close to people and knows them for what they really are. As such he builds up some real friendships. We have some close friends among our customers whose esteem and good will are worth more to us than our business.

But running a store is far from being a never-ending round of delight. It is not a means of making riches in a hurry. Rather it is a hard serious proposition wherein one does exceedingly well if he makes a modest living and lays up a little against the coming of a rainy day."

Show Card Writing

For Disabled Soldiers, Sailors and Marines to Aid Them in Choosing a Vocation

This monograph was prepared by May H. Hope, under direction of Charles H. Winslow, Chief of the Research Division of the Federal Board for Vocational Education. Acknowledgment is due to Dr. John Cummings, of the Research Division, for editorial assistance.

SHOW CARD WRITING

THIS "Opportunity Monograph" has been prepared by the Federal Board for Vocational Education in the United States and issued in co-operation with the office of the Surgeon-General, War Department, and Bureau of Medicine and Surgery, Navy Department, Washington, D.C. There seems to be so much matter of real value that it is reproduced herewith in the hope that it will reach hands to whom it will carry an inspiration for good. We are indebted to the Koester School, Chicago, Ill., for their kindness in loaning cuts.—Editor's Note.

The Purpose of the Show Card

A man's attention is attracted through his sense of sight more readily than in any other way. A word, a phrase, a pithy sentence will catch his eye and focus his interest, where something requiring more concentration would fail. For this reason window dressing has grown into an important feature of every merchant's business, and cards pointing out the quality and prices of the goods displayed are universally used. These show cards were formerly made by sign painters, until some, more far-seeing than others, realized the opportunity to specialize in this line of work, which has now developed into a distinctive trade.

Different Types of Cards

There is a great variety of types in show cards. Some are large, others are small; some are ornamented with designs suitable for the occasion, or season, or goods to be featured in the advertisement; others are plain numerals or letters giving the bare detail of cost. As these cards are shown in the street cars, on moving picture announcements, on billboards at theatre entrances, as well as in the stores, they must be so varied as to be appropriate to their surroundings.

A practical feature in writing show cards is the selection of some special design or slogan with which the article or firm may always be associated in the mind of the public. In this field a showcard writer with originality is able to realize materially upon his ideas.

Future of the Trade

Because the merchant believes that seeing is very likely to mean buying he finds the showcard writer indispensable to his business. Whether large or small, every store needs these display cards with their catchy announcements to aid in promoting business. Present-day competition makes it necessary that every known means of attracting attention shall be utilized by the merchant who would keep up in his line. Progressiveness in store management has occasioned rapid growth in the trade of card writing within the last few years, and the constantly increasing demand for advertising indicates that the trade of showcard writing has an assured future.

Equipment

For the man possessing limited capital the small cost of the necessary equipment is an alluring inducement to enter the trade. A few dollars will cover the entire cost. Brushes, pens, penholder, with ink retainer, ruler, art gum or sponge rubber, thumb tacks, combination compass, a pair of large shears, a T-square, a box of charcoal, soft lead pencils, and cardboard make up the list of necessary material for the showcard writer. A good-sized drawing board completes the list. "The better the workman the fewer the tools" has been said. An expert card writer works efficiently with a board, a T-square, and a half dozen thumb tacks.

What Men in the Trade Should Know

A good general education is essential for a showcard writer who expects to be more than merely a mechanical maker of words and letters. Those who become expert in the art need a knowledge of designing and an originality in composing effective phrases, such as can not be resisted even by those who read the cards casually.

A practical knowledge of the geometric construction of letters is fundamental, for though simple lettering may be largely mechanical work, skill must not be confined to the utilization of mechanical means alone.

A knowledge of color is an advantage to those who

make sign cards. Color combinations and contrasts play an important part in producing attractive cards. As card writers are confronted by all sorts of combinations of words in inscriptions, it is necessary for them to know letter forms; to understand novelty in designing, arrangement, and artistic embellishment; and to exercise taste in harmonizing colors, so as to produce cards that will be not only neat and attractive but at the same time legible.

What Men in the Trade Do

Showcard writers make price tickets and all types of trade cards used in windows, on special sale sections, on the announcement boards of theatres, on automobiles, in cafeterias, in street cars, and wherever else the card may serve as a proper medium for advertising. The trade is carried on in different ways. Cards are sometimes made by salesmen who give only part of their time to this work. Other writers give all of their time to one firm requiring a large number of cards for its own use. Some card writers work for showcard firms and others have their own offices and fill special orders.

Opportunities

The demand for showcard writers is far greater than the supply. Every small town offers an opening for one or more, who would make a good living at the trade in that locality.

How Men Are Trained

Many card writers are trained in the shop. Correspondence courses afford fair advantages to the man who must save time and money, but personal supervision is of great advantage, and personal criticism is essential if a correspondence course is taken. Courses in card writing are now offered in technical schools and Y.M.C.A. classes and vocation schools all over the country.

The length of time required for the completion of courses depends upon the student; one very good course covers eight weeks. Some students after the fifth or sixth lesson have done work sufficiently creditable to bring a money return. Proper and methodical training is very necessary. Care and exactness must first be acquired nad speed will naturally follow.

Courses given in showcard writing cover such subjects as how to mix and when to use water color, inks, and oils; the care of brushes and pens; the proper kind and color of cardboards to use; and how to apply bronze and diamond dust. The formation of pen and brush letters is, of course, fundamental, and the principles of lettering must be taught in a simple, thorough, and correct way. Proper instruction, with application, is bound to bring success.

BRIEF SYNOPSIS OF THE COURSE IN SHOW-CARD WRITING GIVEN AT THE KOESTER SCHOOL, CHICAGO.

Lesson plates Nos. 1 to 6.—Improved method for teaching correct formation and relative proportions of letters and numerals.—Brush method.

General instruetions.—Proper materials, student's worktable, light, how to care for brushes, show-card paint, how to practice, kind of practice that counts, lesson plates explained, how to fill the brush, how to bring the brush to working point, how to hold the brush, position at table, position of paper.

Lesson plates Nos. 7 to 10—Single stroke rapid Roman lettering.—How to begin the practice, time-saving methods, how to hold the brush, various positions of the brush explained, how to manipulate the brush to produce clean-cut strokes, purpose of single-stroke vertical and italic roman lettering.

Lesson Plates Nos. 11 and 12—How to shade letters.—Various styles of shading, proper colors for shading, shading as an embellishment, shading to give emphasis.

Lesson plates Nos. 13 to 16—Single stroke Egyptian lettering.—Brushes to use, how to hold the brush, how to manipulato the brush to produce the proper stroke, how to practice the elementary lines and curves.

Lesson plates Nos. 17 and 18—Single and double stroke alphabet and numerals.—Purpose of this style of letter brushes to use, method explained, different methods of finishing the letters.

Lesson plate No. 19—Single-stroke old English alphabet.—Purpose of old English lettering how to hold the brush, retouching the principal strokes.

Lesson plat No. 20—Single-stroke modified Roman pen lettering.—Advantages of pen lettering for text or descriptive matter, inks to use, how to practice pen lettering, how to hold the pen, how to manipulate the pen to procure clean-cut strokes, how to use an ink reservoir to facilitate rapid work.

Fifteen practieal show-card layouts.—In the foregoing lessons the student acquires sufficient ability to enable him to make practical use of his knowledge. The alphabets covered are sufficient for general show-card use. Therefore, at this point, the course presents 15 practical layouts showing how the text should be separated into display lines and descriptive groups, also various styles of letters that may be used in harmony for display and descriptive matter. An appropriate show-card phrase is used for each layout. Display lines and descriptive groups are indicated in the exact size and styles of letters to be used in lettering each layout. Specific directions as to color, combinations, and embellishments are given for each layout.

A study in design and layout.—The principles of spacing, importance of show-card designing, best rules for spacing, lessons in spacing, how to centre a word or line.

Condensing and extending letters.—How to plan lettering to fit a given space, rules for condensing, rules for extending, appropriate uses of condensed and extended letters, practice exercises.

Principles of the balance layout.—Balanced layout defined, how to plan the balanced layout, important points to observe, examples of balanced layout, practice exercises in balanced layouts.

Border lines, underscore, space fillers, and panels.—Brush ruling, how to draw an ellipse, initial panels, initial letters, a few card kinks.

The group layout.—How to plan the group layout, examples of group layout, practice exercises in group layout.

Combination layout.—Purpose of the combination layout, how to divide the phrase into display lines and groups for the combination layout, examples of combination layouts, exercises in combination layouts.

Priee tiekets.—Normal style price tickets, bold style price tickets, small price tickets, fancy price tickets, illustrative price tickets, practice exercises.

Illustrated show-cards.—Sources of ideas, tracing from clipped illustrations, how to use the pantograph for enlarging illustrations, the mirrorscope, examples of appropriate designs for various purposes, exercises in illustrated show-cards.

Prineiples of colors—Color contrasts.—How to mix water-color paint, color effects; color combinatin; mixing standard colors to produce shades, tints, and unusual colors; lessons in color combinations.

Show-card embellishment.—Dry-color blending; spatter work; relief lettering; applying metallics, diamond dust, flock, etc.; phrase and picture filing; seasonable embellishments; floral decorations, poster cut-outs; silhouettes; how to paint muslin signs.

Instruetion in the use of the air brush.—Principles of the air brush; sectional view of an air brush; illustrating and describing all important parts; air pressure; how to put a gas outfit together; colors for air-brush use; how to use the air brush; care of the air brush: how to cut stencils; practice exercises to gain control of brush; color blending; exercises in the use of stencil designs.

Lesson plate No. 21—Single-stroke alphabet and numerals for modern speed ball pen lettering.

Lesson plate No. 22—Uniform single-stroke alphabet and numerals for Payzant pen lettering.

Lesson plate No. 23—Single-stroke Payzant or speed ball pen alphabet with retouched spurs.

Lesson plate No. 24—Speed ball pen initial capitals, retouched and embellished.

Lesson plate No. 25—Outline Roman initial embellished capitals, plain lower-case letters.

Lesson plate No. 26—Modern Roman and fancy alphabets for music pen lettering.

Lesson plate No. 27—Old English text pen, and small speed ball pen alphabets.

Lesson plate No. 28—Speed ball pen alphabets.

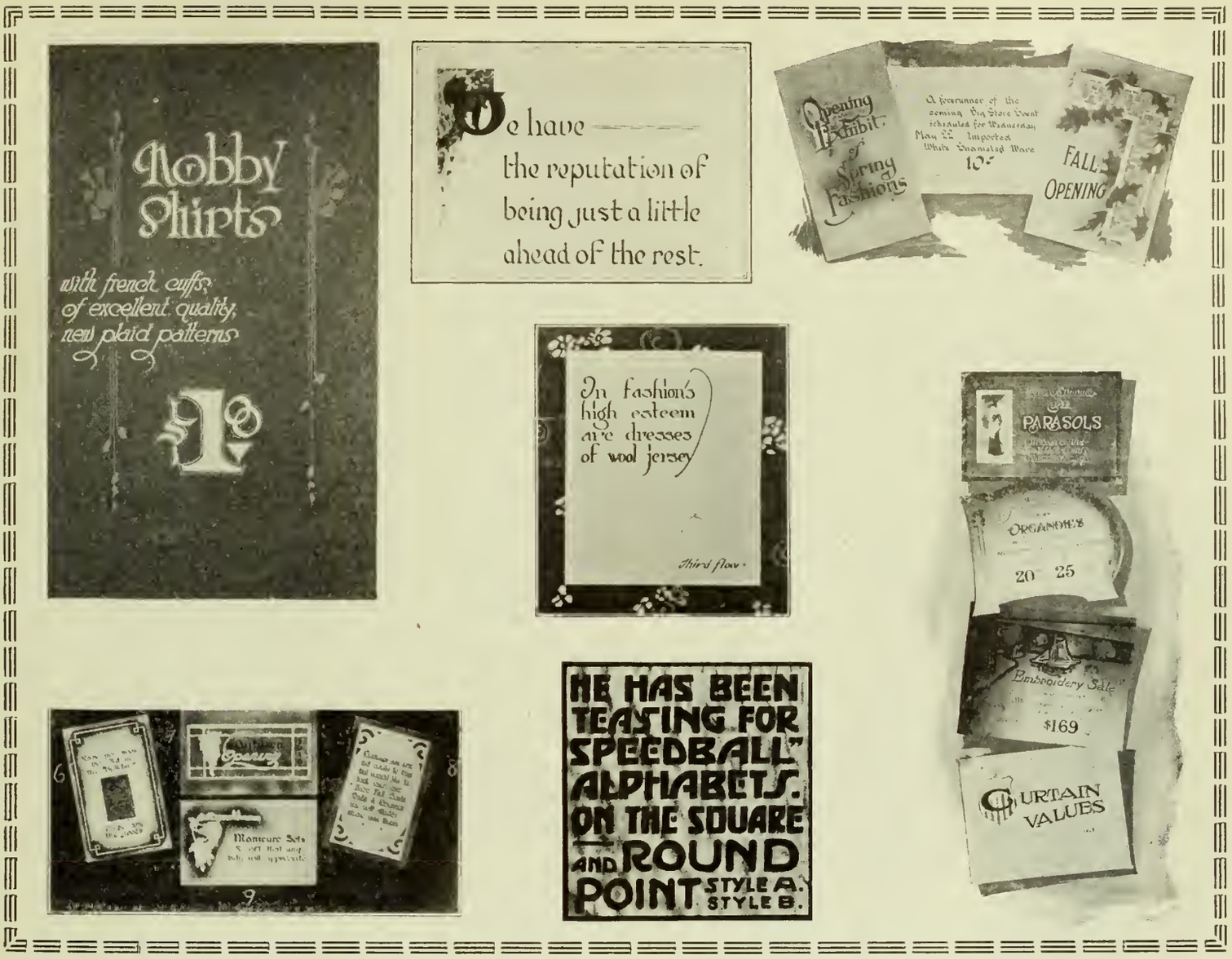
Lesson plate No. 29—Rapid single-stroke antique roman brush alphabet.

Lesson plate No. 30—Rapid single-stroke modified roman brush alphabet.

Lesson plate No. 31—Single-stroke antique alphabet and numerals.

Qualifications

Anyone who can learn to write can learn to draw or paint letters for showcards. It is not essential to have artistic ability, although this would be an asset in the trade; a steady hand and a correct eye are the only re-



Samples of Show Card Writing

quirements, and it is well to remember that "the sight that insures correct drawing is not that of the eye only, but of the mind."

Handicaps

Good eyesight is essential, but almost no handicap other than blindness, or the loss of both arms, is prohibitive. It is an advantage to have both hands, but the fact that one-armed men have so clearly demonstrated their ability to write as legibly as others with both hands indicates that the difficulty for a man with one hand becoming a showcard writer can be overcome.

Desirability For the Disabled Man

The work is not heavy, the hours may be adjusted to the strength of the worker, the prospects for work in the trade are favorable, and the pay is good—all of which characterizes the trade as one suitable for disabled men. A chief attraction which showcard writing holds out for the handicapped man is the freedom allowed in the choice of a working place. He may be independent, not only in the place of his work, but in selecting his own hours for work. This liberty means much for a man who is physically below normal. The conditions under which a writer of show cards works are favorable, both as to time and place.

Remuneration

Showcard writing is a fascinating art and brings good profits. For this reason its appeal will be strong to the wounded soldier.

An exact standard of prices has never been possible for card writing, as so much depends upon the quality of the work and the time required to make the cards. The cost of the material is negligible; but showcards have an intrinsic value to the merchant, who is usually willing to pay for them.

Card writers make from $25 to $75 a week. Advertising cards, being of a temporary nature, must be inexpensive. Rapidity is necessary, in order to make it profitable, as the writers are usually paid by piecework. The example may be cited of a hunchback who began showcard writing at $3 a week and by his energy and application rose to a salary of $40 in a short while.

A lack of application or giving way to discouragement over first attempts may cause failure, but for no other reason should a disabled man who desires to become a writer of trade cards feel the slightest fear of the undertaking. Begin the course with a determination to succeed and remember that lack of confidence is not conducive to success in any trade. Learn the principal strokes with great care, practise diligently until dexterity is acquired, work without hesitation, boldly and with enthusiasm, and in a short time there will be acquired expertness in a trade which is interesting, agreeable, and lucrative.

Vigilance and a Square Deal

Essentials to Increasing Sales, Says Virden, Man., Merchant of Long Standing.

IN conversation with Mr. Scales, of the Scales-Carscadden, Rothine, Ltd., general store at Virden, Man., the question of operating a ladies' wear department, the representative of DRY GOODS REVIEW related the incident of a general store at Kamsack, Sask., which had removed this department to exclusive quarters upstairs, thereby increasing its trade very materially.

"That's funny," said Mr. Scales, "we have moved our ladies' wear department downstairs, and it has resulted in increasing our business 100 per cent. An inspection of this department revealed the reason for this, for the Virden store had achieved the same results as the Kamsack store by making this department very exclusive and private. Not only that, but they had installed some very expensive cabinets for the display of suits and gowns, and modern show cases for the display of blouses and the finer articles of feminine wear. This department was placed at the rear left-hand corner of the store adjoining the dress goods department, and was entirely enclosed with tall oak cabinets, and carpeted. A snug little fitting room was put in with full length bevelled mirror.

The manner in which this section of the store was designed, no doubt, had a very great deal to do with its success, but care in selecting a very extensive stock was the main reason.

The placing of the ladies' shoe department immediately adjoining the ladies' wear was found to be very effective, and customers who come to make purchases in either section are lured by attractive displays to extend their buying to the other.

Discussing in general the methods that ensure success in the country store, Mr. Scales professed his belief in the policy of "Ever at it." That and the system of the square deal, will go farther toward building up a permanent business than anything else, he says. When they took over their present store several years ago, the proprietor at that time, who had made these rules his policy, expressed the belief that his successors would have difficulty in equaling his record turnover of $95,000 in one year. The business has grown by a continuation of his methods until last year the turnover was $161,000, and the firm expects it to go higher this year.

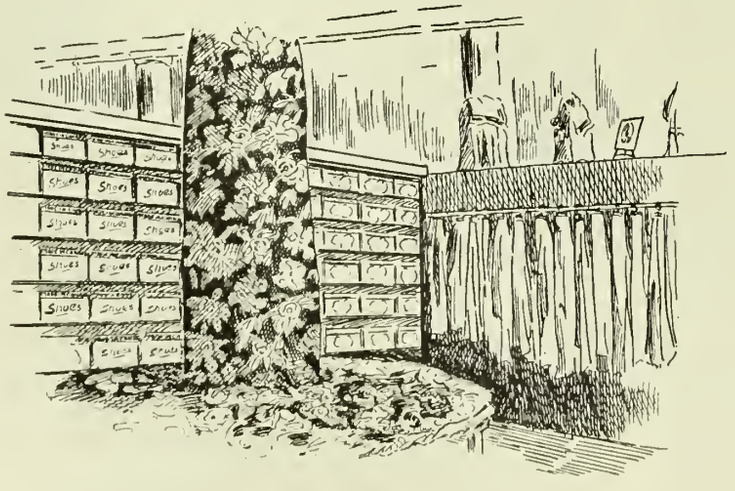
Pioneer Service

As an example, the practice of service in the sympathy for the new homesteader which characterized many a merchant in the early days, and upon which many a Western merchant is building up a faithful clientele to-day in the newly-opened regions, the following instances are related by Mr. Scales:

"Early one Spring a man from Algoma found land for himself and one of his sons about fourteen miles from town. There was a family to move, other expenses to meet, and before the family came a house to build. Plans were drawn that did not provide for one square foot more space than was needed. Lumber and hardware must be bought, and Mr. Settler took himself to town with team and wagon. The lumber and hardware man was presented with an estimate of the quantities required, which he checked over carefully, adding a sash, some hinges, and screws. "Drive around to the lumber yard and we will put your load on," said the merchant. "Wait," said the settler, "I have no money." "You say you are on sec——tp——range——?" "Yes." "Your family is coming out soon?" "Yes." "Well, you look good to me; drive around."

On another section a shack had been built, breaking had been done, a little family had a new home, but cash had at last come to its limit, and there were hungry mouths to fill for some months before there would be more money. With slim hope of getting credit, the young father struck for town. Tying up at a general store he walked in and was met by the proprietor, who inquired his wants, took his order, asked his name, got busy, put up the goods, all so quickly that there did not seem to be a chance, until it was all done, to say, "Mister, I'm a stranger to you and I have no money." "You live on sec——tp——range——?" "Yes." "Your wife and children are with you?" "Yes." "I wonder who is taking greatest chances on this new country, you or me?" "Settle with me when you get some money, and remember I will need it badly in the Fall."

With the hundreds of new war veteran communities growing up rapidly, and the influx that will begin again before long from countries less favored than this broad Dominion, a keen appreciation of and sympathy with human nature, and an ideal for his community will compel many merchants to extend a service of this sort again and to take that same sort of "chance" on the country that the new settler takes. Service is the keynote of successful merchandising whether the community is large or small.



Making a Post Attractive

This sketch was made to illustrate the artistic treatment of an ugly looking pillar in the store of Messrs. Scales & Carscadden at Virden, Manitoba. In this store the ladies' shoe department shown at the left was placed immediately adjoining the ladies' wear department with a view to attracting sales from one to the other. The pillar was upholstered to the height shown in the picture, and a circular seat was constructed at its base which was also upholstered. The effect was very striking.

W. A. Brophey has been elected vice-president of Tooke Bros., Ltd., Montreal. He is also president of the Brophey Umbrella Co.

READY-TO-WEAR INDEX

The McElroy Mfg. Co., Ltd.
MAKING
Royal Royal Garments
REGISTERED TRADE MARK
FAMOUS FOR THEIR
Fit, Cut, Style, Hang and Finish
HEAD OFFICE:
47 Simcoe St. - Toronto

M. WITTAL
Manufacturer of
Ladies' and Children's Wear
has removed to new and larger premises
246 ST. ANDRE ST.
(Corner St. Catherine St.)
MONTREAL
New Fall Range is now being submitted for your inspection.
SHOWROOMS
Toronto, 33 Richmond W.
Hamilton, Lister Chambers.
St. John, 127 Leinster Street.
Winnipeg, Arthur St.

RESERVED

Prima Skirt Company
520 St. Lawrence Blvd.
Montreal
Manufacturers of
"FIDELITY BRAND"
Dresses and Skirts
from
Serges and Silks
Samples and prices on request

WELL WORTH SEEING
OUR FALL LINE OF Cloaks and Suits
Better Garments also Popular Priced
Lazare & Novek
CLOAKS & SUITS
605 St. Catharine St. W., Montreal

Ladies' Serge Dresses
on the rack to pick from.
For immediate delivery
$4.00 to $12.75
We are Specialists in Infants', Children's and Misses'
READY-TO-WEAR GARMENTS
Write for Samples
New York Mercantile Co.
24 Wellington St. West, Toronto

ADVERTISING SPACES

FOR SALE TO

READY-TO-WEAR MANUFACTURERS

AT $5 PER INSERTION

BY THE YEAR.

ORDER ONE NOW.

P. C. Corsets

have the favor and complete confidence of those who sell them, and equally meet the favor and confidence of those who wear them. Beautiful in line and fabric, they afford distinction of style, flexibility, lightness, and every comfortable, health-giving feature that women look for and appreciate.
Exquisitely attractive models in all the latest authoritative styles—models to faultlessly fit every type of figure.

Front Lace---Pink and White
Back Lace---Pink and White

A popular-priced, profitable line of corsets that brings you the good will of your customers.

Parisian Corset Mfg. Co., Ltd.
QUEBEC, QUE., CANADA
BRANCHES:
Toronto: 76 Bay St. Montreal: 329 Craig St. W.
Western Representative: C. H. Butler, 21 Sylvester Wilson Bldg., Winnipeg

BASS DRESSES
For CHILDREN JUNIORS AND MISSES

Sizes 2 to 6, 6 to 14, 12 to 16, 14 to 20

FALL LINE OF

French Serges	Velveteens
Storm Serges	Ginghams
Corduroys	Linenes
All Wool Plaids	Repps
Nu Vogue Plaids	Etc.

COMPLETE LINE NOW ON VIEW AT OUR SHOW ROOMS

PHILADELPHIA
1006-8-10-12-14-16 Arch St., Winston Bldg.
NEW YORK
1270 Broadway, Wilson Building
SAN FRANCISCO
833 Market St.
ST. JOSEPH, MO.
412 Francis St.
CHICAGO
202 Clark St., Lakeside Bldg.
PITTSBURGH, PA.
4051 Jenkins Arcade

ALEX. E. BASS MANUFACTURING COMPANY

The 30 Day test that tells the value of a petticoat

TAKE two petticoats—an ordinary one and a genuine Heatherbloom. Give them both 30 days' wear. Then compare. The Heatherbloom Petticoat holds its fine, lustrous finish. It retains its full body and drapes as beautifully as the first day it was tried on. It outwears—outlives—outlooks any other petticoat made.

That's why Heatherbloom leads today. It has proven its economy to women—it has proven its style leadership—it has won international favor as the "ever-stylish" and "ever-serviceable" petticoat.

HEATHERBLOOM

TRADE MARK

A big season is coming for Heatherbloom! You will want the newest Heatherbloom creations. Remember—Heatherbloom Petticoats are made exclusively by the six leading petticoat manufacturers of America. You can see the Heatherbloom display only at the following petticoat headquarters.

The Waters-Weismann Co., Inc.
Owners and Distributors of Heatherbloom
Mills at Binghamton, N.Y.
New York Office; 234 Fifth Avenue

HEATHERBLOOM LICENSED MANUFACTURERS

Arlington Skirt Mfg. Co.
15 East 26th St., N.Y.

Peerless Petticoat Co.
Boston, Mass.

Weil-Kalter Mfg. Co.
St. Louis, Mo.

The Western Garment Co.
Chicago, Ill.

Lewis-Leopold Skirt Co., 127 West 25th St., N.Y.C.

MICKEY

VENUS

MURIEL

Three
of our advanced
Styles

Now being shown
by our
representatives

CAPLIN WAIST & DRESS COMPANY

Makers of Crepe-de-Chine, Georgette & Wash Silk Blouses

1952 St. Lawrence Blvd. - - - MONTREAL

Supreme in the Veiling World

Hy-lass

is worn by the smartest women and sold by the smartest shops everywhere.
The style illustrated—the "SALLIE"—is suggestive of our many attractive, distinctive designs. Included are fancy combination meshes and novelty chenille dot conceptions, every one of which will make an irresistible appeal in your Veiling Department.

Hy-lass

HYDEMAN & LASSNER

Importers and Manufacturers

105 FIFTH AVENUE - NEW YORK

Do you want a good

Canadian, British or American Agency?

If so put a card in the
Manufacturers' Agents Page in

DRY GOODS REVIEW

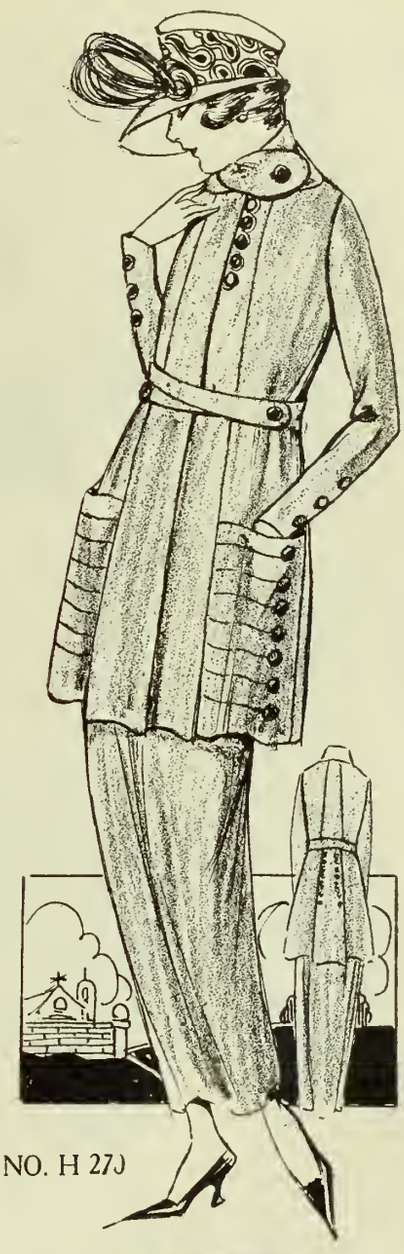
Only $2.50 per month or a yearly order

VALUE

our only

Salesman

STYLE NO. H 650



STYLE NO. H 270

Heavy All Wool Polo Cloth

half lined with GUARANTEED LINING. Colors: Brown, Pekin, Oxblood, Reindeer, Taupe.

Sizes 16 to 44

$18.75

Terms: Net 10 Days

Heavy All Wool Poplin

GUARANTEED LINING throughout. Colors: Navy only.

Sizes 16 to 44

$17.75

Terms: Net 10 Days

Herzog's

Cloak & Suit Co Inc

Samuel Herzog, Pres.

1237 Broadway New York

Middies for School

Certain it is that for the School Wardrobe, the Middy has the first place, as evidenced by its ever-increasing popularity — some girls' schools even adopting the Middy Suit as their regulation school uniform.

Is your Middy stock complete and attractive for Fall buying, with the re-opening of school?

CIRCLE

CROSS
REGISTERED

This Trade Mark is your guide to MIDDIES

that are distinctively smart, delightfully comfortable, truly superior.

Our Middies make an instant appeal to the school girl, and prove a genuine economy through their wearing qualities.

This Trade Mark is also your guide to the best quality, smartest styles, and genuine value in

SMOCKS

SPORT SKIRTS

AND

NURSES' REGULATION UNIFORMS

Cole-Whitaker

Limited

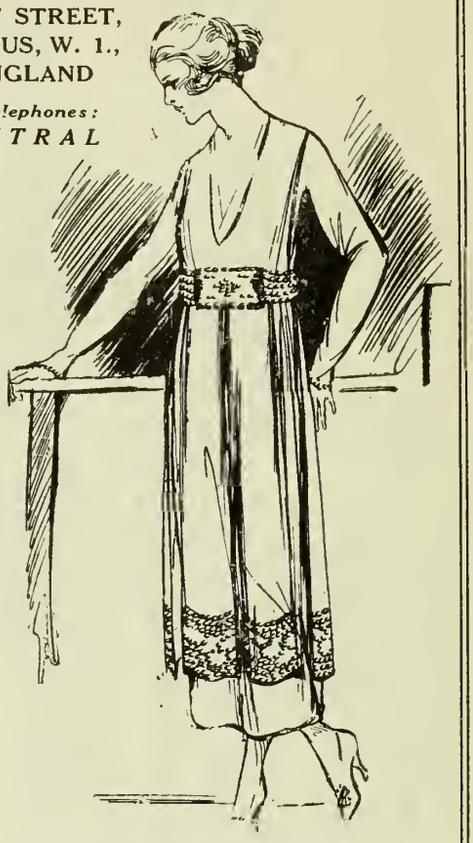
292 St. Catherine St. West

Montreal

M. CUTHBERT

**50 MARGARET STREET,
OXFORD CIRCUS, W. 1.,
LONDON, ENGLAND**

Telegrams or Telephones:
7214 CENTRAL



DAY & EVENING GOWNS, COAT FROCKS IN SILK, & WOOLLEN JERSEY, COSTUMES.

"BELGRADE" Dinner and Restaurant Gown, in Charmeuse Trimmed Beads.

Your Children's Department

will flourish and prove a strong drawing card for your store if you stock our

DRESSER MIDDIES
and
SKIRTS

For Children and Misses

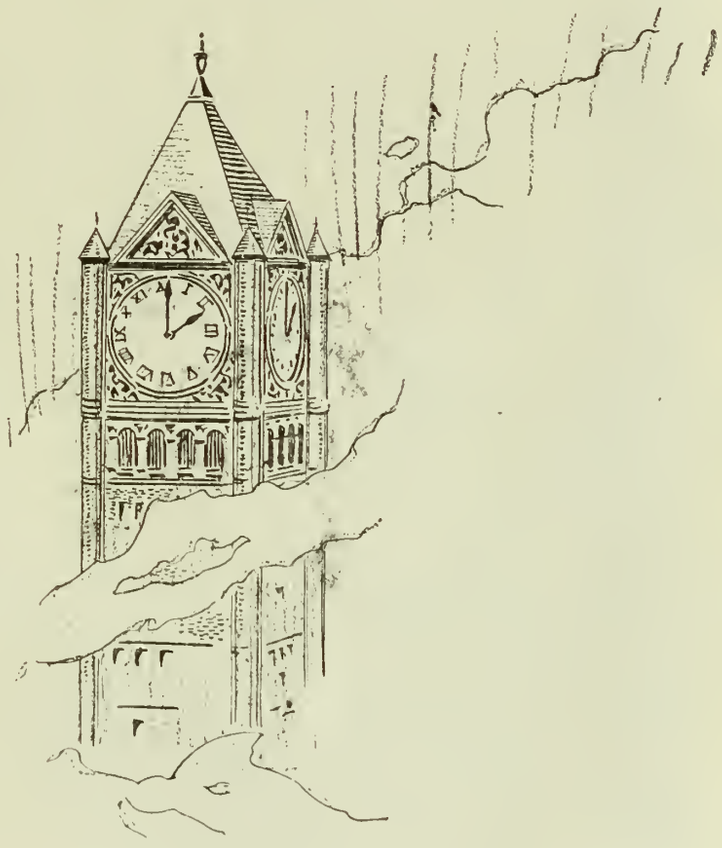
Distinctive styles, dependable materials and very best workmanship are just a few reasons why our lines are so very desirable and so truly economical.

The wide range of colors, materials and styles, includes something to meet every demand.

G. F. REID & COMPANY

BRAMPTON - ONTARIO

The HOUSE OF THE MOMENT



SUITS and COATS

Always timely in their styling, above the ordinary in quality, towering over commonplace garments by reason of their well-thought-out details and marked beauty of fabrics.

Although these suits and coats are of custom-made excellence we are in a position to take care of the immediate requirements of buyers.

LEVETT, FRANK & CO.

40 West 32nd Steet :: :: NEW YORK

Sonnett

New styles, new merchandising ideas, bigger advertising — that's the Van Raalte story for the Fall season.

Women want veils that are becomingly smart and serviceable, too—and that means Van Raalte.

Present market conditions offer convincing reasons why you should order early and order the best.

Write for samples, or if your buyers are in New York, have them call.

E. & Z. VAN RAALTE, 5th Ave. at 16th St., N.Y.C.

Chicago Office: 105 South Dearborn Street Factories: Paterson, N.J.

Foreign Offices: Lyons, Calais, Nottingham, Etc.

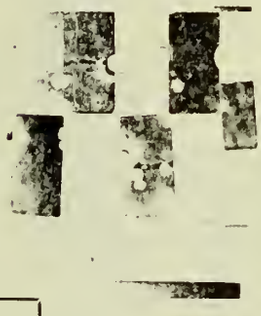
TO BUYERS OF DISPLAY FIXTURES

Particularly to those who want the best

Display Fixtures and Forms, Wax Figures, etc.

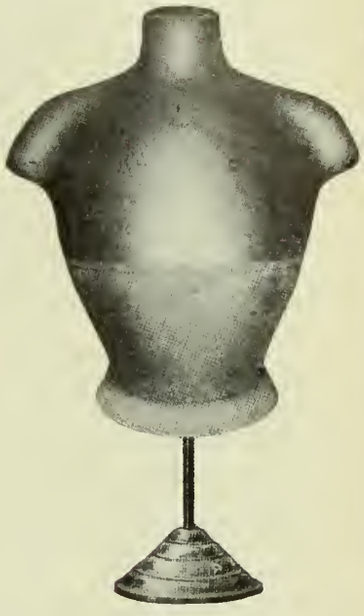
"QUALITY"

has been our motto for 20 years.



Every figure is substantially built and finished by skilled workmen.

Write for our new folder with all the latest designs.



Canadian representation of the celebrated wax figure of Pierre Imans, of Paris.

DELFOSSE & CO.

247-249 Craig St. W. Factory 1-19 Hermine Street

MONTREAL

We specialize in renovating, repairing, coloring and hair dressing broken wax figures.

John Ainscow & Co., Ltd.

Spinners and Manufacturers

TURKISH TOWELS, QUILTS, COUNTERPANES, &c.

Beehive Mills, Lostock, Bolton;

California Mills, Stockport;

34 Charlotte Street MANCHESTER

Canadian Agent: Walter Williams, 508 Read Building, 45 St. Alexander St., Montreal

CONDENSED ADVERTISEMENTS

Two cents per word per insertion. Five cents extra for box number.

THE OLD MULCAHY STAND IN ORILLIA—BEST LOCATION IN Ontario's best town; splendid opening for ladies' ready-to-wear, millinery and dry goods; size main floor about 24 x 100, second floor about 20 x 45; equipped with furnace, vault and all conveniences. Apply to John T. Mulcahy, Orillia.

Say you saw it in

DRY GOODS REVIEW

SILK

UNDERWEAR

of distinction and highest merit will be found in our Fall range, fresh from our own Designing Rooms.

The wonderful washing and wearing qualities of Ideal SILK UNDERWEAR have proven its practical utility and economy.

Its distinctive simplicity and delightful softness to the touch have given unqualified satisfaction.

All these features are coincident with its unexcelled standard of manufacture.

It has taken a permanent place in Milady's Wardrobe and will make an unfailing appeal to YOUR customers.

KIMONOS AND BATHROBES

of quality and material that have given them a place of distinction. The pleasing styles and high quality of manufacture have won for us envy by many.

See our lines before selecting.

IDEAL GARMENT CO.

Coronation Bldg. Bishop St.

MONTREAL

"SPANNING THE SILK SEASONS"

The new Mallinson Silk Merchandising Idea for 1920

Our policy of producing

"THE NEW SILKS FIRST"

in anticipation of Fashion has created a constant demand for

MALLINSON'S
Silks de Luxe

This steady call has eliminated definite silk seasons.
To more adequately anticipate the requirements of Fashion, we announce our new policy for 1920 to consist of an entirely new, original and distinctive collection of the very latest silk ideas to be shown each and every month of the year.
There is always a demand for Mallinson's Silks—there is always a Mallinson Silk for every occasion.

The August showing is ready

H. R. Mallinson & Company, Inc.

"THE NEW SILKS FIRST"

Madison Avenue--31st Street - New York

WHERE CAN WE BUY...?

You buy service when you subscribe to DRY GOODS REVIEW We have facilities for procuring information about new goods, novelty lines, unusual requirements, etc., and the Service Department is always at your disposal. If the information you seek is not to be found in our Buyers' Market Guide, or in the advertising pages of this issue, cut out the coupon below and fill in your questions. Every day these are coming in and they are welcome. We are glad to be of any possible assistance to our readers. Following are just a few of the enquiries received during the past month:

(The Buyers' Market Guide, next page, contains many addresses of use to you.)

U.S. Trade Papers

Cumberland, B.C.—Please tell me addresses of dry goods magazines published in the United States; also address of Merchants' Record and Show Window.

Answer—Addresses were sent.

* * *

Tailoring Firms

Welland, Ont.—Please send me names of ladies' tailoring firms who will make up merchants' materials as well as their own.

Answer—It is unlikely that manufacturers will touch anything more than the business they already have in owing to strikes and general labor situation. Some names were suggested.

* * *

Infants' Wear

London, Ont.—Please tell me where I can procure children's and babies' fine white dresses; also babies' layettes and children's underwear (white).

Answer.—Addresses were sent.

* * *

Vancouver, B.C.—Where can I procure a complete stock for babies' department?

Answer—Names of wholesales and manufacturers of infants' clothing, novelties, furniture, etc., were sent.

* * *

Housefurnishings, Paper

Petrolia, Ont.—Have you a publication devoted exclusively to the interests of the carpet, wallpaper and housefurnishing trade?

Answer.—No. Names of some publications were sent.

* * *

Window Backgrounds

Chatham, N.B.—Will you please let me know where I can procure paper suitable for window backgrounds?

Answer.—Various suggestions and addresses were sent.

* * *

Shirtings

Calgary, Alta.—We are going into the manufacture of shirts and were advised to write you for names of wholesales, etc., who handle flannel, cotton and silk shirtings.

Answer.—Names were sent.

* * *

Dyeing Sweaters

Grand Mère, Que.—Please give me your advice in the following case: I have several fibre silk sweater coats which have become faded from window displays. Would you advise dyeing same? Is it best to send them to dyeing house? If so, what are some addresses? What dyes should one use to do the work at home? Colors are Saxe and violet.

Answer.—Fibre silk, being made from pulp, is not at all dependable for dipping in hot water or dye solution. It is liable to go back to a state of pulp again. It is best to have an expert dyer see the coats and make suggestions. In case you want to dye one as an experiment any of the well-advertised dyes designed especially for home use might be used. No dark color can be dyed a lighter one.

THE DRY GOODS REVIEW
143-153 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE _____ 191

PLEASE TELL ME WHERE I CAN PROCURE _____

_____

_____

NAME _____

ADDRESS _____

BUYERS' MARKET GUIDE

The Thompson Lace & Veiling Co., Limited

Laces, Veilings, Georgettes, Ninons, "My Lady" Silk Hair Nets. Princess Pat Human Hair Nets. Sport Veils.
Cor. Wellington and York Sts., Toronto, Canada.

Cloth Covered Stock Boxes

Made to give years of service. Let us estimate on your needs. Catalogs on request.
GLASSTONE & ALLEN
45 N. Division St. Buffalo, N.Y.

Infants', Children's, Girls' and Misses' Dresses

We are Specialists in these lines

H. L. WATTS, LIMITED
400 Richmond St. W., Toronto

T. H. Birmingham & Co.
LIMITED
93 to 99 Spadina Ave., TORONTO
Makers of
Women's High Grade Neckwear
"The Exclusive Neckwear House"

"EVERYTHING IN SILKS"

M. Ascher Silk Corp.

Distributors—Iroquois Silk Mills

102 Madison Avenue, New York

SKIRTS ARE ECONOMICAL
LATEST STYLES IN TWEEDS, SERGES and POPLINS
at lowest prices.
In case our travellers do not reach you, write for samples.
ROYAL SKIRT COMPANY
1440 St. Lawrence Blvd., Montreal

References: London, Eng.—New York—Montreal

FRED. BIRKS
Commission Dry Goods
14 Phillips Sq., MONTREAL, Can.
Tel. Up. 388. Covering all Provinces

APRON SPECIAL

Women's kimono aprons, made in full sizes. Good assortment of prints. Packed in dozens. Sizes 36-42. Special for 30 days only, $7.95 doz. No orders less than 10 dozen. Write for samples.

A .E. Wegenast, Clyde Block, Hamilton, Ont.

The demand in the United States for another advance in railroad freight rates is growing, and operators and bankers are anxiously awaiting definite word from the Railway Administration on the question of a further increase in railway freight rates. Baltimore railway men declare that this increase to be successful must range from 30 to 35 per cent. They also state that since this increase must come, it should come now before the roads are turned over to their private owners. The situation there is being closely observed by Canadian transportation men.

* * *

Prices on kapok have shown considerable variation in the last year. Kapok is a vegetable fibre that is used for the manufacture of mattresses, pillows and life preservers. This fibre was mainly produced in Java under the control of the the Netherlands, who in August, 1918, restricted the exportation to any country but Holland. The United States Government immediately placed an embargo on the exportation of kapok, and so conserved the stock on hand for domestic use. This embargo resulted in a fall in prices from 28 cents per pound in August, 1918, to 16 cents in December, 1918. In June, 1914, kapok was offered at 14.25c a pound; in June, 1915, at 13.75c; July, 1916, at 19.50c; June, 1917, at 18.50c and June, 1918, at 28c. In June, 1913, the market price for first-class kapok was 17.75c a pound, and the present market price of 16c is about normal.

VEILINGS and SILK NETS

HODGES & LETTAU
232 McGill St. Montreal

Write for our latest
Special Catalogs
C 1919
To Dealers only.
John V. Farwell Company
CHICAGO
Wholesale Dry Goods and General Merchandise

Pyjamas
for
Style and Quality
THE FOSTER MFG. CO. Ltd.,
Parkeston, Essex, England

Canada's Largest Makers of Cotton Flags
Write for Prices
THE COPP, CLARK CO.
517 Wellington St. West Toronto

"HOOSIER"
The best 36-inch brown domestic in America
Buy it by the bale; sell it by the bolt
Indiana Cotton Mills
Cannelton, Ind., U.S.A.

LARGEST MANUFACTURERS
Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our Catalogue. It's free for the asking.
The Botanical Decorating Company
(Incorporated)
208 W. Adams St., Chicago, Ill.

BALLOONS
Printed with your advertisement at small cost. Brings the mothers and children. How about a thousand for your Fall 'air?
L. G. BEEBE,
53 Yonge St., Toronto

Real HARRIS, LEWIS and SHETLAND HOMESPUNS
Direct from the makers. Special lightweights for Ladies' wear—all shades.
Patterns and Prices on Application.
S. A. NEWALL & SONS, Stornoway, Scotland
State shade desired and whether for Ladies' or Gents' wear

BUYERS' MARKET GUIDE

Kent-McClain Again

Mr. L. H. Chernin, of Glace Bay, N. S., has recently installed a new line of display fixtures in quarter-cut oak in the "Imperial" design. This design is from Kent-McClain, Limited (Toronto Show Case Co.), of Toronto.

WRIGHT'S BIAS FOLD TAPE

Advertised for 20 Years
Known to Home Sewers Everywhere.
"W & N", Monarch and Meteor brands. Reliable fabrics cut on a true bias; full elasticity retained; selvages trimmed; seams opened and pressed.

WM. E. WRIGHT & SONS CO., *Mfrs.*
315-317 Church Street New York

SPOTLESS SHRINKER AND FINISHER

Shrinks and finishes Woolens, Wash Goods, Silks, etc.

Remnants, window and ledge displays are made saleable at full price.

Write for De Luxe Catalog.

THE SPOTLESS SHRINKER CO., CLEVELAND, O.

RIBBONS OF DISTINCTION

J.C. AMERICA'S BEST RIBBONS

"J-C" Ribbons have peculiar charm. Widely advertised to the consumer under their trade-mark names for the protection of the dealer.
"SATIN DE LUXE"
"TROUSSEAU"
"LADY FAIR"
"SANKANAC" "VIOLET"
"DEMOCRACY"

JOHNSON, COWDIN & CO., 40 E. 30th St., New York, N.Y. Made in U.S.A.

MODEL FORM COMPANY MOVES FACTORY

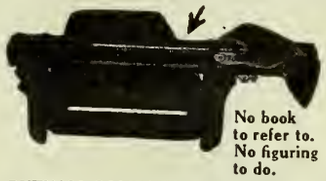
To meet the tremendous increase in demand for MODEL FORMS we have moved to a larger and more modern factory. Address all inquiries to new address.

MODEL FORM COMPANY
1214-22 W. Madison St., CHICAGO, Ill.

Putnam's Improved Cloth Chart

See yards right there

Measures for Inventory Without Unrolling



No book to refer to. No figuring to do.

Write

THE A. E. PUTNAM COMPANY, Washington, Ia.

For REAL VALUES in COATS and SUITS

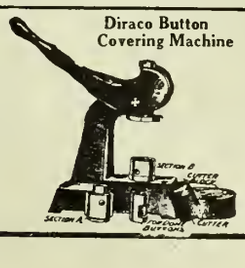
Mail orders to or call on

The G.B.G. Mfg. Co., Inc.

15 East 26th St., NEW YORK CITY

Don't Throw Away Your SCHOTT BROS. DIRACO Button Machine. If your Jobber cannot supply you with SCHOTT BROS. Button Moulds you can get them from SCHOTT BROS. Button Machine Co. 347 w. 28 h St. New York, U.S.A.

Diraco Button Covering Machine



According to a recent report of the British Chamber of Commerce in Portugal, business conditions and prospects in that country are none too rosy. The widespread belief on the part of purchasers that prices are bound to fall hampers trade activity. Agriculture is on the decline, and only those crops are cultivated which demand a minimum of care and effort.

* * *

There is a great dearth of best upper leathers in Great Britain, and great difficulty is being experienced in obtaining the same. The Government's second allocation of upper stock has been made, and for the most part delivered. The third is now being arranged for early delivery, and is quite eagerly awaited. English producers of glace should be in the position to turn out larger quantities than for a long time past, seeing that the goat raw skins are arriving more plentiful month by month, and labor to work the skins through is also more plentiful. Other grades of upper stock have proved a somewhat slow sale at current prices. Sheep leathers have been taken satisfactorily at late prices. Orders are very plentiful in the boot and shoe trade, and the inquiry is largely for the best grade shoes.

* * *

Government officials at Washington have announced that there will be no wool sales before Fall. It was stated that an agreement had been made between the War Department and the wool represen-

I Specialize in Boot Laces

for the wholesale trade, in the better grades.
Banded in pairs, in gross boxes
Fancy Cabinets, 100 pairs, banded in pairs. These are more profitable than bulk make-up. Also

LEATHER LACES, all kinds.

E. W. McMARTIN, MONTREAL

FRASER'S
CANADIAN TRADE
DIRECTORIES
Head Office, 222 Craig W., Montreal.
TEXTILE PRODUCTS — WOMEN'S WEAR — MEN'S WEAR
Give complete lists of all branches of the General Dry Goods trade.
Also Directories for many other Trades.

The Gem of the Notions

Look for this Card at your Jobbers

Columbia Fastener Company CHICAGO

Fiskhats AND MERCHANDISE

D. B. Fisk & Co. Chicago

New York Salesroom:
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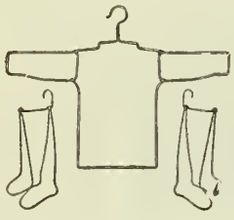

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tatives, whereby the former will hold no further sales until November. The interest of the domestic trade had prompted this agreement. This action by the Government is expected to permit the liquidation of privately owned wool stocks and restore the wool situation more nearly to normal in order that the trade may be in a more advantageous position in the Fall to absorb more readily the remainder of the Government surplus wool.

* * *

Boston wool dealers will not operate at the forthcoming London auctions, because of the keen demand, and limited supplies of long stapled domestic wools. There is a feeling, however, among the trade that present conditions will soon be changed, and it is not at all unlikely that they will be allowed to participate in these sales during the coming Fall. In fact, the heavy purchases of foreign exchange at the present low rate, which should prove profitable on future purchases, are thought to be nothing more than preparedness for future London purchases. It is pointed out that English manufacturers fear that American competition will strengthen values on their raw products and consequently would prefer to have America supplied directly from Australia. The question, however, is a much mooted one, and future developments will have a very important bearing on the domestic wool market.

* * *

Later—Communications on Aug. 4 came as a surprise. Permission was given to Americans and neutrals to buy at the late August London auctions and it is expected the buying will be heavy in Merinos and crossbreds. Lack of machinery to meet the abnormal demand for fine fabrics is said to be a greater factor in high prices of fabrics than the cost of the wool is.

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Announcement has been made by the Director of Sales of the War Department that $1,674,892 was realized from sales of surplus war materials made during the week ended July 18. The total sales of surplus material made by the War Department between January 1 and July 18 aggregated $354,470,243, which sum represented a recovery by the Government of 78 per cent. of the original cost of the materials sold.

* * *

The Sweet Bros. Paper Manufacturing Co., Phoenix, N.Y., manufacturers of white and colored tissues, has incorporated its business with a capital stock of $500,000. The incorporators are R. W. and H. K. Sweet and W. Bradley. According to last reports the plant of the company had a capacity of 8,000 pounds for 24 hours.

* * *

According to reports from the United States, linoleums are being advanced in price on a market which is virtually sold up so far as the next two months are concerned. Increasing costs of raw materials and labor are behind the rise, linseed oil for example having touched a record price last week, and burlaps being on the upswing. The new linoleum level is almost on a par with the top quotation made last Fall, and is a marked advance over the prices of four months ago.

* * *

After a month of strong fluctuations, the cotton market again registered a drop of 2 cents a pound on August 4th, being quoted that day at 32 cents.

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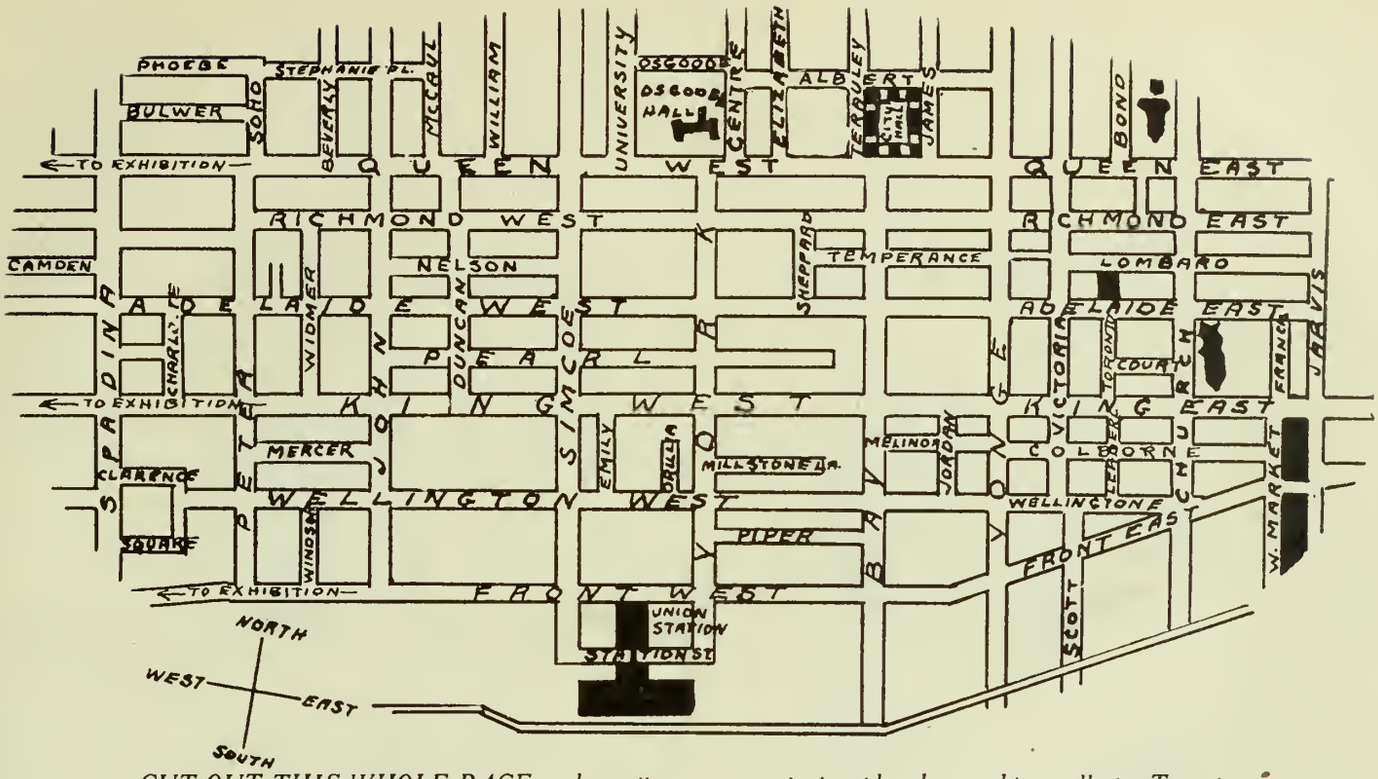

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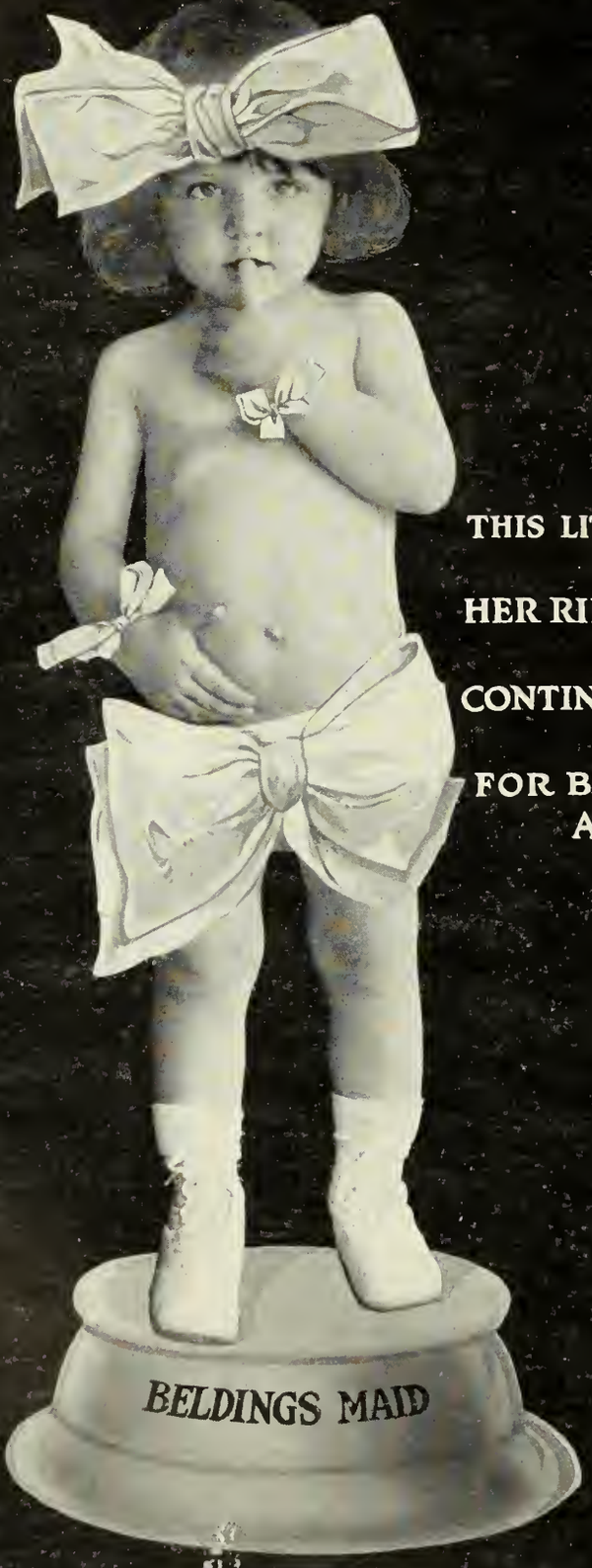
MADE IN CANADA

RIBBONS



THIS LITTLE MAID IS FREE
FROM CARE,
HER RIBBONS NEITHER ROT
NOR TEAR,
CONTINUALLY HER SMILES
YOU SEE,
FOR BELDINGS NAME IS
A GUARANTEE.

BELDING PAUL CORTICELLI LIMITED

SALES OFFICES

MONTREAL TORONTO WINNIPEG VANCOUVER

DRY GOODS REVIEW

Vol. XXXI | Publication Office: TORONTO, SEPTEMBER, 1919 | No. 9

THE "EMPIRE" RUGS

ONE OF THE "EMPIRE" SERIES

"EMPIRE"-THE WORLD RENOWNED GUARANTEE OF QUALITY!

When your clients see the "EMPIRE" tab on a Rug they know they are offering the best—the most perfect Rug produced—both as regards enduring quality and beauty of colour and design—thus sales are easy.

You naturally want to handle a really profitable line, and create a reputation for quality; therefore it will pay YOU to stock "EMPIRES."

SUPPLY WHOLESALE ONLY

Established 1885

Leopold Frank

Cables: Leopoldini, London.

Code: A.B.C. 5th Edition.

1 & 2 ADDLE STREET, WOOD STREET, LONDON E.C.2

Reserve Warehouses: 80 Wood Street, 8-10 Aldermanbury Avenue, London, E.C. 2

THE MACLEAN PUBLISHING COMPANY, LIMITED, 143-153 UNIVERSITY AVE., TORONTO

Dry Goods Review, September 7th, 1919. Volume XXXI. Published every month. Yearly subscription price, $2.00. Entered as second-class matter, July 1st, 1912, at the Post Office at Buffalo, under the Act of March 3rd, 1879. Entered as second-class matter at the Post Office Department, Ottawa.

Kenyon
Weatherproofs

Light in Weight—Cool—Comfortable—Useful

THE permanent wearing quality of this single or double texture material depends entirely on the grade of rubber used and the process of vulcanizing. No other cloth is so susceptible to unskilled or deceptive manufacture.

A *Kenyon* Weatherproof will not fall apart, the rubber will not soften, nor will it grow hard and stiff. You are protected from these defects by the Kenyon label and by an undefinable distinction that each garment carries with it.

C. KENYON COMPANY, Inc.

NEW YORK
FIFTH AVENUE BUILDING
FIFTH AVE. AND 23rd ST.

NEW YORK

CHICAGO
CONGRESS AND
FRANKLIN STREETS

Fall Season of 1919 and
Spring Season of 1920

We Offer to the Trade
Our New Lines of Beautiful and Unusual

Tapestry Squares
Brussels Squares
Axminster Squares
Wilton Squares

SQUARES AND RUGS

Tapestry Rugs
Axminster Rugs
Wilton Rugs and
Runners

THERE IS A SCARCITY OF GOODS in domestic floor covering lines which probably will become even more acute this **FALL AND NEXT SPRING.** These imported rugs and squares afford a **WELCOME RELIEF** in the present restricted market. Anticipating an **UNUSUAL DEMAND,** we have made special arrangements whereby we hope to be able to fill all orders received, providing you book your requirements early.

INLAID LINOLEUMS are still $1.75 while they last.

TRAVELLING RUGS or MOTOR RUGS: We have these in assorted Tartans and Plaids, fringed both ends, @ $6.75, $8.75, $11.50, union; $13.75, $15.50, $20.00, $22.50, all wool.

"SHIELD BRAND" Tapestry Covers, washable and fringed, in eight new qualities. (December delivery).

We will be showing for Spring all the latest novelties in both stripe and allover effects, in **SHADOW CRETONNES, HAND BLOCK** printed goods 31 and 50" also Bungalow nets, Filet and novelty nets in ivory, ecru and beige, 42, 45, 48 and 50" wide. We will show an entirely new line of novelties and staple Nottingham lace curtains.

We are showing a beautiful line of silk and satin comforters for **CHRISTMAS TRADE,** and our range is still complete in blankets, quilts, comforters, pillows and curtain rods.

GREENSHIELDS, LIMITED

17 VICTORIA SQUARE MONTREAL

SILKS

of Smart Distinction

For Afternoon and Evening Frocks

Everything that is found in better materials—texture, brilliance and durability—will be found in our widely varied range of

Charmeuse Satins
Duchesse Satins
Georgettes
Crepe de Chines

We are also showing interesting new importations in

Fancy Trimming Silks
Japanese and Chinese Silks
Fancy Stripes and Plaids

Popular color combinations in various weaves and weights.

Immediate Delivery

Write for Samples

A. S. King Silk Company, Ltd.

THE SILK HOUSE OF CANADA

FOREIGN OFFICES:
Zurich, Switzerland
Yokohama, Japan
Lyons, France
Chefoo, China

Toronto

59-61 Wellington St. W.

WE HAVE, IN STOCK NOW, A LARGE AND COMPLETE RANGE OF ALL LINES OF FALL STAPLES

It will pay you well to get our prices on these and complete your purchases at once

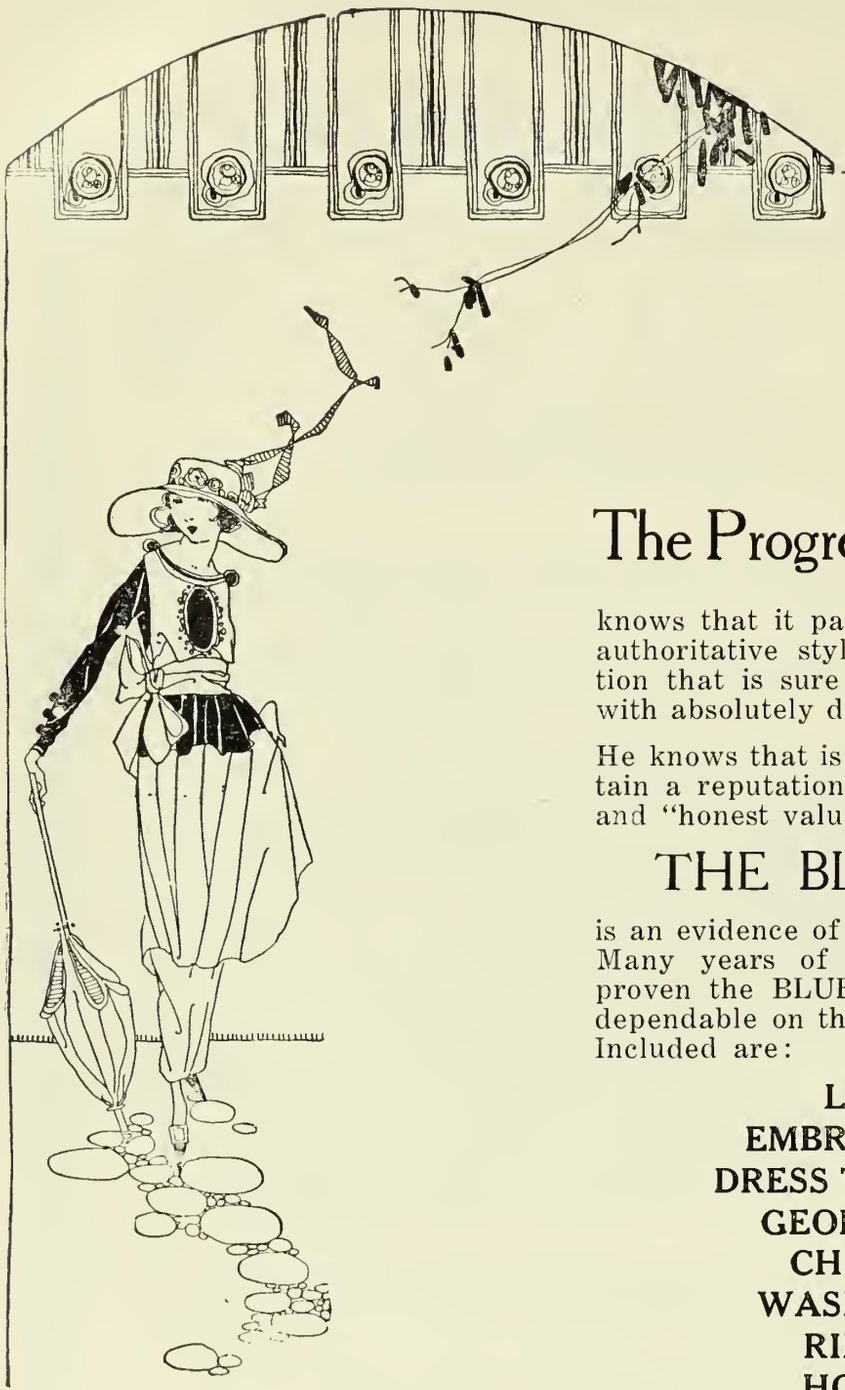
FLANNELETTES
SAXONIES
DOMETS
WRAPPERETTES
PYJAMA CLOTHS
SHIRTINGS
APRON GINGHAMS
TICKINGS
SHEETINGS
PILLOW COTTONS
CAMBRICS
NAINSOOKS
LONG CLOTHS
WHITE and GREY COTTONS
DUCKS and DRILLS
FLANNELETTE BLKTS.

Our "CAPITAL" Cambrics are Leaders in such goods

JOHN M. GARLAND, SON & Co.
LIMITED

OTTAWA - - CANADA

Wholesale Dry Goods



The Progressive Retailer

knows that it pays to display goods of authoritative style, with smart distinction that is sure to appeal, combined with absolutely dependable quality.

He knows that is the only way to maintain a reputation for "first styles first" and "honest value."

THE BLUE STAR

is an evidence of wisdom and foresight. Many years of reliable service have proven the BLUE STAR line the most dependable on the market.
Included are:

LACES
EMBROIDERIES
DRESS TRIMMINGS
GEORGETTES
CHIFFONS
WASH GOODS
RIBBONS
HOSIERY
BRASSIERES
ETC.

Satisfaction is assured in the Blue Star Line. See our samples.

Muser Brothers (Canada) Limited

Manufacturers and Importers of Laces.
Dress Trimmings and Embroideries.
Importers of Fancy Dry Goods

12 ST. HELEN STREET, MONTREAL

New York Boston Philadelphia Chicago London Nottingham Paris Calais
Baltimore Los Angeles San Francisco Caudry Le Puy St. Gall

To the Trade

September
1849 to 1919

"NEPONSET" FLOOR COVERING

for use in every room in the house. The serviceability, the ease with which it is kept immaculate, its beauty and resiliency, combined with its economy, have resulted in its universal use.

A good old-fashioned guarantee of satisfaction goes with every yard of "Neponset" Floor Covering, backed as it is by one of New England's oldest manufacturers. We are sole agents in

The Province of Ontario

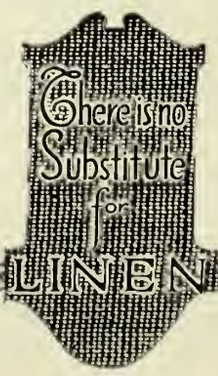
JOHN MACDONALD & CO, LIMITED
TORONTO

This is a reproduction of one of the series of full page advertisements running in the high class consumer publications.

So great is the shortage of flax that there is little possibility of the great demand for supplies of True Irish Linen being fully covered.

This makes it all the more necessary that dealers, who pride themselves on their Linen Departments, should make every effort to secure acceptance of orders from importers of the matchless Irish fabric.

The IRISH LINEN SOCIETY
BELFAST IRELAND



SHAMROCK BRAND
REG'D TRADE MARK
REAL IRISH LINEN

Trade Mark

Two Famous Brands

unrivalled for exquisite lustre and beauty, and lasting service—

Shamrock Brand Linens

and

Colleen Brand Cottons

If you are not stocking these two lines, you are overlooking a rare opportunity to PROVE to your customers the high standard and unparalleled value obtained in goods purchased at your establishment.

TRADE MARK

As you know, Linens and Cotton Damasks are hard to obtain. In view of this we know that the extensiveness and rare quality shown in our range will please you.

We have a large, well-assorted stock of:
HOUSEHOLD LINENS,
COTTON DAMASKS,
SHEETS, PILLOW CASES,
TOWELS, QUILTS,
HUCKS, CRASHES,
HANDKERCHIEFS.
We invite your inspection.

John S. Brown & Sons, Limited

LINEN MANUFACTURERS

Belfast ∴ Ireland

STOCK WAREHOUSE

80-82 Wellington Street West, TORONTO

Made in Four Sizes 000 00 0 1

It's all in the Spring

Strong—Durable Made of Brass

It's a Snap to Snap This Snapper

Colonial Maid

Wire Spring Dress Fasteners

Made in Canada

THIS IS NOT A FRICTION FASTENER But is MADE WITH HIGHLY TEMPERED WIRE SPRING KNOWS WHEN TO HOLD AND WHEN TO LET GO

BRASS—will not rust

ALSO PUT UP IN ONE GREAT GROSS CABINETS ASSORTED 24 CARDS EACH WHITE AND BLACK ∴ ∴ SIZES: 00-0-1

To be had of all leading wholesalers.

Manufactured by

Colonial Fastener Co., Limited

Montreal, Que.

Do You Want To Do More Business?—Subscribe to

TAN-ZOLA Advertising & Sales Promotion Service For Retail Dry Goods Merchants

At Your Service

I count myself in nothing else so happy as in a man rendering service to my fellowmen.

In his address before the Associated Advertising Clubs at Philadelphia, Pa., on June 29, 1916, President Wilson said

"I congratulate you, my fellow citizens upon the ideals of the "advertising profession" which can lower or exalt business, as you choose, and which you have chosen to employ for its exaltation."

I herewith subscribe to the beautifully - expressed sentiments of President Wilson, and give my hand and my heart to the Cause of the Advertising Profession and to the Ethics for which it stands.

George Tan-Zola

MODERN Retail Store Advertising and Sales-Promotion have a *vital* bearing on *your* business. Are you doing as much business as you think you ought to be doing? Do you want your profits to be larger this year than during *any* previous year?

We assume that you do—that's why we want to impress upon you the *vital need* of getting in line right now, at the beginning of the Fall Season, for it's going to be the biggest season you have ever seen.

Uncle Sam's mail will bring you the TAN-ZOLA Service

We deal directly with you—we have no traveling salesmen

Our aim is to render *Advertising and Sales-Promotion Service to the World's Progressive Retailers*—large and small. We are doing it now, but we want to do more. We feel that *we can help in the world's reconstruction* and are ready to help to the best of our ability and resources.

Although *English is the Business Language of the World,* we invite correspondence in *French, Italian and Spanish.*

Our prompt and courteous attention will be given to all such correspondence.

TAN-ZOLA Quarterly Book of Advertising & Sales Promotion

Fall Number Now Out---Contains 300 Pages of Ideas

What You Get:
—A Commodity

1 Master Quarterly Book of Advertising and Sales-Promotion.

Each issue contains about 300 *pages.*

Fall Issue Now Out.

2 Twice-a-Month Book of Advertising Suggestions.

Each issue contains about 15 *Pages.*

Supplements the above.

3 Twice-a-Month Proof Book of Advertising Illustrations.

Each issue about 125 *pictures.*

Supplements the above.

4 Stereotypes or Matrixes of High-Class Pictures, representing high-class art work done by artists who have actually worked in department stores.

We also sell colored Posters, Store Cards, Price Tickets and other timely helps for stores.

TAN-ZOLA Advertising and Sales-Promotion Service for Retail Dry Goods Stores is the gradual evolution of a big idea. It has clients in all parts of the world. It goes far beyond the plan of supplying its clients with advertising illustrations and advertising text. It promotes business generally, intensively and thoroughly. It keeps you absolutely abreast of the times. It is one of the most vital storekeeping helps that a merchant can possibly obtain. It spares no expense to make its service 100 per cent. effective. It is almost priceless in its value to you.

TAN-ZOLA Service and RESULTS are Running Mates!

What You Pay:
—One Price

1 208 *Matrixes or* 104 *Cuts, and all the Tan-Zola Books—One year contract—Per month.* **$9**

*Six Months' Contract—*104 *Matrixes or* 52 *Cuts and all Books —*$11 *mo.*

2 *All the Matrixes only, or* 312 *Cuts and Illustration Book—One year contract—Per mo.* **$12**

Six Months' Contract—All the Mats or 156 *Cuts and Illustration Book—Monthly* $14.

3 *All the Matrixes or* 312 *cuts and all the Tan-Zola Books—One year contract —Per month .....* **$16**

Six Months' Contract—All the Mats or 156 *Cuts and all the Tan-Zola Books— Monthly* $18.

4 *All the Tan-Zola Books only—One year contract—Per month..* **$5**

Six Months' Contract—Monthly $6.

TAN-ZOLA Services are sold exclusively to one merchant in ONE CITY, and at ONE PRICE to all.

Mail your order to-day to

TAN-ZOLA, 1270 Broadway
NEW YORK *Opposite the Gimbel Store*

TAN-ZOLA, New York:
Please enter my order for
Proposition No. .....$.....a month.
For mats or for cuts?.....
Name .....
Address .....
D. G. Review. Sept., 1919.

THERE IS NO SHORTAGE OF "VIGIL" SILK.

No draper need be without stock of this line. To meet the enormous demand for "Vigil," the manufacturers have, for months past, been making large preparations to enable them to cope with incoming orders, and to-day they have ready the most extensive range of wonderful stripe designs and colours ever put on the Home and Colonial Market in a really lasting washing silk.

Obtainable in 80 different beautiful woven stripe designs and all the latest self colours, guaranteed fast to light and washing.

"Vigil" is the British-made silk—pure throughout—which has gained a world-wide reputation for its durability and reliable wearing qualities.

40 inches double width.

WALKER BROTHERS

England. Ravensthorpe Mills, Dewsbury, Yorks, and 56-57, Aldermanbury, London, E. C. Telegraphic and Cable Addresses: Yorkshire: "Vigil, Dewsbury." London: "Vygilsyl, Cent." Agent: George Peterson & Co., 517 Coristine Building, Montreal.

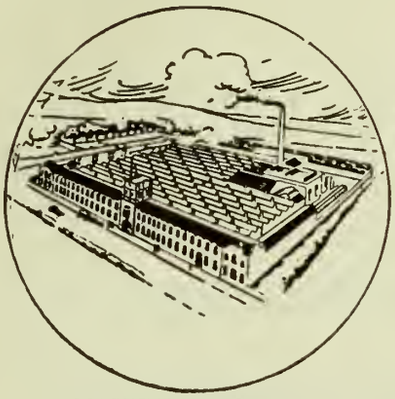
Vigil

THE PURE SILK

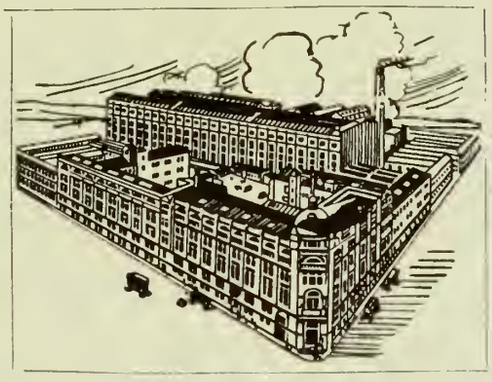
FAIRE BROS. & CO., LTD.,

Manufacturers

Rutland Street and St. George's Mills, Leicester, England.



WASHINGTON MILLS, BORROWASH.



GENERAL HEADQUARTERS, RUTLAND ST., LEICESTER.

ST. GEORGE'S MILLS, LEICESTER.

THE LEADING BRITISH HOUSE FOR

HABERDASHERY & SMALLWARES

Including:—

SUSPENDERS—Our well-known SPHERE varieties, for Ladies and Children, also Men's Garters, all made with the fine SPHERE elastics, fittings, and rubber grip—"the grip that grips and never slips."

BRACES—Our production, hitherto almost monopolized by the British Government, will now be available for civilian trade. The SPHERE quality in Mikado and ordinary styles is a guarantee of excellence.

ELASTICS—We make Elastic Braids, Cords, Loom Webs, Garter Webs, Surgical Webs, etc., in all widths and great variety. Ask for our "Violet," "Iris," "Lily," "Rose" qualities.

SHOE LACES—Our high-grade HURCU-LACES, in a variety of choice, for Ladies' and Men's wear. Also Rifle Laces, Tubular, Flat Braid Laces, Artificial Silk Laces, etc., etc.

MENDING WOOLS—The ST. GEORGE three-fold fine woollen mending yarns have a fine reputation. Their qualities justify it.

SKIRT BELTINGS—We lay ourselves out to cater for this trade. Single Beltings, Duplex Webs, Petershams, etc. Ask for the CRUSOE brand.

BINDINGS AND WEBBINGS—Every variety of cotton and glacé narrow goods are in our line, Empire Bindings (formerly known as Prussians), Tapes, Stay Bindings, Hat Bandings, etc., etc. Also NAME LABELS, HANGERS, and LOOPS for Coats, Shirts, Mantles, etc.

SPHERE

SPHERE RUBBER GRIP

TRADEMARK

Prices and full particulars gladly furnished on request. Enquiries welcomed and orders executed through London Houses or direct.

WHOLESALE ONLY

ST. GEORGE

TRADEMARK

FAIRE BROS. & CO., LTD., Leicester, Eng.

19, Fore Street, London, E.C.2. **32, George Street, Manchester**

BRETTLE'S BRITISH GOODS FOR CANADA

'SUTOPLEX' (REG° TRADE MARK) FABRIC GLOVES.

The wide range of our productions covers everything that is essential for the better-to-best class trade in Drapery and Men's Outfitting.

Our long experience of over a century enables us to foresee exactly the needs of the market and provide goods that are right in materials, make and price.

Customers, therefore, who make us their chief centre for supplies can always depend upon keeping their stocks complete with up-to-date, attractive, ready selling goods. "OBERON" goods, "SUTOPLEX" GLOVES and "BELNIT" Ribbed Underwear are our chief productions. All of them are famous the world over for quality and value.

COMPLETE RANGES OF SPRING SAMPLES

Can now be seen at our

CANADIAN REPRESENTATIVES

Eastern Provinces
MR. HUGH D. MARSHALL
Stair Bldg.,
Cor. Bay and Adelaide Sts.
TORONTO

Western Provinces
MR. G. E. LEDDER
Grace Court,
Cornox St.,
VANCOUVER

"OBERON" SPECIALTIES

Hosiery
Ladies' and Men's Underwear
Ladies' and Men's Pyjamas
Directoire Knickers
Silk Scarves
Towels
Quilts
Men's Shirts
Ties, Caps and Raincoats, both for Ladies and Men
Etc., etc.

"SUTOPLEX"

(Regd. Trade Mark)

FABRIC GLOVES

Made in our own factory, especially to replace the German Duplex Gloves, and are now recognized as being well ahead of that article. We can supply Sutoplex Gloves in a full range of Men's and Women's lines and recommend them with every confidence.

"BELNIT" RIBBED UNDERWEAR

Made in our factory at Belper, Derbyshire, is unquestionably the best line of its kind on the market. Belnit Underwear sells freely on its merits and brings repeat orders without effort.

New Customers are asked to kindly furnish the usual trade references.

GEORGE BRETTLE & CO., LTD.

Manufacturers and Merchants

119 WOOD STREET, LONDON, E.C.

and at BELPER, DERBYSHIRE

Telegraphic Address: Brettle, Cent. London — Telephone: Central 6564 (Four Lines)

An Opportunity to illustrate Your Advertising At a Low Cost

The cuts used in our editorial pages could be used advantageously in your own local advertising.

There are illustrations in our editorial pages, in this and other issues that would help you make your advertising more attractive.

We will sell these cuts at

LESS THAN HALF

the original cost.

Send for Prices.

DRY GOODS REVIEW
143-153 University Avenue
TORONTO - CANADA

You Can Supply 22 Different Colors from Black and Navy to Delicate Pink

With

Sunset Soap Dyes

Thousands of dealers are finding these dyes steady profit producers and wonderful repeaters, because with them practically every customer can be satisfied. The wide range of colors includes Black, the ever-popular Navy Blue and U.S. Olive Drab, all of which are proving Big Sellers these days.

Sunset Soap Dyes are being extensively and truthfully advertised in high-class publications to help you do more business. These clean, brilliant home dyes will permanently color any fabric from a sheer waist to a heavy overcoat without staining hands or utensils.

Order a gross now, packed in an attractive sales-stimulating container. Put it on your counter and watch the quick turnover. Sunset, selling at 15c, gives you a very attractive profit, and it's a wonderful repeater.

North American Dye Corporation
Mount Vernon, N.Y. Toronto, Canada

Sales Representatives for U.S. and Canada:
Harold F. Ritchie & Company, Ltd.
NEW YORK TORONTO

Worrall's Fast Dyes

VELVETEENS

VELVETEEN depends on the Dye and Finish for its beauty and utility. Unless the dye is right there can be no satisfaction.

WHEN buying a Velveteen—especially for costume purposes—you want the best dye obtainable, viz:—

WORRALL'S FAST DYE

Dyed by

J. & J. M. WORRALL, LIMITED
MANCHESTER

The Premier Velveteen Dyers of the World

Another Speciality is

WORRALL'S CHIFFON FINISH

J. & J. M. Worrall

REGISTERED TRADE MARK

J. & J. M. Worrall, Ltd., are not merchants, so all enquiries for velveteens in their dyes should be sent through the usual wholesale channels.

"DOROTHY FRANCES"
Ladies' and Children's "Ready-to-Wear"

On September 1st our new range for delivery Spring, 1920, will be in the hands of our representatives, and "Ready-to-Wear" buyers throughout the country will do well to see the "Dorothy Frances" man before placing their orders. If possible, our selection is even more comprehensive than ever and values are up to our usual standard. There is an indefinable something that is characteristic of "Dorothy Frances" garments, a daintiness dear to the heart of fastidious femininity everywhere. Our old friends will readily recognize this familiar quality in our new range and our new friends will be captivated by it. The range comprises:

LADIES'		MISSES' AND CHILDREN'S	BOYS'	INFANTS'
Smocks and Middies	Aprons	White Voile Dresses	Summer Suits	Dresses
Sport Skirts	House Dresses	Fancy Colored Dresses	Play Suits	Mantles
Lingerie	Underskirts	Sport Middies	Blouses and Rompers	Bibs, etc.
Blouses		Summer Skirts	Hats and Caps	

Coat Sweaters—We have a large assortment of Men's and Boys' Coat Sweaters from $5.40 to $180.00 per dozen.

HOSIERY

Ladies' and children's wool and worsted hose in black, white, grey and red. Sizes, 4½ to 10. Prices, from $5.20 to $16.00 per dozen.

Also a nice range of wool and worsted half hose, in black and grey.

Dept. L—
Quilts, crochet heavy hemmed, 72/84", $3.25 ea.
Quilts, crochet heavy hemmed, 78/88", $3.95 ea.
Quilts, extra heavy hemmed Damask—
10/4", $2.75 11/4", $3.25 12/4", $4.00

Also full range of Satin Quilts, from 10/4", $3.50 to 12/4", $12.00 each.

Dept. A & C—Staple Cottons.

Dept. W—
Silk Sealette, from $6.00 to $13.50 per yd.
Wool Sealette, from $6.50 and $8.00 per yd.

Dept. D—Convent Dress Goods—
D699 x 42" Wool Serge, $1.50 per yd.
D788 x 44" Merino, $2.50 per yd.
Broadcloth D811 50 52, all wool, $5.00 per yd. in various shades.

Dept. M—
Rainproof Silk Tulle, all shades, 36", $2.70 pr. yd.
Window Draperies. We have a large variety of Scrims, Marquisettes and Printed Art Muslins in our House Furnishings Dept.

Dept. S—
Belding-Paul-Corticelli Black Roll Braid, list price, $1.35 box; our price, 58c box.

TOYS—We would advise our customers to place their orders for Toys early as there will be a shortage of these goods this Fall.

We give special attention to letter orders, telegrams, and long distance telephone orders. If our traveller is not calling on you, kindly notify us and we will have him call.

HODGSON SUMNER & CO., LIMITED

8391 St. Paul St. West - 21 St. Sulpice St. - 84-92 Le Royer St.

MONTREAL

SAMPLE ROOMS: **Metropole Building, SHERBROOKE. 7 Charest St., QUEBEC. Windsor Hotel, OTTAWA. Carlaw Bldg., 28-30 Wellington St. West, TORONTO. 503 Mercantile Bldg., VANCOUVER**

Your Customers Know

that the name "HORROCKSES" on a fabric is the hall-mark of quality, excellence and value.

Why not make a feature of

HORROCKSES'

LONGCLOTHS NAINSOOKS CAMBRICS
MADAPOLAMS SHEETINGS CALICOES
FLANNELETTES "DIAPHALENE," ETC.

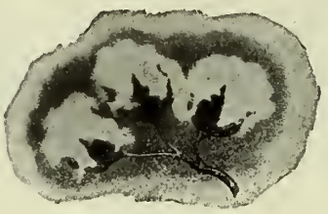
HORROCKSES' have been cotton spinners for more than a century and a quarter. The name "HORROCKSES" on the selvedge is a guarantee of quality that satisfies every customer.

Horrockses, Crewdson & Co., Limited
Manchester and London, England

John E. Ritchie, Canadian Agent, 591 St Catherine St West, Montreal. Branches: Toronto & Vancouver. United States Agents: Wright & Graham Coy., 110 Franklin St., New York City.

SOUTHALL BROS. & BARCLAY, LTD.

Manufacturers of All Kinds of
Surgical Dressings



TRADE MARK

PROPRIETORS OF
Southalls' Sanitary Towels and Specialities for Ladies

DRUGS, FINE CHEMICALS, AND PHARMACEUTICAL PREPARATIONS

Charford Mills SALTLEY **BIRMINGHAM, ENG.**

Agents in Canada:
MACLEAN, BENN & NELSON, LIMITED, MONTREAL

GOOD TAILORING IS LABOUR LOST IF THE CLOTH IS ILL SHRUNK

MAKE SURE IT IS SHRUNK :: AND WELL SHRUNK :: AND KNOW BY WHOM

THERE'S LITTLE SATISFACTION IN SUCH A STAMP AS "SHRUNK," "WELL SHRUNK," "LONDON SHRUNK," OR "SHRUNK BY LONDON PROCESS." INSIST ON A SHRINKER'S GUARANTEE—ON THE STAMP OF A FIRST CLASS FIRM OF LONDON SHRINKERS—BEST OF ALL ON THE STAMP OF

JENNENS, WELCH & Co., Ltd.,

Cloth Workers and Shrinkers, and Proprietors of the Famous "JENNWEL" Waterproof Finish

LONDON, HUDDERSFIELD and BRADFORD, ENGLAND.

WHEN ORDERING ENGLISH CLOTHS, SAY "TO BE SHRUNK BY JENNENS, WELCH & CO., Ltd."

INFANT'S FOOTWEAR, LTD.
LONDON, ENGLAND

Canadian Branch:
GREENE-SWIFT BLDG.,
LONDON, ONTARIO

Soft-Sole Shoes, in Kid, Silk, Poplin, Wool, Etc.,

Hard-Sole Shoes; Children's Woolly-Wear, Bonnets, Gaiters, Mits, Etc.

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World.

OFFICES IN CANADA:

Calgary, Alta.	Ottawa, Ont.	Montreal, Que.
Edmonton, Alta.	St. John, N.B.	Quebec, Que.
Halifax, N.S.	Vancouver, B.C.	Toronto, Ont.
London, Ont.	Victoria, B.C.	Winnipeg, Man.
	Hamilton, Ont.	

Reputation gained by long years of vigorous conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada

TORONTO, CANADA.

Department "G"

Home Furnishings

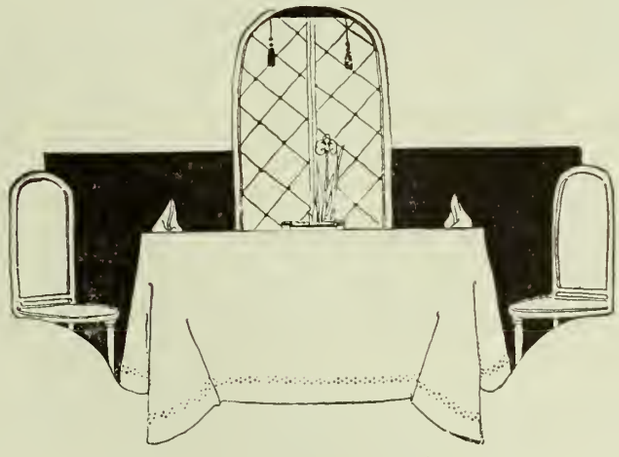
We have in our immense range all the wanted makes, colors, and patterns, in—

Carpets
Linoleums
Draperies
Curtains

You will find here an unusually interesting and varied collection in all these lines—in the well-known, reliable RACINE quality.
Distinctive colors, harmonious blendings, and rare designs, are all superbly represented in our selection of these goods.

Department "D"--Linens

In view of the present situation in regard to Linens, we are exceptionally proud of our splendid assortment of Household Linens, for every use. We know you will also appreciate the exquisite quality and distinctive patterns shown in our wide range.
May we be of service to you? We have the largest stock of Dry Goods in Canada. You will find our goods, our service, and our prices—RIGHT.



Everything in Dry Goods

14 DEPARTMENTS

A—Cotton Staples.
AX—Flannelettes.
B—Wash Goods.
C—Woolens, etc.
D—Linens.
E—Dress Goods and Silks.
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Dry Goods Jobbers and Manufacturers

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THE HOUSE OF DRY GOODS VALUES

A reputation like this does not come to any establishment in a day. Many years of conscientious, efficient service, combined with the most careful buying of our merchandise, have won for us our objective—a reputation for HONEST VALUE.

We know you will be interested in the unusual values we are offering at present in—

HOUSE FURNISHINGS:

CARPETS
BLANKETS
CURTAINS
TOWELLINGS

HS11—Towelling, red borders, 16/17, all linen	**27½**
HJ90—Towelling, 22/23, white, plain, all linen	**45**
H—White blankets, cosy, 60 x 80	**8.25**
H—White blankets, cosy, 64 x 84	**9.75**
H1111—White curtains by the pair, 3½ yards by 60 in.	**3.25**

You will find our service and our values unexcelled.

Samples gladly submitted.

P. P. MARTIN & CO., LIMITED

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Toronto: 152 Bay Street
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Spinners of every description of yarn for Hosiery Manufacture

TELEPHONE		TELEGRAMS
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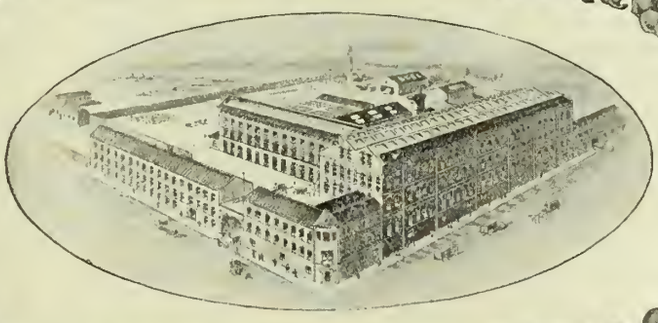

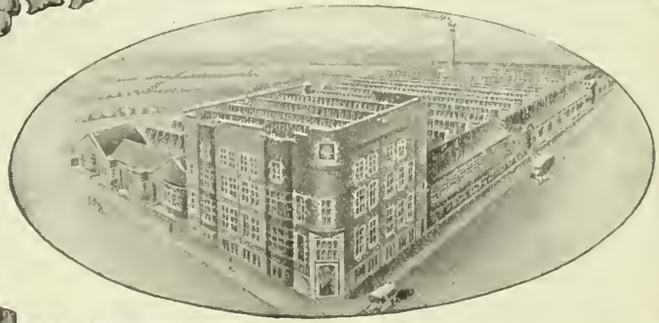

Organised for World Business.

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MANUFACTURERS
Gowns·Blouses.
Shirts.
Lounge Coats.
Fancy Hand Bags.
Scarves.
Novelty Silks.
Gauzes·Laces & Tulles.

Taste - Originality - Art
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Efficiency - Value - MAKE FOR
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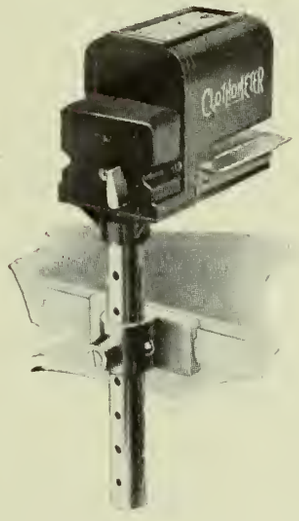
Every Merchant Selling Dry Goods Should Use The

CLOTHOMETER



Stops All Wastage
On Your Piece Goods

Accurately Computes Every Sale

Saves Time and Money

COSTS 30% LESS

Than any other machine on the Market.

What Is Your Annual Loss from OVERMEASURE? Do your clerks measure your yard goods with thumb, nail and tack—giving "good measure" to every customer and making up at the end of every year the most serious store loss that stock-taking reveals? Stop this leak and protect your profits.

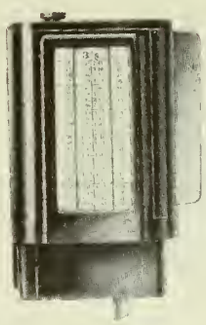
The CLOTHOMETER (accented like Speedometer) is an improved machine that measures material of any width or weight, from the heaviest woollens to the sheerest fabrics, and automatically computes the amount of the sale.

Extremely Simple to Operate

A turn of the operating lever binds the fabric between two rollers; the pulling of the fabric automatically registers the yardage in ⅛ yard units; another turn of the lever releases the rollers and automatically returns the indicator to its starting point. It can be equipped with cutting knife if so desired.

The Clothometer is small and compact (actual size 4" x 4¼" x 5½"), easily kept out of the salesclerks' way. Attaches to the counter by a three-foot rail. Can be raised or lowered at will on adjustable rod.

It does away with all loss from overmeasurement—prevents errors in figuring sales checks—saves the time and increases the efficiency of your salesclerks—gives your customers confidence and increases the prestige of your store. IT WILL NOT MARK YOUR FABRICS.



Measuring Device and Computing Chart

Everything is plain to see and easy to read. Measures up to 12 yards in ⅛ yard units. Gives instant computation from 1 to 12 yards of cloth in the ⅛ yard units, at 48 different costs per yard. Your choice of 116 different price charts.

Write To-day for Descriptive Folder.

Free demonstrations given on request by our district representatives on your own counter and under your own conditions.

Sold Under A Three Year Guarantee.

Distributors for Canada

The Clothometer Sales Company Ltd.

44 PRINCESS ST. - - - WINNIPEG, CAN.

CANADIAN-MADE

COTTON BATTING

Order VICTORY BATS, NORTH STAR, CRESCENT and PEARL

Packed in Shipping Cartons or in Bales

The best value for the price.

Can be had in 125, 100, 80, 67 or 50 rolls to the bale or 124, 96, 80, 64 or 48 to a lot of four cartons.

ANY WHOLESALE HOUSE

SHEET MUSIC

added to your various lines will attract more customers to your store than any other medium you could employ. This with a liberal profit in addition, should warrant you in making immediate arrangements to take on a line.

The McKINLEY EDITION

OF TEN CENT MUSIC

is the best line as a foundation for your sheet music department. It is the most popular line of Standard, Classic and Teaching Music. It is universally endorsed by teachers, students and the general music loving public. Each selection is placed in a heavy manila stock cover bearing name and number of the selection, 20 substantial stock boxes and 500 catalogs bearing your business imprint. The sale of McKINLEY MUSIC affords you

150% PROFIT

The McKinley Edition (revised for Canadian trade) conforms in every detail with Canadian copyright laws.

Our Jobbing Department is the largest and most complete in the country. We can take care of your wants for anything in sheet music.

McKinley Music Company

THE LARGEST SHEET MUSIC HOUSE IN THE WORLD

CHICAGO, ILL
1501-13 E. 55th St.

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145 W. 45th St.

Superior Quality
Serviceability
Sterling Value

These have all combined to give SATISFACTION and win an enviable reputation for

LIDDELL'S GOLD MEDAL IRISH LINEN

Hand Embroidered

Bed Spreads, Pillow Cases, Baby Cases, Sheets, Tea and Lunch Sets, Cosy Covers, Handkerchief Cases, Doylies, etc.

R. H. COSBIE

LIMITED

Irish Linen Agency

22 Wellington Street West
TORONTO

Who Sells The Line You Are Looking For?

Very likely you can find it in the Buyers' Market Guide

SPRING 1920

By giving our representative your order *now* money may be saved, and goods secured which will be scarce later on.

Our traveller is going your way with Spring 1920 samples of

WASH GOODS--Better Styles and Patterns than ever--the best since 1914.

KNITTED GOODS --- Men's and Women's.

Carpet Squares and House Furnishings, one of the largest ranges in Canada to select from.

Sole Agents for Eastern Canada
for Neponset Floor Coverings

The W. R. Brock Company
(Limited)

MONTREAL

THE W. R. BROCK COMPANY
(LIMITED)

Wholesale General Dry Goods, Carpets, House Furnishings, Woollens, Men's Furnishings Ladies' Ready-to-Wear.

Carpets, Draperies and House Furnishings

We anticipate having our travellers on the road with a complete assortment of Carpets and House furnishing samples at an early date, comprising our entire Spring assortment for placing business. In consequence of the tense pressure in the market, we feel confident that it is a "Safety-First" measure in favor of the merchant to place orders well in advance of requirements.

CARPET SQUARES

Our ranges include

Tapestry Brussels Wilton
Axminster Rag Rugs
Linoleum Rugs
Grass Rugs

also

Draperies, Curtains, Nettings, Sateens
Cretonnes, Chintzes, &c.

If our representative has not notified you the date upon which he will call, write us and we will arrange accordingly in your behalf.

Cor. Bay and Wellington Sts. - TORONTO

DRY GOODS REVIEW

The Recognized Authority of the Canadian Dry Goods Trade

Published Seventh of Each Month — Advertising Forms Close Third of the Month

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Rare Gown for Winter Festivities

There is no limit to the luxuriousness of some evening gowns for the coming Winter. This one combines fringes of crystal beads with a cloth of iridescent sequins and in addition there are richly embroidered storks on the front of the skirt and on the train. These embroidered sections were once on a wonderful Chinese robe.

First Merchandise Research Bureau in Canada

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

Based on interviews of Dry Goods Review Representative with managers of Educational and Research Departments of the T. Eaton Co., Ltd., Toronto.

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

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

The Chemical Laboratory

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

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

A Valuable Outcome

A very interesting outcome of the laboratory is the development of a museum. There are being collected from all over the world raw materials and samples of them in their different stages of manufacture or refinement which can be used as authoritative specimens. These include teas, coffees, oils, wools, cottons, sugars, drugs, silks, etc., and will naturally cover a very wide field, as the work of the laboratory and the collection of the original specimens progress. "This museum, when in shape for observers, will be for the benefit of the whole Eaton institution. It will be available for the information of any employee of the firm, whether in the mail-order, retail stores, factories, or any other department." With this splendid source, in addition to the other channels of information provided by the management, there seems no reason why an employee of the Eaton Company should not only be well informed as to the goods he or she is handling or selling, but become well informed generally and master a good broad education.

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

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

in the laboratory of the Eaton Research Bureau.

Goods Must be What They are Claimed To Be

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

As an instance of what is being done, when the representative of DRY GOODS REVIEW was interviewing the manager of the Research Bureau there was hanging on the wall a taffeta dress which, at a casual glance, seemed to be an ordinary piece of saleable merchandise. On examination, however, it was found that the seams in the skirt were puckered. This was a sample from the first shipment of a large order, and it was found that in this initial shipment all the dresses had puckered seams. There must, of course, have been a reason for this flaw, and upon examining the operating machines it was found that needles too large or too blunt had been used in stitching. This was quickly remedied and the balance of the order filled on machines fitted with proper needles. The seams no longer puckered and the waste of all the balance of the order, or at least a necessary reduction in price on it was eliminated.

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

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

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

An All-Round Benefit

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

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

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

The complete schedule is not yet reached but the Bureau hopes to have a booklet published with the completed results of its experiments within the next six months and the majority of manufacturers agree that it is a work which has long been needed but which has entailed too broad work for any of them to attempt alone. It means a considerable expenditure as well as many conferences and much time among those concerned to arrive at anything which may be accepted as standard. It looks now, however, as if the goal is in sight and that the standard sizes will be able to be adopted before a great while longer, and no doubt the merchants in the Canadian trade will be as pleased with the result when it comes as will the T. Eaton Co. and the manufacturers who are expending their efforts in this way.

Change in Educational Work

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

(Continued on page 69)

SUCCESSFUL PROGRAM AT MANITOBA CONVENTION

Retailers Disclaim Responsibility for H. C. of L.—Decide to Form Joint Stock Fire Insurance Co. for Merchants—A. G. Box, Pierson, the New President—Small Attendance Did Not Mar Enthusiasm

Written by E. H. SCOTT, Western Representative MacLean Trade Newspapers

BRANDON, Aug. 15.—Business of far-reaching importance was transacted at the fifth annual convention of the Retail Merchants' Association of Manitoba, which was held at Brandon, August 13, 14, and 15, and this despite a very small attendance, there being present only about 30 delegates from points outside of Brandon. The membership in the province totals over 800. The fact that harvesting started about three weeks earlier than usual this year was mainly responsible for the poor attendance.

It was decided that in future district conventions should be held at points all over the province, these conventions to appoint delegates to the annual gathering.

Chief among the resolutions passed was one disclaiming responsibility for the high cost of living, and calling for an investigation of the charges made by Dr. R. J. McFall in this regard. It was decided to form a joint stock fire insurance company for merchants. There were several other resolutions passed, including a proposal to ask for a Federal law prohibiting premium contests. A. G. Box, hardware merchant, of Pierson, was appointed president. He is an energetic young country merchant, and as former vice-president took a leading part in the convention.

Several inspiring addresses were given by F. H. Mann of Devils Lake, North Dakota, and by R. L. Line of Columbus, Montana.

The entertainment features provided by the Brandon branch were excellent. Noonday luncheons at the Prince Edward hotel, with sing-songs from a printed card, were the rule daily. A well-staged banquet and dance brought the proceedings to a close.

The Secretary's Report

I have much pleasure in presenting to you the sixth annual report of the Manitoba Board of the Retail Merchants' Association of Canada, Incorporated. This report covers the fourteen months between the last convention held at Winnipeg on June 18 to 20, 1918, and the present meeting, August 13 to 15, 1919. During this period your Executive officers have had under consideration a large number of questions of great importance to the retail trade. The financial statement presented by the treasurer covers the fiscal year ending March 31, 1919.

Sixteen meetings of the Executive have been held. The membership as of July 31, 1919, totals 785; in Greater Winnipeg 330, other points in Manitoba 455. All of these members are in good standing; all dues having been paid. Our association work throughout Canada is receiving greater interest, more sympathetic co-operation and larger financial support on the part of members than formerly. This is due to the fact that the members are beginning to measure and appreciate the service which our organization renders. During war time great opportunities were given for the exercise of co-operative effort and I would like to take this opportunity to direct your attention to the untiring and unselfish services of the Dominion Secretary, E. M. Trowern, at Ottawa, and the enthusiasm and genuine interest of J. A. Banfield, Dominion President, in all questions which affect the status of the retail trade in Canada.

At the last convention held in Winnipeg June 18-20, 1918, the following Executive officers were elected: George W. Markle, Winnipeg, president; A. G. Box, Pierson, first vice-president; A. F. Higgins, Carman, second vice-president; T. A. Connell, Winnipeg; treasurer; J. H. Curle, Winnipeg, secretary.

Action was taken on the resolutions passed at the last convention as follows:

1. Resolution on "Win the War Effort."—The Executive officers and members of the association have been identified with the various movements which had for their object the success of the war, and general rejoicing accompanied the signing of the armistice and peace terms.

2. Resolution asking merchants to study Transient Traders' Act, and that municipalities be requested to observe same. During the year this matter was covered in a bulletin to the members. In addition, municipal officers should be requested to examine the 1918 statutes and amendments.

3. Resolution asking for co-operation with the University of Manitoba in the establishment of a Chair of Commerce—The officers have the assurance of the Advisory Committee on Commercial Education of the University of Manitoba that a director of commercial education will be appointed as soon as a man with the qualifications desired can be secured.

4. Resolution on Conference of Farmers and Commercial Organizations—A. F. Higgins and your secretary attended a meeting called by Henry Detchon, honorary secretary of the Joint Committee of Commerce and Agriculture, with a view to bringing about such a conference. Satisfactory arrangements were not made as to the date of the conference and the meeting was postponed indefinitely. The last general meeting of the Joint Committee of Commerce and Agriculture was held at Regina in March, 1918, when A. F. Higgins, H. L. Montgomery and your secretary were present.

5. Resolution as to Time of the Holding of the Convention—To be determined by a questionnaire. Numerous interviews with members caused your executive to choose the month of June.

6. Resolution on Parcel Post—This matter was referred to the Dominion Executive for action. The Dominion Secretary has forwarded a letter to the members of the House of Commons and the Senate with statistics showing that the rates on parcels are not sufficient to pay for the service. Letter rates are high in order to absorb the loss occasioned on the parcel post service.

7. Resolution on Benefits of Prohibition in Manitoba—This resolution was passed to assist the campaign for prohibition in New Zealand. Your Executive is co-operating with the Social Service Council of Manitoba in an effort to secure satisfactory permanent prohibitory laws in Canada.

Resolutions 8 to 11 covered thanks to the press, Industrial Bureau and exhibitors and speakers.

12. Resolution appointed A. F. Higgins, H. L. Montgomery and William Iverach to meet farmers, manufacturers and wholesalers. This matter was referred to in Resolution No. 4.

13. Resolution re Bankruptcy Act—A special committee of the Dominion board met a special committee of the Dominion House when this bill was introduced in 1918. Numerous changes were suggested so that the whole retail trade would not be tied up. Your Executive, co-operating with Horace Chevrier, met in conference with W. F. O'Connor, K.C., and H. P. Grundy, when further changes were considered and agreed upon. The Act goes into effect in 1920.

Recommendations.

In addition to the resolutions referred to, your Executive was requested to ask for a revision of, "The present method for the inspection of weights and measures." This matter has been referred to the Dominion Executive.

"The Cold Storage Problem."—This matter will have to be taken up with the Minister of Agriculture. The Deputy Minister will likely be present to make a statement to the convention.

"The Classification of Freight."—This was referred to the Dominion Executive.

"District and Sectional Meetings throughout the Province."—This matter is under consideration, and will go into effect with the appointment of a business expert at the university.

Community Building and Affiliation With Social Service Council.

During the year the Executive received an invitation to affiliate with the Social Service Council of Manitoba and they did so. Your secretary is a member of the Committee on Community Organization. This department of the Social Service Council has as its secretary F. C. Middleton, who was appointed on June 1, 1918. Excellent work has been done throughout the province, clubs having been formed in 25 centres. We expect during the year these will become a get-together medium for the farmers and the merchants to their mutual benefit and the good of the community generally.

Co-operating with a representative of the wholesale grocers, a questionnaire was pre-

OFFICERS FOR 1919-20

The following officers were elected:

President, A. G. Box, Pierson.

First vice-president, A. F. Higgins, Winnipeg.

Second vice-president, T. A. Connell, Winnipeg.

Treasurer, J. W. Kelly, Winnipeg.

Honorary secretary, W. E. Crawford, Brandon.

Advisory committee, W. L. Salmon, W. J. Devlin, Winnipeg.

pared with a view to securing the selling policy of all wholesale grocers soliciting business from the retail trade of Manitoba. The selling policy of these wholesale houses are now on file for reference. We would urge the members again to advise our office of all irregular selling.

Fixing of Prices by Dominion Government

Your Executive was requested to co-operate with the Government in the event of such action being taken.

Provincial Taxation Board

Your Secretary was appointed a member of the Manitoba Tax Commission. During the year meetings of the commission have been held at Winnipeg, Brandon, Souris, Portage la Prairie, Morden, Dauphin, Neepawa and Minnedosa. At all of these places evidence has been secured regarding the methods of making assessments and the collection of taxes. Merchants have shown their interest in the various sessions by submitting figures and other valuable information as a protest against the present tax on personal property and rental values. Practically every retail merchant was in favor of a tax on net profits and salaries in lieu of the business tax as now imposed.

Assisting Farmers in Greater Production

Reports go to show that great assistance was given to farmers by merchants and clerks throughout the Province of Manitoba during the 1918 harvest. In some places the stores were closed for part of the day to help the farmer in this movement.

Application by Express Companies for Increases in Rates

Your secretary appeared before the Board of Railway Commissioners at sittings held in Winnipeg, when objections to the application of the express companies for increased rates were heard. The burden of the arguments were presented by the Winnipeg Board of Trade, with whom we were pleased to co-operate. An examination of the proposals of the express companies revealed the fact that they desired to reduce the tariff on those packages which entered into competition with the parcel post rates and have the increases apply to the heavier packages. We drew the attention of the commissioners to the fact that this would mean that one branch of the business would be conducted at a loss while another section would take care of this loss, and at the same time produce a profit on the entire investment. We opposed this attempt of the express companies to follow the lead of the Dominion Post Office in its policy of carrying parcels at less than the cost of the service.

1919 Legislation

(a) Licensing and Bonding of Produce Dealers—Manitoba has suffered for many years with certain produce dealers who were unbusinesslike and dishonest. Their plan was to offer higher prices than that paid by regular reliable dealers, with the result some persons, attracted by the price, made shipments and suffered losses accordingly. These were reported from time to time, the latest being those who shipped to the Anderson Produce Company December, 1918. Your Executive officers were of the opinion that the operations of this class of dealer should be checked. We sought and secured the support and co-operation of the officers of the Manitoba Grain-Growers' Association, the Home Economics Society and the Manitoba Agricultural Societies in our efforts to eliminate such, and by a special Act granted by the Government, which went into effect May 13, 1919, all dealers whose principal business consists of handling farm produce shall be required to obtain a license of $10.00 and furnish a bond for $3,000 before doing business in Manitoba. I would urge all shippers of produce to co-operate as far as possible in carrying out the provisions of this Act. Our association will use its best efforts to make it hard to be dishonest in business.

(b) Amendment needed in respect to certain licenses. Your officers have applied for the Amendment of the Municipal Act and the Transient Traders' Act in respect to the exemption from licenses of goods manufactured in Manitoba if sold by the manufacturer or his authorized agent. This provision is unfair, is out of date and discriminates. At the suggestion of the Committee on Amendments to the Municipal Act this matter will be considered with the Union of Municipalities prior to being brought again before the Government.

(c) Early Closing Movement Growing.—This question has been a live issue in Winnipeg for years, but more particularly during the past year, due to an appeal that has been made from the decision of the magistrate based on the amended by-law. Your officers have studied this question carefully and are fully convinced that early closing by-laws if introduced must be properly enforced. Dealers who wish to enjoy the privileges of remaining open after the closing hours of other stores should (as provided for in the Shops Regulation Act) be required to confine their stocks to those lines which may be sold after hours. This action on the part of your officers has not been popular with some dealers, who looked at the question purely with a selfish motive, but we believe that early closing will never prove satisfactory until there is administration that is guided by the best interests of all concerned, and it must be fair and effective.

View of Rosser Ave., Brandon, Man., looking west. One of the principal retailing streets of this Western city. Inset is the new fire hall.

After some discussion among the members, this resolution was unanimously adopted. It was generally felt by the members that under existing conditions the merchants were being overtaxed. After a short discussion, an amendment is to be asked for by the Retail Merchants' Association to the Municipal Act, requesting that the exemption be removed regarding non-requirements of a license for hawkers and pedlars selling from any vehicle or any other conveyance in the province.

Dominion President Speaks on Community Building; Outlines Aims of R.M.A.

J. A. BANFIELD, of Winnipeg, the president of the Dominion Board of Retail Merchants, addressed the delegates. He dealt with legislation enacted recently and suggested changes and improvements therein.

"I notice that in the Council of Agriculture platform," said Mr. Banfield, "their statement of regrets at the shifting of young men from the farms to the cities. Surely there is a remedy for this, and I feel that if they look into the homes they will find considerable of the cause, and the blame is not altogether with the farmer; it rests also on the merchants in the small towns, because in their hands lies the upbuilding of their community."

Mr. Banfield then dealt with the comparison of educational advantages, the wage question, and general public utilities in the farming districts. He advised the establishment of public libraries and the establishment of community centres "where all classes of the community might gather and get acquainted."

Dealing with the principles of the Retail Merchants' Association, Mr. Banfield stated that the association stands for "Honest weights and measures, no misrepresentation in the quantity, quality, or value of the goods sold; one price to customers on proprietary trade-marked articles upon which a fair price has been fixed and printed by the manufacturer; no deceptive tricks to allure customers to buy goods that they are familiar with at a cent or two below the regular price, and then get back from them more than the loss made in goods that they are not familiar with; no false advertising, no attempt to rob the working classes or the farmers by buying manufactured articles or produce that has been made by those who receive starvation wages."

Co-operatives and Mail Orders

The association aims to oppose any attempt on the part of any promoters or persons who are not familiar with the retail problem to induce our customers to place their money, or their trade in speculative co-operative stores or society ventures on the idea that they will be able to buy much cheaper and have dividends paid back to them, which dividends, if paid, are overcharges or bribes, paid back to customers in order to deceive them and endeavor to hold their trade; to point out to every resident of our cities and towns that if they want their city or town to prosper, they must keep their money in local circulation, and that the retail mail order houses that send goods into the municipality which are carried by merchants are not contributing to the support of the municipality; to endeavor to give the best service and accommodation to the buying public and to give to those who are worthy credit when they require it; to keep a register for the inspection of all the merchants, of those persons who habitually make it a practice to avoid paying their accounts, so as to prevent them from securing further credit and to send the names of those who have met with misfortune to the proper officials

J. A. BANFIELD

Winnipeg, President of Dominion Executive Council of R.M.A.

in the municipality whose duty it is to examine into all such unfortunate cases; and to ask our customers and citizens of our cities and towns to patronize those retail merchants who believe in the above principles, and who have united with their fellow-merchants, whose duty it is to see that these principles are lived up to.

Delegates Attending The Convention

The following merchants were in attendance at the Brandon convention:

S. R. Acheson, Boissevain; R. C. Balloch, Reston; Frank H. Brady, Reston; A. G. Box, Pierson; F. T. Baxter, Winnipeg; H. Bicknell, Wheatland; J. A. Banfield, Winnipeg; G. B. Bedford, Brandon; E. Bolton, Brandon; S. Broomhall, Brandon; J. Bedford, Brandon; W. D. B. Boyd, Roseisle; T. A. Connell, Winnipeg; W. Chrests, Brandon; W. E. Crawford, Brandon; J. N. Campbell, Makinac; W. J. Currie, Lauder; H. Cooperman, Brandon; S. Cooperman, Brandon; W. J. Draper, Brandon; A. J. Doak, Brandon; H. Davis, Desford; George Dinsdale, Brandon; J. F. Dobber, Brandon; W. W. Donaldson, Brandon; J. M. Donaldson, Brandon; John Farrell, Brandon; T. F. Foreman, Brandon; D. Hetherington, Souris; M. A. Hetherington, Souris; A. Hartley, Virden; H. E. Hatteim, Rapid City; A. L. Hall, Brandon; M. Johnston, Brandon; E. T. Johnson, Boissevain; W. S. Kenner, Pierson; A. B. Knowlton, Brandon; K. M. Kerr, Brandon; J. W. Kelly, Winnipeg; A. E. Ligne, Rapid City; P. Lamont, Brandon; S. H. Lees, Souris; T. E. Morris, Alexander; J. F. McDonald, Brandon; S. K. McDonald, Brandon; W. E. Minion Brandon; R. F. McBurney, Brandon; J. H. Niore, Souris; E. B. McDonald, Souris; W. F. Murphy, E. Newdale; J. W. McArter, Souris; E. J. McKittrick, Brandon; J. B. Ober, Brandon; John Pepkin, Brandon; Geo. Parrett, Brandon; Jas. Rothnie, Virden; J. H. Rankin, Brandon; J. M. Robertson, Brandon; E. E. Riesberry, Rapid City; S. D. Robertson, Brandon; J. G. Robertson, Brandon, H. H. Sutherland, Brandon; O. Sawyer, Aexander; Mr. Shewan, Brandon; R. H. Vankirk. Winnipeg; Chas. P. Williams, Plumas;; Geo. White, Brandon; W. Hutchings, Brandon; Ed. Hill, Brandon; W J. Creelman, Brandon; Louis Franchard, Ste. Rose Du Lac; S. Delveaux, Ste Rose Du Lac; Jos. Molgat, Ste Rose Du Lac; Wm. Shear, Brandon.

Retailers Decide to Form a Joint Stock Fire Insurance Company

AN important move in the history of Manitoba retailers was taken at the Brandon convention of the Manitoba Retail Merchants' Association when it was definitely decided to form a joint stock fire insurance company.

Little discussion followed the reading of the resolution, which was moved by D. W. Boyd, of Rose Isle, and seconded by W. E. Crawford, of Brandon. By this resolution it was decided to form the company as soon as sufficient stock is subscribed for by the members. Only members in good standing will be allowed to hold stock or carry insurance in the company.

Refused to Co-operate

This action was taken as a result of the refusal of the Saskatchewan Retail Merchants' Mutual Insurance Company to co-operate, and as a result of advice from the Manitoba Fire Insurance Committee against the forming of a mutual company. This action is being taken largely on account of high premiums charged by the insurance companies for insurance of retailers' stock and property.

The resolution, which follows, was adopted:

"Whereas a committee of this association has been studying the question of forming a fire insurance company with a view of effecting a saving on the insurance premiums for the members;

"And whereas negotiations have been carried on with the directors of the Saskatchewan Retail Merchants' Mutual Fire Insurance Company with a view to having their company extend its operations into Manitoba, and whereas the Saskatchewan Retail Merchants' Mutual Fire Insurance Company

does not consider the time opportune for such extension of operations;

"And whereas the Manitoba Fire Insurance Committee has advised against the formation of a mutual fire insurance company in Manitoba,

"Therefore, be it resolved that the officers of this association take the steps necessary to form a joint stock insurance company as soon as sufficient amount of stock has been subscribed by the members, the said stock to be limited to the members in good standing in this association."

During the discussion which ensued President Markle pointed out that in the case of a joint stock company all risks could be reinsured, whereas this would be impossibls in the case of a mutual company. Under this plan, too, the operations would be unlimited. He stated that in April or May of last year, when enquiries were sent out, the merchants immediately offered business amounting to $215,000. He made the statement that A. F. Higgins, a Winnipeg grocer, had offered to subscribe $10,000 for stock in a merchants' insurance company.

F. H. Mann, president of the North Dakota Retail Merchants' Association, said that he was also president of the Merchants' Mutual Fire Insurance Company of North Dakota. This company, he said, wrote all classes of insurance, and operated the same as the old-line companies. They offered a cash discount of ten per cent. for insurance paid within 15 days. Insurance to the amount of $4,000,000 was carried, and the company had been able to pay a dividend of 20 per cent. His company, he said, had the privilege of reinsuring risks, and further protects itself by scattering its insurance. For instance, it would not place insurance on an entire block. He told further about the Implement Dealers' Insurance Company in his state, which had been operating successfully for 18 years on the note system. That is to say that only 60 per cent. of the premium was payable in cash, the other 40 per cent. in the form of notes, on which money was never realized except it became necessary to assess the members in the case of some great conflagration. He said that the merchants' company was the largest in the state.

Newsy Features of the Convention Briefly Told

A very important resolution was passed by the R.M.A. regarding future plans for conventions. It was decided that in future, district conventions would be held. At these district conventions delegates familiar with local conditions in their respective districts would be appointed to attend a yearly conference to conduct the general business of the association. It was further pointed out by J. H. Curle, provincial secretary, that such a movement would awaken intensified interest among merchants who have not as yet linked up with the association.

* * *

W. J. Keyes, of Kelvin Technical School, Winnipeg, spoke on practical retail advertising: "Many merchants," said Mr. Keyes, "could not see the connection between selling and advertising. Good advertising results in reduction in price of goods to the consumer, an important item at the present time. He advised co-operation between retailer and manufacturer in advertising as this would result in assisting the retailer in making his advertising expenses cheaper.

Edwin Loftus, K.C., lecturer of the Manitoba Law School, addressed the convention on "Commercial Law as Related to the Retailer."

"Partnership," said Mr. Loftus, "is a poor proposition for the reason that partners are liable for partnership debts even if they do not know such debts are being or have been contracted. Oral contracts," he said, "open up a large field for fraud." In order to get away from this in 1910, the statute of frauds was passed. His whole address dealt largely with questionings of vital interest to merchants, and was made interesting by the illustration of practical cases coming under his attention daily.

* * *

The question of better distributing of merchandise caused a brief discussion. Particularly in respect to the jobber selling goods direct to the consumer, in a district at a price that prevented the local dealer from competing for the business. Better co-operation between the wholesaler and retailer was considered necessary and the following resolution was adopted:

"Whereas, the problem of the efficient sympathetic co-operation of manufacturers, wholesalers and retailers, and

"Whereas, the limited co-operation of the past has not produced as rapid strides as is desired in solving the problems of modern merchandising.

"Therefore, be it resolved that the executive be requested to use their best efforts to get the manufacturers and jobbers of Canada to assume greater responsibility in studying and assisting to solve the common problems of distribution."

* * *

A window dressing contest was a feature of the convention of the Manitoba Retail Merchants' Association at Brandon, August 13-16.

The judges, H. R. Vankirk and J. Baxter, expert window dressers, stated the interest taken was very keen and the windows generally were exceptionally good. The prizes were awarded as follows:

First prize—Knowlton's shoe store. This was a display of ladies' footwear. The feature of this window was a neat and well-executed background. The merchandise was seasonable and neatly displayed. Another good point was the splendid range of all prices ticketed with exceptionally neat price tickets. A well-designed and harmonious show card was well placed in the display. The percentage awarded was 95 per cent.

Second prize—Clement's drug store. A display of toilet powder. 90 per cent. award.

Third prize—W. T. Creelman, display of ladies' and men's footwear, 85 per cent. award.

Fourth prize—McPherson & Bedford, a display of bedroom furnishings; awarded 80 per cent.

Fifth prize—McCulloch Drug Co., a display of kodaks and candies, 75 per cent. award.

Sixth prize—Johnson Hardware Co., a general display of hardware.

Seventh prize—Star Grocery.

Eighth prize—W. S. Gooden, gents' furnishings.

Ninth prize—S. A. Thompson, clothier.

Tenth prize—Cut Rate American Shoe Store.

ALDERMAN J. B. CURRAN,
Proprietor of the Brandon Hardware Co., Brandon, Man., and 1st Vice-President of the Brandon branch of the R.M.A. of Canada.

JOHN POPKIN,
Of the Johnson Hardware Co., Brandon, Man., Secretary of the Brandon branch of the R.M.A. of Canada.

Many suggestions and inquiries have been received from country towns on closing stores for one-half day each week. Many merchants are enthusiastic over the advantage of having a half day free. No doubt this question will be brought before the convention for your consideration.

(d) The Chinese Trader—Complaints have been received from time to time during the year respecting the practice of certain Chinese merchants who conduct business under very unsanitary conditions, and who also ignore the Lord's Day Act. There is a strong demand for more effective regulation of such traders with a view to having them adopt higher standards of living.

Service of the Manitoba Office

Throughout the year every effort has been made to furnish the members with satisfactory service in the following branches:

1. Information on the best methods of bookkeeping.
2. How to display goods and where to get fixtures.
3. Information regarding competent help.
4. The checking of freight bills and information on other transportation matters.
5. Credit information and collections.
6. Information on advertising and selling.
7. Information on insurance, fire, accident and health.
8. Information on irregular selling.

Dominion Legislation and Activities

Mr. Banfield, Dominion President, will cover the work of the Dominion Executive in his address. I will not make any attempt to include these matters in this report except to state that I believe we have had good co-operation with the head office.

The Future of Association Work

If the association work is to make more rapid strides, there must be greater co-operation among merchants generally than there has been. I am convinced that the getting together of merchants will benefit customers and dealers, and would greatly add to the possible usefulness of the association.

J. H. CURLE, Secretary.

Many Important Resolutions Passed

One of the most important resolutions passed by the Brandon convention of the Manitoba Retail Merchants' Association was that disclaiming responsibility on the part of the merchants for increasing prices, and the high cost of living. The resolution demands an immediate investigation into this charge preferred by Dr. R. J. McFall, High Cost of Living Commissioner. The president of the Retail Merchants' Association for Manitoba, George W. Markle, moved the resolution, while the seconder was Ald. J. B. Curran, of Brandon. This important resolution asks that a speedy inquiry be undertaken at once by the Board of Commerce. It also further states that Dr. McFall is confusing the minds of the consuming public on the real causes of the trouble. This resolution is as follows:

Full Inquiry Invited

"Whereas the retail merchants of the province deplore the ever-increasing high prices prevailing for the necessities of life and realize that they are helpless to remedy the conditions, and whereas the High Cost of Living Commissioner, Dr. R. J. McFall, has given statements from time to time to the press which in effect indirectly charge the retail merchants as a class with demanding exorbitant prices. Now be it therefore resolved that this convention declare its stand in relation to these charges.

"The recent inquiry of the Federal Government and other investigations that have been made during the war and since the signing of the armistice, has shown conclusively that the retail merchants as a class have not made unfair profits. It must be apparent to anyone who has followed the exposure of profiteering during the war and in recent months, that the retail merchants are not among those who have made even unusual profits, while at the same time these investigations have shown that enormous profits have been made by many other classes who are much nearer the source of supply than the retailer.

"It therefore appears to the delegates here assembled that the High Cost of Living Commissioner in making such charges is diverting and confusing the minds of the consuming public on the real causes of the trouble. And inasmuch as the retail merchant comes more closely in contact with the consuming public than the producer, manufacturer, or wholesaler, is therefore placed in a more or less defenceless position by these official charges.

"Therefore be it resolved that we urgently request that the newly-appointed Board of Commerce fully consider the question as it applies to the retailer, at the earliest possible date. Further, be it resolved that a copy of this resolution be sent to Dr. R. J. McFall and such other officials of the Government dealing with the problem of the high cost of living."

J. H. CURLE

Secretary of Manitoba Branch of the Retail Merchants' Association

Other resolutions were passed as follows: "Resolved that the incoming executive be requested to secure legislation whereby all retail stores in Manitoba will be required to close on Wednesdays or Thursdays at 1 p.m. each week and every other day excepting Saturdays and days preceding holidays at 6 p.m. during the months of June, July and August."

Resolution of Community Work Lectures

"Whereas satisfactory results have attended the work of the University of Manitoba in the short courses in merchandising offered in February, 1918 and 1919, and the field work done among business people in August, 1918, therefore be it resolved that the members of this association express their appreciation for this service, which has been rendered by the University of Manitoba and that we continue to co-operate with the university for the advancement of commercial legislation with a view to having extension work serve as many business centres as possible."

Resolution on Community Work

"Whereas the Social Service of Manitoba established a Community Organization Department on June 1, 1918, with F. C. Middleton as secretary, and which department has been the means of organization of a large number of community clubs throughout the province, which clubs have added to the happiness and prosperity of the centres so organized;

"Therefore, be it resolved that we the members of this association co-operate in every possible way with the Social Service Council in the promotion of this work."

Resolution on Soldier Settlement

"Resolved that the members of this association use every means possible to co-operate with and assist soldiers going on land in Manitoba."

Resolution on Taxation

"Whereas the Manitoba Taxation Commission had held sessions throughout the province to receive evidence on methods of assessment and taxation.

"And whereas it is the intention of said commission to make recommendations to the Government:

"Therefore, be it resolved that the members of this association be requested to submit to the commission evidence in the form of statements to show inequalities which exist in the distribution of the business taxes as distributed under the tax on retail values and personal property, and that we urge for the appointment of a permanent taxation board to have supervision over assessment on taxation matters in the province with a view to increased efficiency."

Resolution on Licenses Respecting Goods Manufactured in Manitoba

"Whereas under the Municipal Act no license is required in villages or rural municipalities for hawking, peddling or selling from any vehicle or other conveyance any goods, wares or merchandise manufactured in this province if the same is hawked or peddled by the manufacturer or by his bona fide servants or employees;

"And whereas such goods if stocked in a retail store are subject to a business tax;

"Therefore, be it resolved that the executive be requested to apply to the Legislature for an amendment to the Municipal Act whereby this exemption will be removed."

Resolution on Produce Dealers

"Whereas there have been many losses in the past on shipments of produce by farmers and merchants through the operations of unreliable and dishonest produce firms;

"And whereas the Manitoba Government at the 1919 session granted legislation whereby produce dealers are now required to be licensed and bonded;

"Therefore, be it resolved that we co-operate with the Department of Agriculture by reporting all cases of irregular buying or selling of produce with a view to having the provisions of this act carried out."

A resolution protesting against the alleged inequalities of taxation in Manitoba was passed as follows:

"Whereas the Manitoba Taxation Commission has held sessions throughout the province to receive evidence on assessment and taxation;

"And whereas it is the intention of said commission to make recommendations to the Government;

"Therefore, be it resolved that the members of this association be requested to submit to the commission evidence in the form of statements to show inequalities which exist in the distribution of the business taxes as distributed under the tax on rental values and personal property, and that we urge for the appointment of a permanent taxation board to have supervision over assessment on taxation matters in the province with a view to increased efficiency."

Never "Fool" Women Customers

When Goods You Advertise are "Seconds," Say So—If Sizes are Limited, Tell Them—Leave Them Something to Price—An Advertising Manager's Inside Talk.

IN a recent issue of DRY GOODS REVIEW a story was told of a test shopping expedition of the Educational Director of a Montreal Department store; the goods she bought, and the conference she held afterwards with the girl who sold her the goods and the other salesgirls of the same department, and the lessons that were learned through that demonstration. In this article there are given a number of hints in regard to the sale of goods, from the standpoint mainly of "advertised" values, rather than that of the clerk who is called on to sell the goods. The points were made in an address before the Pacific Coast Advertising Clubs of Portland, Ore., and won a cup for the best talk on retail advertising, by the Advertising Manager of Weinstock, Lubin & Co., Mrs. Beatrice Woernor. She gave her talk the title of "The Woman Who Came in Just to Look," the appropriateness of which is obvious to any merchant, for it is from such that trade is built up.

Omit "Comparative" Prices

She proceeded on the theory that many a buyer in a store gets over-enthusiastic about a piece of merchandise he has purchased. Just because he bought it, its value must be there. But "The Woman Who Came In" must be protected from the over-enthusiasm of the buyer, as well as the tendency to inflated valuation that, try as you will, is bound to creep into the advertisement, she declares, when you permit the use of the comparative price. This Sacramento store for this reason two years and a half ago cut out the use of the comparative price, "and our business is going ahead with a satisfying gain, and at the same time our advertising cost is steadily lowering itself. Several among the big dry goods stores of Canada will not permit the comparative price to appear in their advertising."

"Glowing" Accounts in Ads.

Several instances were given of this woman reading "glowing" accounts of goods on sale—where there was something not told, or something exaggerated, something that disappointed her, and made her lose faith in the store. One was some wonderful dresses, "values up to $50—at $25." When she saw them she thought, "Well, maybe, one of them was marked $50 once, but there is nothing left now that looks anywhere near like $50." Then there were some $5 blouses on special sale for $3.95. She came in just to look. When she saw them she thought, "If these waists were at any time $5, they certainly wanted too much for them . . . . And she left the store with disappointment in her heart as before." Once again: This woman read a glowing account of some pure silk, rich, heavy, lustrous hose at 98 cents. She came in quickly just to look, but—she finds that the stockings advertised were only of medium weight; that they are silk only half way up. Of course, she is disgusted, and decides that all advertising is a fake. The store's policy—just to cover cases like this, and to be honest—was:

> To protect this woman we describe our merchandise in words of splendor only when the item advertised will back up the description in every respect.
>
> We have made the following analysis of this critical woman shopper, this woman who comes in just to look: that when we praise our goods she feels that there is no room left for her to say anything. But when she praises a given item, it is because we have been silent. Either we must praise or she must praise.

The speaker illustrated this point in the following manner:

Praising Ready-to-Wear

Say a woman comes into the cloak and suit department to look for a dress. The saleswoman says, "Now, I'm going to show you the most wonderful frock you ever laid eyes on. Go anywhere you choose and you'll find nothing to equal it." The normal shopper immediately gets ready in her own mind to refute this statement. She recalls a dress up the street that was every bit as pretty and nine chances out of ten she begins to find fault with our frock. She says, "What a queer collar! or, What an awkward tunic!"

But let the saleswoman bring out a really lovely dress and simply and tenderly and caressingly lay it before her customer, and immediately the woman exclaims, "Oh, how perfectly beautiful!"

Is there any difference between written and spoken salesmanship? None whatever, that we have discovered. The woman who comes in to look is the very woman who sits on her front porch and peruses our advertisements.

A very important point to Canadian merchants was introduced next, the omission of some essential feature about the merchandise: perhaps "seconds" were being offered; perhaps a limited number of sizes. This is a frequent omission among Canadian merchants, and at the same time it is a breeder of mistrust among the readers of advertisements. The Sacramento advertising

Vitalizing Advertising

"We have discovered by actual tabulation of answers to questions put by our representative to the women of Sacramento, that most women like to read advertising that tells them something. They are hungry to know what is new, what New York is wearing; what will be worn during the coming season; what is the correct length of a skirt; will dolmans be used next Fall—these are the questions that must vitalize advertising to-day as we view the problem."—Advertising Manager of Weinstock, Lubin & Co., Sacramento, Cal.

How To Get This Woman's Viewpoint

THE form of advertising which your goods receive is often just as important as the way the clerks handle the customers—sometimes more so. In this story the points emphasized in the case of a successful store are the omission of "comparative" prices; if goods are "seconds" the customers are told so in the advertisement; if there are limited sizes, this is stated; the superlative in adjectives is avoided usually in order to leave room for the customer to do her own praising. In all cases the viewpoint was consulted of The Woman Who Came in Just to Look.

But how to get this viewpoint? The store employs a tactful woman whose business it is to go into every district of the city and talk to the housewives about their favorite store, sometimes telling where she was from, sometimes not. The store has learned some astonishing things about itself, things it would never have learned otherwise, things that did it "worlds of good." One woman, for instance, said she didn't like her daughter to come down to the store because she had to pass a saloon on the corner where a crowd of fellows were always standing around to flirt with her. "We complained to the police and had the nuisance stopped." Another woman said she was so busy raising her family that she didn't have much time for shopping, so she usually sent her little girl, aged ten, to our store, because "the clerks treated her like a grown-up." Of course we redoubled our energy after that in caring for our younger customers.

manager covered these questions as follows:

This woman read an advertisement about some excellent flannelette nightgowns at $1.49. She needed some and thought she would go down just to look. Yes, they were excellent values all right, but they could be bought only in sizes 16, and she wore an outside garment in size 40. We discovered early in the game of advertising that there are great big sins of omission as well as commission.

Here is how we protect this woman who was so unhappy when she found out that those nightgowns came in such a limited range of sizes, and she was so disappointed that she vowed she would never come down town again, no matter how good the advertisement sounded.

We always run the size range if there is any possible chance of a misunderstanding arising by the omission of this information. Missing sizes in shirts, shoes, dresses, stockings, corsets—any line of wearing apparel is just as important as the advertisement itself.

"Seconds" Must Be Marked

This woman reads an advertisement, "Fine kid gloves, $1.65." She remembers that she had just paid $3 for her last pair, and although she doesn't believe much in sales she will go down just to look.

She discovers as soon as she arrives at the glove counter that there are imperfections and mended places in those gloves. And she flees. But before she goes, she says: "Why didn't you tell us in the advertisement those were 'seconds' and I would have saved my car fare? I just won't wear mended gloves."

Of course there are loads of women who don't mind buying seconds, but to protect the woman who does—this woman who comes in just to look, we have made it a rule of long standing to tell our public fair and square that a given item is "seconds," is damaged, or has imperfections or blemishes of any kind that we know about.

We have gone even a step further in this matter of seconds and have recently made it a rule that every second in the house must be displayed with a card bearing the word "seconds" or imperfect."

Our men's furnishings buyer recently had the good fortune to pick up 100 dozen silk four-in-hands at a price that permitted him to sell them at 50 cents—which was considerably lower than they would have brought ordinarily. We ran an advertisement telling the men of Sacramento that we believed these ties were about as good as any ties they could find anywhere at this price. Now we had shopped our city for 50-cent neckwear and had discovered that these ties really were the best values in town. But we believe there are husbands as well as wives who come in just to look; we are in business to earn the confidence of these husbands as well as their wives.

In case a man would resent our telling him these were the "best ties he could find," when he didn't have time to go every place in town to find out for himself, we told him about them in a way that we felt sure would hold his trust. And did our way of advertising sell the ties? It did.

NEW DALY STORE OPENS

The new store of the H. J. Daly Co. at Ottawa was formally opened for business on September 8, although only the ground floor was ready for customers. Owing to the usual delays of builders, the opening was later than anticipated. The company remained in the old building for six weeks after the time arranged for evacuating, and when finally obliged to move, had to suspend business for over two weeks while awaiting the completion of the new building. Fuller details of the new store will appear in the next issue of DRY GOODS REVIEW.

Value of Your Trade Paper

Even One Idea a Year From It Costs You Little, But May Pay You Mightily.

NO amount of money you spend in any other investment, let it be stocks, bonds, or business, will pay you the dividend that you can obtain by investing in a subscription to a magazine representing your field of endeavor provided you study each issue carefully.

"The man who thinks he can make a success of his business without using anybody's ideas but his own, does not realize how many good ideas there are," says a celebrated business authority. And he might have added, with all accuracy, "The place to find the good ideas of other men engaged in the same business is in the trade papers covering that particular field."

But subscribing for a trade paper is not enough, no more than the buying of a package of seeds is enough to make a garden. There must be ploughing and tilling and digging and planting before the fruit that lies hidden in the heart of the seed can be finally gathered.

A trade paper subscribed for as a matter of course, and then either left unopened or hurriedly glanced through, is about as effective an aid in helping your business grow as would be a deaf and dumb salesman with the St. Vitus dance selling a music cure for unsteady nerves.

Subscribe for, read and digest the trade papers in your field. They are published solely in your interest and merit your support. Call upon them at any time for advice, suggestion, or criticism. Their aid will be cheerfully given, no matter how small the magazine may be. The chances are that if you took more interest in the publication it would grow larger very quickly.

Remember also that in trade magazines you rarely find linguistic firecrackers, empty phrases, fine writing or rhetorical flourishes. The editor of most every trade magazine is a man of broad experience in the field covered by his paper. He knows a "meaty" article when he sees it—and he also knows the literary masterpiece that is beautifully written but does not say anything—does not give enough practical information to make its reading worth while. The former kind of article goes into the magazine, although it may be written—and usually is—in crayon on the back of a paper bag. The latter brand is hastily returned, even though it be engraved with gold ink on the finest of vellum.

"All I got from a whole year's subscription to one of our trade magazines was a single solitary idea that I could actually put right into my business and out of which I could get some immediate benefit."

Thus spoke a man of my acquaintance the other day, and by his tone of voice I could see that he looked upon himself as a badly "stung" man. But was he?

By his own confession, and that was more apt to be minimized than exaggerated, he had obtained, from twelve copies of the trade paper, one idea that he could put right into his business and from which he could feel the immediate benefit.

It may have cost the man who advanced the idea thousands of dollars to gain the knowledge it represented — the chances are that if this subscriber had to discover the idea for himself it would have cost him a great deal of time, labor, experimentation and money.

All it did cost him, however, was a bare five dollars—and the time it took to read the year's issues, an hour or so perhaps each month.

Suppose that, instead of subscribing to a trade magazine, this man had decided to retain the services of the person from whose article he obtained the one idea which was available. How much more than five dollars would it have cost him? Would he have gotten very much more for the vastly increased amount of money he would be forced to spend than the one single idea that was contained in the article—no doubt an epitome of the author's lifetime of experience?

And yet, in the twelve issues of his trade paper, and at a total cost of but five dollars, this subscriber obtained not only the result of the experience of the one man whose idea he was able to adopt, but also the findings of other acknowledged authorities whose ideas, perhaps fully as valuable as the one he adopted, later on might prove highly valuable.—Frank C. Sullivan in "The Illustrated Milliner."

NEW STORE AT WINDSOR, N.S.

A two-storey building is being erected at Windsor, N.S., for Wm. Stephens. It is on the site formerly occupied by S. L. Vaughan's store on Gerrish St. The new building is to be of wood, with an imported modern front, which should make a very attractive appearance. A large stock will be carried of all lines of clothing for men and women—in fact, everything in apparel except yard goods. The new building, it is hoped, will be completed in October.

MARKET REPORTS

MARKETS AT A GLANCE

TORONTO, Sept. 7—Enormous demand for goods, with insufficient supplies and rapidly advancing prices, characterize trade generally in dry goods. Until production can again attain anything like normal proportions there is going to be a great shortage of materials. The world is seeking goods of all kinds and Europe is in such dire need of almost everything that she has little to export. In the dry goods trade the merchant is largely dependent on Great Britain and Europe to supplement her needs in many kinds of merchandise. Labor conditions, the high price of coal and a generally unsettled state of affairs, tends to make the markets very strong for what there is available.

Advices received by Toronto houses from buyers who are now abroad show no improvement in the woollen market. Increasing difficulty is being experienced in securing dress goods. Buyers state that there is practically nothing to be had. Manufacturers do not want to take orders at all and a buyer is fortunate if he gets only a few pieces of goods. It is stated that many orders for next Spring will not be filled. Prices are still going higher.

In cottons, in a great many instances, prices are up to where they were before the declines were effected last Spring. New prices announced by Canadian mills are up ten per cent. on staple lines. Wholesalers are being rationed too, as the mills cannot begin to fill the orders they have. Canadian cottons, while at high figures, are claimed to be the cheapest in the world at the present time.

No improvement is reported in the linen situation, and prices are equally as high as they were a month ago, with stocks among the dealers not at all heavy. A Toronto importer and representative of a large Belfast linen manufacturing concern, recently returned from Ireland, states that production will be greatly curtailed, owing to the world shortage in flax. Further advances are probable.

In the silk market there is a great demand for Georgettes and crepe de chines, but particularly the former. Prices are very firm. Reports from Japan show a very strong situation there in the raw market. Some very fine European silks are being received and are being shown in novelty effects.

Carpets and rugs are firm at unchanged prices. Quotations on oilcloths and linoleums are again soaring. Prices on Canadian goods have been withdrawn. An advance of from 25 to 35 per cent. went into effect last month on United States goods.

Hair ornaments are coming back into vogue after a quietude of many seasons. Prices are record ones.

COTTONS

Quotations on Canadian Staples for Next Spring Show Advances of Ten Per Cent.—Some Price Comparisons

COTTONS.—The Spring prices on Canadian staples have been announced, and advances over the former list approximate ten per cent. In the case of some mills quotations are back to where they were previous to the decline last Spring. This is particularly the case in such goods as flannelettes, linings and sateens. Canadian prints, too, show an advance, but they are not yet up to what they were before the slump last Spring. Supplies are still very limited, and it is impossible to secure anything like the amount of goods, wholesalers would take under normal conditions. All distributors are on rations, and as it is, the mills are considerably behind in their orders. Dealers are allowed goods on the basis of their average purchases of the last four or five years. As one wholesaler stated, he was not getting a quarter of what he was willing to buy from the Canadian mills, if it were available. He would not buy out of Canada at all, if it were not necessary, as the American market is higher than the Canadian. With all the criticism directed at high prices of materials in this country, Canadian cottons are the cheapest in the world to-day. They are lower than prices at New York, apart altogether from the duty that has to be paid. In the American market quotations show advances fully twenty per cent. over prices of July the first last. Buyers who have delayed making purchases are going to have to pay very much higher figures in the future.

As an indication of the strong situation in the Canadian market some price comparisons are interesting. No. 3 print in navy is now quoted at 22½ cents per yard, that is, of course, for goods for delivery next Spring. For the Spring of this year it was quoted at 24 cents, and for Fall delivery the price was down as low as 19½ cents. In steel clad galateas, lights, the 1919 Spring price was 30¼ cents, the 1919 Fall quotation was 24½, and the new figure for next Spring is 29¼. In sheetings and the heavier cottons the prices in the great majority of instances are back to where they were in 1918. Curtailed production, due to shorter hours of labor, labor difficulties, etc., have all contributed to the high prices. There is an enormous demand for stuff, and the mills under present conditions cannot begin to meet it.

The position of the market for raw cottons at the present time is inclined to be weak, although fluctuations take place from day to day. The bearish factors seem to be favorable weather, and Southern selling. The declines in raws have amounted to $5 and $6 per bale.

The exports of United States cotton to all countries including Canada, prior to and since the commencement of the war, were from 1909 to 1913, including five crops, 42,667,000 bales, and from 1914 to 1918, including five crops, 30,666,000 bales, or 12,000,000 bales less than during the last period named. This is accounted for, says the "Daily Mill Stock Reporter," by the fact that some of the greatest consuming countries have been cut off by embargoes. With these countries actively in the market, and with other European countries rapidly increasing their demands for American cotton, it would not be surprising to see a real cotton famine before another crop can be produced.

BOOTS AND SHOES

Prices Have Advanced Five Per Cent. Since First of August. Wholesalers Report a Great Scarcity of Boots and Shoes

BOOTS AND SHOES.—There is nothing to indicate that there will be any lower quotations on shoes in the near future. Wholesalers informed DRY GOODS REVIEW that there was a great scarcity of shoes, and that since the first of August prices have advanced five per cent. There is a great demand for shoes from all parts of the United States. Shipments to Europe from U.S. points have been very heavy, and the big inquiry for shoe leather is the strongest factor in keeping prices where they are. Then again there is an insistent demand for only the high-priced shoes, and people are seeking so much for particular shoes that this condition keeps the market very strong. It was reported in a large American centre the other day, that there are 600 styles of shoes for women calling for a frequency of individual touch that enhanced greatly the cost of the shoe. A Toronto wholesaler quoted women's high-grade brown kid shoes at from $8.50 to $9. This shoe, he claimed, was of the very best possible quality and should sell in the retail store around $12. Women's oxfords are correspondingly high in price. There is not much demand for oxfords now, the season being over for them, as far as selling is concerned. Men's shoes in brown calfskin are quoted at from $8.50 to $9. Children's shoes have reached tremendously high figures, a good shoe for a boy or girl of ten or twelve years having to sell around $6 at their present cost. The shoe market seems to be one of rapid progress towards higher values, and investigations, high cost of living, commission inquiries, etc., have not done much to relieve the situation. The excessive demand for shoes from all over the world appears to be the principal cause of the strong situation.

WOOL

Canadian Woollen Manufacturers Seek to Enlarge Trade. Very Difficult to Secure English Goods

WOOL.—Efforts of Canadian importers to buy worsteds on the English market are not meeting with much more success than they were a few months ago. Correspondence from English manufacturers report little improvement in the situation. According to the statement of some shippers it will be more than two years before the market assumes anything like a normal aspect. One buyer for a large Toronto wholesaler told DRY GOODS REVIEW that he had ordered thirteen pieces of grey pick and pick worsteds for an early delivery this Fall. The reply that he had received was an acceptance of an order for only two pieces. The price quoted was 16 shillings per yard. Shorter hours of labor and the fact that so many men in England have not yet returned to work since the ending of hostilities, is curtailing production, and manufacturers are experiencing their own difficulties in maintaining operations on a satisfactory basis. Advices from the Old Country are to the effect that there is nothing to indicate lower quotations on English woollens for a long time. All prices are very high and very strong. Buyers recently returned from New York in search of dress goods state that they did not buy a yard of woollen dress materials. Woollen lines were very scarce, and showed advances of 25 per cent. on June quotations. There is a big demand in England from European centres, badly in need of woollen materials. This tends to render it impossible to meet the requirements from this side. The enquiry, too, for domestic account in the Old Country is also on a very large scale.

The Canadian wool clip, totaled at approximately 15,000,000 pounds is now being marketed. Only about a million and a half pounds will be absorbed in this country. Even a portion of this amount may later be exported to the United States. The movement of Canadian wool to the American market is expected to start very soon. The staple is coming forward at the rate of about five cars per day, most of which is from Western points Early requirements of the mills using the domestic product have been satisfied, but there remains the later orders that will be forthcoming in the Fall. Most of the consumers have fairly large stocks of Australian and South American wool that have been carried over from last year.

Every effort is being put forth by Canadian woollen manufacturers to extend their export business. Four representatives of the Canadian Association of Woollen Manufacturers have been appointed to get after this trade. The orders secured from Roumania and Belgium are only a beginning. Some weeks ago a representative was secured to get business for the Canadian woollen men in South Africa, the West Coast, the East Coast, and the Island of Madagascar. Garments of cotton, silk, wool and unions will be taken. This representative is very optimistic as to the business to be secured for Canada. He is of the opinion that a close study of the British industry convinces him that it will not be a factor in the export trade for the next ten years. Another representative has been appointed to get trade in Italy and the Balkans. Russia, too, presents an enormous field.

Later advices from buyers representing Toronto houses, who are now in England, bear out what has already been said in regard to their ability to secure dress goods. It is practically impossible to get any guarantee of delivery, and nothing like the quantities desired are available. During the weeks of the Exhibition, wholesalers reported tremendous business with merchants from outside points. The general tendency, however, was not to load up with merchandise, but stocks in the average store had got down to such a low ebb that fairly heavy buying was necessary to carry them through the Fall season. The fear among some retailers that lower prices might come and find them with high-priced goods on hand, seems to be without reasonable foundation, as all indications point to very high prices and active demand for some time to come.

FLOOR COVERINGS

Difficulty Experienced in Getting English Houses to Accept Orders

CARPETS AND RUGS.—Increasing difficulty in securing goods is the report of importers and dealers generally. No further advances are noted in quotations, but dealers declare that with English houses particularly it is almost impossible to get them to accept orders. They are not anxious for Canadian business at all. The movement in carpets and rugs, and floor coverings generally was slow during the month of August, but wholesale houses are looking for an active demand in the Fall months. The market on all floor coverings just now is very strong, and the tendency is towards higher levels. There is an abnormally heavy demand for carpets and rugs in England, and European countries are already in the market for big supplies. Axminster 3 by 4 rugs are still quoted at $46.50; Wilton 3 by 4 rugs at $75, and tapestry squares at $21.

Prices on oilcloths and linoleums are again soaring. Prices on Canadian goods have been withdrawn and will be invoiced only as at time of shipment. An advance in United States prices of 25 to 35 per cent. went into effect last month. An advance has also been made in felt base goods.

DRAPERIES AND CURTAINS

Scarcity of Goods and a Tremendous Demand With Rising Prices Characterizes This Market

DRAPERIES AND CURTAINS.—The demand for draperies continues unabated, both for the domestic product and for anything that can be imported. Canadian factories are filled with orders, and it is almost impossible to secure goods even at figures above the present market quotations. Advices from the Old Country, from representatives of Canadian houses, who are endeavoring to buy for the Canadian trade, are all to the effect that an unprecedented demand prevails in the face of greatly curtailed production. Europe is in the market for big supplies and are buying everything that they can get their hands on. French draperies are in big demand but of course there are very few obtainable as yet, as the mills in that country are just beginning to get back to production, and it will be some considerable time before it is anything like normal.

Tapestry coverings for upholstering are experiencing a tremendous inquiry and supplies are not equal to anything like the demand. A very fine assortment of furniture coverings is being shown, and merchants contemplating buying

will do well to look them up at once, as stocks are being rapidly taken. Some very pretty effects are shown.

In curtains the story is much the same as in draperies. Marquisettes, scrims and laces are all very scarce, and the price tendencies are towards higher levels.

Deliveries in blinds promised for the first week of August have not yet been made, and the pronounced shortage of goods renders the market very firm.

LINENS

Yarns are Advancing Steady, and Flax Crop Available This Year is Not Likely to Be Heavy

LINENS.—A representative of one of the largest linen manufacturers in Ireland has recently returned to Toronto from a trip to that country, where he was investigating conditions and the prospects of supplies from there. The prices of yarns are advancing steadily, he says, but the likelihood is that supplies will be scarce. Russia is growing some flax, but advices from that country state that it is being utilized for food purposes. It is likely that only a few tons of flax will be available from Russia for linen manufacture. In Scotland, Russian flax is used largely in the manufacture of Scotch crashes. Importers' advice to merchants is that now is a good time to buy linens. The outlook is not for easier prices for some time to come, and the position of sterling exchange at the present time is such as not likely to improve the situation. The market is very strong with demand generally active. The advance in some Belfast lines is approximately 12½ per cent. since the first of August.

Reports of the Irish flax crop are discouraging, and one traveller who went through the growing district late in July states that he did not see a single field of really fine growth. Belfast is falling behind on deliveries of finished goods, and importers say that linens will surely be scarce for some time.

Advices from New York state that British aircraft linen is beginning to appear on the market there. Commenting on the linen situation, the "New York Commercial Bulletin" says, in regard to aircraft linens:

"British aircraft linens are being offered by at least one importer for prompt shipment from England, and it is understood that an organization is being developed by an institution outside of the trade here for handling a large lot of these goods direct. The man who has been named as the American representative of Leonard J. Martin, the original buyer of Britain's 43,000,000-yard surplus, has been abroad, according to market report, and when he returns more definite news and clearer light on the distribution of the goods here is expected.

"Although Mr. Martin was reported to have allocated 8,000,000 yards to the American market, linen factors here are of the opinion that as much as the trade is willing to absorb will be open to them. It is stated that the price on the various descriptions of goods range from 1s. 1¾d. to 4s. 6d. on the other side. Domestic buyers who have seen the samples are impressed with their quality."

NOTIONS

Deliveries of Mending Yarns are Very Slow and Prices are Advancing—Hair Ornaments are in Demand

NOTIONS.—Mending yarns and yarns in general are very difficult to secure. Recent advices from England state that there is every appearance that prices will go much higher before they are lower. Coal prices have advanced to such levels that it is difficult to tell just where the market will go. Production has been stopped owing to labor troubles and the situation is altogether one of much uncertainty. One importer stated that he had been promised delivery of orders by August 20, and no word has been received regarding them. Some manufacturers, if accepting orders at all, will only do so at the prices at the time of delivery.

There has been quite a demand for hair ornaments in the past few weeks, and some very beautiful and distinctive shell and composition goods are being shown. Colored settings are featured. Prices of these are very high, but in spite of the high values demand is active. Hairpins have gone up in price and dealers state that another advance is not unlikely.

Hair nets are still inclined to be scarce, as it is almost impossible to get any from China. Buyers are endeavoring to get supplies in Europe, but there is nothing on this market as yet. Pearl buttons are very hard to get, as also are the ivory buttons. Their place is largely being taken by composition buttons. Elastics in the cotton are steady, but the silks are very strong.

LACES AND EMBROIDERIES

Quotations on Silk Nets are Again Soaring—An Advance of 15 Per Cent. Has Recently Gone Into Effect

LACES AND EMBROIDERIES.—Importers state that prices are again soaring on silk nets from Nottingham, and that an increase of 15 per cent. has gone into effect within a period of six weeks. One large importer states that it takes six months before there is a delivery of orders. There is an enormous demand for nets, both silk and cotton, the latter particularly for vestees. Silk nets for evening dresses have a very big inquiry, and malines scarfs worn with the evening dresses will be the popular thing this coming Fall and Winter.

A bigger demand for laces than at any time within the past ten years is reported. Metal laces are particularly strong, with many fancies showing. The Paris houses are flooded with orders for these laces, and it is almost impossible now to get any promise of delivery. The use of this lace is simply a part of the revival of luxuries now that the war is over. Especially is there a demand for high grade stuff. Production of the finer laces has not increased like the coarser grades. The French are doing very little, and as most of the exclusive laces from Belgium are made by hand, it could not be expected that there would be any quantities of them so soon after the war. English laces in colored effects and very soft and pliable, though metallic in appearance have been received in the Canadian market.

Embroideries are very high in price and hard to obtain. Deliveries are very slow and stocks among wholesalers continue low. Securing Swiss embroideries is more a question of price rather than materials. The enormous cost of production makes them almost prohibitive. A Toronto importer received a letter from a firm which he represents, telling him that coal which a short time back cost them from $7,000 to $8,000 per year now costs approximately eight times the amount

In a review of the Swiss embroidery industry, "La Journee," of Paris, declares that since 1915 the industry has lost one-fifth of its workpeople as compared with 66,000 that were employed then. Moreover, its equipment, 28,000 looms, is working only to 67 per cent. of its capacity, and forty hours a week. The article continues:

RIBBONS.—The silk and ribbon merchants of Zurich and Basle have not suffered less than the manufacturers of embroidery. They have been deprived of the primary materials which had been requisitioned by the Allies, and of their best markets, says a trade report from Paris. The exportation of Swiss silks to England, in spite of the increase in prices, has fallen from fifty-one million francs in 1914 to less than twenty millions in 1918.

On the other hand, the Swiss silk industry has also to face a terrible competition on the part of Japan. The Japanese have made rapid progress during the war in the technique of the silk industry, notably in ribbons, where Switzerland had assured for herself a privileged standing on account of the cheapness of her article. Likewise, the United States are renouncing little by little the ribbon importations from Basle. The American market is thus about nearly lost. From 1914 to 1917 the exportation of ribbons from Basle to New York has fallen from eight millions to five hundred thousand francs.

SILKS

Georgettes Will be Even More Popular Than Ever—Silk Velvet From Europe is Being Shown

SILKS—The cable service between Canada and Japan is so bad at the present time that importers of Japanese silks here have difficulty in keeping in close touch with the market situation there. The congestion of cables waiting to be transmitted is so great that they are from ten to twelve days behind. The Japanese market, however, is very firm, both in Habutais and all other lines. The

Habutai market has advanced 40 per cent. within recent weeks. Crepe de Chines and Georgettes have not advanced to the same extent, but all Japanese silks are much higher than ever before. Some Habutais are almost the price of crepes. It costs from $1.50 to $2.50 per yard to import Georgettes. The prices range according to weight. Crepe de Chine is costing from $1.15 to $2 according to quality. There is a heavy demand for Georgette crepes. Indications point to them being more popular than ever. Dealers are selling four and five times more Georgettes than crepe de Chines. The latter is selling quite freely, however, and particularly in the better qualities. Stocks held in Canada are reported to be very low. Habutai stocks are practically depleted, and reports from Japan are to the effect that supplies are not at all heavy. Some record shipments are en route from Japan and should be on the market now any time. Pongees have a very active inquiry, and prices show further upward tendencies. The Chinese raw silk market is very strong.

Importers are securing more liberal shipments of European silks, and some wonderful effects are being shown. Prices on these imported lines to the trade are holding very firm, but have not advanced any since last issue. Some very selected silk velvets are in stock that will sell over the counter at from $10 to $12 per yard. They are in black and costume colors.

Will High-Priced Silks Give Way to Woollen Goods?

New fields are being reopened to the retail buyers for their Spring silk trade in the marked improvement of deliveries of Swiss goods. One buyer for a large department store early in September told DRY GOODS REVIEW that for the first time since 1916 he would be able to stock up Swiss goods for Spring. During the last three years he had had to depend on United States and the Japanese lines chiefly. But for next Spring he was planning large stocks of paillettes, messalines, etc., and expected also to get a fair proportion of French goods in the form of crepe de Chine, Georgettes, etc.

Already the wholesales are receiving good deliveries of Swiss goods and during the last week of August and the first ten days of September one wholesale buyer figures that half the silks that he had received were from Switzerland. In spite of heavy advances in prices there the prices laid down appeared to him quite reasonable. Labor troubles in the United States had delayed deliveries, and, of course, prices were soaring merrily.

The Japanese still hold the whip hand in having at their mercy the supply of raw silks.

The heavy advances that have gone into effect in the last few months are having their effect in the relative demand for woollen dress goods, according to a number of buyers. Until very recently the excessive prices of woollen goods injured the sales of this department, women shifting over to silks, the erstwhile luxury as compared with "common woollens. So it has gone on for about three years. But there is evidence that the dress goods department is coming again into its own with silks more on a level with woollens. A buyer for one of the largest houses in Canada stated that during the past month sales of dress goods were running ahead, and he felt that this was being done at the expense of the silks department to a great extent. There is so far not much sign of this, according to silks buyers. A wholesaler who went up to Toronto Exhibition and met a number from different parts of Canada, reports that their sales this Spring and Summer were far ahead of last year, one man in August having actually doubled his total of last year. Part of this, of course, was due to the higher prices for the goods, but only a part. The phenomenal popularity of silks the past two or three years seem certain to continue, with only a comparatively small part giving place to the greater demand for dress goods.

HATS AND CAPS

HATS AND CAPS.—Most of the wholesale houses, as far as hats are concerned, are prepared to ship at least seventy-five per cent. of orders taken for Fall delivery. The imported lines are coming in freely, and it is expected that orders for these goods will be filled 100 per cent., that in spite of the extra demand that was anticipated by the retailers when they placed their Fall orders. Prices on lines for immediate deliveries are up in most instances $2.00 to $3.00 per dozen, on some imported lines $6.00 per dozen. This will mean a $1.00 advance to the retail price, per hat. Hatters' fur is a little easier, although still high in price, braids, ribbons and sweat bands are all up, due to the recent advance in wages to operators on these lines.

Caps are high in price and none too plentiful, although the labor situation is clearing up and production should be back to nearly normal in a short time. Manufacturers have been holding out against the labor demands; office help have been keeping the wheels turning, and only rush orders and regular customers have been looked after.

There are some new all wool and imitation Jersey cloths out that will make attractive caps, and should sell well. These will be retailed at from $2.75 to $3.00.

CLOTHING

CLOTHING.—The clothing industry as a whole have never been so far behind in their deliveries of Fall orders. This, however, had been expected, and a great many merchants placed larger orders than they really wanted or expected to get deliveries of, with the idea that they would get about 75 per cent. of the whole order filled, and would thereby be in shape for the earliest demands upon their stocks. The Eastern clothing manufacturers have in most instances decided to send their representatives out from two weeks to one month later this year. A letter to this effect has been sent to their old customers and it gives as the reason, the fact that they have been disappointed in receiving materials, have not had the time to make up new samples and believe the merchants would rather they completed their order on hand, than tie up deliveries by using machines and labor in getting out next season's range of samples. Prices for next Spring are up. They couldn't be anything else with the new schedule of wages and shorter hours that the manufacturers have been compelled to grant the factory operatives.

MEN'S NECKWEAR

It is getting increasingly difficult for manufacturers to secure sufficient materials of the better grades to allow their machines to run to capacity on orders already in hand. Neckwear firms are in most instances withholding quotations for spring delivery, preferring to make up for assorting orders and immediate delivery needs. It is rumored that French silks are again on the market and are cheaper than either the American or Italian lines. It is difficult to estimate what effect this will have on the market here until something definite is known as to quantities arriving for consumption. The buyers for neckwear houses will welcome relief from any quarter as most of them have been sidetracked by the American mills, who have stalled on deliveries, and taken new orders at higher prices. Boxing cravats for Christmas will not be as popular with the trade as in former years, not that the demand will be less, but it is hard to get deliveries of boxes and hands to fill them. And therefore, it is expected that where possible, shipments will be made without special boxes.

LABOR NECESSITATES HIGH PRICES

The campaign against high costs in the United States has brought from the silk manufacturers, among others, protests against the charges of profiteering or hoarding. One of the leading manufacturers declared that the shortage of operators, added to the fewer and fewer hours of work which labor is insisting upon, has created a situation which never existed before in the production side of the business. He added that they were absolutely sold up and were now taking orders only for delivery as late as November and December, and from a very few customers were taking orders for January. "We do not want to take orders for any further removed dates, because the silk market may fluctuate considerably before we could secure raw material."

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XLI. TORONTO, SEPTEMBER, 1919 No. 9

OUR readers, and particularly those personally acquainted with Col. J. B. Maclean, President of the Maclean Publishing Co., will learn with deep regret and heartfelt sympathy of the sudden death on August 17, of his son and only child Hector, aged sixteen years.

Hector was on a camping trip with Upper Canada College boys and was taken suddenly ill with acute indigestion. He was rushed in to Temiskaming, where medical attention was secured, but they were unable to save his life.

BRITISH MARKET SECURE

THERE is little fear of any other market usurping the place of British textiles. Despite the critical months since the cessation of hostilities and the handicap which the war placed more firmly on British manufacturers than upon those of any other country, the figures issued by the British Board of Trade each month show that British exports have shown a satisfactory increase and that British commerce is getting back to its usual lines. The textile trade is contributing substantially to the improving situation and big developments are anticipated in the next 12 months.

CANADIAN APPLIED ART

AT last there has been definite action taken in providing opportunities for a real Canadian applied art to express itself. Too long we have been content to have Canadian design exist within a small circle of non-productive exhibits, but through the efforts of one Canadian who was appreciative of our national resources for original design, there is a place given to Canada this year in an important design exhibit in New York. There is little doubt that Canadian artists will rise to the occasion and establish a place for an applied art which will be distinctly Canadian. The exhibit will introduce Canada to the centre of the textile industry in America and give her every opportunity to commercialize her undoubted ability.

An article elsewhere in this issue gives details of the exhibit to be held and of the work done by Mr. Harlan I. Smith, Archaeologist of the Geological Survey at Ottawa.

AERIAL ADVERTISING

ELSEWHERE in this issue is an interesting account of how a Montreal store made use of airplanes in an advertising campaign. A firm in Ottawa is advertising that it is now prepared to take orders for aerial advertising and quotes passenger rates also. On Peace day, a Toronto store had leaflets and coupons distributed by airplane.

As the airplane traffic develops, regulations regarding its control are bound to be necessary. Already laws of the air have been established in England, which may before long be necessary in Canada. It is interesting to note the trend of traffic over there in the following quotation from the *Drapers' Organizer,* of August 9th:

> "Drapers who may be thinking of using the airplane for consignments of new goods do well to recognize that there are certain laws of the air. Leaflets and advertising matter must not be dropped from the skies. Passengers must not be embarked or disembarked except at licensed airdromes. Low flying to the danger of the public is not permitted and advertisements must not be allowed to obscure the registration marks upon the flying machine. Drapers may be disposed to look to the aviation companies to safeguard them from illegalities, but everyone is presumed to know every law of the land."

EDITORIAL BRIEFS

RETAILERS will do well to take notice that there are restrictions against the use of the crest of H.R.H. the Prince of Wales, or references to him, for advertising purposes. Some stores have already made references of various character to the Royal visit but, while no action has been taken, it is better not to leave oneself liable.

LABOR TROUBLES UNSETTLE THE CLOTHING INDUSTRY

Spring Styles Complete Reversal of This Year's

NEVER in the history of the clothing industry have conditions been fraught with so many perplexing problems and difficulties to surmount. As one manufacturer remarked: "It's really remarkable that we are able to get any goods made up at all." Labor has been one of the most perplexing questions; they no sooner make a settlement with their employers and get the factory turning out orders again than "Zowiee" something else happens; another branch of the union thinks the members should have tea served at 4.30, and there you are, another strike. Now the big idea is to force all the open shops to close down, make agreements with an association of the manufacturers for 44 hours, 25 per cent. raise in wages, no piece work, and paid for seven legal holidays, and unfortunately for the retail trade (who get most of the blame for the H. C. of L.) up go the prices. Deliveries are worse than ever, and the whole merchandising system upset. Then, too, there is the difficulty of securing enough piece goods to supply the demand of the regular trade and at the present time this is a real difficulty that can only be overcome by resorting to all sorts of schemes and racking of brains to get materials delivered from the different markets in time to complete reasonable orders. There has been almost a complete reversal of styles between last Spring and samples that are now being prepared for 1920 delivery; the styles for Spring are most conservative,

A style that will be very popular next Spring. Note the high waist, slightly form fitting, the extra length of the coat, although the high waist makes it appear longer than it actually is, the three-button sack with two to button, and the rolling lapels that are still a feature of the latest styles.

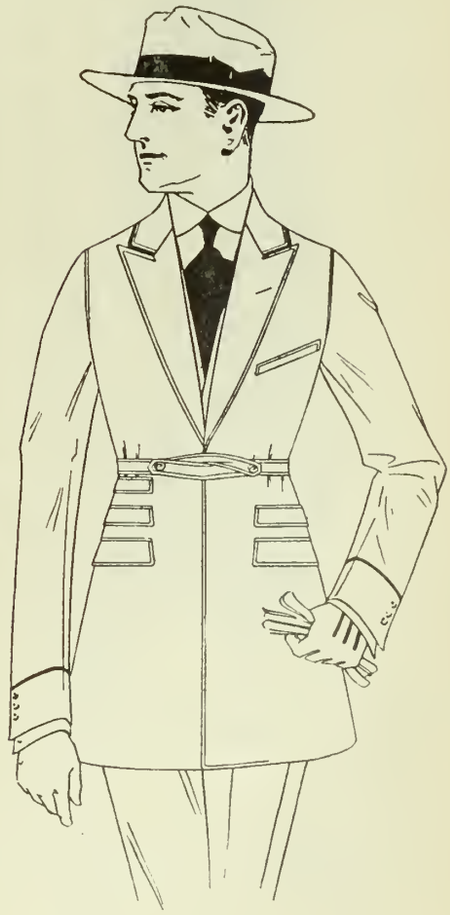
New dress togs for boys, tuxedo jacket.

doing away entirely with seam line, waist lines, slope, pockets, belts, and fancy braids. This year most of the models being shown (witness the illustrations on this page) are high waisted, form fitting, one or two button roll lapel, single or double-breasted sack, with narrow trousers and cuffs in keeping.

There will be quite a demand this Fall for evening dress, and it would be good policy to at least be prepared to get some of this desirable business by having either a small range of styles or some good fashion sheets showing the different features of the correct evening attire. The class of customers one gets for business of this character are as a rule good spenders, and are generally good prospects for other lines such as white gloves, dress ties, dress shirts, collar or jewelry to add the finishing touch to the outfit.

Not much has been said about the Spring overcoats, but it is pretty generally understood that in this country they will follow the lines of the more conservative styles of English garments, Raglan styles, principally, and without belts. The materials will, where price admits, be of all wool, light weight tweeds in heather mixtures, and coats with cravenette finish after the style of the Burberry and other well-known British made coats.

There has been a mutual understanding arrived at between most of the Eastern clothing manufacturers (and some of the others as well) in which they have agreed to send their representatives out about a month later this year or about the first week in October; this, they claim, will leave them more time to finish up orders on hand for early Fall delivery, and allow more time for new materials to arrive from mills that have been overtaxed with orders for the last six months.



A New York model that embodies the extreme styles of last year. It is doubtful if a style of this kind would be very popular in this country even if "fashion critics" had not doomed the short life of the waist seam line model. This style is being shown by one or two New York Houses for next Spring delivery.

INCREASED COST OF HAT TRIMMINGS SHOOT THE PRICE OF THE FINISHED PRODUCT UPWARDS

The Expected Action of the Hat Band Weavers in Demanding and Getting a Forty-four-Hour Week Has Compelled Manufacturers to Raise Prices.

ONE of the industries that has felt the effects to a greater extent than any other, is that of cap and hat making. In a great many cap factories the employees have been out for some time, and they appear to be as far from settling as they did the day they walked out. Some of the cap manufacturers have been compelled to advance their prices on merchandise already booked at lower prices for Fall delivery. Although conditions as far as deliveries on the other side are concerned are worse than they are here, they are nothing to crow over.

In all varieties of men's headwear, whether it be felt, straw, silk or of cloth, the same conditions prevail. Scarcity of supplies of raw materials, steadily mounting prices, higher wages and shorter working hours, reduction of output and strain to fill orders on hand "complete." The "American Hatter," in commenting on these conditions on the United States side of the border, frankly advises the merchants to refrain from asking for the little extras such as bindings, linings, and other things that tend to slow down the output of any factory. In this way earlier deliveries could be made to the merchant.

The following agreement was made between the United Cloak and Hat Manufacturers of America and the Hat and Cap Welfare Association to come into effect on August 4th:

By the terms of the agreement the cap makers are assured a 44-hour week at a substantial advance over present wages and the union is recognized. The workers get ten holidays a year with full pay, and a board of adjustment was established to adjust all claims and disputes arising between the manufacturers and the cap makers.

The lowered production resulting from fewer working hours, combined with greatly increased pay and the reduced efficiency that invariably follows union domination, mean higher prices to the retailer on all caps and cloth headwear bought in the future.

Here are some of the concessions which made up the agreement:

A week of 44 hours. No more than 8 hours overtime to be permitted in any one week; and to be paid at the rate of time and a half.

Operators and blockers were paid $6 a week advance above the average earnings of six active consecutive weeks.

Lining makers and trimmers were paid $5 per week above the average earnings of six consecutive weeks.

Cutters, packers and finishers were paid $6 per week above the average earnings of six consecutive weeks.

The manufacturers were compelled to add any loss of time during the six active consecutive weeks to their earnings, which in all instances averaged between 15 and 20 per cent. above their actual earnings.

The manufacturers are required to pay full pay for ten holidays during the year whether the employees perform work or not.

No manufacturer shall give out work to any non-union shop, or purchase any goods from any shop that is non-union.

No manufacturer shall sell goods to any concern where there is any controversy between the union and the concern.

A board of adjustment shall be established for the purpose of adjusting all claims and disputes that may arise between any member of the Association and the Union. This board shall consist of two representing the Union and two representing the Association.

In the event that the adjustment board cannot come to a decision, they are to select a fifth impartial person for a final decision.

One might almost imagine that he was doing business for the sole purpose of accommodating the union, and that capital, plant and brains were pooled that the employees might get all they wished for, or might wish for in the future.

A neat one-button, double-breasted, form-fitting sack. An ultra New York style that has a good chance of being favorably received on this side of the border.

The Hudson's Bay Co. has built a new store at Sioux Lookout. It is a fine one of solid brick, modern in every way.

Mr. T. W. Byam, buyer and manager of the ladies' ready-to-wear and fur department in R. H. Williams & Sons, Ltd., Regina, visited his father, Mr. Joseph Byam, Port Hope, Ont., last month. T. W. was on his way to Montreal and New York to purchase goods.

The Great West Department Stores, 1915 South Railway St., Regina, announce a big alteration sale. Workmen are already tearing away partitions and dismantling the store generally.

A neat sailor suit for the "little fellows."

SILKS OF ALL KINDS SCARCE, HIGH IN PRICE AND OF AN INFERIOR QUALITY

New Patterns Seem to Favor Bar and Floral Designs and are Not Quite as Wide as Formerly.

PROBLEMS of production of neckwear seem to be on the increase, rather than the decrease, and buyers would be well advised to plan their orders just as soon as possible. There is absolutely no chance of any reductions in the near future, and quality is not now up to standard, and will be lower rather than higher. The range of patterns is not as large or varied as the usual lines shown to the trade for Fall and holiday business, but among them are some brand new ideas, patterns and styles, and the lines of several manufacturers that have been shown to a DRY GOODS REVIEW representative are attractive, to say the least. We illustrate a few of this range, picked at random from the lines about to be shown the retail trade. It will be noticed that there are some narrower styles, cut from the straight of the goods, also derbys, tubular and regular flowing end styles.

Self tones are meeting with the approval of the well dressed, and these together with the narrower styles of both these materials, will be good sellers for Fall or holiday.

New floral design in Faille being shown by Van Allan Co., Limited.

Reversible Derby with popular floral and panel pattern. This style of tie has been very popular in the United States amongst the particular dressers. It is especially adaptable to double collars, slipping easily through band. From appearances one is apt to think that there is less silk used in manufacturing this style of cravat, but as a matter of fact the material used does not cut to as great a saving as the regular flowing end styles. There is therefore very little, if any, difference in price between the two styles.

English four-in-hand, crepe Faille, conservative shape, that will appeal to good dressers. This tie is especially adapted to the turn-point collar.

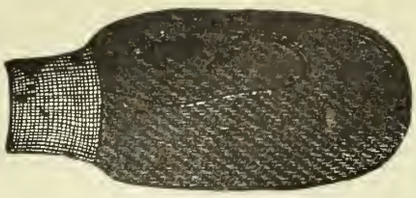
SHODDY IS WOOL

There is a popular impression among consumers that "shoddy" is not wool. In these times "shoddy" is not an uncommon thing in garments and it is difficult for any but a cloth expert to discover whether re-worked wool has been used in a piece of goods. It is a fact that when a fair proportion of virgin wool is worked in with shoddy it makes a satisfactory cloth that will give good service to the wearer.

Shoddy as a name for re-worked wool was dropped for a time because of wrong, but generally accepted, interpretation of its meaning. The dictionary defines shoddy as a "fibre re-manufactured of shredded rags of soft woolen fabrics."

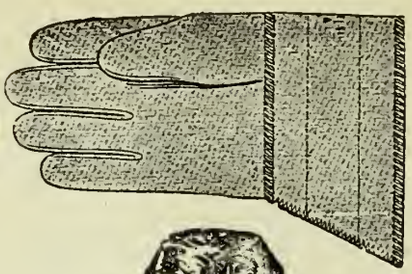
Therefore, those who adhere to an "all wool" standard in their advertising need have no fear of misrepresentation. It is simply a matter of clearing up the point with the customer.

Mr. Cornwell, Colborne, Ont., has been in Toronto securing new fittings for his store which will make the appointments very much better and more convenient both for his customers and his staff. New goods purchased last March for this Fall are arriving.

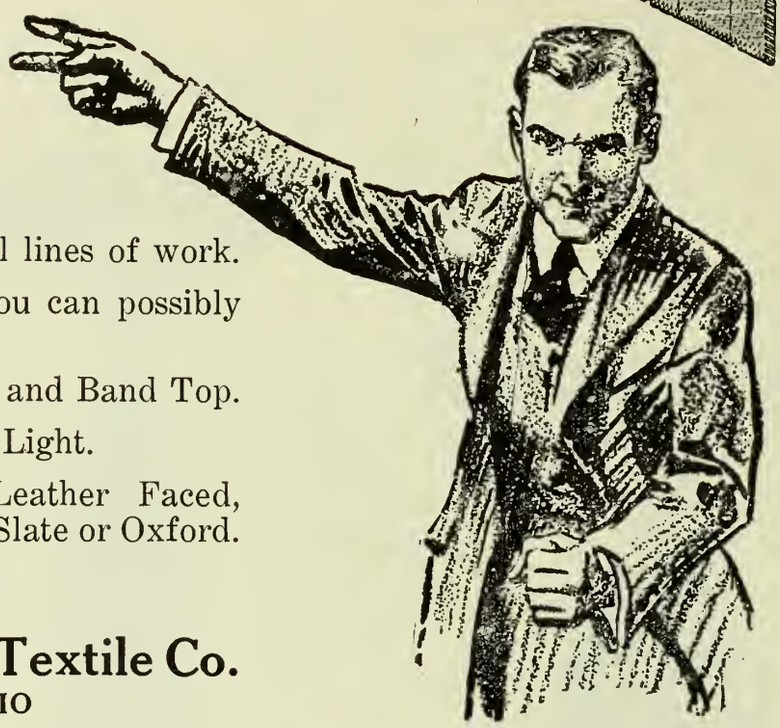


TAPATCO

REGISTERED TRADE MARK BRAND



Two Reasons
Why You Should Stock TAPATCO GLOVES—



They meet every demand for all lines of work.

They are the best value that you can possibly offer in a cotton working glove.

STYLES—Gauntlet, Knit Wrist and Band Top.

WEIGHTS—Heavy, Medium or Light.

MATERIALS—Leather Tip, Leather Faced, Jersey Gloves and Mitts in Tan, Slate or Oxford.

Made in Canada

The American Pad & Textile Co.
CHATHAM, ONTARIO

The "Carhartt"

HEAT WATER **PROOF**

No Outseams To Rip Good as the Carhartt Overall

Patented

Reinforced Where the Wear Comes. The Service of Two Pair for the Price of ONE.

GLOVES
for delivery at once

We have ready for immediate shipment gauntlets in A1 Muleskin split at $6 and $9; other lines from $10.50 to $35.00 in combination Muleskin and horsehide, and in full horsehide, all of which you can offer to your customers with the same degree of confidence that enables you to recommend unreservedly our Carhartt overalls and allovers.

Carhartt's Gloves are carefully made of sound, first-grade materials and in finish and workmanship are quite in keeping with the high standard of quality maintained in your other lines.

Drop us a card for a sample range of the best sellers and you'll come back for more.

The Hamilton Carhartt Cotton Mills, Limited

Toronto Montreal Winnipeg Vancouver

DU PONT CANADIAN INDUSTRIES

Let Us Help You "Collar the Collar Trade"

We are not content to simply make Arlington Collars and ship them to you—we want to do our part in selling them again to your customers.

So the good points of Arlington Collars are brought before the public—your customers—in every part of Canada by extensive, persistent advertising in the newspapers and journals.

To remind your customers that you sell Arlington Collars we have store cards in colors and illustrating various shapes and styles of Arlington Collars. Let us send you a supply for your store.

Is your store equipped with an Arlington Collar Stand? It's a handsome store fixture and it displays and sells the goods for you. Would you like one for your store? Write us for it.

Arlington Collars in all their up-to-date shapes and styles were never so popular as now.

Keep your stock up. Let us help you "collar the collar trade." It's profitable business.

The Arlington Co. of Canada

LIMITED

Sales Offices:

63 Bay Street ∴ TORONTO

DU PONT

A Novelty Season in Silks

Large Patterns Winning Favor—Navy Blues Wanted Everywhere — No Price Relief For 4 or 5 Years, Says Authority.

NEVER in the history of the silk industry have conditions been as they are to-day. The manufacturer and retailer finds himself without precedent from which to draw conclusions and each problem that comes up seems to be fraught with greater difficulties than the last.

Of course, the continually increasing price of raw silk can be accounted for in many ways. As, for instance, the increased consumption of Japanese silk by Japan herself, who is daily becoming a bigger factor in the production and export of woven silk.

And then Italy finds herself in a condition, as the result of the war, wherein her silk production will not be normal for years to come. There is labor, which has become more and more restless, and whose demands are becoming every day more exacting.

Consumption Ever on the Increase

A greater problem than either the question of raw silk or labor is the problem of the ever-increasing demand on the part of the public for silks. It is but a few years ago since silk in the ordinary sense was considered among the luxuries. Men and women in the ordinary walks of life did not affect it, but to-day we find women and girls in all walks of life with silk hosiery, silk petticoats, silk underwear and silk outerwear. In the case of men we find that the sales of silk shirts have been multiplied many, many times during the last few years. To-day in the cheapest shops we find that one of the big items of sales is silk shirts and silk hosiery for men. Then men's silk underwear is growing in demand so that the increasing demand for silks bring on an ever-increasing problem.

One of the largest importers, and one who is familiar with the European and Japanese markets, stated to DRY GOODS REVIEW that the rising markets of the last three months have made it necessary to fix prices on Spring, 1920, business for delivery the following Fall at 30 per cent. advance on the same goods for this year. At present the French mills are filling up their back orders, but repeats on one line for example are being taken at an advance of 60 cents a yard. "The limit in silk prices has by no means been reached yet," said this importer, "and it is my firm belief that there can be no relief for four or five years yet."

Novelties for Many Occasions

Not the least extraordinary of the recent developments in the silk industry has been the tremendous growth of the novelty silk business, and this is evidenced quite as much in sportswear, where one would expect the sturdy and serviceable, as it is in afternoon and evening things where we rather look for high novelty. Even for Fall afternoon wear, when demand usually subdues itself into dignified plain blues, browns, greys, etc., after midsummer frolics in yellows and pinks and flowers and vines, this year the demand is for novelty—novelty, and no mean coloring scheme is selected. The designs—as pointed out in descriptions of Georgettes and silks mentioned in earlier issues of DRY GOODS REVIEW—are large, flowery and "all over"; the colorings, though by no means garish, are nevertheless rich in contrast and variety. "We have bought novelties for this season as never before," said a silk buyer for one of Toronto's leading stores. "They may not sell, but everybody is talking novelty and so we have them. It looks, however, as if the goods will pass out of our hands quickly. Metallic effects are in great variety and are already being well received."

A representative of DRY GOODS REVIEW showed this buyer the samples of French silks which are illustrated in this issue, asking him as to whether they "looked good" for Canadian trade. "The embroidered Georgettes are very good," he commented. "We have them here in other patterns, and the all white ones sold up in no time. The colored embroidered lines were less impressive, but sell." The white Georgettes as illustrated retail for about $10 a yard. "The Shantungs you have," he added, "sell well, but not for pyjamas. Our patrons seem to prefer them for blouses, Summer dresses and trimmings." The novelty voiles for lingerie are not shown here, it seems. They are interesting to buyers of novelties, but so far the trade has bought chiefly garments of solid color tints such as pink, lavender, yellow, etc., and made of Georgette, crepe de Chine and satin rather than silk voiles for its novelty custom.

Brilliant Colors for Millinery Trade

Burnt orange, or as some are terming it, "copper," persimmon (a deeper tone still), henna, ember, and tones along that order are in big demand from the millinery trade. They are using them in Georgette, crepe, crepe de Chine, satin and velvet. Denmark blue (a tone deeper than Copenhagen) and pelt (similar to beaver) are also coming along strongly with one or two houses.

In Georgette, navy blue is almost not to be had. The demand comes for it from everywhere and even the dyeing plants are unable to fill orders for dyeing lighter tones navy blue. In the fancy patterns navy grounds are very prominent, whether the designs be the large white or gold ones or the leaf and flower effects.

There is some talk of crepe de Chines coming back again but in dark colors; they are not as important—through the trade generally—as are Georgettes and satins.

Pile Fabrics Selling

Pile fabrics are again important for Fall. Plushes and the novelty fur fabrics are shown in greater variety than ever and their place seems assured owing to the high prices and popularity of furs. The new fabrics are rich and varied in tone, some of them showing two or three tones blended, thus making the fur effect all the more pronounced. There are also novelties in mottled effects. Though these fur fabrics retail at $10 to $20 a yard they sell for coat, suit and dress trimmings and look, in many cases, richer than some of the real furs.

Velvets and velveteens are selling better than some expected earlier. Evening gowns are taking up an unusual amount of the rich-hued chiffon velvets, deep rose, turquoise, nile green, ember, and golden brown being especially favored.

The millinery trade is using a great deal of black, navy, king's blue, sapphire blue, ember, burnt orange, wine, all shades of brown, taupe, mouse, etc., in both panne and silk velvets, and also many novelties in velvet brocades.

For suits and dresses velveteens are quite often selected in preference to woollen fabrics, which are priced at $7 to $10 a yard. Velveteens in a good range of suit and dress shades is to be had at $4 to $5 a yard, retail.

The Canada Western Woollen Mills, Limited, have been incorporated at Vancouver, B.C., with capital of $200,000.

"Soisoline," is the name of a new English cotton fabric suitable for blouses and dresses. It comes in an extensive range of colors and is made by the manufacturers of "tricoline."

Mr. P. H. Walker, Toronto, representing the Calico Printers' Association of England, has gone on a business trip to Winnipeg, Vancouver, and intermediate points.

Cottons Reach March High Prices

Trade Not Unprepared for Further Advances—Low Production, High Wages and Shortage of Raw Cotton Responsible—English Supplies Improving at High Figures.

COTTON prices for next Spring, as the mills have listed them to the jobbers so far, stand at about the same levels as the top prices in March last. It will be remembered that the domestic mills, following the slump in the States in March, sent out revised lists in April with quotations lowered all the way from 15 per cent. to 33 1-3. These in turn were short-lived: they had been in existence only a few weeks when they were recalled; the mills were stocked up for Fall, and sorting orders were met by advanced prices, averaging about midway between the previous high and the April reductions. For Spring, 1920, little is seen of the cut prices: the market has recovered nearly all it lost. In a few cases of fancy colored lines it is higher than ever before.

No Guarantee Against Further Raises

The trade did not desire any higher prices. Perhaps they can find something to be thankful for that there is not a rise in the old high. But this spirit of thankfulness may be short lived, for there is no guarantee that these present lists will not be withdrawn shortly and higher ones substituted. With wages up 10 to 15 per cent., and even more in some mills, any advance on the present easier prices of raw cotton probably would be sufficient to inflate prices: that and a growing export demand that is an active factor in determining prices, both in Canada and the United States.

Cotton Batting Up

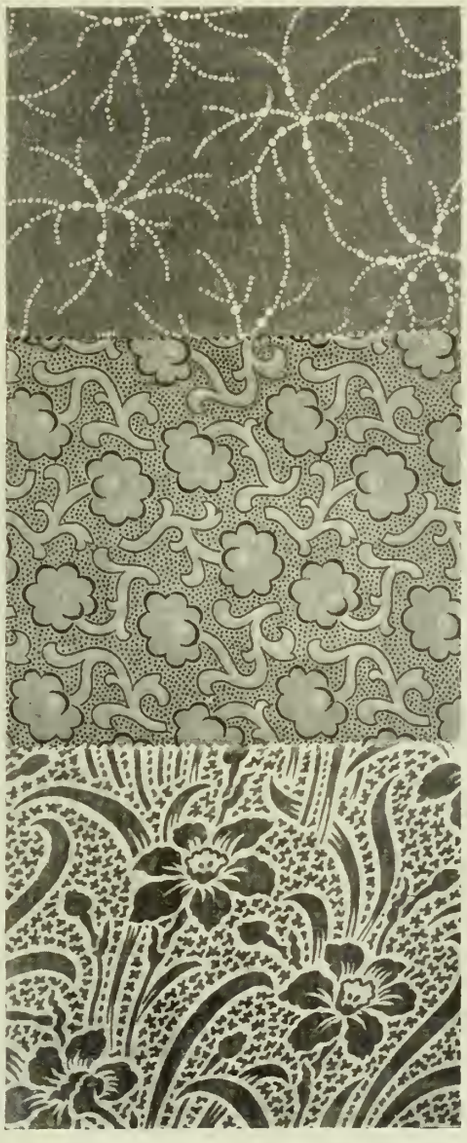
Late in August a United States firm, in announcing to Canadian wholesalers a 25 per cent. advance in cotton batting, wrote:

"Owing to the fact that labor conditions are very bad in the States and that there is a shortage of cotton, and to the extra high prices of the raw material, we expect to see an advance of from 3 to 4 cents per lb. on these goods this Fall."

A buyer in a wholesale house told DRY GOODS REVIEW that he did not look to the mills accepting orders for long at present prices; they would soon go higher.

Scarcity of U. S. Goods, But More Come From England

Business being offered from the States is much less than it was. Indeed, huge volumes were offered during the semi-panic there, but lately a scarcity has developed as a result of the new export business and domestic demands, offset by the shorter hours that are lessening production. English goods are being offered more plentifully with prices reflecting the heavy advances in wages, and much higher costs of laying down raw cotton.



New Fancy Voiles

Three of the new printed voiles which are selling for Spring, 1920, are illustrated here. The designs are reduced a little more than two-thirds, but give a good idea of three distinct types of pattern which are very popular in New York at present and show indications of continuing so here for Spring. At the top is a large design made up of fine lacy lines; in this instance the "lines" are composed of dots, by "flocked" work. This was described in an earlier issue of DRY GOODS REVIEW. It resembles beading, but is in the material and washable. Colors are blue and white.

In the centre is a vari-colored design in conventional floral effect; the motifs are smaller and closer together than in the other two. Navy and white are the colors in the naturalistic narcissus pattern below. A small all-over design fills in the background.

Shown by W. R. Brock Co., Montreal.

No "Season" For Voiles

An unusual situation is found in the arena of fancy voiles just now. It is put in a nutshell by one wholesaler, who remarked "voiles are no longer a seasonal fabric."

It appears that the very same kind and coloring of patterns which appear on Georgette crepe are utilized for cotton voiles and the extreme prices for the crepe are providing a big demand right now, from wholesalers, for the fancy voiles. The Georgettes retail at about $4.50 a yard. The cheapest printed Georgette on the market is $3.75 a yard. Voiles, which, at a few feet distance can scarcely be distinguished from the Georgettes, can be retailed at $1.50. The result of this is that there are cases where a gown with plain navy Georgette foundation is draped with a figured cotton voile. The wholesaler quoted above states that he is selling his usual "next Spring" supply of voiles now. That is, voiles which he would under ordinary conditions have brought in to him next January, he is receiving and delivering now. He sold 8 fifty-yard ends to one customer one morning recently. White or gold patterns on navy ground are in strong demand.

WAGES UP; UP GO PRICES

A hundred and thiry-five employees of the Watertown Silk Manufacturing Company receive a ten per cent. increase in wages, effective Sept. 1st. Previously wages ranged $9 to $28, and the weekly payroll aggregated $1,500.

Consumers will meet the added wage, for it was said that prices on silk made by the company will also go up ten per cent. While the increase is to meet the cost of living, it is admitted that the company is experiencing difficulty in securing help.

Silk business is booming and additional workers are needed, but an appeal to an employment bureau netted only one applicant.

The wool graded at Summerside, P.E.I., this year amounted to about 24,000 pounds. The price will not be as high as was received last year, but continuing at quite a high level. For the finest wool 78c per pound will be paid this year. Last year the price was 82 cents.

Miss Little, head milliner for I. L. Matthews and company, Port Arthur, has returned from a business visit to Montreal and New York.

A. D. Norman, formerly departmental manager of the Hudson's Bay store, Winnipeg, has opened a wholesale commission and brokerage office in Winnipeg.

Letter from our Paris Correspondent

Paris, France, August, 1919

EDITOR, DRY GOODS REVIEW: Since the armistice, and now that peace is signed, there is not a single day when the fashionable papers have not to print a whole list of weddings among the high life people.

With the close of the war and the reopening of many factories, new fabrics are being shown, and the daintiest novelties come out daily, as fast as if the manufacturers wanted to make up for the time lost in making nothing but staples or mourning stuffs.

Bridal Robes

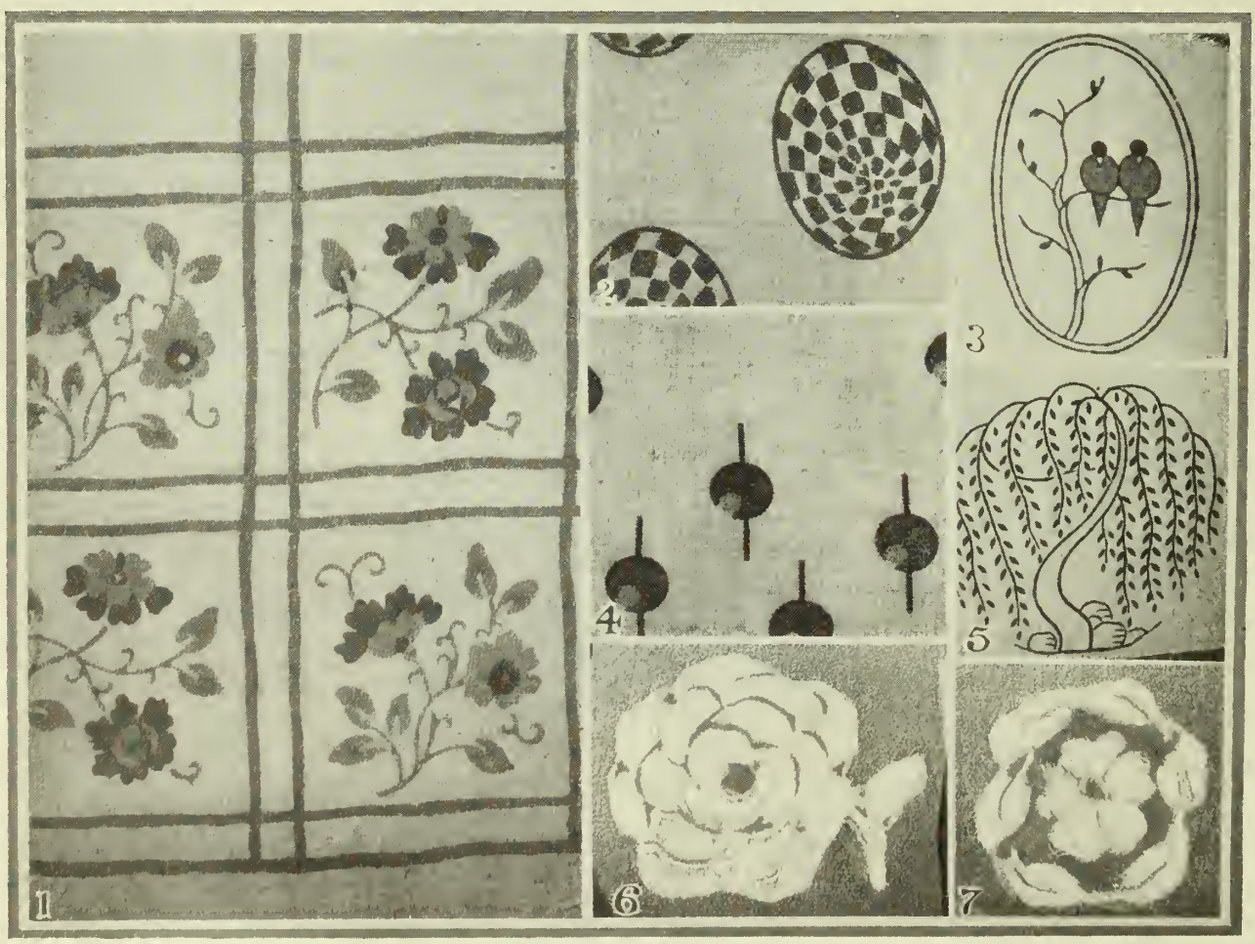
The bride's dress is always the object of much care, and we can point out two different styles:

Some girls want to follow the American fashion, and will wear the low neck, silver cloth dress, and veil to match, with a short skirt and a long train.

Others stick to the French way, which means that a bride should look pretty, but modest, in her pure white bridal veils, and in that case, the staple "Charmeuse" or crepe Georgette will be most suitable for the purpose.

Herewith are two of the nicest samples of embossed crepe Georgette to be made into wedding gowns.

1.—Has some fairly big wild roses with a garland of rose leaves, exceedingly neat.



Silks From France

1. Bordered silk voile used for chemises, petticoats, corset covers, etc. The vertical stripes extend the full width of the material, while the floral design and cross stripes form the border. (No. 5 described in letter.)

2 and 4. Printed shantungs used for pyjamas (Nos. 6 and 7 in letter).

3 and 5. Printed silk voiles in novelty designs, "birds on a branch" and "weeping willow." These come in a variety of colorings and are also used for undergarments.

6 and 7 are beautiful qualities of heavy white Georgette crepe used for wedding gowns. They show embroidered—or rather "embossed"—designs. (Nos. 1 and 2 described in letter.)

Reduced one-third in reproduction.

2.—Has a real rose with a tiny leaf dropped from place to place.

You can well devise one of the present draped dresses made of one of these samples. The bodice might well be made of an under blouse of Chantilly lace, partly covered with a draping of this embossed crepe, and the skirt, narrow at the bottom, but fairly full around the hips, might be a mixture of lace and crepe, unless charmeuse and crepe are preferred. If there were pleats across the skirt, they might be bordered with orange blossoms, and be exceedingly dainty. No trains are yet allowed to come from the skirt, as I told you before, on account of the length and width, which do not allow a train to be dignified, as it should be in a wedding gown. (Ball dresses are different in that respect, and, being very fanciful, do not require dignity).

However, as a train is always very fascinating, the Court mantle coming from the shoulder may be long enough to sweep the floor, and become a train. Both these samples could make it, provided they are lined with thick silk cloth to render them stiff enough for the purpose.

Exclusive Laces Used

The bride's veil will be in old Chantilly lace, or in embroidered net, or point d'Angleterre, or in any of these fine silk laces which were one of the marvels of ancient days.

These samples of crepe can be made in various shades, and would be quite suitable for the bridesmaids' dresses, with hats to match, or come in useful, too, for a ball or evening dress in the bride's trousseau.

The latter will comprise all sorts of pretty things. Nainsook and cambric will constitute the staple part of the said trousseau, but the fancy department will have a large place there, too.

I wrote you some time ago that silk lingerie was getting very popular: as a matter of fact, plain voile (silk or cotton), crepe chiffon, and all that kind of fabrics are almost staple, and you hardly ever see a trousseau without many specimens of these.

CREPES FOR TAILORED GOWNS

One of the very interesting developments noticed recently has been the popularity of heavy crepes. This is due very largely to their tailoring qualities. The makers feature certain lines of them to "tailor like a broadcloth."

This peculiarity of the fabric has opened up wonderful possibilities in the dress trade, as it gives a very much broader scope for the utilization of the material. Many fabrics are so limited in their application that the manufacturer invariably takes them for granted and applies them to a given type of garment, and lets it go at that.

The tailoring qualities of the new crepes have stimulated many designers to the creation of garments that would be out of the question, were not such fabrics available.

Sketched in Paris

Morning jacket for the bride's trousseau. Crepe de Chine accordeon plaited and with dainty ribbon trimmings. Sent direct from Paris to DRY GOODS REVIEW.

Washable Silk Voiles for Lingerie

To have something really fanciful, one must resort to the enclosed samples of printed washable silk voile.

3.—An exceedingly pretty "art nouveau" style (birds on a branch), that will make some most amusing combinations, whether made up just as the cloth is into chemises, knickers, etc., bordered with net, which is still very fashionable, or with a band of plain dark blue (or other shade, according to the sample chosen), silk voile for a trimming, as you see by the different samples herewith, all tastes can be satisfied. (Backgrounds include green, yellow, pink, pale blue, lavender, white, etc.—Ed.)

4.—Is none the less amusing, for the weeping willow represented there is very characteristic, and reminds one of the well-known designs "á la Bakst." The same combinations of plain and printed fabrics as above can be arranged, and you notice, also, the various shades this material is made into.

5.—Although of a very different style, has also found its way into the trousseau department. It is generally used with the full width of the material, giving the length to the chemise: the top and the shoulder straps (or only the top, if the shoulder straps are made of ribbon), have the printed border for a trimming, and in combination, petticoat, corset covers, the waist is generally gathered into a similar band.

If the young bride has not enough pluck to wear that kind of lingerie, she will surely accept these specimens for saut de lit, morning gowns, and would certainly not object to some "matinees" in the shape of the enclosed sketch, made of these patterns. They would require little trimming, and would look very effective in accordeon pleatings and ribbons to match. I might also add that they will make dainty boudoir caps, with net or lace ruffles and ribbons.

Pyjamas in Every Trousseau

In all the present trousseaux, we have at least 2 or 3 pyjamas. The enclosed patterns of printed shantung are certainly among the nicest, though very simple in design, to be used for such purposes.

6.—A very original way of interpreting the dots so very fashionable at the present time (as I wrote you before).

7.—More elaborate in the shades, as you see by the different samples is also neat and pretty.

You can well devise the regular pyjama, cut like the gentleman's garment of that name, with a collar and some revers opening the neck in V (ladies are fond of having their throat bare), with cuffs and revers at the bottom of the trousers, in silk in the shade of the printed design. A few Brandebourgs and galalithe buttons to match, will finish up these garments to a nicety.

Handwork and Lace on Household Linens

About the house linen, I have little to say, except that the sheets and pillow cases, etc., will be elaborately embroidered or open worked, that the tablecloths and serviettes will not lack in lace from Le Puy or Bruges, and that in many cases, the towels will be in various shades of sponge cloth with woven designs.

Must Have Plenty of Furs

The "Corbeille de Mariee" will be profusely filled with furs, as these are going to be a real necessity; nobody can do without a lot of them nowadays.

I would advise one or two silver fox skins, a nice parcel of mink (unless sables are procurable, which means a much more valuable present), to be made into a coat for the Winter, some Fishers, which are exceedingly "á la mode" at this time of the year, and also a few dozen ermines, as I can tell you they will be wanted.

Bye and bye, I will tell you more on this subject.

Please note that the samples referred to in the present description were obtained from Les Successeurs d'A. Godde Bedin & Co., of Paris.

Next month I shall take up Couturiers' collections.

Yours truly

Jeanne Gault

Problem of Woollen Trade Is Shortage of Materials

Buyers are Anxious for Delivery of Goods Already on Order —Labor Conditions and Coal Situation in Old Country Greatly Hamper Production—Canadian Woolens, Too, are Hard to Buy.

THE trade in woollens at the present time is not so much concerned with high prices as it is with scarcity of materials. Buyers are endeavoring to get deliveries of goods already on order, and would willingly place further business, if there was any hope of it being accepted. According to advices from the Old Country, manufacturers cannot see their way clear to take new business under existing conditions, and many of the largest firms have withdrawn from the market. How long this state of affairs will continue is impossible to say, but, according to authoritative opinion, high prices will remain on woollens for the next two years at least. It is not a question in the Old Country of a shortage of wool, as Great Britain has sufficient wool on hand for all purposes. But owing to the shorter working week, the refusal of the operatives to work overtime, there is being created a scarcity of finished goods, which in turn results in famine prices. It is stated that the authorities in the Old Country, alarmed at the congestion in the warehouses and at the docks, will stop further imports of wool for a period of two months, and instead of exporting tops will ship the wool in its raw state. It is urged that if the trade cannot absorb the stocks of wool that have been imported, the Government should stop shipments from Australia, and devote the tonnage to foodstuffs.

For several months the output of tops has been inadequate. Efforts to satisfy the demands of labor have been in vain. The gist of an offer made to the operatives was, that if they would agree to work overtime—five hours weekly on the day turn, and seven hours weekly on the night turn—certain advances in wages would be given. It was proposed, too, to make efforts to train more operatives, and if these methods for increasing output failed to secure the desired result by the end of September, the operatives should agree to the employment of women on night work as a temporary measure. The recommendations were accepted by the men's representatives, but at a subsequent meeting of the operatives, they were rejected. The coal strike in the Old Country, too, has operated against any likelihood of lower prices in woollens for a long time to come.

A buyer of a large Toronto wholesale house told DRY GOODS REVIEW that to secure any worsteds just now is almost impossible. Samples have not arrived, let alone any materials. Advances of four shillings a yard are named on worsteds, but even at the higher figures they cannot be bought. Asked as to the situation in Canadian woollens, he stated that for downright values they could not be beaten in the world to-day, but equal difficulty is being experienced in an endeavor to have orders accepted. The whole trouble is one of shortage brought on by many factors; high prices are of secondary concern.

RECORD SILK CARGO

Nine days from Yokohama the C.P.O. S. liner Empress of Asia, reached port at Victoria, B.C., Aug. 25, with 350 passengers in the saloon and five thousand tons of general Oriental cargo. All records for silk handling were broken with the arrival of the Asia, bringing a silk consignment valued at $10,000,000. The silk cargo was shipped East by special train.

BOARD OF TRADE ANNOUNCEMENT

Sir Evan Jones, Bart., M.P., has found it necessary to resign his position as Commissioner of Dyes in consequence of the heavy duties attaching to the post of Controller of the Coal Mines Department. In future, therefore, all communications referring to dyes should be addressed to the Assistant Secretary Industries and Manufactures Department, Board of Trade, Gwydyr House, Whitehall, London, S.W.I.

SAWDUST FOR HOSE AND BLOUSES NOW!

Announcement is made Aug. 21, that experiments conducted by the New York State College of Forestry have resulted in the production from sawdust of "silk" which "looks like silk, feels like silk, but is cheaper than silk."

"Silk" stockings, shirtwaist materials and other articles have been produced from the sawdust yarns. The college officials are planning to introduce these articles at the State Fair and other events this Fall.

LAMBS ON THE TREES

The Lancashire cotton industry has a history of just about three centuries. London traders—who did not like the new material—presented a petition to Parliament in 1621 in which they complained that "about twenty years past divers people in this kingdom, but chiefly in the County of Lancashire, have found out the trade of making fustians of a kind of bombast or down, being a fruit of the earth, growing upon little shrubs or bushes, brought into this kingdom by the Turkey merchants from Smyrna, Cyprus, Acra, and Sydon, but commonly called cotton wool." The London merchants were better informed than some of their contemporaries, who believed cotton to be derived from some kind of lambs that grew on trees!

THE GROWTH OF THE DYEING INDUSTRY

While dyes for fabrics originated with the civilization of the East (the Egyptians used dyes 5,000 years ago) and were later of great importance in Rome, India, then Florence and later France, their importance in England dates back as far as 1336, when Edward III brought in Flemish weavers who were an important factor in the dyeing industry. The discovery of America in 1492 was the next important event, as this brought to Europe for the first time, logwood, cochineal, anatto, brazil wood, and several other natives of the Western world. Later the science of chemistry took on a new significance.

During the eighteenth century it made great strides, not only in England, but in France, and in the latter country there was some progress in the craft of dyeing.

In 1685 the Edict of Nantes caused the expulsion of the Huguenots, a number of whom settled in England, and brought with them many of the secrets of the French dyers. From this time onward, broadly speaking, there was no great advance in the art of dyeing until the middle of the nineteenth century. Coal gas was discovered in 1830. Tar, at first a useless by-product, was found to yield benzine, and in 1856 the first aniline or coal-tar dye was produced.

From this point, of course, progress has been phenomenal.

NEEDS SIX MONTHS' SUPPLY OF GERMAN DYE

Washington, Aug. 27.—Francis P. Garvan, alien property custodian, has asked President Wilson to issue an executive order permitting him to send an agent to Paris to purchase from the Reparations Commission a six months' supply of German vat dyes to tide over American manufacturers until German secret formulas for dyestuffs, now owned by the alien property custodian, can be utilized for commercial purposes.

Silks Must Remain High

Tenfold Demand, Reduced Hours of Labor and Short Crop Brings no End to High Prices, Says Silk Expert—Substitutes Successful, But do Not Cope With Enormous Demands.

THE shortage in the raw silk market will continue in spite of the release of the Italian holdings, with high if not higher prices, and the Japanese crop, mainstay of the market, is twenty per cent. short, said Walter Leon Hess, vice-president and general manager of the Gosho Corporation, in discussing market conditions in raw silk in New York during the past month.

"Raw silk since the outbreak of the war has kept pace very leisurely with other raw commodities required either for civilian or military purposes," said Mr. Hess. "Even spun silk, which is only a by-product of raw, had had proportionately a very much greater advance than raw silk. Practically the sole source of supply for silk manufacturers in the United States during this period has been Japan. China silks until six months ago were considered, at their ruling level, more or less prohibitive because of the rate of foreign exchange on China.

"Italian silks have not been exported since the war got into full swing, until perhaps a month or two ago. Japan has, therefore, been in a remarkable position to supply American manufacturers with silks in all grades and sizes, some of which were never before exported to America. Yellow silk of Japan increased in production and consumption by leaps and bounds and has been so carefully reeled in the higher grades that the foothold gained for these silks during the war has placed demand for them upon a sound basis.

How the Markets Equalized

"Within the last six weeks, and following the release by the Italian Government of the enormous quantity of governmentally protected and stored silk—the price of which the Government guaranteed, there has been a process of equalizing the trend of the China, Italian and Japanese producing markets which has tended to bring them more nearly upon a parity one with the other. At about the same time the inordinately high price of Japan low grades has brought the great tram producer—Canton, up to a better level of price for the Cantonese. On the other hand, the higher cost of working the latter silk has practically again equalized the difference in price between Canton silks and Japan tram silks.

"Tussah, which played an enormous role in military affairs of America during her two years' war activity, has risen from the position of a drug upon the market at seventy-five cents per pound to an almost stagnant position on account of its high price in the neighborhood of $4 per pound. The least advance shown by any raw silk is that of Tsatlees, which have, however, increased one hundred per cent. in value.

"Having brought the conditions in the raw silk market up to date, it is interesting to note how the consuming markets have treated the advance and what the outlook into the future may reasonably justify. As before the armistice, America remains the only country whose manufacturing machinery has not been warped out of shape or disturbed in any great measure. Demand for the fabrics of the looms, with the exception of those required for war purposes, as well as hosiery production, has rapidly increased until manufacturers have already taken so much business that up to the present writing they have absolutely refused to book further orders.

"Quite regardless of price, consumers—that is the ultimate buyers of retail and department stores—seem to be as hungry for silks at the end of a period of five years of high speed production as they might be if the boom in silks were just starting. There have been violent fluctuations in the raw silk market. Importers have found themselves at times without sufficient to supply the needs of their clients even from day to day. It is only reasonable that manufacturers should hesitate to pay daily advances of from ten to twenty-five cents per pound.

Japanese Crop 20% Short

"On the other hand, manufacturers have found themselves able to look back upon advances of from $1 to $2 and even $3 per pound with greater security than they were able to contemplate when the price of raw silk was ruling on the basis of $4. The causes for these high prices are due, first, to the principle of demand and supply; second, to the fact that the cost in producing centres has advanced from 75 per cent. to 150 per cent. in every item that goes to make up raw silk production.

"There is no end in sight. At the present writing the market is a few cents lower than the top figures, but the present Japanese crop is twenty per cent. short. The Italian, with the cost of coal at $90 per ton or more, is a questionable quantity. China steam filatures cannot produce more than 35,000 bales of exportable silk; the machinery available for increasing production in the United States is limited (deliveries are one year behind time); the hours of laborers have been reduced. All this brings us to the situation when the demand for silk and silk goods of all descriptions is greater tenfold than it ever was before, and the amount of available labor and means to produce sufficient supply is so far behind the requirements that there seems to be an underlying force to maintain the steady position, if not material advance in the price, of this commodity.

Substitutes Succeed But Do Not Replace

"One word must be added with reference to substitutes for raw silk. Twice within this generation two substitutes have been heralded from the housetops as about to replace enormously the consumption of raw silk. The first was mercerized cotton, and the second was artificial silk. The result of the last twenty-five years proves, however, that the introduction of these two articles has served entirely to replace, in certain lines, the raw silk that was formerly consumed in producing certain articles; while, in spite of its release from these channels, there has not been raw silk enough in any one year reasonably to supply the world with its demand for silk."

LOOK TO YOUR TOWN PRESS

E. M. Trowern, Dominion secretary of the Retail Merchants' Association, in speaking at Carleton Place recently, said: "It is the small-town newspaper that is going to save this country," noting that the large city dailies were so tied up to the departmental stores and big interests that only through the town newspapers could the people look for fair treatment. "Get behind them," he said, "and don't be afraid to advertise. They depend on you almost wholly for their support."

Active work on the new Dominion Textile power dam at Magog has been commenced. It is estimated that this will provide work for three or four hundred men.

Daniel McKellar, manager of the Ailso Craig flax mill, has been rewarded for his past year's splendid work by the first prize of $500, donated by the Ontario Standard Flax Company, of Toronto, for the best flax and best handled flax. There are seven mills of the company in Middlesex and Mr. McKellar had the honor last year also of receiving the $500. His employees share in the luck by receiving $10 each.

W. H. Steley is taking over the management and control of the R. H. Cosbie Co., representatives in Canada of the Old Bleach Linen Co., of Randolston, Ireland. Mr. Steley has been connected with the firm for some time now as vice-president. He recently returned from Ireland where he completed arrangements with the Old Bleach Company for the taking over of the complete management of their business in Canada. He also secured the agency for the handling in this country of the N. J. Richmond line of Madeira linens.

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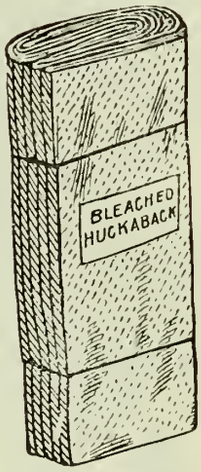

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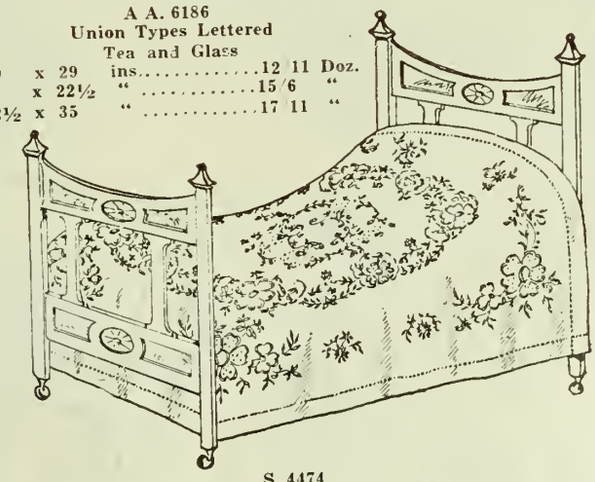

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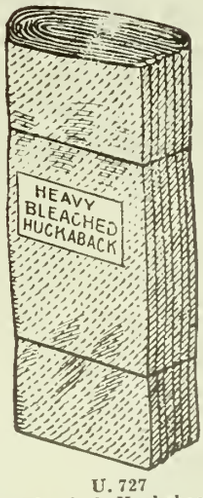

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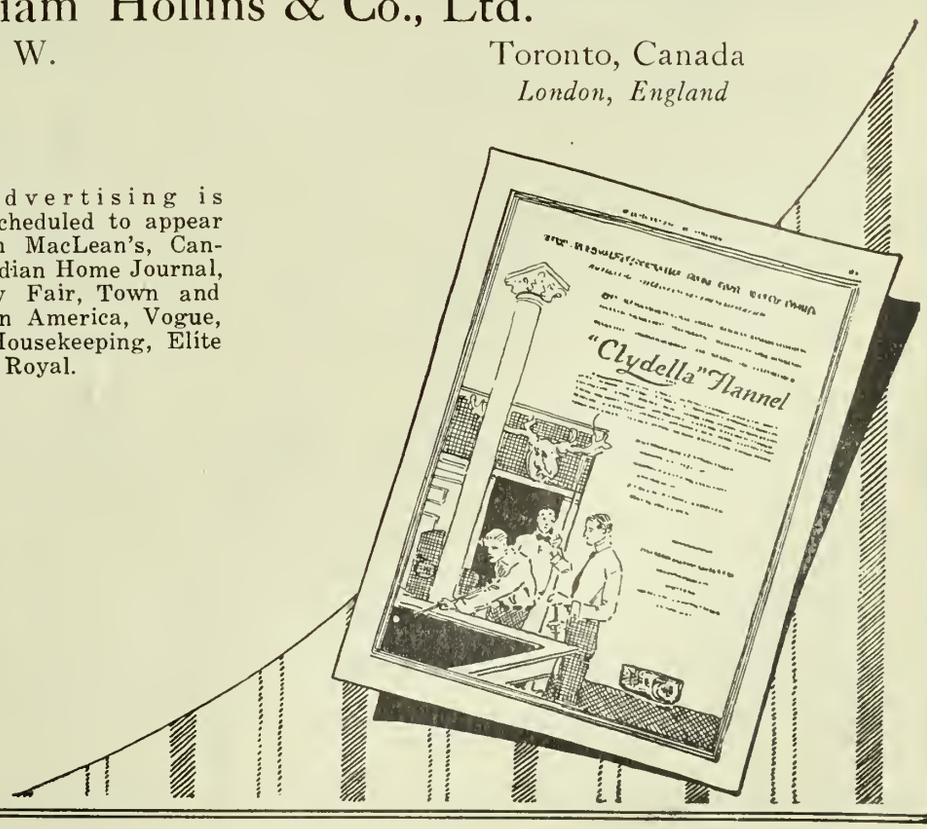

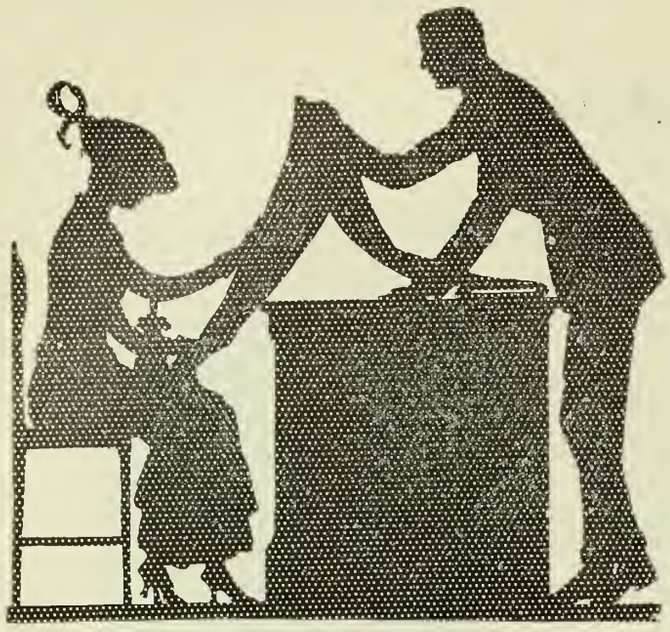

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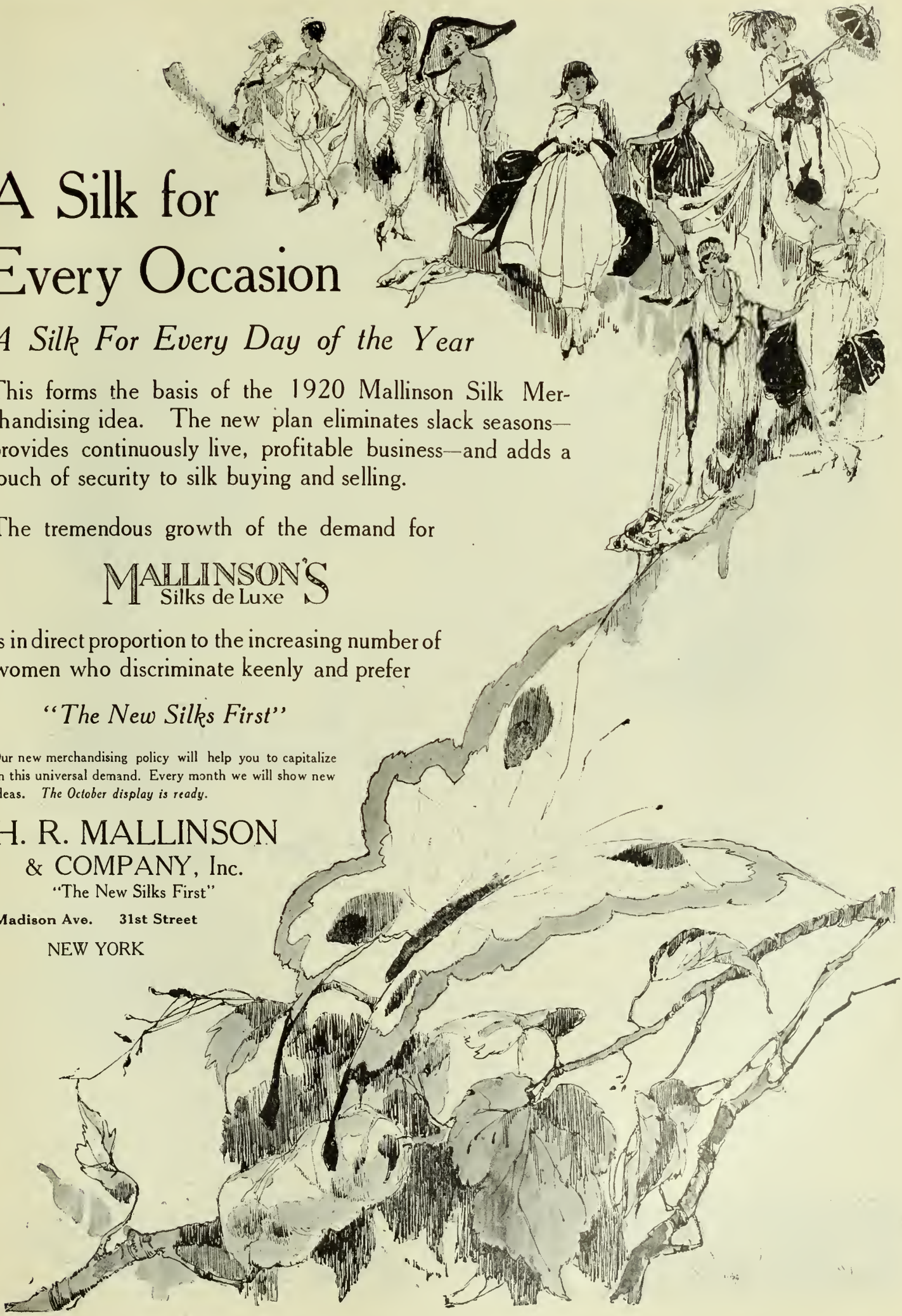

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From time to time announcements will be made in this column regarding latest samples received from Manchester, England.

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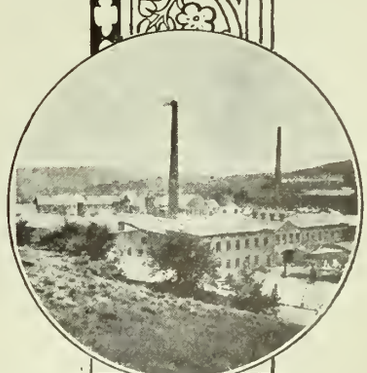

BIRCH VALE PRINT WORKS

THE CALICO PRINTERS' ASSOCIATION, LTD
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CPA

Slow Deliveries Keep Millinery Unsettled

A Splendid Season in Progress—Darker Shades Prevail for Midwinter—Much Fur, Uncurled Ostrich, Also Brocade and Flowers Survive the Brilliant Autumn Shades —Some Novelties Featured.

THERE is likely to be a very gradual change from Fall to mid-Winter modes in millinery This is due to the exasperating deliveries. Wholesalers and buyers state that goods ordered from the United States do not reach their destination for as long as eight weeks. Canadian wholesalers, as a result, are also tied up and unable to cope with the active season in a way which is satisfactory, although they claim to be doing a little better than the New York houses. Deliveries here are kept within a four or five week limit for the most part. Paris seems to be worse than anywhere for strikes there have held back goods for six weeks.

The fact that millinery has become so popular again, in small, as well as large, centres is keeping manufacturers, designers and wholesalers all about at their wits' end. There are new things coming out every day in both foundation styles and trimmings, and prices are at the same time so unstable and high that there is an unsettled feeling throughout the whole trade. The one certain and unaltering feature is that consumers are standing at the door, so to speak, ready to buy whatever is attractive and becoming and one never can be sure of just what big amount a casual customer will part with in order to possess just the most bewitching creation in headwear.

Bright Shades Not For Wintry Blasts

Up to the early part of September there was remarkable sale for the bright Autumn colors. The nasturtium colors —capucines, to be strictly modern— ranging from brilliant oranges to deep and rich henna tones, have met with much success. Only touches of them were selected for the most part by the better class trade, however, though many high-priced models were sold, and already that element is turning to the darker tones for mid-season. The wholesale trade is of the opinion that those striking tones will not survive the first blasts of Winter.

Just now there is a favoritism shown for royal blue—a rather deeper, but more liquid shade than the old royal tone, however. This new shade is particularly good with the silver laces and brocades which are bound to be an all-season feature. It also combines very well with black when both are in velvet. Blacks are coming to the fore very noticeably, too, for mid-Winter, in all materials. They are especially good in large, dressy unstiffened shapes.

Are Large Shapes to Prevail?

As to size, there is a difference of opinion in the Canadian trade as to whether the late season will take noticeably to the large hats or not. One wholesale milliner, whose opinion is usually based on actual facts in the millinery world, rather than upon undefinable impressions, states that there is quite a marked tendency towards large, dressy models, while another leading buyer, who has just returned from New York, says that she was counting upon the large hats taking the lead until she went down there and found that a reversion is taking place and that the factory-made hats are tending again to be small and they are selling to all the leading houses. She believes, however, that by December the tendency may quite likely be for large shapes again.

The bulky crowns are quite new, but not taking well with the Canadian buyers.

Flowers, Feathers and Furs

Flowers are quite noticeably to the front for trimmings and are being used extensively with metallic laces.

Feathers are exceedingly important, but the full ostrich plumes are not as strong as some in the trade were expecting. This fact is explained as due to the dignified, matronly impression which goes with the plume-decked hat. In other words, a hat trimmed with ostrich plumes make the wearer look old, whereas youth and freedom are still the goal of to-day's fashions. Uncurled and glycerined ostrich are quite another proposition, of course, and so are the chic little curled-up feathers, which nestle in the corners of a sweep of velvet or under a soft crown or brim. The uncurled effects are all popular in fringe, bandeaux, etc.

One feature which seems to elicit enthusiasm from all in the wholesale trade is the place of fur trimmings for mid-Winter. Monkey fur is already in very strong demand, and skunk, mole, beaver and nutria are all receiving marked attention.

Have You Ever Seen Henna Cats?

A novelty which will be decided by consumers themselves as to its popularity is dyed cat. This fur is being dyed up in such shades as yellows, greens and nasturtium tones, and it is thought by some that they will prove attractive for trimmings when Hudson seal coats and neutral-toned furs eliminate bright color otherwise from the outdoor costume.

There is no doubt either about the importance of metallic laces, richly brocaded metallic fabrics, and similar effects which provide brightness and richness, but not a color riot.

It would be well for milliners to remind their customers, too, that to be modish, hats this season must practically all be worn well down on the forehead.

MILLINERS' ASSOCIATION FORMED IN MONTREAL

With a view of promoting fair methods of competition in the trade, twenty-five representative milliners met in Montreal, Sept. 4, and appointed a provisional committee to organize the retail milliners of the city. The meeting was called by the Retail Merchants' Association of Canada with whom the new milliners' association will be affiliated. J. A. Lavallee, of the Mount Royal Department Store, presided.

Discussion at the meeting was mainly devoted to the practice of certain wholesale houses who approach small retailers early in the season and sell them novelty hats at high prices, later dumping the balance of their stock in the same line on the counters of a large department store where the same article is sold retail at half what the individual milliner had paid for it wholesale. A flagrant instance of a certain silk and velvet hat was cited, which was recently sold to the trade at $5.50 and later appeared on a St. Catherine street bargain counter at $2.98. Several millinery buyers for department stores who were present agreed that this practice on the part of the wholesalers was very hard on the smaller stores. A protest was also made against wholesalers selling hats at retail.

The following provisional committee was appointed: J. A. Lavallee, chairman; L. H. Duclos; A. Gelinas; S. D. Cohen; M. Barash and M. Jacobson. A second meeting will be called in a fortnight's time when officers will be elected. Meanwhile the committee is enrolling members.

Mr. J. C. Green, of the John C. Green Co., wholesale millinery, Toronto, is in Paris. He will probably be there until January, remaining to acquaint himself with Spring goods there before returning.

Fashionable Millinery

Horsehair is said to make a most perfect fabric for small hats, for it may be twisted and draped into the most modish shapes, The model at the left shows it in pearl grey ornamented only with a goura feather at a jaunty angle at the back.

Perhaps the most popular combination for this Fall and Winter is velvet and feathers. The middle number above is black velvet with black uncurled ostrich feathers. These are all the more attractive when accompanied by sable furs or some such fashionable neck piece.

Fringe is a distinctive trimming this year. It is simulated at the right in the long blue glycerined ostrich feathers of blue, and the result is effective on the modish red hat.

Miss Hilda Mahar, who has been in charge of the millinery department at Oak Hall, St. Stephen, N.B., rather surprised her friends when she returned during August from vacation, having changed her name to Mrs. Reginald Ramsay, and bringing with her her young husband. The marriage took place in St. John and was the culmination of a happy romance begun in pre-war days in their home in Charlottetown, Mr. Ramsay having but recently returned from service of several years with the Canadian forces in France.

A FEW OPENING NOTES

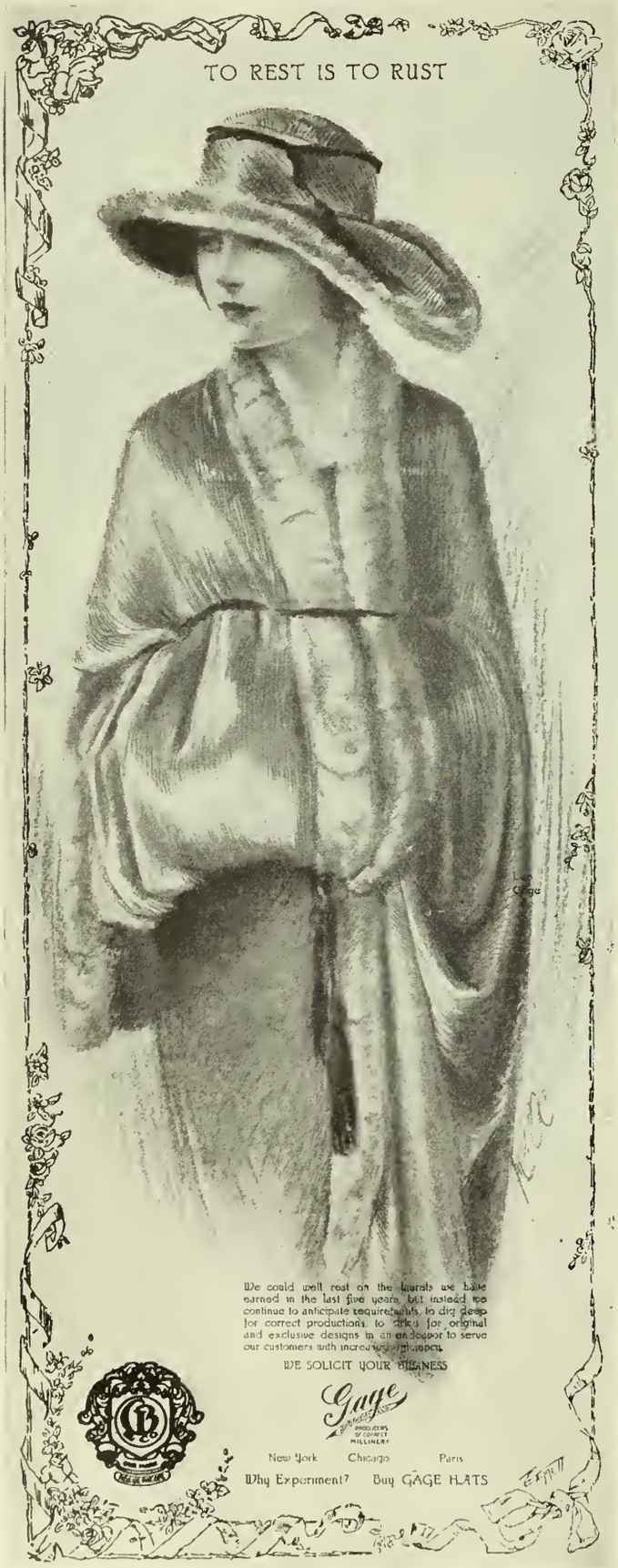
"Scinteline" is featured by the Hudson's Bay Co. at Edmonton, Alta., as "the newest overdrape fabric for evening wear." It has a silky finish and soft clinging appearance in iridescent effect, approved by Paris. Scintelines are in colors, are 40 inches wide and sell at $3.00 a yard.

The Robt. Simpson Co., Toronto, had a corner window display of French fabrics in rich dark colorings, featuring Georgettes with brocaded velvet patterns. They were rich and distinctively new materials. Several other striking opening displays featured suiting, gorgeous evening wear fabrics, velvets, trimmings, millinery and furs.

The Hudson's Bay Co. at Calgary incorporated a new idea with their Fall fashion promenade, which took place Sept. 4 and 5. One promenade took place in their newly decorated "Elizabethan Rooms" (dining rooms), on the sixth floor, from 3 to 5 o'clock. All the tables were reserved and admission was by ticket, costing 25 cents, which also covered the serving of a full tea during the promenade. A space was also roped off on the second floor, where the Mannequins promenaded for those who could not attend in the dining room.

Eaton's, Toronto, had seven striking window displays for their formal dress fabric opening, beginning Sept. 8. One window showed greys—"peace" greys—one showed plaid fabrics, the corner window featured brown tones, another window was in blues and one in henna, with its accompanying tones of nasturtium, or "capucine." There were two other windows featuring rich novelty silks and brocades for evening apparel. In the dress goods department two long platforms showed further handsome drapes of pastie broadcloths, lames, brocades, velvets, embroidered Georgette, etc., in a very riot of color. Asters, ferns and palms, with a few appropriate display cards and lighted floor lamps, delighted the public. A view of one of these displays is reproduced in this issue.

J. A. Migel, Inc., silk manufacturers, holding plants in Astoria, West Hoboken and Paterson, N.J., have purchased four and one-half acres of ground in North Bergen, N.J. Upon this site, which is situated between the Hudson Boulevard and Paterson Plank-road, the firm intends to build one of the most extensive and best equipped silk mills in the East. Ground will be broken at once, the carrying away of the large hill will be accomplished and the new plant will be running, it is expected, by the first of January, 1920.



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HFD CO.

FOXES

WOLVES and WHITE FOXES
DYED TAUPE and BATTLESHIP GREY

SQUIRRELS
DYED TAUPE and BATTLESHIP GREY

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which means a great deal is just to say: "I saw it in DRY GOODS REVIEW." You won't mind doing this, will you?

One Look

will convince you that we have the finest range of the Newest Creations in Millinery it is possible to find.

Our styles are the very latest and combine only the best workmanship and materials.

We also have an exceptionally well-assorted stock of exquisite Velvets, Silks, Ribbons, Laces, etc.

You are always welcome at our Show Rooms. If unable to do your buying personally, communicate with us. We will give you excellent service.

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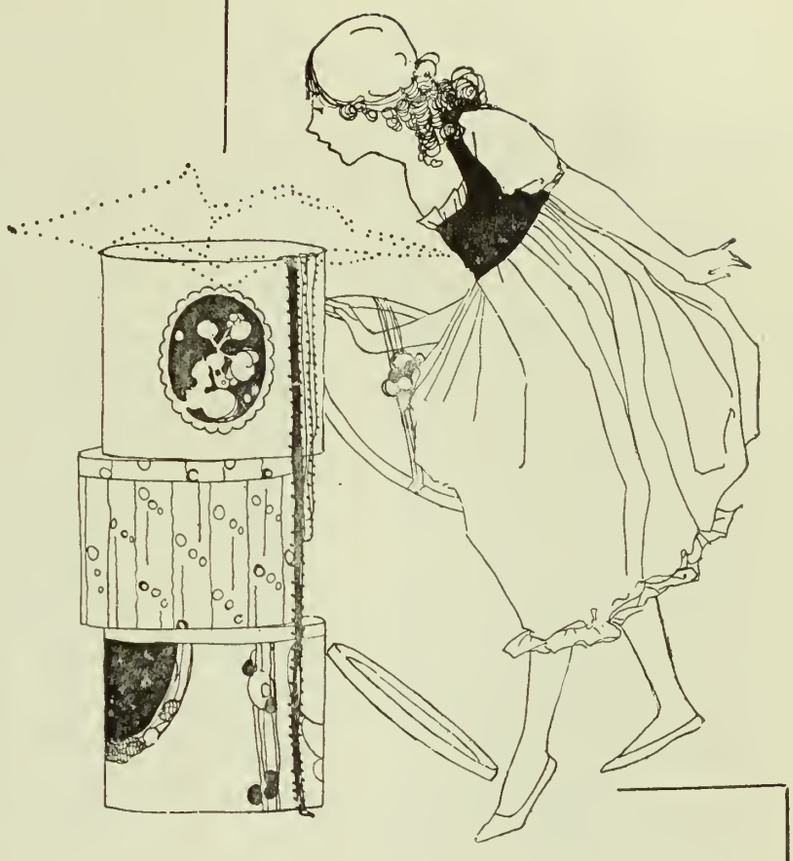

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Silk Hosiery Up 33⅓ to 50 Per Cent.

Buyers Surprised at Big Advance—Wonder if it Will Continue—Breaking Even on Cotton Lines, in Underwear and Hosiery.

BY the beginning of September the wholesale houses had had an opportunity to go over the lines of knit goods for the Spring of 1920, belated as many of them were in putting in an appearance. The general conclusion is the same as was reported last month, namely that on the average cotton lines are practically the same in price as for last Spring; in other words, at the top of the market. In the cheaper lines of hosiery there has been a slight drop, running about 2½ to 5 per cent., but in the finer grades this decline has been reversed by a small increase, so that the two balance up pretty well.

Advances Since the Opening

In underwear a similar condition prevails, although it is men's lines of balbriggan that show the drop, and that only to a slight degree. Since the opening some fleece-lined goods have advanced 25 cents a dozen, a condition also that was not surprising to most buyers.

Balancing Up

But in hosiery there does not appear to be much anticipation of further advances, especially in cotton lines. This is in spite of the fact that many of the cotton manufacturers stocked up with yarns last Spring at the time of the slump in prices and that when they go back into the market again they will be met by higher prices than then. But, on the other hand it is argued that the production will have improved in a few months as labor becomes more settled and that this element will compensate for the other. The scarcity, actual and contemplated, undoubtedly has exercised a stiffening effect on the opening prices of goods for next Spring.

Prices at the Top?

The prevailing opinion among wholesale buyers would appear to be that the market in cotton lines had pretty well reached the top. Whether the public agitation against high costs, not only of food but of clothing, will influence the latter market to any appreciable extent it would be difficult to prophesy, but a widespread movement with strong public sentiment behind it would seem bound to exercise an influence, in the face of every "law of supply and demand" that was ever called in as a defence against high prices, whether legitimate or the reverse.

Big Advances in Silks

As was anticipated, it is in lines of silk hosiery that prices show the greatest advances for next year. Buyers as a rule are loud in their protest against the heights that have been reached. The advances run anywhere from 25 to 50 per cent., and the average buyer declares that these prices are not warranted by any conditions that exist to-day or are likely to exist in the next few months. For instance, one line that was quoted to the wholesale trade on the first of September, an imported line, by the way, had risen from $6.50 to $9, which would bring it to about $12.70 laid down in Canada. This line sold this past season at $12.50, and will go up for Spring to about $16.75, an advance of about one-third. This, of course, is a fibre silk line, and the pure silk is even worse.

Labor is blamed by the mills as much for the advance as the soaring prices of raw silk. The latter has gone up from a low of around $6.25 a pound during the Spring reaction to over $12 per pound, which is an increase of 50 per cent. over the price of about $8.50 that ruled for a lengthy period before that again. In one mill, labor on a pure silk goods flat machine that used to be paid $25 to $28 a week is now receiving $90 a week. That counts some in the manufactured article.

What of White Silks?

With prices as they are in silk lines there is a tendency for the wholesale trade to go lightly in stocking up lest an increased production later on may relieve prices somewhat. On the other hand they are rendered anxious by the known scarcity of these goods all over, and the fear that they will be left out if they delay ordering when they have the chance. So between the two motives they are rather worried. So far as colors are concerned blacks are having an enormous run, with tans strong as last year. Later on many believe, however, that there will spring up a demand for whites, as a relief from the other.

AUSTRALIAN WOOL

The President of the British Board of Trade stated last month, in reply to a question put in Parliament:—"At the present time the Government hold approximately 900,000 bales of Australian and New Zealand wool in this country, 158,000 bales are in transit, and approximately 1,220,000 bales are held in Australia and New Zealand. The last mentioned are being consigned to this country as fast as tonnage permits. Government wool is being placed on the market at a rate which taxes the selling brokers to the utmost capacity. Supplies through the auction sales are supplemented by direct issues at scheduled prices."

KNIT GOODS NOTES FROM NEW YORK

The following are some New York trade reports on the knit goods situation:

Misses' hosiery is at a premium, it is reported in the trade. Practically everything has been sold up for as far ahead as mills care to go and buyers are still asking for merchandise. No one seems to have supplies enough to carry them along until they will be able to take on more and get deliveries, so it is generally felt that a shortage on misses' hosiery is bound to arrive sooner or later.

The hosiery situation otherwise is about unchanged. Women's fine cottons have been very strong for a long time and the low end lines are nearly as strong now. A large business has been done on them within the past few weeks. In men's there is very little available before the end of the year, about December being the best that some could promise if they were willing to take the business at this time.

Silk Hosiery Scarce.

Silk hosiery of all kinds for both men and women is stronger than ever, and it is difficult to locate any quarter that has any to sell. Selling agents and mills are turning business away for lack of merchandise, and with no apparent stop to the demand it is felt that this demand will be stronger than ever by the time mills are ready to talk business again.

Nainsook Only to Jan. 1.

The nainsook underwear trade has booked a large business for Spring, 1920, and buyers are still ready and willing to buy if mills and selling agents would take the business.

As a rule, most selling agents and mills have not sold beyond January 1, but it is felt by many that they will not be able to deliver all that they sold, and for that reason deliveries may extend into January, or even into February of next year.

The demand took the form of a union suit call, and one of the large factors in the trade estimated that about 80 to 85 per cent. of the business for next spring was done on union suits, with the balance done on shirts and drawers. The demand for nainsook union suits this year has been greater than ever before, it is reported.

Prices have tended upward, and during the season they have advanced about $1 to $1.50 a dozen all along the line. Numbers that opened at $5.12½ a dozen closed at from $6.25 to $6.75 a dozen, and were firm at that high level.

The Ripple Sweater

Among the novelties that have proved very big is the Ripple sweater, made both as an open front sweater and as a slip on. The open front, however, has had the call by all means and it is reported that mills making them are greatly oversold on them. It is anticipated that they will be big favorites next spring and that mills will not be able to supply the demand. They are a novelty that gives promise of wearing well with the consuming public.

Expect Underwear to Go Up

The price end of the underwear market is strong and selling agents are firm in the belief that prices are going higher than they are to-day. One large factor who is in more or less close touch with the situation said yesterday that in his opinion the high grade 11-pound shirts and drawers

would go to $10.50 a dozen and the 16-pound union suits would go to $18. These were prices to the jobbers. At present the prices for the shirts and drawers are around $9.50 and for the union suits about $16.50.

More and more emphasis is being put on the expected scarcity of merchandise as the controlling factor in price determination.

Word comes from New York that there has grown up a strong demand for colored cotton underwear, especially the favored pink. The reason for this fashion as given is that it is really an imitation on the part of women of their richer sisters who can afford the costly glove-silk material—in pink—and that the cotton, in pink, looks just about as silky with a blouse covering it, as the real variety.

U.S. MILLS "SPREAD OUT" LIKE CANADIANS

Some sweater coat manufacturers in the United States are taking a leaf from the policies of some Canadian firms, one in particular, and in an effort to solve the labor shortage are establishing branch mills in surrounding towns and small cities. It is stated that although this involves a large outlay both in capital for the plant and the extra overhead charges, they consider them a good investment in increasing their production and enabling them to fill orders for merchandise. These smaller plants are termed auxiliaries.

NOVELTY SWEATER AND SCARF

The ripple sweater has caught on very noticeably in New York. Wanamaker's feature it as "Something really new in this much-sweatered world. It is a coat sweater—very good lines—a closely knit waist-line and a ruffled peplum. The effect is charming. The sleeves, too, are bell-shaped and made with a suggestion of a ripple at the cuffs. In turquoise blue, mauve, midnight blue, salmon, and tan."

They also mention Orenberg scarfs—"Long and wide scarfs of white Shetland floss with borders of stripes in gay Romany colors. Very charming to wear with one's sweaters."

RIBBED SILK HOSIERY NEW

Distinctive styles in hosiery are receiving attention in New York stores. The novelty designs include some with lace incrustations, others with openwork and hand-embroidered clocks or insteps. Ribbed silk hosiery for street or sports wear is quite a new note.

Men's half-hose are in black, white and colors and in blended colors, figured and striped effects. A recent importation consists of French lisle half-hose in novel designs and combinations.

Children's hose are in cotton, lisle or silk and of course golf and other sport hose are shown in variety.

T. A. Code, knit goods manufacturer, and Mr. Boyd Caldwell, of Boyd Caldwell and Co., tweed and knit goods manufacturers, have lately returned to Canada after a business tour in Europe.

MERCHANDISE RESEARCH BUREAU

(Continued from page 28)

who has been transferred to another department, or who is a new employee, must pass the tests.

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

The extent of this information and the detailed knowledge required for the tests is readily to be seen from the set of questions which follow. These sets of questions are those which have been actually used in the store. It would perhaps be surprising for some glove and hosiery buyers throughout the Dominion to brush up their information and find out just how satisfactorily they themselves could answer these questions. What is regarded by the T. Eaton Co. for their own business as a satisfactory set of answers to the hosiery questions is also given below, having been kindly loaned by the firm to DRY GOODS REVIEW for this article. The set of answers was handed in by one of the Eaton employees:

GLOVE DEPARTMENT

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

MANY USES FOR KNITTED FABRICS

The various types of fine and heavy knitted wool materials which have become so important to the fabric world, and which are known in England as "Stockinettes," form an interesting development in the Nottingham products. These are put to varied uses in England and are finished specially for those different uses. A Nottingham report states:

The goods have a backing showing the usual stockinette rib and on the face is a rich furry pile, formed no doubt by a brushing operation. The fabrics could fairly be described as super-brushed wool, although the pile is not in all cases sheep's wool. In one instance the pile is mohair and betrays the usual brightness of that material. The shades range from dark to light and are of a notable purity and in the most fashionable colorings.

A stockinette made with a nap of botany wool, and excellently adapted for fleecy linings for garments or rugs, has a feature of novelty in a diagonal rib. By improvements of this kind the demand for stockinettes can be greatly extended, and at this time of day the preference for knitted fabrics is evident upon all hands.

HOSIERY DEPARTMENT

1. What are Cashmere Hose?
2. What are Worsted Hose?
3. What are Thread Silk Hose?
4. What are Glove Silk Hose?
5. What are Fibre Silk Hose?
6. What are Plated Hose?
7. What are Union Plated Hose?
8. What are Union Hose?
9. What are Percentage Hose?
10. What are Fleece-lined Hose and what is the purpose of Fleecing?
11. What are Balbriggan Hose?
12. What are Cashmerette Hose?
13. What are Lisle Thread Hose?
14. What are Mercerized Hose?
15. Which will wear the better, Glove Silk or Thread Silk Hose?
16. Has Glove Silk any advantage over Thread Silk?
17. What are Spliced Hose?
18. Name and describe the three different styles feet in hosiery.
19. If a customer asked you how to launder Colored Silk Hose, what would you suggest?
20. Has a Cashmere Sole any advantage over a Cotton Sole?
21. What is a Maco Sole?
22. What are Full Fashioned Hose?
23. How is a Fashioned Seamless Hose distinguished from a Seamless Hose?
24. How is a Mock Seam Hose distinguished from a Full Fashioned Hose?
25. What is the advantage of a Full Fashioned Hose over a Seamless?
26. Why are Full Fashioned Hose higher in price than Seamless?
27. What is meant by Out-size Hose?
28. What is the standard width of Regular Hose and Out-size Hose?
29. Why do Out Sizes cost more than Regular Sizes?
30. What does "Multiplex" mean?
31. Which will shrink the more, White or Black Cashmere? Why?
32. Pick out the following hose: Cashmere, Worsted, Thread Silk, Fibre Silk, Silk Plated, Union, Balbriggan, Cashmerette,

(Continued on page 150)

The present vogue for longer and tighter skirts is not lessening the demand for fine quality hosiery.

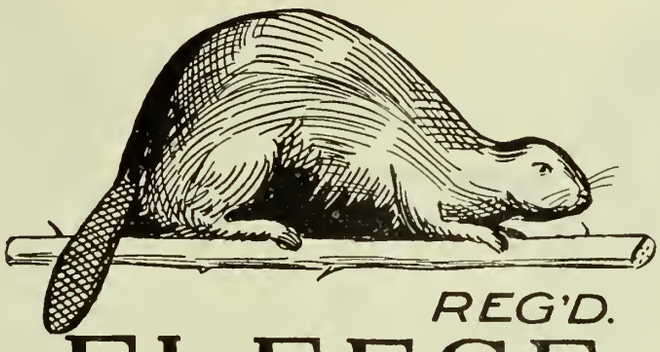
The fact is, milady is becoming more exacting in her tastes. Her hosiery must be of texture and make equal to that of her finest garment.

There is a genuine satisfaction in being able to offer hosiery that you know will please. Penmans, which requires no introduction to you or your trade, can be offered with perfect confidence.

Penmans

HOSIERY

"THE STANDARD OF EXCELLENCE"



Look for this Label

"BEAVER BRAND" FLEECE LINED UNDERWEAR

IS

GUARANTEED

AS TO

QUALITY

SIZE

AND

WORKMANSHIP

Sold by all the Leading Wholesalers from Coast to Coast

Combinations and Two-Piece

BEAVER KNITTING MILLS, LIMITED

ALTON, - ONTARIO

Selling Agents:

Ontario and Western Canada
R. R. DAVIS
33 Melinda St. : Toronto

Quebec and Maritime Provinces
WM. C. FORSTER
43 St. Sacrament St. : Montreal

CIRCLE BAR HOSIERY

FOR WOMEN

In Cashmere, Mercerized Cotton, Silk

FOR MEN

In Cashmere, Silk or Cotton

FOR CHILDREN

In Cashmere or Cotton

The ever-increasing popularity of **CIRCLE-BAR HOSIERY** is a result of specializing in one quality only—THE BEST.

From the purchasing of our raw materials down to the smallest detail in manufacture we have always insisted upon the paramount importance of **QUALITY.**

CIRCLE-BAR HOSIERY will loyally maintain your reputation for goods of the highest standard of quality, service, and value.

Representatives are now on the way to you with our interesting samples for

SPRING 1920

You will be especially interested in our women's new "Anti-Run" Stocking produced by a new special process. Patent applied for and application has been entered at Patent Offices, Ottawa, as serial number 226507.

The Circle-Bar Knitting Co.

Limited

Kincardine - Ontario

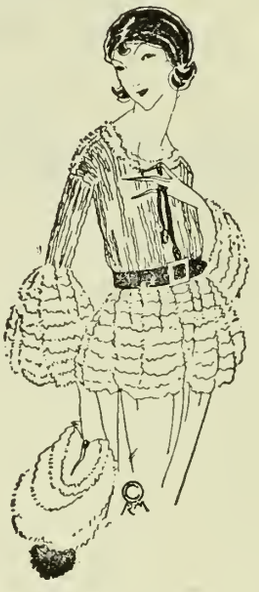
BONWORTH
MADE IN CANADA
BRAND
TRADE MARK

Knitting Yarns

Impressive quality, distinctive softness and elasticity, comprehensive range of the season's most attractive and popular colors—all are found in

BONWORTH YARNS

36 COLORS



36 COLORS

"SUPER"

2-ply Floss lends itself admirably to the fashioning of distinctive knitted creations. Spun from fine Australian wool. Sold in balls.

"ELECTRA"

4-ply fingering — into which is imparted a special twist, to prevent splitting. An ideal yarn, positively without equal on the market. Immensely popular everywhere. It is sure to commend itself to your customers. Sold in skeins.

The Bonner-Worth Co.

LIMITED

Worsted Yarn Spinners and Dyers

PETERBOROUGH, ONTARIO

Buster Brown Stockings Appeal to Every Mother

—because they wear longer
—because they require less mending
—because they're economical

Buster Brown Stockings are fitted with a triple-ply heel and toe—successfully preventing the usual rapid wear at these points. In addition, they have a double elastic-ribbed leg, double foot and narrowed ankle, making them comfortable and neat-fitting.

These points appeal to every mother. They fully appreciate stockings which wear longer, which they'll have less trouble mending, which cost less in the end. They will thank you for recommending them.

Your dealer will supply you with Buster Brown durable hosiery—the economical kind.

THE CHIPMAN HOLTON KNITTING CO., LIMITED
HAMILTON, ONTARIO MILLS ALSO AT WELLAND

The BUSTER BROWN STOCKING

SUNSHINE HOSIERY REGISTERED

Sell Satisfaction

PEERLESS UNDERWEAR

WHEN you sell a suit of Peerless Underwear you sell satisfaction.

You are satisfied that you have just made one more customer who will come back herself and also tell others.

Recommend Peerless Underwear always. It is your one, safe, sure bet to build a bigger business.

MOODIE'S
PEERLESS
UNDERWEAR

Peerless Underwear
Company, Limited

Controlled by

J. R. Moodie & Sons
Limited
Hamilton, Ontario

"Craftana"

Registered No 262.005

THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

FIRST IN THE FIELD AND STILL LEADING.

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

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

A HALF HOSE FOR HARD WEAR.

ABSOLUTELY SEAMLESS
PERFECT IN FIT
GUARANTEED UNSHRINKABLE

THE ACME OF PERFECTION IN FOOTWEAR.

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

Cable Address:
"Currie Stewarton"

John Currie Son & Co.

Bridgend Works
STEWARTON, Ayrshire, N.B.

Makers of Scotch Knit Woollen Goods

Including

Ladies' and Gents' Fleecy Scarves in self and striped effects

Gents' Viator and Aviator Caps

Ladies' and Children's Machine and Hand Knit Caps and Tam O'Shanters.

Ladies' Spencer and Jumper Coats.

Sole Agent for Canada

G. B. OLIVER

116 Mail Buildings **106 Bay Street**
TORONTO

From the

Ballantyne Spring Range

for Spring and Summer, 1920

Slip-on No. 29.—Fancy stitch in half-cardigan, with deep Polo collar. Made in plan or combinations of latest art shades, including Coralette, Nile, Turquoise, Light Rose, Copenhagen, Old Rose, Canary, Paddy, Fawn, Emerald, Orange, Mauve, Plum, Apricot and White.

BUT one of the new Ballantyne Garments comprising our Spring and Summer range. Our travellers are now showing the complete range, which includes Knitted Coats and Pullovers, Boys' Jerseys, Men's, Women's and Children's Bathing Suits. Make your selection now from the smartest styles for 1920.

R. M. BALLANTYNE, LIMITED
STRATFORD, ONT.

PURE Jaeger WOOL

For Men, Women and Children

Our travellers leave early in September, it will be to your advantage to await a visit before placing orders for Fall sorting and Spring. You will be interested in many new lines we have added to our already extensive range. Novelties are coming to hand daily.

Underwear, Shirts, Hosiery, Gloves, Sweaters, Cardigans, Spencers, Dressing Gowns, Jackets, Ulsters and Overcoats, Blankets, Rugs, Knitted Scarfs, etc., etc.

We are open to appoint agents where we are not already represented. Our traveller will pay an early visit to anyone interested. Catalogue on application.

DR. JAEGER'S Sanitary Woollen System CO., Limited 243 Bleury Street, Montreal

This Trade Mark sells

"CEETEE"

THE PURE WOOL
UNDERCLOTHING
THAT WILL NOT SHRINK

Remember—there is no low grade or cheap "CEETEE" —only the very highest grade and best quality underclothing bears the famous "CEETEE SHEEP" trademark.

If you are catering to the best trade in your district you must sell "CEETEE"
For ordinary underwear you will find TURNBULL'S brand at least the equal of any made in Canad

MADE BY

The C. Turnbull Company, of Galt, Limited

Also manufacturers of TURNBULL'S Ribbed Underwear for ladies and children, and TURNBULL'S "M" Bands for infants

CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE

"Just Right"

To look "just right" a man must first of all feel "just right." This is the unfailing effect when a man wears our

ELASTIC RIB UNDERWEAR

Satisfaction is assured in every sale. See our samples also of

FINE CASHMERE
JERSEYS AND SWEATERS
TWEEDS AND ETOFFES, etc.
HEAVY WOOL SOCKS.

MITCHELL WOOLLEN CO.
LIMITED
MITCHELL - ONTARIO

MAPLE LEAF HOSIERY

PURE WOOL

A Canadian line of Hosiery that has steadily maintained its high standard in spite of war-time difficulties and substitutions.
A worthy Canadian product for your Hosiery Department.

Send for samples or see our Representative.

The Goderich Knitting Co.
Limited
GODERICH, ONTARIO

IT PAYS TO PUSH

MONARCH-KNIT

HOSIERY, SWEATER COATS, JERSEYS, BATHING SUITS

Monarch-Knit goods always give your customers the greatest satisfaction for the money expended.

That's the secret of their success.

They have the style, the fit, the quality, the workmanship and the finish that your customers expect from the goods you recommend them to buy.

See the range for Spring now in the hands of our travellers.

We will appreciate your holding your order until you have seen the Monarch-Knit range, and hope that you will select Monarch-Knit as your specialty in knit goods for Spring.

"MONARCH FLOSS"
"MONARCH DOWN"
"MONARCH DOVE"

the famous Canadian hand-knitting yarns, in 34 popular shades. Put up in handy balls, neatly boxed. Display these goods and double yarn sales.

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED

The Monarch Knitting Co., Limited

Head Office: Dunnville, Ontario

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

This Trade Mark is the hall-mark of unquestionable quality and value in Men's Underwear.

The well known quality of "WOOLNAP" Underwear has even been improved during the unprecedented period of war-time difficulties. We invite your critical comparison with other lines on the market.

Yet it costs no more than ORDINARY Underwear.

Made in Scotch Knit, Heavy Wool Ribs, and Fine Elastic combinations and two-piece.

The Schofield Woolen Company

Limited

Oshawa - - Canada

Hawthorn Jersey Cloths

FOR LADIES' SUITS, SKIRTS AND SPORT COATS
FOR MEN'S OVERCOATS, GOLF SUITS, ETC.

For lasting attractiveness, appropriateness for all occasions, and serviceability, Jersey Cloth has surpassed and supplanted all other lines of Dress Goods, as evidenced by its ever-increasing popularity. No Dress Goods Department is complete and up-to-date without a full range of reliable Jersey Cloth.

Two Reasons why you should stock HAWTHORNE Jersey Cloth

—It is made in Canada—with Canadian labor—for Canadian people.

It is GUARANTEED in every thread and color.

You can guarantee it, as we do, to your customers, and maintain their confidence in the standard of your goods.

Finest all wool, 54 inches wide—in ALL colors—including a dozen mixtures.

Our "DOLLY DIMPLES" and "COMFORT" Face Cloths—and our "TERRY" Towellings—are all leaders in their line.

Secure Samples from your Wholesaler, or one of our Agents.

Hawthorn Mills, Limited, Carleton Place, Ont.

Selling Agents:

TORONTO—Little & Little, 152 Bay St.
MONTREAL—Luke F. Moore, Coristine Bldg.
VANCOUVER—A. J. Snell, Vancouver Hotel.
PICTOU, N.S.—V. A. Barnwell.
WINNIPEG—Fred Rumble, Hammond Bldg.

Neckwear Shows Some Developments

Vestee Jabots, High Collared Berthas and Embroidered Ratine, are Three Distinctive Features—Some New Ideas in Pique—Lace and Net Continue in Profusion—Trade is Active.

THE prevailing popularity for laces and nets continues everywhere, according to neckwear manufacturers and retail buyers, who further state that never before has there been such a demand for lace trimmed numbers.

Novel effects are being shown in the new Fall lines in becoming and interesting designs. The quality of the laces now being received is noteworthy, and manufacturers state that deliveries of these laces are becoming more satisfactory.

Materials

The most popular materials for Fall neckwear are net, Georgette, organdie, and of course the staple satins and piques. Net is still the strongest line at present, with Val. trimming in literally billows of ruffles in almost every case. The net materials come in shirred and tucked effects, as well as plain with picot edge.

The laces in wider widths, being shown principally in jabot vestee effects and tuxedo collars, are the exquisite burnt-out laces, chantilly, maline, filet, filet Venise and flat Venise edgings with Van Dyke points and other effects, and last, but really most prevalent of all, the popular net laces.

Pleatings and lace rufflings for berthas in several widths, are also selling extremely well at present.

Shirred and tucked lace-trimmed vestee materials, averaging about ten inches in width, are selling fairly well also by the yard.

It is interesting to note that the better laces, Carrickmacross, rose point, and duchess, especially are again being received in substantial quantities. The prices on these goods are considered reasonable, which, in view of the scarcity and uncertainty of deliveries in these lines during the war will be much appreciated by merchants who have a clientele for them.

White and ecru are decidedly the leaders in neckwear colors. Quite a large number of designs show these two combined; for instance a white net collar with ecru Val. trimming, or an ecru foundation with white lace trimming, which are quite unusual.

Next in popularity is the delicate orchid shade, which is being shown and manufactured to quite an extent. Flesh, corn color and maize numbers are also being shown but not very extensively. In the darker shades, navy, sand and grey are most in demand. One manufacturer reports quite an extensive demand for black numbers, while some houses having little noticeable demand

Some New Neckwear For Fall

1. Fichu of ecru net, with picot-edged net ruffle hemstitched on. Hand embroidered polka dots in royal blue silk and a silk fringe of the same shade add an unusual touch. From Ladies' Wear, Ltd.

2. Black chiffon, finely pleated, and black Val. lace form this novel black number, with the assistance of rows of ecru braid, trimmed at each edge with small black beads, and studded with larger jet beads. From F. C. Daniel & Co.

3. One of the new wide berthas, reaching almost to the waist line, with high collar in soft folds. Dainty shadow lace with shirring at the neck is used. From T. H. Birmingham & Co.

4. A smart, becoming little collar of ecru Val. in many ruffles, with unusual lines on the shoulder, where it fastens. Shown by Phoenix Novelry Co.

A Thing of Beauty May Become a Torment—If You Don't Watch Out

These are two fashionable veils with which buyers are familiar. The small inset sketches show how a thing of beauty—after the designer, the buyer and the ad. man have done their best—may be turned into a torment forever because "somebody" didn't explain and demonstrate to the consumer how the veil should be worn.

Could anything be more unsightly than the embroidered spot landing right on the tip of the wearer's nose, or the chenille dots giving a crippled effect to the face and interfering with vision by being drawn up across the upper part of the face? Do you want your merchandise to look like that on the street? Illustrations by courtesy of "Everywoman's World."

for black lines do not make a feature of them.

Several New Styles

Vestees are still the acknowledged leader in designs, the best selling numbers being the jabot-vestee combinations mentioned previously. These are made principally of net or Georgette, shirred and tucked, with Val. lace ruffles of course. Then again, wider widths of the laces mentioned above, some being deeply pointed, are employed. Only three ruffles are necessary to complete the vestee length of these jabots, the same wide lace forming a bertha-like collar attached. Lace the full depth of these jabots is also extensively used, some particularly exquisite models being in the Malines laces. High collars are almost invariably used with the jabot vestees, and their popularity seems imminent owing to the special adaptability to the suit requiring a vestee front or a waistcoat. Women who purchased this type of suit in the Spring are wearing them again between seasons, but later on the vestee styles will probably be reserved for dresses, since not a big percentage of Fall suits will provide a waistcoat.

Ribbon is used quite often, in flat tailored bows extending across the jabot at the waistline, blue shades, black, and other attractive tones being noticed particularly. One very distinctive vestee of net lace, Val. trimmed, collarless, has wide royal blue ribbon with white polka dot design, forming a soft bow at the waistline, the loops at either side extending beyond the edges of the vestee.

Other vestees show jabots in cascade effects combined with vestees extending beyond the jabot on all sides. White organdie numbers are also shown finished to look exactly like a sleeveless blouse, with elastic runner at the waistline.

Baronette satin vestees are promised again, in ecru and sand shades especially, and embroidered in contrasting shades. One of Toronto's large stores has placed heavy orders for these goods.

An Innovation for Fall

Quite the newest thing yet in vestees will soon appear in what has been known as Ratine, in sand, navy and other Fall shades, and heavily embroidered in contrasting shades of blue, etc. The embroidery will be quite heavily padded, giving an unusually rich, raised effect. It is predicted that these vestees will be really exquisite and quite the smartest thing on the market.

Berthas and Fichus

While the feeling towards them could not be described as enthusiastic, berthas are still holding a prominent place; the bertha rufflings by the yard sell more readily than the completed berthas. The widths vary from four inches to quite wide widths, one of which we have illustrated. High collars and collarless numbers are both being shown. Some berthas have circular yokes within the ruffling, which are effectively trimmed with lace, small buttons, or delicate touches of embroidery.

In New York, berthas with high, shirred collars are being shown, with wide flaring ruffles at the top. Predictions for period neckwear, as in period furniture, have been made. We would not care to predict the popularity of this particular line with Canadian women.

Fichus are also selling well at present, ranging from the fichu and collar combination effect to those of almost three yards in length. These latter designs are sometimes as wide as twelve inches, crossing in the front and reaching to the centre back, where a butterfly bow of the same material completes the very lacey, beruffled effect. Organdie with rows of insertion and fine Val. lace, net with the same, and plain net with deeply pointed picot edge, are the materials shown. Other designs have simple, distinctive touches that add to the becoming quaintness that is always acknowledged for the fichu. One of these also is illustrated.

A Special Order Number

Everywhere the opinion coincides that the really safest and best seller is the medium-sized collar in tuxedo effect,

from fourteen to twenty inches in length in net, and of course trimmed lavishly with Val. lace. Cuffs to match are also popular. The general utility of this collar for the frock with the prevalent round and square necklines also for the rolled coat collar, explains its universal popularity.

Longer tuxedo effects are also good, in the laces mentioned above, and in organdie. Distinctively smart and becoming are the ruffled designs in different shapes and sizes, which fasten at the shoulder or sometimes at the back. The illustration shows one of these in ecru.

One particularly neat and smart idea is being made by one manufacturer on a special order from a Boston lady through one of the large stores. This same store since ordered large quantities of the same number.

It is a petit collar and cuff set, only two inches in width including the band, in tucked net, straight, trimmed with the daintiest of Val. ruffles. It is decidedly chic for the afternoon frock.

Satin and pique are, as always, good sellers. Clusters of fine tucks are extensively shown in these numbers. One pique collar and cuff set has four rows of fine tucking about one inch from the outer edge, taking away the usually severe effect of the material and adding a decidedly smart touch to the set. Stiff tuxedo, "Buster Brown" and other designs are also receiving their usual share of the neckwear trade at this season.

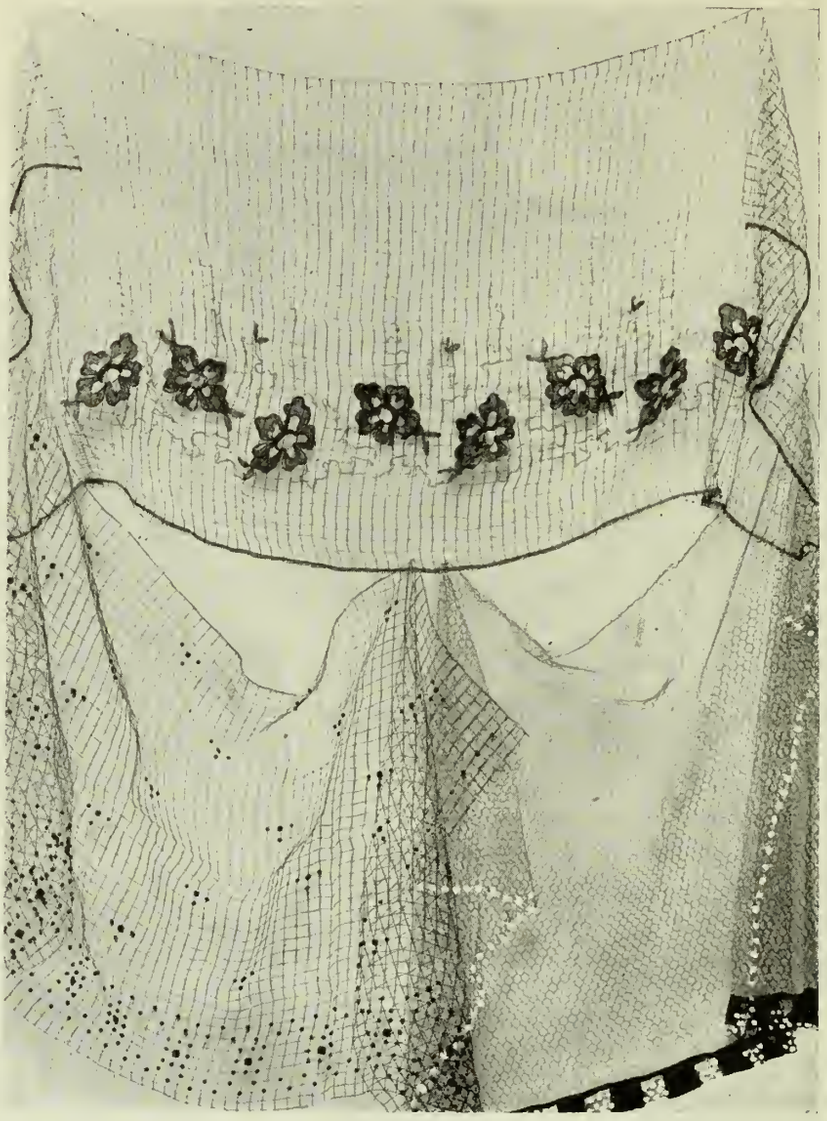
It will be seen that no really strikingly new leaders are on the market as yet, although many new designs and effects are forthcoming in the already popular lines.

NECKWEAR NOTES FROM NEW YORK

Novelty neckwear fashioned of silk duvetyn and satin combined with ostrich feathers is featured by one manufacturer. He says that a new spirit has arrived from France and England which emphasizes the tailor-made girl. Under the class of tailor-made, therefore, he is showing quite "fussy" crushed collars of the above materials worn loosely around the neck. They have short, narrow streamers or tassels at the back. No doubt the fact that they extend high to the chin is their excuse for being considered tailored.

'Suede-like," a fabric produced last season is meeting with some success as a neckwear material. One smart number made of it is long, Tuxedo style, bound with braid and trimmed with buttons. Another is round and flat, and a smart black moire bow of ribbon is worn on it in front.

Some heavier types are underway for Fall neckwear. They include stunning scarfs, collars and sets made of wool, brushed wool and angora. Woollen materials are also shown. The vestee is open to argument as to its popularity for Winter. It is selling in lacey effects very strongly just now. Some buyers have already set their vanishing seal upon the gay ribbon vestees which were the vogue in the Spring.



Three New Draped Veils

Above is a soft Shetland filet mesh veil in khaki brown, with new solid embroidery design. Large filet mesh veils are quite a la mode this season; the lower left number is black with border and all-over pattern in clusters of square velvet dots. A decided novelty is the navy blue veil at the right. It has blue silk fringe border, with clusters of silver dots and a row of the silver dots at each end. Shown by the Thompson Lace & Veiling Co.

The neckwear trade is very active at present, so much so that manufacturers find difficulty in keeping up with the demand. Fine qualities are everywhere sought.

PERRIN FRERES CHANGE NAME

The old firm of Perrin Freres & Co., of Montreal, has been converted into a new one known as the P. K. Company Ltd. The entire organization and operating staff of the new company is the same as that of the old firm. The shareholders of the P. K. Company are: Julius Kayser & Co., New York; V. Perrin & Co., Grenoble, France, and H. W. Austin, of Montreal. To act as selling and distributing agents for the Kayser Co., of Sherbrooke; V. Perrin & Co., of Grenoble, France; the Goldcroft Glove Co., of

Fall Novelties

Duvetyn or satin with ostrich feathers constitute new neckwear in New York.

Yeovil, England; V. Perrin & Co., of Montreal, and Hosiers, Ltd., of Woodstock is the aim of the new company, which will also buy and sell such other goods as may be deemed advisable.

The Kayser Company is arranging to increase largely its factories at Sherbrooke and plans for the extension are already under way. Arrangements have been completed by V. Perrin & Co. for the establishment of a leather glove factory in Montreal.

The factory of Hosiers, Ltd., Woodstock, will also be enlarged.

The officers of the P. K. Company, Ltd., are: President, Edwin S. Bayer; vice-president, William A. Shakman; managing director, H. W. Austin, and secretary-treasurer, Jules Matagrin.

It is expected that the new company will not only have the advantages of increased production, but will be able to operate with greater facility than before under a directorate located entirely on this side of the Atlantic.

Mr. H. W. Austin, managing director of the P. K. Company, Limited, has been with Perrin Freres & Co. since 1893.

RIBBONS

Ribbon wholesales are offering suggestions galore for the use of ribbons of all sorts for the coming Winter and holiday season.

There is feminine apparel from the most intimate dress details to the little luxurious accessories that make for Milady's delight and comfort—handbags, picturesque coiffure bands, vestees and overblouses, intricately made of ribbon. There are hats and matched sets and overskirts a la Hawaii (made of hundreds of twisted and knotted lengths of narrow ribbon). There are luxurious boudoir pillows and lampshades, bonbonnieres, telephone screens and a thousand other articles, every one of them featuring ribbons—quantities of them. Baby things, always a big item in ribboncraft, include complete layettes as well as the individual articles. These various suggestions are a splendid means of utilizing short ends and small remnants and are responsible in a large measure for increasing turnover in ribbon departments.

Evening Scarfs Revive

Evening scarfs are very popular at present. There is quite a range in black malines, with "color spots" in beautiful effects. They also show a sort of beading of many strikingly lovely colors. Chiffon and laces are also very strong for scarfs. Some of the new black net laces and scarfs coming from England are very effective with their Oriental metallic designs. The feature of these new goods is that though metallic, they are extremely soft and pliable, with none of the harshness usually characteristic of these laces.

Marabou in Demand

Some of the buyers for the large department stores are finding a remarkable sale for marabou. The season for it, they say, is unprecedented, and it is due to the high cost of furs for the most part. In a number of cases it will be worn instead of the usual neckwear on suits. Scarfs of all shapes and lengths are shown. The prices are soaring in accordance with the demand and the scarcity. It is claimed that at the present time there are only 1,500,000 ostrich in existence.

New Metallic Laces

Entredeux lace edging and all-over lace in matching design. These are all metallic laces in gold, old gold, silver and dark silver tones and in various widths. Designs are reduced one-half in reproduction. Imported by Muser Bros., Montreal.

ITALY'S SILK EXPORTS DECREASE

During 1918 Italy exported 2,339,920 pounds of raw silk waste; 5,597,460 pounds of treated silk; 2,600,761 kg. of textiles and other manufactures of silk. She imported treated silk and silk waste to the value of 22,000,000 lire, and textiles, ribbons and manufactures of silk valued at 18,300,000 lire, of which 2,518,873 lire were from the United States. Her total silk exports for the year show a decrease of 203,000,000 lire.

Myrtle Stedman, in Paramount Pictures wearing gown created by Orange Manufacturing Co., trimmed with "J.C." Satin de Luxe Ribbon.

The finest dress creations of the season owe their charm and wide preference, among discriminating buyers and wearers, to the individuality and distinctiveness of their trimming.

Prominent among trimmings are ribbons —and prominent among ribbons are the

"J.C." Ribbons

Utterly individual in color and design, perfectly and readily adaptable they are the first choice of ready-to-wear designers.

There's a "J.C." Ribbon for every need—buy them by name.

LADY FAIR
A new double-faced satin ribbon. There is only one genuine Lady Fair Ribbon—"J.C." LADY FAIR. Be sure the name appears on every bolt you buy.

SATIN DE LUXE
Best satin and taffeta ribbon.

VIOLET
Ideal lingerie ribbon in pink, blue and white.

TROUSSEAU
Rosebud and Polka dot lingerie ribbon.

(All registered trade mark names)

SANKANAC
Popularly priced satin and taffeta ribbon.

DEMOCRACY
A grosgrain ribbon "For the people."

JOHNSON, COWDIN & CO., Inc.

"America's Best Ribbons"

40 East 30th Street New York

What Is Your Share?

Seventeen years ago Gossard Corsets introduced the corset that laces in front.

To-day, we are the largest manufacturers of fine corsets in the world. Seven huge, modern factories working at capacity cannot meet the demands of an approving womanhood and new factories are being constructed as rapidly as circumstances will allow.

The principle of front lacing is the correct principle in corsetry; a truth amply proved not only by the acid test of survival, but by the fact that Gossard Corsets through their conspicuous superiority have gained ascendency and leadership and compelled universal recognition of the front lacing principle by the entire corset industry.

Think what this means. A world industry revolutionized in the short period of seventeen years: what of the next seventeen? We confidently leave your answer to your business judgment.

Just this question: What share have you now and what share are you going to have in this world-wide and steadily growing preference for

GOSSARD CORSETS

The Original-Unequalled Front Lacing Corsets

The Canadian H. W. Gossard Co., *Limited*

284-286 West King Street Toronto, Ontario, Canada

Names That Guarantee Glove Quality—

"PERRIN" and "KAYSER"

Your customers know these names. They know them to be superior not alone in appearance, but in Elegance and Durability as well.

For Fall selling you cannot stock better or more saleable gloves than Perrin's and Kayser. Leading dealers everywhere are having big success with these two.

So will you.

"Kayser" GLOVE
REAL CHAMOISETTE
MADE IN CANADA

P. K. COMPANY, LIMITED

Successors to

PERRIN FRERES & CIE

Sommer Bldg., Montreal

TRADE-MARK REG. • PAT. OFF.

"Society" Sport Veils

Retailers are Demanding "Society" Sport Veils—Prepare to Supply Them

Because "Society" Sport Veils are sold thru our wholesale distributors only, we are daily turning over to them names of retailers who have sought to purchase them of us.

A country-wide publicity campaign to merchants is acquainting all your trade—active and potential—with "Society" Sport Veils.

They're packed in attractive, half-gross, 3-color Cabinets (illustrated on this page). Two cabinets to a gross container. Six smart veil-designs—embroidered and chenille spotted.

Practical, compact selling-outfits for your roadman.

Retailers: Name of our nearest distributor will be sent you upon request.

Jobbers: Our representative will call or we'll forward samples. Communicate.

HERBERT B. LEDERER CO.

Importers and Manufacturers

91-93 Fifth Ave., New York

ACME
TRADE MARK

KNITTED GOODS

for Women and Children

SETS
MITTS
TOQUES
SCARVES
SWEATERS
TEDDY BEAR SUITS
KNITTED NOVELTIES

Test our sorting service. It is exceptionally satisfactory. If you are not handling these goods it will enable you to get acquainted with them. Samples cheerfully furnished.

We also make: Fine Dress Gloves, Working Gloves and Mitts, Moccasins and Larrigans, Sheep and Mackinaw Clothing.

Acme Glove Works

Limited

MONTREAL

ANNOUNCEMENT
FOR
SPRING
AND
FALL SORTING

DENT'S customers are better off this season than many others. Despite increasingly difficult conditions we have been able to give a remarkably good service in most lines and are making every effort to continue to do so.

Our travellers are now showing samples of the following goods for Immediate Delivery:

Kids, Suedes, Capes, Washables, Mochas, etc., and in Wool and Fur-lined Capes and Mocha Gloves and Mitts; also Fabric and Woolen Gloves.

Anticipate your sorting requirements from our present range—many lines it will be impossible to duplicate.

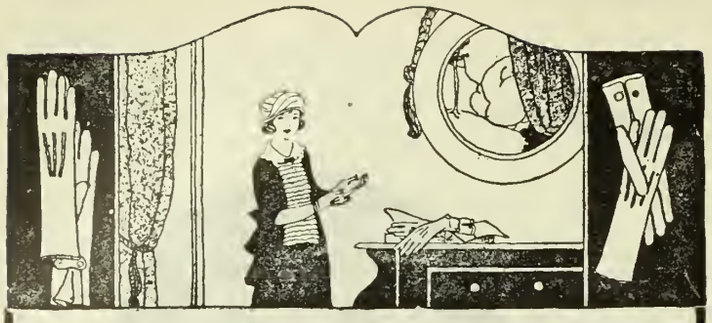
ALSO FOR SPRING

We are showing a complete range of Silk and Fabric Gloves for men, women and children.

Prompt attention to mail orders.

DENT, ALLCROFT & COMPANY

128 BLEURY STREET, MONTREAL



Now on the way to you—

Spring—1920

Samples

of

GRIFFIN GLOVES

Griffin Gloves TRADE MARK

ChamoSuede REGISTERED

Delightful New Shades
Destinctive New Designs
in
Unprecedented Variety
Usual Griffin Quality

Our Travellers will call shortly.

Canadian made

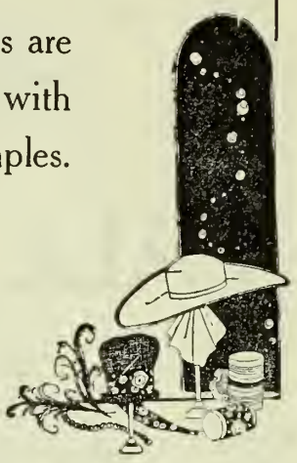
GRIFFIN GLOVES
LIMITED
TORONTO

Sole Selling Agents:
RICHARD L. BAKER & CO.
84 Wellington St. W. - Toronto

RIBBONS
for every use

Travellers are
now out with
Fall samples.

Wait
for
Them.



RIBBONS LIMITED
"Specialists in Ribbons"
Toronto Winnipeg

BUTTONS

—for every need

—for every Season

Our Buttons represent the highest quality and best value obtainable anywhere.

We also carry a complete line of
TAILORS' SMALL WARES
— and —
FANCY TRIMMINGS

See the Button Man, or write for samples.

THE ONTARIO BUTTON CO.
LIMITED
KITCHENER - - ONTARIO

DAINTY SILK LINGERIE

Fascinating new styles in Camisoles, Bloomers, Night Gowns, Teddy Bear Combinations, Negligees and Boudoir Caps. Something new for the Christmas trade.

HANDKERCHIEFS

Canadian-made, of sheer materials, daintily embroidered and put up in fancy boxes suitable for gift purposes.

EMBROIDERED SILK NETS

Metallic laces of gold and silver, embroidered on silk net, are this season's vogue. Our range is complete.

Manufactured by

H. P. RITCHIE & CO.

38 CLIFFORD ST., TORONTO

"FOR WINDY FALL DAYS"

Bonnie-B

HAIR NETS and SLIP-ON VEILS

Complete stock always on hand.

BONNIE-B Hair Nets in silk and human hair, with or without elastic, in fringe and cap styles.

BONNIE-B Slip-On Veils in a wide range of most attractive, becoming meshes and designs.

The unusual qualities that render **BONNIE-B** lines highly superior to all others, will make an instant appeal to your customers.

THE BONNIE-B COMPANY

TORONTO--156 Yonge Street **NEW YORK--222 Fourth Avenue**

NECKWEAR
TEA APRONS

The unusual is always found in our lines—unusual smartness and distinction, unusual quality of materials and workmanship—all combined to give unusual value.

We also give you unusual service. Your orders will be filled with the utmost care and promptness.

CAMISOLES
BOUDOIR CAPS

We have all the newest and smartest effects in Neckwear, including Jabots, Gilets, Berthas and many delightfully "different" effects in the decidedly popular lace-trimmed neckwear and collar and cuff sets, in all the wanted styles.

PHOENIX NOVELTY CO. Dry Goods Novelties

Phoenix Novelty Company

TORONTO

PHOENIX NOVELTY CO. Dry Goods Novelties

Everything that counts to making an article a success, be it a fringe, tassel, braid or girdle, receives the seal of perfect workmanship and honest value in passing through our hands.

MOULTON MFG. COMPANY

INSPECTOR ST. : : : : MONTREAL

Offices at Winnipeg, Vancouver, Toronto

Georgettes for Fall

Japanese or French
in all the leading shades

The 'Perfect'

Sport Veils

VEILS and VEILINGS

in the latest designs from Paris

'PRINCESS PAT' — REAL HAIR NETS
'MY LADY'—ELASTIC, SILK HAIR NETS
NINON, SILK, AND COTTON NETS
AND
MARABOUT CAPES

The Thompson Lace & Veiling Co.
LIMITED

York and Wellington Sts. Toronto

A Splendid Fancy Goods Display

This window shows a striking arrangement of art needlework merchandise in patterns, finished articles and supplies which are popular just now. The various knitting wools and crochet and embroidery threads are grouped in the foreground, so that the passerby cannot fail to appreciate the variety of kind and color. New stamped and colored articles are grouped higher at right and left, and the completed articles make the background effective. Figures are wearing the newest designs in filet crocheted pullovers. The show card in the centre is made with a cut-out from the lid of the boxes used by one of the mills making the fancy wools,, with the wording, "Everything needful for the artistically inclined." Pattern books, price tickets and photographs serve further to hold the observer's attention. This is one of the best windows of the kind noted this season. It was trimmed by Geo. W. Vollick, Window Dresser for Stanley Mills & Co., Hamilton, Ont.

ART NEEDLEWORK ACTIVE

LAST year there was illustrated in these columns an interesting finishing feature for pillow slips in the form of hemstitched scallops, edged with crocheting. The idea has proved quite popular and now it is applied to other articles of embroidery. Tray cloths and table-end covers are being hemstitched in neat scallops or scroll edge lines—by machinery, of course—and with the little openings thus provided the crochet hook attaches a neat little picot edge and corner designs in the angles which are very new and attractive. An embroidered initial is the only work done on the linen body. These are usually worked on all in white, but for bedrooms, breakfast rooms, verandahs, etc., where color schemes are prevalent, Dutch blues, old rose or greens could be used effectively.

The long winter evenings are the hope of the colored silk embroidery trade. Activity is already reviving in these lines and Oriental effects seem to be about the most pronounced feature of the new designs offered. Oranges, reds, browns, blues and greens are assembled in striking designs suggestive of Persia and Egypt and China. Fringe for borders match these dark linen centres and runners.

French dots are used a great deal and when one becomes an accomplished worker so that the dots are uniformly twisted and shaped and artistically shaded, they can be made to simulate beaded tapestry. In such cases they are effective on handbags of black satin.

A new lazy-daisy idea has practically all the thread on the right side of the article. It utilizes two needles at once. One takes the long stitch and the other the short one from tip to tip of the petals. This allows the use of two shades of thread, and when a darker tone is used at the tip than for the petal itself, the result is quite interesting.

One of the leading fancy goods wholesales reports a marked revival of color for all kinds of embroidery. This was pronounced in the work done some two years ago. Once more towels and undergarments are assuming colored garland edges, etc.

In wool work the new craze for filet crocheting has spread from sweaters and pullovers to other articles. Filet pullovers are suggestive of the Summer time, and so while knitters are eager to produce more seasonable garments of that order, those who want to crochet filet wool are making up wide scarfs, caps, collar and cuff sets, baby-buggy covers, nightingales, etc. Rainbow color are popular, especially for neat borders or for stripes in the knitted pullovers.

The call for angora wool for trimmings is such as almost to deplete the supplies on the market. Deliveries of it are very slow.

Thread crocheting and tatting are exceedingly popular still. They seem not yet to have reached their zenith.

BEADS

French necklaces are being shown which are very attractive. They are of beads, hand-woven in widths of one inch and wider. Combinations of every color with gold are seen. Mostly all the designs are joined near the ends, to form double width, with bead fringe finishing the ends, in pendant effect. The woven beads are fine and the patterns frequently quite intricate. These woven necklaces are considered rather more high-

class than the large-bead styles, which have prevailed so strongly throughout the summer. Even the one-strand fancy lines, while including fancy shapes and combinations of beads still, are tending to moderate in the size of bead utilized.

Beads for embroidering on blouses, gowns and bags are still used very extensively.

GERMAN-MADE TOYS LANDED IN BOSTON

Five hundred cases of German-made toys, purchased before the war, were brought to Boston, August 26, by the Holland-American freighter Zuiderdijk. The goods were consigned to Louis Wolf & Co., of Boston. They had been held in storage in Rotterdam since 1914, the owners having been unable to get them across before the British blockade became effective. The trade will watch with interest the attitude of the public towards these goods, remembering the excitement over a shipment which got through last October and which was later sold at auction. The appraised foreign value of the October shipment at the date of exportation was placed at $4,373.73. The appraised home value at the date of customs examination was listed in the official catalogue as $6,450. After much spirited bidding, which was participated in by a number of New York toy dealers, they were sold by the Government to G. Frankel & Sons for $11,050.

It was thought at the time that these toys would be marketed in Mexico and South America owing to public sentiment. We wonder now whether the latest arrivals will seek any farther than New York for consumers.

HAIR PREPARED IN ENGLAND FOR HAIR NETS

Human hair goes through many processes before reaching the user in the shape of a hair net and the best are claimed to be made from hair prepared in England. The hair is bleached, chemically treated to reduce its thickness and then dyed and combed into lengths ready for netting. After being thus treated it is sent to China to be distributed through properly appointed agencies and made into nets by hand by natives. The inferior nets are made of hair prepared in China.

It is not easy to import these nets direct from China except in large quantities, and distributing houses have to hold very large stocks both of prepared hair and of the finished article to enable them to supply wholesalers with the full assortment of colors in the several sizes. Nets can only be imported from China in a casual way and in mixed quantities unless the importer has organized arrangements for the continual supply of hair and a capacity for receiving all the nets that result.—Drapers' Organizer.

A strike among the cap hair net makers in China has cut off supplies for the present. These are practically all located in the neighborhood of Chefou.

Hair Ornaments Coming Back Into Vogue

Rich looking hair ornaments in both extremely large Spanish numbers and small, conservative styles, are receiving considerable attention once more. Not for seven or eight years have these ornaments been considered essential in a formal or fashionable toilette, but now Paris and New York are quite decided about their importance, and the larger Canadian stores say they have been selling more of these new and high-priced hair accessories than has been the case for many seasons.

The new numbers feature filigree work in tortoise, jet, amber and fine compositions. They are sometimes set with cut jet, brilliants or colored stones, ruby, emerald and sapphire effects being in especial favor. All sizes from little 2-pronged pins an inch across the top, to the huge Spanish fans and French ornaments are selling at prices which do not tend to enhance in the least the purchasing powers of a dollar. The smallest of these stone-set pins are retailing at about $2.75.

SELLS TOYS THE YEAR ROUND

Toys in the A. T. Lewis & Son Dry Goods Co. store, Denver, sell in all months of the year. They are displayed in the basement. One reason for the steady sales is in the number of children who visit the basement each week. In the basement is a little theatre that seats about 150 of the little folks. The stage is back of a large gilt frame which was originally a part of a display fixture for ready-to-wear. Each Saturday morning at 10 o'clock and afternoon at 3 o'clock a story lady tells stories to the children while the mothers are shopping. On all three sides of the theatre in glass cases are shown toys. Starting with about a dozen in the audience, the theatre now is filled and turns them away. This has helped to sell not only toys but out of door things in the way of vehicles and games.

SALVATION vs. BUTTON TRADITION

The story goes that a band of Indians once refused to become Christians because the missionary who had nearly converted them could not explain why he had two apparently useless buttons on the back of his coat. To the Indians it was obvious that there was some symbolism connected with this bit of ornamentation, and it doubtless seemed to them that unless the missionary were learned enough to explain this he was a false teacher.

These two buttons on the back of a man's Prince Albert coat were put there originally so that his coat tails might be conveniently tied up when riding horseback.

THE "SHOPPER" EMERGES IN LONDON

High railway fares and the increased expenditure occasioned by the termination of the war have brought to England the "professional shopper," who is finding that her circle of clients is steadily widening.

A woman of noted taste and discrimination, one who knows the art of clever dressing, has recently taken up this work. "I work for a great many people who live a long distance from London, some of them in the northern counties," said this shopper.

"Every woman who dresses with taste and originality knows that often the most select and inexpensive models are not always to be found in the larger shops, but rather in the little out-of-the way places.

"I dress entire families. Sometimes people come to see me when they are in London, and then, when they write to me later, they leave the matter of selecting their clothes entirely in my hands, and I send them just what I know will suit them.

"There is one girl who leaves her summer and winter outfits entirely to me, for, if she chooses her own clothes, she nearly always errs. She lives in Aberdeenshire.

"I do not only choose clothes for people, but I can find them quaint ornaments, embroideries, and silks. Of course, I charge a commission on my purchases, but it is infinitely smaller than the railway fare to London and the money wasted in going to the wrong shop."

The Wall St. Journal says, in connection with American manufacture of dyestuffs: "Not only has the research work been completed, but the 'semi-works,' at which experimental dye making in other than commercial quantities are carried on, have been successfully turning out small supplies of so-called vat dye of fast colors. It is in the manufacture of dyes on commercial scale that some time is yet required before finally satisfactory results are achieved."

The Philadelphia Public Ledger states that wool manufacturers are exerting every effort to secure additional supplies of fine staple and combing wools from Australia and New Zealand. Supply of such wool is inadequate to cover needs of American manufacturers, who are overrun with orders for finer sorts of fabrics.

Mr. Lewis Wild, importer of toys, dolls, etc., of Barbican, London, E.C., is now buying extensively from Canadian manufacturers. He is agent for a Toronto firm, makers of unbreakable dolls. Mr. H. W. Ellis, manager for Mr. Wild, stated that the Canadian toys now being sold in England are undoubtedly replacing the German article of pre-war days. Mr. Wild is developing an import trade in other lines of Canadian manufacture.

GEORGE H. ADAMS COMPANY

HILL, NEW HAMPSHIRE

LATCH NEEDLES, TRANSFER POINTS,
SINKERS, JACKS, ETC.

CHAS. B. PAULUS

GENERAL SALES MANAGER

TEMPORARY ADDRESS

1516 SIXTY-EIGHTH AVE., OAK LANE

PHILADELPHIA, PA.

REMOVAL NOTICE

Independent Silk Co., Ltd.

formerly on McGill Street, is now located in their new factory and office

350-360 St. Paul St. East, - MONTREAL

The larger facilities of the new factory will enable us to supply a still greater demand for Canadian-made

SHOE and CORSET

LACES

SILK COTTON MERCERIZED

IMPORTERS *and* MANUFACTURERS

Art Needlework *and* **Fancy Goods**

"Peri-Lusta" *Mercerized Cottons* "Crystal" *Artificial Silk*
Embroidery Materials

Fancy Linens *and* ***Piece Goods***

MADEIRA HAND EMBROIDERED LINENS *and* HANDKERCHIEFS

Campbell, Metzger & Jacobson

932-938 Broadway New York Cor. 22nd St.

Canadian Showroom and Factory:

Bay and Wellington Sts., - Toronto, Canada

John Ainscow & Co., Ltd.

Spinners and Manufacturers

TURKISH TOWELS, QUILTS, COUNTERPANES, &c.

Beehive Mills, Lostock, Bolton;
California Mills, Stockport;
34 Charlotte Street MANCHESTER

Canadian Agent: Walter Williams, 508 Read Building, 45 St. Alexander St., Montreal

SMALLWARES
NOTIONS
JEWELRY
LEATHER GOODS

The KNITTING SEASON is with us and present indications lead us to believe the demands for Needles of all descriptions will be hard to meet.

We have a complete assortment of celluloid Twelve and Fifteen inch in sizes 5-6-7-8; Nine inch in sizes 8-9-10-11; Wood 15", sizes 6-7 and Nine inch in sizes 7-8-9-10.

See our travellers or write for an assortment.

Wrinch-McLaren, Ltd.
77 Wellington St., W. - Toronto

Try our Letter Order Department

Fancy Wools—Fingerings
Embroidery and Crochet Threads.
We have a large range of instruction books on crocheting and knitting to retail at 10c.

Knitting Pins—Bag Frames
A large assortment

Bootees—Mittens—Overalls—
Hoods—Leggings
Our infants' wear department is well stocked.

Tell us your needs.

Hambly & Wilson Ltd.
11 Wellington Street W.
Toronto

Fountain Brand

Island Spinning Co., Ltd.
LISBURN, IRELAND

Manufacturers of

Pure Irish Linen Threads

Manufacturers and Wholesalers!

Here is an absolutely dependable thread for all classes of clothing and leather trade manufacturing.

"FOUNTAIN BRAND"

Linen Thread is positively the best value obtainable.

½-lb. and 1-lb. Patent Wind Cops
1, 2 and 4-oz. spools

COLORS

Black, Whitey Brown

Ready for immediate shipment. All numbers.

Write for samples and prices

Sole Agents for Canada:

Walter Williams & Co.

MONTREAL: 508 Read Building
TORONTO: 20 Wellington St. W.

Beaver, Sable and Mink Receive Notice

Hudson Seal, Fox and Wolf Still Staples, and Squirrel Continues Strong.

WITH a happy anticipation of a good sorting business for Fall, the representatives of the fur houses set forth about the first of September. They also carried with them some increases in price that would average ten to fiteen per cent., although on some of the heavier lines, for men for example, prices were much the same as for buying in the Spring. Since that time not only have pelts gone up, but the manufacturers have had to face one advance at least, in wages, and the most of them two, one in June, and another to take place on the first of September. There was also in many cases a reduction in hours from 54 to 44. so that altogether the wage increase would run about 25 per cent. since the first list of prices was issued.

Medium Length of Coat

Now that the season is drawing on, it is more possible to work out the trend of demand than earlier. The Hudson seal coat still holds a supreme position. Nothing else can approach it where the customer has the "price" of admission into that coat.

The question of the favored length has pretty well been settled for Canada, against the 36-inch and in favor of the 42-inch for the general trade. There is, of course, an alternative in the 40-inch in place of the slightly longer model, but the 42 seems to be the prevailing choice. The 36-inch, which has been popular in the States, sells well in Canada for the younger generation, the misses' style. and comes a little less in price, a matter of about $25 or $30, but the climate settles the length for the most part; the 36-inch is not as warm.

One leading manufacturer stated that usually the point was settled with his customers by the thought that the longer coat was the more staple, and as there would be more than one season's wear out of the coat, it was safer to invest in the longer model. This decision was reached in many cases even after the buyers came in with a preference for the shorter coat, and the retailers who did an early season business bear out this point. The 42-inch compares thus with the 45-inch model of one year ago. In an order for three hundred coats over 90 per cent. were the longer style.

Beaver Stronger For Trimming

The demand for trimmed coats keeps up in sorting orders. Skunk is reported as still far and away the leader. A skin that is moving up, however, is beaver, and buyers are turning to this. One firm reported that nearly 25 per cent. of the orders now being received, call for beaver trimming. Squirrel continues strong, not only for the grey, but the dyed, in kolinsky, taupe, etc. Sable also is in fair demand, and Australian opossum.

Animal Effects Weaker

In sets the slight tendency away from fox and animal effects continues. This, as stated before, is partly the result of the change in style to the cape effects, to which the short, flat furs lend themselves better. Hudson seal has been quite strong this year and looks as if it would keep this way all through the season. Mole is better than last year, styles again suiting this flat fur. Mink is reported to be showing some more signs of life in sets, as well as skunk and beaver, which is coming in in sets as well as for trimming of coats. Fox and wolf are hardly as strong as they were, although the fox have reached the stage of being staple goods by now, and therefore, there is an assured call for them.

RUSSIAN FURS A MINUS QUANTITY

A recent report states that dealers of furs on this continent who invested extensively in Russian pelts during the last year, with the expectation of realizing large profits by sales on this side, now find themselves minus not only the furs but also their money, temporarily, at least, as the result of the action of the Kolchak Government.

It is said that the merchandise for many large orders placed in Vladivostok and trading centres inland has been seized by the Kolchak Government, which refuses to recognize the claims of the dealers, because the United States has not recognized the Bolshevist Government, under whose regime the furs were bought.

Another report current in the Toronto market is that large quantities of Russian furs are being held in China. They are said to have been purchased from Bolshevists who stole them in Russia and sold them in order to procure funds to carry on their political campaign. As a result the Chinese Government will not let them out of the country, and the money has not yet been paid.

Worn in France

Paris doesn't seem so far away when her fashions are so approachable as this. The turban, scarf and muff are grey squirrel — of which Paris is extremely fond this season.

BIG EXPORTS OF CANADIAN FURS

Demands are being made on Canadian manufacturers for export business, and this, as always, may have an appreciable effect on prices. Australian and New Zealand buyers have been through the country and their orders have been of fair volume. Cuba also is in the field and one manufacturer told DRY GOODS REVIEW that he had shipped some goods already. England also is in the field and is ready to take the finer lines of goods. Export of skins goes on steadily, and this condition is held to be as much responsible for present high prices as wages and a scarcity of supplies.

SHORTAGE IN FOXES AND LYNX

A cable sent to the Hudson's Bay Company, London, in regard to the "catch," sent by the fur trade commissioner in Canada, reads as follows:

"Returns already received from trading posts indicate fur collection equal to last year, except in foxes and lynx, in which there will evidently be material shortage.

"Influenza caused many deaths among natives in districts inaccessible from civilization, and trade in these districts suffered correspondingly. Notwithstanding this very favorable results of trade of outfit of 1918 are probable."

FURS CONTINUE TO ADVANCE

The expectation of advances in fur prices at the auctions in the United States were borne out at the first of these for the Fall, held late in August by the Metropolitan Fur Exchange. In the two days about $1,000,000 of skins were disposed of, and practically all showed increases over previous ruling prices. Among the advances that took place were the following:

Muskrat, 20 per cent.; beaver, 30 per cent.; seal skins, 40 per cent.; skunk, 20 per cent.; raccoon, 20 per cent.; red fox, 20 per cent.; grey fox, 20 per cent.; Australian fox, 20 per cent.; cross fox, 30 per cent.; Kitt fox, 15 per cent.; wolf, 10 per cent.; lynx, 15 per cent.; weasel, 10 per cent.; mink, 20 per cent.; marten, 20 per cent.; marmot, 15 per cent.; civet, cat, 15 per cent.; nutria, 10 per cent.

The skins that remained about the same as before were squirrel, mole, kolinsky, South American cats, badger and South American foxes.

Among some of the high prices secured for choice pelts were the following: Beaver, $33; skunk, $5.50; Australian opossum, $1.85; squirrel, $1.02; mole, 38 cents; marmot, 83 cents; nutria, $5.60; kolinsky, $2.70; civet cat, 30 cents.

It was announced that a Siberian cable made an offering consisting of squirrel, red fox, kolinsky, prairie fox, fitch, Baum marten, ermine, white fox, Manchurian marmot, broadtail, caracul, Persian and pony pelts. This offering is valued at $1,000,000, and the pelts are to be sold on cable confirmation only.

The Mode For 1919-20

This Hudson seal dolman with kolinsky trimming is one of the season's most favored styles. By courtesy of Cummings & Cummings, Montreal.

There were three other foreign offerings, two of nutria, consisting of 27,500 and 9,125 pelts each, and one of 20,000 opossum.

HIGH PRICES FOR WHITE FOX

At the San Francisco auction two days' sales of Alaska furs brought $240,000. The sensation of these sales was twelve hundred white fox skins bid in by the Hudson Bay Fur Co., Victoria, at $62 per skin. The Hudson Bay Co. also took some of the many other furs and was the heaviest buyer. It is rumored that these furs will be shipped to England.

A New York buyer was second heaviest buyer. He paid $45 per skin for marten up to $18 for mink skins. A San Francisco man paid $20,045 for 100 blue fox skins.

At the coming auction sales in St. Louis a value of nearly $15,000,000 is being mentioned for the pelts that will be placed on sale. These will include 10,000 Alaska seal on behalf of the United States Government. A number of Russian skins will also be sold. A representative of Funsten Bros., who was in Canada, reports that "the Canadian market is pretty well cleaned out."

FUR INDUSTRY BENEFITS BY AIRPLANE SERVICE

Canada Traders, Limited, Hope Chambers, Sparks street, Ottawa, just capitalized at $75,000, to develop the rich fur-bearing territory of Ungava, Quebec, proves once again that Canadians are second to none in their efforts to put to commercial uses the lessons and experiences won during the war.

While this wonderful strip of land of some 100,000 square miles has been known to teem with valuable furs, fish, minerals and timber, the transportation problem has baffled the hardiest pioneers. The day of the aeroplane and the dirigible has arrived, and soon these servants of man will carry many loads of stores to the camps to be located at certain places, and will return to the more settled districts, loaded with valuables long held beyond man's grasp.

Capt. E. L. Janney, late Royal Air Force; Capt. J. Hedley Cameron, formerly of the Royal Flying Corps; Major William Black, late Canadian Army Service Corps; Mr. Chas. Hopewell, ex-mayor of the city; and Mr. H. C. Sherwood, are associated with the new venture.

FURS OFFERED FROM GERMANY

The first move toward re-establishing business in raw furs between the United States and Germany was made September 3 by the New York Fur Auction Sales Corporation, when it appointed as its Leipsic agent, Willy Eisenbach, of Eisenbach & Stern, of that city. Representatives of the corporation also confirmed reports current in New York to the effect that dressers and dyers of furs in Leipsic, in an attempt to get back the prestige that city had in the pre-war days for the preparation of raw furs for manufacture, are already offering in the American market seal-dyed muskrats, dyed and dressed foxes, broadtails, caraculs, and seal-dyed coneys.

All the department stores in Winnipeg have adopted a new delivery schedule. From September 2 only two deliveries a day are made, the hours of closing these resting with the individual stores. The change, it is thought, will reduce the costs of delivery.

Winnipeg police are instituting a country-wide search for furs valued at $9,000, stolen from the Holt, Renfrew store. A consignment of stolen furs, worth $6,000, was recovered in a freight-shed, Sept. 2, after having been shipped to Regina, sold, and re-shipped to Winnipeg.

Mr. Wm. Coristine of James Coristine & Co., Ltd., hatters and furriers, Montreal, is convalescing after an operation for appendicitis. He is with his family at Long Island.

New Seal Coats

The illustration on the left side is a Hudson seal coat with Alaska Sable trimming and long slender lines. The length is 42 inches. At the right is another Hudson seal with grey squirrel trimming. It is one of the shorter models, being 40 numbers.

Being offered by Bolter-Waugh, Ltd., Montreal.

CHANGES IN CRESSMAN STORE

The Cressman Co., Peterborough, Ont., are enlarging, altering and re-arranging their store. A tea room will be added on the third floor and hair dressing and manicuring parlors on the second. A new department is open for travelling goods, suit cases, etc. The millinery department will be double its former size, and the furniture department will occupy the largest space of any in the store. A new ton truck has been purchased for the delivery service, being especially for delivering furniture, floor coverings, etc., through the county. A new electric elevator with capacity for 15 people is being installed on the north side of the building.

Dr. T. H. Norton, dyestuff expert, in an address at the American Chemical Society convention in Philadelphia, Sept. 4, stated that after many years of dependence upon Germany for its dyes, America now more than supplies its own needs in artificial colors.

Philadelphia Public Ledger states that sales of wool at London auctions show a sound position of raw materials, with indications of increased competition for continental countries.

Elias Reich, manufacturing furrier, Fort William, Ont., announces that he has opened a fur store in that place in charge of Mr. Albery, recently of Montreal.

Work has commenced on a 30-foot extension to Mr. A. O'Loughlin's dry goods store at Lindsay, Ont. This will provide a big increase in floor space when completed.

Fur Business Active in Europe

Quick to Realize Opportunities in World Demand—Many Buyers Likely to Come to America Instead of Germany, as Formerly.

THE fur business is almost as prosperous in the leading countries of Europe at the present time, as it is in America, according to Norman H. Bacon, who has just returned from an extended business trip abroad. Mr. Bacon was for fifteen years fur trade commissioner of the Hudson's Bay Company in Canada, with headquarters in Montreal, but about four months ago became president of the New York Fur Auction Sales Corporation.

"While on the other side," he said, during an interview in New York on Aug. 26, "I visited England, France, Belgium and the neutral countries in an endeavor to get a first hand view of reconstruction in Europe, as it affected the American fur trade in general and especially New York, as the fur market of the world. In all the countries I visited, I found the fur business in a prosperous condition. Apparently the sudden signing of the armistice brought about a slump in Europe as it did in this country, but if anything, Europe was quicker than we were in realizing the great opportunities open to trade as soon as the peoples of the world returned to the peace-time occupations. The early Spring showed a general revival of the fur business over there, with prices increasing daily and with a steady demand from both dealers and manufacturers.

High Prices No Bar

"Fine furs are now in good demand in France, Holland and England, while staple American furs are selling briskly in Belgium, France and the neutral countries. High prices have not proven a deterrent to the fur manufacturers throughout Europe.

"I found it interesting to note that a syndicate of large French buyers, who had heretofore dealt in Leipsig, has been formed with a view to purchasing their furs direct in America. I have found the same tendency in other European countries, so that, if transportation facilities permit, it is very likely that the Fall and Winter auction sales will be attended by a very large number of European buyers. In any event, there are certain to be numerous and large purchases made here for European account.

No Stocks in Germany

"From all the reports which I have received, it appears that the war left Germany practically stripped of furs. The idea, popularly held, that Germany had succeeded in procuring vast quantities of Russian pelts, has proved to be wrong. As a matter of fact, soon after the armistice, quantities of American raw furs were sold by French interests to occupied districts of Germany, and France has already sent buyers to Leipzig to renew business relations and to purchase dressed and dyed furs. The articles bought are, many of them, of American origin, procured by Germany through neutral countries.

"The fur houses of London and Leipzig are again in communication, and strong efforts may be expected by London fur interests to retain the German business. While only of indirect interest to sellers at New York fur auctions, it was gratifying to note the many favorable comments on the dressed and dyed skins imported from the United States. It is now universally conceded that the American dressers and dyers have made great strides during the war; and that on many kinds of furs their work equals, and, at times, exceeds, that of the famous Leipzig dye houses. Any relaxation of effort on the part of American dressers and dyers, however, will surely be taken advantage of in Germany.

"There can be no doubt that the world's stock of raw furs of practically all kinds is very short. As goods came to market in Europe, they were quickly snapped up with an advance in prices. Unless the exchange situation militates too strongly against Europe, the former belligerent and neutral countries on the other side of the Atlantic will be prepared to pay even more than the present high prices, as the manufacturers are anxious to obtain raw materials with which to bring their factories to capacity production."

WAR TROPHIES IN WINNIPEG

Eaton's, Winnipeg, have a most complete exhibit of war trophies which interested great numbers of people during the past month. The articles belong to the Canadian Government and returned soldiers are in charge to explain the different instruments. A canary in a cage hangs in the centre of the room. It was captured in a German dugout and now sings its song merrily in Canadian air. Near it hangs the first German airplane brought down in France in 1914. It is a crude affair compared with the airplanes used now. In it sits a figure clothed in German airplane clothes.

There are scores of other intensely interesting trophies.

Fine New Store in Calgary

Parker's, Limited, is the new and energetic firm which has succeeded Glanville's at Seventh avenue and First St. W., Calgary, Alberta. The new store opened Aug. 21. Mr. P. J. Parker, the president and general manager, is going to a great deal of expense to make the store one of the best of its kind in the Dominion. Six buyers have been in the East placing orders for Fall and Christmas business. Among them are D. H. Heilman, for muslin, underwear, corsets, infants' wear, house dresses, ladies' hose, etc.; A. E. Dunn, for dress goods, wash goods and staples; G. H. Benson, for rugs, draperies, and other housefurnishings.

One of the most pleasing features of the new store will be the splendid stock of ribbons, gloves, neckwear, veilings, handkerchiefs, jewelry, leather goods, umbrellas, notions of all sorts, art needlework, laces, trimmings and embroideries and toilet sundries.

The new store will be equipped with an exceptionally large number of beauty parlors on the rendezvous floor. Here there will be every facility for hair dressing, manicuring and all the phases of such a modern department on the most elaborate scale.

J. F. Glanville, formerly of Glanville's, Limited, who has 30 years' experience in the business, will remain in charge of the ready-to-wear department and expressed himself as delighted with the plans of Mr. Parker for expanding the department.

The service to customers and delivery will be handled by L. McCanse, who will be superintendent of the new store and who has had eight years' experience in the service end of merchandising.

A new feature of the concern is a wholesale tobacco and candy department.

FURNISHINGS FOR THE PRINCE

One of the private rooms fitted up for the Prince of Wales in the Administration Building at the Canadian National Exhibition contained a magnificent rug valued at $3,000, a priceless cut glass chandelier and several rare pieces of furniture, which at one time belonged to the great-great-grandfather of the Prince, the Duke of Kent, father of Queen Victoria, and once commander of the forces in British North America. These were loaned to the Exhibition by Mr. B. M. Jenkins. The furniture formerly adorned Montmorency House, near Quebec.

Hodgson, Summer & Co., Ltd., Montreal, have opened sample rooms in the Carlaw Building, 28 Wellington west, Toronto. Mr. D. McGill is in charge.

Collingwood, Ont., is to have a manufacturing fur store. It is being opened by Littner of Toronto. A repairing department will be in connection.

FURS

The Sport Coat

Model shown is Hudson Seal, Alaska Sable trimmed.

Unquestionably Fashion's favorite for the coming season. We have it on the floor in Hudson Seal and Persian Lamb, plain and in smart combinations.

Write for particulars.

Cummings & Cummings

St. Paul and St. Sulpice Streets

(Behind Notre Dame Church)

MONTREAL

FURS

Superiority Proven Merit

Our FURS have a wide reputation for being superior in many details which make up attractive and quick selling—long wearing furs.

The proven merit of this line is the charm of designs. We have long recognized one important fact—that a carefully designed fur is sure to appeal to customers of fine taste.

Studying customers' needs and the spirit and condition of the times—is as much our particular effort as yours.

Our efforts in this direction have resulted in our offering furs which add newness and difference to your stock.

We are prepared to handle your Fall orders promptly. Our catalogue is now ready and will be mailed on request.

LABERGE, CHEVALIER & CO., LIMITED

MONTREAL

TORONTO
John Maitland, Rep.

WINNIPEG
Martin Williams, Rep.

You can Rely on the Dye if it's Hollander's

There's Service, Quality and Workmanship in every Hollander Product

Fur Dressers and Dyers

A. Hollander & Son, Ltd.

64 Queen St.

Montreal

Hudson Seal Model Coats

Chapal Dyed Electric Seal Staple Coats

Coatees

Coats

Dolmans

For Immediate Delivery

Silver Bros. Furs

have been especially noted for their superior quality and distinctive style. To-day, more than ever, you will find Silver Bros.' furs more fascinating with women of good taste. Samples on approval.

Winnipeg Show Rooms,
E. B. Mendelssohn,
Curry Block,
Winnipeg.

Silver Brothers
SOMMER BLDG.,
MONTREAL

FURS

OF

DISTINCTION,

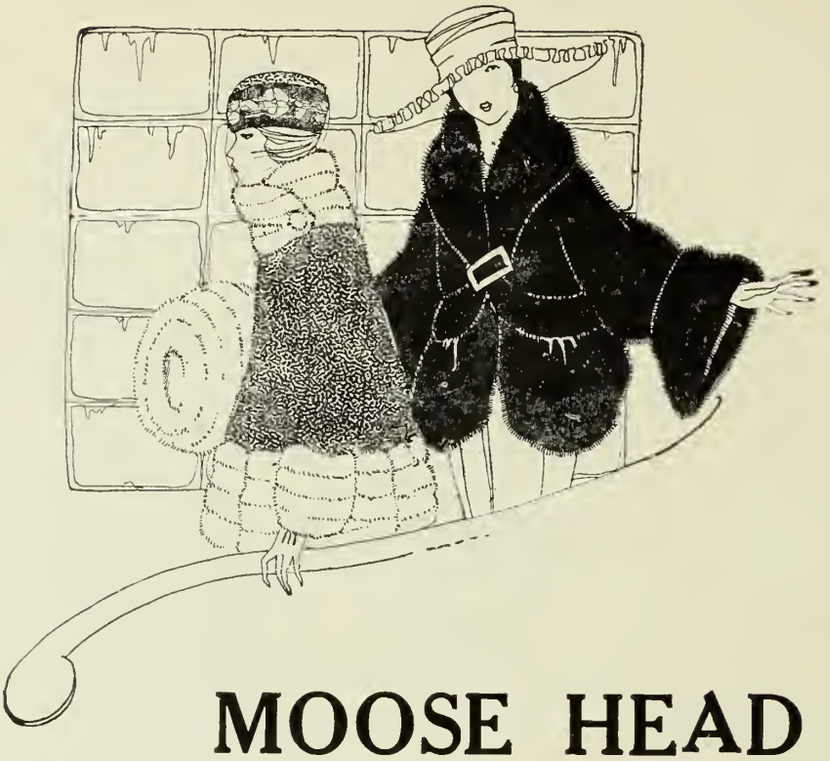
ELEGANCE

AND

SUPREME

QUALITY

For All Seasons



MOOSE HEAD BRAND FURS

designed and fashioned by creative artists of highest skill.

See our Masterpieces for Fall, illustrated in our Catalogue now ready for mailing.

MOOSE HEAD BRAND GUARANTEES BEST MATERIAL AND WORKMANSHIP
REGISTERED
TRADE MARK

ESTABLISHED 1852

The Highest Grade of Furs Produced and the Most Reliable

L. GNAEDINGER SON & COMPANY

94 St. Peter Street : MONTREAL

THE above useful models are strongly in demand. We are prepared to fill orders for them the same day as received. In manufacture they comprise the best qualities of both material and workmanship.

CATALOGUE ON APPLICATION

James Coristine & Co., Limited

St. Paul Street, Montreal

True to Life Wax Models

WE invite our numerous customers to call at our showrooms, 161 King St. West. We have many new, beautiful models in wax figures that are not catalogued. See the product of our wax studio before placing your order.

THE TRADE MARK

DUR-ENAM

(Registered)

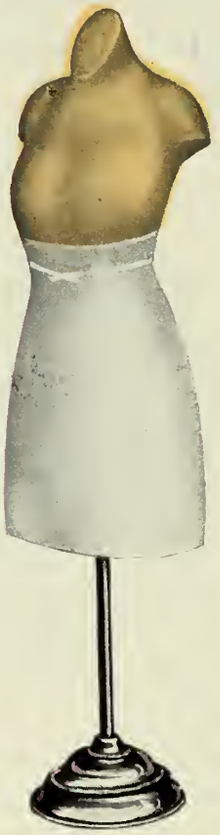
means the highest quality in display forms yet attained. The illustrations show our latest natural bust Dur-Enam forms. Send for one of our folders showing complete range.

Remember, we make the most complete line of display fixtures made in Canada.

No. 1150

Camisole or Waist Form

NATURAL BUST



No. 1590/N

Natural Bust Display Model

CLATWORTHY & SON, LIMITED

Established 1896 TORONTO Incorporated 1908

Here are Goods You Will Want for *Fall*
We Have Them in *Stock*

FANCY VEILS

Black and all colors, $6.00 doz. up.

VEILINGS, ALL KINDS

MONA LISA

That soft Shetland snug-fitting, long-wearing Veil, more popular every day.
Black, Navy, Taupe, Purple, Nigger.

FANCY ELASTIC VEILS

METAL LACES, METAL CLOTH

MALINES

Black and scarce shades.

SILK NETS

Black and desirable evening shades.

COTTON NETS FOR LINING

HAND MADE MALTESE COLLARS and HANDKERCHIEFS

When our Salesman calls, have a look.
Call in, or write us.

At your service.

84-86 WELLINGTON ST. W.

CANADA VEILING CO. LIMITED

"UP TO THE MINUTE"

TORONTO

For Winter Warmth

Sturdy **A.B.C.** Hosiery

FOR CHILDREN

meets all the demands made upon it by sturdy youngsters and their rough-and-tumble activities.

Unexcelled for warmth, wear and appearance, A.B.C. HOSIERY is the ideal hosiery for children.

Made in all sizes—4 to 10 inches—in 1-and-1 rib.

It will win customers and retain their patronage for **YOU** just as it is constantly doing for other merchants.

The recent removal of our plant to much larger and better equipped premises speaks well for the popularity of A.B.C. HOSIERY. **NOTE OUR NEW ADDRESS.**

Allen Bros. Co., Limited

883 Dundas St. East Toronto

"CANADIAN GOODS ARE BETTER"

All

Why is

Winsome Maid Hosiery

so very popular?

—because it has PROVEN its merits.

Perfection of fit, uniformity of weave, delightfully soft texture, and unsurpassed wearing qualities, all combine to win recognition.

The Wilson Mfg. Company

934 Gerrard St. East - Toronto

"CANADIAN GOODS ARE BETTER"

Zimmerknit Is In Demand—

Your customers are appreciating the value of the Zimmerknit Trademark that stands back of every garment.

Our new plant and equipment is proof of the increase in sales during the past few months and though its capacity has been enlarged many times, we still advise ordering early for Fall and Winter.

Zimmerknit lines include a very complete range of Men's, Women's and Children's Underwear, Hosiery and other knit goods.

ZIMMERKNIT

ZIMMERMAN RELIANCE, LIMITED
HAMILTON, CANADA

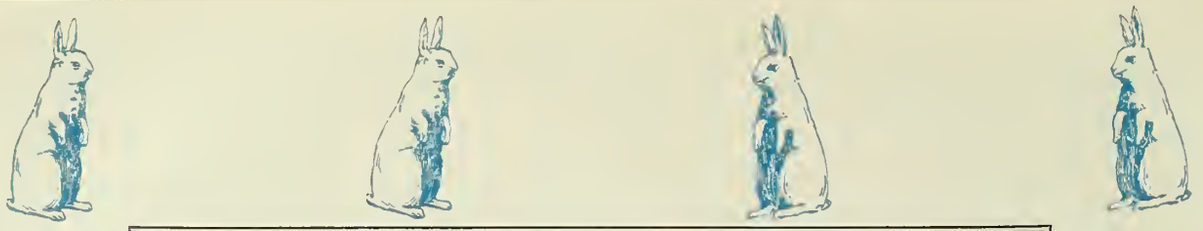
A. B. COUCH, Sole Selling Agent for Canada

MONTREAL
43 St. Sacrement St.

TORONTO
63 Wellington St. West

WINNIPEG
Hammond Building

VANCOUVER
Mercantile Building



"WABASSO"

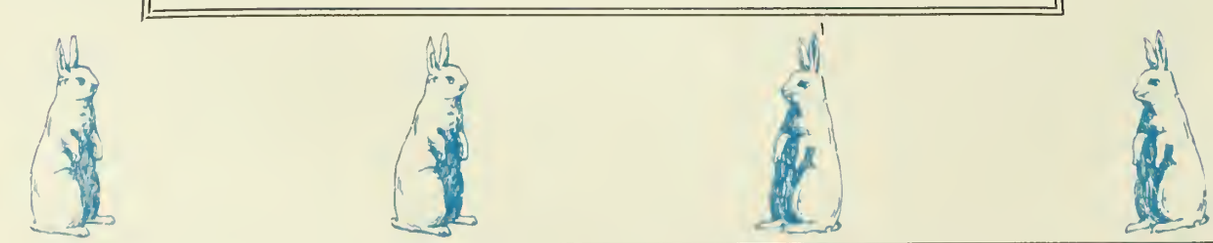
Good as Gold - White as Snow

Our Cottons have stood the test, aud the Canadians know to-day that they can buy a Home-made article the Equal of the Best made in the WORLD.

See that a full range of our **Lawns, Nainsooks, Madapolams, Bridal Cloths, Cambrics, Longcloths, Sheetings, Sheets, Pillow Cottons, Slips, etc., etc.,** occupy a prominent place in your store.

The Wabasso Cotton Co., Ltd.

Three Rivers, P.Q.



Style 2031 H.

Shades: PINK
ROSE
NAVY
CORN
GREEN

Manufactured by

The Canadian Converters' Co. Limited.
Montreal

"The Specialty House of Canada"

McINTYRE, SON & CO.

LIMITED

Montreal, Canada

Complete showings in all departments of novelty and staple requirements for Autumn wear.

Dress Goods and Silks.
Novelties and Staples in Dress Goods, Silks and Velvets.

Novelty Cotton Dress Materials.
Madapolams, Mulls, Nainsooks, White Cottons.

Laces and Embroideries.
Handkerchiefs, Plain and Novelty Ribbons, Small Wares. Knitted Wool Coats.

Hosiery, Gloves and Underwear.

Hosiery, Gloves and Underwear for Men, Women and Children in large variety to meet every demand.

Linens, Attractive Showing in Christmas Novelties.

Tablecloths, Napkins and Staple Linen requirements in variety.

Sole Agents and Distributors

Trefousee Kid Gloves (made in France).
"Niagara-Maid" Silk Gloves, Hosiery and Underwear (made in Canada).

Our salesmen are showing complete ranges. Letter orders are given special attention.

ADMIRAL

NATURAL WOOL Underwear

A big seller---and gaining in popularity every year.

The genuine attractive natural wool color, texture and serviceability.

Made in two-piece garments. Also in perfect form-fitting combinations.

"*Admiral*" and "*Commodore*" brands for Men and Boys.

"*Primrose*" and "*Priscilla*" brands for Women and Girls.

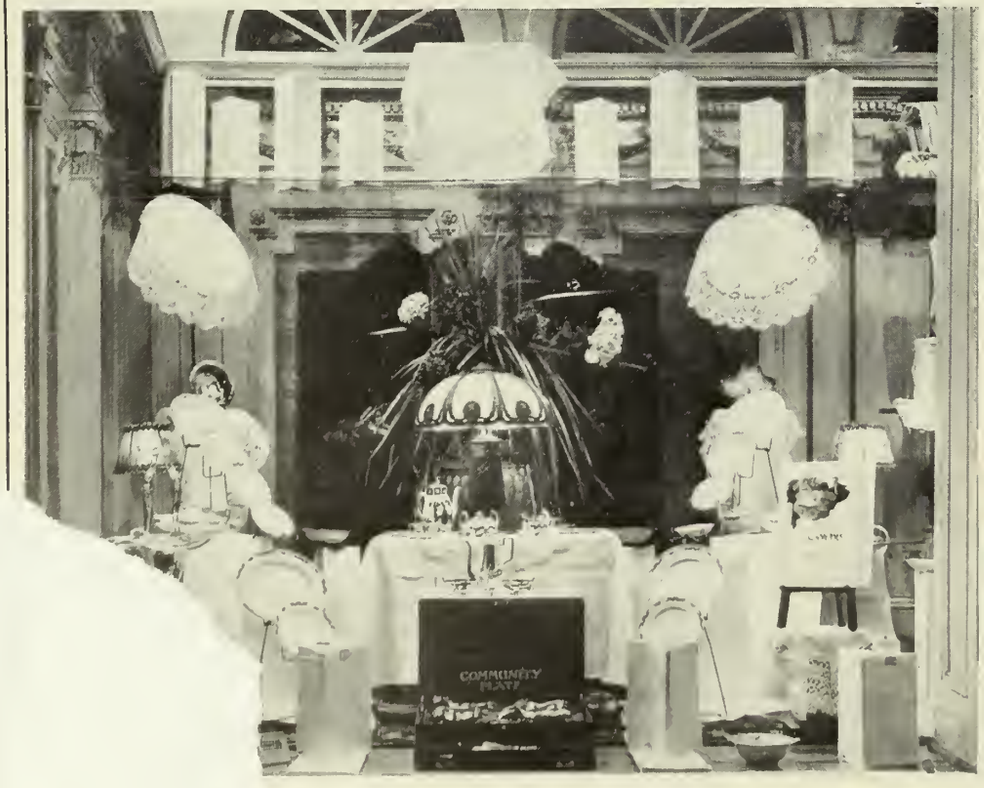
Selling Agent to the Wholesale Trade

C. O. Paton

23 Foy Bldg. Toronto

A Plush Coat Display

Thomas C. Watkins, Limited, Hamilton, held an advance sale of plush coats in July. This is claimed to be the first time an advance sale of this kind has ever been undertaken in Hamilton so early in the season, and it proved very successful, practically every coat being sold. One feature of the sale was that a deposit would hold the coat in storage free of charge until required by the customer. Every coat was specially priced for the sale, and in the window, as illustrated above, every coat was displayed with a price ticket; the large tickets carried a direct message. The prices ranged from $33.75 to $125. Roy Cousins, Display Manager.



An Attractive Window

This picture shows a recent artistic display of linens, china and silverware at Thomas C. Watkins, Limited, Hamilton, Ont. The screen in the background was draped with gold velour, in front of which was used a large vase of flowers. Above is a glass shelf holding table cloths and one round cover. The arrangement, by Roy Cousins, attracted a great deal of attention.

An Interior View of the LePage Departmental Store at Medicine Hat, One of the Finest Stores in the West.

Interior of the Women's Wear Department in the LePage Store, Medicine Hat.

WHY BARGAIN SALES DO NOT SELL THE GOODS

"It is impossible to put on a bargain sale in this town."

When a statement of this kind is made by merchants in one after another of several communities it is time to pause and consider the reason for such a situation.

Merchants in several Western Canadian towns who were further canvassed with regard to statements of this kind said that it appeared to make no difference how low they marked a particular line of goods and advertised it, the people for the most part appeared to show but little interest. Further enquiry developed the fact that these merchants expected the public to respond to the mere statement published in the usual stereotyped form in advertisements that prices had been cut to a certain figure. There appeared to be widespread ignorance with regard to methods for creating the buying desire, such as is employed by city storekeepers; no thought of pulling any spectacular or unusual stunts to attract attention.

To use a much-abused word, the psychology of selling has little interest for the average country merchant. He does not appear to realize that the extent to which people get excited about his bargain sales is pro rata with the extent to which he himself becomes excited. It seems to work along the same principle of taking a man at his own estimation of himself. A merchant operating along the usual humdrum lines of a country store, must, if he wishes to wake up the community to something about to happen in that store, get a megaphone and make a noise about it. He must use well-known methods to indicate that there is going to be a crowd at that sale, for people like to go with a crowd. They take their cue that there are bargains going when they see others rushing in to get them. He must not only advertise in a spectacular way at a time like this, but he must so change the exterior and interior of his store in such a way as to make it appear that he is doing something out of the ordinary and is rather worked up about it.

Some far-fetched but familiar methods of playing on human nature to stimulate interest is, for instance, to insert in a striking advertisement announcing the sale a box calling for extra salespeople. Another method is to use a cut showing crowds of people swarming into a store. The use of the expression, "Come with the crowds," is used liberally. An old stunt is to board up the front of a store to protect the plate glass against the expected rush. It is unnecessary for a merchant in a country town to go to any lengths like these, but he must if he wishes to make his sales a success do something out of the usual order.

During the month of July, when the Hudson's Bay Company at Calgary put on its usual midsummer sale, it employed as one means of attracting attention the use of large Dutch windmills, which were placed on top of the covered entrance spanning the sidewalk at three doorways. The arms of these windmills were made to revolve constantly by small motors. They bore the inscription, "Grinding down prices at the Hudson's Bay midsummer sale." The interior of the store on the ground floor was strung with red pennants bearing the words, "Summer sale."

Another "stunt" pulled by the Hudson's Bay Company in Calgary was to release small balloons, to each of which a tag was attached. Many of these tags were blank, but some fifty of them were good for $1 each when presented at the store. On the day these balloons were released the streets around the store were filled with people. The balloons were chased by men and women, boys and girls, on foot, on bicycles and in automobiles. Only about fifteen of the cash tags were returned.

The country merchant must above everything else fashion an unusual advertisement. He must devise something striking and original that will call into play the ingenuity of the printer, and it might be well, by some straight personal talk, to tell the public just why such a sale is being held. The advertisement must be convincing, and this should help to make it so. For a country store white cotton signs carried full across the front of the premises will often go far to arouse interest.

It is not impossible to put on a bargain sale in a small town when the proper methods are employed, and the values are there. Human nature is the same the world over, and the methods that succeed in the large centres will on a modified scale succeed just as well in the smaller ones.

In a Western Store

A portion of the ladies' wear department in the W. W. Cooper departmental store, Swift Current, Sask. (described in August issue). The picture above reveals the method of displaying goods on tables, which is carried out all over the store. Customers walk about and make their own selections, incidentally making purchases which they had not intended when they entered the store. It will be noted, too, that the prices of everything are on plain view on each table. A display of palms in the window adds an artistic touch. "Get the goods off the shelves," is Mr. Cooper's motto. He atttributes much of his success to this.

Through the passage between the dress goods department and the ladies' wear department shown in the lower view all of the traffic must go. The show cases placed in this strategic position are filled with fine blouses, and never fail to attract attention and make sales.

BRIGHT NEW HAMILTON STORE.

Raphael-Mack Have Remodelled Store—Unique Store Front and Bright Departments

One of the brightest and most tastefully decorated stores in Hamilton is the remodelled home of the Raphael-Mack exclusive ladies' wear company. Situated at the corner of James and Rebecca streets, the store front, which, by the way, is unique of its kind in the city presents a most imposing display of shining glass, polished metal and soft colored tiles to the passerby. A recent visit to Detroit, during which Mr. L. Mack inspected many of the greatest stores on the continent, resulted in the adoption of the handsomely modeled front for his own store. Many up-to-the-minute features and lighting effects go to make the front the finest for its size.

The interior of the store presents a spacious view of polished floors, delicately tinted walls and white-beamed ceilings. The walls are finished in a grey and soft pink tapestry paper, the woodwork is enameled white and the floors laid with thick green carpets. The pillars are all encased in mirrors, for the convenience of customers. The equipment of this ultra-modern store is of the latest and best, including dust-proof wardrobes in which delicate materials can be kept without marring their freshness. At the back of the store are the offices under which is a large glass case, set into the wall, displaying millinery. On the second floor is the millinery department, under the supervision of Miss J. Cruikshank, who has managed the department in some of the largest establishments in Canada. On two sides of the spacious room, windows, trimmed with pretty chintz curtains, look out over James and Rebecca streets and provide the department with plenty of daylight. At the rear of the second floor are the workshops, where garments are altered by expert tailors, and the millinery shop where tailored hats are made.

The entire establishment has been restocked

Mr. Mack has been in charge of the Hamilton store for the past fifteen years and has had wide experience in his business.

Possessing stores in other cities in Canada, including London, St. Catharines and Kitchener. the Raphael-Mack Company is enabled to purchase in large quantities.

N. S. STORE HAS BRIGHT ADS

Mahon's Limited, Halifax, N.S., have ideas in their advertising. In an announcement concerning earrings, necklaces, etc., they state in a large leading paragraph: "Miss Autumn comes decked with pearls and other gem conceits." Then follows the naive suggestion—"Evidently she has shopped at Mahon's, for the same jewellery is shown here"—etc.

ANOTHER BIG PURCHASE BY LONDON STORE

The store at 339 Richmond street, London, Ont., owned by Messrs. James and George Priddis, was sold Aug. 29 in Smallman & Ingram for a consideration said to be $35,000. The store, which is on a site 24 feet by 55 feet, is close to the corner of Dundas and Richmond streets, and has been assessed at $13,000.

Mr. McLaren, of the McLaren Co., Ltd., St. Catharines, has left for Europe, where he will remain for some time making purchases for his firm. While away Mr. McLaren will visit the different countries from which the big McLaren store imports and will devote much time to studying trade conditions as they are to-day with a view to re-establishing connections that existed previous to the declaration of war.

Commencing Sept. 1, women employed in B. C. factories receive a minimum wage of $14.00 per week.

—By courtesy "Merchants Trade Journal."

A New Store Across the Border

The four elaborate window displays shown above were used at the opening of the handsome new million-dollar department store of the T. S. Martin Company at Sioux City, Iowa, this Spring. The arrangement of kiddies' things is simple but lifelike and attractive. Two of the most admired windows of the whole store were the two shown here depicting evening wear. The figures were strikingly "finished" looking in their silk draping, as shown in the upper right picture. Exquisite gowns with two side views and a seated figure were used in the one below. The lower left view shows some elaborately trimmed gowns, with furs and millinery. The Spring-like decorations are most effective without being obtrusive, and the artistry in the use of the statuary is unique.

The whole front of the store was kept screened from the public until the moment of the opening ceremony, when with a blaze of light the curtains were dropped.

There are original ideas expressed throughout the store. In the Japanese gift shop on the balcony, where all sorts of "little things" for gifts are shown, a little Japanese maiden serves tea in native fashion.

On the fifth floor an auditorium has been provided with motion picture equipment and available for public use. Style shows are held there, demonstrations of corsets, linoleum, and various other merchandise are also arranged and shown with ease and facility. The dances of the store organization are also held there.

There is a separate linen room for the bride-to-be who wishes to select her linens. Here in this room are to be found all linen stocks, where the young lady may proceed without disturbance and annoyance to make her purchases of just what she wants at just the right prices. In fact, there are separate rooms for almost everything.

Goodwinizing Montreal—from 'Plane

Bombardment of Montreal and 60 Miles Out by 80,000 Leaflets of Department Store to Emphasize School Opening Merchandise—Plans Well Worked Out.

WATCH the skies!

That was the rather startling heading of the regular advertisement of Goodwin's department store of Montreal one week before the opening of the schools.

"Watch the skies. To-day (Saturday), weather permitting, there will be an invasion of Montreal and districts by aeroplanes, from which bombs will be dropped containing good news from Goodwin's Limited."

That Saturday this method succeeded in securing an impressive measure of publicity over an area that included not only the city and the adjoining towns, but others for a distance of thirty miles and more, for an aeroplane, with the advertising manager of the store, Mr. Whelan, carried some 50,000 leaflets into the sky, and in a voyage of over 100 miles showered these down to eager as well as excited prospects. One week later the aeroplane made another trip, along the Laurentian Mountains route, and covered on its trail dozens or more towns as far as Ste. Agathe, some sixty miles distant from the store. Altogether about 80,000 leaflets on the opening of school sales were distributed in a manner that, it is believed, was never attempted before in that city. Certainly never on more than a very restricted and haphazard scale before.

Advertising Manager Likes His Trip

And the advertising manager?

Unlike the Montreal broker who tried a flight to his Ottawa branch and wired back, "The railway for mine next time," Mr. Whelan told DRY GOODS REVIEW that he was delighted with his trip in the air. He went up at one time to a height of 2,800 feet, and says he always had a feeling of security, and is looking forward to the time when aeroplaning will be his regular method of travel to his daily work.

The leaflet, or "aerogram" as it was termed, in announcing the school opening plans, made a play on the word "feet" as follows:

> From 10,000 feet up here we have to tell you that 10,000 feet down there can be made comfortable by Goodwin's shoes—and that from feet to head, girls and boys can be best outfitted for school reopening at GOODWIN'S.
>
> Lieuts. MAXWELL and WILTSHIRE,
> Aviators.

In a morning paper on the Monday following, a three-column advertisement appeared, taking up the full space regularly used by the store on the back page, with the heading: "The Bombardment of Montreal." The body of the advertisement started as follows:

> The City of Montreal and outlying districts being in the power of the relentless high cost of living, the executive of Goodwin's Limited decided that it was in the public interest to make a determined attack upon the enemy; and, knowing that he would take advantage of the occasion of the re-opening of the schools, determined to apprise the public that they, Goodwin's Limited, held huge stocks of high quality merchandise, embracing everything for boys and girls to wear. And, moreover, being bought months ago for the event, advantageous prices were obtained.

"First Taste of Ammunition"

The advertisement goes on to describe the engagement of the two aviators, "who with observers and gunners from Goodwin's own staff, systematically bombed the city and surrounding country."

Then comes a vivid description of the start, as it appears to one who experiences a ride in the air for the first time, and they are at St. Lambert (across the St. Lawrence on the south

Luxurious Fabric Display

A striking display of the new dress fabrics for evening wear shown at the openings of the T. Eaton Co.'s Toronto store. Gorgeous metallic brocades were artistically draped to effect evening cloaks. The one in the foreground is black and gold topped with ermine. Laces, embroidered fabrics and lames were no less attractive in their arrangement than the brilliantly colored printed materials. The platform at the extreme background showed pastel broadcloths as well as fancy satins and velvets. Ferns and palms, a very few asters, a couple of floor lamps, artistic chairs, stands and display cards similar to the one on the pillar at the left, give every opportunity to the rich fabrics to do their best in the way of attracting attention.

shore). This "gets the first taste of our ammunition." Then on to Longueuil.

> The range here is a little more difficult. Our first shot is swept by an adverse wind out into the river, but the pilot skims aside like a swallow and our next is a direct hit. Longueuil has been Goodwinized.

"Goodwinizing"

Here are some extracts from other passages in the story of the "Goodwinizing" of Montreal and district:

Sentiment makes us scatter some Goodwin's Aerograms on its bosom (i.e., the river). Who knows to what lone hamlet they may not be borne?

Over Pointe aux Trembles and Longue Pointe, we circle in graceful, spiral loops. All is excitement down below and we can see people gazing upward, and others running eagerly after the messages we are distributing.

All over the North end, out to the pulsing arteries of manufacturing Maisonneuve, we sweep like a giant swallow. Bomb follows bomb. We see them flying, fluttering, dancing, falling in our wake. And we are joyous, for the message is being delivered, it is being read, and, we believe, it is being understood.

We bombed fast and furiously and our marksmanship was perfect. We left Westmount satisfied with the Goodwinizing we had done.

On they go to Laprairie, over the Lachine Rapids, to Dixie, Dorval, Valois, St. Anne's, Valleyfield, Beauharnois, Caughnawaga, Verdun.

Then, at last,

Over the broad river we fly, our duty accomplished ,and we enjoy the delightful sensations of the gliding curves with which we make the landing. A great crowd meets us and greets us, and we are plied furiously with questions.

On all hands are heard expressions of congratulation at our enterprise, and appreciations of the motive with which it was undertaken.

As an experience it was wonderful. We trust that the message we have delivered will be received with all the significance it is worthy of. We desired to impress upon the people that Goodwin's will endeavor, with all the energies and resources at our command, to combat the tyranny of the High Cost of Living, and to assure them with all the sincerity of which we are capable, that, first and foremost in all our dealings with the public, our motto is "We Serve."

The 2-page advertisement which is discussed in accompanying article.

THE advertisement that is here reproduced does not come from a department store in a large city: it is a two-page "spread" of a branch of that old trading corporation, the Hudson's Bay Company, in a comparatively small place, Kamloops, B.C., with a population of about 4,000. The work is creditable alike to the store itself—in the wide range of merchandise that is indicated; to the advertising manager, in the manner of its make-up, and to the newspaper office, for an excellent typograpical lay-out.

It is evident that the writer of the advertisement and the printer worked well together, the latter with an understanding eye. A pleasing uniformity in type runs throughout, in contrast to a confusing variety, especially in figures, that was noted in a recent criticism. The eye runs easily from this item to that without any undue "steeple-chasing" obstacles. There is the same sized display type leading off the main items, such as "Big Boys' Bloomers," "Lawn Skirts," etc., with lower "point used for sub-heads of a division, as under "Men's Work Shirts." There are some exceptions to this, but in all cases the same style of type is used, making for uniformity and harmony in the appearance.

The "copy" is informing: details, descriptions, just enough to set forth the values, without those fulsome generalities that say too little about the goods themselves that the buyer wants to know of. The display type for the price is in true "department store" fashion, well arranged. Panels are used, in most cases, to good effect, such as the one in the lower right-hand corner, on "Granite and Enamel Ware," which is a "special." The illustrations also are well balanced throughout the two pages, and the use of the two name plates at the bottom, neat and not too large, gives an added effect.

The sweeping line across the top is a good introduction, although the heavy rule was hardly necessary below it. It could well stand by itself. Possibly the body of the introductory message, commencing, "And, as on former similar occasions," deserved slightly larger type as applying to the whole advertisement quite as much as the twelve-column head lines. A rather better position would have been to centre it.

Another point about the ad. as a whole, taking merely the general appearance, is the outside border. Some might object to this as unnecessarily heavy, particularly where the two full pages are the exclusive property of the advertiser, and suggest, perhaps, a double rule, or other light container. On the other hand, the border, though wide, is not heavy, and detracts little, if any, from the prominence of the type within.

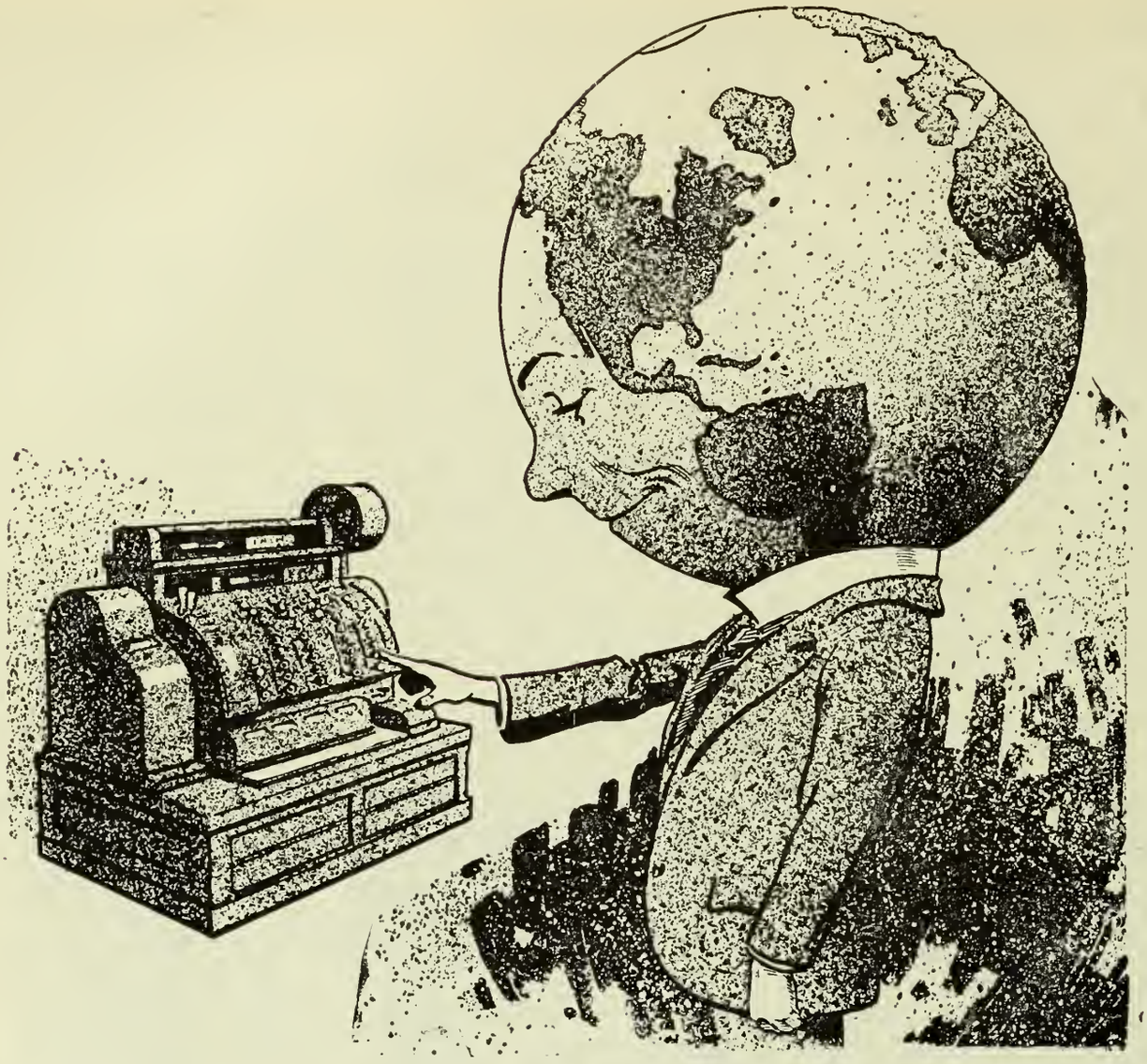
There is one criticism to which this ad. seems open, however, and that is a certain commingling of men's and women's merchandise, and what are termed "household" goods. On the left-hand top is ladies' ready-to-wear; down below and at the left side are men's goods; while on the left are "men's and ladies'" shoes. A better arrangement, we think, would have been to group the men's and boys' goods at either one side or the other, or perhaps in the centre at the bottom, where they would not be mixed up with women's goods or housefurnishings.

There is no good reason why "Household Dry Goods"—the heading or title—should be kept out of the panel to which it refers, if a panel is to be used.

Another minor point that strikes the eye is the parallel use of panels for "Ladies' Ready-to-wear Salon." and "Terms of Sale." The latter is made too prominent typographically, we feel, for its real importance. It would have been read probably as much, and have been less obtrusive—and appeared less of a challenge to the buyer—if it had been made into a couple of small panels, say, at the top-hand corners, below the head-line, or in the lower-hand corners.

There are two illustrations used that may be called "out of order"; they do not suit the case. These are the two upper ones in the ready-to-wear section of the advertisement. Underneath the first are the words, "Novelty Blouses," but the illustration is not a blouse. In the second case the goods named are "underskirts," but obviously the cut stands out as a coat, where the other is a suit. We realize the difficulty, and cost, of securing appropriate illustrations, but far

Continued on page 147



The world's bookkeeper

MODERN National Cash Registers are recognized throughout the world as labor-saving machines.

They are used wherever money is handled and accounts kept—in every line of business, in all parts of the world.

National Cash Registers are the result of 35 years of study and invention.

To make them requires 7,100 people, 21 buildings, 40 acres of floor space, and 2,475 patents covering 35,000 claims.

Considering workmanship, materials, and what it does, the National Cash Register is the lowest priced piece of machinery in the world.

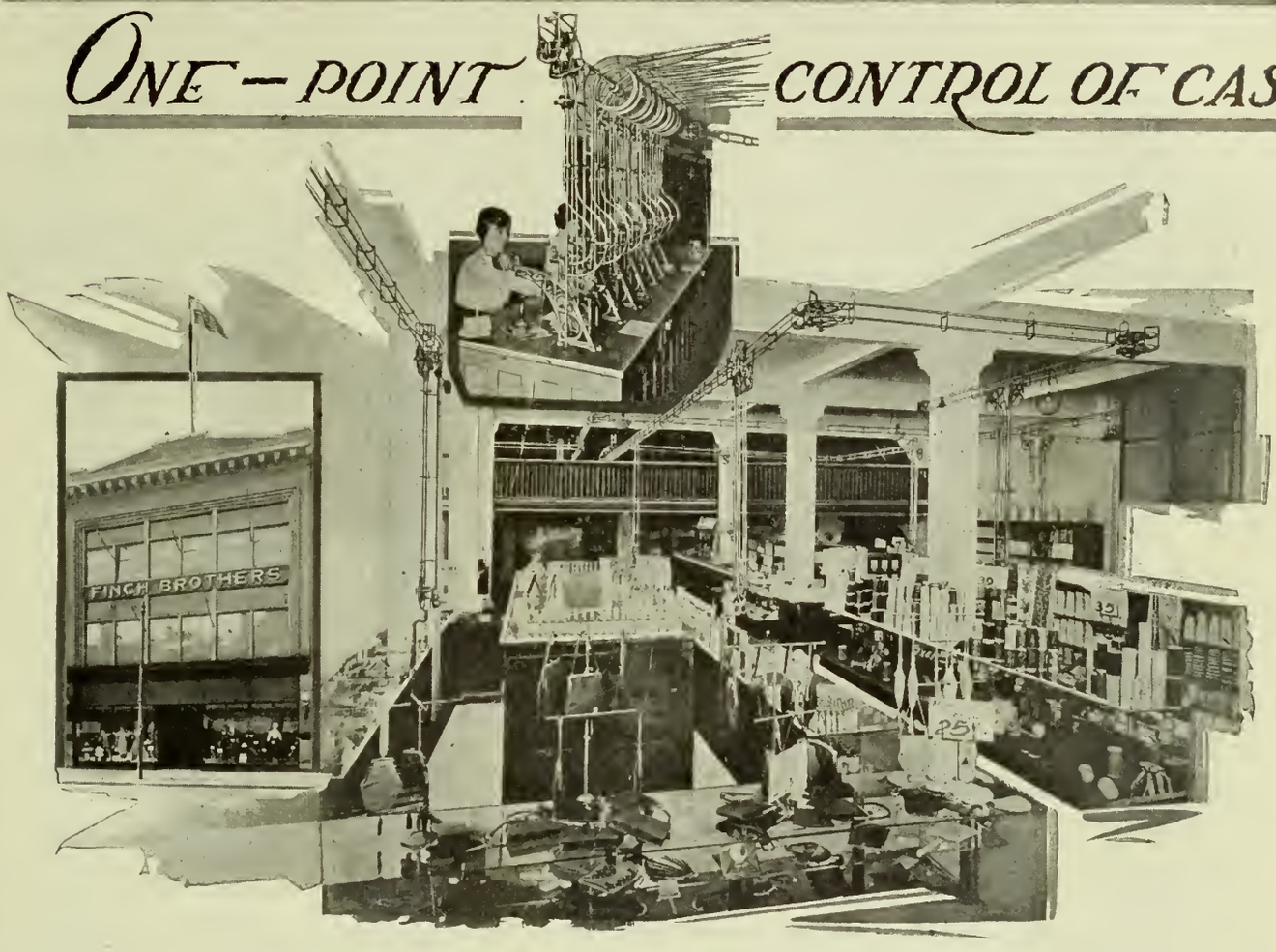
The National Cash Register Company of Canada, Limited

Factory. Toronto, Ontario

BRANCH OFFICES:

Calgary .....714 Second Street, W.
Edmonton .....5 McLeod Bldg.
Halifax .....63 Granville Street
Hamilton .....14 Main Street, E.
London ..... 350 Dundas Street
Montreal .....122 St. Catherine Street, W.
Ottawa .....306 Bank Street
Quebec .....133 St. Paul Street
Regina .....1820 Cornwall Street
Saskatoon .....265 Third Avenue, S.
St. John .....50 St. Germain Street
Toronto .....40 Adelaide Street
Vancouver .....524 Pender Street, W.
Winnipeg .....213 McDermot Avenue

ONE-POINT CONTROL OF CASH



The centralized system of store service provides one-point control of cash.

From every part of the store—from every floor—from every department—the cash flows to the central desk as it comes into the store.

This same result is accomplished whether the carrier be Lamson Wire Line, Electric Cable, or Pneumatic Tube.

Finch Brothers in Hamilton, Ontario, are one of the many users in Canada who appreciate the advantage of this centralization. *"The protection of having a centralized point for cash is a great asset in its favor,"* they report.

Their experience has so convinced them of its value that they have just arranged for a new centralized Electric Cable Carrier system to meet their growing needs.

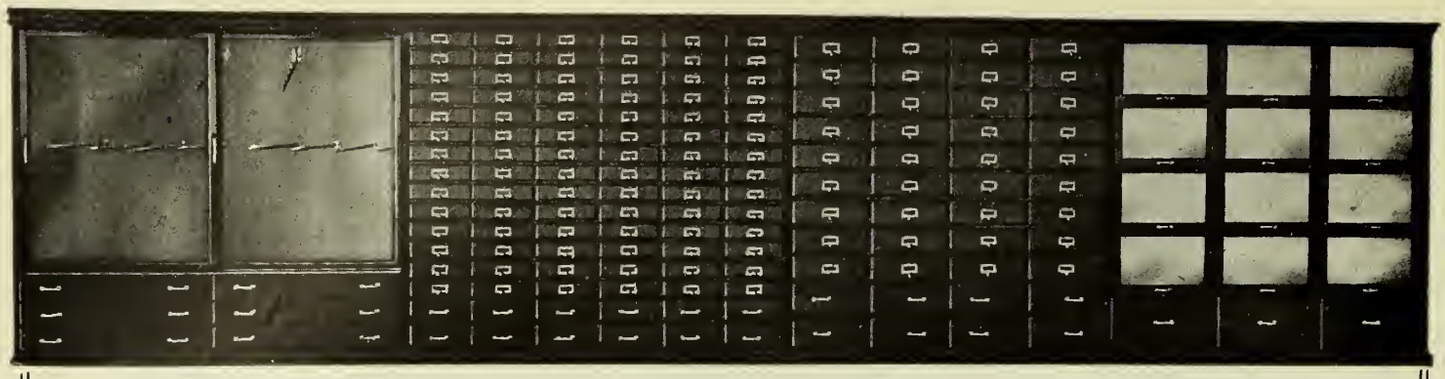
This is but part of the story of Centralization. Inquiry for further information is invited.

THE LAMSON COMPANY

LAMSON SERVICE

136 SIMCOE ST. TORONTO

General Offices at Boston, Mass.



No. 55. Umbrellas. No. 51. Gloves. No. 52. Hosiery. No. 53. Skirts and Underwear.

Sectional Wall Case

INVEST

in the effective displaying of your goods — your strongest selling factor

Show Cases and a General line of Store Fixtures for individual trades.
Send for catalogue covering your special requirements, also floor plan with measurements and your preference in location of departments.

VALUE

Our goods are of the highest standard and exactly meet every demand. Their VALUE cannot be surpassed.

The Walker Bin & Store Fixture Co., Limited

Designers and Manufacturers of Modern Store Fixtures

Kitchener - - - - Ontario

Prices for Waste Paper Rapidly Advancing

Are you aware of the high prices you can obtain for your waste paper, and thus turn your waste into cash? Present prices make it well worth your while to consider buying

A CLIMAX BALER

to compress and bale your waste paper for shipping, and obtain for you the very highest top-notch price for same.

A Climax Baler soon pays for itself in time and energy saved. It also decreases risk from fire. Not an expense. An investment bearing large dividends.

Write us.

CLIMAX BALER COMPANY

Hamilton - Ontario

We Specialize in

BIRLEY

Patent Folding Suit and Costume Boxes

We also manufacture all kinds of Folding Boxes

QUALITY and SERVICE

Dominion Paper Box Co.

LIMITED

Toronto Ontario

Ford

Announcement

FORD policy has always been one of progress.

We now announce a pronounced step forward.

Ford Touring Cars and Runabouts may still be purchased at the minimum price—Runabout $660; Touring $690.

Electric Starting and Lighting equipment will be supplied if desired, at $100.00 extra.

Coupe $975, Sedan $1175 (Closed model prices include electric starting and lighting equipment).

If you wish demountable rims, tire carrier and non-skid tires on the rear, they will be supplied on closed cars only, at $25 extra.

These prices are f. o. b. Ford, Ontario, and do not include War Tax. 125

Ford Motor Company of Canada

LIMITED

Ford, Ontario

No. 26 E.

High-Class
DALE FORMS

The expression of an Ideal—
An Ideal that has won for us
the Reputation of—

"CANADA'S LEADING DISPLAY FIXTURE HOUSE"

Wax Figures, Display Forms and Fixtures of all kinds for the Better Display of Your Goods.
WASHABLE
DURABLE
FASHIONABLE
ECONOMICAL

No. 70 E G.

DALE WAX FIGURE CO.
LIMITED

MONTREAL
150 Bleury St.

86 YORK STREET - TORONTO

VANCOUVER
501 Mercantile Bldg.

Two Hundred Unit Sectional Fixtures

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

Buy as you like.

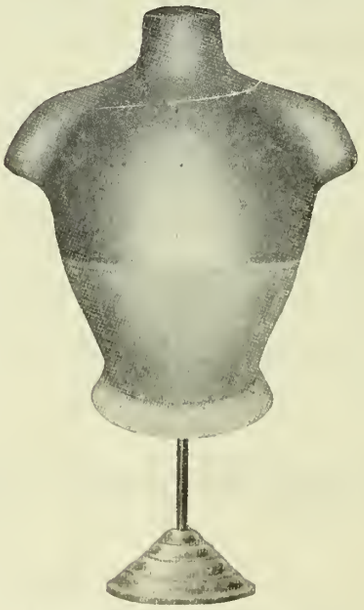
Add when required.

Catalogue and particulars on request.

Jones Bros. & Co. Limited
Store Fitters

Eastern Branch: 71 Bleury Street Montreal P.Q.
Head Office: 29-31 Adelaide St West. Toronto, Ont.
Western Branch: 437 Main Street Winnipeg Man.
In affiliation with and manufacturing in Canada under the patents of The Grand Rapids Show Case Company

EASTERN CANADA'S ONLY DISPLAY FIXTURE MANUFACTURERS



We specialize in renovating, repairing, coloring and hair dressing broken wax figures.

Our wax figures lead in beauty and excellence.

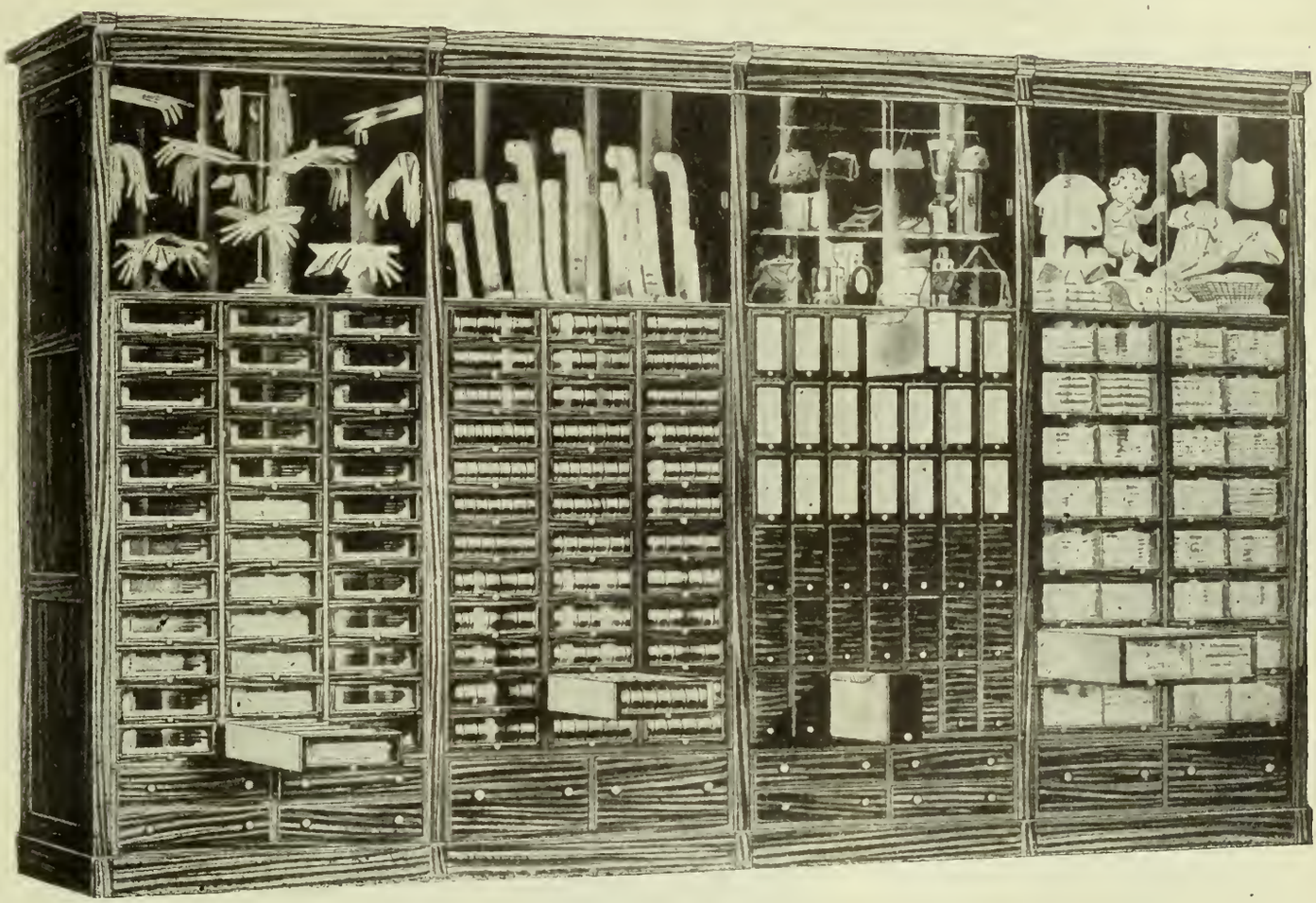
Bust forms, display racks, etc., all up-to-date fixtures at moderate prices.

Write for new folder with latest displays.

Canadian representation of the celebrated wax figures of Pierre Imans, of Paris.

Delfosse & Co.
247-249 Craig Street W.
Factory 1 to 19 Hermine St.
MONTREAL

We Keep the Quality Up



Sectional Fixtures Ready to Place

This type of one-hundred-per-cent. display fixture is the feature of every modern dry goods store. It has come to stay.

Write us for particulars.

Kent-McClain Limited

(TORONTO SHOW CASE CO.)

TORONTO

Quiet Colorings To Dominate 1920 Hangings

Prices Up 5 Per Cent. for 1920—Improvement in Moderate-Priced Papers as in Better Grades—Tendency is Toward Narrower Borders—Tapestries Are to Be Popular.

MANUFACTURERS have provided a splendid range in what may be called low-priced and the medium-priced wallpapers to satisfy the popular demand. Striped patterns are very popular and will be freely sold in 1920. The "all-over" effects are very pretty and will be procurable in rose patterns.

Prominent are the pink roses and flowers. These are made the more pleasing and effective through the employment of either white or grey grounds. In the lower-priced papers this idea strongly dominates the range and those selling these extensively will be pleased to learn that the available patterns afford wide selection.

An expensive tile design is offered which will find admirers because of "different" effects which may be secured through their application. These will be popular for kitchens, "tiles" being used more extensively each year in this part of the house, permitting of the varnished papers being washed with advantage.

Light striped papers will be available in pale and white grounds. In blues and pinks, with cut-out borders, the effects which one may secure will make a strong appeal.

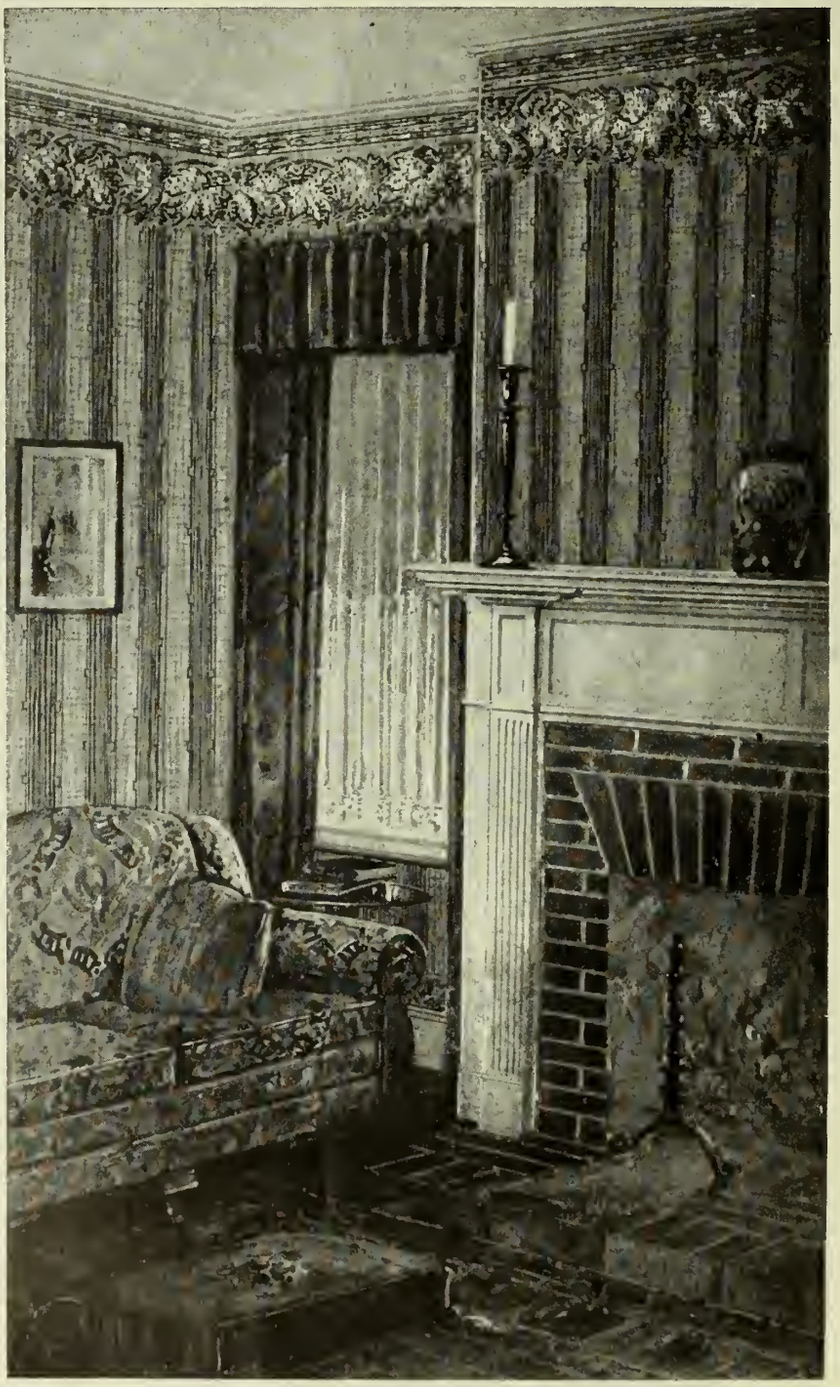
For halls and living rooms, in the moderate-priced papers, there is an inclination to slight designing with a quietness in effect, while some of the hangings tend strongly to plain effects all through. There is a greater tendency constantly to eliminate strong, outstanding designing.

Then, by way of affording still wider selection, a range is shown having a slight touch of gold in the pattern. When this is completed, with cut-out border to match, the effect is good and will be much approved.

Tapestries Big Line

Coming to the hangings for those who want something better and different, tapestries will be even more popular than ever before. Halls and dining rooms have been singled out in the manufacturers' plans as commanding a first place in his productions, and there will be no lack of variety when one's stock is being chosen.

Then enter the Japanese grass cloths. The appeal they will make to the taste of many communities will favor their selling, and is expected to extend to all parts of the country. They may be had with or without motif effects and cut-out borders are also suited well to the patterns. One manufacturer stated,



One of the New 1920 Patterns

This is a design printed by The Watson-Foster Co., Ltd., Montreal. Photographed from original painting and revealing a wholesome and homey effect to the living-room. It will be noted that this has a cut-out floral border. The striped papers continue to be very popular and will meet with a wide approval during the coming season.

however, that tapestries were decidedly popular, and that, in some instances, the grass cloths were giving way to the former.

For bedrooms, soft greys and creams will lend attraction and afford that cosy atmosphere so much to be desired, and particularly in the rigorous Canadian winter. This is one of the strong talking features which will commend itself at once to the dealer when asked to suggest patterns.

Other features of the tapestries are those of big leaf effects, a variety of pretty birds, and which, with many, are always a first choice. Cross-color, in some of the tapestries, are improved through the development again of depth, which imparts real richness.

Shadow Cloths—Old Colonials

There will be shadow cloth effects for those who want them. Among these will be "all-over" designs, and others will come with and without birds in the designing. The use of white lines will lend splendid effect to these shadow cloth patterns, while cut-out borders will again accompany the various patterns extensively.

To see the old colonials is to appreciate the fact that many tastes have been weighed again by the maker and he has afforded another good range. Here will be found both delicate and strong combinations and the "all-over" range is quite extensive.

A line which will appeal to many may be styled an all-over "glory" effect. This will impart a look of uniformity to the room to which it is applied. An added advantage is that of a moderate cost for really superior paper. For halls or living rooms these will meet with favor. Those wanting moderate-priced papers will buy them in fawns, browns and tans.

Ceilings and Borders

For the same reason cited above, ceiling papers, while dispensed with in some parts of Canada, give a warmth to the bedroom which is lacking on a plain white surface of plaster. A range of delicate patterns is shown and the figuring may be selected in small or large patterns. The larger are considered the better, and quite superior in many cases to the small figuring. Oatmeals, too, will find favor as ceiling papers.

Provision had been made for those who will carry a line of bathroom and kitchen hangings. Varnished papers still are popular and the utility of these will always be recognized. Blues and greens for bathrooms and brown tones for kitchens, both with narrow borders, will be procurable.

For the most part, borders will be narrow—nine inches in many cases. There are two reasons for this. In the first place the high cost of erecting houses to-day has suggested lower ceilings. Enter the narrow border, for, of course, the wide will never answer in the room with ceilings lower than are generally adopted in the modern house. And so, nine-inch borders, if you please, will be big sellers in 1920.

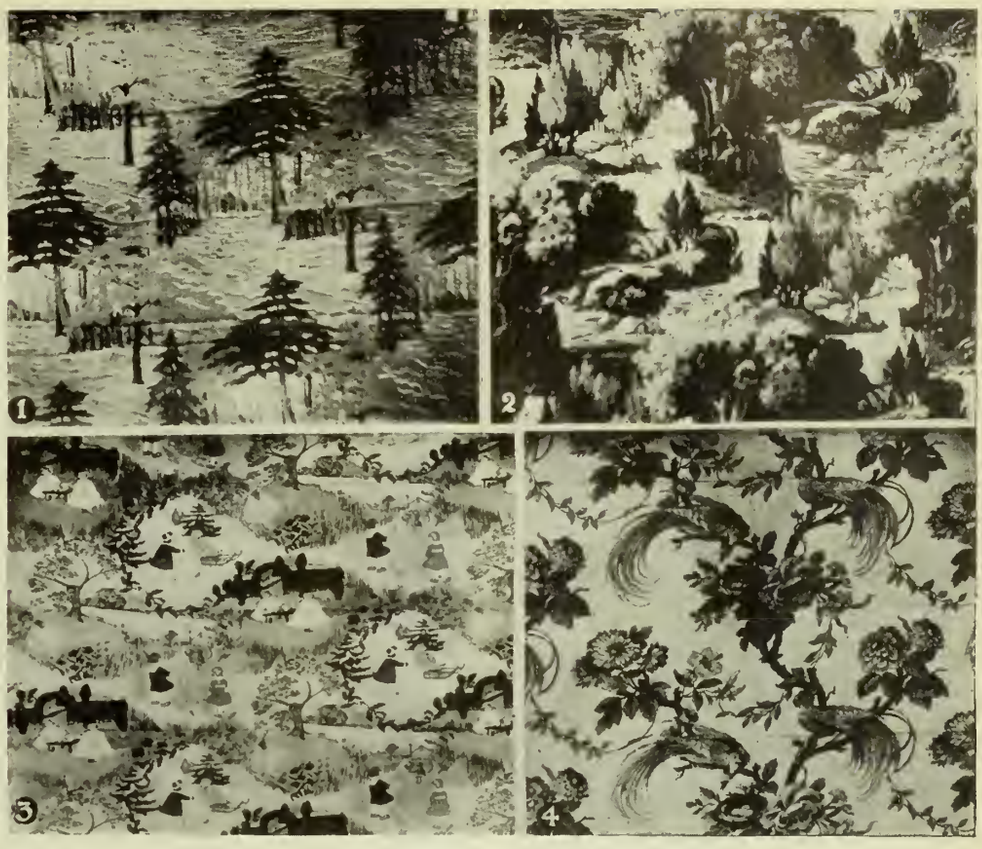
The second reason assigned is that of the present plan of placing picture mouldings above the border. It would never do to use a wide border where this plan is followed.

"Cut-out" borders, as will have been noticed throughout, are decidedly popular. This does not mean that they always are most effective. Sometimes, as the manufacturer uses it, the regular border, uncut, is best and imparts a better effect with the paper for which it is procured.

A Small Advance of Price

Merchants who sell papers will be very glad to learn that the average price will probably not exceed five per cent. more than the quotations of 1919. In view of the fact that most commodities have continued to advance materially, this should be considered no barrier to a speeding up of sales plans for the coming fall and for next spring. In fact, there ought to be a greater opportunity than ever for the aggressive dealer who wishes to turn his stock several times. It will be none too early to make plans.

The five per cent. increase is assigned to an increased cost of paper rather than to increased costs for labor. All grades of paper have been very firm in price and advances have, from time to time, taken place. The coming season ought, assuredly, to be an active one for the sale of wallpapers.



Striking New Cretonnes

Some distinctive new English cretonnes are here illustrated. They are very fine goods and their novelty will appeal to the trade especially now when there has been a dearth of real variety in designs. No. 1 is a forest scene. Notice the distance effect brought out by clever printing. 2. Verdure and stream scene with castle in the distance; also a clever distance effect. 3. A design for child's bedroom or playroom. Shown in all colors. 4. Bird of Paradise and nest design in all colors. By courtesy of Greenshields Limited, Montreal.

LARGEST PIECE OF TAPESTRY EVER PRODUCED IN SCOTLAND—SCHOOL FOR DISABLED SOLDIERS

The largest piece of tapestry yet produced in Scotland has just been completed. It is a panel measuring 32½ by 13½ feet and represents a Highland hunting scene, designed by a Scottish painter. The panel was produced by weavers in the employ of Lord Bute, who has been endeavoring for some time past to revive tapestry weaving in Scotland.

The completion of this panel, the first of a series to be executed, has relation to a scheme under consideration by the state authorities which is expected to receive official sanction shortly. Sir George Frampton considers that tapestry weaving might be taught to disabled men, but it was necessary first to satisfy the British Ministry of Labor and Pensions that weavers would find employment before official sanction was given to the course of training and funds provided for carrying it on. The arrangements are said to be practically completed, the men selected, and the looms ready, and instruction will be given by experts at the London County Council School of Arts and Crafts.

The dry goods store of Assof Shallhoup, Cobalt, Ont., was completely destroyed by fire Aug. 14. Two other stores were almost completely wiped out at the same time.

Canadian Designs In Textiles

Maple Leaf and Beaver May be Seen on New Silks and Cottons—Canadian Artists to Have Prominent Place in Design Contest in New York—Canadian Flavor May Help Pay War Costs.

PRIZES aggregating $2,100,00, contributed by the decorative industries of America to encourage the advancement of applied art, are open to Canadian artists in the fourth annual design contest conducted under the auspices of "Women's Wear," a daily newspaper devoted to the interests of the weaving and costuming industries. The competing designs are to be exhibited at the Art Alliance of America, 10 East 47th Street, New York City, and will remain the property of the artists.

Most of the designs used by the silk and cotton manufacturers of Canada and the United States were obtained from France. During the war the French were too busy fighting to supply all these designs to the new world factories. The manufacturers turned to the museums in the United States. The American Museum of Natural History in New York appointed Mr. M. D. C. Crawford, editor of "Women's Wear," Curator of textiles, and offered every facility for the mill men, manufacturers and their designers to use the treasures in the museum. The leading silk manufacturers and others contributed thousands of dollars to be used for prizes to encourage the production of the designs needed to supply the vacancy left by the stoppage of the flow of designs from France. Three annual prize competions and exhibitions have been held. Prizes have been won by young artists never before known to the textile trades. Some of them have sold their designs for a good price; others have been employed in permanent and lucrative positions. The young artists not steeped in old world studies and styles were often the most successful in developing new and desirable designs. But, of course, much difficulty was encountered in getting suitable designs, as new world artists had no such experience in supplying the trades as had the French artists.

Plenty of Inspiration in Canada

The artists used ancient and modern native fabrics and other objects in the museums from Peru, Mexico, the Indians of the Southwestern United States, Corea, Siberia and China. They applied them to silk and cotton. Mr. Harlan I. Smith. Archaeologist of the Geological Survey, Canada. at Ottawa, conceived the idea of using Canadian material only, rather than foreign material, and applying the designs to all Canadian manufactures that require decorative designs rather than confining their use only to silk and cotton. By using only Canadian material as inspiration for designs, the resulting designs would have a Canadian flavor and tend to build up a Canadian trade mark to help Canada hold her own in the world market, and so be the better able to pay her war expenses rapidly.

There are, according to the Export Directory of Canada, issued by the Department of Trade and Commerce, over 173 industries in Canada that require or use decorative designs. One needs only to mention a few of these, such as wallpaper, watch cases, button tops, carpets, rugs, stove fronts, linoleum, and book covers. These alone show the wide range of Canadian industries in need of decorative designs. There are listed in the directory, under the 173 industries that use art designs, the addresses of over 1,100 Canadian factories. Mr. Smith has written to over 800 of them, and the replies and visits he has had from the managers shows their pressing need of designs, preferably Canadian designs.

Exhibit in October

The competing designs for the 4th annual exhibition will be received at the Art Alliance of America, 10 East 47th Street, New York, up to and including the date of October 10, 1919. The jury will meet October 15. The press will be invited to view the designs October 21, and then the exhibit will be opened to the textile trade so manufacturers may have an opportunity to arrange to buy designs or employ the designers. On October 23, the exhibition will be opened to the general public and the closing date of the first half of the exhibition will be November 1. A special exhibition of designs for fabrics used in in-

Continued on page 149

Fall Deliveries Late

Owing to Insufficient Labor to Cope With Sudden Popularity of All Housefurnishing Lines—English Manufacturers Urged to Take Care of Export Trade.

SEVERAL of the Canadian carpet mills are reported to be oversold and running to all the capacity that a scarcity of weavers will allow. This, indeed, is a serious condition and not one that can be remedied quickly. The providing of these is a matter of long training. At the present time buyers report that it is impossible to secure domestic goods for immediate delivery. Indeed many orders given early last Spring are not yet delivered.

The explanation given for this unusual condition is the one common to many other sections of dry goods—the penalty for the hiatus in buying last Spring. This applies to textiles and hosts of other lines. The expectation, of course, was for lower prices. When these were not realized, and instead, with export business commencing in many lines, prices began to creep back and domestic buyers began to realize that they needed goods and the buyers began to realize that the market was running away from them. The orders for Fall thus were late in reaching the mills, and ever since they have been behind. It must be remembered also that with the shorter hours that have gone into effect in most lines, and the lack of the former efficiency among so many operators, production is still far below normal.

Retailers, moreover, had let their stocks run down in housefurnishings particularly, partly because of the lack of demand and also the fear of the very high prices. But the ending of the war and the return of the men from overseas drew renewed business to the house furnishing departments and they found that they must restock. Hence the sudden demand that could not be satisfied, and has not been yet.

British goods prices are guaranteed to the end of the year. At the first of the year a new price list will be issued or orders will be reinstated on the old basis. Somewhat improved deliveries are reported. Letters from the mills there declare that the Government is urging them to export as much as possible, domestic business having to be content with what is left.

Infants' and Children's Wear

This Saleswoman Had Ideas Worth While

One of the best examples of personal service where it is really appreciated and really needed, too, was seen recently in The May Store, at Cleveland, in the infants' department.

A young woman entered and asked to look at infants' things. The saleswoman rightly surmised that the customer was an expectant mother and immediately put into play several ideas which were extremely good and unusual. At once the customer was given a chair, not the ordinary straight-backed chair which one generally sees in stores, but a comfortable low wicker rocker. The customer looked agreeably surprised when she saw the chair, and even more surprised and pleased when she sat down.

Then the saleswoman brought the infants' wear over to the customer and displayed it on tables directly in front of the chair in which the woman was seated. In this way there was no effort whatever on the part of the customer in selecting the things she wanted. In fact she purchased more things than she had originally intended, on her own admission.

After the sale was made the saleslady brought the bundle to the customer, but instead of handing it to her, she said that she would be glad to carry it over to the elevator for her. This she did, and stood there until an elevator came along. This elevator happened to be crowded, and the saleswoman suggested that as long as it was quite full that it might be a good idea to wait until the next one came, in order that the customer might be comfortable. It will be noticed that the sale had been completed with this customer some minutes ago, and that, as far as the saleswoman's actual duty was concerned it was over with. But she waited until an elevator did come along which was not so crowded, saw that the customer got in, and then, at the last moment, handed her the bundle.

The customer could not say enough about the manner in which she had been treated, and declared that this store would have her for a steady customer from that time on. And the whole thing did not take the saleswoman twenty minutes to accomplish.—From the "Dry Goods Merchants' Journal."

Plaids, Serges and Bright-colored Blouses For School Girls

Fashions change for little school folks, color "vogues" occur and novelties keep life interesting in many ways, but when it comes to outfitting that important section of humanity for its academic career there is nothing so "forever needful" as serges and Scotch plaids—set them up in what variable styles you will.

This year there are many pleated skirts and with them are worn blouses of linen, cotton crepe, or dimity in gay hues, such as bright yellow, jade green, Belgian blue, watermelon red. Guimpes of pongee are also practical. All the sombre melancholy of lonely hills and moors and thoughts of war is taken out of clothing, even though the "original firsts" in the way of materials, remain faithful.

Two Smart Frocks

One showing the combination of a serge skirt with long-waisted chambray or linen blouse. The other all serge with simple wool embroidery; organdie collar and cuffs.

The blouses are considerably longer waisted than the shirt waist for older girls and are not trimmed except for a bit of hemstitching or wool embroidery. Collars are mostly round and low. Jumper frocks are again quite the thing and preferred often to the whole dress of dark fabric. For jumper frocks the plain serges are more appropriate than the plaids.

Some smart all-serge frocks for school girls have capes attached.

Purples and lavenders are no longer the "old ladies'" colors, for look you, we have no "old ladies" now-a-days, and so even tots of two and three years are considered appropriately dressed in a dainty frock of lavender organdie trimmed with white. Frocks of brightest purple chambray are also shown.

Business in children's wear has been remarkably active this Fall. Stores all over the Dominion have been making drives in the way of special advertising and displays, and the results have been quite satisfactory despite the continued high costs of both fabrics and ready-to-wear merchandise. There seems to be more real interest in getting the children off to school in good form this year than for some seasons past. Preparedness against "flu" is a big factor, and no doubt with the war over and husbands and fathers home again the opening of school seems more of an event than it did in the light of the greater concerns of the last five years.

ATHLETIC SUITS FOR CHILDREN NOW

"Athletic" cotton underwear, which has proven so successful for men and women, is now offered on the New York market for boys and girls. It is made with all the same patents and finishes as that for adults.

NEW EXPORT JOURNAL

The initial issue of "The Canadian Export Pioneer, has been received. It is published in London, Eng., with an office at 44 Victoria Street, Toronto. It aims to keep the British trade posted as to manufacturing developments in Canada, and all details as to our export trade. The "Pioneer" is a 32-page and cover monthly, and will no doubt assist materially in building up Canada's export trade with the mother country.

DRESSES

of

ORIGINALITY
DISTINCTION
and
QUALITY

The many distinctive touches that render our dresses decidedly "different" have always won popular approval.

The smartness of line and cut, the supreme quality displayed in materials, trimmings, and workmanship, will be appreciated by your discriminating customers.

Our showing includes dresses FOR EVERY OCCASION in

GEORGETTES

SILKS OF ALL KINDS

De Palma Dress Company

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Silk Underwear

The increasing popularity of Silk Underwear is well merited. All its attractive qualities are represented in our artistically designed and beautifully finished garments.

Negligees

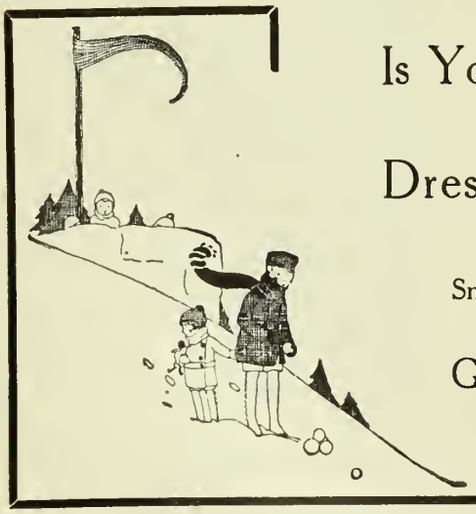
Our distinctly original designs—fresh from our own Designing Rooms—include something to meet every demand. We cannot adequately describe them. Come and see them, or send for samples.

We invite your careful inspection of these different lines. We know that the high standard shown throughout will please you.

IDEAL GARMENT CO.

Coronation Bldg. Bishop Street

MONTREAL



Is Your Winter Stock Complete?

We can meet your requirements in—

Dresses, Middies and Skirts

For Children and Misses

Snappy, well-made, durable little garments

G. F. REID & COMPANY

Brampton - Ontario

DRESSES

You will recognize the style exclusiveness of our models in—
GEORGETTE,
CHARMEUSE,
DUCHESSE
and TAFFETAS

VOGUE WAISTS AND DRESSES

WAISTS

Featuring an array of appealing styles in the latest novelties, comprising GEORGETTES and CREPE DE CHINES, VOILES and STRIPES in endless variety.

SEND US AN OPEN ORDER

VOGUE WAIST CO. 207 St. Catherine St. West BLUMENTHAL BUILDING MONTREAL

Children's Wear For the Cool Weather

Nothing else in infants' and children's clothing lines is so much in demand for Fall and Winter as knitted woollen goods.

All mothers want them, and most mothers are particular about quality and workmanship.

Priscilla Brand Woollen Garments

are made of the purest English yarns by expert workers, and have that softness and daintiness combined with durability so desirable in young children's clothes.

They cover everything a baby or small child needs in woollens, such as jackets, overalls, bonnets, caps, toques, leggings, gaiters, bootees, infantees, etc.—a complete line in both hand-made and machine-made garments.

They are "best sellers" because they appeal to mothers who want the best at reasonable prices.

Ask for our assortment of one dozen samples.

Made in Canada by

HENRY DAVIS & CO., Limited

259 SPADINA AVENUE, TORONTO

FOR BOYS AND GIRLS

2 TO 7 YEARS

"Just Like Daddy's!"

HAUGH BRAND KIDDIES' GARMENTS

Every small boy and girl in your town will be a prospective customer if you display these attractive garments, that slip on so easily, and in which the small youngster can have just a rollicking good time indoors and out without trying to "save" his or her clothes.

The Children's trade of to-day is your trade of tomorrow. Haugh Brand Garments are sure to gain their pleasure.

Parents also appreciate the sturdiness, health-giving comfort, and economical utility of this, the ORIGINAL Made-in-Canada garment for children.

THE J. A. HAUGH MFG. CO., Limited
TORONTO

Manufacturers of

THE FAMOUS "ARM & HAMMER BRAND"
Shirts, Overalls and Trousers

Curtains and Piece Goods

Fine Marquisette Curtains
Fine Voile Curtains
Staple Scrim Curtains
Charming Novelty Curtains
Yard Goods in above styles
Door and Window Panels

Our new range for Spring 1920 is now on the road and we invite your inspection.

DALY & MORIN, LIMITED
LACHINE - MONTREAL
SAMPLE ROOMS AT VANCOUVER, WINNIPEG, HALIFAX

PRIME & RANKIN, LIMITED

SHOWING NOW, very complete line of Curtains, and draperies for Spring 1920, and with special reference to our present range of

Windsor Scrim and Marquisette Curtains—The increasing demand for "Windsor Curtains" has fully taxed our capacity to produce them, and has proven our theory that it always pays to maintain the quality and standard, even in the times of advancing prices. Many new patterns are included in the range, and our values are unsurpassed.

Our Salesmen are out now, on their respective territories, and in view of the apparent scarcity of merchandise, in all lines, we are most fortunately situated with a splendid collection of the lines usually carried, including:—

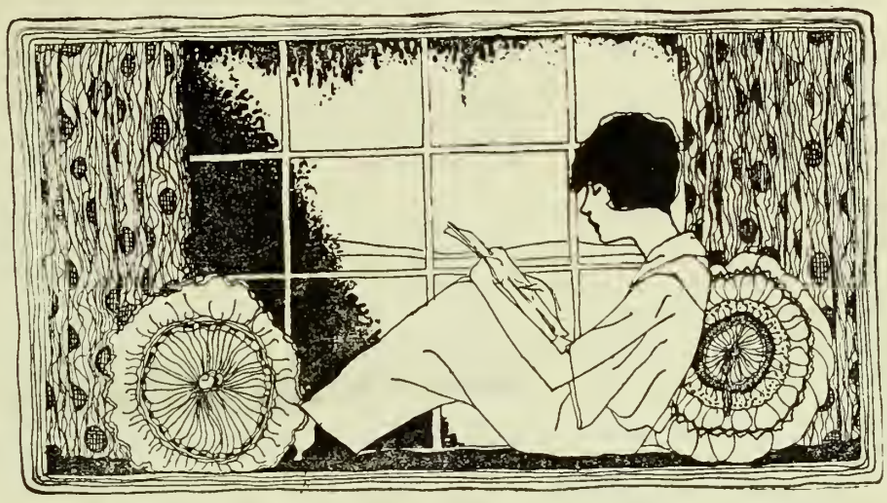
Windsor Scrim Curtains
Point Arabian Curtains
Irish Point Curtains
Filet Net Curtains
Scotch Lace Curtains
Plain and Fancy Bordered Scrims
Lace and Insertion Marquisettes
Curtain Nets, Madras Muslins
English Cretonnes and Art Sateens
Shadow Cloths, 31 in. and 50 in. widths.

Among the many Special Values are three lines English Cretonnes, 42" and 50" widths. Splendid patterns and colors.

PRIME & RANKIN, Limited
74 York St., Toronto, Can.
AND AT NOTTINGHAM, ENGLAND

We SPECIALIZE in

HANDKERCHIEFS, LACES AND CURTAIN GOODS



CURTAIN NETS AND SCRIMS

Our range is most interesting and extensive, showing many of the wanted lines for Fall, in many weights, weaves, and designs.

Our showing of new patterns and artistic motif effects will appeal to the requirements of your trade.

Prices are steadily advancing, caused largely by unprecedented labor conditions. Through judicious early buying we are able to give you the best prices obtainable in

CHINTZ
CRETONNE
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CURTAIN NETS
CURTAIN SCRIM

One of our travellers will be calling on you shortly. Don't fail to go through his samples when he calls.

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LACE GOODS CO.
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64 Wellington Street West **TORONTO** Third Floor Empire Building

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KING'S CELEBRATED SCOTCH WINDOW HOLLANDS

have been made for one hundred and forty years and are recognized throughout the world as the best and most saleable shading. They are unequalled for quality, are unshrinkable, fast colors and made in all colorings and widths. To insure getting genuine goods, customers are advised to EXAMINE TICKETS and PAPER BANDS. Also inside Holland Tab on end of each piece and see that each *bears name* of "JOHN KING & SON."

SOLD BY ALL LEADING WINDOW SHADE JOBBERS

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GLASGOW, SCOTLAND

Established 1775

Canadian Representatives: CAMPBELL, SMIBERT & CO., MONTREAL and TORONTO

DRAPERIES

Our travellers are now on their respective territories, with many exclusive lines for Fall and Spring delivery. Any business you place with us will receive excellent attention, and will be to our mutual advantage.

Just arrived—50 English Poplins, all shades; Scotch Muslins, in 30", 36" and 45" widths.

J. B. Henderson & Company
Limited
80 Bay Street - - TORONTO

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Day and Evening Gowns, Coat Frocks in Silk and Woollen Jersey, Costumes.

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coat or skirt in Milanese and wool stockinette.

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A Highly Specialized Product

You will find this furniture has a powerful and wide appeal. Lovers of good furniture are at once attracted by its quiet, refined but rich appearance. Substantiality is one of its outstanding features, and the values represented in its moderate prices enable it to extend its appeal to an exceptionally large number of home furnishers.

Under present conditions, when Fall selling is at its height, reliable lines will be difficult to get. Make ample provision NOW to have this SOLID PLAIN OAK LINE before your customers all the time. It will bring you profitable and permanent business.

If you have not received our Catalogue, write us at once.

Victoriaville Furniture Company, Ltd.

Victoriaville, Quebec

New York Makes Ready for Guests

A Clever Slip Skirt, Dragonfly Blue, a Vogue for Red Trimmings, much Fringe and Ornamentation Are Features of Fashion to Be Borne in Mind—Some New Designs in Rainy Day Garments.

NEW YORK, August 30, 1919.— The approaching season promises to be one of remarkable brilliance and opulence -- considered, at least from the viewpoint of dress. The richest materials are employed, and wonderful effects of color—and nuances of color—are obtained by the introduction of sequins, beads, embroideries and ribbons. Gowns for misses' ceremonious wear are quite as effective, quite as sumptuous, as those designed for their elders; but there are many fascinating dancing frocks that are exquisite in their simplicity.

Many distinguished visitors, both young and old, to New York and Washington are already arranged for, and stores are making every effort to have American women fittingly gowned—as much to express the spirit of entry into the era of peace as to win favor among the guests from the greatest European powers.

Being well aware of the open-armed affectionate reception which Canada is giving to her genial and democratic Prince of Wales and future King of England, Americans are preparing to make merry also. The youth of the Prince is reason enough fo rthe younger set to be in readiness as well as officialdom proper.

Short and Flaring Suits for Misses

Altman's tailored suits for the younger set include models featuring the short flare effects, straight lines and smart, long-waisted models that accentuate the girlish figure.

The predominating materials are homespun, wool oxford, silvertone, tricotine, velour, duvet superieur, tinseltone, men's wear mixture, peachbloom and Argonne.

Many of the suits are richly trimmed with mole, beaver, sealskin, nutria or squirrel.

In describing a special showing of misses' new suits and dresses, Wanamaker's mention: "Noteworthy features of the suits are severe lines relieved by a slight flare on the hips; crowsfeet and other tailored finishings; smart pockets, sometimes three in a row. Materials are tweeds, silvertones, tinseltones, velours, check and iridescent cloth.

Tricotine and tricolette frocks have slightly Russian blouse with Tuxedo or round neckline and peplums embroidered in silk flossing and stunning designs.

Wool jersey tunic model is embroidered in wool in an attractive motif.

Taffeta frock, a copy of a French model, has fichu collar, short sleeves and a double overskirt slightly fan-shape giving ruffle effect on hip line which will be so popular.

Satin frock has a jaunty peplum formed by two ruffles, and short sleeves ending in a ruffle. The colors featured were navy, brown and rookie.

For little girls' school dresses Wanamaker's are featuring serges in plaid or plain colors. Straight Russian models with box plaits and smart leather belts or high-waisted models with an attractive motif embroidered in heavy silk.

"Excellent for the stout girl," they announce, "is a two-piece dress having a box-plaited tunic restrained by two narrow leather belts, over a plain skirt. Also a frock distinguished by straight lines with a box-plaited skirt and waist trimmed with pin checks."

They show also some wool jersey frocks with either a tunic embroidered in silk floss or one-piece models in good straight lines.

Some Eton Effects

One of the smart suits at Balch, Price & Co.'s is of garnet cloth with narrow skirt and half-length jacket cut in Eton effect on the sides and back. There are large pockets, flat collar and regulation coat sleeves. Another is of tan cheviot with a skirt which ripples slightly. The

jacket extends to below the hip-line. The bottom is tucked and three-corner patch pockets are tucked on the bottom. The collar is convertible and sleeves long.

A suit of gold tip blue velour at Abraham & Straus', Brooklyn, has narrow skirt and half-length jacket, straight front and panel back. There is an inverted pleat at each side below the waistline; button trimming, long sleeves and turnover fur collar.

The Vogue of Red

A cable from Paris received by Wanamaker's tells that shades of red and scarlet are much used as trimming, and also that "bright ribbons are pleated to make narrow girdles of gayety on dark frocks. Beautiful satin ribbons in scarlet, red, green, etc., of the sort that would do for trimming or for narrow pleated girdles, begin as low as 20 cents a yard."

Women's Trotteur Frocks at Wanamaker's

Tricotine and serge frocks realize all of the dictates of fashion, from the all-

important silhouette to such finishings as narrow leather belts; stitchings; long cord-like girdles and novelty motifs of braid.

There is the Redingote style, which has been adapted to several frocks. Satin foundation is used in one case; in another the waist, sleeves, hem and edge of coat are heavily braided in rat tail braid in most effective design.

Russian blouse is suggested in some models. Bands of braid on the side give that wide hip-line so new and smart. Accordeon plaited skirt also is well adapted to two models.

A chemise silhouette with flare at the hips is used, in many variations. Hip pockets, braid motifs and cord girdles and narrow pipings distinguish these frocks.

Popular navy blue predominates.

Dragonfly Blue New

Some of the points which Macy's regard as salient in Fall fashions are:

COLORS.—The warm tones, faison,

Pompeian, beaver and Madeira are in favor, with navy as the old standby and the lighter shades of blue next in the scale of popularitw. Dragonfly blue is a new shade that bids fair to win great popularity.

IN COATS AND WRAPS.—The cape idea still leads. The adaptability to many occasions probably accounts for their popularity. At any rate they are present in even greater and more fascinating variety than ever before. Fur enhances the luxurious effect of most of them.

FRINGE.—So universal a trimming that no mention of fashionable details is complete without it. It appears in varying widths on garments widely diversified in use. Coats, capes, frocks and suits alike are impartial in their use of it.

MATERIALS.—Charmeuse and tricotine are popular for dresses—duvetyn, chamelion cord and a new fabric called peachbloom—every bit as soft and velvety as its name would imply—are used in coats and suits. For practical purposes, of course, silvertone and serge have no rivals.

SKIRTS.—A trifle longer for the most part, but slim and straight as ever. Usually finished simply with a belt or sash, and pockets.

A Decided Novelty

A slip skirt so cleverly constructed that it may with very little additional trimming answer the purpose of a gown has been designed to be sold in skirt departments.

This garment is made in meteor, charmeuse and in box, accordeon, knife pleated or draped designs. The bodice is sleeveless with flesh Georgette straps over the shoulder answering the purpose of a camisole.

When a Georgette Russian blouse is worn over the slip there is no unsightly line visible at the waist as is usually the case when a separate skirt and fancy camisole are worn.

The bodice attached to the skirt is so well fashioned that the slip skirt may be worn without an overblouse. With a few wisps of tulle about the shoulder it answers the purpose of an evening gown.

The colors used for this new accessory are black, navy, taupe and brown.

A new slip is being made in chiffon velvet with satin top.

The Incoming Blouses

Among the new Fall blouses at Altman's are some stunning over-blouses of net, duvetyn, metal-silk and batik work, which are more interesting than ever.

There are also hand-made blouses of dainty lingerie fabrics, Georgette crepe and wool or silk hand-embroidered materials. In addition there is a nice array of the always popular severely tailored styles of silk or cotton.

Some newly imported blouses are interesting in the combination of Cluny lace used lavishly with French voile of the sheerest texture.

A blouse is being shown in a Kansas City store which is priced at $119.50 (which includes the war luxury tax). It is in black Georgette, made with a round neck, which is beaded and embroidered in black silk and iridescent jet. The silk fringe extends from the bottom of the blouse to within an inch or two of the bottom of the skirt with which it may be worn; the sleeves are short.

The New Waistline

This new gown indicates how some New York people insist upon instep length skirts. It also depicts the new note which is becoming important — the long waist line with loosely bloused bodice and wide girdle. The material is one of those delightful pearl grey taffetas with cluster cording to break the elongated lines. The collar and sleeves are of pearl grey Georgette. The hat combines velvet and malines and sweeping paradise trimming.

New Dolman Rain Capes

Dolman effects are seen in the new rain capes at Arnold, Constable's. One number is made of schappe silk in pin check pattern. It is extremely light in weight.

Another new design in rainy-day garments is a raincoat in raglan style in rubberized satin or silk. It is made exceptionally full so that it can be worn over any garment. It is cut on strictly English lines and has large buttons to fasten.

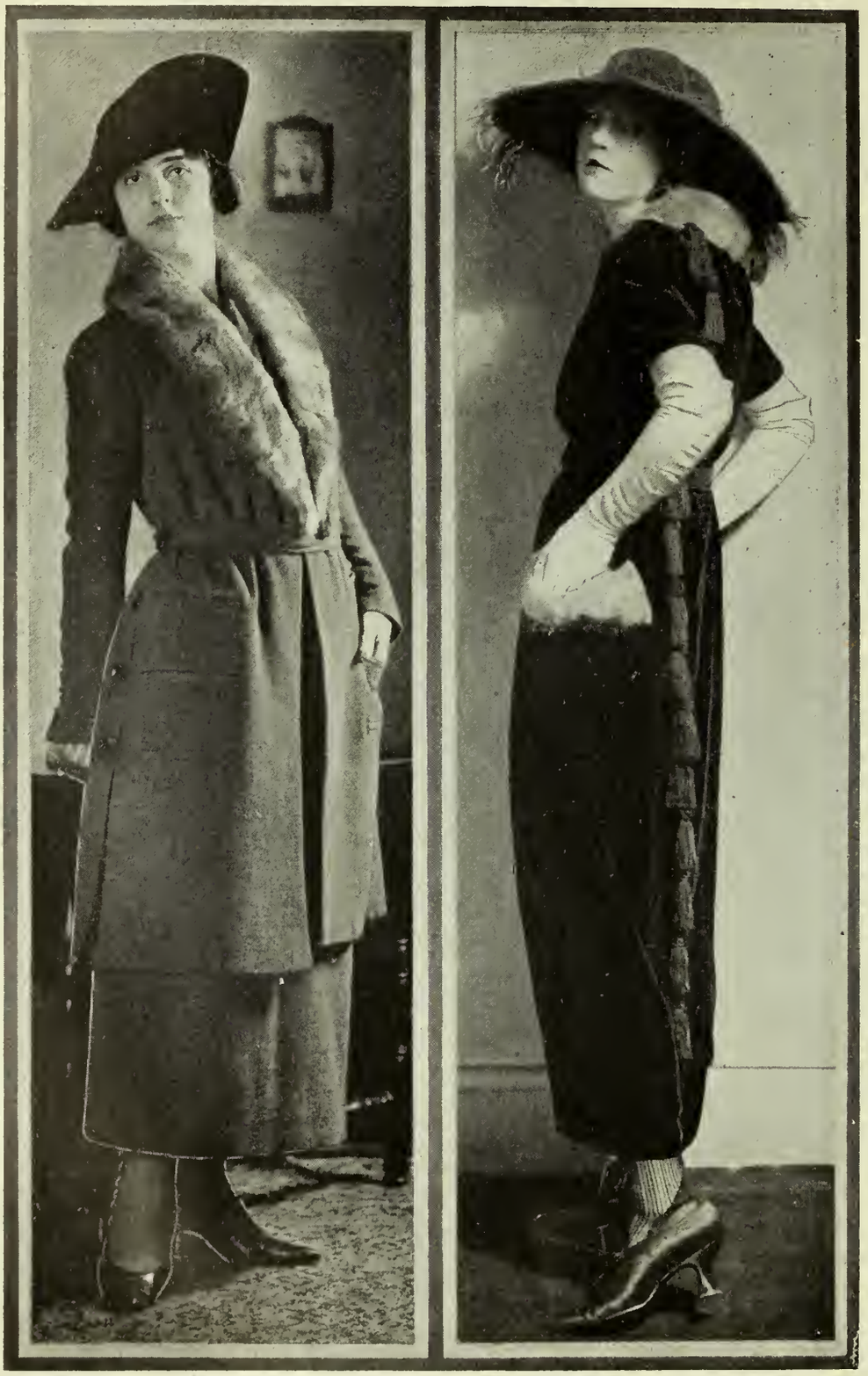
A silk skirt of some sort pulled up over a petticoat of lace ruffles or tucked organdy is featured in so many of the new frocks that it is coming to be one of the strong fashion characteristics—and a charming one—of the season.

Pale pink silk jersey is extremely popular for frocks. One striking model is embroidered in scarlet and orange.

Linen handkerchiefs in blue, delicate rose and green have been received from France by Macy's. Some are decorated in black stencil effect, others have conventional borders.

A Practical Suit

The deep rolling collar of grey squirrel is the striking feature of this new suit. The long and narrow belt and long coat shows the trend of Fall fashions. The material is the new tinsel-tone velours.



Black and Orange

One-piece gown of black velvet with squirrel collar and pockets. Black silk tassels from shoulder to hem, giving the long line desirable this season. Hat is orange velvet with uncurled ostrich in same tone.

Displaying Blouses

Blouses are one of the best lines of merchandise for the developing of an interesting window display in the two-color schemes which many of the best display men are intending to use. The use of only two colors obliges the decorator to choose the material for a display with discrimination, to work out a balance of color, and to select only those accessories which will give accent to his scheme.

Windows which have panelled wood backgrounds are admirably suited to the two-color display. One store with such an asset developed a striking blouse window in black and white. Without rigid formality balance was achieved in arranging the blouses on headless figures well grouped and turned at different angles and heights. Accessories were excellently chosen without the introduction of any alien note. A photograph posed on a small table accentuated the black and white idea. Other details included such items as a length of long white fringe, a black and white feather boa, a fan, and a standard lamp with shade in black and white. A blouse display also offers opportunity for introducing appropriate ideas in necklaces and for showing drapes of materials similar to blouses.

Toronto Designers Meet

By all odds the most enthusiastic meeting yet held by the Toronto Women's Designers' Club was the first annual banquet meeting on the 10th. Merriment characterized the toast list programme when honors were done to the King, the club, the manufacturers, Miss Storey the president, and Misses Crichton and Murphy, the retiring secretary and treasurer.

The election of officers for the ensuing year, with Mrs. MacMichael in the chair, resulted as follows: President, Miss C. M. Storey, fashion editor of "Women's Wear"; vice-president, Miss C. MacLean, of the Ontario Cloak Co.; secretary, Miss M. Anderson, T. Eaton Co.; assistant secretary, Miss Glazier; treasurer, Miss Mae Murphy, McElroy Mfg. Co.; executive, Miss Crichton, Ladies' Wear, Ltd.; Miss Presnail, Modern Waists; Miss Mitchell, T. Eaton Co.

A committee to draw up a constitution for the club was composed of Miss Sills of the Toronto Technical School, Miss McLean, Miss Crichton, Miss Miller, Miss A. R. Whalley, editor of DRY GOODS REVIEW.

The October meeting will be addressed by Miss Ethel Traphagen, teacher in a New York school of design.

Lively discussions on various topics followed the business programme and presaged keen interest in the work of the club for the coming year.

UNDERGARMENTS

All the lighter shades in fancy camisoles are selling, such as white, pink, mauve, yellow, and also the darker shades, like navy and black and dark figured silks which are a novelty. One manufacturer is making the darker shades up in surprisingly large quantities.

One design noticed, in white and pink, also navy blue—is made all in one piece, slip-over style, with elastic through the lower hem, one piece in the front and one in the back; the front elastic fastening at the centre back and the back one at the front. No other fastenings are required.

Crepe de chine is the most important material for the dainty silk boudoir garments of all sorts, while it is shown in all the rainbow shades, and even in orange and black, consumers still favor flesh and white most of all, for nightgowns, chemises, combinations, etc. It is also liked for negligees, but here some of a color range is accepted and almost always lace and Georgette help out in producing a pleasing ensemble.

A new garment which is proving successful in the United States has a foundation, ordinary loose bloomers with elastic at top and knees; they have a deep frill below the knees and a very deep frill, lace trimmed, attached well below the hips and extending to the length of the ordinary petticoat. This provides the two garments in one, without the need of fastenings of any kind. It is easily laundered and dainty. The materials used are crepe de chene or silk mull—in fact any lingerie material would be suitable —and may be more or less elaborately trimmed.

A NEW KITCHEN APRON

An attractive new design in kitchen aprons is on the Toronto market. The apron is made of the usual colored materials in slip-over cover-all style with edges bound in white tape. It has short kimono sleeves and round collar which extends down the front in middy style, being laced together with white tape.

Eaton's Toronto buyers are once more wending their way to Europe. Among those there now and expecting to return in October, are W. H. Anderson, of the dress goods department; G. F. Siddorn, silks; T. D. Switzer, wash goods; A. Booth, men's furnishings.

Give Real Information About New Goods

THE town of St. Marys, Ont., (population between 3,000 and 4,000), has many points in its favor. Not least among them are its progressive stores. Two of them, the White and May, Limited, and A. H. Lofft & Company, Limited, believe in expressing ideas in their advertising. Therefore, their advertising appeals.

One sees in their Fall announcements nothing of the hackneyed "Come and see our new goods. All the latest, up-to-the-minute styles and all the leading colors." They tell their readers what the latest styles are, and which are the leading colors—then an invitation to come and see, of course.

Here are some extracts from White and May's full 3-column advertisement:

Grey silvertone is one of the new fabrics that has created quite a sensation. This is shown to the best advantage in a suit with a braid edged side seam coat.

One of the most popular styles is in a blue serge of a heavy cheviot-finished make in a full-belted style of coat—an exceptionally attractive yet neatly tailored suit.

Another moderate priced suit is in a fine blue serge made on the lines of the heavier weight, but with pleated back and waist line seam. A very smart effect.

The full range of the coats is not yet to hand, but these magnificent new silvertones are well worth your attention. The charming reindeer and henna colorings are at their best in this fabric.

A. H. Lofft & Company use a full 3-column space also. These are some of their interesting paragraphs, some of which were emphasized by boxing in the ad. layout:

Charming Autumn silks, printed Georgettes and imported woollen fabrics are arriving daily. Gorgeous shot taffetas and soft rich crepe meteors are very much in favor at present. We would like you to see this attractive display—drop in any time.

Coats built on straight hanging lines, mostly belted or partially belted, will be very popular. The blouse-back coat is making a distinct impression and comes in shades of jade, platinum and elk silvertone. Many of the coats have fur collars, while others have the medium, roll and convertible collar, giving the sloping shoulder effect. The majority of the cloth coats have beautiful fancy linings and are exquisitely finished and trimmed.

The suit coat for this Autumn is around thirty-six inches in length, cut on straight lines and in a number of cases emphasizes the button-up collar. Silk stitching, narrow belts, novelty pockets and panels are seen in many instances. The materials favored are serge, broadcloth, velour and gabardine. All suits are daintily lined with brocaded silks and satins.

The prediction is that voile and Georgette blouses are going to be favorites for Fall. If you could see the dainty creations that have just arrived you would agree with us that they are the nicest ever. Round necks with pretty little frills are in the majority, while others feature dozens of tiny tucks.

The C. H. Smith Co., Ltd., Windsor, Ont., adopted a new schedule of store hours beginning September 8. The store now opens at 9 a.m. instead of 8.30, closes at 6 p.m. each day excepting Saturday when the closing hour will be 9 instead of 10 o'clock.

FREIMAN STORE ENLARGES

Mr. A. J. Freiman, Rideau Street, is again extending his premises owing to a growing business overflowing every available inch of room at present.

A new building will be erected at the rear of the west section of his store facing George Street, being 60 feet in width and 100 feet in depth, will have five stories and basement, give 36,000 square ft. additional floor space, and make the total space 117,600 square feet.

The growth of this business in slightly over ten years is a splendid testimony to the ability of its proprietor, and speaks volumes for his methods and able organization that was necessary to make such a success.

It is intended to add many new departments which have been waiting for space and also to rearrange others so that the maximum of business can be done with the best results. One entirely new departure is the contract department. This will be in charge of Mr. Martin Rosenthal, and is equipped to furnish hotels, hospitals, railroads, mining or lumber camps, schools, and institutions of all kinds with everything needed in furniture and furnishings, china, glassware, silverware and every other line wanted.

The boys' clothing department, recently organized, has rapidly come to the front as a banner selling section. Under the best management possible to obtain, it caters to the needs of the mothers and fathers who are not quite sure of the best way to dress that boy, and the clerks are trained to give advice and be a real help to customers.

The Freiman store has been one of the most prominent in Canada in its splendid fashion parades and seasonal openings. Owing to the alterations and additions under way at present, however, no parade will be arranged this Fall. Mr. Freiman informed DRY GOODS REVIEW. The additional space being provided will no doubt allow something more original and striking than ever, next Spring.

Mr. H. Brouse, 695 Somerset Street, and J. F. Duff & Co., 838 Somerset Street, Ottawa, were recently summoned under the new early-closing by-law for keeping their establishments open during prohibited hours. The case excited much local interest, and the defense centred around the point as to what is a dry goods store. The by-law states that all stores offering for sale ladies' wear, boots and shoes, men's furnishings, jewelry, etc., must close at 6 o'clock with the exception of certain days before holidays. The defense said that the dry goods stores were outside the scope of the by-law, and that therefore they could keep open till 9 o'clock on Saturdays.

It was proved that the bulk of the business was in dry goods as understood in the trade, the other lines of ladies' wear, etc., being only about 20 per cent. of the turnover. The magistrate dismissed the case of Mr. Brouse, while the other was withdrawn. The Local Retail Merchants' Association will now likely try to have the by-law amended to include the dry goods stores.

The Acme of Blouse Fashions

For the blouse that has attained "the latest" in everything, this model is offered in satin-stripe tricolette with rows of uncut fringe for trimming.

SUITS, COATS AND DRESSES

An Active Season in All Ready-to-Wear Departments Even Though Warm Weather Prevents Early Rush— Toronto Strike Settled.

WHILE the warm weather which prevailed pretty much throughout the Dominion during the early part of September, interfered to some extent with the early selling of Fall ready-to-wear, there was, nevertheless, keen interest manifested in the new goods at the retail openings. With the bright weather there was a good deal of investigation among suits. So long have coats been to the fore in Canadian Fall fashions that occasionally one hears customers suddenly enquire of one another: "Why is it we don't feel it so necessary to have a nice suit in the Fall as we used to? A few years ago we all wore suits when we wanted to be smartly dressed, and full-length coats used to look rather queer." Then she recalls how needful is the coat for motoring and for wearing over the dresses which one must have now-a-days, and how much suits and dressy blouses cost, but nevertheless there is evident a desire on the part of the average woman for a real nice suit. Should the Fall weather continue fine, no doubt the season will be a good one for suits, despite the prices, and then, the new blouses are irresistible with their lovely harmonizing colors and handwork and distinctive designs!

The longer suit coat—of 36 inches—seems to be prevalent, and fur trimmings are frequent. But furs must not be used in long narrow strips as edgings, the way fashion once demanded. Fur trimmings are expensive now, and they must be impressive, accordingly, therefore, they are in big, square patches finishing the panels, and generous collars or wide bands. In fact, the style of suits and coats as outlined in earlier issues of DRY GOODS REVIEW are holding sway and promise to characterize the season. Browns, taupes, blues, grays, henna tones, some Burgundy, plum and green are the leading colors selling, and for both coats and suits the novelty fabrics such as this year's silvertones, tinsel tones, crystal cloth, bolivia, etc., are proving successful.

Dresses Straight or Flat and Wide

There is more variety in the general principles of dress designs than in any other class of apparel. The straight lines of the suit are shown in velvets, cloths

and drop skirts, the loose sleeves of the dolman are to be had, fulness is depicted in various ways, and still something small and tight is found with it.

Perhaps the newest effect in dresses is the long bell-shaped tunic which ripples at the bottom from a circular cut and is uneven of hem, being curved downward at the sides; there is a tendency for them to be rather full towards the front; the drop skirt is straight and narrow and the bodice tight.

Panniers which are very full at the sides, whether the fullness be about the hips, slightly lower, or caught in at the hem to give a "puffed-out" effect, are features of afternoon and evening dresses. The silhouette viewed from the side, however, is very flat and straight.

Modes in Paris Liable to Change

There is a great deal of discussion going on at present over the extreme styles which women in Paris are taking up, but the trade here need worry but little as to whether they will succeed here, for Paris itself will, it is thought by leading authorities, very shortly react toward saner costuming. "The French dressmaker reacts to French conditions, or rather, reflects that part of the French population which expresses itself in terms of clothes. And this is a very restricted class. There are millions of homes in France where misery sits as guest. For centuries the world will bow to the mothers and wives of France, who will, in another decade, show the world an example of national devotion. When the real France again seeks loveliness she will be fairer than ever. The present shows a mere florescence of an immediate post-war condition. It is not in good taste for us to criticize the designers of France, who, under more advantageous conditions, did so much to increase the beauty and happiness of the world." This is the very nicely-expressed opinion of one who is regarded as a capable judge of fashion affairs both in New York and Paris.

Meanwhile, there is no dearth of beauty in either fabrics or costumiers' designs suitable for the needs of Cana-

Modish Blouses

A dressy blouse of crepe Georgette trimmed with shadow embroidery and cut steel beads both front and back. One of the newest sleeve cuts is also featured. Shown by Vogue Waist & Dress Co., Montreal.
The tailored blouse is of crepe de Chine, showing the new raglan sleeves, convertible collar, pure pearl buttons and fine tucks. Made by Caplin Waist & Dress Co., Montreal.

Ground floor of Fairweathers new store described in this issue. Looking towards the front entrance there is this splendid view showing the mezzanine floor as well with men's wear below it at the right and women's furs at the left. In the show case at the front of the store are neckwear, gloves and other accessories.

"Yesterday and To-day"

The Mallinson Silk Co. have issued a very attractive 7" x 10" booklet, entitled "Yesterday and To-day," and illustrated in colors, showing how Fashion has modernized the modes of earlier periods, using the same color schemes, trimmings, etc. This is their comment on the above illustrations —in Dutch blues and lace—"In design there's all the quaintness of yesterday in this printed Pussywillow of To-day."

dians. There may not be the novelty of cloth to which we were once accustomed but we are not suffering. There are enough to fill our needs and in fancy things we have all the lace and ribbons and luxurious silks and brocades we can use—even though our buyers may have had a "grand scramble" to secure it. As a result there is an excellent season predicted in the sale of all kinds of ready-to-wear apparel and promise of better times in seasons ahead so far as securing more supplies is concerned.

The garment workers' strike in Toronto, which held out for so long, was settled, for the time being, early in September without week-work being granted. In the meantime, however, a good deal of new help was secured, and the larger factories at least are able to keep up pretty well with the orders they had taken. One cloak and skirt factory states that this year saw the biggest August business they had had in seventeen years. Manufacturers in Toronto claim that, owing to their having held out against week-work, they are able to quote lower prices than anywhere else and so orders are coming in for all they turn out. A number of returned soldiers, too, have learned operating so that practically all machines are at work.

OTTAWA STORE DELIVERS BY 'PLANE

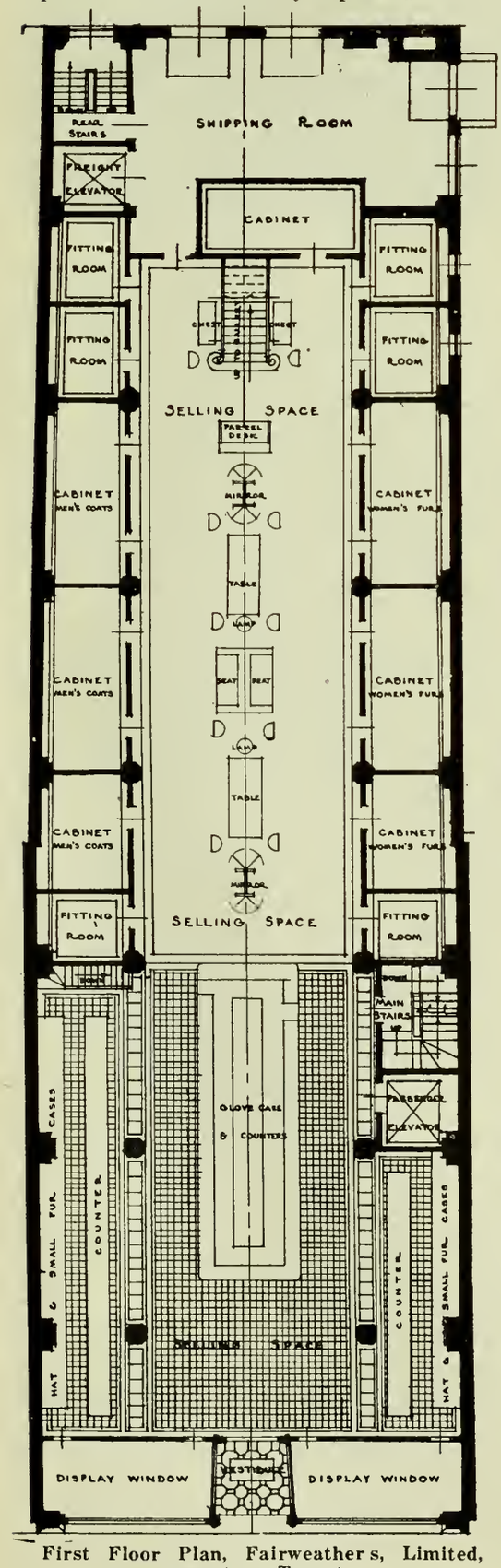
To have the distinction of being the first Ottawa firm to deliver goods by air route has fallen to Nu Vogue, Ltd., 59 Sparks street, a Curtiss biplane being commissioned to carry a parcel to Mrs. Milford, Carp, Ont., on Wednesday, August 27.

View of the tasteful millinery department at Fairweathers. This is on the second floor of the new store where French grey and Oriental rugs are noted.

Fairweathers Open Fine New Toronto Store

Decorations and Arrangement Unusual and Distinctive — Every Floor Shows a Different Effect in Exquisite Taste—Public and Employees Equally Enthusiastic.

WITH the opening of Fairweathers, Limited, new building at 88-90 Yonge street, on August 26th, Toronto has added reason to be proud of its unusually splendid store buildings. The House of Quality, since its establishment in 1867, has always represented exclusiveness and quality in rare form. To-day that establishment, in its new building, has ideally expressed that well-known reputation. A supreme triumph in artistic architecture, this building bids fair to eclipse anything of its kind on the continent. The architect was Mr. Chas. C. Cobb, whom the management of Fairweathers, Limited, are pleased to term an "Architect Artist" of unusual skill.



First Floor Plan, Fairweathers, Limited, new store, Toronto.

The exterior, built of Indiana limestone, is designed in the Italian Renaissance style, the cornice of the building also being in Italian effect, decorated in color, with illumination at night when possible.

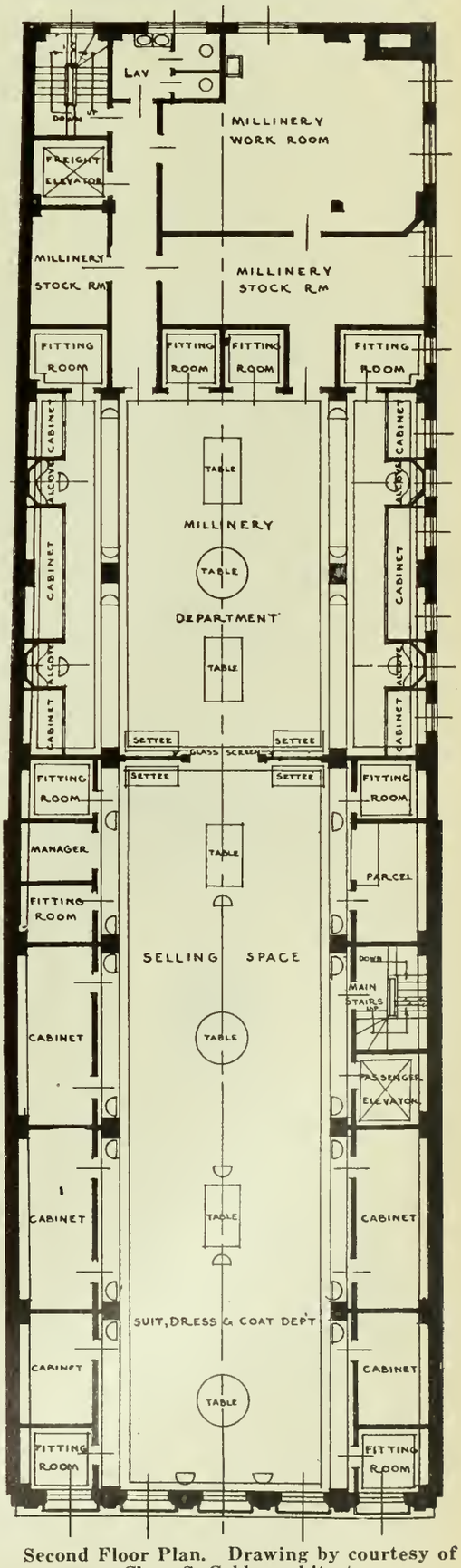
The Window Arrangement

The show windows are finished in ornamental cast bronze, their interior carrying out the Italian style predominantly throughout. African mahogany is used in the rich panelling and decorative screen above, stained in a brownish red, the same tone being found in the Antique British period furniture. For an opening display a few of the most exquisite models in furs and suits attracted a good deal of attention. A few dainty lace and fur novelties were included. In each window floor lamps of rare design add an important touch, while floral decorations in gorgeous Autumn tints are tastefully placed to blend well into the harmonious tableaux.

The main entrance doorway is trimmed with black and gold marble, the flooring being made of Hauteville marble.

Elegance, refinement and superb simplicity are impressively blended in the arrangement and decorations of the ground floor, where the Italian Renaissance style is again incorporated. The elaborately panelled woodwork is stained a warm brown, the same tone showing in the appropriate style of furniture, both contrasting beautifully with the soft stone colors used on walls and columns. A mezzanine floor is arranged around the rear portion of this floor, the space beneath being used as spacious wardrobes for the varied stock of fine furs—ermine, fox, Hudson and Russian sable, and Hudson seal—the numbers of each line being grouped in their particular wardrobe—a decided advantage to customers and salespeople alike.

Ready-to-wear garments for men are displayed in the same way on this floor at the left hand side. It will be noted that considerably more prominence is given to men's wear here than in the former store. By this arrangement a much larger area is provided in the centre of the store, the effect immediately conveying the impression of a large hall or ball room in some stately mansion, rather than a departmental store. The broad stairway, with its dignified lines, leading to the mezzanine



Second Floor Plan. Drawing by courtesy of Chas. S. Cobb, architect.

On the second floor at Fairweathers, where cloaks, suits and gowns are sold. On opening day a few models were displayed on the table-cabinets.

floor at the rear, lends to this impression considerably.

Palms, flowering plants and gladioli were the floral decorations used, not lavishly, but in exquisite taste and arrangement at the opening. One huge sheaf of gladioli received by the management bore the congratulations of one of New York's exclusive manufacturing houses.

The lighting fixtures on this floor, as on the others, were specially designed by the architect. On the ground floor they are carried out in dull bronze and frosted glass, in an original indirect effect, harmonious with the whole arrangement.

The floors are of cork tile and oak,

In their opening window display Fairweathers used this, their newspaper announcement (4 cols. by 13 ins.), on a large brown mat for a show card. The border design was lightly colored to harmonize with the mat and the walnut and new browns elsewhere in the window.

covered with exquisite Persian and Chinese rugs.

Each Floor is Distinctive

The second floor is another expression of fine taste, harmony and withal restful simplicity. The floor is entirely covered with sand-colored carpet of luxurious pile. The panellings of the wardrobes along the two sides of the front section of the floor are finished in soft French grey, even the small detail of door handles being skilfully chosen, in dull silver effect, to harmonize with the softness of the color scheme. Within these wardrobes women's ready-to-wear garments are stocked and classified, while those not used for this purpose are fitted with appropriate furnishings and triple mirrors, for "trying-on" purposes.

The color-effect carried out on this floor is delightful. The French windows at the front of the store are ideal locations for just such an artistic effect as is shown in the silk hangings of a sunset shade, combined at the top in circular shirred effect, with a soft champagne shade. The same combination is shown in the lamp shades, the effect being most pleasing.

In the millinery salon at the rear of this floor the same color scheme is used, with millinery cases in the same soft French grey finish.

A few table-cabinets of distinctive style, in natural birch, are placed on this floor. Low, plush-covered peaked racks were also noticed; upon these goods are temporarily placed while being displayed to customers. Throughout the store only a few numbers of the select merchandise are on view. The plan is thought to keep the garments more exclusive and less liable to depreciate in value from too much indiscriminate handling and careless hanging, as is frequently the case when the garments swing from closely packed racks in full view.

A Blue and Sunset Scheme

Perhaps the most striking effect of all is found on the third floor. The first thing noticed is the luxurious carpet in cornflower blue. The panelling of the wardrobes, and other woodwork, is finished in ivory. The wicker furniture, too, is ivory color, with cushions of cornflower blue and sunset striped material of quite unusual texture. Silk hangings and lamp shades in the same combination of sunset and champagne as used on the second floor, blend in with this arrangement beautifully. Here women's blouses, lingerie, neckwear, and sweaters are sold, the wardrobe system again being in evidence. A few exquisite pieces are, of course, shown in display cases, of a finish and style to conform to the other furnishings.

The fourth floor contains the workrooms, with splendid north light for the skilful blending of skins in the making of exclusive fur garments. Over one hundred employees are engaged on this floor in the designing and finishing of furs and other articles sold in the building.

The mechanical equipment of the building is of the most modern and approved nature, the whole structure being practically fire proof, but nevertheless fully equipped with a sprinkler system.

It is difficult to convey in words the distinction and elegance shown throughout in this, Toronto's newest store building The whole store possesses an atmosphere all its own. In fact, the many who have inspected the store agree that it would be difficult to find a more handsome structure, more modernly fitted, richly furnished or efficiently appointed, on the continent.

On opening day the store was visited by large numbers of Toronto and out-of-town people, all eager to see the new building, and all enthusiastic in their admiration of it.

The keen enthusiasm shown by the employees was also very noticeable. One saleslady stated that up to this time Montreal had always claimed the finest of the Fairweather stores, with a correspondingly larger amount of business, but that now Toronto can boast the most splendid building of all. The management are confident that the increased business at this location will fully justify the big expenditures that have been made.

Secrets of Successful Store-Keeping

Sir Thomas Lipton Gives Some Valuable Ad vice as to How to Succeed in Running a Store.

INTERVIEWED by a Tit-Bits (London, Eng.) representative, Sir Thomas Lipton lately gave some valuable and interesting advice as to how to succeed in running a store.

"Concentrate! That, to my mind," said Sir Thomas to the interviewer, "is the keynote of success in shopkeeping, just as it is in any other business. There is no secret in my life story at all. I simply worked hard, had my heart in my shop, and so could not help succeeding."

Conditions, of course, Sir Thomas pointed out, have changed somewhat since 1874, when, at the age of twenty-four, he rented his first shop in Stobcross street, Glasgow, and slept in the back room at night.

"But although," he continued, "competion to-day is far more keen than it was in my early days, and although ideas regarding the buying and selling of goods then may appear old-fashioned to the present-day tradesman, whose ambition in many cases seems to be to sink capital in his business and expand it as quickly as possible, the principles which guided me in the development of my little shop in Stobcross Street apply to-day."

Never Take a Partner

From the very beginning, however, Sir Thomas had one determination fixed in his mind: Never take a partner.

"To the young shopkeeper, I say," he remarked, "don't be tempted to take a partner because you are short of capital. Make the best of what you've got, but do not go beyond your capital. Keep within your bank balance, and don't strike out on lines beyond it.

"I remember when I had made the Stobcross shop pay sufficiently to enable me to open another shop in the High Street, Glasgow, I had several offers of partnership, but I never for one moment entertained them, for this reason; that in my opinion, the right man can develop his business without the aid of a partner, whose ideas may run counter to his own and thus retard the progress of the business while the benefits are being shared."

Watch the Markets

"A partner is often necessary, however, Sir Thomas," the interviewer remarked, "to secure fresh capital."

"Perhaps," Sir Thomas replied. "Capital, I consider, is a secondary consideration. It is brains, enterprise, and individual management that count. For instance, many shopkeepers worry about and bemoan their lack of capital, while all the time they are wasting money by buying in the worst markets. The means of development without money is in their own hands, but they refuse to see it.

"I say emphatically that it is absolutely necessary if a shopkeeper is to succeed, that he should have a perfect knowledge of the best available markets in order that he may take advantage of them at the first opportunity. It is only common sense to say that the man who knows the cheapest market is the man who is going to make the most profit.

"When I started as a provision dealer, I kept a very keen eye on trade developments, and it was this observation which induced me to do away, as far as possible, with the middleman in my business transactions. Thereafter I bought most of my butter, bacon, and eggs in the markets in Ireland, and from several thousand acres in Ceylon which I had acquired I procured my supplies of tea, coffee and cocoa."

A Striking Illustration

"But the young grocer may say that it is impossible for him to strike out on such lines nowadays. Acres in Ceylon and buying in the principal markets in Ireland are quite beyond him."

"That may be," said Sir Thomas, "but that is not the point. What I wish to emphasize is that a knowledge of the best markets is absolutely necessary if a tradesman is to succeed.

"What is the use of a man selling only those articles which, owing to the fact that they have to pass through so many hands before they reach him, are almost profitless, when there are other goods which he can buy direct from growers or manufacturers, on which he could reap a good profit?

"To give an illustration. In 1889 I suddenly made the discovery that there were large profits to be made in tea, and I purchased 20,000 chests. I took care to advertise the fact well, and sent through Glasgow a procession of fifty drays, accompanied by a brass band and a squad of pipers. Thus introduced, and my tea being good tea, it sold well, and its large success has continued ever since."

Discussing advertising, Sir Thomas expressed the view that advertising plays an even greater part in business development to-day than it did when he sent his brass band and squad of pipers around Glasgow to advertise his tea, and that it is the man who hits upon the most novel and striking method of advertising his goods who will come out on top.

"I always tried," he said, "to devise some new method, and even in my early days I was very fond of posting comic cartoons in my shop windows, relating to the latest events of the day, in order to attract the attention of the passer-by."

"Are there not any individual qualities necessary to bear in mind in the details of business, Sir Thomas?"

"Certainly. Work hard, deal honestly, be enterprising, and exercise careful judgment; that is my reply to that question. If you can be born poor, so much the better.

"I always think it is a good thing for a young man, whether he is a grocer, baker, or candlestick-maker, to be born poor. If a boy is born rich and goes into business—a business that has been made for him—what is his first disadvantage? He is, of course, at once handicapped by the fact that he can never realize the value of money. On the other hand, suppose a young man is born poor, and has to work for every penny he has, doesn't he realize the true value of money? And doesn't the fact that he makes his own money make him more independent?

"To succeed, however," Sir Thomas concluded, "a shopman must also make up his mind to spend a few hours in the shop after the shutters are up and before they are down in the morning. Don't forget my favorite motto: 'There is no fun like work.'

"My whole heart was in my first shop. It didn't contain much as shops do nowadays, but I dressed the windows, attended to customers, and did everything myself. I always kept my place as smart and clean as I could, and in this way I encouraged customers to patronize me. I was careful of the smallest detail, and took care that my customers always went away pleased. To that solicitude on my part in those days I owe the great success that has attended my later efforts.

"Civility and consideration towards customers are great assets to a shopkeeper. Try to treat rich and poor alike, for the poor man's twenty shillings are as good as the rich man's pound, and the working man's wife with her basket on her arm is entitled to as much respect as the lady who comes in her carriage, in war as well as peace time."

HUDSON BAY CO. ADVERTISEMENT

Continued from page 121

better to leave out a cut than to put in one that contradicts the text that it is supposed to illustrate. In another case, the man's boot, the cut is below the reading matter: its better place is above; that is why the explanation that goes with a cut is termed the "under-line." It is the natural arrangement.

These are a few points that would appear to lend themselves to improvement in this advertisement. But on the whole it should bring very practical results in good measure; it is concise and satisfying in the varied messages it carries of the merchandise; newsy and attractive; there is much "meat" in it, and finally, it gives evidence of careful proof-reading; those typographical mistakes that often mar and irritate, are conspicuously absent.

Altogether, a store message far above the average.

Some Dainty Show Cards

Many Firms Use the Small Neatly-Lettered Show Cards for Both Store and Window Displays—They May Be Easily Kept Seasonable and Changed Quickly.

By R. T. D. EDWARDS

THE show card writer, whether he is a window trimmer or not, can do a great deal in encouraging the trimming of better merchandise displays by making show cards of such a dainty nature as to compel the trimmer to make better displays in order to be in keeping with the cards. In fact, better card writing in the interior, as well as the windows, encourages the better displaying of the merchandise on the counters.

It works vice versa also. If the cards are inclined to be poorly made the window trimmer can make his displays show up the poor show card so that it is absolutely necessary for better show cards to be made.

Use Small Cards

When one speaks of a men's wear display and the cards to go with it, the first natural thought is of something refined and not too showy.

The modern method of display demands small cards. Men's wear can be displayed in a very neat and attractive manner in windows with small suitably worded cards such as are illustrated. The small cards may be used in a prominent position in the display so that they may be easily read by the customer.

When you look at it in a commonsense way it stands to reason that the small card is better than a larger one. The smaller card takes up less room in the display, therefore, you have more room to show the merchandise.

Is Easily Read

The smaller card, when lettered neatly, can be as easily read when close up as the large card. Clerks never shout at the customer, so why should a heavily printed large card be used in a good display?

The small show card was first introduced by the department stores on this continent, and have become quite the

rule. In fact, large cards for good displays are uncommon and are often looked upon as more or less cheap.

The large stores select a rather small card with a design suitable for the season of the year it is to be used, and carry that card all through their windows. Then when a change to another variety is made, it is all done in a day.

CARD PHRASES TO BRIGHTEN SEPTEMBER BUSINESS

1. All the little extras for the September bride are here.

2. Simple but noticeably smart and stylish September school togs.

3. You won't be gloomy on a rainy day if you wear one of our new colored waterproofs with hat to match.

4. A distinctive exhibit of new fashions in our Ready-to-wear Department.

5. Brown tones are important this Fall. Examine their beauty and variety in our Suit and Dress Goods Department.

6. Ravishing new furs that are well worth the prices.

7. Have you seen the new long-front hats?

8. We have several models showing the new blondine trimming in our Millinery Department.

9. Our new lace hosiery will be like a tonic to you!

10. Not a note of the real fashion song for Autumn is missing from our store. The new Dress Accessories are chords of harmony!

Uniformity is the idea and so it can be done in either hardware, grocery, dry goods or men's wear stores just the same. The small card has a great advantage over the larger one because it can be carried out in the windows and interior of the store very quickly on account of so few cards being required.

Are Very Attractive

The two examples of small cards illustrated on this page are exceptionally good ones. They are very attractive in design and the colorings are of fall hues.

Both designs are of a conventional order and are illustrative of Fall flowers. The shades used are red, orange, light brown, blue and white, all in opaque colors. These are only a few of the combinations that may be used to produce effective results.

The colors may be changed around so that you get a variety of effects, but still have the same design.

If many cards of one design are desired, make an outline drawing in pencil on a piece of tough paper first. This may be used with the aid of tracing paper to draw as many as desired very quickly.

The placing of the opaque colors is a simple matter after the layout is marked out.

Try these designs for your Fall store and show cards.

B. P. C. LTD. EMPLOYEES' OUTING

The recent outing, a day of real sport, will long be remembered by the employees of the St. Johns and Montreal branches of Belding Paul Corticelli, Ltd. The weather man did his bit by contributing an ideal day, which assisted the silk manufacturers to reel off an interesting and varied programme.

The employees of the St. Johns mill and warehouse journeyed by way of the Chambly Canal to Pine Grove Park, Chambly Canton, the spot chosen for the outing, where they joined their Montreal associates.

The day started with races and games full of rivalry and excitement, particularly the tug-of-war event, eventually won by the mechanical department, of Montreal.

After a hearty lunch, made the more appetizing by the exertions of the morning, games and dancing filled the balance of the day.

This day of sport is one of many provided by the company, and enjoyed alike by employer and employee, and they aid greatly in the promotion of co-operation and good fellowship throughout the firm.

ELECTS OFFICERS

At the annual meeting of the Wabasso Cotton Company, held in Three Rivers August 28, the following directors and officers were elected for the ensuing year: C. R. Whitehead, president; James W. Pyke, vice-president; W. G. E. Aird, Three Rivers; R. N. Ball, Woodstock, Ont.; Lt.-Col. W. I. Gear, Montreal; William Harty, Jr., Kingston, and Hugh MacKay, K.C., Montreal.

The changes from the personnel of

the board elected a year ago were the inclusion of Mr. MacKay, who replaces Alex. Pringle, and that of Mr. Harty, who succeeds his brother, the late Dr. J. J. Harty.

CANADIAN DESIGNS IN TEXTILES

Continued from page 130

terior decoration will be held November 8 to 19.

The money for the prizes is contributed by such well-known firms as Cheney Brothers, Marshal Field, Mallinson & Co., Cowdin & Teller & Co. The judges include Curators of museums and manufacturers.

Artists, Line Up!

When the contest was being organized, Mr. Smith was consulted and recommended that Canadian artists be allowed to compete. As a result he has been able to send to the principal art schools of Canada posters giving the detail terms of the contest. These may also be secured from Mr. M. D. C. Crawford, American Museum of National History, New York, or from the archaeological office of the Geological Survey, Ottawa.

There are prizes for designs for dress silks, cretonnes, dress cotton, decorative silk and ribbons. A special prize of $375.00 is also to be given. Artistic merit, appropriateness, coloring and mechanical excellence, will be considered by the jury in awarding the prizes. Serious consideration will be given to the designs most nearly ready for use in the mills.

Mr. Smith, as Archaeologist, has gotten together a series of about 400 drawings of the first art of Canada, that is the archaeological work of art found in excavating ancient India sites. Some of these art objects are in the museums of London, Berlin, Florence, San Francisco, New York and elsewhere in foreign lands, as well as in museums and collections in such places as Halifax, Toronto, and Victoria, in Canada. He has drawn chiefly from the Dominion Government collection under his charge in Ottawa, but also from such objects illustrated in books, from casts, and photographs of them, and from other sources. Duplicates have not been illustrated, but otherwise, the album is practically a complete exposition of the earliest art of Canada. This album, it is hoped will soon be published by the Government, and sent to all Canadian artists and Canadian manufacturers who use decorative designs, also to libraries and archaeologists. It is possible this may be done in time for the album to supply motives for designs to be submitted to this prize contest. Possibly other motives or inspirations may be secured from Canadian plants, fossils, animals, and other objects, just as from the plants we have already been supplied with, the maple leaf, and from the animals we have been given, the beaver. Possibly the botanists, geologists, zoologists and others may give us an album of Canadian motives from each of their respective fields.

By such means may the designers of Canada be assisted in developing a Canadian decorative art that will give us a market for many of our made-in-Canada industrial products.

MERCHANDISE RESEARCH BUREAU

Continued from page 69

Lisle, Mercerized, Plain Cotton, Full Fashioned, English Full Fashioned Foot, Ingrain, French Foot, Mock Seam, Seamless, Fashioned Seamless, Maco Sole.

Hosiery Department

1. Cashmere Hose are hose made from fine all-wool yarn.
2. Worsted Hose are an all-wool hose made of long, hard-twisted yarn of a coarser nature than cashmere.
3. Thread Silk Hose are made from the long thread taken from the silk cocoon.
4. Glove Silk Hose are made from a knitted fabric cut into shape and stitched by machine.
5. Fibre Silk Hose are manufactured from an artificial fibre made from cotton and wood pulp chemically treated which dissolves it into a solution. This solution is then forced through a plate containing small holes into a bath which hardens it into a fibre. It is then twisted into yarn.
6. Plated Hose are hose having the face of one material and the back of another. For instance, hose having a wool face and cotton back are plated.
7. Union Plated Hose are made of a union yarn on the face and a cotton yarn on the back.
8. Union Hose are made of a yarn that consists of 50 per cent. cotton, or more wool as the case may be, but never less than 50 per cent.; the wool and the cotton being mixed together in the process of making yarn.
9. The term "percentage hose" is used when the percentage of cotton is greater than the percentage of wool.
10. Fleeced Hose are hose with a soft, napped surface on the inside produced by running through wire rollers called brushers, the purpose of which is to give a greater warmth to the hose.
11. Balbriggan is the name given to a long staple, somewhat tightly twisted cotton yarn, having a smooth surface, produced by being passed over gas jets.
14. Mercerized Hose are made from a fine cotton yarn which has been put through a chemical process to give it a sheen. This process increases the tensile strength of cotton, and when dyed, does not wear bare as quickly as ordinary cotton as the process also increases its affinity for dyes.
15. Thread Silk Hose will wear better than glove silk hose as most of them are finished with a lisle sole or a lisle spliced sole, which naturally has greater wearing resistance than a silk.
16. The only advantage glove silk has over thread silk hose is that they are not so sheer and the stitches will not drop or run so readily as in thread silk.
17. Spliced Hose are hose that have had an extra thread introduced into the construction at the toe, heel, knee or sole, where there is likely to be extra wear.
18. The three styles of feet made in hosiery are seamless, English full-fashioned and French full-fashioned. A seamless foot is finished at the toe and has no seams. An English full-fashioned foot has two seams, one on each side of the foot. A French full-fashioned foot has only one seam and that is in the centre of the sole.
19. Colored Silk Hose should always be washed carefully in lukewarm water with a fine white soap.
20. A Cashmere Sole will absorb moisture better than cotton and is softer on the feet.
21. A Maco Sole is an unbleached cotton sole.
22. Full-fashioned Hose are knit in a flat web and finished with a seam up the back.
23. Fashioned Seamless Hose, on close examination, will show just above the ankle at the back of the leg, a space where the needles have been thrown out automatically to shape the ankle. Seamless hose are made by adjusting the machine so as to make the stitches somewhat longer up the leg than at the ankle, then steaming and drying on boards of proper form.
24. On examination it will be found that the Mock Seam Hose is a seamless hose shaped on a board with an over-stitching up the centre of the back in imitation of a seam. A full-fashioned hose is made from a flat web and seamed up the back.
25. A Full-fashioned Hose is a better fitting hose and will always retain its shape.
26. Full-fashioned Hose are higher in price than seamless hose because of the process of production. A full-fashioned hose machine will only produce from 1 to 2 dozen pairs of hose per day, after which they have to be looped either by hand or by machine, while a seamless hose machine will produce from 12 to 15 dozen per day.
27. Out Size Hose are hose made in extra wide widths.
28. The standard width of a regular hose should be 5½ inches on the flat. An out size should be 6½ inches on the flat, making the latter 2 inches larger around than the former.
29. Out sizes cost more than regular sizes because a greater amount of material is used in their construction.
30. "Multiplex" is derived from the Latin word "multus," which means "many," and plico," meaning fold" or "ply," giving the word "multiplex" or "many ply," and is registered name controlled by us.
31. White Cashmere will shrink more than black cashmere, because the black has gone through the process of dyeing, which has already helped to shrink it more or less.

CUTS DELIVERIES TO 2 A DAY

Eaton's Winnipeg store began September 2 with a system of two deliveries a day instead of 3, as heretofore. The closing hours for them are 1 p.m. and 5.30 p.m. Their announcement was in part as follows:

Tuesday starts the season of Autumn service with two deliveries a day.

* * *

It has passed the critical test of every day service in our Toronto store—giving general satisfaction to all concerned. It can be regarded as:

An effort at greater efficiency of management.

A curtailment of prodigality of effort.

A conservation of delivery and equipment.

And it is effected in the spirit of true economy.

A saving of effort is a saving of money. And such savings eventually will automatically be reflected in the bigger and better values that this store will be able to give in consequence.

* * *

In many homes this new system will establish the regularity of deliveries so well that Madam Housekeeper will be able to time the arrival of purchases by the clock—a privilege that she'll greatly appreciate. We start this new innovation with the Autumn season—on Tuesday.

Please remember and plan your shopping accordingly.

A Textile Future For Canada

Professor A. F. Barker, of Leeds University, a recognized British authority on textiles, who is in this country making a study of textile conditions here, addressed a joint convention of the Canadian Textile Institute and the Canadian Woollen Manufacturers' Association, in Toronto, on September 8. The object of the address was to set before the convention the scope of and necessity for a system of technical education in textile subjects in this country. Canada is committed to the development of her textile industries, he pointed out, no less because of her connection with other nations than because of her direct bearing which it has on agriculture. Development must come through educational as well as industrial channels, and for this to be accomplished a course of education must be possible which would be definitely related to Canadian needs. If we live up to our responsibilities Prof. Barker is convinced that we have a great future before us. We must be careful to fight against workhouse conditions.

Sir Robert Falconer, president of Toronto University; Brig.-General Mitchell. Dean of Faculty of Applied Science; Hon. Dr. Cody, Provincial Minister of Education; Dr. Merchant, Director of Technical Education for the Province, and Dr. A. B. Macallum, chairman of the National Research Commission, were among the prominent educationalists present, who expressed approval of extending opportunities along the lines discussed.

9-FOLD EXPORT OF ARTIFICIAL SILK IN 2 YEARS

The rapid growth in the art of making artificial silk in the United States is illustrated, according to a statement by The National City Bank of New York, by the fact that 15,000,000 pairs of stockings manufactured from artificial silk were exported from the United States in the fiscal year 1919, against only 3,000,000 pairs in 1918 and 2,000,000 in 1917.

So rapid has been the development of this industry by which the American chemists and manufacturers have entered into competition with the Oriental silk worm that the value of artificial silk manufacture exported from the United States has grown from $857,000 in the fiscal year 1917 to $2,339,000 in 1918, and $7,677,000 in 1919, being thus nine times as much in value in 1919 as only two years earlier, the first year in which the Government thought the industry of sufficient importance to justify a record of its export.

Lieut.-Col. Walter H. MacNee, a member of the dry goods firm of MacNee & Minnes, passed away Aug. 9 after several months' illness, at the age of 56. The late Mr. MacNee was prominent in Masonic and military circles and the trade will regret to learn of his demise at a comparatively early age.

"MONARCH-KNIT" EXHIBIT CREATED GREAT INTEREST

NEARLY a million and a quarter people visited the Toronto Exhibition this year.

Judging by the way people were clogging the aisle night and day in front of the Monarch Kitting Company's exhibit, a very large proportion of the vast crowd were very greatly attracted by "Monarch-Knit" products.

The decorative scheme in this exhibit was certainly among the most novel and striking in the Manufacturers' Building. The walls were covered with balls of "Monarch Floss," "Monarch Down" and "Monarch Dove," laced on cards. As only the colors turquoise and white were used, the walls presented a checker-board effect, which was compelling without being "noisy," as might have been the case with a greater variety of colors.

The ceiling treatment, however, afforded an excellent showing of the thirty-four shades of these well-known knitting yarns. The balls were laced together end to end and then festooned from the centre to the outside.

A soft rug covered the floor of the booth and some well-chosen upholstered wicker furniture carried out the idea of daintiness, which was the keynote of the whole exhibit.

But the great feature which attracted thousands of women to the booth was the display of hand-knitted garments. It is unlikely that ever before has there been gathered together in one place such a splendid representation of hand-knitted garments. Attached to each garment was a neatly-lettered card indicating the material, quantities and colors used. This brought the display from the abstract to the practical and many hundreds of women will be knitting dainty garments from "Monarch" Floss, Down and Dove, as a result of the inspiration received during their visit to the exhibit.

The well-known instruction book —"Art in Knitting Monarch Floss and Down," was a very great favorite with the ladies. A large quantity were sold at the retail price of 25 cents per copy, while a considerable number of merchants took advantage of the opportunity to order a quantity to sell in their own stores.

"A very pronounced success" is the company's verdict on the exhibit. Thousands of people are now fully acquainted with Monarch-Knit Products, and can be depended upon to take their patronage to the stores where "Monarch-Knit" is a specialty.

READY-TO-WEAR INDEX

The McElroy Mfg. Co., Ltd.
MAKING
Royal Royal Garments
REGISTERED TRADE MARK
FAMOUS FOR THEIR
Fit, Cut, Style, Hang and Finish
HEAD OFFICE:
47 Simcoe St. - Toronto

M. WITTAL
Manufacturer of
Ladies' and Children's Wear
has removed to new and larger premises
246 ST. ANDRE ST.
(Corner St. Catherine St.)
MONTREAL
New Fall Range is now being submitted for your inspection.
SHOWROOMS
Toronto, 33 Richmond W.
Hamilton, Lister Chambers.
St. John, 127 Leinster Street.
Winnipeg, Arthur St.

Star Skirt Company
436 St. Catherine St. W.
Montreal
Skirts

Prima Skirt Company
520 St. Lawrence Blvd.
Montreal
Manufacturers of
"FIDELITY BRAND"
Dresses and Skirts
from
Serges and Silks
Samples and prices on request.

WELL WORTH SEEING
OUR FALL LINE OF Cloaks and Suits
Better Garments also Popular Priced
Lazare & Novek
CLOAKS & SUITS
605 St. Catharine St. W., Montreal

Ladies' Serge Dresses
on the rack to pick from
For Immediate Delivery
$4.00 to $12.75
also
Silk, Satins, Georgette Dresses
Write for Samples
New York Mercantile Co.
24 Wellington St. W.
TORONTO

Silk Muslin Underwear
Manufactured by
LONDON LADIES' WHITEWEAR
Also complete range of Children's Dresses for **immediate shipping.**
OFFICE AND FACTORY:
41 Craig St. East, Montreal

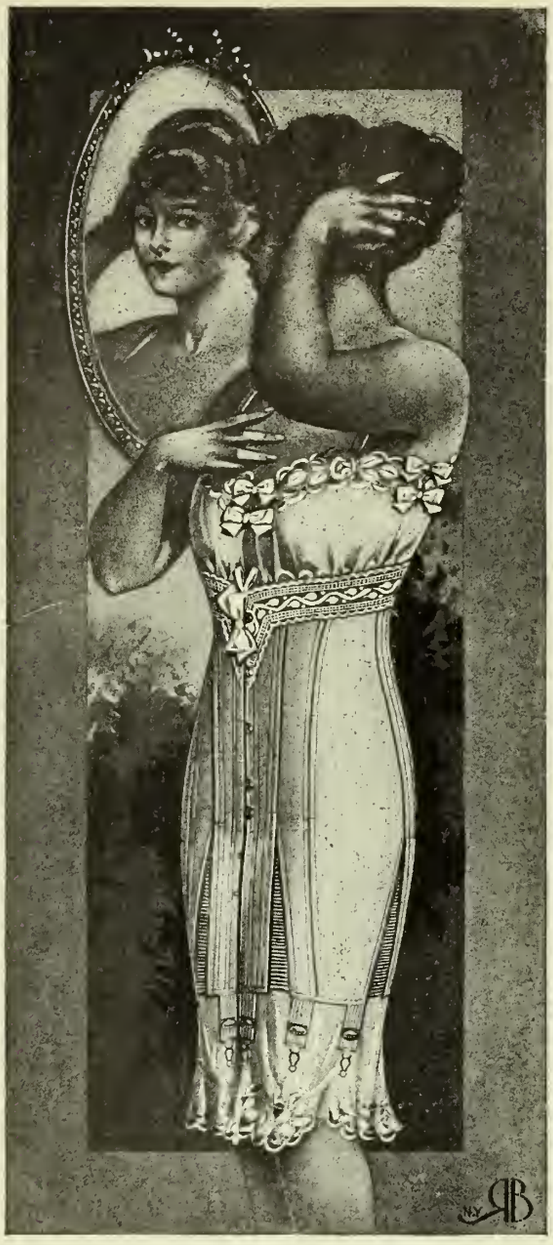
THESE ADVERTISING SPACES FOR SALE TO

READY-TO-WEAR MANUFACTURERS

AT $5 PER INSERTION

BY THE YEAR.

ORDER ONE NOW.



SOLID COMFORT and SOLID VALUE

are the two points that have won an enviable reputation and immense popularity for the—

P.C. CORSET

SOLID COMFORT

is imparted by faultless fitting, youthful lines, and many distinctive comfort-ensuring features—all combining to give the wearer that sense of feeling and looking at her best.

SOLID VALUE

is obtained through highest grade materials, scientific designing and expert workmanship —at a reasonable price.

P. C. CORSETS

will loyally maintain your reputation for satisfactory goods at satisfactory prices.

Parisian Corset Mfg. Co.

LIMITED

Quebec Canada

BRANCHES:

Toronto, 76 Bay St. Montreal, 329 Craig St. W.

Western Representative:

C. H. Butler, 24 Sylvester Wilson Bldg., Winnipeg

All High Class Merchants from Coast to Coast Handle Thistle Brand Raincoats

Thistle Brand Trademark is a Guarantee of High Class Merchandise

Utility and Quality

are ideally combined in the new Fall range we are now showing of high-class

Rainproof

and

Motoring

TOP COATS

for

Ladies and Men

Because they are so well made and finished, they are the most economical to wear and the most satisfactory to sell.

The materials and styles are the best and smartest obtainable.

If our traveler has not already called, we will gladly send you samples and prices.

Immediate Delivery

Scottish Rubber Co.

Limited

316 Notre Dame Street, West

MONTREAL

The HOUSE OF THE MOMENT

SUITS and COATS

Towering far above the ordinary in the variety of smart styles and the genuine value stitched into every garment, these suits and coats will set a new sales-record for your ready-to-wear department.

Although of custom quality in cut, fit and finish, the immediate requirements of buyers can be filled promptly.

LEVETT, FRANK & CO.

40 West 32nd Street :: :: NEW YORK

"Leather's successor—Excels leather"

Leatherex COATS

SIFF BROS. CO

Know this line of superior leatherette coats--Ideally suited for Travel, Sports, Motor, Rough Weather and General Outdoor Wear for Men, Women and Children.

LEATHEREX COATS are in big demand everywhere by women. Their range of service is unlimited. They are smartly tailored and boast real style touches. They are moderately priced and within the reach of all your trade.

LEATHEREX is Leather's Successor—It excels Leather for general utility and service in wearing apparel.

LEATHEREX COATS are absolutely waterproof. Water will not stain or mar them. They do not crack nor rot under the most severe service conditions. You cannot scratch them. Scraping and crushing leaves them smooth and strong. They do not stiffen, but become more pliable with steady wear. When soiled, can be washed with water. LEATHEREX looks like leather, but has none of its objectionable features. *Our* Coats are uniform in shade and all parts match exactly. They are odorless and not sticky. They are faultlessly constructed.

Models for men and women in all sizes, prices $13.50, $16.50 up to $32.50. Leatherex Coats for Children are $11.50.

Immediate Delivery — Terms 30 Days Net.

To offer you best prices, we must require you to stand forwarding and return charges, should you find it necessary to return shipments in whole or in part. No collect wires accepted

Send for samples and prepare for the big season ahead.

Ladies Coat Department

SIFF BROTHERS CO.

Makers of "*American Gentleman*" Coats
Novelties for Men, Women, and Children

71 Fifth Ave. New York

Leatherex Coats for Men, Women and Children

COMING events cast their shadows! The advance Heatherbloom Petticoat style and flounce designs interpret fashion's latest tendencies in a manner that out-Heatherbloom's all previous style triumphs.

Petticoat Buyers: To miss the new numbers is to pass up a real fashion treat.

HEATHERBLOOM

TRADE MARK

You can only buy *HEATHERBLOOM PETTICOATS* from these exclusive petticoat manufacturers enumerated below:

THE WATERS-WEISMANN CO., Inc.
Owners and Distributors of Heatherbloom.
MILLS AT BINGHAMTON, NEW YORK. New York Office, 234 Fifth Avenue.

Heatherbloom Licensed Manufacturers

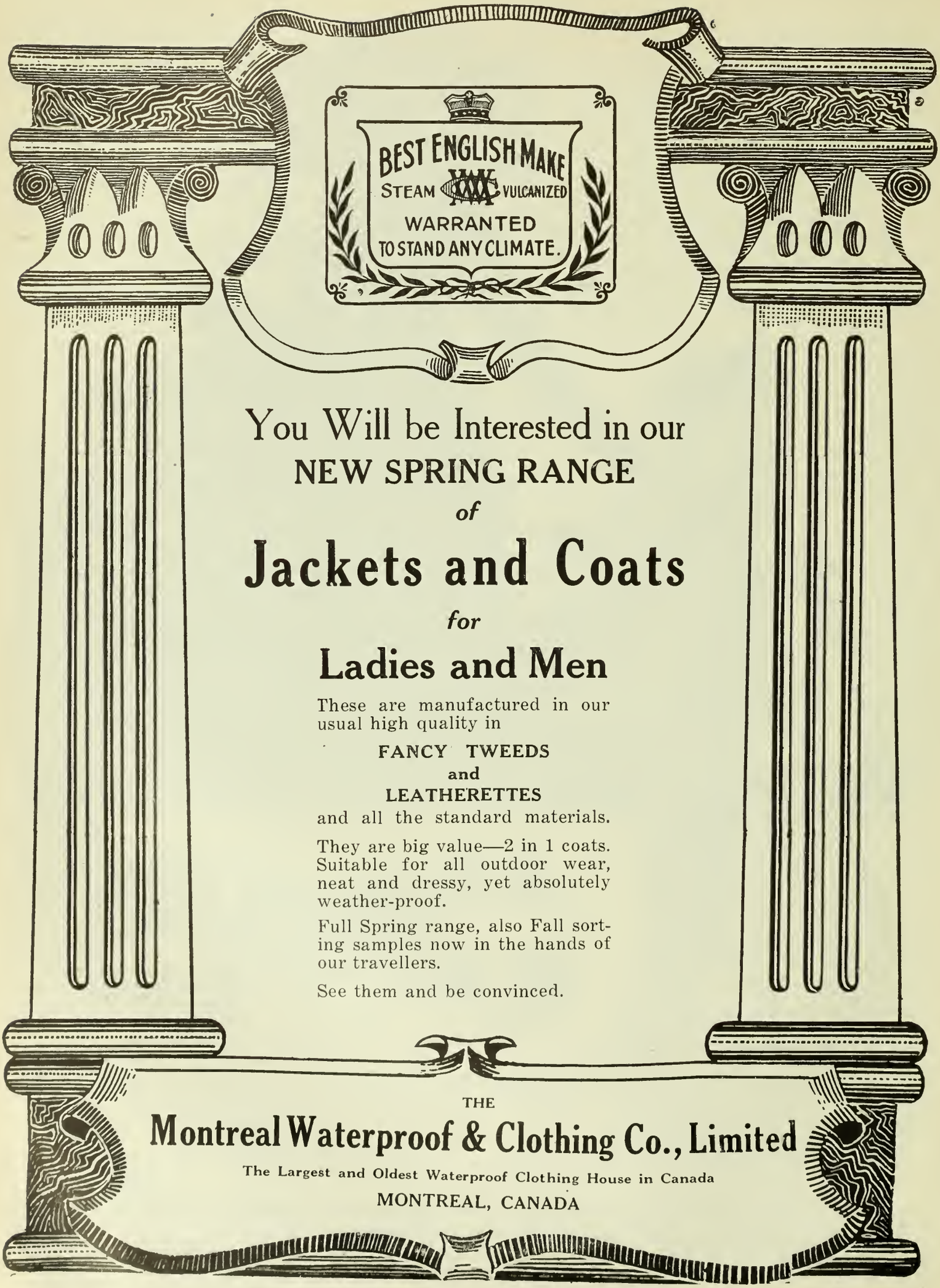
ARLINGTON SKIRT MFG. CO.
15 East 26th St., New York.

PEERLESS PETTICOAT CO.
Boston, Mass.

WEIL-KALTER MFG. CO.
St. Louis, Mo.

THE WESTERN GARMENT CO.
Chicago, Ill.

LEWIS-LEOPOLD SKIRT CO.,
127 West 25th Street, New York City.



You Will be Interested in our

NEW SPRING RANGE

of

Jackets and Coats

for

Ladies and Men

These are manufactured in our usual high quality in

FANCY TWEEDS
and
LEATHERETTES

and all the standard materials.

They are big value—2 in 1 coats. Suitable for all outdoor wear, neat and dressy, yet absolutely weather-proof.

Full Spring range, also Fall sorting samples now in the hands of our travellers.

See them and be convinced.

THE

Montreal Waterproof & Clothing Co., Limited

The Largest and Oldest Waterproof Clothing House in Canada

MONTREAL, CANADA

JERSEY DRESS
18.50
ALL WOOL

THE
BIG FOUR
VALUES
DELIVERY
OCT. 15

SATIN and GEORGETTE
22.50
DRESS

Get
Your
Order
In
Early
To
Ensure
Good
Delivery

ART
GARMENTS
SATISFY

These
Samples
Will Be
On The
Road
SEPT. 15

Only
Limited
Quantity

We Don't
Issue a Catalogue.

ALL WOOL
18.50
BOTANY SERGE DRESS

If our salesman doesn't call send in an open order for these values. It will have our prompt attention and results.

POIRET TWILL
25.00
VERY FINE QUALITY

TORONTO SHOWROOM
404 Kent Bldg.
H. M. NASH

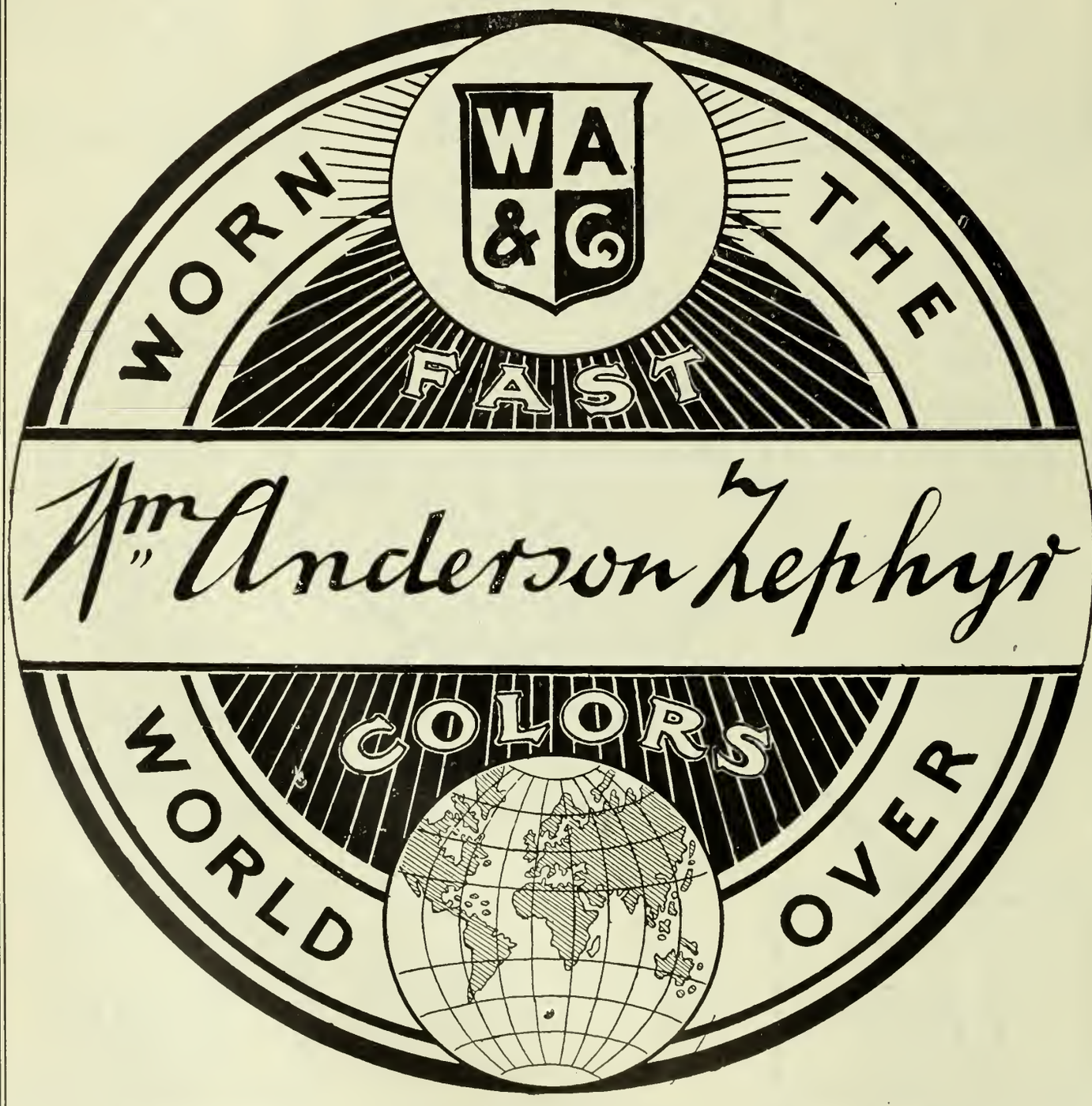
QUEBEC SHOWROOM
Brunet Bldg.
R. DIONNE

WINNIPEG SHOWROOM
302 Hammond Blk.
W. J. COLLETT

ART CLOAK & SUIT CO., LTD.

46 ST. ALEXANDER ST. MONTREAL

The Canadian Wholesale Houses have made liberal provision for supplies of Wm. Anderson Zephyrs for 1920



Wm. Anderson & Co., Ltd.

Pacific Mills and 12 Princes Square

Toronto
43 Scott St.

GLASGOW

New York
48 White St.

Wyandotte

All Wool

Velour

STYLE NO. H693

WYANDOTTE HEAVY ALL WOOL VELOUR, half lined with guaranteed lining. Large collar of Sealine Fur. Colors: Navy, Brown, Taupe and Reindeer.

Sizes 16 to 44

$24.75

Terms
Net
10 Days

American

All Wool

Velour

STYLE NO. H 358

AMERICAN ALL WOOL VELOUR, Fancy silk lined throughout. Sealine Fur Collar. Colors: Navy, Brown, Taupe.

Sizes 16 to 38

$27.75

Terms
Net
10 Days

Herzog's

Cloak & Suit Co Inc

Samuel Herzog, Pres.

1237 Broadway New York

"Styles may come and Styles may go,
But the Middy goes on forever"

The practical utility and distinctive smartness of the Middy have combined to ensure its lasting popularity for the schoolgirl's wardrobe.

Your Middy sales should be active ALL THE YEAR ROUND. Keep your stock attractive and inviting.

CIRCLE

MIDDIES ⊕ MIDDIES

CROSS
REGISTERED

This trade mark represents Middies that are dependable, smart in cut, comfortable in fit and genuinely economical. Our Middies are always in demand.

See our

SMOCKS

SPORT SKIRTS

and

NURSES' REGULATION UNIFORMS

Our trade mark is always a guarantee of the qualities that unfailingly appeal and bring genuine satisfaction.

Cole-Whitaker

Limited

292 St. Catherine St. West

Montreal

SMART COATS

for ladies, misses and children.

Always well-tailored and always correct. Our distinctive, well-fitting coats will exactly meet the demands of your discriminating customers.

All the leading fabrics and shades are represented in our Fall line, including Plush Cloth, Velours, Silvertones, etc.

WAISTS

Our old reliable line ready for your inspection. Dainty Waists in Crepe de Chine, Georgettes, etc.

Our trade mark is an indication of distinctive individuality and dependable wearing qualities.

The Atlas Garment Mfg. & Trading Co.

46 St. Alexander Street

MONTREAL

When you see the *Fall Line* of *Caplin Waists* you will realize why they are preferred.

They have the style, quality and fit—in preferred shades of

GEORGETTE
CREPE DE CHINE
WASH SILK

The Caplin
WAIST & DRESS CO.
Montreal.

1770 ST. LAWRENCE

Makers of

Crepe de Chine, Georgette and Wash Silk Blouses

WHERE CAN WE BUY...?

You buy service when you subscribe to DRY GOODS REVIEW. We have facilities for procuring information about new goods, novelty lines, unusual requirements, etc., and the Service Department is always at your disposal. If the information you seek is not to be found in our Buyers' Market Guide, or in the advertising pages of this issue, cut out the coupon below and fill in your questions. Every day these are coming in and they are welcome. We are glad to be of any possible assistance to our readers. Following are just a few of the enquiries received during the past month:

(The Buyers' Market Guide, next page, contains many addresses of use to you.)

Christmas Goods

Burford, Ont.—Can you give us the names of any firms who specialize in novelty goods suitable for Christmas trade?

Answer—Lengthy list was sent.

Waists, Corsets, Rainproofs

Ottawa, Ont.—Please give me addresses of firms making the McMullen waist, Fashion Brand waist, Helena waist, Ladies' waist, D. & A. corsets, Aquatite rainproofs.

Answer—Names of manufacturers were sent.

Window Trimming and Advertising

Pembroke, Ont.—Where can I procure books on window trimming and advertising for retail store; also fixtures, decorations, show card supplies, etc.?

Answer—Titles and suggestions were forwarded.

Caps and Shirts

Bridgetown, N. S.—Please tell me where I can procure a good line of men's and boys' caps direct from manufacturers, also work shirts.

Answer—Lists of leading manufacturers were sent.

Men's Neckwear

Discovery, B.C.—Where can I procure men's ties?

Answer—Several addresses were sent.

Suitings and Overcoating

Killarney, Man.—Please send me names of Canadian manufacturers of men's suitings and overcoatings.

Answer—List of manufacturers and their representatives was sent.

Clifford, Ont.—Where can I procure men's tweed and serge suitings and overcoatings in Montreal?

Answer—List of names was sent.

Flannel Shirtings

Calgary, Alta.—Where can I procure flannel shirtings for manufacturing purposes?

Answer—Addresses were forwarded.

Gloves

Plattsville, Ont.—Please send me the addresses of the makers of the Niagara silk gloves.

Answer—Niagara Silk Company, Limited, Brantford, Ont. Selling agents, McIntyre, Son & Co., Montreal.

Hosiery

Ingersoll, Ont.—Where can I procure Onyx hosiery?

Answer—Emery & Beers Co., Broadway at 24th St., New York. They do not seem to have a resident Canadian representative.

Ottawa, Ont.—Kindly let us know who handles the Sterling Brand silk hosiery.

Answer—"Sterling" is the trade name used by Muser Bros., 12 St. Helen St., Montreal, for the hosiery which they carry.

Cricket Nuisance

Wallaceburg, Ont.—Will you kindly tell us how to get rid of crickets in our stock?

Answer—Spraying the shelves and corners with gasoline is effective but dangerous and unpleasant; Moth treatments are also recommended, such as moth balls, but these, too, leave an objectionable odor. No special preparations seem to be on the market for this purpose, therefore about the best we can recommend is either insect powder or cayenne pepper. These should be sifted, thoroughly into the cracks and corners of floors and shelves.

Measuring Machine for Stock-Taking

Amherst, N. S.—Please send us name of a stock-taking measuring machine for dry goods; one which you can recommend.

Answer—Names and addresses were sent.

Women's and Children's Hats

Excelsior, Ont.—Where can we procure women's velvet hat shapes in black and colors, also children's silk and velvet hats?

Answer—Long list of wholesalers and manufacturers was sent.

Spinning

Ottawa, Ont.—Where can I have Angora wool spun into yarn for knitting purposes?

Answer—So far as we know all the Angora yarns used in this country are imported. A list of firms doing ordinary yarn spinning was suggested.

An Address

Woodstock, Ont.—Would you kindly send us the address of the Pneuvac Company?

Answer—Do any readers know this firm?

Boxes and Remnants

Hamilton, Ont.—Where can I procure plain white and holly boxes for collars, gloves and handkerchiefs; also remnants of staples, prints and dress goods, and 10 and 15c paper cover novels.

Answer—List of addresses was sent.

THE DRY GOODS REVIEW
143-153 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE_____191

PLEASE TELL ME WHERE I CAN PROCURE_____

_____

_____

NAME _____

ADDRESS_____

BUYERS' MARKET GUIDE

The Thompson Lace & Veiling Co., Limited

Laces, Veilings, Georgettes, Ninons, "My Lady" Silk Hair Nets, Princess Pat Human Hair Nets, Sport Veils.
Cor. Wellington and York Sts., Toronto, Canada.

GERSTENZANG BROS.

Leading Manufacturers of
POPULAR-PRICED FLOWERS & FOLIAGE
Open Sample Orders Solicited
670-674 Broadway, NEW YORK CITY

Infants', Children's, Girls' and Misses' Dresses

We are Specialists in these lines
H. L. WATTS, LIMITED
400 Richmond St. W., Toronto

T. H. Birmingham & Co.
LIMITED
93 to 99 Spadina Ave., TORONTO
Makers of
Women's High Grade Neckwear
"The Exclusive Neckwear House"

"EVERYTHING IN SILKS"
M. Ascher Silk Corp.
Distributors—Iroquois Silk Mills
102 Madison Avenue, New York

SKIRTS ARE ECONOMICAL
LATEST STYLES IN
TWEEDS, SERGES and POPLINS
at lowest prices.
In case our travellers do not reach you, write for samples.
ROYAL SKIRT COMPANY
1440 St. Lawrence Blvd., Montreal

References: London, Eng.—New York—Montreal
FRED. BIRKS
Commission Dry Goods
14 Phillips Sq., MONTREAL, Can.
Tel. Up. 388. Covering all Provinces

APRON SPECIAL
Women's kimono aprons, made in full sizes. Good assortment of prints. Packed in dozens. Sizes 36-42. Special for 30 days only, $7.95 doz. No orders less than 10 dozen. Write for samples.
A. E. Wegenast, Clyde Block, Hamilton, Ont.

A new $25,000,000 order from Greece for Canadian goods is announced Sept. 10 from the Canadian Trade Commission in London. Two items on the list are 420,000 yards of frieze and a similar amount of serge. The Canadian Manufacturers' Association is placing these orders in Ontario and Quebec.

While the commission is a Government body, it is self-supporting. It makes a charge of 1 per cent. on all orders it secures for Canadian firms. Since its inauguration last January around $100,000,000 worth of orders have been obtained for Canada from countries in Europe outside the United Kingdom. This means the commission has made $1,000,000 to date, so it is not only self-supporting, but will be able to turn a substantial sum back to the Government after salaries of the staff and other expenses are met.

* * *

It is reported that some prominent Montrealers are interesting themselves in a new export company to develop the export trade of Canada. The Canadian trade commission are endeavoring to create a permanent steamship line between Canada and Roumania.

* * *

About nineteen million bushels of wheat is expected to be shipped via Canadian ports to the Royal Commission before the season of navigation closes. Customs receipts for the past month show a considerable increase.

* * *

The retail trade has been very active during the past three weeks. The last week of August and the first in September brought in big business in getting the children prepared for school. Now the formal Fall openings are in full swing.

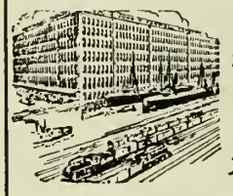
* * *

The Albion Knitting Co. commenced work in full force in Peterborough, Ont., early this month.

* * *

There is a possibility in the near future of just such a jump in "ivory" and celluloid goods as occurred in the raw silk market in June, owing to the fact that the Japanese control the camphor market—which is the "raw material" required for the manufacture of all kinds of celluloid and "ivory."

VEILINGS and SILK NETS
HODGES & LETTAU
232 McGill St. Montreal



Write for our latest
Special Catalogs
C 1919
To Dealers only.
John V. Farwell Company
CHICAGO
Wholesale Dry Goods and General Merchandise

JASCUMA
Pyjamas
for
Style and Quality
THE FOSTER MFG. CO. Ltd.,
Parkeston, Essex, England

Canada's Largest Makers of Cotton Flags
Write for Prices
THE COPP, CLARK CO.
517 Wellington St. West Toronto

HOOSIER SHEETINGS CANNELTON, Ind.
"HOOSIER"
The best 36-inch brown domestic in America
Buy it by the bale; sell it by the bolt
Indiana Cotton Mills
Cannelton, Ind., U.S.A.

LARGEST MANUFACTURERS
Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our Catalogue. It's free for the asking.
The Botanical Decorating Company
(Incorporated)
208 W. Adams St., Chicago, Ill.

BALLOONS
Printed with your advertisement at small cost. Brings the mothers and children. How about a thousand for your Fall Fair?
L. G. BEEBE,
53 Yonge St., Toronto

Real HARRIS, LEWIS and SHETLAND HOMESPUNS
Direct from the makers. Special lightweights for Ladies' wear—all shades.
Patterns and Prices on Application.
S. A. NEWALL & SONS, Stornoway, Scotland
State shade desired and whether for Ladies' or Gents' wear

BUYERS' MARKET GUIDE

KENT-McCLAIN AGAIN

Messrs. McLelland Bros., of Charlottetown, P.E.I., have recently much improved the appearance and efficiency of their store by installing a cap department. This up-to-date fixture is in mahogany finish and was supplied by Kent-McClain, Limited (Toronto Show Case Co.), Toronto.

WRIGHT'S BIAS FOLD TAPE

Advertised for 20 Years
Known to Home Sewers Everywhere.
"W & N", Monarch and Meteor brands. Reliable fabrics cut on a true bias; full elasticity retained; selvages trimmed; seams opened and pressed.
WM. E. WRIGHT & SONS CO., *Mfrs.*
315-317 Church Street New York

SPOTLESS SHRINKER AND FINISHER

Shrinks and finishes Woolens, Wash Goods, Silks, etc.
Remnants, window and ledge displays are made saleable at full price.
Write for De Luxe Catalog.
THE SPOTLESS SHRINKER CO., CLEVELAND, O.

RIBBONS OF DISTINCTION

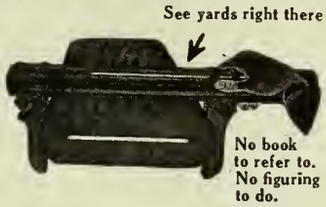
"J-C" Ribbons have peculiar charm. Widely advertised to the consumer under their trade-mark names for the protection of the dealer.
"SATIN DE LUXE" "TROUSSEAU" "LADY FAIR" "SANKANAC" "VIOLET" "DEMOCRACY"
JOHNSON, COWDIN & CO., 40 E. 30th St., New York, N.Y. Made in U.S.A.

GET IT RIGHT

Get correct name and address from the Buyers' Market Guide.

Putnam's Improved Cloth Chart

See yards right there
Measures for Inventory Without Unrolling
Write

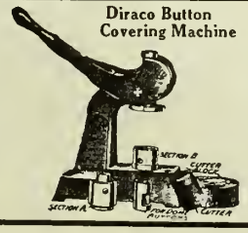


No book to refer to. No figuring to do.
THE A. E. PUTNAM COMPANY, Washington, Ia.

For REAL VALUES in COATS and SUITS
Mail orders to or call on
The G.B.G. Mfg. Co., Inc.
15 East 26th St., NEW YORK CITY

Don't Throw Away Your SCHOTT BROS. DIRACO Button Machine. If your Jobber cannot supply you with SCHOTT BROS. Button Moulds you can get them from SCHOTT BROS. Button Machine Co. 147 W. 28th St. New York, U.S.A.

Diraco Button Covering Machine



There are many in the different branches of the trade who are firmly of the opinion that when the price of wheat is fixed at the high figure it is, automatically the purchasing value of a dollar is decreased so that prices for every necessity must increase proportionately with the increase in the price of wheat over normal times. Investigations in the H.C.L. will therefore be of little effect unless they go to the root of the matter and fix values for raw materials at such a figure as will provide a staple purchasing power to the currency of the country.

* * *

Had the British Government not shown foresight during the war by buying a larger part of the whole world production of wool at 30 per cent. below the world market price, England would to-day be feeling the effect of higher prices in textiles, was the declaration of Sir Charles Sykes, Chairman of the Wool Council. "Great Britain," he said, "is the cheapest country in the world from the point of view of the consumer, in so far as textiles are concerned. The prices of clothes are too high and affect not only the purchasers of clothes, but are an important cause of the unrest and lack of confidence which are felt in the country."

* * *

Twenty thousands business men have been invited by the executive committee of the International Trade Conference to attend the meeting called by the Chamber of Commerce of the United States at Atlantic City, September 30 to October 3, for the purpose of conferring with delegates from England, France, Italy and Belgium, about plans for the restoration of commerce. It promises to be the most important gathering of the kind every undertaken.

* * *

Governor Alfred S. Smith of New York has agreed to become a movie actor to assist in the state's campaign to increase the production of wool in New York. At the state fair in Syracuse this week one of the attractions will be the filming of a scenario which will visualize the processes involved in the growing of wool and its transformation into clothes. "From the sheep's back to the Governor's back has been agreed on as the subject."

I Specialize in Boot Laces
for the wholesale trade, in the better grades.
Banded in pairs, in gross boxes
Fancy Cabinets, 100 pairs, banded in pairs. These are more profitable than bulk make-up. Also
LEATHER LACES, all kinds.
E. W. McMARTIN, MONTREAL

FRASER'S
CANADIAN TRADE
DIRECTORIES
Head Office, 222 Craig W., Montreal.
TEXTILE PRODUCTS — WOMEN'S WEAR — MEN'S WEAR
Give complete lists of all branches of the General Dry Goods trade.
Also Directories for many other Trades.

The Gem of the Notions
Starsnap
The Perfect Dress Fastener

Look for this Card at your Jobbers
Columbia Fastener Company CHICAGO

Fiskhats AND MERCHANDISE
D. B. Fisk & Co.
Chicago
New York Salesroom:
Open Throughout the Year
411 Fifth Avenue

ADVERTISEMENT WRITERS and SHOW CARD WRITERS WANTED
Big demand for both men and women. We prepare you in few months at home—under experts. Our graduates in demand. They earn good money. Get particulars. Write
SHAW CORRESPONDENCE SCHOOL
Toronto, Canada (Dep. D.R.)

Cork Socks
Manufacturers of Cork, Linoleum, Felt, Paper, Flushing in all colours, Flannelette, Asbestos, Loofahs, etc., Fleecies, etc., Ladies, Gent's and Children's. St. Cecilian Works, 46-48 Haymerle Road, Peckham, London, S.E. 15.

THE CASTLE BRAID CO.
Manufacturers
329-331 Fourth Ave., N. Y.
SUPERBA BINDING
BRAIDS, CORDS, DRESS TRIMMINGS

FRED JONES & COMPANY
Manufacturers and Importers
Babies' Hand Crochet Goods — Notions
Babies' Hand Knit Goods — Novelties
Art Needlework Materials
Room 617, Empire Building
64 WELLINGTON ST. WEST, TORONTO

BUYERS' MARKET GUIDE

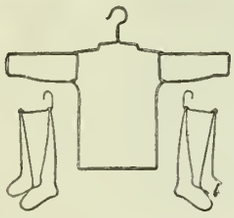
KENT-McCLAIN AGAIN

Messrs. Holt, Renfrew & Co., Ltd., have recently made some striking improvements in their Quebec City store. They have installed a number of handsome counter and display cases, including a very extensive glove department. The fixtures which are in quarter-cut oak were supplied by Kent-McClain, Limited (Toronto Show Case Co.), Toronto.

PERPLEXED!

Then let us solve your business building problems; we are solving them daily for thousands of live merchants witb our trade pulling, selling and merchandising plans, human interest copy, letters, illustrations, events, etc. Full particulars upon request.

THE ECONOMY SERVICE
231 West 39th St., New York City



CHILDREN'S GARMENT DRYING FORMS
NON-RUSTING
PATENTED
Write for Circular No. 31
J. B. TIMBERLAKE & SONS, Mfrs.
Jackson Michigan

"Silk and Mesh combination Bags, Mesh Bags, Mesh Purses, Gun Metal Mesh Bags and Purses.

"An early placing of orders for Fall delivery is advisable."

WHITING & DAVIS CO.
SHERBROOKE, QUE.

SIGN WRITING
Do your own card writing
Write for our catalogue which will tell you what you need. Best goods at closest prices
ARTISTS' SUPPLY CO.
77 York St., Toronto

Wirthmor —and— Welworth
The Standard Popular Priced WAISTS of America
The L·N·GROSS Co Cleveland

Bartell Patent Pockets
Used and Endorsed by 59 Canadian Clothing Manufacturers. This List can be had from
BARTELL PATENT POCKET CO.
17 Madison Ave., N.Y.C.

WRITE US FOR
Textile and Knitting Machinery
We are Specialists
W. J. WESTAWAY CO.
72 JAMES ST. N. HAMILTON

According to the opinion of some shoe and leather manufacturers, the prices of shoes will recede before the pinnacle indicated by some sections of the trade is reached. They are pessimists, it is claimed, who predict $20 shoes before next Christmas. Real good shoes, serviceable and sound, can be bought and will continue to be available at a good deal less.

* * *

Furs valued at between $13,000,000 and $14,000,000 are being offered, commencing September 10, at Funston Bros. & Co. sale, at the International Fur Exchange, St. Louis. Included in the offerings will be 10,000 seals from Alaska, which are to be sold for the benefit of the United States Government.

* * *

Canadian manufacturers will hold a foreign trade convention in Montreal, some time in October. This meeting was suggested by Mr. Marcus C. Reitch, Czecho-Slovak Trade Commissioner, and it is being arranged with the idea of formulating joint plans for the establishment and maintenance of trade connections by Canada in foreign markets, and particularly in Europe. Mr. S. Popper, the secretary in charge of arrangements, has invited communications from manufacturers containing suggestions in connection with the convention.

* * *

A considerable gain in the export trade in furs is shown in a report issued by the Dominion Statistics, giving the trade of Canada for the past three years ending in June. In the twelve months ended June, 1917, the Dominion exported furs valued at $5.734.725; in the year ended June, 1918, the value of the furs exported was $9,188,763, and for the year ending June, 1919, the furs shipped out of Canada were valued at $14,847,604.

* * *

The purchase of 22,000,000 yards of cartridge silk from the U.S. Government, by H. R. Mallinson & Co., and the Bush Terminal Sales Company, New York, is unofficially announced. The transaction involves, it is estimated, $15 000,000. The silk will be finished and placed on the market for wholesalers at from $1.50 to $2 a yard. This purchase, it is reported, is only a forerunner of other large purchases by the same combination.

TAPES
ALL WIDTHS AND QUALITIES CARRIED IN STOCK
Walter Williams & Co.
508 READ BLDG., MONTREAL
20 WELLINGTON ST. W., TORONTO

AWNINGS
FOR
Stores, Offices, Factory, or Residence.
Write for Price Lists and Measurement Charts. Address
C. H. PETCH
Successor to
EDMONDSON & PETCH
Ottawa Canada

SMALLWARES —AND— HOSIERY
THE ROBERT HYSLOP Co LIMITED
HAMILTON, ONTARIO

IDEAL VALUE
IDEAL GARMENT CO.
Manufacturers of
DRESSES
18 West 33rd Street New York
STOCK on HAND for IMMEDIATE DELIVERY
PRICE $8.75 to 24.50

GOLDFINE'S LIMITED
Wholesale Dry Goods and Men's Furnishings
BARGAINS ALWAYS ON HAND
Write for Particulars
227 Craig St. West, Montreal

PILLOWS and COMFORTERS
GET PRICES BEFORE BUYING
The Toronto Feather & Down Co.
LIMITED
2154-8 Dundas Street West - TORONTO
Montreal Winnipeg Vancouver
P. M. LeMaistre McRae & Walker H. E. Walker

HATS
CASH FOR OLD STOCK
Fur, Stiff Hats, Black or Colored
Dubrule Mfg. Co., Ltd.
164 McGill St., Montreal

We Manufacture
Paper Boxes
that will
Make Your Goods More Attractive
A. D. SHOUP CO., Limited
TORONTO

BUYERS' MARKET GUIDE

KENT-McCLAIN AGAIN

Ely's Limited have recently overhauled the window of their King Edward Hotel store. By an arrangement of new flooring, panelling and show cases every inch of window display space has been exploited to the limit of effectiveness. These fixtures are in mahogany to match the rest of their fixtures and were supplied by Kent-McClain, Limited (Toronto Show Case Co.), Toronto.

TOY BALLOONS

We carry a full stock of guaranteed Rubber Balloons' Squawkers, Airships, Bagpipes, etc. etc.

MENZIES & COMPANY, LIMITED
439 King St. W. Toronto
Toy Mfrs. Christmas Cords Stationery Lines

PLUSH and VELVET
VELOUR AND BOLIVIA CLOTH
Can Be Pressed Without a Shine or Glos
Only With Our
Famous Patented Wire Boards
THE AMERICAN
PLUSH AND VELVET PRESSBOARD CO.
125-5th Ave., N. Y. Tel. Gramercy 3393
Also Steamers and Pinking Machines
Write for Circulars

BEADS
AND
NECKLACES
Loose and Ready Made
ALL COLORS
Samples Submitted
Henry W. Hamburger Co.
33 Union Square, N.Y., U.S.A.

American Bead Co. Inc.
IMPORTER AND MANUFACTURERS OF
BEADS AND NECKLACES
485 FIFTH AVENUE
NEW YORK CITY

STUYVESANT 3619
Art Button & Novelty Mfg. Company
MANUFACTURERS OF
Jet and Fancy Glass Buttons
For Jobbing Trade Only
Decorators on Buttons of Every Description
814 BROADWAY - NEW YORK

Manufacturers and Importers of Human Hair Goods, Hair Ornaments, Sundries, Real Human Hair Nets, Dolls' Wigs.
Universal Hair Goods Mfg. Company
Fraser Building
43 St. Sacrement St., Montreal
We are the only Dolls' Wigs Manufacturers in the Dominion.

Artists and Card Writers Supplies
Tell us your needs.
ART METROPOLE LTD.
14 Temperance St. Toronto

While the T. Eaton Co. are selling Monarch Floss at 29 cents a ball, and the Cressman Co. at Peterborough put on a special sale of it for September 6 at the same price, there has been no reduction in the mill or wholesale quotations since the one last March. That drop resulted in a change from 40 to 35 cents an ounce ball in the retail price, but no further declines have taken place. It looked in the Spring as if there might possibly be further declines, and so the Eaton Co. provided for it in preparing their Fall catalogue plates at a quotation of 29 cents. These had to be prepared last Spring of course. Their customers are benefiting now by this price for there does not appear to be any indication of a reduction coming from the mills under present conditions.

* * *

Mr. George B. Fraser, managing director of Greenshields, Limited, Montreal, is one of the representatives of the Canadian Credit Men's Association at the Industrial Conference, opening at Ottawa Sept. 15.

* * *

The first day of the St. Louis fur sales, September 10, resulted in a 30 per cent. increase over April prices in Alaska sealskins; 185 per cent. over last October in blue fox (for U.S. Government), 100 per cent. over April for shippers; Persians and broadtails were unchanged; kolinsky was 40 per cent. higher than April; Russian squirrel 20 per cent.; moles 10 per cent., and bear 40 per cent.

* * *

A good deal of success attended the efforts of the Empire flax growing committee, appointed in February, 1918, with Lord Colwyn as chairman, to foster the production of flax in the United Kingdom and throughout the British Empire. The committee points out in a report recently issued, that the efforts already made should be continued in order that full benefits may be derived from them. It has not yet been proven conclusively whether the flax-growing industry can be carried on economically under modern conditions.

* * *

The market in the United States in hooks and eyes, snap fasteners, pins, etc., has advanced during the past three weeks, and according to jobbers here, the Canadian markets are also likely to advance in the near future.

FLOWERS
DISPLAY FORMS
FIXTURES
Art Panels for Window Backgrounds.
Send for Catalogues.
EASTERN SALES COMPANY
43 SCOTT ST. TORONTO

DUCK CLOTHING - SUMMER SUITS
CADET UNIFORMS
BOY SCOUT EQUIPMENT, CHOIR GOWNS
All Clothing Specialties.
The Miller Mfg. Co., Ltd.
44-46 York St. Toronto

PATTERNS
Regardless of what your pattern experience may have been it will pay you well to investigate our new pattern proposition. 100% profit —Patterns not sold returnable for full credit like cash—Fashion Sheets free.
Home Patterns are illustrated in The Ladies' Home Journal and will outsell any other pattern on the market.
Write to-day for samples of our beautiful Fashion Publications and full details of our new plan.
THE HOME PATTERN CO., Inc.
116 Fifth Ave., New York Toronto Factory: 215 Victoria St.

GET THE HABIT!
Refer to the Buyers' Market Guide for information about goods you want to buy.

KOVERALLS
Keep Kids Klean
Copyright name for one-piece garments for children 1 to 8 years.
Made and Guaranteed by
LEVI STRAUSS & CO., San Francisco, Cal.
1021 Medinah Bldg., Chicago. 377 Broadway, New York

JUTE GOODS
WHY NOT BUY DIRECT FROM THE MANUFACTURERS:
JAMES BRODIE REPRESENTING
COX BROTHERS LTD
12 BANK OF OTTAWA BLG., MONTREAL

ERECTOR TOYS
and all other world famous Gilbert Toys made in Canada. *Visitors Welcome*
THE A. C. GILBERT-MENZIES CO., LIMITED
439 King St.W. Toronto

Embroidery Foundation Forms
"TICO" Standard of the World
Samples and Catalog on Request
THE INITIAL COMPANY, INC.
Wytheville, Virginia, U.S.A.
New York Chicago Los Angeles

MANUFACTURERS' AGENTS

GEORGE G. SMITH
MANUFACTURERS' AGENT
403 Canada Building, Winnipeg, Man.
READY TO WEAR AND
DRY GOODS SPECIALTIES
Vancouver Regina Brandon

T. H. Wardell
102 Hammond Bldg., Winnipeg, Man.
Dry Goods Commission Broker
With Staff Covering Territory
Port Arthur to Vancouver

Agency Wanted for Western Canada
Manufacturers' Agent, who has good connection with the dry goods trade from Port Arthur to the Coast, is open for one good line. At present in Toronto. Will be leaving for the West August 25th. Apply Box 181, Dry Goods Review, 143 University Ave., Toronto, Ont.

R. J. QUIGLEY
HAMMOND BLDG. - WINNIPEG
Open for Men's Furnishings and Dry Goods lines for Western Canada.

J. DUDGEON & CO.
Manufacturers Agents
614 New Birks Building
MONTREAL
Linens, Dress Goods, Lace Curtains
Open to represent manufacturers of other lines

FRED. RUMBLE
Manufacturers' Agent
300 Hammond Bldg., Winnipeg, Man.
DRY GOODS AGENCIES TO WHOLESALE AND RETAIL TRADE

Established 1848
P. DAVENPORT, Silk Manufacturers
Bridge Street Mills, Macclesfield, Eng.
London, Luton, Manchester, England.
Agent for Canada:
ROBERT C. PARSONS
Foy Building, 34 Front Street West, Toronto.

E. A. PALMER
MANUFACTURER'S AGENT
925 Ossington Ave., Toronto, Ont.
With a good connection in the Wholesale and Retail Trade, wishes to represent Manufacturers of Ladies' and Children's Wear and other lines of Dry Goods in Ontario.

H. E. ROBINSON
COMMISSION AGENT
100 Hammond Bldg., Winnipeg, Man.
Calling on Wholesale and Retail Dry Goods Trade.
Port Arthur to Pacific Coast.

Agency wanted: Agent established with good connections, calling on wholesale and large retail dry goods and manufacturing trades in Winnipeg, is open to consider another saleable line. Commission only. Write Box 37, Dry Goods Review, 143-153 University Ave., Toronto.

T. WHITEHEAD
Dry Goods Commission Agent
834 Grosvenor Avenue - - WINNIPEG
WHOLESALE AND RETAIL TRADE
Winnipeg to the Pacific Coast. Est. 1897.

Agencies Wanted for Ontario
Manufacturers' agent, who has a good connection with the wholesale dry goods trade in Canada, would like to represent British, American or Canadian firms in Province of Ontario, Canada. Headquarters in Toronto. Communicate with D. Jones, 15 Lynwood Ave., Toronto, Canada.

The William Herbinson Co.
222 McDermot Ave. Winnipeg, Manitoba
Coble Address: "Herbinson" A.B.C. code, 5th Edition
COMMISSION BROKERS
Specializing Notions, Fancygoods & Haberdashery for the Wholesale Trade and Department Store
Salesmen covering territory --- Winnipeg to Vancouver

Canadian Made Underwear
Commission firm with sample rooms and offices in Montreal, Toronto and Winnipeg desires the agency of a Canadian manufacturer of Woollen Underwear.
Long connection with the trade. Wholesale only. Write care of
BOX 182, DRY GOODS REVIEW,
143-153 University Ave., Toronto

AGENCIES WANTED FOR CANADA
Foreign manufacturers would find, in using our long experience and good connection, a first-class medium to develop an extensive trade with Manufacturers, Wholesale and Departmental Stores. Our firm, since 1904, specialize in medium and high grade Cloths, Dress Goods, Silks, Velvets, etc. Notable firms only should apply at
AGENCE DE NOUVEAUTES,
Dandurand Building, Montreal, Canada

Manufacturers
We have first-class connections with the Dry Goods and Clothing trades in British Columbia, Alberta and Saskatchewan. Offices at Vancouver and Calgary. Can handle agency for the following lines:
Clothing, Pants, Shirts, Hosiery, Blankets, Piece Goods, Knit Goods, Shoes, etc.
McK. SINCLAIR COMPANY
401-406 Crown Bldg. - Vancouver, B.C.

Manufacturers' Agent, established, with sample room in Montreal, calling on the wholesale dry-goods and manufacturing trades throughout Province of Quebec, is open to represent another reliable manufacturer on commission basis; highest recommendations supplied. Write Box "C," Dry Goods Review, 128 Bleury St., Montreal.

"There is a tide in the affairs of men, which, Taken at the flood, leads on to fortune." Well-established hosiery agent requires representations of manufacturers of WOOL, COTTON, LISLE, ARTIFICIAL SILK AND PURE SILK HOSE, HALF-HOSE, ¾-HOSE and SOCKS. Fine and medium flat underwear; women's and men's gloves (not working gloves); women's sports coats and scarves; boys' jerseys. Communications invited from all enterprising mill-owners who desire to do British trade direct with wholesale houses (jobbers). Absolutely in close touch with all buyers of above goods. Address "Hosiery," c/o Streets's, 30 Cornhill, London, England.

Manufacturers' Agent at Vancouver, B.C., well established and thoroughly equipped, desires to represent an Eastern Canadian manufacturer for that territory, placing business exclusively through the wholesale trade. Advertiser's name, address and bank reference may be secured by applying to Box 183, Dry Goods Review, 143-153 University Ave., Toronto.

"Julian Sale" Fine Leather Goods

Are Made Under Ideal Manufacturing Conditions

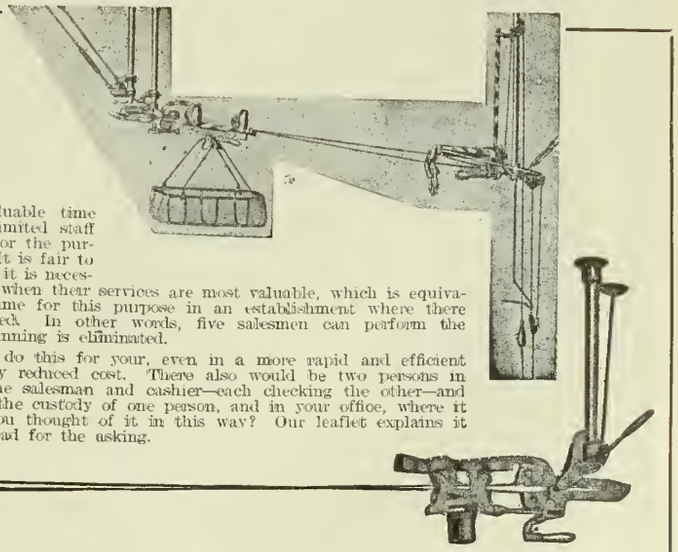
A special building specially planned to accommodate all branches of this great and growing leather goods house.

Every nook and corner of it flooded with sunlight—from the basement floor to the top floor. Every appointment which means efficiency in the executive department. Convenience and comfort in the sample and salesrooms, and the wholesome brightness, healthfulness and sanitariness of the factory floors. All employees well paid on a 44-hour week scale. All goods manufactured under ideal conditions—taking care of the largest trade we have ever enjoyed from the Canadian trade.

We invite you to visit us when pleasure or business calls you to the city.

The Julian Sale Leather Goods Company, Limited
600 KING ST. WEST, TORONTO

Increase Your Selling Capacity



How much of the valuable time is there taken of your limited staff of salesmen by running for the purpose of change-making? It is fair to presume that one-sixth of it is necessary during busy periods, when their services are most valuable, which is equivalent to one salesman's time for this purpose in an establishment where there are six salesmen employed. In other words, five salesmen can perform the duties of six when the running is eliminated.

Our Cash Carriers will do this for your, even in a more rapid and efficient manner, and at a greatly reduced cost. There also would be two persons in every transaction, viz., the salesman and cashier—each checking the other—and your money would be in the custody of one person, and in your office, where it properly belongs. Had you thought of it in this way? Our leaflet explains it more fully, and may be had for the asking.

Gipe-Hazard Store Service Co., Ltd.
113 Sumach St.
Toronto, Canada

CONDENSED ADVERTISEMENTS

Five cents per word per insertion. Ten cents extra for box number.

AN EXCEPTIONAL OPPORTUNITY FOR A PROGRESSIVE, UP-to-date business man to buy a small stock of dry goods and shoes and to rent store in an excellent location and well-established business centre. Owner wishes to retire. For further particulars address John Grant, Box 1, Amherstburg, Ont.

JEWELRY SALESMAN WANTED—TO REPRESENT A NEW YORK jewelry firm. One acquainted with the jewelry buyers in the departmental stores in Western Canada preferred. State references, etc. F.J.C., Dry Goods Review, 128 Bleury St., Montreal.

Say you saw it in
DRY GOODS REVIEW

OUR SPECIAL APRON DRESS

As Illustrated
From $11.00 to $14.00

Children's Dresses	$7.00 up
Rompers	6.50 "
Creepers	5.25 "
Aprons	7.95 "

Send in a letter order—prompt shipment.

D. Ginsburg & Company
515 College St., Toronto

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CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION
RUBBER
SYSTEM
AND ASSOCIATED COMPANIES

A New Price List for

"DOMINION RAYNSTERS"

"Made-in-Canada" Raincoats

went into effect on August 1st. It is important that every dealer and buyer of men's clothing and women's coats should have this information.

If you have not received a copy, write our nearest Service Branch.

Dominion Rubber System

Service Branches located at

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

Silk Sewed Seams
Stay Securely Stitched
Always Use Corticelli

The above is our message to the Women of Canada

Corticelli **is stitched for all time in the silk fabric of the textile world. Each *Corticelli* thread bears its full share of responsibility. Each spool of *Corticelli* Spool Silk is "True all Through". Manufacturer, Merchant, Consumer, are each guaranteed the best that can be made—Quality first, last, and always-in *Corticelli*.**

BELDING PAUL CORTICELLI LIMITED

MONTREAL TORONTO WINNIPEG VANCOUVER

DRY GOODS REVIEW

Vol. XXXI | Publication Office: TORONTO, OCTOBER, 1919 | No. 10

HAWLEY'S HYGIENIC BLACK BRITISH DYE

The Dye can make or mar your stockings.

This is the mark distinguishing a black dye that makes all cotton and thread hose look better, and

wear better. Hawley's Hygienic Black Dye for Cotton or Thread Stockings and Socks is stainless, healthful, and perspiration-proof—is guaranteed fast *always*. This never-fading *safe* black dye cannot irritate, discolour, or harm the skin—it also permits an inimitable finish truly modish.

HAWLEY'S HYGIENIC DYE WARRANTED STAINLESS & ACID PROOF

Hawley's Hygienic Black British Dye

FOR COTTON AND THREAD HOSE AND SOCKS

All good makes of Stockings are Howley Dyed-Black and stamped with the Howley mark. All good drapers stock them. H17

A E HAWLEY & Co Ltd Sketchley Dye Works HINCKLEY England

Do You?

The advertisement reproduced is one of a series now current in popular daily newspapers and the best magazines and periodicals with a suitable domestic and general circulation.

Enquiries from the trade are invited.

A. E. HAWLEY & Co., Ltd. (Sole Dyers for the Trade only) Sketchley Dye Works, HINCKLEY, Eng.

THE MACLEAN PUBLISHING COMPANY, LIMITED, 143-153 UNIVERSITY AVE., TORONTO

DRY GOODS REVIEW, October 7th, 1919. Volume XXXI. Published every month. Yearly subscription price, $2.00. Entered as second-class matter, July 1st, 1912, at the Post Office at Buffalo, under the Act of March 3rd, 1879. Entered as second-class matter at the Post Office Department, Ottawa.

Kenyon

Leather Coats

GENUINE COAT LEATHER

TAN, MAHOGANY, BLACK and GREY

IMMEDIATE DELIVERY

Left: Style 22487, $44.50

Centre : Style 22467, $40.00

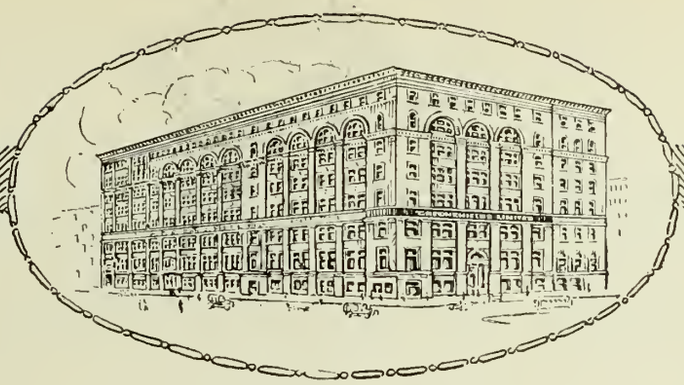
Right: Style 22548, $52.50

Ask for Style Digest on Jersey Suits

NEW YORK
FIFTH AVE. BLDG.
FIFTH AVE. & 23rd St.

C. KENYON COMPANY, Inc.
NEW YORK

CHICAGO
CONGRESS AND
FRANKLIN STS.



A Few Suggestions for Xmas Trade

Blouses: Exclusive Designs—

"Alice Daly" range made from the very finest materials, including Fancy Voiles and Georgettes from $5.00 to $11.75 each.

Georgette Crepe Waists, $5.50 each.

Crepe de Chine Waists from $3.75 to $5.50.

Crepe de Chine Camisoles from $10.50 to $24.00 dozen.

Boudoir Caps from $1.75 to $18.00 dozen.

Marabou Ruffs and Capes for October delivery—in Nigger, Taupe and White. Prices ranging from $3.00 to $15.00.

Ladies' Umbrellas: From $5.00 to $10.00.

Gent's Umbrellas: From $15.00 to $72.00 dozen.

Ties: Derby Flowing Ends, in fancy designs, from $6.50 to $24.00 dozen.

Half Hose: Pure Silk in plain shades, Shot effects and plain shades with fancy clocks, from $9.00 to $18.00 dozen.

"EVERYTHING IN DRY GOODS"

GREENSHIELDS LIMITED

SEVENTEEN VICTORIA SQUARE

MONTREAL

A. S. King Silk Company, Ltd.

THE SILK HOUSE OF CANADA

Toronto

Charmeuse Satins

Georgettes

Fancy Trimming Silks

Japanese and Chinese Silks

Duchesse Satins

Crepe de Chines

Fancy Stripes and Plaids,

etc.

Immediate Delivery

Write for Samples

Our extensive stock includes all the latest and smartest floral and conventional figured effects, as well as an immense range of plain colors, in delightfully rich shadings.

The quality of the goods carried by "The Silk House of Canada" has long been recognized from Coast to Coast. We have always aimed to give the best possible value.

A. S. KING SILK CO., Limited

FOREIGN OFFICES:
Zurich, Switzerland
Yokohama, Japan
Lyons, France
Chefoo, China

59-61 Wellington St. W.
TORONTO

WE BELIEVE THAT EVERY RETAILER SHOULD ENDEAVOR TO GET ALL HIS CHRISTMAS GOODS NOW

The condition of the markets, especially as regards Fancy Goods, urges the wisdom of this statement.

May we suggest your special attention to the following lines:—

Comforters
Marseilles Quilts
Knee Rugs
Carpet Squares
Window Curtains
Table Linens
Blouse and Dress Lengths
Blouses in Fancy Boxes
Hdkfs. " " "
Sweaters and Knitted Sets
Ties, Mufflers and Scarves
Gloves and Hosiery

JOHN M. GARLAND SON & CO.
LIMITED

OTTAWA - - CANADA

Wholesale Dry Goods

Christmas and The Blue Star

If you have not placed your order for Blue Star Christmas goods, how about doing it right now? Our stock is more interesting and comprehensive than ever. Order early and ensure best selection.

LACES
EMBROIDERIES
DRESS TRIMMINGS
GEORGETTES
CHIFFONS
WASH GOODS
RIBBONS
HOSIERY
BRASSIERES
HANDKERCHIEFS,
ETC.

You can always tell Blue Star goods by that indescribable "feel" of quality. But that you may be sure look for the Blue Star trade mark. For economy and lasting beauty Blue Star goods cannot be surpassed.

We are manufacturers and importers of Laces, Dress Trimming and Embroideries. Importers of Fancy Dry Goods.

Muser Brothers (Canada) Limited

12 ST. HELEN STREET, MONTREAL

New York Boston Philadelphia Chicago London Nottingham Paris Calais
Baltimore Los Angles San Francisco Caudry LePuy St. Gall

To the Trade *1849 to 1919*

We Offer You a Word of Advice!

The immediate outlook warrants the conclusion that it will be increasingly difficult to secure goods and that prices will continue to advance.

Labour unsettled, scarcity of shipping facilities and paralyzed railroad service all tend to make the situation more acute.

Visit our warehouse. Send us your letter orders. See our samples in the hands of our travellers for Sorting and Christmas Trade. Also placing orders for Spring season, 1920.

Buy now for your immediate wants and anticipate your future requirements.

JOHN MACDONALD & CO., LIMITED

TORONTO

A picture by a great Master has little *material* value. Its great worth lies in the name and reputation of the painter —his art.

Irish Linen making — by reason of the workers' pride in their product—has been raised above ordinary merchandise Manufacture, to one of the Industrial Arts.

In addition to its high *intrinsic* value, True Irish Linen has a peculiar distinction—a romance which has its origin in this traditional care and pride in its manufacture.

Commercially speaking — this feature can be turned

to profitable advantage by merchants who appreciate how much is added to the value of a commodity by romantic attachment.

The shortage of Irish Linens has been mourned by every housewife and dressmaker.

Now that the fact, that Irish Linen is once more available, is being advertised broadcast — these people are turning to the merchants who advertise and display the best selection of Linens, to make their long-deferred purchases.

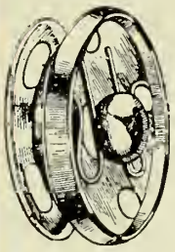
While wholesale stocks are low, there is enough in hand or in course of shipment to fill your immediate future requirements—if you take prompt action in placing orders.

The IRISH LINEN SOCIETY
BELFAST IRELAND

New York Office, 231 West 39th Street

Made in Four Sizes 000 00 0 1

It's all in the Spring



Strong—Durable Made of Brass

It's a Snap to Snap This Snapper

Colonial Maid

Wire Spring Dress Fasteners

Made in Canada

THIS IS NOT A FRICTION FASTENER But is MADE WITH HIGHLY TEMPERED WIRE SPRING KNOWS WHEN TO HOLD AND WHEN TO LET GO

BRASS—will not rust

ALSO PUT UP IN ONE GREAT GROSS CABINETS ASSORTED 24 CARDS EACH WHITE AND BLACK ∴ ∴ SIZES: 00-0-1

To be had of all leading wholesalers.

Manufactured by

Colonial Fastener Co., Limited

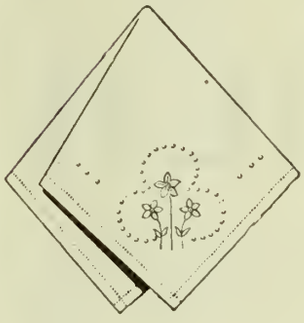
Montreal, Que.

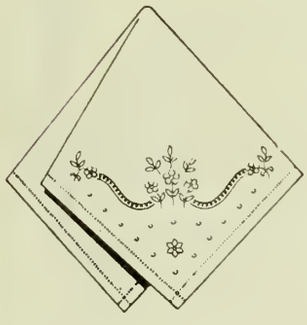
SHAMROCK BRAND

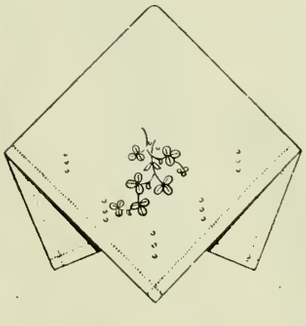
REG'D TRADE MARK

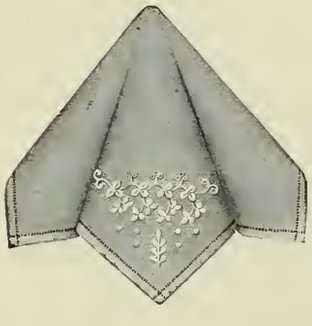
REAL Irish Linen

Trade Mark









HANDKERCHIEFS

Our stock is always large, representing the best quality of Irish linen and other fabrics, and Irish hand embroidery. The lines we have to offer you for Christmas are goods judiciously purchased many months ago and at prices which would not cover the present cost of production alone. We mention a few of our best selling lines—

FOR LADIES

One-corner embroidered, with hemstitched, pearl, tape and cord borders. Initialled in block, script, floral or medallion effects, from $1.25 up.

FOR MEN

Plain and initialled, from $2.25 up

FOR BOYS

Plain hemstitched lawn handkerchiefs.

FOR KIDDIES

Various designs of embroidered figures, each design in a wide range of colors.

Write us for a sample assortment.
Prompt delivery.

JOHN S. BROWN & SONS

LIMITED

Linen Manufacturers

BELFAST, IRELAND

Stock Warehouse :

80-82 WELLINGTON ST. WEST

TORONTO

7
Strong Selling Points
of
"VIGIL" SILK

IT would be quite unnecessary to exaggerate the demand for "Vigil"—the all-British pure silk. The demand is so great that our factories have had to be doubled and it proves beyond all doubt that "Vigil" is essential to every retailer out for good class trade and a name for quality.

SOME REASONS WHY "VIGIL" IS IN SUCH DEMAND:

"Vigil" Silk is made in no less than 80 different charming colours and chic stripes, including the new shades of Blue, Cherry, Brick Red, Elephant, Lemon, Jade Green, etc.
"Vigil" Silk is guaranteed to wash perfectly—all dyes used in the manufacture are fast both to light and washing. The stripe designs are all woven.
"Vigil" Silk—although so fine in texture—is wonderfully strong and durable.
"Vigil" Silk is minus any artificial weighting or cheapening mixtures and is *absolutely pure.*
"Vigil" Silk falls into soft, graceful folds and is sought after for the daintiest wear.
"Vigil" Silk is manufactured throughout in a **Yorkshire factory** under ideal labour conditions.
"Vigil" Silk is 40 INCHES DOUBLE WIDTH.

A GOOD SHOW OF "VIGIL"—artistically arranged to meet the eye of every passerby—is bound to create widespread attention and attract many new customers to your shop or store.

Vigil
THE PURE SILK

BRITISH MAKE — SEMPER VIGIL — VIGIL — REG°

WALKER BROTHERS

England. Ravensthorpe Mills, Dewsbury, Yorks, and 56-57, Aldermanbury, London, E.C. Telegraphic and Cable Addresses: Yorkshire: "Vigil, Dewsbury." London: "Vygilsyl, Cent."

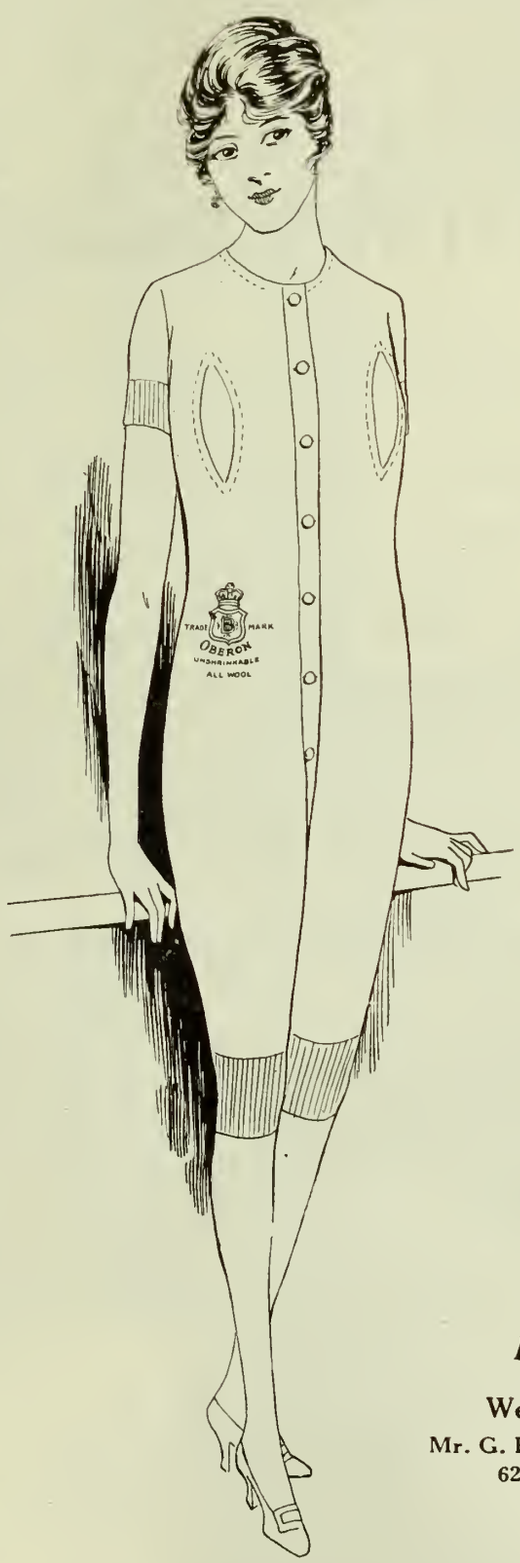
Canadian Representative: George Peterson & Co., 517 Coristine Building, Montreal.

BRITISH MAKE — SEMPER VIGIL — VIGIL — REG°

GEORGE BRETTLE & CO LTD

Manufacturers and Merchants

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



"OBERON" UNDERWEAR

(BRETTLE'S FAMOUS MAKE)

FOR CANADA

THE world-wide sale of Brettle's "Oberon" Underwear is due to its sterling qualities. Brettle's "Oberon" Underwear always gives the customer complete satisfaction — full value for money in comfort and durability. It brings the customer back again and again with repeat orders; it yields you a fair profit. Is not this a sound business proposition worth investigation as soon as possible?

Brettle's "Oberon" Underwear is made in full ranges of ladies', children's and men's garments. Samples can be seen at the addresses below:

BRETTLE'S CANADIAN AGENCIES:

Western Provinces

Mr. G. E. Ledder,
62 Grace Court,
Comox Street,
Vancouver, B.C.

Eastern Provinces

Mr. Hugh D. Marshall,
306 Stair Building,
Cor. Bay and Adelaide Streets
Toronto

GEORGE BRETTLE & CO., Ltd., 119 Wood St., LONDON, E.C.2, England

The Name Tells The Quality

When a customer asks for Longcloths, Cambrics, Madapolams, Nainsooks, Sheetings or "Diaphalene," you don't have to "talk quality" when you show

HORROCKSES'

The name tells the quality—for "HORROCKSES" longcloths are the world's standard of excellence —the name stamped on the selvedge is your customer's guarantee of quality and satisfaction.

Horrockses, Crewdson & Co., Limited
Manchester, England

John E. Ritchie, Canadian Agent 591 St. Catherine St. West, Montreal. Branches: Toronto and Vancouver. United States Agents: Wright & Graham Co., 110 Franklin St., New York City.

TRADE D J A MARK

YOU CAN SELL WITH CONFIDENCE
IF YOU HAVE THIS MARK ON YOUR

SHIRTINGS

There is an enormous range of fine designs, and you are sure to find just the one you want!

The **SHIRTINGS** include Zephyrs, Cheviots, Silk and Cotton, Fancy Mattes, Ceylons, All-wool and Union Taffetas.

The Dress Goods include the **ORIGINAL SCOTCH GINGHAMS** and latest novelties in Voiles and Crepes.

David & John Anderson, Limited
ATLANTIC MILLS, GLASGOW
REPRESENTED IN CANADA BY
GREENSHIELDS, LIMITED, MONTREAL

WANTED :—1000 Canadian Retailers as Subscribers to the

TAN-ZOLA Advertising and Sales Promotion SERVICE

An Ideal, New Thought Service for the biggest department stores or the smallest specialty shops. A Service that is a *real service* because it gives IDEAS and supplies the "Tools" for *using* those ideas. It goes far beyond the mere supplying of cuts, but it cuts a big figure when it comes to *promoting sales and increasing profits.*

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A Veritable Gold Mine of Advertising and Sales Promotion Ideas, Plans and Suggestions.

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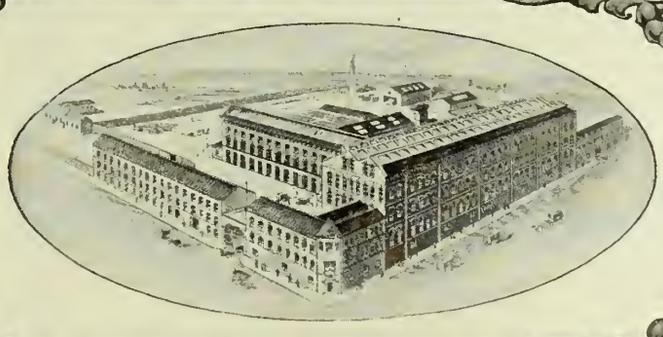

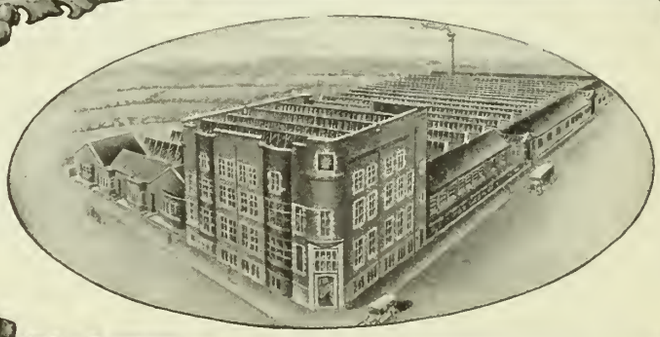

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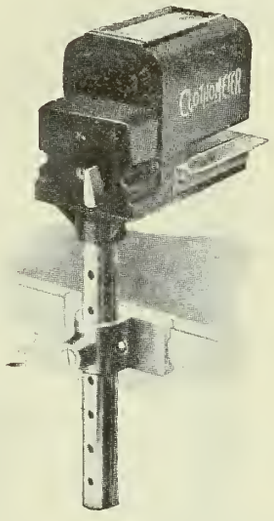

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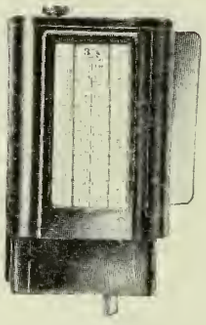

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All

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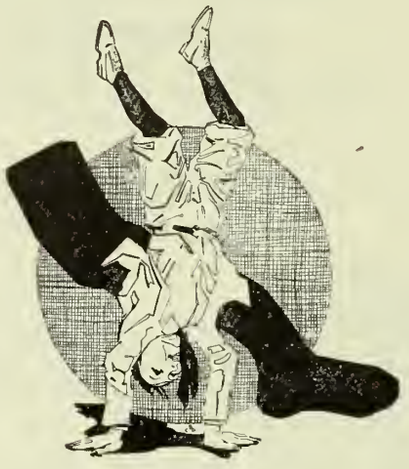

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The McKinley Edition (revised for Canadian trade) conforms in every detail with Canadian copyright laws.

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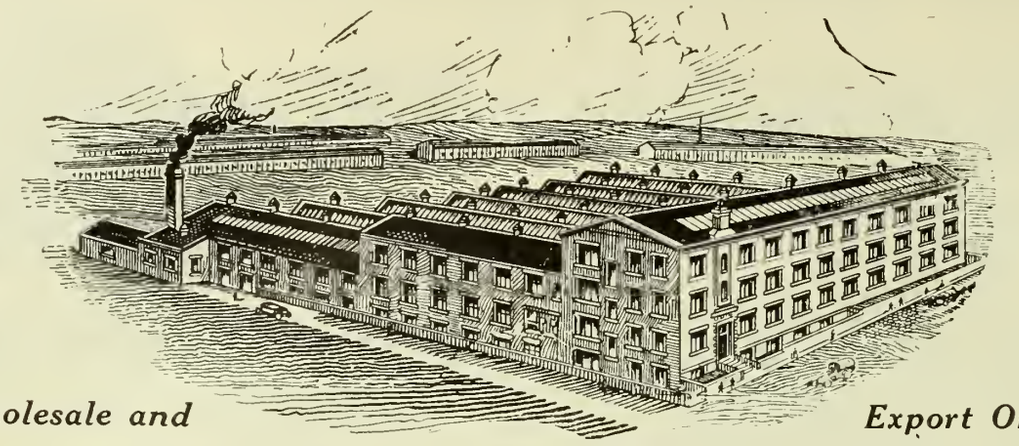

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A. B. C. Code
5th Edition

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GOOD TAILORING IS LABOUR LOST
IF THE CLOTH IS ILL SHRUNK

MAKE SURE IT IS SHRUNK :: AND WELL SHRUNK :: AND KNOW BY WHOM

THERE'S LITTLE SATISFACTION IN SUCH A STAMP AS "SHRUNK," "WELL SHRUNK," "LONDON SHRUNK," OR "SHRUNK BY LONDON PROCESS." INSIST ON A SHRINKER'S GUARANTEE—ON THE STAMP OF A FIRST CLASS FIRM OF LONDON SHRINKERS—BEST OF ALL ON THE STAMP OF

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WHEN ORDERING ENGLISH CLOTHS, SAY "TO BE SHRUNK BY JENNENS, WELCH & CO., Ltd."

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LONDON, ENGLAND

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Soft-Sole Shoes, in Kid, Silk, Poplin, Wool, Etc.,

Hard-Sole Shoes; Children's Woolly-Wear, Bonnets, Gaiters, Mitts, Etc.

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THOMAS C. IRVING, General Manager Western Canada

TORONTO, CANADA.

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We can meet your requirements in all lines of DRY GOODS. Our goods are selected with a view to satisfying discriminating customers at moderate prices. We aim to assist you in this. Call in or write our mail order department.

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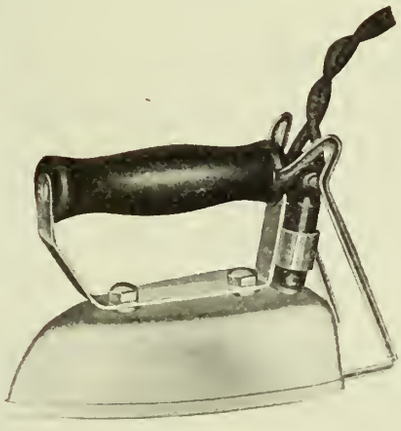

Houbigant	Roger & Gallet
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Guerlin	Arly
D'Orsay	Marceau
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AT PRESENT PRICES

1702	Black Cashmerino	Sizes	9, 9½ only
620	" "	"	8½, 9, 9½, 10
1705	" "	"	" " " " "
FIT.U	" "	"	" " " " "
1715	" Cashmere	"	" " " " "
725	" "	"	" " " " "
728	" "	"	" " " " "
E	" All Wool	"	" " " " "
59	" "	"	" " " " "
712	Cream Cashmerino	Sizes	8½, 9, 9½, 10
W3	" Cashmere	"	" " " " "
W4	" "	"	" " " " "
5C	" All Wool	"	" " " " "

DARK BROWN

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53	Wool Cashmere	"	" " " " "

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363	Black Heavy Fleeced	"	" " " " "
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The W. R. Brock Company
(Limited)
MONTREAL

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MEN'S KHAKI PANTS

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MEN'S WAREHOUSE COATS

For Spring, 1920

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The W. R. Brock Company, (Limited)

Toronto

DRY GOODS REVIEW

The Recognized Authority of the Canadian Dry Goods Trade

Published Seventh of Each Month Advertising Forms Close Third of the Month

Vol. XLI. Toronto, October, 1919 No. 10

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Ready-to-Wear.
Buyers' Market Guide.

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Fashions for Mid-Winter

A remarkable group picture showing some of the more popular modes for various Fall and Winter Occasions. At the extreme left is a simply designed gown of rich black velvet; net and embroidery collar and cuffs; hat of satin beaver with ostrich bandeau and plume. Satin, seal and brocade are the chief components of the three-piece costume on the seated figure. At her left is a striking gown of tinsel brocade showing a loose band from shoulder to hem, faced with gold cloth. A sweeping velvet hat with paradise is most appropriate. The new low waistline is exemplified in the magnificent mink coat at the right of the picture. Sables are worn by the models at the back and their hats are velvet with feathers; note the dimensions of the velvet flowers on the smaller, turquoise blue hat.

Getting Santa Claus Installed

Well-arranged Displays for Christmas Trade in Children's Toys Start Early Buying—Santa and his Log Cabin Prove Irresistible Attractions at Almy's, Limited, Montreal — An Effective "Booster."

THE month of October should start planning for the children's end of Christmas business in so far as the outward display is concerned. Where a Santa Claus is decided on the details should be well under way this month, as the form which his initial appearance should take. In the majority of stores that have made a distinct success with this feature, the Santa Claus starts his residence in the store towards the third week in November, and does not tarry for his entrance until the month of December arrives. It is to the interests of the merchant to get his Christmas buying started among his customers as early as possible, and with restricted stocks this year in many lines, he will have as good a reason for urging early buying as at any time during the war, and a better one if only he can persuade the public.

In this article DRY GOODS REVIEW is able to present through the courtesy of Edward K. Lummus, display manager of Almy's, Limited, Montreal —a store, by the way, that is making remarkable progress—two excellent illustrations of devices that played a prominent part in the success of that store's Christmas trade with children last year. Plans are already under way this year for expanding facilities for handling a much larger volume of business this year than last. But the two ideas shown herewith might form the basis for similar "stunts" in many other stores in Canada, with the help of the suggestions that are given in connection with these.

One of the illustrations might be entitled, "Santa's Log Cabin in the Arctic Regions." This was quite a winner with the children. It was located in the toy department, and, as the picture shows, it was the permanent quarters of Santa Claus. He is seen here with a doll in his hands, and the proof of the popularity of the plan is only faintly represented by the eager faces of the children around the edge of the focus of the camera—for the rest of the crowd had to be cleared back to enable the camera to work.

Putting in the "Winter"

The whole idea of winter, snow and the far-North regions was admirably conceived and executed. The house was open to view on three sides, but had a strong railing around it to keep off the crowds. The ceiling of the store above the cabin was done in blue to represent the sky and this blue effect ran down the side as well, meeting the "mountains," the peaks of which are visible in the photograph. The ground was piled up with drifts of "snow." This snow effect was secured by the use of heavy unbleached cotton, which was wet and well covered with plaster of Paris and whiting. In the case of the mountains, this was moulded over boxes. The glistening was put on also before the cotton was dried, and was liberally scattered on the tops of the mountains, the trees, and the snow on the ground, where cotton batting was also employed. This applied to the piles of drifted snow on the ends of the logs of the cabin as well. There were a large number of evergreens used, more than the picture shows, for many of these had to be removed when the photographer arrived.

Real Bears

Then came the animals, real polar bears. It is understood these were secured from the C.P.R. collection, and they were to be found in the slopes and on the hills, and even on the top of the log cabin, which, by the way, was of generous proportions. These bears were not the least of the attractions for the children. The log cabin itself had a history. It was one of the most admired of the floats in the Victory Loan procession last November and represented among the pageants the pioneer of Canada.

It was to this log cabin that Almy's procession, that traveled through the principal streets of Montreal last November from the Place Viger station, went as soon as it entered the store, with the cowboys, Indians and Santa Claus standing inside a chimney of a house on a large float. The store management decided that the arrival by aeroplane or some other means was rather too "modern" an approach, and went back to the old-time ideas, and it was in this house that Santa Claus was believed by the children to "live" for the five weeks preceding Christmas Eve. Altogether the idea worked out fully up to expectations.

An Immense Toy Display

The other picture, supplementing the log cabin idea, was, of course, the window displays. The main scheme of this is clearly portrayed in the illustration. The central point was the little house, made of beaver board in the store. This was a finished house, lace curtains, papered walls, real glass in the windows, polished floors and so on. The top raised up and allowed the inside furnishings to be set in easily. The house was prettily illuminated in colors

The Santa Claus cabin featured at Almy's, Montreal, last year. Described in accompanying article.

A remarkable window display which sold quantities of toys. The house shown is furnished and measures 6 ft. wide by 8 ft. high. Described in accompanying article.

and was a very attractive centrepiece in the window. It was about eight feet high and six wide.

The varied contents of this toy window are distinguishable at a glance. One point that should be noted was that in spite of the fact that for the most part the larger type of games were displayed there was no crowding, a fault that often is found in toy windows, when the window man or the buyer for the department thinks he is morally bound to crowd in all that the space will contain, and then some. This window has the advantage of being a corner one and large at that. The tribute paid to the selling power of this display, which, with frequent changes occupied this place of vantage for some two weeks, was that it was almost impossible to keep the goods there—they sold so quickly. In fact, DRY GOODS REVIEW was informed that practically every article in that window sold time and again. There were big dolls, builder toys, built up very high and run by electricity; a "teeter-totter," with almost life-sized dolls perched thereon; a sand digger, with a doll on top, also run by electricity; and one of the features, an electric train that ran around the toy house on a track, and kept running all the time. At the background was Oliver Owl stories in paper panels, a regular nursery touch.

Not only was the window a fine selling display for the actual goods that were shown in it from time to time, but it proved to be a most effective "booster" for the whole toy department. Thus the procession, the log cabin and toy window with its constant light and motion, co-operated to a most satisfactory end.

30,000 PEOPLE AT PICNIC

National Cash Register Company Employees Hold Monster Field Day —A New Spirit in Industry

30,000 Dayton folk turned Hills and Dales Country Club into one large picnic on Saturday, September 20. They were the factory employees, and their relatives, of the National Cash Register Company. So far as is known, this is the largest picnic ever held in America. In fact it was more like a fair. Side shows, bands, clowns, races, ball games, dancing, refreshments, fire works, moving pictures, were all in evidence.

Refreshments were served noon and night in a cafeteria style from 85 long tables. The 650 waiters at noon served over 20,000 people in 16 minutes, but hadn't time to accept any tips.

The entire picnic was planned and directed by the men in the N.C.R. factory. All the company did was to foot the bills. The men planned the big parade from the factory to the picnic grounds, hired the entertainers, bought the refreshments, did everything. The executives were guests.

Picnic a Family Affair

"We want our people to know each other in a social way, as well as in a business way," said President John H. Patterson. "We want our foremen and superintendents to meet the men's wives. We want the men to meet the wives of their superiors. We want their children to play with one another. We know that the more everybody in our organization knows of everybody else, the nappier they will be in their work, the better they will get along together.

"These meetings are the kind of thing we like to have. It is always best if we can get the sympathy of our people. We can get along better. If there is anything we can do to increase their sympathy with us one per cent., we have done a great deal.

"We think our welfare work is worth while. We believe that all our other welfare work, such as the clubs and schools, the health department, and this picnic is a good thing. We believe our factory organization is the finest and happiest in the world. We think a great deal of our people. We don't know just what combination of circumstances has brought this about, but we believe that everything we can do to make our people more comfortable is worth doing. To me it is a wonderful thing that our people stay with us for a lifetime, and that their children come into our organization, too."

Half-a-Dozen Suggestions

For Building Up a Record Christmas Season—Plans That Have Netted Big Increases to Other Stores.

By WALTER ENGARD

THE maximum holiday sales of the dry goods store this year will be measured, first, by the extent and class of Christmas merchandise carried, and, secondly, by the advertising and sales efforts put forth to move this merchandise.

The restriction established last year upon certain classes of merchandise may have put a crimp in the holiday business of last year to a small degree at least, but this year conditions are reversed.

There isn't any non-essential list to limit the offerings of Christmas merchandise. And on top of this, everybody seems to be making more money and willing to spend more freely than ever before.

In view of these conditions, the holiday sales in the dry goods stores should be the largest in the history of the business. But in order to cash in on the very favorable 1919 holiday conditions, the dry goods dealer must have a large and varied stock of holiday goods, and then he must formulate selling plans and ideas that will stimulate interest and win trade for his store. The dry goods merchant cannot content himself with the thought that the holiday business is just going to be naturally good and sit back with full shelves and folded hands and wait for this business to come in. He must go after the business with a well-thought-out holiday sales campaign. Competition for this holiday business is going to be more relentless and keener than ever before. Not only will the dry goods merchant find himself up against the competition of his brother dry goods dealer, but the hardware merchants, the druggists, the notion and variety store dealers, and the jewelers are preparing to go after this holiday business with greater energy than in years past, and in every instance these stores are handling articles of stock found in almost every up-to-date, progressive dry goods store. The dry goods merchant must get everything in shape so that he can direct all his energy and selling ability towards the selling end of the game. He must be up and doing. This sort of a warfare calls for alertness, progressiveness and push.

Figure Facts

The very first thing the dry goods merchant should do is to set a definite goal. He should determine in his own mind what proportion of this big holiday business he wants to win for his store. The holiday sales for the past three or four years should form the foundation from which to figure. Of course it will be necessary to take into consideration the increase in prices, and to this figure should be added the increase that is desired. As soon as the merchant has ascertained the volume of sales he is going to endeavor to attain, he should divide this volume by the number of shopping days over which his holiday sales campaign will run. This will give him an idea of the amount of business the store must produce each shopping day in order to meet the goal. He may make an allowance for the early days being somewhat quieter than the later days of the season and reduce the proportion for the earlier days and add this reduction on the quota for the later days. Next, he should subdivide each day's business by proportioning this volume to the various departments. Here the sales records of the past year will enable him to proportion this equally, but if no records are on hand, then he should consult with the heads of the various departments and together they may ascertain the right quota for each department. By thus having his quota subdivided he may know at the close of each day just what each department is doing towards meeting its quota.

Bonus For Daily Increases

One very successful dry goods merchant who followed this plan found that by offering a small bonus to the various departments whose sales would exceed the quota set, it had a tendency to stimulate a greater interest among the sales people and they were awake to every opportunity for increasing their sales. On top of this bonus he made a further offer of a special bonus to the department whose sales would exceed the daily quota every day during the holiday campaign. In order to win this bonus the sales in the department each day had to be larger than the sales quota set for that day—that is, a department whose sales each day did not exceed the daily quota, although its sales may have been greater than its quota for the entire campaign, could not win this bonus. This merchant was called upon to pay four such bonuses, while every department in the store won a bonus for increased sales during the period. This merchant's campaign proved so successful that he has continued this plan throughout the year, and reports it has proven equally as effective as during the holiday season.

Another merchant went still further and proportioned his quota to the salespeople, handing each salesman or saleslady their quota for each day during the campaign, and offered a weekly bonus of 25 per cent. of their weekly wage to the salesperson whose sales for the week would exceed the quota set for them. The plan proved a wonderful stimulus and his sales exceeded the quota set by more than 30 per cent., and this in spite of the fact that the quota which this merchant has set was nearly 50 per cent. greater than any holiday business he had ever experienced.

One merchant has stated that the adoption of this plan has created a better spirit of co-operation among the various department heads, and they have formulated many new ways of co-operating with each other in view of boosting their departments, and this new spirit has meant hundreds of dollars in extra profits to the store and an increased salary to the force.

Gift Booklets

During the first few days of December, a very enterprising merchant held what he termed "Gift Day." For this sale he had printed a large quantity of booklets in which was listed a large number of gifts handled by the store, giving a complete description of each article and the price. These articles were all listed under headings such as "Gifts for Mother," "Gifts for Father," "Gifts for Wife," "Gifts for the Boys," etc. Along with this booklet was enclosed a small card bearing a place for the gift list of all members of the family and a few vacant places for entering the names of friends to whom the recipient wished to give gifts.

At the top of these cards a hole was punched and a small pencil was attached, making it convenient for the customer to slip the card in the pocket or pocketbook and take right along with

them when they went shopping and to check off the various articles as they were purchased. At the very bottom of the card was the stores imprint and every time the holder would pull out the card she or he was sure to have their attention called to this store and the fact that this store had a very extensive gift department. These were mailed out to a large list of prospective customers in the home town and all the surrounding community, including some eight or ten small towns close by, from which the store had every reason to believe it could draw some holiday trade.

The prices quoted in the booklet were the regular selling price, but for the special sale scheduled for a day during the first week of December and termed "Gift Day," a special circular was enclosed quoting special prices on various articles—the prices thus quoted good for the "Gift Day" sale only. The description of the article on the special circular called the reader's attention to the page in the booklet where a more complete description would be found. The results of their "Gift Day" sale was far beyond their greatest expectations. And the result of the booklets and cards was so satisfactory that the same idea is to be employed this year.

Mid-December Drive

One of the best plans employed by a Western dry goods merchant is that of holding a "Middle-of-the-Month" sale. This merchant reasons that the middle of December is an ideal time to put forth a special effort for holiday business for the reason that a great many concerns pay off their employees twice a month and that the average workman counts upon this pay as his holiday money, and you will also find that various plants and factories give out their bonuses at about this time so that the employees may use it for Christmas. It also is about the time the Christmas Saving Clubs turn loose the vast sum of money saved throughout the year just for this very occasion. This merchant plans for this special sale long in advance and has his store in the pink of condition for this great sale. He advertises this sale far and wide through the newspapers, using full-page ads. decorated in full Christmas style. He has also compiled a mailing list of every workman in his community, together with a list of all the members of the Christmas Saving Clubs, and he mailed each one a special invitation to attend this one great sale. He employes a large banner, which he extends across the street in front of his store, and everybody coming into the town is sure to see this announcement. Other merchants situated as this merchant in a town of a number of plants and factories might well adopt this plan in their holiday sales campaign.

The Santa Claus "Stunt"

Another plan which has been employed by many successful dry goods merchants with wonderful success is that of establishing their store as Santa Claus' headquarters. One merchant's plan provided for full-page advertisements in the local papers to announce to the children of the community that his store was Santa Claus' headquarters and invited all of them to mail in their letters to Santa Claus in care of his store. This ad. was run early in the game and the request made that all letters should be in by December 15. The result was that the store was flooded with letters of the youngsters from all over the country, requesting a visit from Santa and giving a list of the gifts they desired. Numbers of these letters were reproduced in following advertisements, but the real value of these letters to the merchant was in getting in touch with the parents of the children. He employed a number of extra girls who could operate the typewriter and a personal letter was mailed to every parent, quoting the list of gifts the child had asked for and calling the parents' attention to the fact that certain articles could be purchased at their store and asking the parents to come in and that the store would be happy to help the father and mother select gifts for the children.

Just a few days before Christmas this merchant employed a man to dress up as old Santa and the boys and girls of the community were invited to visit the store on that day to meet Santa Claus. The parents were asked to accompany their children and on the appointed day old Santa was on the job and gave a small sack of candy to every child that came in. Of course, in this method there is the danger of the children being disappointed by the inability of parents to act the benevolent Father Christmas to the extent the children expect, once their letter is written, and thereby the parents becoming unfriendly to the store. Tact is required in order to avoid such results.

Turning "Shopping" Into Buying

Now every dry goods merchant has found that women especially will shop around a great many times, looking over the various gifts and go out without buying anything. This is especially true in the forepart of the holiday season. This is woman's way and no power on earth can break her away from it. She likes to look over the gifts and then she has a better idea just what she will give to each member of the family and her friends. She makes a mental notion of the various articles and then in the privacy of her own home she may plan out her purchases without interruption from the salespeople.

One dry goods merchant has succeeded in cashing in on this peculiarity of the women folks by conducting what he calls his special "Morning Telephone Sales." After the holiday trading gets brisk this merchant has a special list of gifts printed, on which he gives a large number of articles and prices; the price quoted is always the regular selling price and then right beneath this he prints a special price, which he tells the customer they may buy this article for, providing they telephone their order into the store not later than 10 o'clock the following morning.

Only telephone orders will be accepted at these prices. These are usually mailed out twice a week to a long list of prospective purchasers who have been in the store some time during the season. The names are secured by the salespeople when a customer comes in, by asking the customer her name and address, with an explanation that the store might want to mail them some special offers in which they might be interested. They do not find it any trouble to secure the names in this manner. This list is gotten out and ready to put in the mail for the afternoon delivery for all town customers, while out-of-town customers are mailed in the forenoon, so that the entire list will receive the offering that same day and have it on hand to look over that evening.

This merchant reports this plan has proven wonderfully successful and has been the direct means of securing a large volume of sales it would not have possibly secured any other way. Not only has this plan secured a large volume of business, but it has brought in a good big business during the quiet hours of the morning, when they are in better position to handle the business. A mail-order department is maintained for the out-of-town customers.

The Store Must Radiate a Christmas Feeling

Now, just a word regarding decorating the store to create that Christmas atmosphere. No store is complete nowadays unless a Christmas air permeates the store at Yuletide. This atmosphere may be secured by various means. The store and the show windows should fairly shine with the spirit of the season. The use of holly, holly wreaths, artificial flowers, Santa Claus cut-outs, and various other decorations used properly will create this atmosphere. The use of holly boxes and holly wrapping paper is coming more in vogue each year and supplies are more within reach this year than they have been for some seasons past. Many customers will not buy their holiday gifts unless they are so wrapped. A request for a holly box or a length of holly paper should not be denied a customer if it is possible to supply him. If the store does not feel that they should give these articles away, it might make a small charge to help bear the expense. Many customers will offer to pay for them.

Last year a dry goods merchant advertised the fact that every purchase made at his store during the holiday season would be packed or wrapped in

(Continued on page 30)

New Daly Store Opens

Arcade and Intensive Merchandising Two Fundamental Features—Aim to Give Service Befitting the High-Class Surroundings.

THE opening of the new store of The Daly Company, Limited—which is the new firm name—has been the outstanding event in the mercantile world in Ottawa this season. The former premises of the company, which they took over from the A. E. Rea Company, were acquired by the Dominion Government for departmental purposes, and some time last Summer the Daly Company acquired the property formerly known as the Arcade, on the south side of Sparks Street, between O'Connor and Bank Streets. There they proceeded to erect a modern five-storey brick and stone building, 44 feet front by over two hundred deep, running through from Sparks to Queen Streets, with entrances on both streets—a continuation of the arcade idea.

In the building and arranging of this new store, Mr. Daly put into practice some of that genius for systematization for which he has made a reputation in the business world, and which induced the Dominion Government to invoke his aid last year when the reconstruction work following the war became so heavy.

Intensive Production

In Holland or in Belgium, or in any of those parts of Europe where land is scarce and people are plenty, the traveller will find the agriculturist very often proceeding on a scale which is apt to invoke amusement from a dweller in America, but on the little two by four patches of land which some of the European land workers cultivate, there are produced crops which are almost as marvellous as the magic of the Indian fakirs, who grow tall plants while you wait. The European idea is that of intensive cultivation, and it is this principle of intensive production which Mr. Daly is applying in his new store. It is considerably smaller than his former premises, but the grocery and several other departments which were established in the Rea store when he took it over, and which took up a great deal of space, have now been dropped. Effort has been concentrated on a smaller number of departments, and the aim of the new establishment is to produce the maximum of business from the minimum of departmental space.

The same idea is being carried out with reference to the sales staff. The aim is to secure the highest possible grade of help, and to pay them well; and in going through the store the visitor is struck by the superior appearance and intelligence of the employees.

The comparatively narrow front of the new store gives a very inadequate idea of the space within and of the economical utilization of floor space, but the shopper is at once attracted by the refined and handsome appearance of every department. This effect is largely due to the unusually handsome appearance of the fittings. The Rea store was remarkable for the amount of mahogany fittings and show cases which it contained. This has been utilized in the new store to such advantage that there is probably not another store in Canada with as fine a display of this rich and decorative wood. Mahogany and plate glass mirrors are everywhere.

An Imposing Entrance

The entrance to the store is unique. In the centre of the large tiled space is a large show case the full height of the first storey, with glass on all four sides, which, together with three other large windows, gives an excellent effect. To the right and left are revolving doors giving access to the main floor. Inside and above the entrance is a mezzanine floor, used by Mr. Daly partly as an office. Here also it is intended that travellers can display their samples.

The new Daly Store, Ottawa.

On the west or right-hand side of the entrance are the silk and dress goods departments. Here are installed three large electric lights directly over the counter, designed to give the effect of daylight for convenience in ascertaining color and shade of goods. Opposite are the hosiery and underwear departments, while in the centre of this end of the store is the glove department. The drug and toilet sundries are about the centre of this floor, where also is the stairway to the basement. Here is another example of intensive utilization of space as the staircase is surrounded by display cases of drugs and sundries. Other departments on this floor are fancy goods, neckwear, handkerchiefs, ribbons, laces, umbrellas, smallwares, jewelry, stationery and candies. The staples and linens are at the west side of the store. The Rea store had a very large stock of linens when it was taken over by the Daly Company, and a special effort is being made to maintain and build up this trade. This main floor is still in the nature of an arcade or short cut from Sparks Street through to Queen.

The First Floor

The next floor up is known in the Daly Store as the first floor. It is on this floor that those things which appeal particularly to women will be found. Facing the elevator are the beauty parlors, on which much attention has been directed. There are six different rooms for massage and other purposes and three tables for manicuring. The effect of mahogany woodwork, rich carpets and shaded electric lights is very beautiful. All the implements of the beautifiers' profession, such as electric hair driers, electric vibrators, violet ray apparatus, electric sterilizer for brushes, combs, and manicuring instruments, are here in abundance. There is also a children's barbering department. Miss Hawkins is in charge, and fits in well with her surroundings. At the entrance to the parlors is one of two perfumed fountains which have been installed in the store.

The millinery department is in the centre of this floor, under the care of Miss C. Graham. Practically all the hats for the department are bought ready made, and no workrooms are required. The corset and fitting rooms are at the Queen Street end of the store, where is situated the whitewear and blouse department. There is also a full line of baby goods, bassinettes, scales and other infants' sundries. They are displayed in four large display cases with glass on all sides. Miss Maclean is in charge.

At the Sparks Street end of this floor are women's cloaks, suits, dresses and

skirts. In an alcove, away from the usual thoroughfare, are the evening gowns and afternoon dresses, remote from too much handling.

This is the "show" floor of the store, and on it has been concentrated a great deal of artistic effort. The lights are hung with burnt orange silk shades. The carpet is green velvet. The finest of the mahogany fittings are ranged around in profusion, and the pillars everywhere are encased in plate-glass mirrors, while comfortable leather divans surround their base. There are six fitting and alteration rooms. The display cases and wardrobes are all of mahogany and plate glass.

Art in Housefurnishing Displays

The carpets and draperies on the second floor make, as Mr. A. C. Glennie, the secretary-treasurer of the company, remarked when he was showing the DRY GOODS REVIEW representative through the store, a most attractive department. Here, as elsewhere, mahogany fittings—not stained birch, but real mahogany everywhere—abound. With the north light and buff-tinted walls there is every opportunity for display of the great variety of decorative material shown. At the rear end of this floor there is a large mahogany case with glass front, in which the more expensive comforters, blankets, etc., are displayed in rolls and preserved from dust.

The Third Floor

The third floor is devoted entirely to furniture. The walls are buff-tinted as are those of the drapery department, as this is considered better for display purposes than the white walls which prevail throughout the greater part of the store. J. W. Stranks is the manager of this department and has everything in very fine shape, being considered a very able member of the Daly staff. He says the difficulty of getting good stock is all the time increasing and prices jumping. The firm is now renewing some lines and paying prices at which they used to retail the same goods not long ago.

The Fourth Floor

At present this is the top of the building, but later on a roof garden will be added, The tea room is located here, and from the large windows there is a splendid view of the Gatineau hills. Mahogany panelling six feet high on the walls, with rich, dark green velvet carpets gives a fine effect. The walls are delicately tinted above the panelling, and a chain of shaded electric lights encircles the top of the panels. Each of the centre posts has a cluster of lights, and the drapery here and on the ceiling lights matches the window hangings. There are other interesting features on this floor. The rest rooms for lady patrons, comfortably furnished, and with all conveniences, face the elevator. Employees' dining and rest rooms are also on this floor. The dressmaking parlors and fitting rooms are situated at the opposite end. At the Queen Street front are located the general offices, which are large and roomy, well lighted and ventilated.

A Well-Lighted Basement

About half the basement is reserved for selling, and the remainder for the various cloak rooms, delivery rooms and other offices of that nature. The basement is brilliantly lighted, and here as everywhere in the store the effect seems to be of a large display of merchandise, but yet no crowding anywhere. The china, crockery, silverware, and other household necessaries, as well as leather goods and baggage, are kept here.

The store is adopting the services of the United Delivery System, an Ottawa company which has over fifty stores on its list, and is giving excellent satisfaction. Cash registers are to be found everywhere in the store.

In all, there will be about thirty-five departments; considerably fewer than in the old store, but selected with a view of producing the maximum turnover possible. The officials of the company are as follows: H. J. Daly, president; W. P. Grant, vice-president and general manager; A. C. Glennie, secretary-treasurer; J. B. Coffey, superintendent. Mr. Daly thinks he has the best window dresser in Ottawa, so I shall mention him last, but not least. He is F. E. St. Jean.

HALF-A-DOZEN SUGGESTIONS

Continued from page 28

attractive Christmas boxes and paper. This merchant states that you would be surprised to know the large number of people who purchased their gifts at his store simply to have them packed in Christmas style.

The Christmas season is almost upon us and the merchant who plans out a well-directed campaign is going to cash in on the very favorable conditions of this 1919 holiday season.

There are many plans which the dealer can use to stimulate trade during this holiday season; all he need do is to get his think-tank busy and ideas will germinate faster than he can take care of them. He may improve upon the above plans and methods to such an extent that they may prove twice as successful as they have for the originator. Each one of these merchants who have used the above plans enjoyed record-breaking trade and if you get back of your campaign with enthusiasm you will doubtless have the biggest holiday sales in the history of your business.

GLASGOW HOUSE BUYS PREMISES

A business deal of considerable interest to the dry goods trade was consummated early in September when R. H. Williams and Sons, Limited, Regina, Sask., purchased the building and site of its big departmental store—the Glasgow House—from the owner, Mr. R. H. Williams, who is president of the company. By this purchase a permanent home is provided for the store. The company's capital has been increased from $500,000 to $1,000,000 in order to provide for the purchase.

This very progressive business was established 31 years ago, in 1888. Up to 1906 the business was conducted under the name of R. H. Williams, or more widely known as The Glasgow House, and was practically managed by J. K. R. Williams, as Mr. Williams at that time was very active in the building, contracting and lumber business.

On April 30, 1906, the firm was incorporated under the firm name of R. H. Williams & Sons, Ltd., with a capital of $75,000. The business kept growing so fast that the building they were in became too small, necessitating the building on their present premises. On May 24, 1910, the capital was increased to $150,000, and in October of the year they moved into their new store. On March 11, 1912, the capital was again found too small for the company's requirements and was increased to $200,000. The business kept steadily growing, so that in 1913 it was found necessary practically to double the size of the building, and consequently necessitating a further increase of capital to half a million dollars, on February 29.

Keeping up this rapid rate of progress for the next six years, to the present date, they have again outgrown their capital and were compelled to increase to $1,000,000, on August 27, 1919.

Devlin & Murchison, Barrie, Ont., have opened a dressmaking department in connection with their store.

The Northway Rush Company, Chatham, Ont., are among the latest who have installed a measuring machine in their staple yardage department.

W. D. Balfour, for 23 years a shoeman and buyer, nine of which were spent with the Regal people of Winnipeg, has been appointed shoe buyer and manager of the F. R. MacMillan store at Saskatoon, Sask.

B.C. Retailers Meet in 2nd Convention

Dealers From All Parts of Province Gather to Discuss Subjects of Vital Import. Some Striking Resolutions Passed

IN the Observation Parlor on the 14th floor of the Vancouver Block, with the panorama spread before them of the entire city of Vancouver, the busy harbor with the steamers coming and going to all ports of the Orient, backed by the snow-capped mountains, the second convention of the B.C. Retail Merchants' Association opened at 10 o'clock on September 8th, 1919.

Accredited delegates representing all the outposts of the Association in B.C., with one or two exceptions, responded to the roll call.

T. F. McDowell, Provincial President, was in the chair.

W. A. Moore of Silverdale, brought up the question of cartage on country shipments, claiming that whereas the jobbers in Vancouver would deliver free to many parts of Vancouver, they would not deliver free to the railroad depots when the out-of-town merchants ordered forward their requirements.

Another delegate complained that several tobacco, knitting and other jobbers made special prices to favored retailers.

There was some discussion by delegates from Duncan and Port Alberni that the Soldiers' Settlement Board, in erecting buildings for the soldiers, instead of buying their hardware and groceries from the local merchants, bought in the big centres.

It was also brought up that the collection of fees be discontinued in connection with the inspection of Weights and Measures.

Prince Rupert also reported that they had attempted to close up several fruit establishments who were open after the other merchants were compelled to close every evening, and expose for sale articles that otherwise could be procured in the stores that were closed. The magistrate dismissed the case, classifying fruit vendors as refreshment houses.

It is proposed to amalgamate the three Vancouver Societies, viz.: The Butchers' Association, the Grocers' Association, and the Vancouver Branch of the Retail Merchants' Association into one association.

The treasurer's report was read and adopted.

The President Tells of Year's Work

Calls Attention to the Inauguration of a Co-operative Fire Insurance Plan. Certain Advertising Schemes Condemned —The Advertising Trade.

AS President of the British Columbia Board I wish to deal with the present and the future more than referring to the past in my report to you for this, our second annual convention. It gives me great pleasure to mention a few items during my tenure of office. I can assure you that my enthusiasm in association work (which after all is the best medium of helping my fellow-merchants) has never slackened since I assumed the chair at the birth of the board on March 1st, 1918.

In association work there is no one merchant, no matter how popular he may be in his community, no matter how much time he devotes to the work, no matter how brainy or what foresight he may possess, can spell success—sucesss of the association is attained by the co-operation of every merchant that signs his membership card. Kipling wrote during the war this verse:

> It ain't the individual,
> Nor the Army as a whole,
> But the everlasting team-work
> Of every blooming soul.

So you can see very plainly, gentlemen, that this convention here assembled must be team-work. You, the accredited delegates from the branches of this board, and the individual members, hold in your power the future success of this association in British Columbia.

This is your convention. This is the place to straighten out sixes and sevens—the place to construct and the sphere of the convention should be sweet and wholesome. We cannot have team-work if we yap out a lot of destructive criticism. We invite criticism, but let it be constructive. I have said this about the members.

The Secretary Can Help

May I refer briefly to the Secretary's office. The duties of this office is the key to the whole situation. We as merchants can build up and find material. Your executive can plan and direct the work to be done from the merchants' standpoint, but the carrying out of the details rests with the secretary. Every branch in this province should use the office to the utmost. It is encouraging for the executive to have enquiries to come in. Country and town merchants have problems different to larger centres, and the secretary invites confidence in order to assist in your difficulties. I believe the association is large enough for a budget which will pay a secretary a remunerative salary. There is a tendency to run the office on a cheap plan. I say dig down and pay, and I will go on record as saying you will get results.

We have a spirit for association work in this province greater than ever before. Now provide a 1920 budget large enough to give a secretary a respectable salary. He is a paid official and often his enthusiasm and tenacity is dampened when pay day comes. During the past year I had the pleasure of visiting the branches of Chilliwack, New Westminster and Nanaimo. All of them I found not only enthusiastic in association work, but having a good amount of community spirit. In my address to these branches I touch on two subjects. First, the need of the retail merchants' activity in municipal government in his community; secondly, the Oriental in British Columbia.

The Co-operative Fire Insurance Move

The months of November, December and January were trying months on account of the flu epidemic, but early in February we took up fire insurance with the Northwestern Mutual Fire Association with a view to cheaper fire insurance for our members. We looked with envy at some of our brother merchants across the line, sharing in that $2,500,000 returned premiums which the policy-holders enjoyed from this company in seven years. To be brief, we have a service for you to-day with this company known as the Retail Merchants' Fire Underwriters' Agency of British Columbia, and you, gentlemen, can share in the dividends to the extent of 30 to 45 per cent. of your premiums.

We had considerable correspondence with the Canada Food Board. Flour and food dealers were being unfairly treated, and as a result of the association's activities, many of these unfair regulations were amended.

I made two trips to Victoria with your secretary to the Private Bills Committee in connection with the Vancouver business tax. While this was purely a local affair, both your secretary and myself could see the danger of allowing this bill to proceed without our protest, and while it went to the House for debate we feel that our association shares in no small degree the honor of defeating that bill.

The Auto Contest in B. C.

One morning in March we discovered a get-rich-quick artist in Vancouver. Yes, he hit Vancouver because in a large city they can arrange their preliminaries and get a start. He visited our office with a view to sizing up the layout, and left an odor, and Corley had a hunch something was wrong. Later on in the day the secretary discovered that the visitor of the morning was no other than one of the principals of the Auto Contest Co., of whom we had been warned by the Saskatchewan Board. The Provincial Executive immediately took steps to notify the various branches and individual members of this scheme, advising them of the unsatisfactory results obtained by the Saskatchewan members. Vancouver merchants at this time did not have a branch, but certain merchants came forward and gave their support to suppress the scheme. Our association laid information with the Vancouver police. The Auto Contest Co.'s office was raided, and everything seized. The case was contested in the Police Court, and after a stiff fight two of our largest merchants were fined $50 and costs for violating the Trading Stamps Act. An order was issued by the Vancouver police for the arrest of the principals of this scheme, but to date neither of them have shown up in Vancouver. The merchants were saved many hundreds of dollars, and I want to emphasize right here that your secretary, Mr. Corley, deserves great credit for his ability in handling the case for the association.

The Danger of the Oriental Trader

As your representative I attended the Industrial Commission held in Vancouver. Their queries were very much on the high cost of living. I seized the opportunity to tell them of the unfair Oriental trader, reminded them that British Columbia is the Mecca for such a people, and for them to remember this when making their report to the Government.

It became necessary in June to call representatives from several of the branches to talk over the congested condition of the office. It was apparent that the service to members was unsatisfactory. The situation clearly showed that too much work was piling up on the secretary; also, that in order to continue association work in this province Vancouver must be organized. Greater membership must be obtained, and Vancou-

ver was the most logical place to tackle first. The result of this conference was that your executive withdrew the organizer from outside and loaned him to the Vancouver branch for a period of three months. The achievements of this venture will be shown in the organizer's report.

I would like to dwell more on other subjects, but I feel that the present and future deserve space in my reports. The French in Napoleon's time contemptibly spoke of the British as a little nation of shopkeepers. Are you not proud that you are a shopkeeper, for Britain has led the way in the character of her trades people? To-day our country is flooded with Orientals and Southern Europeans. They are forming a large section of our commercial community. Their standards of living, their character of trading, is un-British. We must face this situation and deal with it now. Their emigration must be limited.

Britain has vested this power with our Government. We must have an association from the Pacific to the Atlantic and act with a united front on a policy for a white man's country. Canadians fought and died for Canada in that awful conflict in Europe, and while commercial life was disorganized this Province had a very much larger Oriental population to deal with than any other province in Canada, many of them enjoying the business of those who had gone to the front. What is the result? Orientals here, there and everywhere in business, and patronized by our own Canadian people, who pressed by the high cost of living trade with the Oriental on account of price. The Government must bring up the Oriental standard of living or limit their activities, for the Occidental cannot trade on the same level.

In closing I want to emphasize the need of greater association work in this province. I refer to taxation. Canada has a tremendous war debt, and it is still climbing. The greatest financiers of our country are at their wits' end to know how to collect taxation on a fair and equitable basis. We all want to pay our share, but the retailer has no means of entering a protest against unjust taxation, unless he is organized.

The Retail Merchants' Association of Canada is the machinery. The officers of this association are big men, men who live for their country, men who give their time freely and without price. Surely this democratic principle warrants the support of the individual merchant.

I trust this convention will be a great success. It rests with you to make it such. Your Executive Board has not had conditions as rosy as it may appear, but we have arrived at a psychological period in our association. Let us pull together.

Convention committees were named as follows:

Resolutions—J. H. Ashwell, Chilliwack, M. J. Phillips, New Westminster; Geo. H. McRobbie, Vancouver.

Reports—H. Murphy, Nanaimo; B. S. Ross, New Westminster; F. Y. Cox, Port Alberni.

OFFICERS FOR THE NEW YEAR

The following officers were elected for the coming year: President, G. H. McRobbie, Vancouver; First Vice-president, M. J. Phillips, New Westminster; Second Vice-president, Harvey Murphey, Nanaimo; Treasurer, Dayrl H. Kent, Vancouver. Secretary will be appointed by joint action of the B. C. executive and the Vancouver Branch executive, when formed, as he will occupy the secretaryship of both offices.

Finance—Mr. Jacobson, New Westminster; R. H. Ormand, Nanaimo; R. Fox, Chilliwack.

Resolutions on Various Subjects

The Resolutions Committee brought forward the following resolutions:

This convention of the British Columbia Branch of the Retail Merchants' Association goes on record as protesting against the Government's action in putting an embargo on foreign sardines, etc. In the judgment of the convention there is a legitimate demand in Canada for the very best sardines, and that these should be procurable wherever located.

Also the convention asks that the onus in connection with the Food Board's regulations should not be borne by the retailer, but should be borne by the manufacturer. The secretary pointed out that within the last week several prosecutions had been made by the authorities in Vancouver of various merchants in connection with the sale of maple syrup. Of this particular commodity, it is pointed out, that the maple syrup is bought by the retailer in good faith as pure maple syrup, labelled as such, and in some cases the local representatives have letters from their principles assuring them that the product is all that it is labelled to be. In other words, after a retailer has satisfied himself to the best of his ability that the product is a bona fide article, he can still be summoned into court, his name coupled in the newspapers with the selling of adulterated goods, and in the cases referred to the merchants having to pay a fine approximating $50 each. The complaint of the pure food inspector in this case was that the maple syrup contained a solid matter in small quantities which pure maple syrup is not supposed to contain.

The Government apparently on various occasions informed the retailers that if they wish to protect themselves they should procure a special warranty form signed by the jobber in connection with any goods that the retailer buys from the jobber, and on which he wishes to be safeguarded. The secretary pointed out that in order to be protected the retailer would require to have from his jobber a special warranty form for every single item of every single delivery made to his store. He also pointed out that it had been suggested that the said form be either printed on the back of all the jobbers' invoices, or affixed thereto with a rubber stamp, so that if exception were taken at any time to any line of merchandise the retailer carried in good faith, he would simply have to turn up the invoice for it and be protected by the warranty form on the invoice. This proposition was made to the authorities at Ottawa and met with their approval, but when the proposition was made to the wholesalers in Vancouver they refused to accede.

At this point one of the delegates amused the meeting by recalling how in one small town, when he was having hot cakes and maple syrup, he questioned the waitress as to whether the syrup was absolutely pure maple syrup. The waitress was highly indignant, and exclaimed: "Pure, I should say it is! We make everything on our own premises."

This convention urges upon the Dominion Executive the greater need of an amendment to the Food Adulteration Act whereby the retailer and the public receive better protection.

The convention committee brought in a resolution which was adopted, to the effect that the Provincial and the Vancouver Branches should be combined in one office with a joint secretary, and such help as should be found necessary, the expenses to be equally divided.

Also that the office of secretary be left open for the incoming executive to have a conference with the executive of the Vancouver branch as to the appointment.

A budget of $5,000 was presented for the secretarial work of the two branches, making the expenses $2,500 apiece.

Also, the incoming executive will be requested to ascertain from Mr. Corley whether there is any commission due to the provincial office for the increased advertising since the B. C. Retailer was made the official organ of the Provincial Association.

Percy Shallcross, past vice-president of the Board of Trade, welcomed the out-of-town delegates to the city, at the luncheon tendered by the Vancouver Branch and held in the banquet room of the Hudson Bay. In the course of his remarks Mr. Shallcross stated that a convention such as the present one was a movement greater than simply trade interests, but was a move for the good of the community, for the backbone of the community was the retail tradesman. He stated that at a time when every link in the merchandising chain was attacked with destructive criticism, there was one thing sure, that the manufacturer, and the retailer would always be in business. Each guest was asked to rise to his feet in turn, and state his name, his home town, and the

A group photo of the delegates to the British Columbia R.M.A. Convention, the figures marked are as follows: 1. G. H. McRobbie, new president; 2. D. H. Kent, new treasurer; 3. T. F. McDowell, retiring president; 4. G. A. Howker, retiring treasurer.

nature of his business. The company was amused when one druggist rose to his feet in turn, and after nis name and business mentioned "two stores." Not to be outdone, a grocer shortly announced "three stores," and a Vancouver druggist then rose and announced "seven stores, nine telephones." It was generally conceded that the first man doesn't have a chance in an assemblage of this nature.

T. F. McDOWELL,

The retiring President of the British Columbia R.M.A., who presided at the Convention.

Discriminating Between Retailers Causes Hard Feeling

The temper of the convention was very pronounced in regard to certain manufacturers, who were named, who, it is stated, discriminate between retailers in various centres, selling one at wholesale prices and another at manufacturers' prices. The plans outlined in case these manufacturers cannot be made to see the light will undoubtedly achieve the desired result.

Considerable discussion was occasioned by a resolution presented dealing with the Soldier Settlement Board buying entirely in large centres, to the loss of the merchants in the districts where the dwellings are being erected. Many merchants contended that as the Government was buying in the cheapest market, the greatest good for the community as a whole would be attained. This view would have been unanimous had each delegate present felt assured that the whole saving in every case would go to the soldier. Premier Oliver in addressing the Rotary luncheon stated that when the Government spent money they got about fifty cents' worth for every dollar—that the other fifty cents was simply lost between places. It was stated that the hardware men in the province had taken strenuous exception to the Government's action, and that the actual case should be looked into by the incoming executive. It appears in cases of this kind that clothing men are very patriotic when the Government is buying groceries, and grocers can view with equanimity the Government handing out to discharged men $35 worth of ready-made clothes, but in our recollection there is great exception taken to the Government going into competition to any retail business by the trade concerned, and rightly so.

Discussion of Garnishee Act

A resolution was also drafted asking the Dominion Executive to get an amendment to the Garnishee Act making civil servants on the same status as any other delinquent.

A resolution was also presented asking that the charging of fees for the inspection of weights and measures be abolished. It was pointed out that the accuracy of scales was just as much an advantage to the retailer as to the public. It is worth a fee to have the onus off the grocer, and make the public feel that weights and scales are not matters of suspicion.

It is also complained that the present British Columbia Garnishee Act is absolutely worthless for the purpose. It exempts $40 of a delinquent's pay from garnishment, and does not state whether per month or week. When the common usage was to pay by the month it was possible to recover a debt by garnishment. Now when a man is paid fortnightly, or often weekly, and $40 is exempt from whatever is due, in most cases the whole wage is covered. A man might be paid $40 per week and be paid weekly, and not a cent could be garnisheed. As this law works as a protection and encouragement to the dead beat, it is asked that the Attorney-General be again asked to draft up an improvement. This matter was brought to the attention of the Attorney-General's Department more than a year ago, and the Attorney-General expressed himself as quite in agreement that the present Garnishee Act does not function, but nothing has been done.

Freight Rates Considered

The matter of high water freight rates in British Columbia has been discussed at various times. The various steamship companies at present operating between the mainland and Vancouver Island, as well as on the lakes in the interior and on Fraser River, have been approached for revision of tariff at many times without avail. It would be gathered that the Fraser River rates, having to meet the competition of the B. C. Electric and the C.P.R., are most reasonable—the others may be judged from the statement of one delegate from Vancouver Island, "It costs twice as much to ship freight to Nanaimo, forty miles across the gulf, as to bring freight eighty miles down the Fraser River. This is a rate four times as high. There is no competition with the boats across the gulf, and the matter does not come under the jurisdiction of the Railway Board. Whether it comes under the new Public Utilities Commission will be ascertained, otherwise the Dominion Executive will be asked to request a special board appointed to take care of water freights in British Columbia.

Foodstuff Handlers to Be Physically Sound

A far-reaching and sorely needed service is covered by the following resolution:

"Resolved, that all persons handling foodstuffs be compelled to undergo an examination satisfactory to the city health officer; failure to undergo satisfactory examination being grounds for refusal to grant a license to operate."

If the various foreign peoples in our Dominion are not particular as to the handlers and handling of the food they eat, they should be compelled to observe our standards when they have anything to do with the food we eat.

Certain statements which appeared in the B. C. Agricultural Journal were deemed to reflect unfairly on the retail trade. A resolution was made that the attention of the Minister of Agriculture be drawn to the article in question, and an apology and correction made.

It is the habit at this time for various privately-owned papers to permit their wordsmiths to make gratuitous attacks on the retailer—probably because popular prejudice requires a goat—and the wholesaler and the manufacturer are never in a position to cross the consumer. It is not thought the province of a Government paper to attempt to discredit any branch of the present merchandising system.

The Secretary's Report

IN submitting my second annual report for your consideration I shall endeavor to be brief and to the point. I realize that there is a great deal of work before you and that some of the subjects, especially that of the treasurer's report, will require your closest attention and earnest consideration. I mention the treasurer's report now because it is my opinion that his report is by far the most important subject to be considered at this convention. The future of your association depends directly upon your action in connection with it.

To commence with, I wish to submit a few statistics. The membership of the British Columbia Board at the time of our last convention was slightly below 200, 198 to be exact. At the end of last month the membership for the whole of the province, including Vancouver, was 413. We have more than doubled the membership in twelve months and it is still growing. Actual resignations for the twelve months have been less than ten.

Your Executive officers have held 20 meetings during the period. Some of these meetings have consisted of two sessions and on one occasion three sessions totalling nearly twelve hours were necessary in your interests. The total time spent by your Executive officers in attending meetings at Provincial headquarters has amounted to something like 75 to 80 hours, about ten working days. This does not include trips

to various local branches in the interests of organization and delegations to the Provincial Government.

Your office staff has consisted of myself and stenographer, in each case part time, and the organizer. The work of the organizer speaks for itself in the increased membership. Organizer Hougham, however, will go into this in detail. The actual office work has occupied a great deal more time than has been paid for. The remuneration for the work done has been entirely inadequate. Yet there has been a great deal of work left undone. No one realizes the shortcomings of the association's present equipment more than I do myself. It should be kept in mind, however, that those shortcomings are the direct result of other shortcomings which are beyond our control. Your treasurer will, I believe, bear me out in that statement.

There are now 10 properly organized local branches in the province, consisting of 368 members, besides 45 members in more or less remote districts, who are not yet attached to any branch.

During the past few months strenuous efforts have been made to organize a Vancouver branch and I am glad to be able to report very satisfactory progress. This matter will also be dealt with in the organizer's report.

Regarding our office service departments it is gratifying to know that the collection service is being used increasingly by members, and that it is proving to be efficient and satisfactory.

The basis on which your collection department is operated is a commission one. The collection manager, Mr. Cotton, receives a commission on all amounts collected and the association pays for postage, stationery and printing used in connection with the work. By this method the greater part of the cost of operating the department is paid by those members who receive direct benefits from it.

The freight adjusting department, I regret to report, has not made the progress we anticipated. The manager of this department started off with great expectations, but our members did not rally as it was hoped and expected they would. Mr. Coy, who managed the department, was a man of undoubted ability in freight matters, but he became discouraged at the lack of support and gave it up. We are endeavoring to make arrangements for having freight bills checked by some good man who is well up in that work, but the great difficulty will be in obtaining a complete list of tariffs, as owing to the great number of changes that have taken place in freight rates during the past year or two, it requires a library of considerable proportions. Mr. Coy's list of tariffs cost him over $300 and an enormous amount of time to collect from various sources.

Some months ago your Executive approved the appointment of Mr. L. D. Jones as solicitor and legal adviser to the association. Mr. Jones is a young man and a returned soldier, and a native son of British Columbia. Mr. Jones has already given the association very good service and the cost has been very reasonable. In fact, he has given his services in some cases. He is anxious to make a special study of the retailers' problems, and it is most necessary in a legal adviser for an association of this kind that he should endeavor to see the retailers' point of view clearly and intelligently.

If there is one service department that has excelled others it is the fire insurance department. The arrangement recently arrived at with the Northwestern Mutual Fire Association, and which you will be asked to approve, has made this service very popular, and deservedly so, with our members. By this plan those of our members whose risks are accepted by the Northwestern may save from 30 to 45 per cent. of their fire insurance premiums. And that is reckoning on the regular "board" rates. In no case does the Northwestern charge more than the board rate and in some cases less. Yet in all cases the rebate is made.

The plan adopted by your Executive for handling this work has necessitated the formation of what is known as the Retail Merchants' Fire Underwriters Agency. This is simply a matter of convenience. It is the name that is used for writing fire insurance for members only of the R. M. A. in British Columbia. Applications are handled by the Agency and policies issued. Inspections are made by the N.-W. and all risks are subject to the Northwestern's approval. No commission whatsoever is paid by the Northwestern to any persen, nor to the association for any business coming from our members, nor does the association make any charge to members placing insurance through the agency. The whole of the rebate is passed on direct to the member. Great interest is being taken in this plan, not only by our members, but by other associations in British Columbia and in the states to the south. The local insurance companies are also beginning to wonder where they are going to get off. I have no hesitation in saying that the association's fire insurance scheme is the most progressive and co-operative plan of its kind being operated by any business organization in Canada, and is something our members have every reason to congratulate their Executive upon. In this connection I would like to remind those who are interested that a special meeting to discuss the fire insurance feature will be held at 10 o'clock on Wednesday morning in the Provincial board room.

Coming now to legislative work, a number of resolutions were passed at last year's convention, and I shall endeavor to give a brief account of the progress made upon them. In the first place there were a number of resolutions dealing with the Provincial Weekly Half-Holiday Act. Many letters and wires have passed, and several personal interviews with members of the Provincial Government have been had in an effort to have our recommendations adopted. The Government has not yet seen fit to prohibit the sale of goods in stores not compelled to close by law, when such goods are sold in other stores which are compelled to close. The resolution requesting that statutory holidays be specified for the purposes of the Weekly Half-Holiday Act was pressed before the Government, and I am glad to report that the improvement was made. The Act now contains the required list of legal holidays.

The resolution dealing with the recovery of debts from civil servants was referred to our Dominion Board and has received considerable attention in that quarter. Every opportunity is being taken advantage of, I believe, towards having civil servants brought under the law in common with other citizens. As this is a matter that strikes almost at one of the fundamentals of the British Constitution, it will be realized that it cannot be easily brought about. These, however, are times of great changes, and a change of this kind is much more likely of realization than even a year ago.

In connection with the collection of provincial taxes I am given to understand that more strenuous efforts are being made by the Government in that direction. Some changes have been made in the taxation department, and there is every evidence that this matter is receiving considerable attention. There should, however, be no let up in our efforts to see that tax evaders are brought into line, and as our vice-president, Mr. Fink, expressed it last year, all members of the Association should render every assistance possible to the Government by directing attention to those who it was known were evading payment.

In regard to the resolutions covering Capias Law, Attachment of Debts and Small Debts Court Act. A delegation consisting of Mr. Howker and myself waited upon the Attorney-General some months ago and spent considerable time with him in a discussion of these matters. Our recommendations regarding judgment debtors were not favorably received, nor was the recommendation that in the case of judgment debtors an order should be made by the Court requiring the debtor to pay a specified amount at stated periods instead of the present law which requires the creditor to repeatedly bring up a debtor for examination at the creditor's expense. It would seem that the Attorney-General's opinion was the natural outcome of a legal mind and entirely out of sympathy with the retailer's point of view. The Attorney-General's summing up of the whole situation was that retailers should exercise more care in extending credit. It is needless to remark that your delegate took good care to place the retailers' viewpoint of this matter before the Attorney-General.

Our recommendation that the Attachment of Debts Act be amended so that the amount exempted from the salary or wages of a debtor should be by the week or month, was more favorably received, and the Attorney-General promised that this should be looked into, as he also did in reference to our suggestion that the Small Debts Court maximum should be raised to $200 instead of the present $100. So far, however, no amendment has been passed.

The resolution dealing with the sale by wholesalers to consumers has received considerable attention from time to time, and I believe that some improvement has been noticed in this respect by our members. Nevertheless there is still considerable room for improvement, not only in this direction, but in the matter of special discounts and other privileges allowed to favored retailers by the wholesalers, thus encouraging unfair competition.

Passing from the work outlined at last year's convention we come to the activities and happenings with which our Association has been connected during the past twelve months. Probably the most important event has been the establishment by the Dominion Government of what is known as the Board of Commerce. For several years our National Association has urged the Government to establish an Inland Trade Commission with powers in connection with the manufacture and distribution of merchandise similar to those of the Railway Commission in connection with railroad affairs. This practically is what the Government has at last found it necessary to do. It is true that at present the Board of Commerce seems to be, if anything, in opposition to the retailer. It is sincerely to be hoped that the Board will execute its duties in a strictly fair and impartial manner. There are unbounded possibilities for good in such a body for all concerned, and it would be a crime if by reason of the blind prejudices of even one member, the splendid work that might be accomplished by a commission of this kind should be stillborn.

It is hardly a matter for congratulation that a commission of this kind, dealing as it must with very material matters, should not have at least two legal men in its composition. The third member of the Board has not yet been appointed, and our Association is making every effort to have a good business man as the third member. It would seem only fair that the tremendous body of business men represented in the manufacture and distribution of merchandise should be represented by one member of the three. I venture to predict nothing but abortive results unless this is done. In the meantime it is gratifying to record that the Government has found it advisable to carry into effect something which our Association decided several years ago would be necessary, and it is not too much to claim that had the Government acted upon our suggestion when it was first submitted, much of the trouble in connection with increased prices would have been avoided. The work of the Board will now be to cure what could have been prevented.

The Bankruptcy Bill placed before the Dominion Government last year has not yet become law. It is entirely different in many respects to the Bill first drafted. Our As-

sociation became very active when this Bill was brought to its attention, and many clauses that might have inflicted severe injustice upon the retailers were eliminated. This is the class of work the full value of which will probably never be even partially appreciated by the large majority of retailers. The prevention of unjust legislation is, however, a most important part of the work of your organization. The proposed Bill provided that you could be declared in a state of bankruptcy if at any time you were unable to pay a bill for $200 or more when it became due. Such provisions and many more as unjust would have been passed but for the watchfulness of such men as our Provincial Treasurer, Mr. Howker, who was present representing our province at the Dominion Board Convention when the Bill was first considered.

The first successful prosecution under the Trading Stamp Act, a measure enacted by the Dominion Parliament at the request of our Association in 1905, took place in this province when firms in New Westminster and Vancouver were convicted and fined for taking part in what was known as the Auto Contest. Our Association published warnings in the press and in the B.C. "Retailer" to the effect that this contest was illegal. There were those, however, who thought they knew more about the Trading Stamp Act than the officers of the Association which drafted it. Our only regret was that we were unable to capture the promoters of the scheme. They made their get-away; they also made a clean-up at the expense of a number of foolish merchants. There is still a warrant out for the arrest of the promoter, and he will find B.C. an unhealthy place if he ever arrives here beknown to certain people.

During the early part of the year your Executive Officers visited a number of local branches situated within easy reach of Vancouver. Excellent meetings were held, almost every merchant in the cities visited turning out. This move seems to have been a very successful one, and has created a closer feeling of friendship and co-operation between the branch members and the provincial office. It is to be hoped that the Association's finances will permit of this work being continued in the future on even a more extensive scale, and that other branches more distant will be visited.

Among the more recent activities of the provincial office was the matter of certain articles which appeared in a recent issue of the "Agricultural Journal," a publication issued by the B.C. Dept. of Agriculture. In this journal most unfair attacks were made upon the retailers of this province as a class and upon this Association. The matter was promptly taken up with the Premier, but owing to his absence in the East it has not yet received his attention. He has now returned, and in all probability we shall hear from him very soon. A communication was forwarded to him just a few days ago in connection with this matter.

While on this subject I would like to draw the attention of the delegates to the prominence given to co-operative societies in the "Agricultural Journal." In some issues several pages are devoted to boosting consumer co-operative societies, designed to eliminate the retailer. It seems hardly fair that the money paid by retailers in taxes should be used in attempts to put them out of business. I say attempts advisedly. I do not think they can succeed. I would suggest that this matter receive the further attention of your Association.

Amongst other matters I would suggest should receive the consideration of this Convention, are double cartage charges by wholesalers, the policy of collective buying, Discrimination by Imperial Tobacco Co., and other firms, medical inspection of persons handling food for sale. Most of the delegates are well in touch with these matters and will be dealing with them.

Before making my concluding remarks I wish to make special mention of the manner in which your Executive Officers have supported me. I refer to T. F. McDowell, your president, and Geo. A. Howker, treasurer, and I may say that but for the encouragement and advice I have received from them at most discouraging times I would not have been submitting the secretary's report at this Convention. I feel that the members of the Provincial Board cannot give too much credit to the two officers whose names I have mentioned for the work they have done during the past 17 months, for it should be remembered that they have carried on since the inception of this organization in B.C. In that time they have held over thirty meetings. Not one cent of remuneration have they received, nor did they expect it. Their work was done for the benefit of their fellow retailers, and I feel that I cannot offer a more fitting suggestion in the interests of each individual delegate present and of the Association as a whole, than that each retailer make a firm resolve that from now on he will endeavor to follow the excellent example set by the executive officers of this Board and give at least a little time and effort in the interests of his fellow retailers.

ORGANIZING THE B.C. MERCHANTS

The Report of the Organizer At the British Columbia Convention of the R. M. A. Gives a Very Optimistic Outlook for the Future Welfare of the Association

IN presenting the story of the activities of your organizer since the 1918 Convention I may as well admit that I am out to completely spoil my reputation, that is as I understand my reputation to be. I may say that I understand my reputation to be by suggesting that it is not a reputation for brevity.

I will touch upon facts and figures merely as illustrations and not simply as a recitation because facts and figures, and more particularly figures, can convey no adequate picture of what organization work in B.C. has involved since last September.

The first trip made by your organizer following the Convention was planned to cover the Okanagan territory, and was started early in October.

Defunct Association a Stumbling Block

The towns visited on this trip were Kamloops, Enderby, Armstrong, Vernon and Kelowna. In Armstrong and Enderby branches were established representing practically the whole of the possible membership. I spent quite a while at Vernon, but found it impossible to accomplish anything at that time, owing to the fact that "they had once had an association." This "association," like too many similarly ill-fated ventures, had gone to pieces around 1914, and had not yet had the decency to pay its own funeral expenses. These expenses were still owing to sundry creditors in the town, and the merchants did not seem to think it possible to start a branch of the R.M.A. of Canada without first paying the debts of their old local association, and nobody seemed to be particularly anxious to pay said debt. I pointed out to a meeting that I addressed at the City Hall there that it was hardly fair to penalize the R.M.A. of Canada for the sins of the Vernon Retail Merchants' Association of 1914, and had I been able to stay on the ground long enough to have given time for a committee to have canvassed the local merchants and paid off their old debt I am confident that we should now have a large branch in the Queen City of the Okanagan. The treatment accorded me there was entirely courteous and cordial, and several merchants expressed their intention of lining up with the R.M.A. of Canada as individuals, if their fellow merchants did not decide to establish an accredited branch. I judged it in the best interests of our Association, however, not to accept such applications at that time, as I felt it might hinder the larger programme that we had in view, because there is always a better chance of an organization standing together if it is properly organized at the start.

The time limit under which I was working was again a handicap at Kamloops upon my return journey. I found it very difficult to get a hearing at Kamloops, for the reason that they also had once had an association, but I succeeded in getting five members as the nucleus of a future branch, and I was assured by these five that as soon as I could return to that field they would assist me in getting the merchants out and having a properly organized branch of our Association established there. Unfortunately for reasons entirely beyond our control I have never been able to revisit that territory, nor have I been able to cover the field further east and south, which had been my intention, so that it may fairly be stated that the possibilities of the interior in Association matters have scarcely been tapped.

Prince Rupert Has Branch

However, some signs of interest in our Association work having been evinced at Prince Rupert, a visit was made there, and a branch established, beginning with some eighteen members, which has since increased to thirty-three. Preliminary work was also begun in the month of December in the City of Vancouver itself, a meeting being held on December 6th at which the Vancouver branch came into existence. No further work was possible, however, in Vancouver on a part time basis, as this field is too large and complicated to be properly organized half-heartedly. I will deal with the organization of the Vancouver branch as a separate matter, but it is in order in this connection to mention the fact that the establishment upon an efficient basis of a branch in this city has been and is yet the biggest problem that the Association has to face in this province.

New Westminster was the next field for attention, and with the co-operation of local Secretary Ing, who worked unselfishly to give the New Westminster merchants a form of organization which he felt to be in their interest, we succeeded in establishing a branch there of some thirty-seven members. Mention might also be made here of a flying trip made from Nanaimo to Port Alberni, around the first of the year, at which a branch of our Association was established with a membership of fourteen, which is about one hundred per cent. of the possibilities in that district. Without knowing the geography intimately I would think that the British Columbia Board has at Port Alberni its farthest west branch and at Prince Rupert its farthest north branch. During the month that followed my attention was about equally divided between Vancouver and Nanaimo, and at Nanaimo we

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MARKET REPORTS

THE MARKETS AT A GLANCE

TORONTO, Oct. 7—Buyers returning from the Old Country markets all speak of their inability to secure goods, and of the continually advancing prices that are ruling on the various lines of dry goods. While some in touch with the situation maintain that the peak in prices has been reached, there are more who maintain that lower priced goods are not in sight, and until conditions right themselves, and production approaches somewhere nearer normal, there is little possibility of any very marked declines.

In woollens, buyers had a difficult time getting anything like what they wanted. The fact that France has refused some goods ordered after the signing of the armistice, because of her inability to pay for them, released materials in dress goods for the Canadian and American markets. Some Toronto houses were successful in receiving a fair share of them, and will have them for the trade next Spring.

Deliveries on goods at the present time are very slow. There has been a big demand for dress goods of all kinds this Fall, and some houses report their inability to get any repeat orders on the American market.

In knit goods, there is a very pronounced scarcity, and a demand greater than ever before.

In cottons there has been no change in prices since last month, quotations on Canadian goods holding at the advances inaugurated at that time. Wholesalers are on rations and when they receive their allotments they cannot get any more. The Canadian mills are sold six months ahead. In case of a drop in raw cotton, mills are protecting themselves against requests for reduction on orders booked.

Strong prices continue to prevail in linens, with little hope of easier ones for some time to come. Some wholesalers have very fair stocks, but on the whole they are small as compared with normal times. High quality linens are at record figures.

Silks show an advance of 25 per cent., with offerings limited. No new novelties are shown on the American market. Prices now being quoted in New York are higher than those being asked here.

Buying of carpets and rugs for next Spring is at higher prices. Sharp advances will be noted on the standard sizes of Wilton, Axminster and tapestry rugs. Linoleums are steady and firm, with deliveries improved as compared with a few months ago.

All laces and embroideries are in great demand, but at very strong prices. Narrow Nottingham, Valenciennes lace is very popular. Both silk and cotton nets are also selling very freely for evening wear.

In notions, prices are still on the up grade. All lines are selling well. Mending yarns are a bit scarce; jewelry and novelties for the holiday trade are big sellers.

COTTONS

Actual Conditions as Regards Getting Goods Were Never Worse—Market Continues to Firm

COTTONS.—While there has been no actual advance in the prices of Canadian cottons since the announcement in last month's issue of the new quotations, the cotton market generally continues to firm up. Deliveries are very poor, and the actual conditions in regard to getting goods were never worse. This applies to absolutely essential staple lines. The Canadian staples are the scarcest of any, but they are so much cheaper than the British and American cottons that there is a tremendous inquiry for them. Jobbers' shelves are almost bare of some of the most staple lines. Such goods as colored linings and sateens show greatly broken ranges, and it seems impossible to replace them. While there are no changes in quotations on Canadian goods, this fact is no criterion of actual conditions. There is really no goods to sell, the jobbers being on rations, and when these are allotted they cannot get any more. Goods are sold six months ahead. In British cottons, too, there is a marked upward trend. The advances are so strong and so rapid that orders are accepted only at prices at the time of delivery. The same is true of the American market, and buyers experience great difficulty in getting goods at the American houses. One of the buyers of cottons for a large Toronto house, who has just returned from England, stated that he was able to buy a fair amount of stuff there, but the prices were very high. He secured cotton towelling that will range in price to the trade from 20 to 35 cents per yard. Prices were very high on wash dress materials, in fact too high to encourage much buying. Some cotton voiles that he secured will have to sell at 65 cents per yard. The advances in quotations over there are very marked, and are so rapid that the market is very uncertain.

The American Cotton Association urges the farmers of all the Cotton States to continue to stand by the prices named at the New Orleans convention in September. The price fixed was 36 cents for September, with a sliding scale of a half cent increase each month until the price reaches 40 cents in May. This price was agreed upon after much discussion, and is recognized all over the country as a conservative price—in fact, a low price.

At this price, the Cotton Association points out, the spinners can operate their mills and make a tremendous profit. No spinner has yet complained that the price was too high. The price to-day, the association points out, is a low one, considering the cost of production, and according to the law of supply and demand. The association also maintains that it is a low figure, according to the selling price of cotton goods, that cotton at 40 cents per pound is the cheapest commodity that is being sold to-day in the world's markets. An industrial agent of the United States Government stationed in London, recently wired the department at Washington that he has made a full investigation and that the British mills have not enough cotton on hand to last them two weeks. England will buy cotton, and she will be glad to buy it at the price named. She will not allow her mills to stand idle, and lose her trade. Germany too, is prepared to buy several million bales of cotton.

Continuing, the Association points out that American manufacturers are not able to supply the trade with cotton goods. Cotton goods are advancing steadily every day. There is no reason why cotton should have declined $30 a bale. It could not have declined on account of the prospect of a bumper crop, for this is not so. A great surprise is in store for the cotton world. It is very doubtful if 10,000,000 bales will be produced. This will not supply the needs of the world, and the amount of spinable cotton carried over from last year is claimed to be very small.

WOOL

Growing Scarcity of Materials and Rapidly Advancing Market Still Feature the Woollen Situation

WOOL.—In finished woollens, the story as told by jobbers and wholesalers alike is little changed from that of a month ago. It still is a story of rapidly advancing prices in keeping with the growing scarcity of materials. The Canadian wool clip is moving to market, and heavy consignments of the same are finding their way to the United States. There is a steady outgoing of supplies from the storehouses of the Canadian Co-operative Wool Growers' Association, and buying in the last few weeks has increased considerably. Before this buying commenced the American market was very dull. Manufacturers over there are again in the market, and the demand is steadily expanding. The inquiry now is for medium grades and below. This activity in buying is largely occasioned by the fact that the prices asked in the London sales have been very high of late, and manufacturers are buying in the Canadian market. Firm prices are prevailing for Canadian wool. Only a comparatively small proportion of the Canadian wool clip is being taken by Canadian manufacturers.

Buyers just returned from the English markets report no improvement whatever in manufacturing conditions. In fact it is the general consensus of opinion that the railway strike will further greatly curtail production, and the general state of affairs will be worse than ever before. The demand is so great and so world-wide that at the present rate of production manufacturers could not begin to supply the inquiry. Deliveries, too, are very slow on goods ordered. One buyer told DRY GOODS REVIEW that he had secured 75 pieces of worsteds, but the manufacturer had told him that he would prefer that he had only ordered 25 pieces. Any lower prices for a long time to come are unhead of, as with the present high cost of living and the unsettled state of the country, cheaper goods are an absolute impossibility. There has been a big inquiry for dress goods for Fall and Winter wear, and on the American market wholesalers have had difficulty in getting repeat orders accepted. Serges, broadcloths, velours and serges, particularly in the navy blue, are in great demand. The wool industry in England, according to the latest advices, is at a complete standstill because of the tie-up of the railways. Previous to the railway strike the Bradford industry was experiencing difficulty in securing a sufficient supply of wool tops. Bradford wool combers recently turned down the proposal to work overtime, and this fact, together with all the unrest that is sweeping the country, is going to curtail the output of cloth greatly and render more difficult the matter of securing supplies.

Washington advices state that arrangements have been made between the British Embassy and the Department of Commerce, acting in behalf of American woollen manufacturers, for the shipment of 40,000 bales of Australian and 10,000 bales of New Zealand wools from Australia to Boston this month. The shipments are expected to cover the immediate needs of American woollen manufacturers for high grade foreign wool until the shipment of additional quantities of a greater assortment can be made within the next few months. Shipments of the wool from Australasia are the result of a conference held several weeks ago between American woollen manufacturers and officials of the British Embassy, under the auspices of the Secretary of Commerce, at which the manufacturers explained their need of immediate shipments of high grade foreign wool. The largest stock of domestic and foreign wool now held in the United States, do not include the grades of wool needed by the manufacturers, and the aid of the Embassy in effecting the shipment of sufficient quantities of high grade wool from Australasia was asked. In the States, too, deliveries are away behind, and some of the goods ordered for the Fall trade, which should have been in the hands of jobbers weeks ago, are still in the course of manufacture, and on this account some manufacturers are talking of not making any offering of Spring goods. Spring samples are already late because of the slowness of Fall deliveries.

SILKS

Trend in Silks is Steadily Upward, And Jobbers' Prices Here Are Less Than Quotations Now Ruling at New York

SILKS.—An unprecedented demand for silks, with little possibility of meeting it, pretty well characteries the silk situation at the present time. Values are steadily soaring, and just now the market is stronger than at any time in its history. Prices in New York are now higher than jobbers' quotations to the trade. The Japanese market continues very firm, with little indication of weakening in the near future. All Japanese silks are at the highest levels known, and Habutais have almost reached quotations on crepes. Jobbers state that silks at New York have advanced 25 per cent. in recent weeks, and the trend is all upward. Labor conditions, together with the strong position of the raws, and an almost unlimited demand from all quarters for goods, tend to keep the market strong for a long time to come. There are no new novelties offered on the American market. All staple lines are selling well, and plain silks in all the bright shades are very popular. Many staple lines are selling to the trade at less than present cost. A plain satin de Chine, selling at $2.85 per yard, is now quoted in New York at $3. Jobbers state that the condition of the market is such that they could take their stocks back to New York and sell them for higher figures than they are now obtaining in Canada.

In the European market, goods are being bought for 1920 delivery far in advance of anything heretofore paid. French duvetyn continues to be one of the best sellers on the market to-day even at very high prices. Georgettes are still the leaders, however, in the way of sales, having a tremendous demand. Prices of the same are advancing. The last quotation in New York on a Georgette that was selling on this market at $2 was $1.85. An American poplin that is selling here at $1.35 is now worth $1.40 in New York. A printed poplin, suitable for linings, selling here at $2, is now quoted in New York at $1.60 per yard. Prices on such lines are becoming so high that it is felt it will be necessary to seek substitutes.

There is a heavy run on gold and silver thread goods, that is tinsel effect on chiffons, for evening wear this Fall and Winter. Charmeuse is also very popular but very scarce. An indication of the market conditions in Europe is shown in the recent quotation on a certain satin. This goods could be bought in 1913 at 70 cents, and is now quoted at $2.40 per yard. Silk chiffon velvets are active sellers, being quoted to the trade at $6.75 per yard.

LINENS

Linen Situation is Still One of Scarcity and Advancing Prices—12 to 15 Per Cent. Increase

LINENS—No marked improvement is reported in the situation in linens.

Advices from the Old Country merely confirm reports of scarcity, and advancing prices. There does not seem to be any probability of easier prices for a long time to come, the shortage of flax and general conditions of unrest in the Old Country operating against a speedy return of normal supplies. The advance in some Belfast lines varies from 12 to 15 per cent. in the past two months. Some Toronto houses have very fine assortments of linens, while others have very light stocks. All report small holdings as compared with pre-war days. Some quotations are: Embroidery linens, 33 in. wide, 85 cents per yard; 36 in. wide, 85 cents to $1.35; scarfing, 18 in. wide, 45 cents.

Bleached tablings, damasks (unions), 64 in., $1.25 to $1.35 per yard; 72 in., $1.35 per yard; 70 in. and 72 in. unions, $1.50 to $2.00 per yard.

Brown art linens, 18 in., 35-45 cents; 22 in., 45 cents; 20 in., 50 cents; 24 in., 55 cents; 27 in., 65 cents; 36 in., 77½ cents.

Real pure linen cloths and napkin sets, 22 in. napkins, $7.25 to $12.50 per doz.; 8x12 cloths, $8.75 to $15.00; 8x4 cloth, $7.50 to $10.00; 6x10 cloth, $9.50 to $12.50.

KNITTED GOODS

Scarcity of Knitted Goods in the Face of an Unprecedented Demand—Shortage of Yarns From the Old Country

KNITTED GOODS.—There is a tremendous demand for knitted goods at the present time, and knitting mills are faced with a problem to supply it. The scarcity of yarns from the Old Country, due to transportation difficulties, is also operating against the speedy filling of orders. Then the return of Canadian soldiers to civilian life has created an extremely heavy demand for goods this Fall, and the trade is not prepared for it. Representatives of houses from St. John to Vancouver have been endeavoring to buy goods, but have been unsuccessful in securing any amount. Prices are strong and unchanged. The demand is largely for high-priced goods, anything of ordinary quality being difficult to sell. The same applies to both underwear and socks. Some mills, too, are engaged on export orders, and this factor also operates against any increased supplies for the Canadian trade.

In sweaters, scarfs, caps, pull-overs, etc., demand is keen and big Christmas sales anticipated by retailers, though many are simply selling up each small shipment as it arrives from the mill. No real stocks are to be secured anywhere.

LACES AND EMBROIDERIES

Nottingham Silk Nets for Evening Wear Have a Tremendous Inquiry—Swiss Embroideries Very High

LACES AND EMBROIDERIES.—Narrow Nottingham Valenciennes laces for blouses of voiles and Georgettes are having a very heavy demand, importers state. Both silk and cotton nets from Nottingham also have a tremendous inquiry, and prices on the same are high and uncertain. Orders are only accepted subject to prices at the time of delivery. Nottingham cotton net workers are demanding a sixty per cent increase in wages, and the Government is arbitrating on the matter. This unrest is greatly curtailing production, and renders the market very uncertain. Silk nets for evening dresses have a tremendous inquiry, also malines scarfs for wearing with the evening dresses. All the bright shades are popular, and this silk net, 43 in. wide, is selling at from $1 to $1.25 per yard. Prices, however, are advancing so rapidly that it is almost impossible to quote them. There is scarcely any French goods coming forward, and Paris houses, it is reported, are flooded with orders for laces, and it is practically impossible to get any promise of delivery. Swiss embroideries are still quoted at such high figures that buying of the same has to be very cautious. Fine embroideries are in demand, but prices are very strong. There does not seem to be any scarcity of Swiss embroideries, but the chief difficulty in the way of purchasing is the high prices asked.

BOOTS AND SHOES

Shoe Prices Firm and Steady, With Difficulty Experienced in Getting Prompt Deliveries

BOOTS AND SHOES.—While there has been no actual advance in the market for boots and shoes since last month's issue, according to the statement of jobbers, the market is very firm, and there is nothing to indicate the likelihood of lower values for some time to come. The demand for shoes was never greater, and buying is very heavy in the United States for European account. The problem just at present, one wholesaler stated, was not so much that of rising prices, but rather poor deliveries. It is very hard to get manufacturers to accept orders, and deliveries are away behind. The craze for high-priced shoes has had a strong tendency to keep values very high, but there is a feeling in the trade that more moderate-priced shoes will have a better sale in the coming months. The retail trade is booking heavily, and the fears that were held some months ago that prices would decline with a consequent holding back from purchasing on a large scale, seem to have been pretty well dissipated. Orders are heavy in the factories, and the urgent need for boots and shoes in Europe does not warrant any hope of lower levels for some time to come. However, some jobbers express the opinion that the "peak" has been reached, and they do not look for the market to climb any higher. Toronto wholesalers are quoting women's high-grade brown kid shoes at from $8.50 to $9. This shoe, it is stated, was of the very best possible quality and should retail at $12. Men's shoes in brown calf skin are quoted at from $8.50 to $9. Shoes for boys and girls are correspondingly strong in value, selling around $6 per pair at present values. The excessive inquiry is the biggest factor in the continuancy of these strong prices.

HOSIERY

HOSIERY. — Prices on cashmere hosiery from overseas show few signs of abating, as the following transaction that was carried out between a Canadian commission house and a large jobber the second week in October indicates. This latter firm had placed a large order with the importers in April for some cashmere hose for men and stockings for women at 19 shillings. Late in August they desired to repeat an order and were told, from England, that owing to the strike in the coal mines the spinners could not work and so they could not accept any orders at that time. Later on word came that they could now guarantee delivery, as the strike had been settled, but the new price would be 22/6. Even at that the Canadian firm cabled an order for some thousands of dozens.

A LETTER FROM GERMANY

Commission House Desires to Re-open Business Relations With Canadian Firm

The following letter has been received by a well-known commission house in Canada from a firm in Berlin, Germany, urging a re-opening of the friendly relations that existed before the war. This firm dealt in the full production of several mills in woollen goods. The letter reads as follows:

Dear Sirs:—

The terrible war which broke all our personal and business relations is over at last. Letters may be sent across and I hasten to write and ask you to let me know how you are. I trust that the war will not have had any effect on our personal relations. I think also that our customers will be of the same opinion. I hope that the time shall soon come when we may again re-open our business relations. In writing me will you kindly let me know whether you have been able to sell the goods which you still had in stock. I trust you will have been able to secure good prices.

I beg to send you many kind regards from ——— and ———, who are both well, and remain,

Yours faithfully,

Capt. Gordon A. Flavelle, D.F.C., son of Mr. and Mrs. Wm. Flavelle (Dundas & Flavelle's), Lindsay, Ont., was among the brave and honored war veterans who were decorated by the Prince of Wales at Toronto Exhibition. Capt. Flavelle was invested with the Distinguished Flying Cross by His Royal Highness.

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

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CANADIAN NEWS ESSENTIAL

SPRING 1920 is the whole concern now of mills and garment designers in Canada, Great Britain and the United States. The war period has directed to the United States, Canadian and other buyers of many and varied lines of merchandise who used to buy elsewhere. As a result the textile industries of the United States have prospered mightily. They are well able financially to go ahead and produce new and fine goods in order to hold their own and their newly acquired markets. It is very probable that every effort will be put forward in the United States on the ground of patriotism and national welfare to maintain the popularity of textiles and other products of the country. No doubt American fashion creators and fashion writers will feature American textiles and American designs so far as possible, though keen attention will be given to Paris of course.

Meanwhile French, British and Canadian and other textiles will be playing for markets for themselves. Duties, exchange, sentiment and other influences will serve to increase the proportion of European merchandise on the Canadian market and this will most certainly result in the style trend in Canada being slightly, at least, divergent from that of the United States. It would be folly to assume that New York will not influence us very strongly in the cut of our garments, their color, even their fabrics, and above all, their novelty, but it is also evident that we are going to have other products in our midst than those of the United States, to which we have been so largely restricted for the past few years.

More than ever before, then, it is going to be necessary with the opening of each new season and indeed, as each month advances, for merchants, their department managers and salespeople, to study both the merchandise and the fashion situations from an authoritative Canadian point of view and to look carefully behind and beyond the whimsical reports of so-called fashion writers in our own country and elsewhere, who are not in a position to look at fashion in its larger importance—that is, its direct relation to the trade of Canada.

A close study of DRY GOODS REVIEW in all its departments is solicited in the interests of your own business. The October issue is herewith presented to the trade with the assurance that the information which it contains has been gathered from authoritative sources and has as its sole purpose the welfare of the Canadian drygoods man.

A RECORD CHRISTMAS SEASON POSSIBLE

DURING September, October and November last year, practically every departmental and general store, as well as more specialized shops, were featuring gifts and gift boxes for soldiers. Then there was the "flu" which demanded big expenditures from the public for warm clothing and bedding. These were both big disturbing factors in normal Christmas selling, even though they brought substantial sales in those particular lines.

This year merchants may take a cue from both situations. A Christmas of thanksgiving will characterize many a home where the boys have returned and families and friends will want to heap upon them the gifts of which war-times deprived them. The Christmas season promises to be the happiest in this country, accompanied by the most generous giving in history. Homes where sorrow lingers because of the absent ones will doubtless be recipients of sympathy expressed in many a thoughtful remembrance.

As to the "flu," the public will require little convincing of the necessity of being thoroughly well "armed," and early, with protective clothing. Furs, warm outer and undergarments of all kinds, warm footwear, caps, gloves, etc., may all be featured on this specific appeal. Since it is a season of renewed importance of fashion for men, women and children, it will be necessary that buyers exercise much care, especially in their sorting orders, in selecting merchandise of good quality and appearance. People do not want to appear "bundled up," even though warmth is essential.

With the Thanksgiving holiday concluded early, there will be nine full clear weeks in which to concentrate on the Christmas and Mid-winter trade. The power of suggestion is marvellous. There are not many departments in any store where a few

timely suggestions as to WHY people should buy certain definite articles will not result in sales. Little unobtrusive suggestions should appear from now on in every section of the store.

AND don't forget that there will be numerous Hallowe'en parties this year.

NOVEMBER 11 is a great historical date which will probably receive recognition in most communities, even though the Government should not make it a public holiday.

"DRY GOODS" will no doubt be the main topic of conversation in Ontario after October 20.

CANADA AND THE HIGH COST OF LIVING

SPEAKING at a reception given on the beautiful grounds of Mr. A. M. Hobberlin's residence at Port Credit, Hon. Arthur Meighen, Minister of the Interior in the Dominion Government, warned the people against talking without first knowing the facts. Never was there a time in history, he declared, when public officials were held up to so much ridicule and criticism. The world had emerged from the war only to fall into the troubles second only to the war, and if the world were to surmount the difficulties now besetting it, the principal duty of every citizen would be to understand public affairs thoroughly before talking about them, and criticizing them.

Mr. Meighen touched briefly on the high cost of living. There had been cases, he said, of unduly raising the prices of every-day necessaries of life, and something might be done to partially remedy the situation. But, he added, during four years of war, the supply of materials has diminished in relation to demand and will likely continue to do so for some time to come. Mr. Meighen pointed out, that except for the United States, where cost of living had risen only 74 per cent., Canada, with an increase of 76 per cent., had been injured the least of all belligerents by the high cost of living. Mr. Meighen declared that he was not arguing that unearned profits had not been made. There was, he said, an excess profits tax, which would partially restore the money to the people's treasury. Besides a board with full power of control over all men who sought to trade, had been appointed, and it would, he hoped, be able to cope with the situation.

Another speaker said that "After passing through the war, we have emerged into an age of censoriousness, unrest and dissatisfaction, from which this country is not exempt. There never was such an age for criticism. The cardinal sin of this Dominion at the present hour is talking without the books. From the Atlantic to the Pacific, from the Arctic to the 49th parallel, there is an epidemic in this country, in the press and everywhere else, of talking without facts. Don't be lead astray by every breath of rumor that you hear or see printed in the public press."

HELP BUSINESS AND THE VICTORY LOAN

THE Victory Loan Campaign of 1919 will soon be in full swing, and it will need the united effort of every loyal citizen to bring it to a successful conclusion. It may be that some will think, that now the war is won, there can be a slackening in the enthusiasm that has made former loans a success. In such a feeling lies a great element of danger. It is no small task to raise sums running into the hundreds of millions, it is a still harder task to raise them in the wake of other heavy loans, but it must be done, and everyone must do his share to see that it is accomplished. Just as much as ever is this an imperative duty. It is a duty we owe to our country and ourselves. Should this loan prove a failure it would undoubtedly bring about a period of hard times that would be trying to everyone. With the loan a success there should be no question of the unbounded prosperity of this country. Money is needed to keep the wheels of commerce turning, to help finance the great natural resources of this country, to build up a more far-reaching prosperity than we have yet known.

In fostering an interest in this loan the merchant is doing himself a real and tangible service. He is the first to profit by good times, and the first to suffer from bad. In a great measure, he can by helping make this campaign a success protect himself against the dangers of hard-time years.

THE CHAMELEON HAS NOTHING ON THE NEW LININGS FOR SPRING

EVEN while the Peace Conference had convened in Versailles to decide the future destinies of all the civilized nations of the world—and Germany—a body of men unostentatiously met in New York for a purpose quite as significant, quite as far-reaching, of like importance to the Peace Congress. They were the master tailors, the fashion despots of the Western Hemisphere.

They met and the royal edict went forth: "Waists will be shorter, coats will be fancier cut, shoulders more heavily padded, waistcoats shorter to display more fancy shirt, ties of gorgeous hues, and linings with chameleon-like variations," of a truth, woman's kingdom is to be invaded.

The chatelaine bag for the business man, Georgette sleeves for those who have been tattooed, butterfly stockings for the socially ambitious youth, squirrel fur trimmings for the young knut's motoring togs, are suggestions for next Spring's wear.

To-day, a young flying corps officer was discussing the dress question (Heaven knows that branch of the service ought to know something about such questions) at lunch. "I thought our sky-blue suit with gold trimmings was about the most gorgeous since Joseph's coat," said he, "but the new styles!!! Goodbye-ee-ee!!"

Retailers Making Use of Free Publicity

The High Cost of Living Commission Gives Advertising Men Some Good Talking Points.

MANY retailers have shown just how wide awake they are by taking advantage of the publicity that "That man O'Connor" has been giving the clothing trade in general by throwing out invitations to the careful buyer to inspect their offerings and challenging the commission to prove that they are not delivering value for every dollar received. And other retailers who know that they have marketed and are marketing value clothes and accessories, could not do better than put a little of this sauce on their advertising menu. It is an advertising tid-bit that should not be overlooked.

It is the general opinion that everything can be sold that is delivered, and this at higher prices than ever. Fall deliveries are still a source of worry to manufacturers, wholesalers and retailers in common, each one fairly pestering the other for delivery. One prominent manufacturer expressed the opinion that sixty-five per cent. orders would be a good average, the city merchants being closer to sources of supply faring better than those in the further country districts. Strikes and labor unrest have created a very grave situation in the clothing industry and matters are by no means settled to the satisfaction of either the employer or employee. Every factory has its own particular form of trouble; if it's an open shop, agitators are busy trying to make it a closed or union shop, thereby throwing out of work numbers of reliable and thoroughly competent garment makers and seriously handicapping the output by placing an inferior hand in their place at the same or higher wages. If the factory is a union shop, then it is altogether likely that the demand will be for shorter hours and an increase in wages and no piece work. When these demands are met. up comes the new demand to recognize the international association, ad infinitum; truly the clothing manufacturer is in no "bed of roses."

On the other hand the retailer cannot be blamed for showing impatience, as upon the delivery of goods rests his ability to make a living; as it is, sales of clothing have reached a high figure, and the trade knows by the indications already registered that they are in for a big season. Most of the returned men will be on the market for a new overcoat, and a majority of the regular civilian customers will be likely prospects for heavy coats as they held off as long as possible, thinking that prices would drop before this Winter; now they see that clothes in common with everything else will be dearer and they will be forced to delve a little deeper into their pockets than would have been the case last year, but "what's got to be has got to be." Dig it is, and if we believe all we read (and heaven help us if we do) about squirrels and "sech" like laying up stores of nuts (not sugar), then we may expect a cold Winter; certainly we are not looking forward to a coal scare like last year. Talking about coal, have you got yours? Silly question, isn't it?

A regular suit for a regular feller. A snappy Norfolk for the little fellows still a favorite style.

Clothing manufacturers are loath to commit themselves on selling prices for Spring lines. The usual answer is, "Will not know till these strikes and other things get settled." And you can bet your bottom dollar that there will be no set prices fixed till full allowance for contingencies can be made. In the States rumors are persistent that a number of manufacturers will only dispose of Spring merchandise on the allotment system, and that no travellers will be sent out.

There was such a steady demand for Summer clothing all last season that it is only reasonable to expect that this end of the business is in for a justly deserved increase. Some of the national advertisers have been instrumental in boosting sales in this direction, and wholesale and manufacturing firms in this country have not been backward in showing the dealer what a real money-making proposition the better grade Summer trade is.

Clothiers are becoming increasingly interested in the boys' trade, and it is to be noticed that some of the oldest and most conservative of the merchants are now carrying one or two agencies for boys' clothes.

A Review of the Shirt Situation

Mills Turning Out Many New Designs, Patterns and Textures For Spring Delivery.

FOR a period of nearly two years the textile industry made practically no progress in the matter of developing new ideas or novelties in their products. These conditions, according to Lawrence Lewin, editor of "Furnishing Facts," were caused by the war's demand on this industry, limiting the production available for civilian trade so that the mills had all they could do to continue styles and patterns already established without experimenting on anything new.

Since the return of the country to a peace basis, every weaver and designer has made the greatest effort to again reinstate his lines in the usual civilian channels and to secure again for himself the business which he had prior to 1917. As a result, never before have such a wealth of ideas nor so many beautiful

THE RITCHIE CO., LIMITED, SEND OUT ATTRACTIVE STORE PAPER

A Form of Advertising That Properly Prepared is a Business Booster.

STORE NEWS

VOL. I BELLEVILLE, ONT., SEPTEMBER, 1919 NO. 9

Ritchies:--The Favorite Shopping Place of Stylish and Thrifty Buyers

Interesting Spots in "Store News"

Personal Service by Mail

We've tried to make this Autumn issue of "Store News" the most interesting of any yet published by The Ritchie Store, of course, the various stories about the new Autumn Merchandise are interesting in themselves to prospective buyers, but interspersed throughout the 8 pages are views of several departments.

These illustrate a few of the many sections of our large store that are at your service stocked with the finest merchandise procurable from the world's best markets. "Sixty-two years of successful merchandising" is the subject of an editorial on page 4—turn to it now and read it.

Store News is issued for the sole purpose of educating the people of the surrounding community to the many advantages of shopping in Belleville and Ritchie's. Our service, when you come to the store is the best possible—and that service is also embodied in our mailing department. Write us for any information you may desire about Styles, Materials, Prices, etc.—or mail an order for any of your wants and you'll receive just the same prompt and cheerful service that you do when in the store. Personal service by mail is what you get.

A view of the new centre section fixtures—recently installed on the main floor of the Ritchie Store

AUTUMN AND WINTER STOCKS ARE COMPLETE

Our buyers have been unusually successful this season in their purchasing of new merchandise for Autumn and Winter. By buying early and in large quantities they secured the more staple lines of goods at much lower prices than now prevail. In wearing apparel where style is an important factor we lead, as usual, both in distinctive style features and values. New York and the leading fashion centres of Canada have sent their best for you to see and select from at the RITCHIE STORE. Shop at RITCHIE'S and save

The Ritchie Co., Ltd.
BELLEVILLE, ONTARIO

Special Order Tailoring

We make a specialty of Tailoring Men's Suits or Overcoats to Measure. Hundreds of samples to select from, and fit, workmanship and satisfaction guaranteed in every detail.

RITCHIE'S MENS STORE

Men's and Boy's Winter Underwear

"Penmen's," "Stanfield's," "Turnbull's," and "Watson's"—these four famous makes are represented in our large stock of winter Underwear for men and boys. You'll find the values better here than elsewhere.

The Clothes Shop For Men!

This Autumn and Winter Season The Ritchie Store is in an unusually fortunate position in regard to serving your clothing needs for we have just added another prominent member to our extensive clothing family. The famous FASHION CRAFT clothes are now an exclusive agency in the RITCHIE STORE, thus completing a trio of the highest Grade clothing makes obtainable

'Fashion Craft'—'Society Brand'—'Campbell's Clothing'

These three leading clothing manufacturers have contributed of their best to our showing of autumn and winter clothes for men and young men. The fabrics are the finest and most desirable in the market to-day. The styles are up to the minute in every detail and the values such that you can't help but actually save considerable by buying at RITCHIE'S. We'd appreciate an opportunity of showing you. At any rate, come in and have a try on.

Young Men's Overcoats

For the young men who would be faultlessly overcoated this winter season, these Topcoats spell the correct thing, showing those smart double breasted styles with the waist line seam effect and the double breasted models that are form fitting with half belt at back—length 50in. The materials are high grade Cheviots and fancy Tweeds in plain Browns, Green, Greys and fancy plaid designs, priced $30. to $50.

Heavy Ulster Overcoats

Built for warmth and wear yet with enough style to make them distinctive from the ordinary kinds—Heavy Irish Frieze materials in Grey and Brown, full length from 44 to 48in., large storm collars, yet price low at from $30.00 to $38.00.

A Superb Array of Young Men's New Fall Suits

For the young man these new Autumn Soft Models will be immediately interesting from the standpoint of style as well as durability. To the form will be found the new single breasted style with five button close that give a double breasted effect and waist line styles with flare skirts. These are a few of the recent features in the new suits that have coats slightly longer than last season. In these styles for young men we also show complete ranges in models for short, stout young men. There are plain blue and green cheviots, basket weave cloths and fancy patterned cheviots sizes 34 to 40 $35.00 to $30.00

Men's Suits $20 to $30

Perhaps you had thought that GOOD Suits at these prices were impossible—well, they are under ordinary conditions but we have them in an exceptionally desirable assemblage in English Worsteds, Tweeds Etc.—all stylish, dependable Suits—that are, of course, extra big values in every instance.

New Furnishings For the Well Dressed Man

All that's new and desirable in Men's Apparel is to be found at RITCHIE'S—Shirts, Ties, Hats, from the foremost makers, Caps, Hosiery, Collars, Gloves, Sweaters, etc., and many other necessities that men are continually in need of. If it's something new and much wanted, then you'll find your wants are well looked after here and by buying from the right source and at the right time we are able to offer many exceptional values.

Boy's Clothing Of the Better Sort

When your boy "gets into action" the least of his worries is his clothes that's why we made serviceability our deepest concern when we chose our Fall stock of Boys Clothes. Only neat and attractive cloths that will wear well are shown and the values are such that we are assured you won't duplicate them elsewhere.

Boy's Tweed Suits $8.00 to $18.00
Boy's Irish Serge Suits, size 28 to 34, $11.00 to $16.00.
Older Boy's Suits with long trousers, $18.00 to $35.00.
Boy's Overcoats $15.00 to $20.00
Children's Topcoats $10.00 to $15.00.

Men's Working Clothes

Overalls, Smocks, Work Shirts, Mitts, Gloves, Etc.—in fact every need for the working man, in the very best makes and qualities you've been accustomed to wearing, to save you considerable money.

THE RITCHIE CO., LTD.
BELLEVILLE ONT.

The above illustrations are reproductions from the front and back sheet of the "Store News" sent out to the customers and prospective customers of The Ritchie Co., Ltd. The original paper is an eight-page booklet, size 10 x 14, *printed on newspaper stock and is exceptionally well planned, both from the technical standpoint and from the selling standpoint. The text is clear, interesting and convincing and altogether the booklet is exceptionally interesting as an advertising medium and is a credit to the advertising manager of this store.*

Many retailers are now issuing booklets and store papers of different kinds and no doubt the above reproduction will be helpful and convey ideas that can be enlarged on by those interested.

fabrics and patterns been presented to the shirt manufacturing trade.

There is a noticeable change in the character of patterns as compared to pre-war days. As a general rule, patterns are made up of narrow stripes, placed closely together so as to screen, in a measure, the ground color of the cloth. This is a radical departure from the wide stripes placed at infrequent intervals that we have been used to. Another variation of the same idea is the weaving of cloths without any apparent pattern, but having a mottled effect by the working into the ground of contrasting or harmonious shades, so that the fabric would be more properly termed a mixture than a stripe. Other mills have developed some very beautiful effects in plaid and check designs.

Many of the cloths are made in single tones, eliminating the five and six stripes of different tones we have been used to. As is quite natural with this tendency, plain solid colors have again come into favor. Plain white, cream, tan pongee effects, solid blues, greens, lavenders are all in evidence. Now with these plain colored fabrics, skill is used to get a novelty effect, if possible, in the weaving of the cloth itself. As to the fabrics themselves, silk is in as great a demand as ever. The high prices of raw silk, however, have prompted the manufacturers of artificial fibre silk and fine cotton materials to offer some new ideas which will successfully compete with high priced silk goods, and these are represented in the finest woollen Madrases with self figures in the cloth and woven stripes and other pattern effects. The fibre patterns have a lustre and richness never before reached in the history of the industry. There does not seem to be a demand for cheap cotton, cheap fibres, cheap silks of any kind. The public seem to realize that it is worth while to buy the superior grades and, as a result, materials of all sorts, no matter of what origin, must have a substantial body that will give more service than the product of previous seasons. Altogether this is a very healthy sign for the industry. Cheap merchandise doesn't do anybody any good. Merchandise of real quality gives the wearer satisfaction and builds up the reputation of the mill that produces it and the manufacturer who fashions it into a garment.

Season for Soft Hats off to Good Start

Shortage of Straw Hats And Cool Weather Create Early Demand.

OWING to the shortage in straw hats early in the season, those who were lucky enough to get their Summer lid at five dollars a throw were glad of an excuse to get rid of them at the first opportunity; they looked more like an ad for "Nukol" than anything else, and not being able to get a "$3.00 straw for 98 cents" they were literally forced into buying felt hats, tweed hats and caps (and these chiefly in the lighter shades) earlier than ever before.

Many retailers took full advantage of this opportunity to liven up sales at a quiet period, with the result that not only has there been an extra demand on the factories and wholesale houses, but the demand has been for early shipments. This, in face of labor conditions, has given the distributor some food for thought, but, as far as the hat business is concerned, deliveries have been well looked after, and a number of merchants express the opinion that they are well pleased both with values, as they are judged nowadays, and the way their orders are being filled.

The cap industry are up against a little harder proposition, many large dealers having to turn away unsolicited business, and the most optimistic expressions place the deliveries from four to six weeks later than usual. Those who are not so optimistic think that deliveries will drag along two months past date caps are actually wanted, and that there will be a pronounced shortage due to shut-downs caused by the labor shortage, strikes and the general unrest that has prevailed in all branches of the clothing industry this last 10 months. A number of manufacturers have been compelled to ask an increase of from 10 to 15 per cent over and above prices goods were sold for. for delivery in the Fall, And the retailers have been obliged to accept these advances as they feel it would be impossible to place their orders elsewhere. The manufacturers looked for considerably more cancellations than have actually been the case. Prices for the better grade of caps range from $3.00 to $6.00. And what was the $1.00 cap of old will now retail for $2,50 and $2.75, and the quality will not be up to the former standard.

There has been, and is, a steadily increasing demand for tweed hats, due, no doubt, to the higher prices now prevailing. Plain colors predominate in Fall caps, and these are principally in shades of green and grey, with heather mixtures and Jersey cloth increasing in popularity. All wool caps are now on the market and sell readily at from $4.00 to $6.50 in the higher class stores.

In the case of felt hats, browns and two shades of green are very popular with the buying public, and it is predicted by manufacturers that these colors will be strong for Spring.

The English model of soft roll brim with narrower band than has hitherto been in universal demand and with bow at back will gradually supersede what is generally called the American shape or flat brim model with bow on side. This style of hat will be more popular in the cities than the small towns, owing to the influence of officers, who have adopted the English mode of dress.

It should be remembered that a roll brim hat does not look as well on a man inclined to be stout or of full face as the regular flat brim styles.

PURCHASE PRICE OR REPLACEMENT PRICE.

In order to learn the most favored trade practice, "The American Hatter" addressed an even dozen high class retailers during August, inquiring if they were basing their Fall mark-up on the price paid for the original purchase or on the price at which the hats could be replaced. While only one stated that he was taking the early purchase price as an absolute basis, **none** reported that he was basing all prices on to-day's market. The average policy reflected an effort to be fair to both themselves and to their customers, as shown in the following letter, one of those received:

In reply to yours of Aug. 26th will say that the major part of my hats for Fall were bought six months ago. Since that time there have been several boosts in prices from the manufacturers. The present costs of hats are very much in excess of my first purchase price.

Personally, I do not feel justified in asking a price based on the cost of replacement at to-day's prices. My early orders placed were large, therefore, taking into consideration that my duplicates will be comparatively small, I feel that my average of profit will be satisfactory to me, and that the consumer will receive a just purchase.

Naturally the percentage of profit must be larger than some years ago, considering the greater cost of doing business, and I feel convinced that the employer and employees should receive a just compensation for their services in proportion to the cost of living.

This means, as I have stated before, that a larger percentage of profit is necessary, but not so great a profit as would show, by replacing a retail price based upon to-day's market.

Yours very truly,

A shipment of soft felt hats has been made by Mayhew and Co., Niagara Falls, to a retail firm in New Zealand. This is the first shipment of the kind that has come to our notice; but it is a significant sign, and it shows that Canadian manufacturers are able to compete with those of the Old Country.

Mrs. J. P. Bilford has joined the staff of the Murray-Kay Co., Toronto, as educational director. Miss Walker, who was in charge until recently, has resigned.

Miss Kathleen Murphy has been appointed advertising manager of the Regina Trading Co. She is the first woman in Regina to enter the advertising field.

"For Indoors and Out"

No garment that has ever been designed to meet the special needs of small kiddies can approach.

HAUGH BRAND GARMENTS
FOR BOYS AND GIRLS
2 to 7 Years

For attractive appearance, staunch materials and workmanship, and general serviceability, they cannot be surpassed.

Children quickly appreciate their real comfort. Parents recognize their practical economy.

HAUGH BRAND

Garments will be popular in your Children's Department.

J. A. HAUGH MFG. CO.
Limited
TORONTO

Is your stock attractive and complete in

Your Men's Department?

In the different lines we offer you, you will find genuine value that cannot be surpassed elsewhere. Our goods always appeal to the careful buyer. Order early to ensure best selection at lowest prices.

Working and Outing Shirts
Flannels, all Shades
Tweeds, Sateens
Drills, Oxfords
Flannelettes
Night Shirts
Pyjamas
Boys' Waists

Our travellers are now on the road with our range for Spring 1920.

The Deacon Shirt Co.
Belleville Ontario

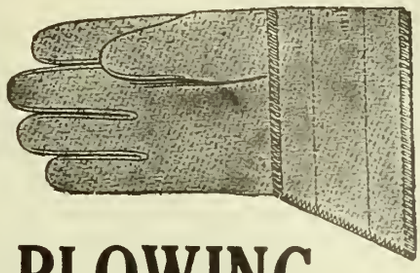
To the
Manufacturers' Agent

Probably at this very moment, a manufacturer is reading the Manufacturers' Agents page, looking for a firm to take charge of his line in a particular territory. The chances are that it's in your territory and just the kind of goods you can handle. If only your name were amongst the others in that section!

Well, it can't be helped this month. But prepare for the November issue. The cost for an inch space is only two dollars and a half per month on a yearly order. Better write now for particulars to

DRY GOODS REVIEW
143-153 University Avenue
TORONTO

TAPATCO
REGISTERED TRADE MARK
BRAND



FOR FALL PLOWING

From coast to coast the TAPATCO Glove has won a reputation second to none for genuine value and reliability in a cotton working glove.

Canadian made, the TAPATCO Glove is worthy of the foremost place in your stock of working gloves. Once introduced it quickly becomes the leader.

STYLES—
Gauntlet, Knit Wrist and Band Top.
WEIGHTS—
Heavy, medium or light.
MATERIALS—
Leather Tip, Leather Faced, Jersey Gloves and Mitts in Tan, Slate or Oxford.

The American Pad & Textile Co.
CHATHAM, ONTARIO

CARHARTTS

Overalls - Alloversers - Gloves

YOU will do well to place your order now for spring delivery and thereby protect yourself and your customers against the price penalties imposed by a steadily rising market.

The Hamilton Carhartt Cotton Mills, *Ltd.*
Toronto Montreal Winnipeg Vancouver

Letter from our Paris Correspondent

Paris, France, Sept. 1, 1919.

Editor, DRY GOODS REVIEW.—The couturiers have now all shown their Winter collections, and, having seen about 2,000 models of evening and ball dresses, costumes, coats, teagowns, blouses, etc. . . . I will endeavor to give you this month an idea of what is being made in evening dresses and teagowns. Next month I shall supply you with information on tailored costumes, coats, blouses, etc.

I told you, I think, last year that almost every couturier has one special line which he works from season to season, adapting it to the fashion of the year, but the basis is always the same, and when you have seen the collections of the leading houses for several years, you can tell, almost at a glance, whence a model comes.

I should say that this Winter, we shall have two leading fashions: one which will be the continuation of what we have had for several years, viz.: the straight line, slightly altered, as I will tell you further on, and another decidedly new (as far as fashion can be really new, for its history is a continual renewal of old things).

Silver, Gold and Lace

Amongst the materials used in evening dresses, whose variety is large indeed, I would mention:

Silver or gold net, used either alone or mixed with plain silver cloth, or lamé, velvet, satin, as an underskirt; lace in large quantities, chantilly, point d'Angleterre, etc., in silk and even in gold. The luxury in lace is extreme.

We also have all the light silk fabrics, such as Georgette, chiffon, etc., and in this line you will find herewith three samples of the newest specimens used in this season's collection:

A—Military blue crepe with metal broche motifs hand-woven. While this shade is one of the prettiest, sure to suit every girl or young lady, it would not be bad at all in pink, white even, yellow (for dark women), etc. In fact, it exists in all shades. The bunch of gold and silver flowers from place to place is an ornament sufficient to allow this material to be used alone in a dress, combined with ribbons, feathers or flowers, and even with a little bit of fur, which is exceedingly fashionable this season.

However, it might be used veiled by a tunic of lace, which would not hide the design of the material and make it still look lighter.

At any rate, used one way or the other, it will make some delightful ball dresses for our young girls. I will give you below some idea of the shape it could be made into.

The same applies to:

B—A similar fabric, whose motifs are less elaborate, but quite as pretty. As to

C—Broché chiffon crepe, it speaks for itself: you could hardly devise a neater design, not gaudy, yet effective whether in the shade of the sample: white ground, with grey and saxe blue flowers, or in any combinations of colors, such as navy ground, with pink and blue motif.

Toasted bread color (pain brulé, we call it here) for the ground, with electric blue and the green shade of the flower called mignonette; or in light grey with slate and blue flowers.

All kinds of embossed crepe similar to the samples I sent you last month, will do very well in that line, too.

While I would use A and B particularly for evening wear, I would have the last sample worked into all sorts of garments, from a child's frock, in white ground as pattern, and a big blue satin sash, and a pleated accordeon collar, to a girl's ball dress with panniers, or frills, and a lady's teagown, tunic blouse, as will be seen this Winter, not to speak of every manner of combining it with silk, as trimmings.

Suggestions of Crinoline

With these soft materials it will be necessary to have a wire around the hips to keep them widely open, and in many instances, when they are used in frills, there will be one wire at the bottom of the frill, just like a very small crinoline. (Let us hope that fashion will never come back!)

While you don't find in every house the regular pannier shape, which means the very broad hip-line and broad skirt, you may well say that everywhere there is something similar to this.

Dresses are very flat in front and at the back, and deeply flounced on the hips, or there are several frills that make the figure look very broad on the sides. They are often in net with an underskirt of satin, in various shades, amongst which are pastel blue, pink, mauve, as can be seen in the paintings of the 18th century when this fashion was at its height. Pompadour taffetas are also very fashionable in that case.

Skirts Remain Very Short

Some of these skirts are turned in, and held by a garter, just underneath the knee, which will give you an idea of how short skirts are.

Needless to say that, under such circumstances, there can't be any train coming from the skirt itself. There are some in the way of a large ribbon coming down from the waist and lying on the floor, or some lace wings from the shoulders, etc. In some houses, though, there are no trains whatever, and the skirts are perfectly round, very wide, and relatively long. Only, in order "to save the face" the upper skirt in lace is long, but the satin underskirt is very narrow, and not longer than the knee.

When net or chiffon trains are worn, in order to keep them straight, the couturiers have put on some bands of fur. Some fur motifs can also be seen here and there on the skirt.

There are also some instances of aprons, front and back, with some "quilles" of accordeon pleatings. I shall have to tell you more on the subject next month.

Bodices Scant—A Wealth of Beads

In the way of bodices, I have little to say, as there are hardly any. Sometimes, it is a band of lace that is rolled around the bust, leaving the shoulders absolutely bare. More often the front only is covered right up to the neck, which is covered by a band of fur or a ribbon, while the back is bare. In other instances, a triangle of silk in front, and one in back are joined by a ribbon at the neck.

Ribbons are used extensively everywhere; in evening dresses they come as huge sashes tied on the side, or in loops on the shoulders, or frilled and tucked into garlands. Lace dresses are often bordered by a ribbon.

Beads are still used very often, whether round or in tubes, or in plates, when they are jet or "mother of pearl." The latter is coming in very often this season, in the way of paillettes sewn on the dresses, with imitation pearls or diamonds. As a rule, beads are used only in one shade. It is thus that I saw a panel, front and back of a satin evening dress, entirely beaded with turquoise blue grapes and foliage: it was simply handsome.

There are also some bead fringes that make whole tunics. Fringes are less fashionable, except in fur (monkey, uncurled thibet), or in ostrich feathers.

Feathers are also used as trimmings,

and especially in huge fans made of cock feathers of all shades, and graded as far as size is concerned, so that one side is twice as big as the other.

Flowers Important

Flowers have also an important place in evening dresses. You find at least one bunch at the waist of each dress, and often there is a garland in way of a belt, or coming from the shoulders. They are also mixed with fruit amongst which grapes are the nicest.

Head dresses for girls are garlands of flowers. I even saw a dress made of parma violet silk voile, with garlands of violets all across the skirt, and a little hat of violets. It was as youthful as could be.

Ladies, who will not wear garlands, will have a bunch of flowers suited to their dress in their hair. Great care will have to be taken to choose the exact shade to match the complexion.

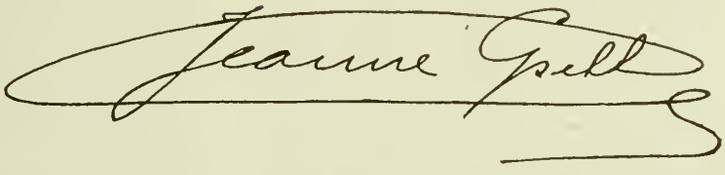
Tea gowns are mostly some crepe de Chine, crepe Georgette, etc.; tunics or draperies, very supple and loose, with the waist underlined by a ribbon.

Veiled Culottes An Interesting Development

The real culotte pyjama shape is again seen, covered with a tunic of a very light and transparent fabric, a little shorter than the culotte. A little sleeveless vest completes that eccentric but pretty garments.

Of course, we have some fur on these garments, whenever possible, or some plush. I will tell you about this material next month, as well as about many others, of which I have a rather nice collection.

Yours very truly,



Concern in the Cotton Arena

Contract Prices to Stand Regardless of Market Fluctuations, Say Mill Men—Scarcity Puts New Complexion on Conditions.

SOME of the wholesalers in cottons are curious over some stamped notices that are appearing on their invoices for goods for Spring, 1920. One reads as follows:

"No orders of contracts accepted are subject to revision of price under any changed market conditions."

So much for price. Here is another in regard to delivery:

"Best possible attention will be given to delivery, but it is undertaken without any guarantee."

Another mill puts it this way:

"All possible will be done to ensure the above delivery, but same cannot be guaranteed."

Here is a fourth, this time relating to price changes:

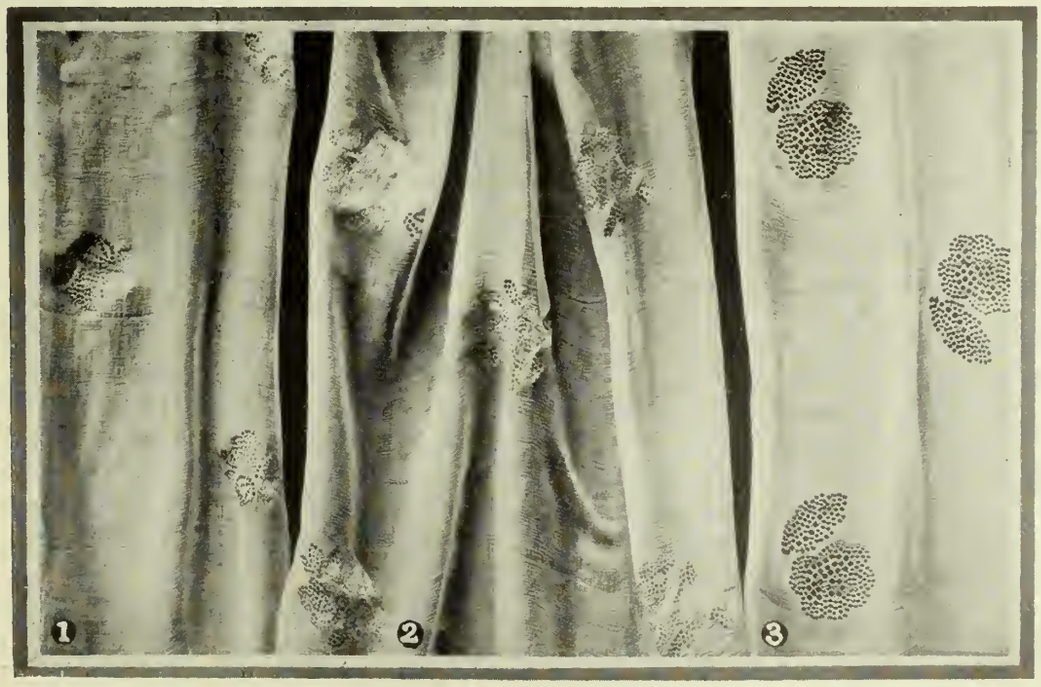
"It is understood and agreed that this order is taken firm, and that raw cotton has been purchased to cover same, and that the prices herein stipulated are not subject to revision to meet market fluctuations."

Curious as to the Result

What does it all mean? One year ago one or two mills in Canada put in clauses of much the same purport, declaring virtually that they would not make any allowance for goods still undelivered in case there was a reduction in price, but action was not at all unanimous, and so far as DRY GOODS REVIEW was able to learn, when the cut went into force in April last, the jobbers were allowed the lowered prices on all merchandise under contract and still undelivered. This time, however, emphasis is being laid on this clause by the mills, who declare that they are the ones who are taking the risk, and once they have "covered" an order for cloths by ordering cotton that the jobber—and in his turn the retailer—should not ask them to fill the balance of an old order at the reduced prices. It would be just as fair, they say, for them to raise prices on all undelivered goods in the event of current prices advancing over those ruling when the contract was made and accepted.

Retailers Expect Immediate Reductions

Strictly speaking, as most of the wholesalers admit, this is a logical position, but the working out is difficult.



For Dainty Paris Gowns

Filmy crepes in delicate colorings. No. 1 (B) is pale pink with both gold and silver in the embroidered motif. No. 2 (A) is delft blue with gold and silver tinsel. No. 3 (C) is white with the rose motif done in royal blue and the leaf in grey. Note that all the embroidery is done in small dots, giving a novel effect. Samples sent direct to DRY GOODS REVIEW from Paris, France.

For instance, the wholesalers say that as soon as the mills announce a drop in prices the retailers at once expect that they will be given the benefit of this on all the orders still unfilled that they have on the books of the wholesale houses. How can we do this, the wholesalers ask, if the mills hold us to the higher price of our contract on all the goods they still owe us? The hope of the jobbers is that one or two of the mills will not enforce this clause and that this will compel the rest of the mills to exercise the same leniency.

Deliveries Being Delayed

Then there is the question of delivery in which the retailer is as vitally interested as the jobber. On ordinary occasions it was customary for Spring deliveries to be made during the months of December, January and February. This gave the wholesaler ample time to cover his own deliveries to the retail trade. This time the mills have made a change, lengthened out the time, and some invoices call for delivery during the months between January and June, a six months instead of three period. Another gives the dates as January, February and March. In any case the tendency for the Spring of 1920 is to run the deliveries into the future. This can only mean that the mills are so loaded with business, domestic and export, that they know they will be unable to make deliveries in the usual period, and that in order to cover the orders they have on hand the trade must be content to wait for as long as four months in some cases. Thus, instead of an improvement in deliveries following the war, conditions bid fair to be a duplicate of the times when the mills were often a whole year behind. This at least is what the wholesale trade are now fearing, and the retailer will in his turn have to accommodate himself to this condition of affairs.

Scarcity Due to Cutting-Up Trade

There is one more point that is adding to the uncertainty of the position, that is the heavy buying of the cutting-up trade at the present time. They are cleaning up stocks of the jobbers in fine style. Perhaps it was that they did not order as heavily as present business required, and that in the period of the slump that they were more or less timid as to future orders. In any case they are almost swamping the jobbers with orders, and this in turn is depleting the stocks they have had on hand, and forcing them to press the mills for more supplies. The mail order houses, moreover, are reported to be in the market for more goods than they had anticipated months ago, and this is adding to the scarcity for Fall and Winter. Altogether there is a far different complexion on conditions than was dreamed of a few months ago.

A BUYER'S VIEWS

No Relief Likely for Perhaps Two Years Yet

A buyer of linens, who has just returned from a trip to Ireland, reports a growing scarcity in real linens and a disappointing situation in respect to supplies of flax. Thus the scarcity is not likely to be relieved for a couple of years more. Even more valuable, and even more of a treasure will be those rare specimens of real linen damasks that the retailer proudly holds up to the admiring gaze of the few—very few—super-wealthy customers who could dream of a purchase.

No Crops Stored in Russia

Speaking to DRY GOODS REVIEW this buyer stated that spinners and men had told him that their expectations of big surplus crops coming over from Russia when the war ended had been shattered. They had thought large supplies were stored there, but they found there was practically none. If preparations were really begun in Russia to-day to grow flax again it would be two years before linen goods could be turned out. Spinners in Belfast wanted to get extra machinery, but were unable to do so.

Then, in Ireland itself the flax crop was short, and poor, and it promised to be a long time before Belgium would be able to produce its normal, ante-bellum supplies.

Demand Is Keen

Apart altogether from the scarcity existing through depleted stocks, and difficulties of production through labor troubles and lack of raw materials, the tremendous demand from all over lessened the share coming across for Canadian consumption. The Continent wanted far more than it could secure, although India and China were not much in the market yet. From Egypt came an order to one firm in Belfast for 10,000 pieces of one line that would ordinarily take 15 months to produce.

Under these circumstances cotton goods were being produced in large quantities, but the prices held very high.

SPRING COLORS ANNOUNCED

1920 to See Galaxy of New Tints—Novel Glace Effects

Colors are to run the gamut once again as in pre-war days. This is strongly evidenced by the 1920 Spring season color card just issued by the American Textile Color Card Association. This card is now ready for distribution to the trade and several novel features will attract unusual attention. Seventy-eight colors are shown, sixty-six in silk and twelve in worsteds

Ten of the silk colors under separate groupings are woven in changeable or glace effect, introducing artistic color combinations. Among the silk colors thirteen colored families appear, the majority of which cover a range of five to six shades each. Only six of the standard colors are included. These are tea-rose, coral, seal and three navies, while Bermuda among the silks and crane and teal duck among the woollens are the only past season colors given.

Pinks in First Rank

Pinks abound. There are six in all, ranging from delicate tints called zephyr, dawn and nymph, down to deep brilliant tones called rose-bud, arbutus and sweet briar. These are followed by three blues of the turquoise type—lagoon, Venice and Adriatic. Three orchid shades are morning-glory, crocus and thistle. Five scintillating greens of varied toning are shown from a light green called naiad to deeper shades, neptune, jadeite, scarab and mint. Three yellows are cockatoo, quite pale in tone; sulphur and citrine, all slightly greenish. Of flaming reds the lightest, fire-fly, is of orange cast. Soft violets include hyacinth, fox-glove and heart's-ease.

Blues and Browns Again

Blues are much in evidence under two classifications—the soft blues of the delft and tapestry orders and the brilliant and dark navy blues. Of the former twilight is a deeper, clearer tone than aquamarine. Others of the blues are aero, hydro, radio and orion. Browns are likewise predominant, one group including the burnished yellow tones and dark seal browns, while another group of six start with a pebble shade and run to light, medium and dark castor shades. Greys are also quite in evidence, five in number, and range from a delicate tint called woodash to darker, but soft shades, such as cinder, zinc, pelican and grebe.

New Shades for Worsteds

The colors selected especially for the woollen trade are woven in worsted fabrics and include bison and date—dark and light brown. Canton and musketeer are blues. Crane and dove are greys. Sands are given the name of dune and sponge. Light and dark bluish greens are bluegrass and teal duck. Also a light taupe is given the name of quail and a dark rose shade is called canyon.

This card seems to offer the trade for the coming year quite the best color range, both from an artistic and a practical point of view, which has yet been presented. Buyers and salespeople should familiarize themselves with each of these new shades as early as possible, for without doubt color will be a paramount feature for next Spring.

Mrs. O'Grady, Rooms 117-118 Union Bank Building, Sparks street, Ottawa, has opened her new millinery and fur shop.

Where Are Prices to Be Next Year?

Universal Desire for Lower-priced Cottons Does Not Yet Counteract Universal Demand for Cottons—Conditions Do Not Yet Bespeak Noticeable Declines During 1920.

THERE is beginning to be a feeling of misgiving among cotton buyers that cotton prices are not all certain to start a decline even for the retail selling season of Fall, 1920. Up to a few weeks ago it was felt that Spring, 1920, would see the peak; indeed, pretty much on the level of Spring, 1919, and that thereafter the long-awaited decline would put in a belated appearance. The term "misgiving" is used advisedly, for every group connected with the sale of cotton fabrics is eager for lower prices. There is a universal protest the world over against existing levels, and in many countries price regulation that would result in an enforced lowering of prices, may go into effect at any time. Already in Canada sugar prices are regulated, and the probe of the Board of Commerce is extending in many directions. Hence an unrestricted, natural decline would be welcomed everywhere.

An Uncertain Quantity is the Public's Purchasing Power

There is another reason: It is by no means certain that the remarkable "purchasing power" of the public will continue unabated. The bigger stores still report business booming at big advances over the corresponding periods of 1918, but in a percentage of the smaller stores, particularly where industrial conditions are slacking off a little, and there is not an evidence of such a plentiful supply of spending money as before, reports come of a slight recession in the customary advances. In these cases lowered prices would stimulate buying.

A Big Triumvirate

Several factors whose importance scarcely anyone has appreciated sufficiently, would be responsible for a continuance of high prices, if these do continue. These include a world scarcity of goods, the cutting down of the weekly period of production, and higher wages. Of these three the two former must be considered as the most influential as present wage scales are for the most part represented in the prices quoted by the mills for next Spring.

"Supply and Demand" in Full Force

The factor scarcity operates usually independently of cost of production, and it may be said candidly that if this scarcity did not exist to-day the prices now ruling in Canada and the United States would be much lower. The mills, in other words, would cut prices, or normal profits, in order to get business. This is what happened a few months after the armistice; the United States mills, and even more, the endless number of jobbers, simply slashed existing prices—because demand, all over the country, had faded away into non-existence, and the expected export had as yet failed to arise. Canadian mills in April cut prices, mainly, it may be said in all frankness, to drive out United States competition, which was threatening to become fairly keen under the merciless cutting of price lists. But of late export has started in both countries; the world is buying again; the realization that prices would continue firm for some time longer has induced domestic buying; competition from England and from the United States is pretty well cut off by the exceedingly high prices existing now in these countries, so that altogether, the old law of supply and demand is now operating, and is likely to continue to do so. If similar conditions are in effect early next year, will there be much likelihood of prices for Fall showing much of a decline?

NO PROFITEERING ON THIS PIECE OF WORSTED MATERIAL

Toronto Wholesaler Proves That Claims Made in Daily Press in Regard to a Certain Piece of Cloth Were Entirely Erroneous

It was asserted in one of the Toronto dailies recently that manufacturers and wholesalers were making exorbitant profits on clothing materials, and to substantiate the statement, this paper drew attention to the fact that a merchant in Sydney, Cape Breton, had submitted a piece of worsted goods to A. R. Balcom of the Acme Engineering Company, for analysis. The analyst reported that there did not seem to be any cotton in the cloth. The faulty part of the goods was in its extreme light weight, which per yard is under 16 oz., and no tailor, he said, could make his customer an old-time suit from goods of so light a weight. A yard, he continues, of 54-inch goods, 16 oz. weight requires 23 oz. of clean, new wool. The price of the same is 75 cents per pound; $1.12; carding, spinning, drying and weaving, like amount, total $2.24 per yard. If reclaimed materials are used, the cost of material is reduced from half to two-thirds, depending on the class of reclaimed woollens used, also a slight reduction of labor. Woollen manufacturers selling this goods at $3 per yard, 54 in., should have over 100 per cent. profit.

Refutes the Charges

Mr. John Macdonald, of the John Macdonald Co., Toronto, took the matter up, and following expert analysis of the goods in question, has refuted the claims that it is made of reclaimed woollen, and that at $3 per yard the manufacturer would be making 100 per cent. Mr. Macdonald cabled the manufacturer of the goods under examination in the Old Country, and the quotation on this goods is 27 shillings per yard, and it is impossible to procure it. He also submitted the sample to the Acme Engineering Co., and Mr. Balcom, on the same piece of goods that the Sydney merchant had sent in for analysis, reported as follows:

"I find that there is 45 per cent. of wool. The fabric seems to be of very short fibre, and it is made from reclaimed tailor cuttings.

"It is of a very fine quality, there being 5 per cent. of cotton and 50 per cent. of what is claimed to be Canadian wool, and I think there is a small percentage of Australian wool, but it is very hard to tell on account of the fibre being so broken.

"This is a very high-class piece of goods."

100 Per Cent. Pure Wool

The Rosamond Woollen Co. of Almonte, Ont., and R. Forbes of Hespeler, Ont., also analyzed the goods. Both reported that it was 100 per cent. absolutely pure, new Australian botany wool, combed and spun into two-ply yarns, both warp and weft. They stated that there was not a fraction of reclaimed fibre in it. In manufacturing this cloth, all the short fibre of the wool has been omitted by the process of combing, so that only long, staple, good-wearing stock is utilized, insuring excellent wear and the garments made out of this stock retain their shape very well.

Mr. Forbes, referring to the cost, stated that the present British price for the yarn out of which this goods was made is not less than thirteen shillings per pound, and more than one pound of yarn is required to produce a yard of

this cloth, as there is some shrinkage in weight in the process of weaving and finishing. The cost of manufacturing, added to the cost of yarn, would make the finished cost of the goods very high.

Mr. Macdonald has in his possession affidavits in proof that the samples of goods submitted in all instances were of the same material as originally sent in by the merchant in Sydney, Cape Breton. The trade will be interested in the results of the investigation.

Dress Fabrics in Navy Blue Having a Heavy "Run"

Broadcloths, Serges, Velours, Tricotines and Gabardines in Navy Have Big Demand This Fall—Jobbers Experience Great Difficulty in Having Repeat Orders Accepted —Spring Prices Show a Further Advance.

DRESS goods for Fall and Winter wear have had a very heavy run these past two months, and at the present time sorting orders are very active. Navy blue has been the popular shade in practically all the materials, that is, broadcloths, serges, velours, tricotines and gabardines. Wholesalers report stocks getting low, and great difficulty is being experienced in getting them replaced. Any new goods that are being bought are purchased only at an advance of 25 per cent., and buyers state that it is practically impossible to procure anything in the large American centres. Speaking to a buyer of a well-known Toronto house, who has just returned from England, DRY GOODS REVIEW was informed that conditions were very unsettled in the Old Country, and this unrest was very much felt in many of the woollen manufacturing places. The people were dissatisfied with the high cost of living, and even while they were getting salaries double those of pre-war days, they were not sufficient to meet the demands made upon them. However, he was fortunate to secure a fair number of the usual range of Bradford fabrics, including some very fine serges and gabardines. This buying of course, is for the Spring trade. Prices paid were the highest on record, and there is nothing to indicate lower prices in the near future. Production is so curtailed, and the cost is so heavy, that the idea of cheaper goods is unheard of. There is practically a 65 per cent. reduction in the normal output. For instance, in the combing of the fine tops, the work used to be carried on throughout the 24 hours. Now there is no night work, and eight hours is the maximum day labor. The reason that this Canadian buyer was able to secure the goods that he did, is largely owing to the fact that the French buyers have been unable to accept their orders which were placed immediately after the armistice. Financial conditions are such as to make it very difficult for France to buy; because of the adverse exchange rate, and the general condition of the money market in France, she was unable to accept the orders when filled. This released more goods for the Canadian and American markets, and buyers were able to purchase more freely than they otherwise would.

No Demand for Union Cashmere

There is an insatiable demand, another buyer of a Toronto house, who has just got back from England, told DRY GOODS REVIEW, for the best cloths. Everybody wants the fine botany weaves, and the less inexpensive materials that were popular before the war are no longer desired. Black goods, that is in the fine Botany weaves, are very difficult to get. Blue and black botany serges that a few years ago sold at $1.25 per yard, are now selling at $5. Union cashmere that one time was very popular, has absolutely no call now at all. Since his return to Canada, this buyer found it necessary to cable repeat orders on goods that he had been able to secure while there, and the reply came back that the orders could only be accepted at higher prices than were asked when he was there. In fact, he stated that the advance in some instances amounted to as much as thirty shillings.

Increasing difficulty is being experienced in securing worsteds, the manager of the department for men's woollens, in one of Toronto's leading wholesales, told DRY GOODS REVIEW. Prices continue to show an upward trend, and in the past three months the advance has been as much as four shillings a yard on some goods. A good deal of trouble is experienced in getting deliveries, and this fact is giving even more concern than the actual buying of materials. By limiting customers to only three suit lengths of one piece of cloth, a wholesaler endeavored to distribute his stock properly, but even in this careful rationing of goods, the stock has been pretty well sold, and it is very difficult to get repeat orders accepted. A buyer from this house is sailing for the Old Country at the end of this month, and when there will endeavor to hasten deliveries of goods already on order, as well as try to buy new goods for Spring.

IT IS IMPORTANT TO HAVE PROPER SYSTEM FOR HANDLING CREDIT ACCOUNTS

Many merchants pay a great deal of attention to the arrangement of their goods so that they may be easily seen and secured by customers. They make it easy for him to buy, through selection of convenient sites for their stores, and by carefully planned service, etc., but after all this painstaking effort to make it easy for him to buy, a number of merchants are prone to neglect the important part of their business, i.e.,—getting in the money. They make the customer wait until they can conveniently make out the bills and send him a statement, and their books never seem to be in such shape as to give immediate results. Through this, the customers are compelled to carry a balance longer and of greater amount than should be necessary.

It is a very important feature to give customers just as prompt and efficient service in the matter of accounts as it is in other things.

There are various efficient methods of taking care of credit accounts. One of the simplest is a credit register, which is used by many merchants. This credit register shows the total balance continuously, and is always before the merchant. When a sale is made the balance is brought forward on the counter check slip, and one filed in the register cabinet under the customer's number and the duplicate sheet handed to the customer.

Thus, he knows to the minute the total of his indebtedness, and can thereby pay when he has the money and is inclined to pay.

This system makes it as easy for the customer to pay as for the merchant to receive the money on account, and merchants who are handling their business in other ways and finding considerable delay and difficulty, should investigate thoroughly some such modern method of account-keeping in the retail business.

Merchants have told the writer at different times that the collection feature of this way of handling accounts has greatly surpassed their expectations.

It is an important department of every retail business and should be given the best attention by every merchant keeping accounts.

Even the "Early Bird" May Not Get Silks

Spring Deliveries Very Uncertain—Baronette Satin, Tricolette, Silk Duvetyns, Foulards and Taffetas Receive Attention—No Difficulty in Selling High-Priced Lines.

"DELIVERIES are all bad in silks." This is the greeting one gets at the wholesales nowadays. Shortage of production, phenomenal demand, labor difficulties and other interferences with supplies have been discussed in detail in previous issues of DRY GOODS REVIEW. The situation is none the less relieved as time goes on, and as the new season for purchasing in the retail establishments advances. It takes 12 weeks to get a shipment from Switzerland, DRY GOODS REVIEW was told by one of the leading importers recently. No deliveries are promised now in any event before April 1920, and two of the best known Swiss houses have entirely withdrawn their lines, having sold them all up until next May. In addition, no poplins or satins are available for immediate or Spring delivery. The dyers' strike has delayed everything and the weavers are also giving trouble; consequently, a 15 per cent. advance went into effect on Swiss goods during the last two weeks of September. Other staple lines have gone on advancing as they began earlier in the Summer.

French Georgette, which is selling now to the retail at $1.95, costs the wholesaler $2.00, and for Spring delivery will cost the retailer $2.20. Japanese goods are just as scarce and difficult to procure as European goods. The seven mummy Japanese Georgette, which is the line in popular demand, and which has been selling in the natural at $1.78 with an additional 7 or 8 cents a yard for dark colors, is quoted now at $1.85 in New York, which with an additional 3 or 4 per cent. exchange on currency, makes the Georgettes laid down in Canada $1.90. Crepe de Chines are worse off, if anything, even than Georgettes. These rising prices which characterize the staple silks and crepes may be taken as an indication of the general trend in all lines of silks. The fancier and more novelty lines are in accordance.

Baronette Novelties For Spring

A good deal of interest is centering around the late Winter and early Spring production. Baronette satin, which came into such strong prominence during the last couple of seasons seems to be here to stay. This is the firm opinion of a number of wholesales who were a little wary of such a novelty at first. The fact that it originally sold at $5 and $6 a yard and is now around $7 and $10 retail marks the increase in its popularity in a direct ratio with the increase in price. The new lines offered in this goods indicates that it is likely to be one of the leading fashionable fabrics for Spring. Naturally, for Fall and Winter the dark colors are preferred, but checks and stripes of various types are being shown in the early lines for next year. Both fancy and plain weaves will be available so far as samples are concerned. Whether deliveries will follow or not remains to be seen.

Interesting Foulards Promised

Foulards promise to be very good again next year; even better than this year, with some changes in the general trend of design. The typical foulard pattern is of a medium and small size and usually the silk is developed in only two colors, chiefly navy blue and white, or black and white. For next year the foulards will show more novelty in pattern and some larger designs are predicted. A leading tendency is for blue or black patterns on tuscan grounds. Taffetas are promised another lead this coming Spring season. It is thought that the continued high prices and scarcity of fine woollen goods will allow a big place for silk suits again, and there is a feeling that the taffeta suit will have a good deal of popularity. Certainly taffeta dresses are assured a strong place. Manufacturers are placing orders for duchess and charmeuse satins in large quantities, that is as large as mills will take for Spring delivery.

These, too, will probably have a good run for suits as well as dresses and skirts.

Printed Georgettes are living up to all that was promised for them this Fall, and new designs are continually appearing with many developments on the way for Spring merchandise.

Fine Qualities Find Sale

Tricolette and duvetyn have somewhat the same place in the silk market to-day that Baronette satins have; that is, retailers generally look on them with a different view to what they did not so very long ago. Only a couple of years ago silks at $5.00 a yard retail were considered exclusive rather than popular lines, and only limited quantities of that class were purchased, and then only in the larger centres. Now, the wholesalers are buying up these new productions which will have to bring them from $7 to $10 a yard next Spring, and they feel that there will be more general sale for them in 1920 than there was for $5 and $6 silks in, say, 1918. French 52 in. tricolettes will be selling at $10, and 36 in. duvetyn at $7 in the Spring shipments. They are beautiful materials, of course, and their richness and fine range of coloring in both suiting and dress shades will, no doubt, assure them ready sale among the high-class trade, especially so long as fine woollens are unavailable.

PIONEER WHOLESALER RETIRING

Viewing with quiet satisfaction a successful business career of over 35 years, one of London's pioneer wholesale merchants, in the person of Robert C. Struthers, is retiring, and the wholesale dry goods firm of R. C. Struthers and Company, of which he is the head, will be a thing of the past. Advancing years and a desire to spend the evening of life in quiet retirement, are the reasons given by Mr. Struthers for the step he has taken. Mr. Struthers states that the step would most likely mean that there would be one less wholesale business in the city. The firm has filled a large place in the commercial life of London, Ont., its travellers covering practically the whole of Ontario. The London warehouse gave employment to a staff of about fifty.

J. J. Kelley, R. McKnight and L. T. Dixon are preparing to operate a white-wear factory in Owen Sound, Ont. About twenty hands will be employed to s art. The company is being capitalized at $25,000.

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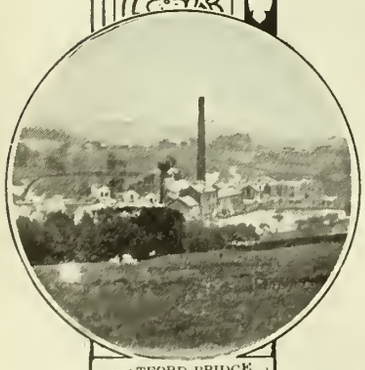

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Reports from Paris indicate a strong fashion trend towards Crepe de Chine. We are featuring a pure silk guaranteed washable-in-warm-water Crepe de Chine, suitable for dresses, blouses and ladies' undergarments.

Get in touch with us now so as to ensure ample supplies of above lines for Spring and Summer, 1920. Write us, and our representative will submit samples.

NOTE—Stocks of the popular grades on hand in Toronto for immediate delivery.

The AGB Fabrics
TRADE MARK REGISTERED

Albert Godde, Bedin & Cie.

PARIS
TARARE
LYONS

Empire Building, 64 Wellington St. W.
Telephone Adelaide 3062
TORONTO

EXPORTERS AND IMPORTERS

"SPERO" GOODS ARE MANUFACTURED AT THESE MILLS

"SPERO"
ON SELVEDGE IS OUR GUARANTEE

BRITISH "SPERO" MAKE

SUPER-STANDARDISED QUALITY
IN COTTON GOODS
"The Best in the World"

Crockers Bulletin

"VIGIL"

THE PURE SILK

An All British Production

Width 40 inches

THE SAME SWEET VIGIL WILL BE YOURS IF YOU MAKE IT INTO 'NIGHTIES'.

These magnificent silks are made in such variety of plain shades and smart coloured stripes as to be equally suitable for ladies' and men's wear.

Vigil is pure silk and all colours are fast to light and washing.

Sole Distributors

Crockers Ltd.

[Friday Street

London, England

Representatives :
GRANT HENDERSON
526 Boulevard, Sunnyside, Calgary, Alberta

T. R. GUY
Room 403 Carlaw Bldgs., 28 Wellington St. West, Toronto, Canada

Vigil

THE PURE SILK

Britains Best

WOOLLEN AND WORSTED COSTUME CLOTHS

SPECIALITIES:

SAND SERGES

TWEEDS

DYED CHEVIOTS

FINE WORSTEDS

LADIES' OVERCOATINGS

JOSEPH FOSTER & CO.

CALDER MILLS
ELLAND, YORKSHIRE
ENGLAND

Established 1853

London Warehouse:
1 LANGHAM PLACE
REGENT STREET W.

"When Bedtime Comes"

LISTA PURE SILKS

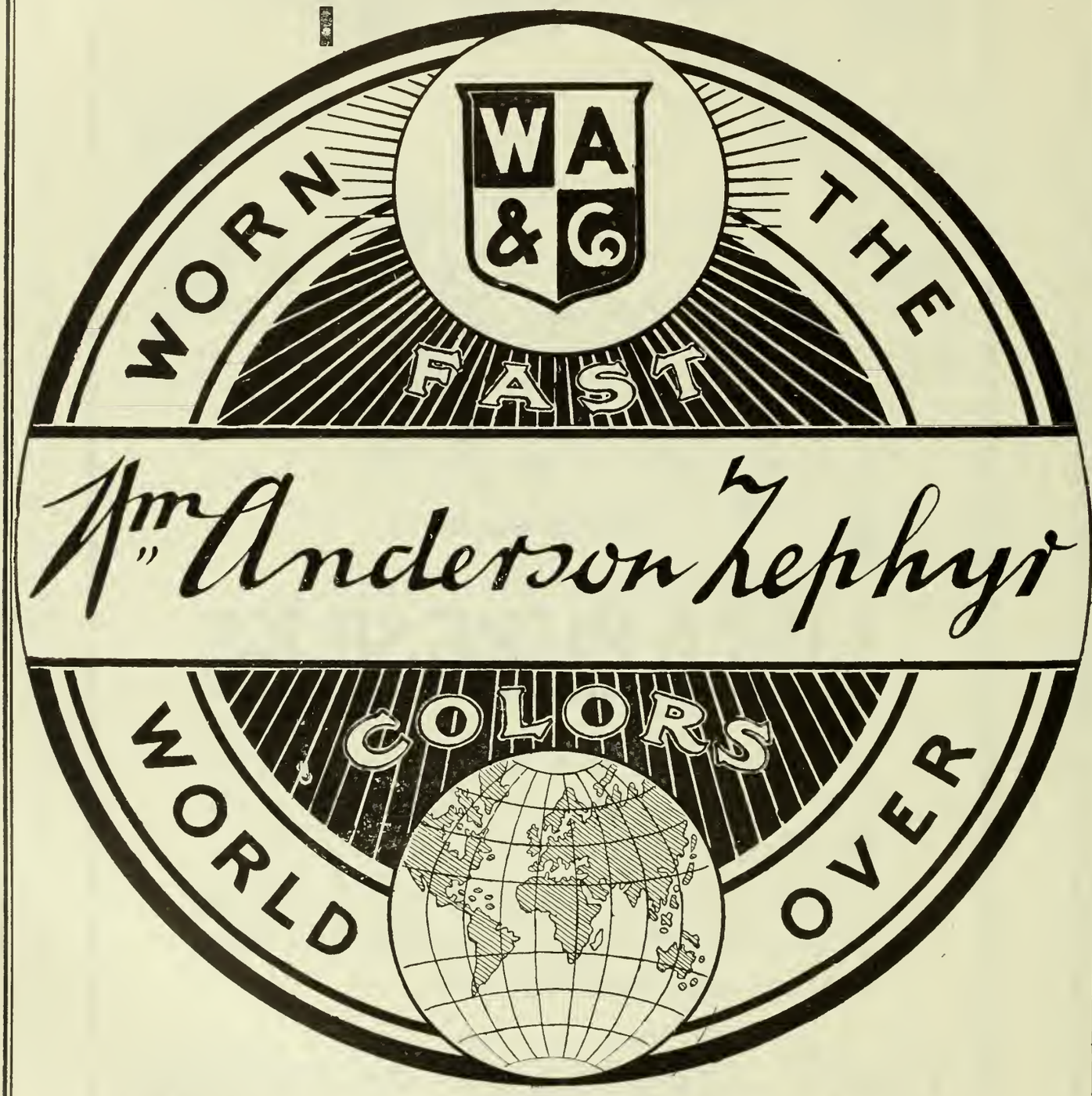
not only make exquisite Blouses, Shirts and Pyjamas, but are simply ideal for Children's Dresses and Sleeping Suits. In the clothing of your merry, romping boys and girls quality counts; it is here in wear and washing that

LISTA SILKS ARE SUPREME

Manningham Mills, Bradford, England

Agents:
HENDERSON & SMYTH
Toronto and Montreal

The Canadian Wholesale Houses have made liberal provision for supplies of Wm. Anderson Zephyrs for 1920



Wm. Anderson & Co., Ltd.

Pacific Mills and 12 Princes Square

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43 Scott St.

GLASGOW

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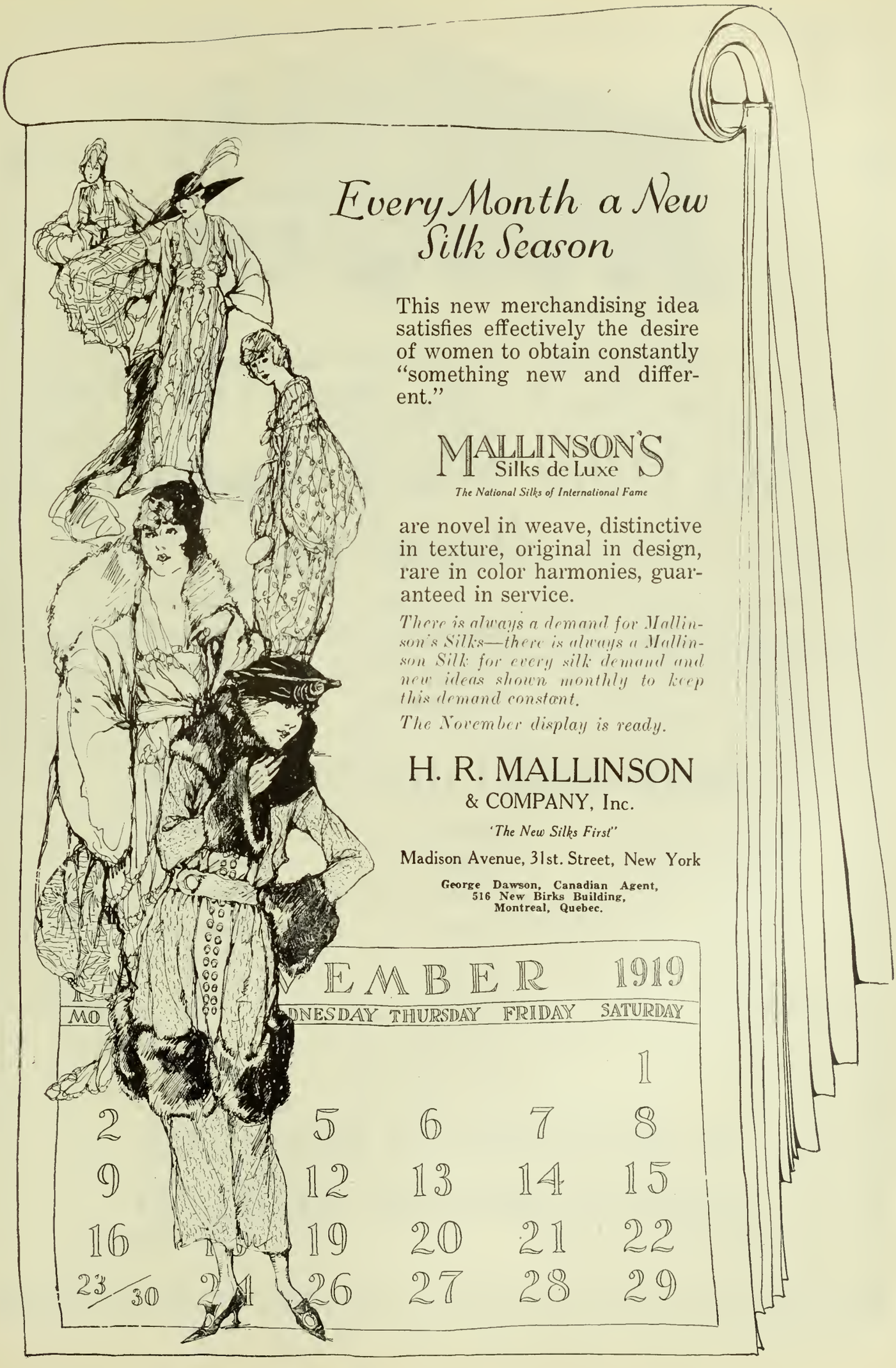
48 White St.


Every Month a New Silk Season
This new merchandising idea satisfies effectively the desire of women to obtain constantly "something new and different."
MALLINSON'S
Silks de Luxe
The National Silks of International Fame
are novel in weave, distinctive in texture, original in design, rare in color harmonies, guaranteed in service.
There is always a demand for Mallinson's Silks—there is always a Mallinson Silk for every silk demand and new ideas shown monthly to keep this demand constant.
The November display is ready.
H. R. MALLINSON
& COMPANY, Inc.
'The New Silks First"
Madison Avenue, 31st. Street, New York
George Dawson, Canadian Agent,
516 New Birks Building,
Montreal, Quebec.
EMBER 1919
DNESDAY THURSDAY FRIDAY SATURDAY
1
2 5 6 7 8
9 12 13 14 15
16 19 20 21 22
23/30 26 27 28 29

Fur Fabrics and Smooth Cloakings Are What You Want to Make a Hit

We Offer You a Splendid Range

Wool Duvetines	Velbar Stripes	Silvertones
Goldenstones	Tinseltones	Velours
Oxfords	Bolivias	Radiums
Polos	Camel's Hairs	Frost Glows

Seals and Furs in Black

Castor	Beaver	Reindeer
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Unimak	Hudson	Beaverskin
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Also Large Variety Scotch and English Coatings and Other Staples.

Samples on Request.

WE ARE EQUIPPED FOR QUICK ACTION

GREENSHIELDS, LIMITED

17½ VICTORIA SQUARE MONTREAL

Peerless Always Satisfies

BE sure your stock of Peerless underwear is sufficiently large to care for this winter's demand. Put Peerless on your counter—give it good display—it means bigger, better business for you.

MOODIE'S *Peerless* UNDERWEAR

Peerless Underwear
COMPANY, LIMITED

Controlled by
J. R. Moodie & Sons, Limited
HAMILTON ONTARIO

C. E. Robinson & Co.

IMPORTERS AND COMMISSION MERCHANTS

Mappin & Webb Building

10 Victoria Street, Montreal

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Anchor Your Customers!

The quickest and surest way is to handle goods that will give your store a reputation for genuine value. See our—

ELASTIC RIB UNDERWEAR
FINE CASHMERE
JERSEYS AND SWEATERS
TWEEDS AND ETOFFES
HEAVY WOOL SOCKS

Mitchell Woollen Co.
Limited
MITCHELL, ONTARIO

A Habit Worth While

When you want some novelty, some address, the correct name of such-and-such a firm, get the habit of looking it up in the Buyers' Market Guide. The Guide is near the back of the book. Keep it in mind. You'll be surprised how convenient it sometimes will be.

Alarming Shortage in Sweater Coats

Toronto Buyer Places Orders For November, 1920, Delivery — Can Procure Only a Few Dozen at a Time This Fall—Frilled Pullover Styles Look Promising for Next Spring.

AN unprecedented shortage, together with a great demand, characterizes the trade in sweaters, pullovers and other lines of fine and fancy knitted goods. One of the leading Toronto buyers in these lines remarked to DRY GOODS REVIEW this month that it is absolutely impossible to procure shipments which will last longer than a few days at a time. These lines are so popular that people buy them as fast as they are displayed in the stores, but only a few dozens at a time are arriving. This unusual situation is quite as marked in New York as it is in Canada.

This buyer has already placed his orders for November, 1920 delivery, fearing that no orders at all will be accepted later on. These goods will have to sell a year from this winter at about the same prices as those now prevailing. When in New York recently he was talking to a purchasing agent there who had $200,000 worth of orders to place for retailers, but could find no one to accept them. "There are not a dozen sweaters to be had in New York to-day," said the Canadian buyer. "To get goods is the big question both for the present season and for next year. This is due to decreased producing hours and the enormous demand from all over."

Wool Popular Again Next Year

Next year will see a continued strong popularity for fancy fine wool sweaters rather than for silk, this buyer informed DRY GOODS REVIEW. The falling off in silk he attributes to the extreme prices and the prices are due to the record demand for fibre silk. "When you consider the number of people who are garbed 'cap à pied' in artificial silk you can understand the reason for the prices. Men as well as women wear fibre silk for hose, underwear, linings, outer garments and trimmings, neckties, hat bands, etc. Procuring supplies in this material reminds me of an auction sale of say, two tables where three men come to purchase. The auctioneer has only two tables; it is evident that one man has to go without, and according to the extremity of their need the buyers will bid high in order to get the tables and yet they are aware that one man has to go without. If we could only provide a third table each man would get his supply at a fair price. That is just the situation when it comes to procuring all kinds of knitted goods."

Frilled Pullovers Again

Asked as to whether frilled pullovers would be a good buy for next year, he said they are selling them as fast as they can get them in at present, and there is every indication that they will continue strong next season. It is probably due to the fact that they were brought out late in August this year. The color range is especially good, greens, blues and other bright tones all being taken.

In the Shops

Eaton's are showing a nice assortment of the frilled pullovers in fancy stitches such as block, basket and herring-bone effects. Some have loose open sleeves and some are puffed into a cuff. These are selling at around $7.50. Naturally, for this style of garment the fine Shetland and other light weight yarns are preferred.

Murray-Kay's have a new collection of "all wool English jumpers," selling at $25.00. These are extremely fine Jersey pull-overs, hand embroidered, and shown in pastel colorings and some deeper tones such as khaki, strawberry, etc.

A novelty sweater shown at Simpson's is in turquoise blue with a brown collar and cuffs heavily brushed to resemble fur. The collar is sailor shape, double faced so that when it is turned up the fur effect shows underneath as well. There are some other of the new sweaters shown with heavy knitted vest panels in contrasting colors, but the newest note in trimmings seems to be the wool fur.

Fancy Scarfs Arriving

The Christmas trade will see a big sale for all kinds of scarfs and caps as well as the sweaters. Big orders for scarfs have been placed by Toronto and other stores, the new shawl scarfs being featured especially. These are on the way in a great variety of fancy borders and color combinations. Some are acquainted by belts either of self or of narrow leather and some have none. Pockets in a variety of styles are also shown on the heavier scarfs. The average length of the schawl scarf is 6 feet and some of these will sell at $12.00 retail. This is somewhat more moderate than the first models which came out and were priced at $25.00. Motorists in particular, are very partial to these warm scarfs, and no doubt find them aceptable Christmas gifts.

UNDERWEAR AND HOSIERY ALMOST UNPURCHASABLE

Supplies Are Short in the Wholesale and Mills Are Experiencing Difficulty in Supplying the Demand—Shortage of Yarns, European Orders, and a Bigger Canadian Inquiry Than Was Expected All Factors in Scarcity.

There is a mad scramble for knitted goods of all kinds at the present time, and wholesalers are finding that the holding back from ordering goods last Winter for Fall delivery, was not a wise policy. In fact, the demand at the present time for knitted goods for the Fall and Winter trade is so great that the mills cannot begin to supply it. When Fall business was being booked last February and March for this season, wholesalers held from buying their usual large quantities, fearing that prices were going to come down, and they did not wish to have their shelves loaded with high-priced stuff when the slump came. The retailers were not ordering from the travellers, and consequently there was nothing for the wholesaler to do, he thought, but go easy in buying. But as DRY GOODS REVIEW forecast, the slump never came. Prices are as strong now as ever, but it is no longer a question of price, but rather one of securing goods. Some dealers have offered to pay any figure if they could only get the stuff, but it is not to be had. Wholesalers who never before have carried underwear and hosiery recon ls are glad to get them now, in order to supply their customers

When the Canadian trade did not give their usual orders to the mills, according to the statement of a distributing agent for one of the large Canadian concerns, the mills saw the likelihood of reduced operations, and at once set out to secure export business. Large orders, he said, were secured from Roumania, and it is the filling of them that is now occupying some of the knit goods mills, to the neglect of Canadian orders. This foreign business has to be attended to, as contracts are carried out under bond. Thus it is seen, that the situation predicted last Spring in regard to the Canadian trade in knitted goods, is being borne out, and those who had sufficient

foresight will now appreciate the fact that they bought their regular supply of goods. Buyers from St. John to Vancouver have been in Toronto in an endeavor to secure goods through the agencies of the manufacturers. One agent of a well-known manufacturer of underwear and stockings told DRY GOODS REVIEW that he did not have a dozen pairs of socks to offer, either of firsts or seconds.

The call is altogether for the high-priced goods. This is true not only of the larger centres, but is the case with the small places throughout the Dominion. It is just another evidence of the prosperity of the country, and the craze of the people for the best that is on the market. Novelty and sports lines in hosiery, for both men and women, are selling fairly well on the Canadian market, chiefly and quite briskly in the large cities.

Transportation difficulties are being experienced by manufacturers in the way of securing materials from the Old Country. Bales of silk and woollen yarns are reported to be lying on the docks there, waiting for boats to take them away. Prices to the trade have not advanced any, but the market is very firm, and there does not seem to be any likelihood of lower values ruling for some time to come. Another member of a firm distributing men's woollens, stated that he did not think that it was generally the case, that Canadian mills were manufacturing for European demand, to the neglect of Canadian business. There is an unprecedented demand for woollens, and this was unforeseen last Spring. It is the case that many manufacturers are working on orders for which their supplies of yarns are best suited. In some instances, he believed it might be European business which was causing the shortage for the Canadian trade, but he did not think the European trade was taking precedence over the Canadian. Shorter hours of labor have also interfered with production to a very great extent.

A Neat Sweater

Tuxedo coat sweater with collar and cuffs in fancy stitch of various color combinations; smart sash effect. Shown by the Acme Glove Works, Limited, Montreal.

Strikes Cause Rapid Advances in Hosiery

Trade Cannot Keep Pace With Them—A Letter Explains the Difficulty.

STRIKES in the United States as well as in England, are playing havoc with deliveries, as well as prices. The following letter, shown to DRY GOODS REVIEW by one of the largest importers of hosiery in Canada—dealing with an order for several thousand dozen—is an eloquent commentary on the uncertain conditions existing:

"To obviate a strike at one of our mills, after having had one at our Philadelphia mill some ten days ago, we were obliged to grant another increase of 25 per cent. or shut down. The labor conditions are tremendously abnormal, and perplexing, and we find it absolutely impossible to proceed with the manufacturing and filling of orders booked, without a terrific loss. Our only alternative to prevent a complete shutdown is to ask our customers to permit us to increase the prices, which does not cover our additional cost of labor.

"We have gotten to a point where we must ask you for an advance of 25 cents per dozen, beginning at once on the several orders you placed, amounting to ——— dozen infants' socks. We believe it's preferable to our customers to have this slight advantage rather than permit a strike stopping entirely.

"Your prompt reply, indicating your willingness to comply with the foregoing will, we believe, greatly facilitate the completion and early delivery of your merchandise."

"What could we do?" asked the importer after reading the letter. "Yet the advance cut off all our profits on this order, for we have disposed of it to our Canadian customers and cannot go to them and ask for an advance on the price we quoted them."

FAULTLESS
Underwear
FOR MEN

Exceptional
for
its
Quality
Comfort
and
Moderate
Price

Dependable
Merchandise
for your
Men's Department

Sure to make
Satisfied
Customers

Combinations
and
Two-Piece

Scotch Knit Fine Elastic
Heavy Wool Ribs

The Schofield Woolen Company
Limited

Oshawa - - Canada

THERE is a magnetic power in Penmans 1919 array of sweater coats.

Original styles and colorings will not only meet the exacting tastes of feminine seekers of pretty things to wear, but will satisfy the more practical demands of the men as well.

The quality of Penmans goods is too well known to the public to need introduction. You can recommend their Sweater Coats with a feeling of assurance.

Penmans

"THE STANDARD OF EXCELLENCE"

"DODS KNIT" BRAND
UNDERWEAR
FOR MEN AND BOYS

PROMPT DELIVERY

The exceptional sturdiness, warmth and durability of this Made-in-Canada Underwear will make a certain appeal to your customers.

The splendid wearing qualities and the reasonable price are a combination hard to find at this time.

Combinations and two-piece. Flat knit and heavy elastic.

Dods Knitting Co., Limited
Orangeville, Ontario

Selling Agents:

Ontario and Western Canada:
R. R. DAVIS
33 Melinda St. Toronto

Quebec and Maritime Provinces
WM. C. FORSTER
43 St. Sacrament St., Montreal

Bonworth Knitting Yarns

Delightful to handle.
Delightful in effect.
Delightful in color.

Their durability and value go without saying.

"Super"

A 2-ply Floss sold in balls. Spun from Australian Wool. Ideal for the creation of smart attractive effects.

BONWORTH
MADE IN CANADA
BRAND
TRADE MARK

"Electra"

4-ply fingering with a special twist imparted to prevent splitting. Sold in skeins. Without equal on the market. Wonderfully soft and pliable.

36 Colors

The Bonner-Worth Co.
LIMITED
Worsted Yarn Spinners and Dyers
PETERBOROUGH, ONTARIO

CIRCLE-BAR HOSIERY

CIRCLE
BAR

Seamless—reinforced heels, soles and toes—fits without wrinkling.
Noted for high standard in materials and workmanship and excellent wearing qualities.

FOR WOMEN

In Cashmere, Mercerized Cotton, Silk.

FOR MEN

In Cashmere, Silk or Cotton.

FOR CHILDREN

In Cashmere or Cotton.

See our new "Anti-Run" Stocking. It will interest you.

The Circle-Bar Knitting Co.
Limited
Kincardine **Ontario**

The Meaning of a Trade Mark

When a dealer can point to a Trade Mark and tell his customer, "That means so-and-so," he is not only establishing goodwill for that line, but building up business for himself.

Priscilla Quality

in infants' and children's woollen goods means the best materials and the most expert workmanship at lowest possible cost.

Priscilla Brand jackets, overalls, bonnets, caps, toques, leggings, gaiters, bootees, infantees, whether hand-made or machine-made, are the best of their kind.

Send for our assortment of one dozen samples.

Made in Canada by

HENRY DAVIS & CO., LIMITED

259 SPADINA AVENUE -:- -:- TORONTO

"Craftana"

Registered No 262,005

THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

FIRST IN THE FIELD AND STILL LEADING.

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

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

A HALF HOSE FOR HARD WEAR.

ABSOLUTELY SEAMLESS
PERFECT IN FIT
GUARANTEED UNSHRINKABLE

THE ACME OF PERFECTION IN FOOTWEAR.

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

Cable Address:
"Currie Stewarton"

John Currie Son & Co.

Bridgend Works
STEWARTON, Ayrshire, N.B.

Makers of Scotch Knit Woollen Goods

Including

Ladies' and Gents' Fleecy Scarves in self and striped effects

Gents' Viator and Aviator Caps

Ladies' and Children's Machine and Hand Knit Caps and Tam O'Shanters.

Ladies' Spencer and Jumper Coats.

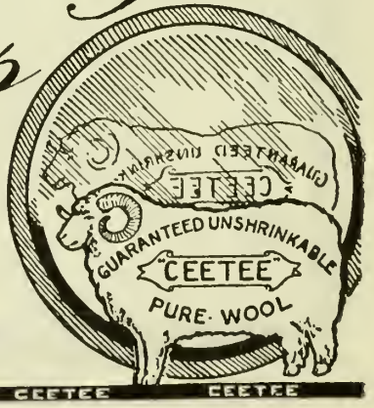
Sole Agent for Canada

G. B. OLIVER

116 Mail Buildings **106 Bay Street**
TORONTO

"CEETEE" *Reflects Quality in your Shop*

THE PURE WOOL UNDERCLOTHING THAT WILL NOT SHRINK



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

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

The C. Turnbull Co. of Galt, Ontario

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

CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE

Buster Brown Selling Points

Longer Wearing, Because Specially Strengthened, Smoothly Finished, Neat Fitting, Economical, Cost Less in the End

THESE are real selling arguments. Points that will "sell" the customer at once.

Show her a pair of Buster Brown Stockings. Point out the two-ply leg and three-ply heel and toe–logical reasons why they must wear longer. Tell her that Buster Brown Stockings are knit from extra long yarn by skilled operators with years of special training. Show how good looks as well as durability are knitted right into them.

Many retailers have made permanent customers with these arguments–for the stockings back them up. You can do the samewith your trade.

Your wholesaler can supply you with Buster Brown Stockings–the economical kind.

THE CHIPMAN-HOLTON KNITTING CO., LIMITED
HAMILTON, ONT. MILLS ALSO AT WELLAND

The BUSTER BROWN STOCKING

SUNSHINE HOSIERY REGISTERED

Sort Up NOW!

WILL your stocks of Avon-Knit lines be sufficient to carry you through this Fall and Winter season

?

When actual selling starts, many stores will find that their supplies are quite inadequate to meet the big demand that is sure to come.

And merchandise will be scarce—very scarce; and we desire to advise Avon-Knit customers against delay in sending in sorting orders.

Give us a chance to give you service. Let us know about your requirements by mail at once, so that we can make provision to serve you.

Mitts Gloves Toques
Children's Knitted Suits
Sweater Coats, Pullovers
Muffler Sets Hosiery, Etc.

AVON HOSIERY, LIMITED

STRATFORD, CANADA

SELLING AGENTS:

RICHARD L. BAKER & COMPANY

84 Wellington St. West, Toronto

MONARCH-KNIT

Monarch-Knit Products are definitely, prominently and permanently "on the map."

Quality has put them there.

And in style as well as in quality, Monarch-Knit goods lead the way. Our designers keep in close touch with all that is new in the fashion centres of the world.

The Monarch-Knit range for Spring now being shown by our travellers, comprises the most complete array of popular and exclusive styles in knitted Outer-garments and Hosiery ever produced in Canada.

In Silk Hosiery for men and women we are making an exceptionally strong showing.

For your hand-knitting yarn section sell "Monarch Floss," "Monarch Down" and "Monarch Dove." These are the pioneer Canadian-made balled yarns, in thirty-four beautiful and popular shades.

Send us your order for Books Nos. 2 and 3 "Art in Knitting," which give full instructions for knitting. These books retail at 25 cents each with a good profit for you.

The Monarch Knitting Co.,
Limited

Head Office: Dunnville, Ont.

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

Boys Jersey No. 417—A new Ballantyne boy's jersey that is better in finish and workmanship than any line made in Canada up to this time. Made in plain colors or with contrasting stripes on collars and cuffs, also contrasting bands, yokes, etc. Fine cashmere yarns used in all suitable colors and combinations. A really superior garment to meet the demand for a high-grade boy's jersey.

BALLANTYNE'S

Spring Range for 1920 Offers You Distinct Advantages

One of your biggest problems at present is to get the right kind of merchandise at the time you can sell them best. The Ballantyne Spring range, now being shown by our travellers, is designed for this purpose. The garments are specially designed for the Spring and Summer trade, and they are being shown now so that all orders can be delivered in time for the opening of the Spring season. The range includes—

Knitted Coats and Pullovers, Boys' Jerseys, Men's, Women's and Children's Bathing Suits

R. M. Ballantyne, Limited
STRATFORD, ONT.

STRAW STYLES

That Are Different

Spring 1920

A beautiful range from fashion centres

LADIES', MISSES' AND CHILDREN'S HATS

Price and Quality considered, you will find this line a most interesting one.

We will arrange a call if you are not now on our list.

We also manufacture BUCKRAM SHAPES.
Trial order solicited.

PEERLESS HATS, LIMITED

Mfrs. of Ladies' and Children's Straw and Velvet Hats, etc,

Direct from Maker to Retailer

10 ONTARIO ST. W. **MONTREAL**

Mid-Winter Millinery

Penelope
Gage

DYNAMO BRAND

Wholesalers!

This Trade Mark is your guide to—

"Dynamo Brand" Maline

The Original Guaranteed
Rainproof Maline

Ideal for Millinery and Scarves.

Resists rain, dampness, snow, sun, and perspiration.

Exceptional quality
Guaranteed
Economical

We are the only selling agents for Gros Million & Co., of Lyons (France) for the Dominion of Canada.

CHAS. MOUTERDE

(United Makers)

80 Wellington St. West Tel. Adel. 4184
TORONTO

Room 705 Read Bldg. Tel. Main 6524
MONTREAL

In accord with the plans of the Retail Millinery Association, we begin on October 6th to display at both our Chicago and New York stores a line of millinery particularly adapted to the midwinter demand.

We invite you to inspect this line.

Gage
BROTHERS & CO.
PRODUCERS OF CORRECT MILLINERY

New York Chicago Paris

Picture and Small Hats for Social Season

Street Colors Settling Into Black and Brown —Tulle, Brocade and Gold Laces for Festive Headwear—Furs, Veils and Feathers Strong With Some Touches of Novelty.

THERE is no radical change to be noted in millinery shapes for the mid-Winter season. Tendencies continue along the lines indicated last month. Of course the promise of an exceptionally gay social season worthy of the first real "peace" Winter means a strong demand for picture hats and dress models, but the small hat continues to hold its own and is considered by some to be in the lead.

The colder weather will bring tams more into prominence, for the many attractive designs in fur and fur fabric cannot help but make a definite appeal during the mid-Winter months.

Already the bright Autumn shades have given place to blacks and browns in about equal measure. These of course are livened by the different brocades and vari-colored ornaments.

Black Satin Appearing

Velvet is still in favor in all its varieties, but black satin has begun to be used on dress hats. Brocades, malines and lace are also much in evidence. One very effective design is a small turban shape of metal brocade on a black ground, shrouded in black draped tulle.

Some tams are shown made of brightly dyed fur; with the fur on the facing sheared almost to the skin, while the crown remains unclipped.

Ostrich trimming, mostly glycerined or burnt, continues to vie with monkey and kolinsky fur for public favor.

Square black sequins in a section effect ornament the brim of one chin-chin hat developed from black panne.

Styles Demand Veils

One of the most prominent features of present day millinery is that it simply demands veils. Some of the more tailored models having no ornamentation whatever, but a matched veil of spidery design, which drops down over the face to fasten about the neck with a seal band; or swathes itself around the neck once or twice to end in a band of velvet or an eight-inch tassel.

A Chin Strap of Kolinsky

One hat on display was a small cloche shape with a draped nigger brown velvet crown; gold brocade on a brown ground formed the brim and the creation was completed with a flowing matched lace veil confined by a chin strap of kolinsky attached directly at the back.

Another novelty in veiled hats is illustrated herewith. It combines black and blue velvet—very popular—and shows neck band with rosette and streamers. Black and white, also a favorite after a riot of color and always considered "good" in Paris, is also represented in a novel turban. Similarly shaped little turbans are being shown in the shops with triangular or irregularly shaped "patches" seamed together. These patches include gaily contrasting colors and are of velvet or effected by strand of chenille. Small strips of these brilliant velvets are also used as bandeaux or trimmed sections on black velvet shapes. They suggest a development from the "camouflage" idea which was more glaring and irregular in design. Some dignity of line is essential, of course, to subdue the high colors.

Notes on New York Winter Millinery

The "four season" plan recently inaugurated by the New York millinery trade was further carried out, and most successfully too, by the mid-Winter openings which took place on October 6. And although the weather man has seen fit to retard the retailer's trade slightly by exceptionally warm weather, the wholesale houses were displaying a wide range of fur, velvet duvetyn, brocade,

A Clever Model

Black panne velvet forms the novel crown and upper brim of this becoming hat. The underbrim is of the new royal blue velvet. A plain mesh veil caught into the black taffeta neckband is also part of the hat. The neckband ends in a rosette and long ends piped with the blue velvet and where the ends are turned up is an ingenious little corner for car tickets.

and satin models, for which the demand is only a few weeks distant.

Puffs and Swirls of Tulle

Predominating colors are black and brown for all styles of millinery. In the composition of dressy hats, malines is much used as well as brown and all manner of metallic lace. Theatre and dance chapeaux, in fact, appear to be little more than puffs and swirls of tulle wreathed with lace, ostrich fringe or flowers. Some, too, of dull metal brocades are in turban shapes draped in true dignified Oriental fashion.

Cellophane is much used for facings and bandings; a favorite shade being Clair du Lune—a dusky moonlight blue.

For trimmings, jet and sequin ornamentation continue to be popular. Ostrich and vulture, too, are still much in evidence for the same purpose; the heavy plumes for large picture models; the burnt or glycerined for semi-tailored designs. To tell the truth, so great is the present demand for this sort of ornamentation that dealers are beginning to be fearful of a shortage in the best grades.

Profusion of Currants

Some informal hats have clusters, and even whole crowns made of different colored currants, often combined with a flower.

Veils are shown in abundance; some of Chantilly, some in wide meshes with scroll pattern in metallic threads; many edged with fur, and all playing important parts in the attractiveness of the simpler informal shapes.

"CELLOPHANE"—A new gauzy silk of various hues for embroidering. It looks more like the spun candy used by confectioners for window displays than anything else—used on nets for drapes and soft bandings—truly, a new millinery lollipop.

"LES AFFAIRES MARCHENT BIEN"

An interesting picture appeared in a Saskatoon paper this month. It was a view of that city taken 17 years ago. At that time Saskatoon comprised less than a score of buildings, one of which was the first store of S. F. Cairns, then a little one-storey structure. To-day Saskatoon has a population of over 21,000 and the Cairns store has grown proportionately. Enthusiasm for their town and its rapid progress characterizes most of its business men, and as a result some of the most progressive concerns in the province are flourishing in Saskatoon. "Business is good."

A Study in Black and White

How could black and white be more charmingly arranged than in this chic little hat of velvet? A novel pearl bead buckle holds a sweeping feather plume intact. This is an effect which pleases Paris and is decidedly wearable in Canada.

DEATH OF R. E. WALKER

In the death of R. E. Walker early in September, the dry goods trade loses one of its most progressive and highly respected members. After having been in business in Toronto for 25 years the late Mr. Walker went to Fort William, where he established a large dry goods trade and as well, took an active part in the life of the community. During his residence at the head of the lakes Mr. Walker made many friends, whose sympathy, with that of the trade generally, will go out to the members of the family.

NEW FACTORY AT BRANTFORD

J. & J. Cash, Ltd., with factories at Kingfield, Coventry, England, and South Norwalk, Conn., U.S.A., have decided on Brantford as the location of their Canadian factory. In order to commence operation at once the new industry has taken the third story of the "Expositor" building, where manufacturing will commence as soon as the necessary machines can be installed. Fifty hands will be required at the outset. The firm manufactures woven labels, hat ribbons and badges, initial letters, linen goods, frillings, etc.

An Unusual Model

There's a new tilt to this brim, isn't there? It is a beaver brim and the crown is metallic brocade. The curling ostrich plume comes through and under the brim, giving a unique touch.

BRITISH LACE

By Mark Meredith

British lace manufacturers are making preparations for the trade boom which they are confident is bound to come soon. For the past six months, especially, buyers in Latin America have only sent through orders of a hand-to-mouth character, and stocks must now be running very low indeed. Quite apart from the fact that British made laces enjoyed great popularity, and catered for this market before the war, the source of supply in Germany is not yet at liberty to resume operations, and the French lace centres are heavily handicapped. Nottingham, and the other centres whch supplement its output of lace goods for export, are the only European districts in a position to cope with large orders, and supply the many varieties likely to be in demand.

The wisdom of the British Midland lace makers in taking up the special styles of the article hitherto largely bought by the Latin-American peoples from Germany and Austria should soon be demonstrated. This was by no means a difficult task, seeing that many of the most artistic, as well as the coarser grades were copies of designs pirated without scruple by foreign draughtsmen who visited England for the purpose.

Original as Well as Imitative Designs

Lace firms, however, are not relying altogether upon their output of imitation Barmen or Plauen types, for they are proud of the fact that British—and especially Nottingham lace—has distinctive characteristics; an excellent reputation for quality the world over, and is nowhere more favored than in Latin-America. Hence they are concentrating a good deal of attention on this market. Resident agents have been supplied with the most up-to-date samples, and travellers are about to leave England.

High prices prevail, and there is at present little prospect that they will fall to any appreciable extent. Meanwhile, lace producers in the United Kingdom are organizing and consolidating their resources, and have asked the Government to guard them against any trade war on the part of Germany.

The range of laces for ornamental and useful purposes produced in Nottingham embraces almost every style so far evolved. It cannot be too often reiterated that the remarkable mechanism of the machines made in the city and neighborhood has reached such perfection that the imitation of foreign made articles is rendered comparatively easy, so that former customers of Germany and Austria need have no fear that they will be unable to get what what they require without resource to those countries.

Long Credits Not Advisable

The vexed question of long credits remains unsolved so far as the British lace producer is concerned. He is averse from copying the German trader in this particular, being of opinion that business relations are mutually beneficial when conducted on a basis ensuring a ready interchange of commodities and currency. He does not bind himself to any definite theory of finance, and is open to extend accommodation within reasonable limits. His attitude is simply that of one who desires business, is determined to give satisfaction, and is prepared to accept any suggestions for making his goods more acceptable in Latin-American markets.

Made Entirely in Toronto

This novel and fashionable tunic is made of orchid silk net embroidered in silver and finished with orchid satin ribbon and emerald green beads. The embroidery and designing is all done in Toronto by the H. P. Ritchie Company.

HANDBAGS AND PURSES

New Frames to Suit Modish Fabrics

Speaking of the advances in fine leathers and kids, a manufacturer mentioned to DRY GOODS REVIEW that he bought 8 months ago for next Spring, and prices had gone up 30 per cent. in the meantime. Finished goods for this year are not more than 10 per cent. over a year ago, but those who did not get in early would have to ask prices next year quite a step in advance of this year.

Flat purses are selling well. While demand is rather active for novelty lines such as the new soft top canteens, pointed canteens with tassels, miser bags, etc. The bulk of sales is consummated in the more staple types, and manufacturers prefer making these. Much new help has had to be taken in this Fall and the output is materially greater when restricted to a few patterns, than when each bag or purse is inclined to have a construction all its own.

Some of the newer flat purses are rather small and square in shape, or if oblong, the handle is attached to the smaller side. These are only seen occasionally, however.

In fabric bags silk velvets and brocades are extremely popular. So popular are they, in fact, that a great variety of fancy frames and handles has been produced for them.

The newest handles show a combination of celluloid and silver, the celluloid being in a mottled color scheme to harmonize with the brocade and mounted with a fancy silver motif. A decided turn has occurred in handles for these frames. Last season practically all the frames were of the bag material, ribbon or celluloid chains like the frames. This year one sees a re-appearance of the metallic chains, finished in silver to match the trimmings on the frames. Small links similar to those on mesh purses are used. One new type of all silver frame (which is still good), has a shield or V-shape portion on the flat sides, which adds an ornamental touch as well as taking al strain off the material.

Tassels for bags tending to an oblong shape are still in vogue.

One attractive new design is in heart shape, about 8 inches deep, and has a shirred band between the two sides, giving additional room inside.

NECKWEAR

The month just passed has seen little change in the neckwear situation. Nets are very active in all the styles mentioned a month ago. If there is any new tendency it is toward the high-back collar. These are suitable for wearing with suits and cloth dresses while the weather continues mild, and will find a sale so long as furs are not essential.

The newest of these collars have deep lapels in front and roll up high at the back of the neck. Organdie is a suitable material for them.

Suit collars of real lace are noted frequently. Fine guipure laces, Irish crochet, real filet, and the exquisite Venetian and Belgian laces are used for these styles. They are usually made straight and from 2 to 3 inches wide.

Ivory and natural tones are of course the mode for these laces unless in the case of Irish crochet, which is usually white.

Some dainty combinations of ecru and white nets are shown in trim little narrow tuxedo collars with cuffs. Panels of shirred net are an interesting touch.

Sponge cloth, which has been referred to in the letters from Paris which have appeared in DRY GOODS REVIEW, is being shown here under the more familiar term of ratine, but these heavier fabrics are really waiting for cooler weather for their "run," the sunny Fall days so far being hes texpressed in the dainty nets and laces.

For dresses of silk, Georgette, berthas

and ruchings are dressy and attractive. Some of these are shirred and lace trimmed so that they are an item of real importance in the finishing of a graceful gown, especially when cuffs to match are worn.

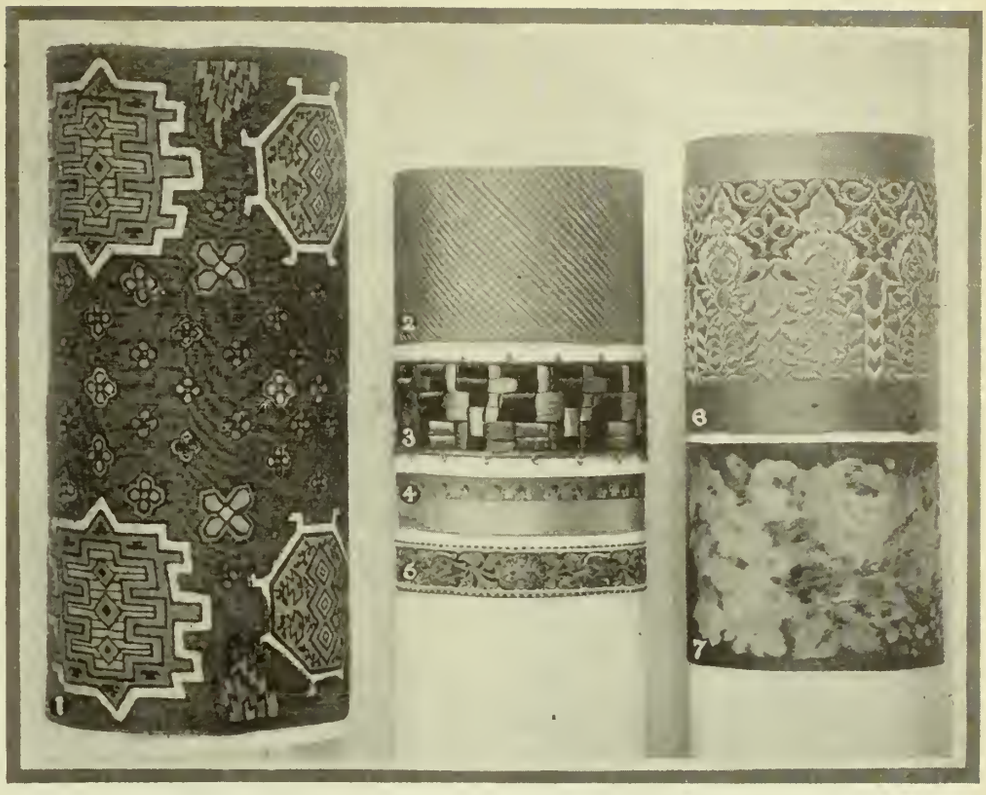
RIBBONS

Everybody is crying for them, and they won't be happy till they get them, but, unfortunately, the latter is out of the question!

The demand for ribbons of all kinds has been so much greater than anticipated this season, and the deliveries of foreign goods so delayed, that wholesalers are able to fill only a small percentage of their orders.

The Latest Modes

Two of the newest models in fashionable bags. These feature the new frames made of colored celluloid and silver, with chain handles. Brocades and velvets are the leading materials for handbags. Shown by Canadian Leather Products, Ltd., Toronto.



Beautiful French Ribbons in Various Widths

No. 1 is one of the new wide Shantung ribbons in rich Oriental colorings and design. 2. Soft diagonal faille, wide rib, in ember shade. 3. A rich novelty in irregular satin blocks in nasturtium tones. 4. Silver and faille are combined here, the silver being plain and the faille, in turquoise blue; brocaded with tiny flowers. 5. A richly colored Persian effect, heavy but soft. 6. A brilliant combination of embossed gold color design on two-toned ground. 7. Finely woven faille ribbon so softly shaded that it resembles velvet brocade very closely. Shown by courtesy of Chas. Mouterde, Ltd., Toronto.

Handsome bags of heavy cord and embroidered ribbons are selling well as far as they can be supplied, so also are boudoir novelties made of the narrower ribbons in pastel shades. One charming little cap is of light blue satin ribbon; a bandeau one and a half inches wide is used as a foundation for three-quarter inch ribbon strips, which meet at the centre of the crown and are fastened by a cluster of pink rosebuds. Another cluster and rosette of pink ornament the bandeau.

It is hoped that, with the settlement of the strike in England and the return of shipping conditions to normal, ribbons will begin to arrive in sufficient abundance to meet the demand. Prices, however, promise to go still higher, particularly on foreign goods.

Offerings on the Canadian markets include new "camouflage" and "mosaic" patterns in wide widths. Two-toned satin ribbons are in good demand for the better class trade. They are used a great deal by makers of both evening gowns and exclusive silk undergarments. There is a range of some 14 color combinations in these two-faced ribbons.

"MEMORIES OF MY UMBRELLA DAYS"

An interesting booklet under the above title, telling the story of an ambitious saleslady in the umbrella department of a big store, has been received by DRY GOODS REVIEW. The "heroine" tells in the first person how she rose to be buyer and manager through her interest in the stock and study of umbrella selling methods. Later she increased her department's efficiency by the use of various artistic devices designed to attract customers.

One clever idea which provoked many smiles, was the use of a show card saying: "People need umbrellas even after they are married. There is no more welcome present for a bride and groom —or both."

The story is modestly told, and ends with a touch of romance, which seems to indicate that she "married and lived happily ever after."

The booklet is artistically illustrated by little line cuts and would prove fascinating to anyone interested in the selling of umbrellas. It is copyrighted by W. N. Stevenson & Co., New York.

FOOTWEAR

All the new fashionable pumps are well built up with a shield or in some other way on the instep. This was almost a necessity for Winter, when so many people want to wear spats with their pumps, the low cuts being of the wrong line and apt to leave a gap between its edge and that of the spat.

Buckles of patent kid, of cut steel or of rhinestones are all good on these high front shoes. A newer and fashionable feature makes the pump really to approach the oxford. This is effected by a blucher development with one or two large holes—no more—at either side, through which neat ribbon ties are laced over the instep shield. Many of the shield effects are squared off at the top, giving quite a novel line.

It is rumored that the demand among some New York women for the French last is likely to make some difference in the number of long vamps offered in fashionable lines for next Spring. France has adhered rigidly to the short, vamp, round toe, and high, almost straight, but slender heel. But there are those, too, in Paris, who are asking for the longer American lasts. Both are seen in England. Altogether, it looks as if some modifications of both types will begin to appear possibly by a year from now.

ALLOWS CLEAR VISION

One of the new Fall veils showing dot pattern over face, but not over eyes—a feature which will no doubt win appreciation. Shown by the Crown Veiling Co., New York.

"Jazz" hose are shown for faddy folk in London. These hose are in artificial silk and have a circlet of silk fringe placed at about the place where high walking boots would reach. This fringe, of course, would be readily seen when worn with skirts of French lengths.

SHORT SUPPLY OF KIDS FOR XMAS

Strikes in France Have Serious Effect On Deliveries of Kid Gloves—Only—One-Fourth in One Case

Strikes in France are increasing the scarcity of kid gloves that merchants will be able to secure for the Christmas trade. One large importer stated to DRY GOODS REVIEW that their allotment had been cut down to barely one-quarter of what they had expected, and that this was far below what they had delivered for last Christmas season. The reason for this was a series of strikes that had taken place in France among nearly all those concerned with the making of the gloves. These began in August, and latest advices gave little hope of their being concluded in time to permit of any goods being shipped in time for Christmas.

Conditions were growing steadily worse in regard to supplies of these lines. Two years ago the exports of French kid gloves to the United States had been 616,000 dozen; last year this had been reduced to 310,000, and the present year would see a much smaller total even than last year.

Fashions Call For Ribbons

Beautiful hat, scarf and bag to match, made of duvetyn and "J.C." metallic brocaded ribbon—two important fashion items. The fringe is silk floss and narrow ribbon combined. Worn by Eleanor Henry in "The Lonely Romeo."

This novel pyjama suit looks almost like an afternoon gown. It is made of indestructible crepe and "J.C." embroidered satin ribbon with silver tassels. Miss Myrtle Stedman, star in Paramount Pictures, is wearing it, and you notice she likes a bandeau to match.

Photos by courtesy of Johnson, Cowdin & Co., Inc., New York.

What's Wrong?

Some Enumerations as to Points of Reconstruction Required Among Certain Retail Merchants.

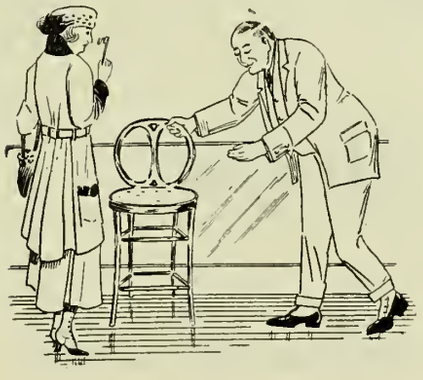
"THERE is something radically wrong with my business, I am losing customers!" This is a common complaint that has been voiced by a certain class of retail merchants since time immemorial. It is a perennial or chronic ailment, ever recurring. Usually the complainant endeavors to discover where the trouble lies. Quite often he blames his salespeople; oftener the customers themslves. Seldom does he give himself the credit of being the chaotic element. Yet six times out of ten the merchant who bemoans his declining business is the principal offender, the William Hohenzollern, and can only remedy matters by renovating himself and his methods of conducting business. And it is absolutely necessary that he right conditions, for the germ of inevitable failure lies in a merchant's continued inability to discover his weaknesses.

Not that retail merchants are any different from other human beings. It is natural for man to be blind to his own sins and doubly conscious of the transgressions of his neighbors.

The Freezing Process

Perhaps more customers are lost through proprietors of retail stores being too cold and undemonstrative toward the trade than any other way. A customer doesn't like to be ignored. He considers himself, and is entitled to courtesy and friendly recognition from the men whose business he patronizes.

Unfortunately, it seems inherent in some men to be frigid in their attitude toward others. They really don't mean to be that way and usually, when one gets to know them, he finds such persons mighty warm friends. But the average customer is not an intimate friend of the manager of a store and does not know that he is a jolly good fellow somewhere beneath his frosty exterior. A man who cannot display at least a little sunny nature in greeting his customers had better sell out and go into the cold storage business as quickly as possible.



This doesn't mean that a merchant must generate the heat of a tropical climate in meeting the trade and fawn over his customers like an enthusiastic puppy dog.

A merchant can be too warm and effusive just the same as he can be too cold and distant. Both are extremely dangerous to healthy business.

On Guaranteeing Goods

When a merchant starts to giving indiscriminate guarantees with his merchandise he is treading on dangerous ground and is liable to wake up some dull morning and locate a creditors' sale bill outside his door. It would appear as if a great many retail merchants regarded a guarantee as something light and inconsequential, a convenient little hackneyed word for use in closing a deal.

How many merchants have not replied, at some time or another, to a

customer's query, as to whether an article was reliable or not, with a careless: "Yes, it's all right, I'll guarantee it." The expression is common, too common in this country, and by no means confined to the retail merchant. Some customers accept it at its true worth, which in the majority of cases is very low, but there are other serious-minded persons who interpret that thoughtless utterance as meaning that they are entitled to a return of their money if the goods prove unsatisfactory. Trouble and loss of customers usually results from misunderstandings of this kind.

Guarantees are dangerous things to trifle with, even when they are given in earnest and good faith. There is so much room for argument and disagreement when merchandise is returned. The merchant usually has his opinion as to the merits of the unsatisfactory article and the customer his. Unless a retail merchant can back up a bona-fide guarantee with an equally bona-fide one from the manufacturer or wholesaler, it is safer and wiser to refrain from making use of this popular method of selling goods.

Evasive Advertising

Whether designedly or because they are unable to grasp the true essentials of resourceful publicity, a number of retail merchants are inclined to advertise their merchandise in evasive and, sometimes, untruthful, though conventional, terms—another splendid way to lose customers.

There still are some people who will bite twice, but this is a progressive age of keen competition and the average buyer demands value with his bargains and will only stand for being fooled once. He will go across the street the next time.

It is impossible to make the keen-eyed, experienced housewife believe that there is not a thread of cotton in a certain line of towelling just because the advertisement claimed it was pure linen. The fellow who reads about the sample suits temptingly offered at $11.09 will understand why the description was vague when he examines the clothing and finds that it is of mid-Victorian vintage and suspiciously odorous of moth balls.

An advertisement should be first and always an exposition of the truth. It

should be worded in plain, understandable English, without equivocal terms, and if there is anything wrong with the merchandise featured, the advertiser should make it clear to the public. Cotton is cotton and seconds are seconds, no matter how hard and how cleverly some ingenious, but immature adwriter endeavors to disguise the former for wool and the latter for the flawless article in an elaborately designed advertisement.

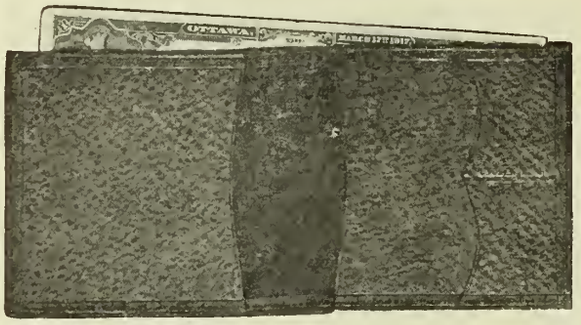
Take a Holiday

These are but a few of the many little ills that go to make up a complication of business diseases in a certain class of the retail merchants of the day. Some of them suffer but slightly from one, while others are deeply afflicted with all. In this progressive, swift-moving, thoroughly-efficient age no man can afford to permit even a slight business ill to infest himself or his system. If his physical make-up gets out of order the rushes

(Continued on page 108)

CLP
T

BILL-FOLDS
AND
POCKET
BOOKS

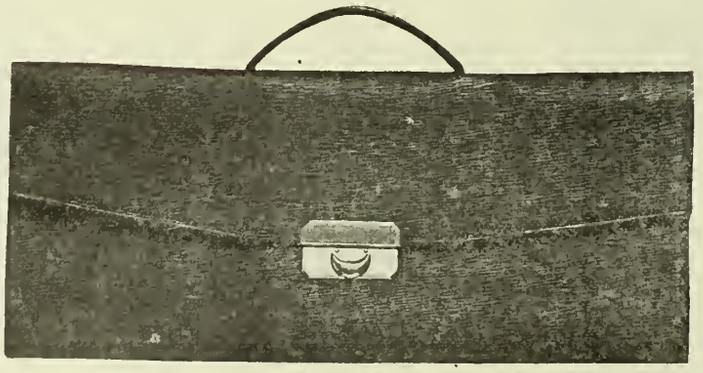


$12.00
to
$30.00
Doz.

MEN'S
COLLAR
BOXES
Black and Colors

$12.00
to
$30.00
Doz.

MUSIC
ROLLS
Can also be dropped and locked.
Full size of music.



$15.00
to
$54.00
Doz.

Manufactured by

Canadian Leather Products

Limited

144 Front Street West, TORONTO

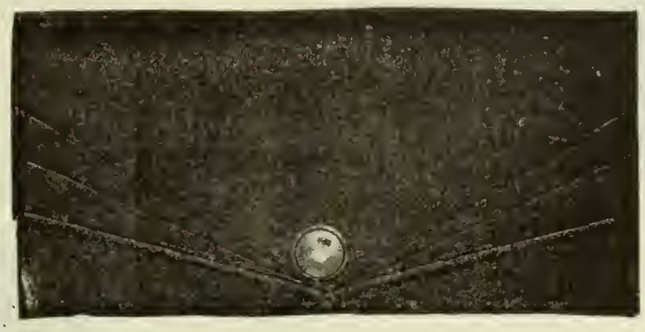
MONTREAL OFFICE : 230 McGill St.—C. E. DEMERS

CLP
T

SILK
AND
VELVET
BAGS

PRICES
$21.00
Doz
to
$60.00
Doz.

STRAP
BACK
PURSES



$6.50
Doz.
to
$60.00
Doz.

TOP
HANDLE
PURSES

$12.00
Doz.
to
$72.00
Doz.

Manufactured by

Canadian Leather Products

Limited

144 Front Street West, TORONTO

MONTREAL OFFICE : 230 McGill St.—C. E. DEMERS

Griffin Gloves

Ideal For Fall and Winter

You can thoroughly recommend them

Chamo Suede REGISTERED

TRADE MARK Griffin Gloves

Chamo Suede Duplex

Chamo Suede and Silk

Canadian Made

Griffin Gloves, Limited

Toronto

Sole Selling Agents:

RICHARD L. BAKER & CO., 84 Wellington St. West, TORONTO

SEVENTEEN years ago there was only one front lacing corset manufactured in all the Dominion of Canada——

THE GOSSARD FRONT-LACING CORSET

That the front lacing principle is the correct principle in corsetry is sufficiently proved by the unquestioned fact that in the short period of these seventeen years Gossard Corsets have not only gained and maintained a commanding leadership, but have revolutionized the entire corset industry.

So, of course, to-day there are many other front lacing corsets manufactured in imitation of the original, but to a large majority of discriminating buyers there is still only one front lacing corset manufactured in all the Dominion of Canada.

The Canadian H. W. Gossard Co.,
LIMITED
284-286 West King Street TORONTO, ONTARIO

Phoenix Novelty Company

TORONTO

for

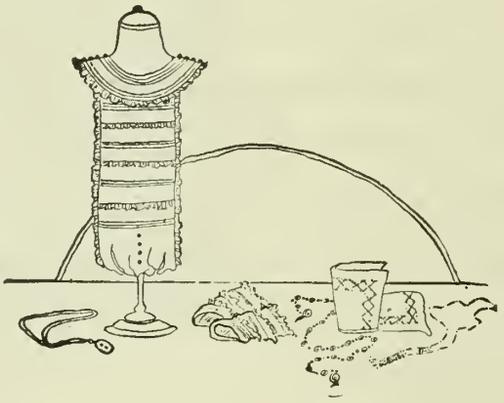
Neckwear of Character

Sold by the Smartest Shops
Worn by the Smartest Women

Distinctive designs in Jabots, Gilets, Berthas, Collars—in fact everything in up-to-the-minute Neckwear—to suit your most discriminating customer.

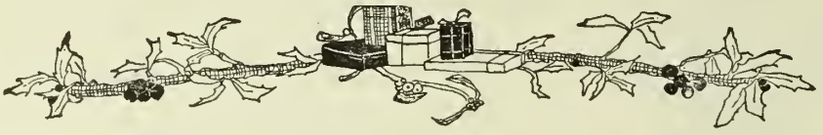
NECKWEAR
TEA APRONS

Place Early!



CAMISOLES
BOUDOIR CAPS

Place Early!



Holly Ribbons for Christmas

Have you a good supply in readiness for

THE BIGGEST CHRISTMAS EVER?

Indications point to unprecedented Christmas buying this year. The demand for Christmas Ribbons will be immense.

Be sure to have a sufficient supply on hand. We have a large stock of high-class Holly Ribbons in many attractive designs and different widths.

ORDER NOW!

RIBBONS LIMITED

"Specialists in Ribbons"

Montreal TORONTO Winnipeg

Sell Sport Veils the "Society" Way

The unique "Society" Sport Veil cabinet shown on this page serves as salesman, display piece and container. It virtually places the "Society" veil, with its becoming mesh and motif, directly into the waiting hands of the curious shopper.

Shortly, plans for a far-reaching "Society" Sport Veil campaign of national publicity will be announced. If you would be numbered among the many up-to-date Retailers, who are finding quick sales and new, large profits in "Society" Sport Veils—get in touch with your nearest wholesaler now.

Retailers: Name of our nearest distributor will be sent you upon request.

Jobbers: Our representative will call or we'll forward samples. Communicate.

HERBERT B. LEDERER CO.
A CORPORATION
Importers and Manufacturers
91-93 FIFTH AVE. NEW YORK

Society Sport Veils

6414—Misses' Pullover, Fancy Knit, Striped Collar, Cuffs and Skirt. Made in sizes 28 to 34.

Colors: Turquoise and Salmon, Mid Rose and Turquoise, Lilac and Maize, Dark American Beauty and Peacock.

For SPRING 1920

ACME
TRADE MARK

Knit Goods

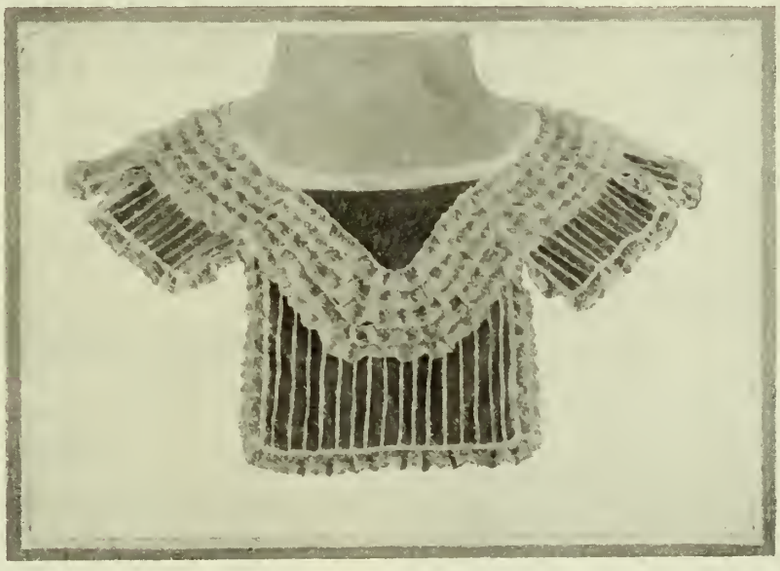
These two numbers are representative of the dozens of smart new styles our salesmen are showing. See their samples and

ORDER EARLY

Acme Glove Works
Limited
Montreal

6463—Ladies' Tuxedo Coat with vestee front; plain knitted yarn, silk effect; fancy knit vestee.

Colors: Turquoise and Maize, Maize and Irish, Salmon and Nile, Light American Beauty and Nile.



Simple but effective collar of plain cream net combined with tucked net and fluting. Particularly suitable for the round-necked dress.

We are now showing our full range of Christmas Neckwear, with the best assortment of materials and styles we have ever produced.

"The Exclusive Neckwear House"

T. H. BIRMINGHAM and CO., LIMITED

93 to 99 SPADINA AVENUE, TORONTO

Westlake Brothers
Limited

24 Wellington St. W.
Toronto

for

Christmas Goods

Handkerchiefs

Novelties

Laces

Veilings

Embroideries

THE HOUSE OF B STYLE & SERVICE

You will find our quality,
our prices and our
service - RIGHT

OSTRICH FEATHER FANS

are very popular this season and will be for some time.

Illustration shown is one of our best numbers.

We have fans to match any gown. Large range. Any color.

Dominion Ostrich Feather Co.
Limited
78 Wellington Street W.
TORONTO

BUTTONS

BUTTONS

Our extensive stock will meet your demands. We have all the wanted lines—including a good range of Ivory and Smoked Pearl Buttons and Celluloid Buttons.

Tailors' Small Wares
Fancy Trimmings

See the Button Man or write for prices.

The Ontario Button Co.,
LIMITED
Kitchener - - Ontario

Evelyn Gosnell of "Up in Mabel's Room" wearing beautiful dress creation trimmed with "J. C." Lady Fair Ribbon

J.C. AMERICA'S BEST RIBBONS

"J. C." RIBBONS

supply in a distinctive fashion, all the individuality and charm you expect to find in a ribbon trimming.

"J. C." Ribbons are so unusual in quality, so unique in design and so uncommon in color that they are the invariable choice of garment designers. The genuine beauty of these ribbons is a revelation to the most discriminating.

There's a "J. C." Ribbon for every garment need—buy them by name—

LADY FAIR
A new double-faced satin ribbon. There is only one genuine Lady Fair Ribbon—"J. C." LADY FAIR. Be sure the name appears on every bolt you buy.

SATIN DE LUXE
Best satin and taffeta ribbon.

VIOLET
Ideal lingerie ribbon in pink, blue and white.

TROUSSEAU
Rosebud and Polka dot lingerie ribbon.

(All registered trade mark names)

SANKANAC
Popularly priced satin and taffeta ribbon.

DEMOCRACY
A grosgrain ribbon "For the People."

JOHNSON, COWDIN & COMPANY, Inc.

"America's Best Ribbons"

40 East 30th Street New York

PERRIN'S GLOVE

The name "Perrin" on gloves corresponds to the word "sterling" on silver. Men and women who buy with the sharpest discrimination and keen appreciation of worth, style and wearing qualities invariably choose Perrin's.

"Kayser" GLOVE
REAL CHAMOISETTE
MADE IN CANADA

The quality of Kayser "Real chamoisette" gloves sells them with practically little recommendation. Men and women know that Kayser Chamoisette Gloves wear well, look well and are best in the long run.

Seldom do you find two such lines of outstanding popularity as Perrin's and Kayser Gloves.

It pays to feature them.

P. K. Company

Successors to

Perrin Freres & Cie

SOMMER BUILDING

MONTREAL

Finnie Neckwear

In the designing of our neckwear we have always aimed to give the very smartest and most becoming styles, combined with first-class materials and faultless workmanship.

As a result, FINNIE NECKWEAR always leads in neckwear that is "different."

Boudoir Caps, Tea Aprons
Camisoles

Neat, attractive line that will be sure to please.

Write for catalogue with illustrations and prices

A Bruce Finnie & Co.

Corner Craig and Gosford Streets
MONTREAL

REMOVAL NOTICE

Independent Silk Co., Ltd.

formerly on McGill Street, is now located in their new factory and office

350-360 St. Paul St. East, - MONTREAL

The larger facilities of the new factory will enable us to supply a still greater demand for Canadian-made

SHOE and CORSET

LACES

SILK COTTON MERCERIZED

SLIP-ON VEILS

Wide range of popular meshes, with many extremely smart and becoming designs in Chenille, Silk, etc.

Bonnie-B

Unexcelled for long wear, neat appearance, and soft finish.

HAIR NETS

Silk and Human Hair. With or without elastic. Fringe and cap styles. Sturdy and neat.

Large Stock always on hand

THE BONNIE-B COMPANY

TORONTO--156 Yonge Street **NEW YORK--222 Fourth Avenue**

T RIMMINGS FOR EVENING WEAR SHOW CHARMING TOUCHES OF ROSEBUDS, TINSEL BRAIDS, INSERTIONS AND TASSELS. AFTERNOON GOWNS SHOW THAT CATCHY INNOVATION, KNOWN AS FEATHER FRINGE.

AT YOUR SERVICE,

MOULTON MFG. CO., LIMITED
4 INSPECTOR ST., MONTREAL

OFFICES:
ST. JOHNS, WINNIPEG, VANCOUVER, TORONTO

Christmas Merchandise as Affected by the Past Year

New Conditions Have Had Their Effect on the Character of Merchandise Which Will be Offered to the Christmas Shopper This Season.

A BUYER for a Toy and Fancy Goods Department thus summed up the situation as he found it, for DRY GOODS REVIEW:

The greatest change that the retailers will find over one year ago is in connection with Japanese toys. They have cut out a large number because they said it did not pay them to ship them over with the high freight rates. Not that these rates are higher or nearly as high as they were one year ago, but the demand has been so great for other less bulkier lines that their profits on these induced them to decline the more bulky lines, which often were less expensive. For instance, we have not been getting any of those stuffed animals in which the Japs have been making such a drive for a few years past. Nor those numerous metal toys such as Jack-in-the Box; nor the baskets they sent over last year, and many other lines.

But they have been going more than ever into the making of dolls, and this year besides the character dolls they have been making for every nation and the bisque dolls, they are going into imitation kid dolls and are getting as good results as the Germans used to, but the price is three times as great. The trouble with the larger sized goods is that freight rates are charged by the cubic foot in most cases, and when smaller but as high-priced goods can be shipped it does not pay to meet the higher costs of freight on the larger goods. These freight charges are paid in connection with buying the goods instead of at the Canadian end; they are included in our invoices. In several of mine lately there has come a reduction allowed me through the lowering of rates from the time when I bought the goods nearly one year ago in many cases.

China tea sets are coming out in large quantities as before.

Higher Prices For Repeats

In dolls from this side we find that on repeat orders we are having to pay from ten to fifteen per cent. advance, so that the retailer will be up against this in his late orders as compared with placing prices early this year. Both the Canadian and United States doll manufacturers have made good progress this year, although they have not reached the perfection of the before-the-war dolls.

So far as England is concerned I have found little change over one year ago. The lead soldiers I ordered are not to hand yet and may not come. Mechanical toys are coming all right, and games, sporting goods—which are very high in price—picture blocks and books, etc. But there is little development seen during the twelve months.

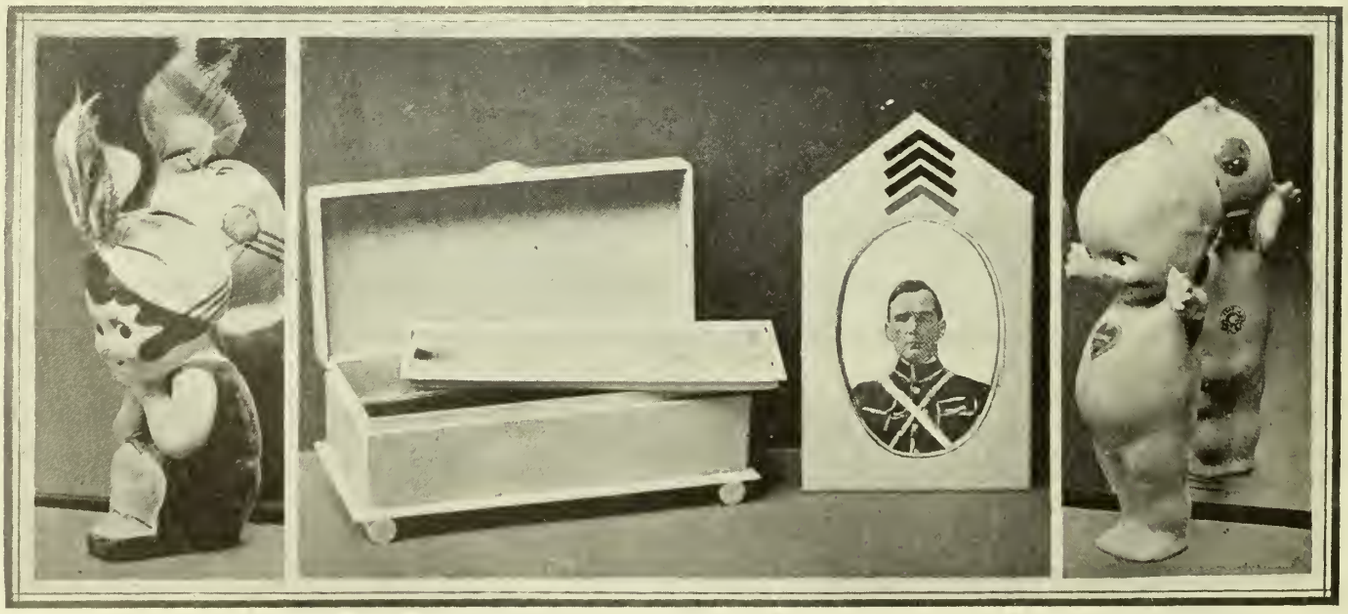
From France there is some improvement, especially in the cheaper lines of rubber toys, perfumes, etc. In soaps the advance over last year has been at least fifty per cent.

Celluloid toys the retailer will find at higher prices than before.

Then tin toys are very high and much scarcer than they were. Bugles, for instance, and other similar lines are not coming from Japan on account of the low prices compared with other lines, and we are finding a scarcity in these. In many cases the price advance is met by manufacturing a smaller article for the money so as to keep the five, ten, fifteen and twenty-five cent prices as before.

The hollow balls are still coming from Japan, in grey, terra cotta and fancy colors, but we depend on Canada for the solid ones. Before the war these came from England and Germany. There is a slight advance in balls.

In sporting lines generally there is a threatened scarcity. During the past summer, with the men of Canada and the States back from the front, there has been a tremendous demand for sporting goods, and this next summer it is predicted there will be a record sale.



Novelty Christmas Lines

Here we have "Splash Me" and Kewpie in a new role. This time they must locate on Milady's dressing table, for they hold her talcum. Do you see the shaker tops in the back of their heads? They are shown by Geo. Borgfeldt & Co. Ivory is losing none of its popularity, although it is reported as becoming scarce. The jewel box illustrated, in addition to possessing a removable tray and being lined with lavender velvet, has a new kind of feet. Logs extend across either end and serve as feet. The photo frame has a novelty touch in its blue and red chevrons. These chevrons are sold to retailers separately so that they may attach the number required by the customer. The Pugh Specialty Co. is showing these ivory articles.

Art Needlework

Stamped articles of all kinds for embroidery work are enjoying their best season of the year just now. There is a good range in the usual colored work, though little of a novel nature is asked for. Runners, centres and cushion tops still hold the lead and these are for the most part of brown "linen" There are some new designs shown in blue denims. Gold, black and white are the colors used most frequently on the blue grounds, and they make very effective sets. There is not the big range of stamped goods on the market this year that some previous seasons have seen, but supplies of those offered are considerably better than last year, that is, deliveries are coming along more satisfactorily.

One store which has no special needlework department, but features linens of all kinds, states that it does a nice business in making up linens and other goods for embroidering to order. When a store has a good stock of the real linens in different weights and finishes suitable for embroidery purposes, it can no doubt cater to this better class trade in this way for there are those customers who are always anxious to get the pure linens for their needlework. Of course, prices on these are high.

Luncheon sets, scarfs, children's wear, lingerie of all kinds, tea aprons, and towels continue to be the most popular items in stamped goods. A good deal of color is used on all these lines, but for regulation centre pieces, white is liked. The solid work, Italian cut work, darning stitch, French dots and button holing have nothing to surpass them in popularity. The articles described in the last issue of DRY GOODS REVIEW made with hemstitched and crocheted borders have not yet reached the height of their popularity, for the sales each month are increasing in those lines. Crochet work both in cotton and wools and knitting are quite the handwork of the hour still. One new shawl scarf noted in a Toronto shop had each end finished in three deep points; the central part was knitted and the 2-inch border all around was crocheted.

As To Fine Linens

In fancy linens such as Madeira, deliveries are slow and uncertain, but when they do arrive consignments are larger than they were a year ago. There is perhaps not as big a variety of patterns this year as some years, but sales of the available lines are big nevertheless, and at prices considerably above those of a year ago. Labor problems have affected Madeira workers as well as producers of linens. Philippine embroidery sells readily where it is to be had, but shipments have been very disappointing.

Speaking of the keen inquiry for fine linens, a buyer for one of the Toronto stores stated to DRY GOODS REVIEW that he has table napkins as high at $75.00 to $100.00 a dozen, and they are selling. These are made from selected flax with the most skilled labor throughout their manufacture. Before the war a linen table cloth of 2 x 3 size and fair quality, sold at $2.50. The manufacturers of this cloth, owing to the lack of sufficient flax for civilian purposes, have had to use cotton for a large part of their production. They are using the same looms and patterns for the cotton which they used for the linen, so that the finish is very similar to a pure linen cloth. The cotton cloth, however, has to sell this year retail at $7.50. This gives some idea of the scarcity of linens and the prices which have to be asked for them.

New Embroidery Designs

The tea apron is arranged in three box pleats, each ending at the top with a novel embroidered rose in solid and darning stitches. The ribbon tie runs under these; delicate sprays are shown at the lower end and fine Val. lace outlines the whole. The negligee is of gold crepe embroidered in black outlining and light blue; the buttons and ribbon knot make interesting trimmings. Novel and very effective is the design of the runner and cushion illustrated. They are both edged with silk cord and trimmed with large silk tassels. Shown by Belding-Paul-Corticelli, Limited.

FANCY GOODS ALL SOLD UP

Wholesalers and jobbers of fancy goods and toys are very enthusiastic over the business which has been done this year. The last six months has been the best season they have ever had, and they report that everything they can hope to get in time for Christmas delivery has already been sold up. Their

attention has been placed almost entirely on the regular marketed lines, and there is little time for new goods either in manufacture or distribution. A number of cheaper orders have been off now for two months, and deliveries are sold up for many months ahead. In a number of lines such as ivory and dolls the attention of the trade is centred already on next year's supplies since the manufacturers are long ago filled up with all they can deliver for this year. It is felt, however, that next year is going to see a bigger range of both staple and novelty lines than has been on the market during the past few seasons. The price tendency is still up in both the United States and England. "Materials can not go up any higher. The advance will be due almost entirely to labor," said one of the larger Canadian wholesalers to DRY GOODS REVIEW.

Is Your Cost Marking System Satisfactory?

If You Are Thinking of Changing Your Method Here Are a Few Suggestions.

DESIROUS of changing his private cost-mark system, a subscriber wrote in to DRY GOODS REVIEW during the past month asking for points of suggestion therefor. Since this is a matter which, no doubt, concerns many hundreds of merchants throughout the Dominion as new goods come in each season, and in many departments are offered on the same shelves and counters with earlier buys, the suggestions sent to the enquirer are given here for the assimilation of all our readers.

No Standard System

After making a number of enquiries it appears that there is no one system of private cost-marking which seems to be regarded as a standard, but there are several points which should be taken into consideration in working out one's own scheme.

In the first place, it is very necessary that as little marking as possible appear on the price tickets when the goods reach the counter. This is in order that the selling price itself be plain for the customer and not liable to be confused with the other markings. It is obvious, too, that the briefer the marking, the less time it will consume in the actual marking of the tickets.

Many stores of first standing do not want anything on the tags to indicate what the purchase price was, because almost any code system is worked out in a short time by salespeople or customers who may be anxious to know it. All costs are recorded in the office of these stores and the selling price fixed from there by the manager or buyer before the goods are placed on sale. One large department store states that it makes as sure as possible that its selling price is right first; the goods are then placed on sale. If they stay in stock too long an investigation is made. If the selling price is the obstacle to a ready turnover, the goods are marked down to whatever figure will sell them, even if it should be below cost. In this case the date of purchase is the all-important information.

Purchase Date of Greatest Importance

It is a time saver in many ways to have price tags indicated in some way when the goods were bought. Some firms use a letter to indicate the year and a figure to indicate the period in the year. For instance, "A" might be used to indicate year purchases; "B," those of the year before; "C," the year before that, etc. The figure "1" might be used with it the first 6 months of the year; "2," the second 6 months.

Three month periods instead of 6 months could be indicated with about as little work as the longer periods, if so desired. With this system of marking the merchandise purchased in May, 1919, would be marked A1; that bought in September, 1918, would be B2; and so on. Among the largest department stores are some which regard this as the only mark necessary, and they do not use it even on merchandise, which turns over quickly.

Most buyers know pretty well where the merchandise comes from which they purchase, so that it is seldom necessary to indicate the manufacturer or wholesaler in the marking system.

As to Codes

In cases where it is found advisable to indicate figures, it is better to use a more detailed code than the ordinary alphabetical one, where "a" means 1, "6" means 2, "c," 3, etc. A word or phrase of 10 letters is preferable. These should not have any repeated letters, as this would give two interpretations to the one letter. Such words as "monarch fly," "marking out," "dark violet," "buying date," "dragon blue," etc., would be suitable. The letters are numbered 1, 2, 3, 4, 5, 6, 7, 8, 9, 0, starting either at the left or right; then the letter is used instead of the figure where desired.

No doubt there are many thoughtful merchants who have hit upon additional ideas which have proven practical in private cost-marking. If they are willing to offer these as suggestions to their fellows-in-trade, DRY GOODS REVIEW will be only too pleased to publish them if sent in and so assist in the building up of a substantial system of Canadian merchandising.

The "Push-a-Bike"

It has steel axles and there is spring in the seat. The wheels are solid wood, painted to resemble spokes and rubber tires. Shown by Nerlich & Co.

NOTES ON NEW GOODS

Among the recent arrivals on the Canadian market are some well-formed dolls made of enamel on brass. These are of metal, even to the eyes, and have steel springs in the joints. They are featured as indestructible and will retail at $3.00 to $5.00 each. While small in size their life-like expression, and other characteristics mentioned, will no doubt find them a ready market.

The "Push-a-bike" is a new skooter for boys. It has wooden wheels made and painted to imitate rubber-tired auto wheels.

There is a range of Canadian granite-wear kitchen sets for little girls. These are not too small to be of real use and are constructed and finished just like the full size utensils. No doubt many will consider these toys as a real practical buy for Christmas, since they can be used for small quantities quite conveniently.

A range of "French" wooden parlor games well made and finished is offered. These are suitable for adults as well as children and the among the high class offerings in Christmas games. They retail at $3.50 to $8.00.

"Kewpie" and "Splash Me" are on the market in a new light. Their latest purpose in life is to sit on Milady's dressing table and house her talcum

(Continued on page 100)

Music Hath Charms

Montreal Store Moves Music From Basement to Balcony and Increases Number of Customers—An Important Winter Department.

THE basement of a large store is hardly the ideal spot for the location of a music department; removing it from the lower regions and placing it on a balcony that has a splendid view—and hearing—of the main floor of the store was a wise and diplomatic step that was taken by Jas. A. Ogilvy's of Montreal. The double result is that this department has prospered and continues to do so more and more, and that the sound of lively music is an attraction that greets the ear of customers on entering the store morning or afternoon, or soothes their troubles as they wander to and fro, on shopping bent.

The balcony in this store was intended formerly for a rest room and even now serves this purpose to some extent, although other arrangements supplement this. For the most part it is the music department, a view of which is given in connection with this article. There are the cabinets of sheet music, with the bright coverings of ragtime and the popular operas of the day, and the more sedate, plain black-and-white covers of the more classical selections. And at the left the new Baby Grand piano that was set up on the very day this photograph was taken for DRY GOODS REVIEW.

Sidelines—and an A.L.C.M.

As a sideline there are the Chinese lanterns, not a necessity, but adding a warm glow to the scene that fits in with the music that is played by the young manager of the department, an accomplished musician with her final degree from the London College of Music, A.L.C.M., to wit. There are certain varieties of fifteen-cent music that her classical teacher might be shocked to hear her playing, but this is all in the day's work of a successful seller of sheet music in a department store. This comes as a sort of relaxation after the more trying performances that have tested her fitness for the primary, intermediate, advanced and other examinations that she has passed with credit. Her skill at the one does not come amiss, but it rather helps to make the rag-time renditions the more convincing. Much the same as a college graduate being none too good for a kindergarten teacher.

Cost of the Music and Profits

For those stores that have never looked into the question of operating a music department it might be explained that the profits are considered quite satisfactory by the retailer. For the music that sells for 15 cents the usual cost is 84 cents a dozen sheets, or seven cents apiece. For the music that sells for 35 cents the cost runs from 18 to 22 cents, which in turn leaves a good profit on the turnover. Then there is little "waste" for any buyer who keeps in touch with what is "the rage" in music lines, and has a practical know-

A Modern Music Department

Here is a photo reproduced of music department of Ogilvy's, Montreal. It gives a pretty good idea of the department on the balcony. The new Baby Grand piano is seen there and the assistant of Miss McKenzie is at it. On the right are the racks of music, the first three on the left being 35-cent music, and the one on the right and another that is not shown in the picture the 15-cent music. Then to the right of this again is the more standard music, running from 35 to 55 cents. Below are the drawers, numbered alphabetically, where the older music is kept, and the books of musical selections. A cash register is used for the department. On the stand where the register is may be seen the rubber stamp that carries an advertisement of the music department into every home where the music goes.

ledge of the standard music for which there is always a steady demand. There is a convenient division of music, a standardization that makes the handling comparatively simple: in the upright racks that are shown here there are three divisions. On the left the 35-cent music, taking up three sections; next is the 15-cent music, one large and a smaller section; and at the right-hand end is the more classical, sacred music, etc., with prices ranging from 35 to 55 cents. Thus there is a simple division that is soon recognized by the customers, for one of the advantages of the music department is that it draws customers back regularly. In the drawers below is the standard music, running back for years, the old pieces for which there is an intermittent demand, such as "The Rosary." On the right of the drawers are kept the books, dance music, etc.

Inquiry of the workings of this department of Ogilvy's showed that many of the sales are the direct result of the playing over of the selections on the piano in the department. Miss McKenzie, who is in charge, spends part of the time playing over the new pieces, whether there is any special request or not, and many a buyer is drawn upstairs to buy something that takes her fancy. At other times she plays over a piece that is requested, and often there are extra sales to others in addition to the one made the person who asks her to play. The department is so busy in the afternoons now that she has an assistant who plays or sells as may be required.

How Music is Chosen

The choice of the music that is placed in stock depends to a great extent on the judgment of the buyer, as in all other departments, and in this quite as much as in any other. The buyer must keep in touch with the new music that comes out, including not only that of the "legitimate drama," but vaudeville favorites. As a rule, when any hit is going to be sung in a theatre the publisher sends word to the more important stores that sell music and this gives them an opportunity of ordering special supplies.

Sold Hundreds of One Song

In the case of one song to which the public took lately, "I'm Forever Blowing Bubbles," this one department sold hundreds of copies at 35 cents each. Sales of one hundred copies of a single song in a period of two or three weeks are not at all rare.

No Refunds

So far as selling-rules in this department are concerned, telephone orders are filled and music ordered where the selection desired is not in stock. A common-sense rule obtains as to "returns" or "exchanges" of music that has been purchased. There is a strict rule against refunding money for music that is returned, but as a rule another selection will be given in exchange where the music is brought back in good condition. The reason why money cannot be refunded in the case of music is almost obvious: anyone might take music home to-night, memorize it in a short time, or copy it out, words and music, and return the next day. All the advantage of keeping the copy permanently—for nothing. Thus a hard-and-fast rule is made to prevent actions such as this.

Rubber Stamp

On each copy of music that is sold is stamped with a rubber stamp containing the words, Jas. A. Ogilvy's, and "Music Department." This is inside a circle about a couple of inches in diameter, and is a standing advertisement, not in an objectionable form, for the department.

There is little special advertising done for the department in the papers. Once in a while there is a notice about the music department, stating that seven copies of 15-cent sheets will be sold for $1.00, or three copies of 35-cent for $1.00, but these reductions are regular ones in force at any time. It is found that with careful judgment in buying, and watching the stock, there is little stock that grows old. In most cases a few copies of any song are demanded even for months after the "rage" has been transferred to another favorite.

AN INNOVATION IN PHONOGRAPH SERVICE FOR CUSTOMERS

Wanamaker's at both New York and Philadelphia, who have been carrying only one make of talking machine heretofore, are installing seven of the leading makes. They are advertising the list in alphabetical order, so as not to give the impression of featuring any particular one. All will be offered to customers on an equal basis, allowing them to make their own selections.

"The reason we undertook this step," declared N. P. Bertine, buyer for the New York store, "was our desire to increase the service we could render our customers. It is all right for a store to specialize on a certain make when that one is far and away above all the others in excellence. But to-day they have been brought up to about the same standard of excellence, and so we feel we are doing better by carrying them all. A customer thus has the confidence that she can get the very best there is in the market."

"For the first time in the history of any store, so far as we know," states the store's 4-column announcement in the dailies, "the great talking machines and phonographs made in America are brought together in one store, so that everybody about to buy one of these magnificent musical instruments can choose at will from these seven. This is an accomplishment long desired by the public, but never before attained.

"Heretofore you would find one machine in one store, another in another, and so on, each with its accompanying records. If you wanted to make a selection from the productions of all the great artists, you had to go all over the city from one store to another. This store (outside of our Philadelphia store) is the only one to exhibit and sell all of the seven."

NOTES ON NEW GOODS

(Continued from page 98)

powder. They are fitted with shaker tops on the backs of their head, and are filled from the feet. These are already exceedingly popular in the United States. "Kewpies" in general, whether of celluloid, composition or marble, are quite as popular this year as ever before, and are to be had in a greater range of sizes than last year. The pensive "kewpies," that is, those with their elbows resting on their knees, are in bigger demand than they were last year.

The "Bunny" bank is an item that is meeting with favor this year. This bunny is nicely finished in brown and white with a green coat.

There is a range of French perfumes on the Canadian market again. During the war period practically none of these luxuries came over from France. This was partly due to the French manufacturers having produced little or none, and partly to the feeling on the home market that the purchase of such luxuries was unpatriotic. If shipments during the present and next month are sufficient, there is little doubt that this year will see a big sale of perfumes. The half pound bottles are the size that sell best to general and departmental stores. These are quoted about 100 per cent. higher than before the war, which will mean that they will have to retail at $1.00 an ounce instead of 50c, and even then it will leave a slightly smaller margin of profit. One French manufacturer is sending out a range of a dozen different odors.

There are some very nice weave chintz cushion tops with designs to fit the cushion, priced at $3.50. These are novel and attractive in their colorings and will make a good Christmas item.

ORGANIZING THE B.C. MERCHANTS

Continued from page 35

were able to increase our membership from twenty-two to fifty-six members, and what was more important, end a condition that had hitherto existed under which we had had a local association and a branch of the R.M.A. of Canada operating in the same office.

Interested in Association

Other points visited have included Chilliwack, Duncan, Courtenay and Cumberland, while a trip was also made to other Fraser Valley points as far up as Mission. During the year numerous enquiries have come through from merchants both in the towns and country places asking for information as to membership in the Association. Some of these replies have been sent stating that the organizer would visit them in due course, while in others application cards have been sent, inviting them to take out membership by mail, which in several cases has been done. This method has only been adopted where the expense of a personal visit made it impossible to reach the merchant. An example of this is the case of a merchant at Willow River, which to the best

of my knowledge is somewhere around the Prince George district, while we have another membership to recall from the top of Crow's Nest Mountain, this membership being entirely unsolicited.

A number of different attempts have been made to get a hearing of the merchants at Victoria, but so far entirely without success.

A Branch of Fifty Members

Early in 1919 the Provincial Secretary and I waited personally upon a number of representative retailers with a view to having them come to a meeting and hear for themselves what the claims of the R.M.A. of Canada actually were. In addition to this, some five hundred invitations were sent through the mail calling a meeting on a certain date, the result was an attendance of about fifteen. From that beginning a branch of approximately fifty-five members has grown, but it has taken many months to accomplish that result, and if this Convention regard Association work simply as a dollars and cents proposition, then I have to say that the organization of the Vancouver merchants has absorbed more money and time than the results would appear to warrant. I feel confident, however, that no such narrow viewpoint will be allowed to color discussion of this report, for it will be realized at once that an organization of retailers in B.C. cannot be said to be representative until a strong branch is well established in the chief city of the province.

I do not claim that such a result is yet apparent, but I believe that the results in Vancouver for the ensuing year will more than justify the effort that has been put into it during 1918 and 1919.

In this connection I think it is in order to say that although Vancouver has perhaps been slow in coming forward, the executive officers of its branch have rendered splendid service to Association work in this province since they were elected, and are even now committed to a policy of organization in the city which will place the Vancouver branch upon an efficient basis, in that it will bring all sections of retailers in this city together in a way that they have never been brought before. I mention this here because while I realize that your organizer's time, which is your time and money, has been almost wholly spent in Vancouver for several months, I do not think that you would have even the possibility of a satisfactory solution of the Vancouver Association situation in sight had it not been for the close attention given to this field by your organization department.

Meanwhile, it seems to me to be a matter for satisfaction that in every case but one, branches organized in 1918 have renewed their membership this year, and in most of these cases the membership has increased.

Growing Enthusiasm

This applies, for example, to Chilliwack, where we established a branch in June, 1918. This branch is now easily fifty per cent. stronger than when first started, and this increase was voluntary. Altogether, surveyed from the viewpoint of numerical membership, the B.C. Board of the Retail Merchants' Association of Canada stands 100% stronger than it did at the 1918 Convention, while its possibilities in this direction are as yet hardly exploited.

This observation brings me to the conclusion of my report, and in presenting it for your consideration, I have simply this to say, you have in British Columbia today the nucleus of an organization of retail merchants. It has been brought together despite many difficulties and discouragements. It is, however, your organization, and you can make of it an efficient machine functioning in your interest and in the interest of the community whom you serve, if you wish and will. If, however, this purpose is to be achieved, you must here and now, at this Convention, decide to spread the burden of responsibility over more shoulders than have borne it to date. Executive officers must be elected who can and will give the work the time and attention it involves. I do not mean by this that your present officers have not given it that time and attention, but I do wish to emphasize the necessity for a careful selection of officers for the ensuing period, which in my judgment will be the testing time for Association work in this province.

Among the resolutions dealing with the organizer's report were the following:—

It is recommended that the Vancouver branch have a paid Secretary of their own.

It is recommended that the present organizer be freed from secretarial duties and resume organization work.

At this point the Vancouver delegate asked that the organizer be left on the Vancouver field for at least a couple of months —this request was acceded to by the Board of the Convention.

The Committee also pointed out that one of the most vital items of the Committee's report was the organization of Vancouver city. As one speaker put it, "Vancouver is the very anchor of the whole B.C. organization, and unless the Association can show strong organization and real service rendered in Vancouver the work of the organizer in the outside field is rendered exceptionally difficult."

A full explanation of the new insurance service of the Association was given at the evening session Tuesday. It has not been found advisable to attempt to found their own insurance company as has been done successfully by the Saskatchewan branch, but a close working agreement has been reached with the North-Western Mutual Fire Association of Seattle, whereby the Association conducts their own agency for the writing of the members' policies, and members only. The Association policy holders are guaranteed a rebate on each year's premiums of from thirty to forty-five per cent., depending on the risk. The saving at all times to be thirty per cent. or over, what the premium in a board company would be. It is also claimed that all of the money paid into the company in premiums will stay in Canada, being invested in Canadian securities. The standing of the company, reserve, and past history, was obtained both from Washington and the provincial office of the Government, in Victoria, and was found to be satisfactory. The B.C. agency will be known as the Retail Merchants' Fire Underwriters Agency of B.C.; they have written several policies already, and the forms were received on Monday.

The actions of the executive in negotiating with the North-Western Mutual were endorsed by the Convention.

A glowing tribute was paid to the untiring work and zeal of the retiring president, T. F. McDowell. Mr. McDowell pointed out that according to the constitution the retiring president was still a member of the executive, and that he would work just as hard as while in the chair.

A Tribute to the B.C. Secretary

In T. J. Corley the merchants of British Columbia have a whole-hearted, enthusiastic Association man, to whose untiring efforts much of the present gratifying progress of the B.C. Board of the Retail Merchants' Association of Canada is due. When he took charge of the two organizations extant in 1914, the Vancouver Retail Grocers' Association, and the Retail Merchants' Association of B.C., he realized that a much greater field would be opened and much more progress would be possible if the Associations in this province were allied with similar Associations throughout the balance of the Dominion. The logical way was to have the existing Associations gradually merged into a Board of the Retail Merchants' Association of Canada and late in 1917 things began to shape up this way. With the able assistance of Mr. Haugham, an organizer of a magnetic and genial personality, a board was formed; many of the outside points in B.C. have their own local association of the R.M.A., and we may shortly expect to hear that the Vancouver Retail Grocers' Association and the Vancouver Butchers' Association have been merged into the Vancouver branch of the R.M.A. With this strong pivotal branch in good working order, the greater success of the organization of the remainder of the province of B.C. may be engineered. If further need might be urged for organization it need only be pointed out that the Oriental traders have the very strongest kind of an organization. The Japanese merchants were the only ones to, as an association, have a float in the recent peace pageant. The Oriental Association hired the best K.C. in Vancouver to fight for their interests during the city's attempt to collect business license fees—and they had a measure of success.

Convention Briefs

Professor Struthers gave an illuminating address to the delegates on "Character analysis at first sight." He gave a very interesting and correct reading of the natures of Mr. Phillips, of New Westminster, and Mr. Daykin. At one point the whole convention was thrown in an uproar when the Professor said, speaking of Mr. Daykin, "I should say that you would appreciate a droll, quiet, subtle witticism, whereas Mr. Phillips might enjoy a more hilarious joke." From the laughter this provoked we could but wish we had heard the jokes with which Mr. Phillips must have been regaling some of the delegates.

Mr. Murphey, of Nanaimo, seemed loth to remove his hat. It's no disgrace, Murphey, you never see grass on a busy street.

At the banquet at the Hudson's Bay, Professor Harper sang his own song, "Here's how, Vancouver." He was under a handicap, as no piano was available. However, Mr. Howker, Ernest McTaggart, and a few other lusty thrushes helped out splendidly.

The member from Port Alberni was so engrossed in watching the fireworks above the fair grounds that he pretty nearly moved an amendment to the motion to adjourn.

When the time came to sing "God Save the King," the entire assemblage voted that the Second Annual Convention of the B.C. Branch of the Retail Merchants' Association of Canada was an unqualified success.

Those Present at Convention

Among those present at the Convention were the following:—

K. Evans, South Vancouver; M. J. Phillips, accredited delegate, New Westminster; R. Fox, accredited delegate, Chilliwack; G. H. McRobbie, accredited delegate, Vancouver; R. H. Ormond, Nanaimo; F. G. Fox, Port Alberni; R. A. Thorpe, Duncan; Mr. Whitehouse, Armstrong.

Visitors who registered were as follows: G. A. Howker, prov. treasurer; D. H. Kent, President McDowell, W. M. Carson, H. C. Wilson, D. Shantz, J. Harkness, J. F. Merrilees, S. Des Brisay, A. T. Bridgeman, M. Rikson, E. R. Wilson, J. T. Crowder, T. H. White, E. R. McTaggart, E. A. Davey, C. Clarke, F. Cluff, J. W. Cornet, R. M. Tod, D. O. Bowen, J. M. Watson, H. Morrow, E. G. Burch, R. M. Millar, S. Scott, J. T. Cahill, Harris. S. Pritchard, E. L. Brisbin, P. J. G. E. Trorey, T. J. Corley, provincial secretary; G. S. Hougham, provincial organizer, all of whom were from the City of Vancouver; T. Willcox, of Kamloops; J. H. Ashwell, Chilliwack; J. F. Edge-Partington, A. C. McFire, Port Alberni; Harvey Murphy, Nanaimo; W. R. Gillbert, Chilliwack; R. A. Thorpe, Duncan; W. F. Ing, New Westminster; C. Muirhead, Chilliwack; K. Evans, South Vancouver; G. H. Jacobson, New Westminster; J. Mercer, New Westminster; B. S. Ross, New Westminster; J. C. Dakin, Nanaimo; A. P. McDonald, New Westminster; D. M. Welsh, New Westminster.

One of the most prominent guests to the Convention was John Impey, of Vancouver. Mr. Impey was the first organizer employed by the Dominion office of the Retail Merchants' Association. He is eighty-nine years old, and his knowledge of Association matters going back a few decades was of great help.

Holiday Lines

TOYS DOLLS GAMES
FANCY GOODS

Write for Catalogue Showing

Fancy Goods	Smokers' Goods	Plain and
Toys, Dolls	Toilet Sundries	Decorated Glass
Games	Leather Goods	Rich Cut Glass
Toy Books	Smallwares	Electric
Decorations	Fancy China	Fixtures
Novelties	Crockery	Portable Lamps

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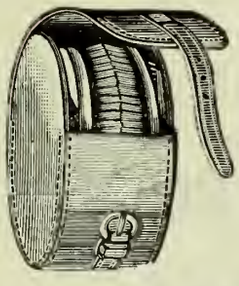
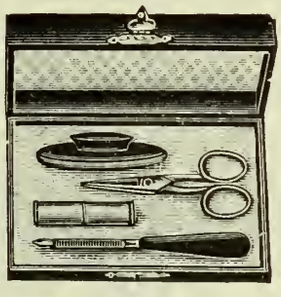
Manicure Cases
: Fitted Companions : Fancy Leather Goods Bags, Purses, Pocket : Books, etc., etc. :

Gradually our factories are getting into their peace-time stride again. Stocks are becoming more plentiful and a wider and more comprehensive range of styles and new patterns is being added to our assortment. Write to-day for illustrated catalogue and the supplementary lists which will be issued at frequent intervals.

Write for samples or illustrated list





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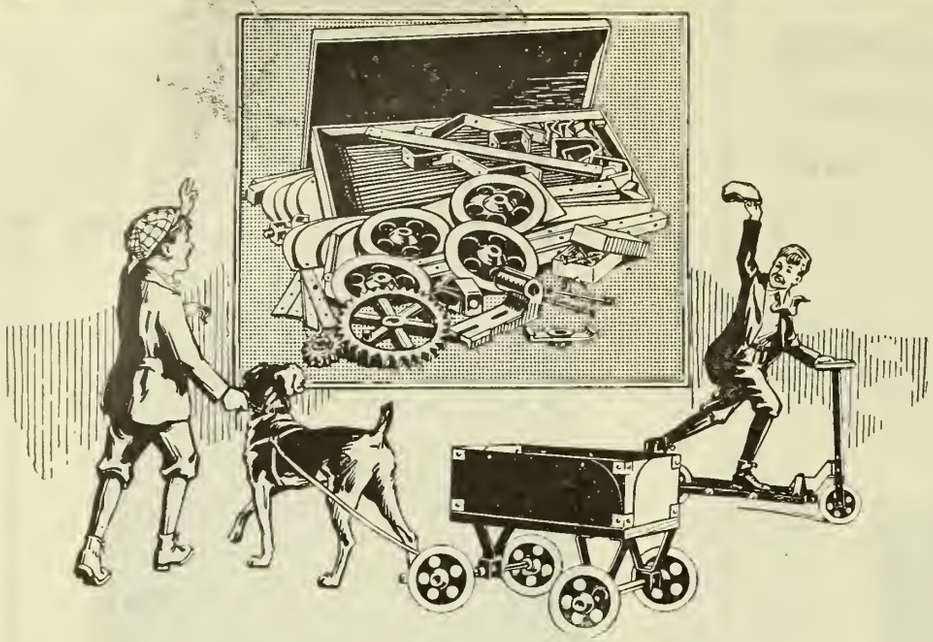

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It makes these models shown and many others.

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If you handle the right merchandise you can be sure of your share of Xmas trade and profits.

"Useful Gifts" will be the slogan this Xmas, and Dent Gloves are famous the world over for utility, quality and good value.

Let Dent's solve your customers' wants in the glove department this Xmas.

Our travellers are now showing samples of the following goods for immediate delivery. Kids, Suedes, Capes, Washables, Mochas, etc., and in Wool and Fur-lined Capes and Mocha Gloves and Mitts; and Fabric and Woollen Gloves. Anticipate your sorting requirements from our present range—many lines it will be impossible to duplicate.

Prompt attention to mail orders.

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French Textiles Gradually Resume Pre-War Basis

Some Plants Now Operating at 40 Per Cent. of Former Production—Germans Stripped Factories of Entire Machinery—Importers' Visit to British and French Markets in Draperies and House Furnishings.

ARCHIBALD McCUAIG, domestic and foreign buyer for the George H. Hees, Son & Co., Ltd., Toronto, has just returned from a business trip to England and France. In company with a number of Canadian business men, going to visit the British and French markets, Mr. McCuaig left Montreal immediately after the Peace treaty was ratified. Speaking to a representative of DRY GOODS REVIEW, Mr. McCuaig stated that the large British and French centres were visited by buyers from the world's greatest cities, and the inconveniences of travel that are experienced are many, because of this. Hotel accommodation is at a premium, and reservations by letter or telegram are ignored. Transportation by rail in the Old Country is difficult, owing to shortage of coal, caused by the closing down of the Yorkshire mines. Railway tickets are rationed in many instances, and travellers had to allow themselves good time at terminals to secure seats.

Unsettled Labor

Labor conditions are unsettled owing to unemployment, the high cost of living and strikes. Unemployment doles paid by the Government encourage idleness and manufacturers are operating their plants at only 40 to 50 per cent. of their pre-war capacity. With the fluctuations in cotton prices, plus these labor conditions, few manufacturers care to accept business at fixed prices, and where they are booking orders, they naturally are inclined to quote prices that protect them against contingencies.

Canadian and foreign business is welcomed by British manufacturers, Mr. McCuaig stated, and in many instances is being given priority over the home trade, in an effort to build up again their export connections. Mr. McCuaig placed orders in damasks, brocades, tapestries, velours, furnishing velvets, couch and table covers, shadow cloths, printed linens, cretonnes, sateens, madras curtainettes, all for Spring delivery, and most buyers are convinced that prices will not be less, but will be higher. But owing to the adverse condition of sterling exchange, the Canadian buyer can benefit to the extent of ten per cent. Quite a number of factories and mills, however, could not accept orders, nor promise delivery for twelve months, as their entire production was sold ahead for that time.

French Textiles

A visit to the textile centres of France revealed the fact that every effort is being put forth to get back to a pre-war basis, but one could not help contrasting the difference in the various sales places to that of pre-war days. Ranges showing French velvets, tapestries, damasks, brocades, and silks, are very much reduced in number, as many of the factories situated in the northern parts, on the battle areas, are void of machinery, while a few are fortunate in having their plants partially repaired. The latter are actually manufacturing and producing up to 40 per cent. of their former production. In some instances the Germans have left only the bare wall standing, having removed the plants to their own country. Those remaining have had brass and copper parts entirely removed. Mr. McCuaig stated, however, that it was noteworthy to observe the philosophical attitude of the French people. From Albert, Arras, Lille to Roubaix, much destruction can be seen, but in spite of all this, the serenity of the country and the composed manner of the people, now that the war is over, is indeed remarkable. Houses that are only partly demolished are being repaired and patched up. A peculiar circumstance is the fact that the French are purchasing all they can get from Germany.

Mr. McCuaig was pleased with the character of the stocks that have been shown, representing as they do some very fine values. He looks with confidence to 1920, and believes it will be a banner year for business in draperies and housefurnishings.

Draperies and Curtains in New Location

T. Eaton Co. Move Them to Furniture Building—Attractive and Well-lighted Floor

Much is hoped for from the recent transfer of the curtain and drapery department from the fourth floor of Eaton's main building, Toronto, to the second floor of their furniture building.

Here they have acquired more floor space, new improved fixtures, proximity to the furniture departments, and, best of all, excellent lighting facilities. This last feature cannot help but prove a strong selling factor no less for the delicate ecru shades in the net curtains than for the brilliant colorings of heavier drapes. The hangings are almost all arranged close to the windows, where the artificial lights are dimmed to give full play to the pure daylight; the laces, trimmings, and other accessories occupy the central space of the floor.

Fancy Pillows Featured

In this department customers may have cushions made to order from materials of their own selection to harmonize with their furnishings. A great many suggestions in made-up cushions add much to the effectiveness of the displays. One striking novelty cushion is made to represent an oblong bag of black silk with the top gathered in and falling back to reveal a lining of purple and cluster of hand-made satin flowers.

A splendid stock of new chintzes, cretonnes, shadow cloths, Cumberland and Kensington prints in their riot of gay birds and flowers and stripes is displayed in a rather unique manner. They are arranged on cabinet tables placed in two diagonal rows between which a carpeted aisle leads direct to the wall paper department.

Besides this latter, the contract office and house furnishings shopping service are situated on the same floor. Directly below, on the street floor, the Huntsville Band gave three programmes daily in a crowded auditorium during the formal opening week of the new department, October 6. The programmes of varied nature and other attractions which have been held this year in the furniture building seem to be accomplishing well their main purpose—that is, of accustoming the public to go to the furniture building and to feel as familiar with it as with the other store.

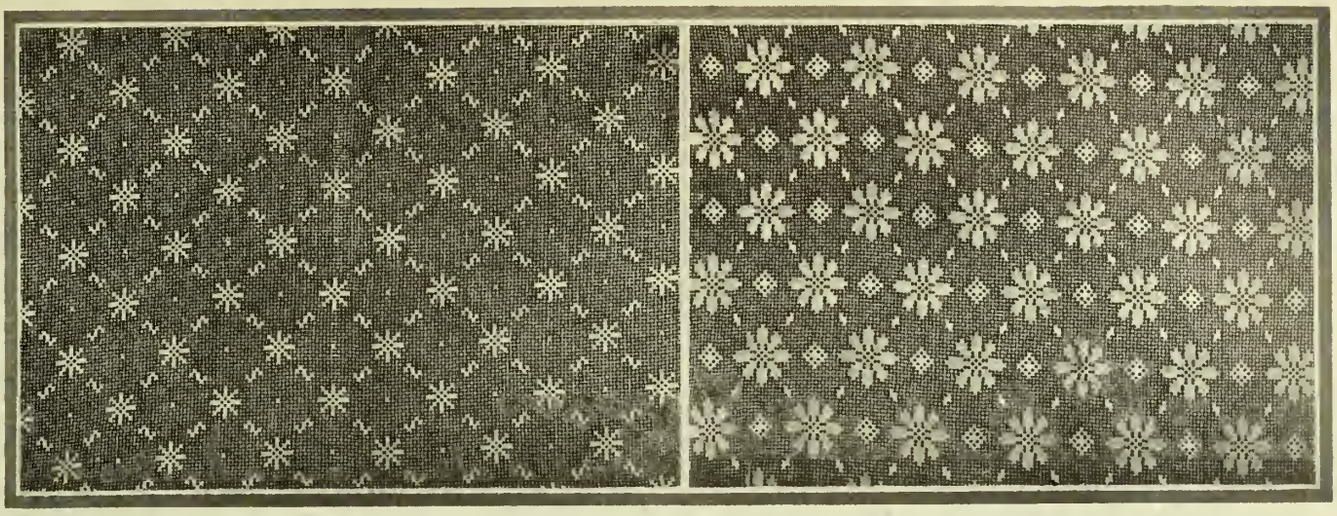
The new arrangement, on the whole, promises a further carrying out of Eaton's Jubilee Year slogan: "Better Service."

WALLPAPER NOTES

"The Garden of Allah" is the name of a new 21-inch tapestry wallpaper. It has huge foliage motifs with vistas of Moslem temples.

Why have we become so accustomed to accept "anything" for the ceiling when decorating a room? In all good dressing the hat must be in accord with the suit. Why should not the ceiling decoration be given quite as much consideration as the walls?

In the stately Tudor homes of Queen Elizabeth's days, the ceiling was more



ornately decorated than the walls of the room, which were plainly panelled in oak. These ceilings were decorated in geometrical designs, with low falling pendants and heavy bosses and mouldings done in plaster. These ancient rooms have long been considered masterpieces of refined taste and artistic grace.

By all means, therefore, let the decorators urge upon their customers the desirability of using a better class of ceiling papers.

Activity in Housefurnishing Merchandise

The conditions surrounding the importation of carpets from Great Britain are improving; travelers are beginning to come to their former haunts, and are promising deliveries. This will be welcomed by the trade, as the domestic mills are loaded with orders, and some are loth to accept any large placing for Spring until they are able to get control of the orders already on hand. In the meantime the travelers for the wholesale houses are making contracts for Spring delivery, and an advance that averages about ten to fifteen per cent. above the prices of one year ago.

Some of the jobbers report that they are surprised at the extent of the orders for carpets and linoleums that they are receiving from the retailers. The business of the past few months has been better than many anticipated a few months ago, and the orders given last Spring were comparatively light. An excellent business among the retailers is reported for the present Fall.

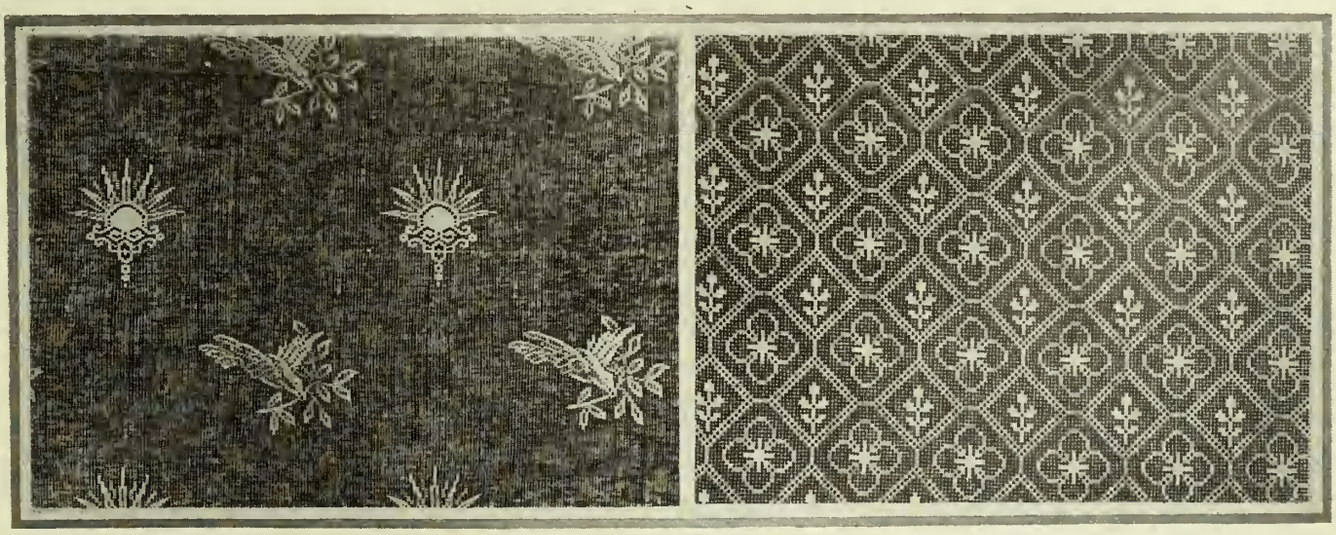
There is an advance on Canadian felt base goods of 4 cents a yard. Oilcloths and linoleums remain the same.

FLOOR COVERINGS

Higher Prices on Carpets and Rugs for Next Spring's Trade—Linoleums

CARPETS AND RUGS.—Everything points to higher prices ruling on carpets and rugs for next Spring. Difficulty is experienced in getting orders accepted in England, and English manufacturers do not appear at all keen about Canadian business. The demand this Fall for floor coverings has been very brisk and stocks among the wholesalers are not at all heavy. Wilton rugs, 3x4, that are now quoted to the trade at $75, will cost $125 in the Spring. The same size in Axminster will sell at $55 in the Spring, compared with $46.50 at the present time. Wilton rugs, 3x3½, are now quoted at $60, but wholesalers state that the Spring price will be $80. Axminsters, 3x3½, are now $42.50, but will advance to $48 for the Spring trade. Tapestries are likewise very high. Seamless tapestry squares, 3x4, are quoted at from $28 to $29, and the seamed tapestries are selling at $21. There is a good demand for linoleums at 96 cents a yard for two-yard width, and $1.08 for four-yard width. Deliveries are better in linoleums, but deliveries are slow in some of the lines of linoleum substitutes, and there has been a ten per cent. increase in quotations.

There is an extremely heavy demand for carpets and rugs in the Old Country for European account, the efforts of French and Belgian people to restore their homes being largely responsible.



New Curtain Nets

The "Victory" net at the left is very appropriately named, with its design of the dove of peace with olive branch and the new sun rising over a new era. All four nets illustrated are new filet effects. Shown by Greenshields, Limited, Montreal.

WHAT'S WRONG?

(Continued from page 83)

to the physician or apothecary. There are thousands of clergymen in Canada whose sole duty it is to right the lay world's moral and spiritual diseases. Why shouldn't a retail business require a doctor, involving, as it does, the physical, moral and spiritual?

There are many methods of treating business ills. A careful introspection of oneself is good, providing one is honest with himself. The best cure, however, is simpler. Take a business vacation. Go out of town and breathe the atmosphere of other men's businesses. Examine their methods and analyze their good and bad points—then compare them with your own. Periodic holidays are essential if a retail merchant desires to avoid becoming hide-bound and isolated. The world is fairly brimming over with splendid ideas, but one has to go out and locate them and see them applied to practice.

If the writer was a retail merchant he would make it an infallible rule of his business that he pack up his little yellow club-bag with the proverbial tooth-brush and celluloid collar and dig out, at least once a year, anywhere, so long as it was out of 'phoning distance of his own business. And when he came back he would gather his salespeople around him in a nice family circle and he would divulge all he learned, not keep it a secret to mold in some remote corner of his mind.

SPRING RANGES OUT

All White Goods Are About 50 Per Cent. in Advance of Last Season

The ranges of Spring, 1920, dresses for infants and little girls are now practically complete and prices show the advance quoted.

There is still an absence felt in Swiss embroideries, but the models made up are very dainty and suitable, owing to the prevalence of lace trimmings and touches of color in hand embroidery. These are found on frocks for children of all sizes. Colored pipings, too, are shown a great deal in the new range.

If ribbons were within the price of the average purse there would be a strong demand for them for sashes and trimmings, but at their present quotations it is only occasionally that they are seen. Sashes, however, are important. They are usually made of the dress material. Yokes, both back and front, are shown on a great many of the new designs. Long-waisted styles are being shown as quite new, but they do not show any tendency yet to become popular with the Canadian trade. The great majority of styles which will be sold for Spring will include the normal and short-waisted effects.

The neck and sleeve finish is very important. When these are carefully selected sale is almost assured for the garment; not that these have any fancy cuts at all, but they must show some neat finish, which takes them out of the staple class. That little finish may be a garland of hand embroidery, a smart cuff, a neat little round collar with a ribbon beading or any other smart little finish, so long as there is a finish. Panel styles and pockets are still good and there are some coatee effects and slip-over jumper styles offered again. The sleeves are practically all short for girls. Mauve and canary are the novelty shades in vogue for next Spring, but pinks, whites, and blues are constant.

FUR SALES REMARKABLE

(Continued from page 115)

buying was mainly confined to neckpieces which were fitted with pockets for the hands in many cases, and these supplied this particular need for the present. This was a strong New York idea, where muffs are very weak just now, but climatic conditions in Canada would make the sales of muffs quite safe, he felt. Then many of the coats that were selling had good pockets that helped to make muffs unnecessary.

Mink Much Stronger

Up to the present this buyer had found mink quite strong. He figured that his business this year in mink would be as good as it had been altogether in the last five years. This skin is stylish in New York—and very expensive—and these two reasons are sufficient for many who come in to buy. Hudson Bay and Russian sables and fisher were also strong for neckpieces, he reported, as well as Alaska sable, while beaver also was better than it had been. In neckpieces there was a tendency for "double fur" pieces, especially in sables.

INFANTS' WEAR DEPARTMENT IN GALT

The W. W. Wilkinson & Co.'s (Galt, Ont.) new infants' wear department is proving a success, even though no special introduction of it to the public has yet been made.

They are featuring very high-class merchandise—acting on the principle that "nothing is too good for baby."

They have practically everything for the baby, from the dainty little ribbon novelties (carriage straps, bonnet sprays, sachet pads, carriage cover bows, etc.), and dresses, hand-embroidered bibs, silk-padded jackets in beautiful designs and shadings, and knitted bonnets in silk and wool—right up to "kiddie koops" and blanket cloth, etc. Further new lines will be introduced shortly.

Fur Notes

There is little evidence of the short coat being taken up except as a sports coat, where the owner is fortunate enough to be able to afford another regular 40- or 45-inch one for the colder weather. At the same time, in the larger centres the short coat has provided an incentive to early buying and the dealers are correspondingly grateful.

Mink continues to prove a stronger attraction this year than for several years past, in sets especially. At the price it is generally regarded as the best value in the market, that is, for wearing qualities, but there are so many wearers of the fur that seem to disregard this point of view entirely.

The pockets in the long stoles do not seem to worry the trade with the idea that these will discourage the buying of muffs. They will, probably, for the early part of the season, but later on, hardly, as long as there is money to go round.

One of the reasons for the present high prices of fur skins dealers attribute to the export demand from Europe. This includes not only the pelts, but the manufactured goods. Several job lots have been taken over from Canada to France and disposed of there, and quantities have gone from the United States. While there is a disposition on the part of the makers to hold off in the face of the constantly increasing prices, they recognize that it might be dangerous to do so, as no one knows when the top limit will be reached, and they must have supplies, for, as one remarked to DRY GOODS REVIEW, early in October, "The higher the prices furs reach, the more eager women are for them."

It is estimated that the loss to British tonnage owing to the war is 5,202,000. This takes into consideration, of course, an estimate of what the present tonnage would have been had the war not taken place. Loss of foreign tonnage, except the United States, is estimated as 9,000,000. The net gain to the United States tonnage is 6,729,000, while the net world loss is 7,473,000. Excluding enemy countries, the greatest sufferers after the United Kingdom are Norway, to the extent of over 1,000,000 tons; Italy, of 667,000 tons; and France, of 536,000 tons. The German loss is less than the final figures will show when they are available.—From the Weekly Bulletin.

Latest Models for Juniors

Novelties in Trimmings, Frocks and Hats Are Shown.

ALTHOUGH styles for boys and girls vary little from season to season, it is worth while to note which of the fabrics and designs popular with grown-ups are best adapted by the manufacturers and accepted by the public for children's garments.

The leading material for stylish coats seems to be duvetyn, fur-trimmed. Some models are shown with cap, collars, muff and decorative buttons made of knitted wool.

Every-day dresses are constructed from serge and also velveteen. Natural color pongee blouses are used with little "jumper" style dresses and are popular with mothers because of their laundering possibilities.

Wanamaker's have these blouses combined with navy serge skirts, knife-pleated. Filene's show them used more as guimpes with sleeveless brown velvet models.

Next to navy, brown is the prevailing color for school clothes; and plaids also are sold, for the little Miss generally likes what her big sister is wearing.

Trimming is of silk or wool embroidery mostly. Not elaborate work, but dainty touches on collar, cuffs, and pockets are the mode.

For more or less elaborate party frocks, Georgette, chiffon, net, taffeta, or crepe de Chine are in evidence. Straight lines, accordeon pleats, or innumerable ruffles constitute the rule of their design. One of the best sellers on the Canadian market is a delft blue taffeta with skirt covered with 3-in. ruffles. It has a self-tie sash, round neck, long-waisted bodice and loose ¾ sleeves. These sell to retailers at $13.50 to $17.00.

The outstanding features of hats designed for next Spring are high crowns and long streamers. For Winter there is a demand for caps of fur and wool, white silk poplin being used for the very youngest. A new design in toques is made of knitted silk with a knitted wool lining.

Amongst the season's novelties is a three-in-one garment for cold weather, consisting of a hood, coat and gaiters; patented by a New York manufacturer. The materials employed are corduroy, chinchilla, heather, and tweed, and the design is somewhat similar to knitted garments which have been in use for some seasons past.

Birds and bears, etc., continue to adorn little tots' aprons and rompers in either embroidered or appliqued designs. A novel effect, however, has been created; it is a dress of white pique trimmed with brown chambray.

The pockets are of the chambray, cut to represent flower pots; while above them are embroidered flowers in a most life-like manner.

Wool posies embroidered on serge and silk frocks adorn many of the models for Winter.

Dainty Frocks For 1920

The "baby" dress is of fine white voile with hand embroidery in pink, green and blue; it has attractive little pockets also embroidered. The older little girl is wearing white organdie with piping fold and girdle of pale pink organdie. The hem is in the new cuff style, caught up with pearl buttons; the sash, too, is pink and through the wide collar is a pale blue satin ribbon. Shown in the Spring, 1920, range of H. L. Watts Limited, Toronto.

When in the Market for WINDOW SHADES think of

"Dalmor" **Lines**

Recognized the Best and Most Saleable Shadings On the Market

ARROWS—Untrimmed edge, water colors.
DOMINIONS—Trimmed edge, water colors.
REGALS—Machine made, oil opaque.
EUREKAS—Hand made, oil opaque.
PEERLESS—Best hand made, oil opaque.
DE LUXE—Hand made, oil tints.

We have been giving a remarkably good service under existing difficulties and are making every effort to continue giving satisfaction. Orders small or large receive prompt attention.

OUR MOTTO: SATISFIED CUSTOMERS

Manufactured by

DALY & MORIN, LIMITED

Salesroom: 55 St. Sulpice Street, Montreal Factories: Lachine

Introducing to the Trade

CANADIAN DRAPERIES LIMITED

Our travellers will call on you with a well-assorted selection of the newest creations in novelty scrims and marquisette curtains. We are originators and are also in close touch with the American market, and will be able to satisfy your requirements in both quality and value.

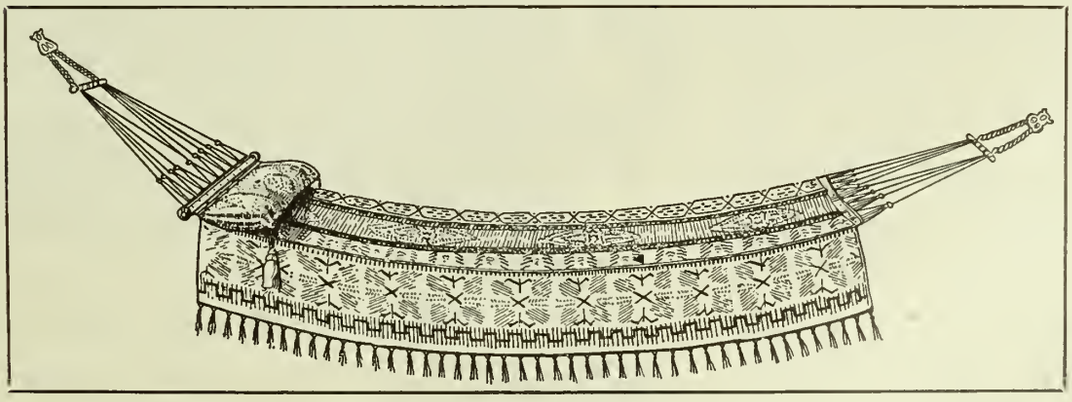
145 Wellington St. West

Toronto

Telephone Adel 4708

Now Ready for 1920

Last year we increased our sales in Couch Hammocks 150 per cent. This meant LARGE profits for many dealers. Did YOU share in them?

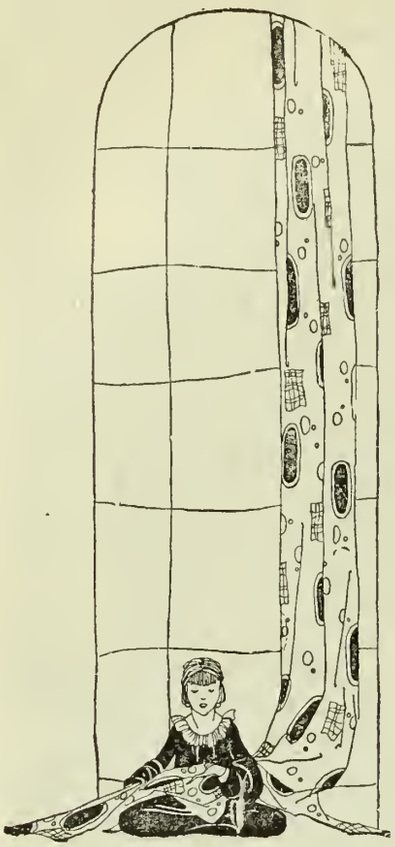


This year we have the most attractive display of Hammocks we have ever shown to the retail trade.

One of our salesmen will shortly call on you with a full range of samples. It will be to your advantage to see our exclusive designs, and place your orders NOW, thereby ensuring delivery.

GALT ROBE COMPANY

Galt - Ontario



DRAPERIES
FOR SPRING 1920

We beg to offer an exclusive range of Muslins, Madras, Poplins, Cretonnes, Scrims and Marquisettes.
Inverora cloths, in Casement and Madras effects, are shown in a full range of colourings.
Bungalow Nets in infinite variety and at all prices.
Our travellers are now upon their respective territories. Your orders will receive prompt, efficient service.

Agents for

Wm. Strang & Son, Glasgow, Scotland
Hood, Morton & Co., Newmilns, Scotland
Stirling, Auld & Co., Darvel, Scotland
John Watson, Manchester, England
The Biltmore Curtain Co., Montreal

J. B. Henderson & Company
Limited

80 Bay Street - - TORONTO

KING'S CELEBRATED SCOTCH WINDOW HOLLANDS

have been made for one hundred and forty years and are recognized throughout the world as the best and most saleable shading. They are unequalled for quality, are unshrinkable, fast colors and made in all colorings and widths. To insure getting genuine goods, customers are advised to EXAMINE TICKETS and PAPER BANDS. Also inside Holland Tab on end of each piece and see that each *bears name* of "JOHN KING & SON."

SOLD BY ALL LEADING WINDOW SHADE JOBBERS

Made by

JOHN KING & SON
GLASGOW, SCOTLAND

Established 1775

Canadian Representatives: CAMPBELL, SMIBERT & CO., MONTREAL and TORONTO

(FURS)

Furs Dyed in All the Newest Shades

HFD CO.

FOXES

WOLVES and WHITE FOXES
DYED TAUPE and BATTLESHIP GREY

SQUIRRELS
DYED TAUPE and BATTLESHIP GREY

RABBITS DYED KITT, MOLE

The Hollander Fur Dyeing Co., Limited

645 St. Paul St. - Montreal

IMPORTERS *and* MANUFACTURERS

Art Needlework *and* Fancy Goods

"Peri-Lusta" *Mercerized Cottons*
"Crystal" *Artificial Silk*
Embroidery Materials

Fancy Linens and Piece Goods

MADEIRA HAND EMBROIDERED LINENS *and* HANDKERCHIEFS

Campbell, Metzger & Jacobson

932-938 Broadway New York Cor. 22nd St.
Canadian Showroom and Factory:
Bay and Wellington Sts., - Toronto, Canada

John Ainscow & Co., Ltd.

Spinners and Manufacturers

TURKISH TOWELS, QUILTS, COUNTERPANES, &c.

Beehive Mills, Lostock, Bolton;
California Mills, Stockport;
34 Charlotte Street MANCHESTER

Canadian Agent: Walter Williams, 508 Read Building, 45 St. Alexander St., Montreal

INTERNATIONAL

NOTION and NOVELTY Trade Directory

This is the first and only complete and authoritative directory of the notion and allied trades ever published.

It will carry hundreds of classifications embracing every article that goes into the Notion and allied departments. It will tell, with unerring accuracy, where to buy, **first hand,** from manufacturer or jobber, every line of merchandise that comes under the head of Notions, Small Wares, Art Embroidery, Fancy Goods, Toilet Requisites, Perfumery, Manicure Articles, Leather Goods, Novelties and the Allied Lines.

Both the American and Foreign Markets will be fully covered. It will be an international directory in every sense of the word. The name, address and trade mark of every leading American and Foreign manufacturer and jobber of these lines will be properly listed and classified.

Special department will be devoted exclusively to Canada.

There will also be authoritative (illustrated) articles on the history and methods of production of the various articles carried in the Notion Department, as well as a complete dictionary of Notion trade terms.

A handsomely printed, profusely illustrated, cloth bound guide and text book.

INTRODUCTORY PRICE $2.00
$3.50 AFTER DECEMBER 1ST

.....19

The Notion and Novelty Review,
1170 Broadway, New York City, U.S.A.

Kindly enter our order for one copy of your new NOTION TRADE DIRECTORY, to be delivered immediately upon publication. We are enclosing check (or money order) for $2.00 as per special offer in the DRY GOODS REVIEW. It is understood that this order is placed on "the money back if disappointed" plan.

(Name) .....

(Address) .....

.....

Utmost Confidence in Fur Trade

Over $15,000,000 Amount of St. Louis Sales Last Month—Spring Prices Almost All Maintained—Muskrats Increase 70% and Beaver 40%.

THE St. Louis fur sales of Funsten Bros. & Co., which took place the week beginning September 13, again created quite a furore among the fur trade since, for one thing, the total value of the sales was over $15,000,000. For another thing the strength of the Spring figures was maintained with advances in many cases. Imported skins proved decidedly popular, but it is felt that the absence of surplus stocks in foreign countries will tend to keep prices firm for some time, and that a new trend in fur fashions, as to the use of these foreign furs popularly, will not be possible outside of the more exclusive trade.

As compared with the April sales, the following skins remain unchanged in price: Persians, broadtails, Japanese fox, Japanese marten, cross fox, fisher, grey fox, South American fox, swift fox, Australian opossum, Australian ringtail opossum, Macedonian fox, Keragon fox, mink, white hares, mountain lion, leopard, cat, otter, vitch, Japanese and Chinese sables, guanacos, hair seals, caraculs, barunduki, astracan.

The undermentioned figures are the changes in comparison, with figures of April last: Alaska sealskins, 30 per cent. higher; kolinsky, 40 per cent. higher; Russian squirrel, 20 per cent. higher; moles, 10 per cent. higher; bear, 40 per cent. higher; red fox, 15 per cent. higher; Japanese mink, 17½ per cent. higher; flying squirrels, 20 per cent. higher; white fox, 20 per cent. higher; marten, 10 per cent. lower; stone marten, 15 per cent. lower; ermine (American), 40 per cent. higher; (Russian), 50 per cent. higher; silver fox, 75 per cent. higher; lynx, 20 per cent. higher; lynx cat, 40 per cent. higher; wild cat, 10 per cent. higher; wallaby, 10 per cent. higher; Australian red fox, 5 per cent. higher; muskrat, 70 per cent. higher; marmot, 75 per cent. higher; Australian rabbit, 125 per cent. higher; fur furriers' sorts, 50 per cent. higher for hatters' sorts; New Zealand rabbit, 100 per cent. higher for furriers' sorts, 50 per cent. for hatters' sorts; badger, 10 per cent. higher; civet, 15 per cent. higher; house cat, 50 per cent. higher; wolverine, 10 per cent. higher; raccoon, 25 per cent. higher; wolf, 15 per cent. higher; chinchilla, 100 per cent. higher; chinchilla rats, 100 per cent. higher; Russian sables, best sorts unchanged, lower grades 25 per cent. lower; skunk, 20 per cent. higher; opossum, 15 per cent. higher; nutria, 40 per cent. higher; beaver, 40 per cent. higher.

Blue Fox.—For account of the U. S. Government, 135 per cent. higher than October; for account of other shippers, 100 per cent. higher than April.

Black foxes were neglected.

Baum marten, seal dyed muskrats and leopards are reported as having brought good prices; Russian ponies, high prices; moufflons, withdrawn.

The furs at these sales are chiefly for immediate consumption by manufacturers.

REAL 'COON APPEARS IN BY-TOWN

Dominion Policeman O. Pitre had a rather exciting experience at the Royal Mint, Ottawa, recently, when he encountered a raccoon while making his rounds of the premises. Not being out for a hunting trip, he was ill prepared to meet his visitor, but, being a policeman, he was prepared for emergency and drew his trusty baton and charged. The raccoon was not loth to put up a fight and resented any interference with his liberty. Quick work on the part of the officer of the law resulted in a lucky blow putting the quietus on Mr. Raccoon, and the booty provided a beautiful fur neck wrap for the policeman's wife, who will have the unique distinction of wearing a fur presented to her by her husband, and killed within the Ottawa city limits. The animal weighed about 16 pounds and the fur is said to be a real good one.

Sport coat in Persian lamb, with extra large Alaska sable collar and cuffs. Detachable belt at back. Pockets, which are quite the vogue in fashion centres. Shown by Cummings & Cummings, Montreal.

BIG PRICES IN NEW YORK

At the close of the third day (October 8) of the New York fur auction sales, the aggregate was $2,600,000. The best fisher skins brought as high as $230 each. The Russian sables were of especially fine quality and the collection of them was the largest ever offered in New York. Flying squirrel showed an increase of 10 per cent. over last Spring, and nutria 60 per cent. Australian fox dropped 20 per cent.

FURTHER FUR ADVANCES

More than $1,200,000 worth of skins were sold at the auction by the Metropolitan Fur Exchange, Inc., at the two-day sale, which closed on October 1. Marked advances over August's prices were recorded on dyed foxes, conies, and other furs, the increase ranging from 5 to 55 per cent.

Japanese foxes advanced 20 per cent., skins realizing $8 to $20 each; American opossum advanced 10 per cent., the lowest price being 50 cents and the highest $1.56; red foxes advanced 25 per cent., the highest price being $45 per skin and the lowest $1.10; grey foxes brought from $4 to $5 a skin; Jap mink advanced 5 per cent., prices ranging from 20 cents to $1.60; fitch advanced 10 per cent., skins bringing from $1 to $2.50; wolves realized from 25 cents to $12; American opossum remained unchanged, the highest price paid being $2, and the lowest 50 cents; cat lynx brought from $1 to $9 a skin; wild cat advanced 5 per cent., skins realizing $15 each; conies advanced 30 per cent., the highest price paid being $43 per dozen, and the lowest price 20 cents per skin; dyed foxes advanced 25 per cent., prices ranging from 50 cents to $3.50; ringtail opossum advanced 5 per cent., prices ranging from 6 cents to $1 per skin; raccoons advanced 10 per cent., skins realizing from $1 to $3 80 each; badgers advanced 15 per cent., the highest price paid being $3 and the lowest 25 cents; sea lions advanced 30 per cent., prices ranging from $5 to $35; rabbits advanced 35 per cent., prices ranging $1.35 to $1 95; broadtail advanced 10 per cent., prices ranging from $1 to $8.50.

Fur Sales Remarkable

Big Business Piling Up as Cool Weather Approaches — Muffs to Come Later—Mink Growing Stronger.

SOME of the more exclusive fur stores report remarkable business to the end of September and the early part of October. The manager of one of these stores that is known throughout the whole of Canada, told DRY GOODS REVIEW that his September business not only far surpassed that of September of 1918, but was away ahead of the best December the firm had ever experienced. One could scarcely wish for a more glowing account of business than that, for the December trade as a rule runs much in advance of anything that September can afford, and the conditions to date would make it seem almost certain that this firm and many others were going to pile up a December business that would show very material advances in sales over that of last year. This report necessarily takes into account the fact that prices of furs are in many lines 30, 40 and even 50 per cent. in advance of one year ago, which would make the aggregate in value run up high even for less quantity sales, but the manager referred to above stated his firm conviction that quantity sales for this season would surpass those of last year. There did not seem to be any limit to the buying that could be done. One lady had just completed a $5,000 purchase, made at several times during the month of September. With this particular firm the sale of $750 neckpieces is no unusual occurrence, several of them in a single afternoon.

Muffs Weak to Date

So far this season muffs were quite weak, but this buyer stated that this did not alarm him as he had bought more muffs than ever before, and expected that the sale of these would start with a rush as soon as the colder weather arrived in earnest. For the present the

(Continued on page 108)

A Fashionable Coat

Hudson seal, 36 inches, with beaver trimming. The Redmond Co.

From the Fall Openings

Two handsome fur coats shown by Holt, Renfrew & Co., Montreal.

Ultra-Smart Furs

Here, as always, will be found the very newest and smartest styles in the supreme quality for which our house is noted.

in

Hudson Seal, New York and Paris Model Coats

and Conservative Numbers also in the famous

"Chapal" French Seal

SPOT DELIVERIES

Winnipeg Show Rooms,
E. B. Mendelssohn,
Curry Block,
Winnipeg.

Silver Brothers.

SOMMER BLG.,
MONTREAL

ESTABLISHED 1852

Moose Head Brand

FURS

of rare quality and distinction

Exclusiveness in material, clever designing and workmanship—are impressively expressed in our Fall range of unprecedented variety.

The values and the service we offer you cannot be surpassed.

Send for our new Catalogue.

L. Gnaedinger Son & Company

90-94 St. Peter Street, Montreal

Why Risk Your Reputation?

The name of Hollander stands for Service; it means Reliability. Our good name is backing every product coming from our plant.

Hollander Seal

has become famous throughout the trade. We now offer

Hollander Sealine

It is the product of the combined efforts of our laboratory, plant and efficient staff of trained dyers and dressers.

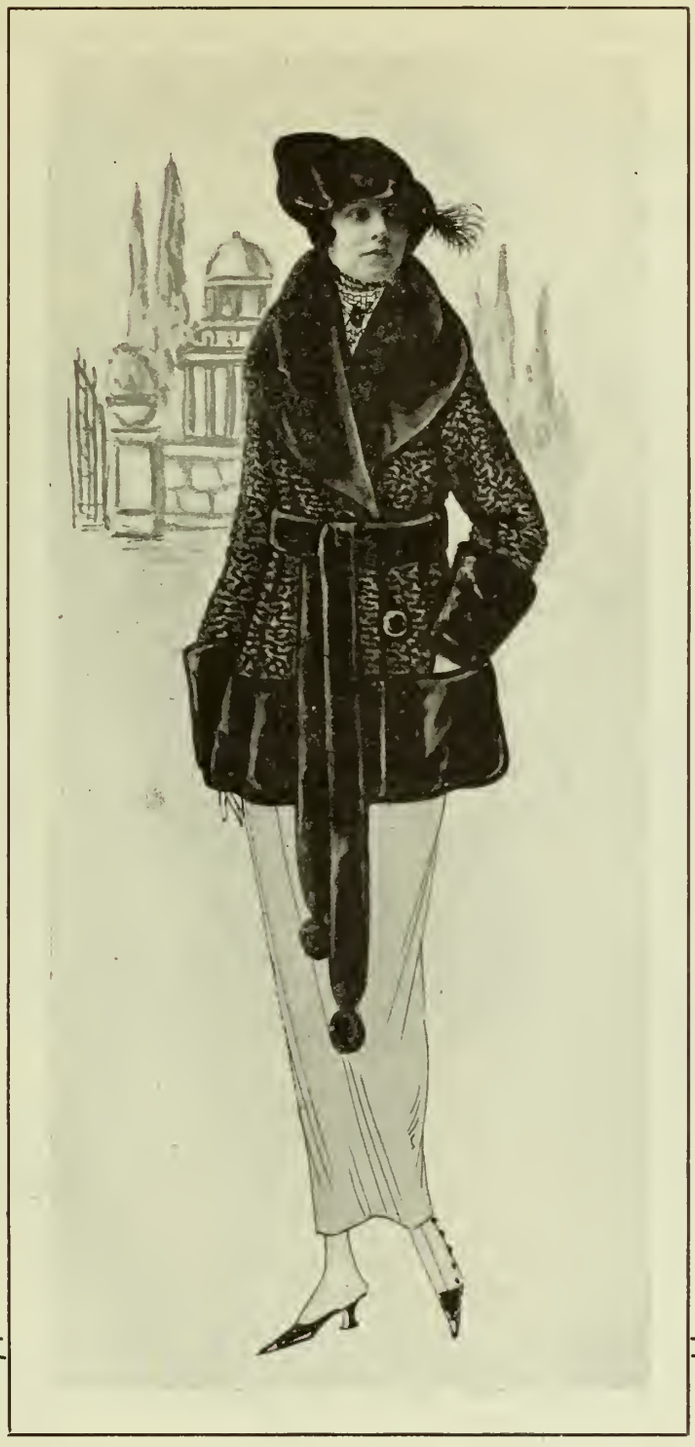
All our efforts are to give you, Mr. Fur Manufacturer, the latest ideas in fur dyeing and dressing. Your problems are our problems. Let us get together.

No matter how small your problem may seem we solicit your inquiry.

A. Hollander & Son, Limited

64 Queen Street :: Montreal

N. Y. Office: 129 West 30th Street



FURS

PERSIAN LAMB

— like the Diamond,
cannot be imitated.

A Dashing Sport
Model Hudson
Seal Trimmed

Whenever Persian Lamb is mentioned a buyer naturally thinks of Cummings & Cummings, Montreal, because invariably they show the largest line and the greatest assortment in Canada. This season is no exception.

FURS

With a Reputation

A reputation for all that is expected in superior Furs—charming designs, beautiful skins, and the finest workmanship.

The unusual attractiveness of our Furs will be an added incentive to quick selling in your Fur Department. The decidedly "different" effects make an unfailing appeal.

The splendid wearing qualities of our Furs have played a most important part also in building up the enviable reputation they enjoy.

Catalogue Now Ready

LABERGE, CHEVALIER & CO., LIMITED

MONTREAL

TORONTO
John Maitland, Rep.

WINNIPEG
Martin Williams, Rep.

Three Very Popular Designs for Early Fall Wear Ready for Shipment Upon Receipt of Order

Animal Snakes

in

White Fox	85.00
Cross	85.00 up
Canadian Red Fox	65.00
Lucille Brown Fox	70.00
Black Fox	70.00
Taupe Fox	70.00

Sport Chokers

in

Mink	20.00
Skunk	27.50
Gray Squirrel	16.50

Shawls

in

Hudson Seal	82.50
French Seal	42.50
Australian Opossum	42.50

Our Current Season's Catalogue will be Mailed to you Upon Request

James Coristine & Co., Limited

Wholesale Manufacturers

Montreal

Are You Prepared?

No. 1652—Alaska Sable Scarf.
Price, $115.00.

No. 1610—Alaska Sable Muff.
Price, $65.00.

We have the Stock

No. 829—Mole Scarf.
Price, $81.00.

No. 822—Mole Muff.
Price, $47.50.

No. 1750—Black Fox Scarf.
Price, $35.00.

No. 814—Hudson Seal Scarf.
Price, $116.00.

Above are some lines which are well known for their popularity and wearing qualities.
Write or wire us to-day.

Have you received your copy of our 1919-1920 catalog?

The Redmond Co., Limited

MONTREAL WINNIPEG

No. 1568 P
Extended Shoulder Waist Form

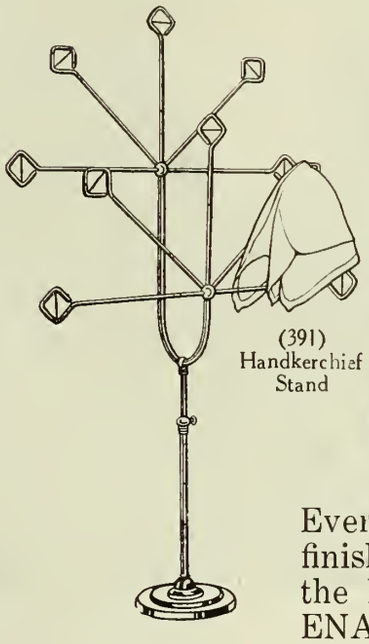
DUR-ENAM DISPLAY FIXTURES

The Most Complete Line Made in Canada

No. 1150
Camisole or Waist Form
Natural Bust

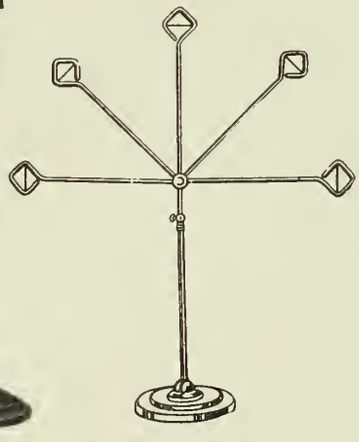
Send for Illustrated Folder and Price List.

FOR DISPLAYING YOUR CHRISTMAS GOODS



(391)
Handkerchief Stand

Card Holders



(932) Single Handkerchief Stand

Every form is a masterpiece—perfect in proportion and finish and wonderfully true to life. Every form bears the DUR-ENAM mark of distinction and the DUR-ENAM standard of quality.

You are always welcome at our showrooms—

161 King St. W.

The completeness of our line and the features that make our forms decidedly "different" can only be SHOWN to you.

CLATWORTHY & SON, LIMITED

Established 1896 — Toronto — Incorporated 1908

Zimmerknit Is In Demand—

Your customers are appreciating the value of the Zimmerknit Trademark that stands back of every garment.

Our new plant and equipment is proof of the increase in sales during the past few months and though its capacity has been enlarged many times, we still advise ordering early for Fall and Winter.

Zimmerknit lines include a very complete range of Men's, Women's and Children's Underwear, Hosiery and other knit goods.

ZIMMERKNIT

ZIMMERMAN RELIANCE, LIMITED
HAMILTON, CANADA

A. B. COUCH, Sole Selling Agent for Canada

MONTREAL	TORONTO	WINNIPEG	VANCOUVER
43 St. Sacrement St.	63 Wellington St. West	Hammond Building	Mercantile Building

A Fingering Yarn for Every Purpose

Corticelli Fingering Yarns are well known to your customers. For years they have recognized the quality, the durability and the dependability of these famous yarns.

Our present campaign of advertising is making new friends for Corticelli Fingering Yarns. Have you a sufficient supply on hand to meet the heavy demands that the winter always brings?

BELDING PAUL CORTICELLI LIMITED
MONTREAL TORONTO WINNIPEG VANCOUVER

These two illustrations are shown in our magazine advertising. Your customers are writing us for instructions in making these sweaters. Are you ready to supply the Corticelli Yarn?

Every woman will want to know how to knit this charming sweater. It is described in our new book, "Knit Wear de Luxe." Be sure to have Corticelli Fingering Yarns on hand.

Corticelli
MADE IN CANADA
Fingering Yarns

Elastic Veils

Mona Lisa Veils

Novelty and Mourning Veiling

Big Range Fancy Veils

Black and Colors

The Demand is Big For

Silk and Cotton Nets

See Ours

French Real Metal Laces,

Gold, Antique, Silver, Steel

Flouncings

Metal, Silk, Cotton

Baby Veils

Spanish Lace Scarves

See Salesmen's Samples

Write for Assortment

At Your Service

Canada Veiling Company

LIMITED

84-86 Wellington St. W. - Toronto

Hawthorn For HAWTHORN Hosiery Men

Men's pure wool hose, with many distinctive features that render them really different from the ordinary hose—all the looping is done by HAND, the quality of yarn is decidedly superior, the finish is exceptionally smooth and the value is the best obtainable.

Place a sorting order with your jobbers for immediate delivery.

As never before, men of all classes are buying QUALITY goods. HAWTHORN HOSIERY is sure to please.

These and other special features will appeal to your "particular" customers.

Hawthorn Mills, Limited

Carleton Place, Ontario

Selling Agents:

TORONTO—Little & Little, 152 Bay St
MONTREAL—Luke F. Moore, Coristine Bldg.
PICTOU, N.S.—V. A. Barnwell.
WINNIPEG—Fred Rumble, Hammond Bldg.
VANCOUVER—A. J. Snell, Vancouver Hotel.

All Colors

"We never have a complaint"

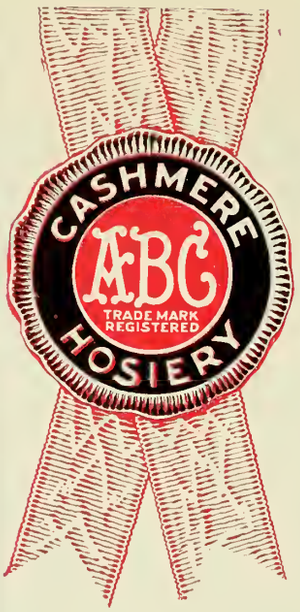
This is what a saleslady in one of Canada's largest stores stated to a customer recently when recommending WINSOME MAID Hosiery. "The only difficulty with this Hosiery is to meet the demand," she further stated.

The customer passed this on to us; we take pleasure in passing it on to you.

The Wilson Mfg. Company

934 Gerrard St. East - Toronto

"CANADIAN GOODS ARE BETTER"



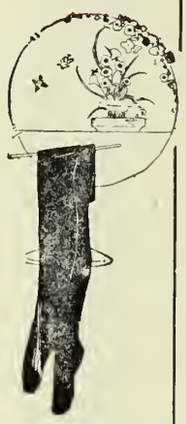
Just What You Are Looking For!

SATISFACTORY HOSIERY FOR CHILDREN

We are particularly well equipped to produce Children's Hosiery of unusual merit.

Our endeavors have all been centred in the special needs of Children's Hosiery alone. Recently extended premises and added facilities have placed us in an even better position to perfect our product. We also make men's half hose in same quality.

The result of our specialization is ideally expressed in—



A. B. C. HOSIERY

Made in all sizes.
4 to 10 inches.
1 and 1 Rib.

Allen Bros., Co., Limited

883 Dundas St. East -:- TORONTO

"CANADIAN GOODS ARE BETTER"

PETER SCOTT & CO., LIMITED

Manufacturers of

PESCO

UNDERWEAR and HOSIERY

For Men and Women and Children

First Showing after the War

PESCO means All Wool or Silk and Wool. Full Fashioned, made on Canadian models to suit Canadian Trade.

Do not place any order for All Wool or Silk and Wool underwear for Fall 1920 until you have seen "*PESCO*"

Canadian Representatives:

C. & A. G. CLARK, 35 Wellington St. W. Toronto
R. C. POYSER, 214 Drummond Bldg, Montreal
HANLEY & McKAY, Winnipeg and Vancouver

Your Wants

"Is that so?"

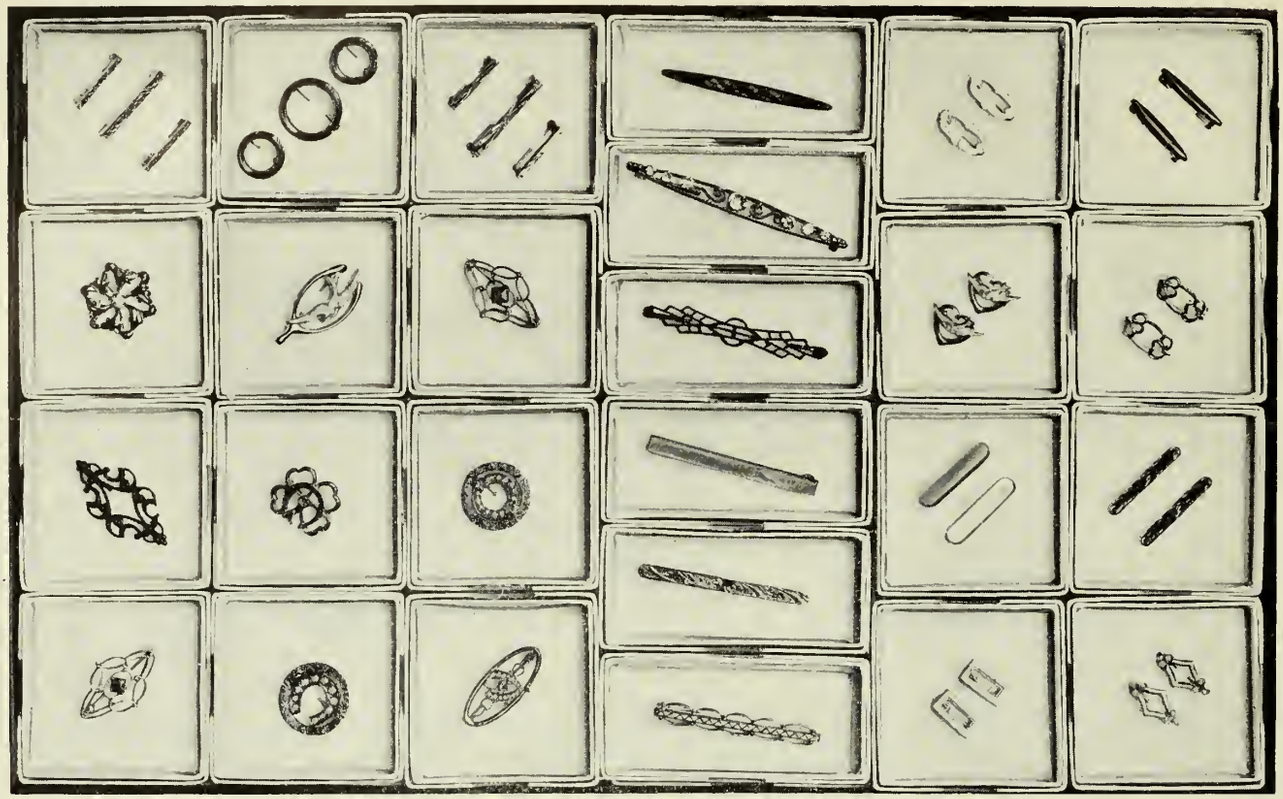
"Yes, an' get what you want, too."

Use the *DRY GOODS REVIEW* condensed Ad. column and just see what *will* happen.

The Information Department of

Dry Goods Review

is at your service. Call on us at any time. We are ready to serve you.



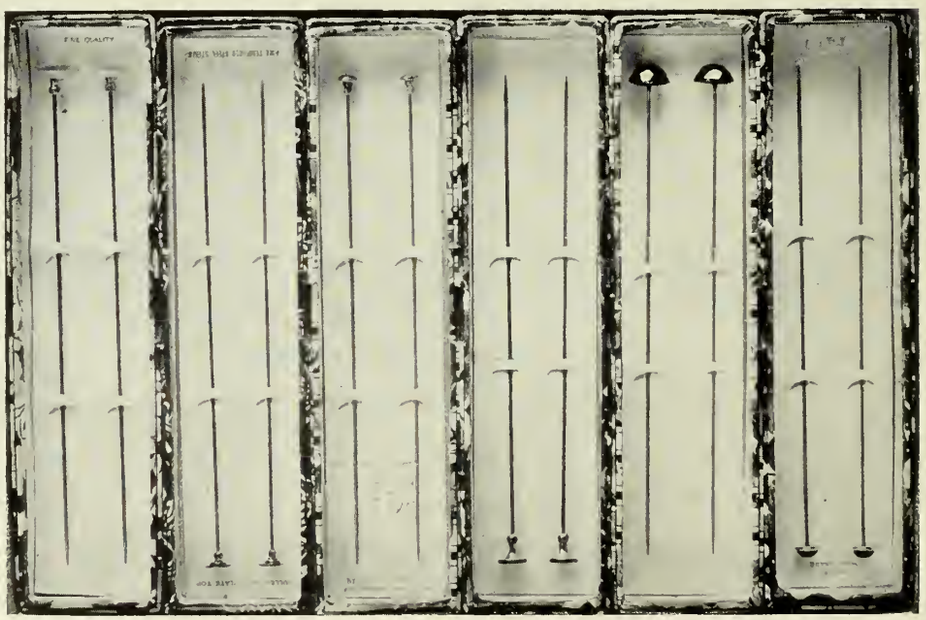
No. 6 A six-dozen assorted carton of three dozen brooches, two dozen collar pins and one dozen bar pins, each article in an individual box, a specially good Xmas line. .....Price $2.25 per doz.

Beads

Beads are still holding the fancy of the buying public. We have a range to select from covering practically everything shown from $2.00 to $30.00 per doz.

Hair Ornaments

Our full line of hair ornaments for the holiday trade is now in stock. Back combs, side combs and top combs in brilliant mounted and pearl encrusted, casque and Spanish effects. This is always a big selling line for the Xmas trade.



No. 200 A cabinet of three dozen pairs hat pins assorted designs in rolled plate sterling silver and jet tops, one pair on card and each pair in a Holly box .....Price $2.00 per doz.

Wrinch-McLaren, Limited

77 Wellington St. West TORONTO

Bags

No. 3570 One of the season's latest novelties in hand bags of silk panne velvet in the torpedo shape. A very pleasing style for youthful wear. Colors: Black, Brown, Navy and Taupe.

No. 3564 A larger shape of same material and colorings and a ready seller where a bag of greater dimensions is required.

We have a complete assortment of both cotton and silk velvet bags ranging from $2.50 to $8 each.

If you are not in touch with our travellers, a line to us will ensure a special selection of any of the lines mentioned being forwarded to you on approval.

Wrinch-McLaren, Limited

77 Wellington St. West **TORONTO**

Wabasso Cottons

Good as Gold

White as Snow

TRADE MARK OF "PURITY"

Lawns
Nainsooks
Madapolams
Bridal-Cloth
Voiles
Organdies
Middy Cloths
Piques
Cambrics
Longcloths
Circular Cottons
Sheets and Slips
Sheetings

— The best goods for the best trade —

The

Wabasso Cotton Company

Limited

Three Rivers, P.Q.

A Thanksgiving Christmas

1919

"The Specialty House of Canada"

McINTYRE, SON & CO.

LIMITED

Montreal, Canada

Despite unsettled manufacturing conditions you will find our departments supplied with many interesting novelties for Christmas selling.

DRESS GOODS

Broadcloths, Velours, Silvertones, Bolivia Coatings, Serges, also nice range of Fancy Suitings and Plaids.

SILKS

Paillettes, Messaline, Duchess Mousseline, Satin Charmeuse, Crepe de Chines, Crepe Meteor, Duvetyne, Plain and Printed Crepe Georgette, also assortment of novelty goods.

LINENS

Full range scalloped, hemstitched and plain Damask pure linen cloths and napkin sets. Damask bordered towels. Fancy Hemstitched Tea Cloths, Trays, and Doylies. White and Brown stamping linen for embroidery purposes. General range household linen.

LACES AND EMBROIDERIES

Handkerchiefs, Plain and Novelty Ribbons, Small Wares. Knitted wool coats, Ladies' and Children's Pullover Sweaters.

HOSIERY, GLOVES AND UNDERWEAR

Hosiery, Gloves and Underwear for Men, Women and Children in quantity and quality to meet all requirements.

COTTONS AND WASH GOODS

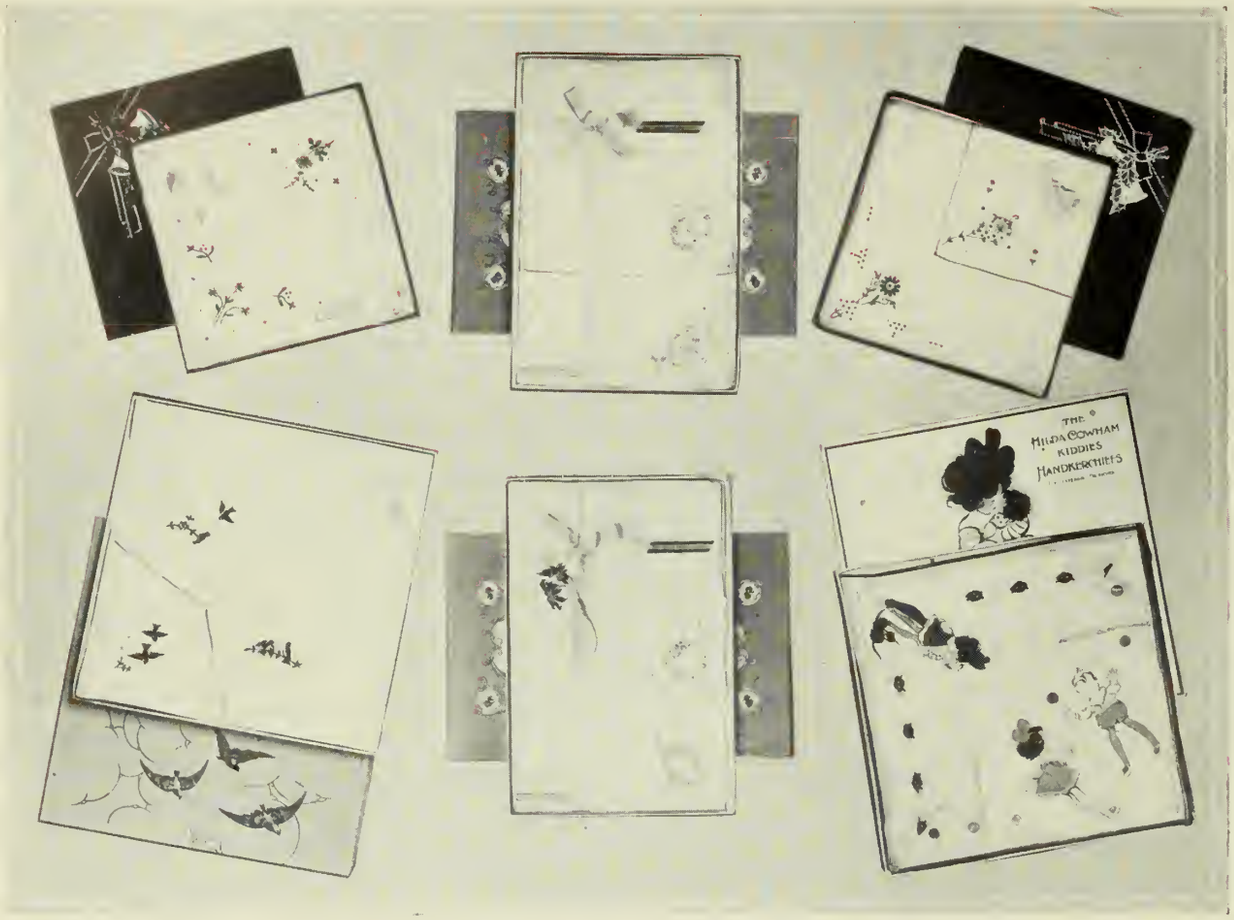
Complete range in Voiles in Plain and Novelties in both white and colors. Printed and woven in the latest designs. Zephyrs in plain stripes, small and large plaid effect. All lines of white and colored Mulls, Mercerized Batiste. White Drills, Middy Twills, Piques, Gabardines, Poplins, Nainsooks, Madapolams, Embroidery Cottons, White dimities in stripes and checks. Complete range of Nurse Cloths and Galateas.

Salesmen are now showing complete ranges. Mail orders always receive prompt attention.

SOLE AGENTS AND DISTRIBUTORS

Trefousee Kid Gloves (made in France).
"Niagara-Maid" Silk Gloves, Hosiery and Underwear (made in Canada).

"THE HANDKERCHIEF HOUSE OF CANADA"



HANDKERCHIEFS FOR

MR. MERCHANT:—

Have you made early and adequate provision for unprecedented Xmas buying this year in your Handkerchief Department? Too often the purchasing of this most important item in Christmas buying is neglected until customers' enquiries force the merchant to send in rush orders.

Don't let this coming Christmas season find you with incomplete assortment.

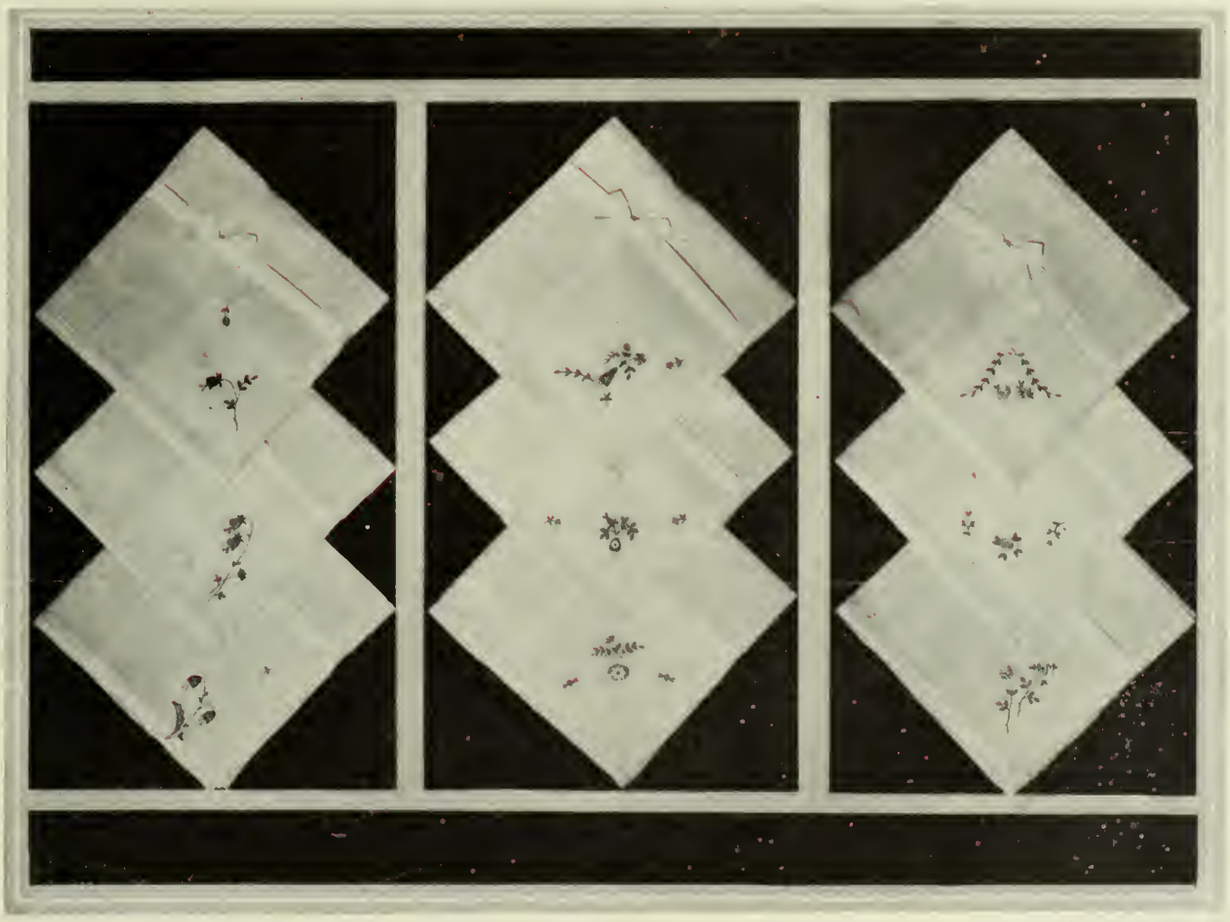
Let us send you a sample assortment right away—a good general selection representing splendid selling numbers.

THE LACE GOODS

Importers and

64 Wellington St. West

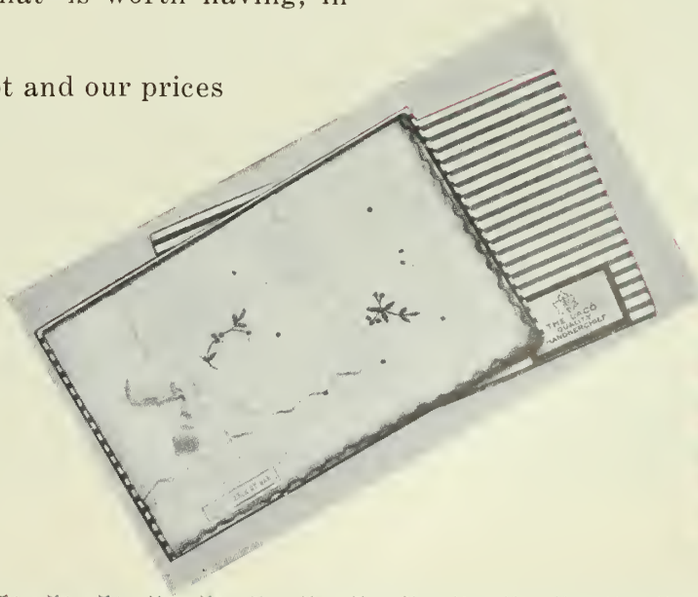
"THE HANDKERCHIEF HOUSE OF CANADA"



CHRISTMAS SELLING

We specialize in every style of Handkerchief—from attractive little Kiddies' designs to Ladies' high class Hand Embroidered and Lace Edged lines; from plain white Lawn to the finest of sheer Linen with real lace edging; from Khaki, Turkey red and blues to the finest Linen, for Gents. In a word, we have everything that is worth having, in Handkerchiefs.

You will find our service prompt and our prices satisfactory.



COMPANY, LIMITED

Manufacturers' Agents

Toronto

A Seasonable Suggestion

An attractive and unusual fur and Thanksgiving display used last Thanksgiving season by H. Chevrier & Sons, Main St., Winnipeg. The show cards are shaped to suggest a sheaf of wheat; neat price tickets are used on every article offered for sale.

A Good Arrangement of Underskirts

If there is one thing more difficult than another, in the way of women's apparel, to display attractively in the average store window it is staple types of Fall underskirts. Not long ago in a town of 7,000 population DRY GOODS REVIEW noted in the fine, wide windows of a new store, bright and well constructed, a display of underskirts similar to those shown above. They were laid flat on the floor of the window and hung flat on single rods across the background and sides—the essence of the uninteresting. The only comment overheard by passersby was, "He doesn't know how to use a modern store now that he has one!" There was no invitation or suggestion to buy.

Quite different, indeed, is the window illustrated here. Underskirts are hung flat, draped, spread out and hung sideways. The centre of the window as well as the foreground and background are occupied by underskirts and they fairly speak. Can't you hear them say, "There is a variety of us here and there are more inside. Don't you want to come in and select one of us?" The show card does the rest when it gives a message of "quality and value." Do you notice, too, the circular and well-balanced arrangement of the topmost numbers? This display was one used last year by H. C. Purdy & Co., at Dauphin, Man. Underskirts are a good line to keep in view for Christmas giving.

A Selling Card

The illustration on the left shows a framed show card of novel conception used by Roy Cousins, display manager for Thomas C. Watkins, Limited, Hamilton, Ont. The bathing suit card was drawn on cardboard and then trimmed with the real bathing suit silk, the pattern being taken from a fashion book. It showed how the goods looked made up and besides helping to sell the goods it proved a good drawing card for the windows and was afterwards displayed in the silk department.

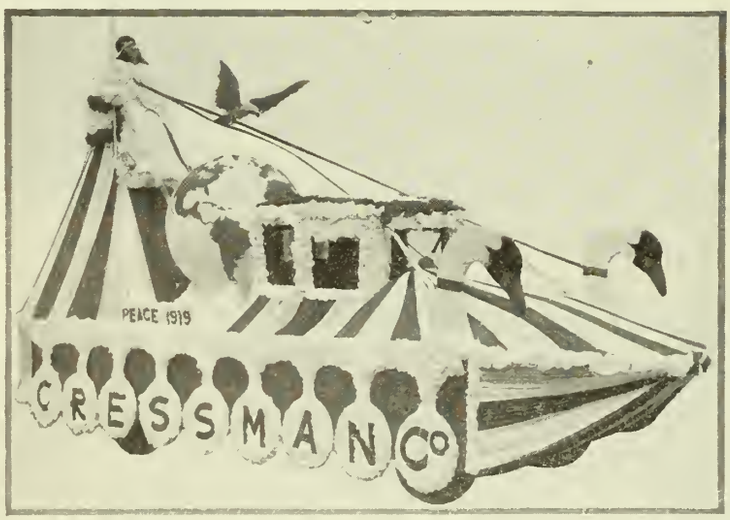
At the right are two descriptive tickets which Mr. Cousins uses for general displays. The letter is white on a mottled brown board and then air brushed.

Special Card For Opening

Something exceptional in artistic window display cards is shown here. The frames, of Oriental inspiration, and suggesting open portals, were especially designed in New York for the Robert Simpson Co.'s Fall openings last month. The cards used in them carried out the rough copper colorings of the frames and a suitable design. Plain lettering with a concise message had the desired effect. These cards were commented upon by hundreds of people who stopped to look at the windows.

Peterborough Stores Make Creditable Displays

THE Peterborough Fair was one of the most successful events of the kind held this year. A great deal of interest and enthusiasm was displayed by the city's business folk and an exceptionally high order of display characterized the exhibition throughout. Among Peterborough's many progressive businesses it is perhaps not over-estimating matters to state that its department stores are the leaders. Certainly they took a leading place in this event, as is shown by the accompanying illustrations. The one shows the handsome living-room display of Richard Hall & Son. A pretty bay window is draped in Radio velvet, trimmed in Egyptian edging in gold to harmonize with the blended walls. There is also shown a cosy tapestry brick fireplace, complete in every detail.



Just three pieces of furniture are shown—a Chesterfield and two big arm chairs, which were made and designed throughout by employees of the firm. Two of these pieces are covered in a very fine-toned black ground tapestry, with all over floral design, with soft effects of old blue, old gold and Persian rose. The odd chair in the room is covered in a two-toned Radio striped velvet. The floor coverings are fine samples of Wilton rugs, in Persian effects, and harmonize with the shades of the room. Two artistic floor-lamps were used. What appeared to be quite a new revelation to the ladies were the unique cushions. In shape, material and colorings they are novel, having been evolved especially for the occasion by the firm.

The pictures selected for the wall decorations bespeak the connoisseur's taste. Some of them are reproductions of world-famous paintings, specially framed.

The other illustration shows the first prize float in the exhibition opening parade. This was a most creditable arrangement depicting the great event of the past year—Peace—and was the work of the Cressman Co. The color scheme was gold and white. For the drapings throughout cheese cloth was employed. The ball representing the globe was of white plaster and the map is done in gold to match the cheese cloth. The young lady posed at the back was garbed as an angel. Unfortunately in the photograph the wings that spread from her shoulders are not in evidence, but it will be seen from the illustration that the work was executed with the utmost care and was well worthy of being the city's first choice.

Abuse of the Comparative Price

A Summary of the Experiences of the Writer in This Perplexing Problem.

By JAMES BURT MALETTE, Advertising Manager F. R. MacMillan, Ltd., Saskatoon, Sask., author of "Post War Advertising Problems," etc.

"AN amazing sale of women's boots, regular $10, $12, $15, $18 and $20 models, special to-morrow $8.75."

This headline met my eye in one of last Saturday's papers. Monday I went to that store and asked to see the boots. I went through 28 pairs and found 1 pair $20 boots, 2 pairs of $18, and 5 of the $15 grade! Here was a case of a deliberate attempt to hoodwink—for the pair of $20 boots were 8Ds, and 4 pairs of the $15 grade, 7Ds. How many women could obtain satisfaction from responding to this ad., do you think? Especially with nine-tenths of them looking for the $20 boots in their own sizes?

Now, on the other hand, we'll say the merchant published his announcement in this manner:

300 PAIRS OF FALL BOOTS
72 pairs marked $10
210 pairs marked $12
5 pairs marked $15
and one or two pairs even higher.
Your choice of the lot, $8.75.

But will the average merchant do this? It has been my experience that he will not! Then here is a flagrant case of the abuse of the comparative price. It gives a dealer "too much rope," and we might continue the story about the hanging, for as surely as such methods are persisted in, just as surely comes the final reckoning with the sheriff. Speaking from my stand in this store, I will say that Mr. McMillan has always been insistent upon the point. If $10, $5 and $3 merchandise at $1.25 is advertised, there must be a fair quantity of both $10 and $5 goods, otherwise the advertisements would feature only the $3 regular pricing.

A Reason Must Be Given

Another point that many merchants overlook in the pricing at sale times is this: An announcement of $40 lines selling at half price is apt to engender this thought in the public mind—"Well, if their sale price pays them a profit, what must their regular pricing bring them?" An example was furnished me recently in some all-wool serge, bought rather low by a Calgary store. They placed it on sale—"$7.50 British soap shrunk serge (all wool) special, $4.75." The point immediately arose, "There is no reason for such a sale—they must be making a profit at $4.75. Think what they'll gather at $7.50!" Then the train of thought goes further, and says, "If they make this huge profit on piece goods, of course the rest of their merchandise must be high!" So that thought sticks and will not be dismissed, and is generally pretty well founded by an abnormally high mark on all that dealer's merchandise.

The accompanying article was written for DRY GOODS REVIEW by a well-known Western Canadian advertising expert.

It is the third of a series of very important articles on retail advertising by different authorities.

In this article Mr. Malette deals in a very able and practical manner with one of the most widely discussed topics in advertising circles, namely, Does the use of comparative prices increase sales?

Read what Mr. Malette has to say about it and if you disagree with him send the editor a letter stating your experience in the matter.

Send a letter anyway if you have instances to confirm this point of view.

Public Has Been Educated

Now we come to the merchant who says, "But how am I to explain to the public just how good this value is, save by the use of comparative prices? They've been so accustomed to seeing regular prices on all merchandise that my appeal will fall short if I do not quote them."

I agree with him that the public has been educated to comparative price quoting, but I maintain that a further education can and will shortly be instituted to wean them away from this pernicious practice.

In the first place, your average man or woman is a pretty fair judge of value. You cannot tell a woman that a silk blouse at $25 is a real snap unless the blouse is actually worth more. You cannot sell a man a necktie for $3 when he can get as good a one elsewhere for $1.50. Thus it will be seen that people "stand on their own legs" as far as values are concerned.

It all comes down to a matter of mark on. If your merchandise is priced too high, the absence of sales on regular lines will soon show where the shoe is pinching. No merchant has any excuse for being greedy in this respect. All are certainly aware of their "maintain" and a fair profit over and above should compensate any man for his investment.

A Pleasant Surprise Gives Confidence

Now, here is a further angle in favor of the abolition of the comparative price. Your sales bulletin one day reads:

ANNUAL HARVEST SALE OF ENAMELWARE

Saucepans, Spiders, Frypans, Preserving Kettles, almost 1,000 pieces, very special, $1.05!

Madam reads your announcement—knows it's a sale and at a price less than she's been paying. Mind you, it isn't necessary to tell her this much—she knows it!

She attends your sale, and during inspection of the stock involved discovers several dozen prices marked $2, and not one less than $1.75.

Think of the impression you've made on that woman. If you'd advertised, "Regular $2 enamelware at $1.05," Mrs. Shopper would have expected to get her entire set of the $2 quality. Moreover, she now looks at this merchant's ads. in a new light. She knows he is truthful, she was agreeably surprised, not disappointed, and her entire transaction was so satisfactory that she told dozens of friends of her good fortune! Few business men underestimate the importance of this work of mouth advertising.

The very fact that several of the largest and most conspicuously success-

ful stores in the United States have adopted the "No comparative price" policy speaks volumes for its meritorious character.

But to be entirely successful the storekeeper must harness his mark on to run side by side with this policy. This is what gives women that most desirable of impressions, "That store is always lowest!"

All over the country people are sick and tired of sales. Merchants are not getting the regular "bread and butter" business and the lavish and certainly unwise use of the comparative price, plus an abnormally high mark-on, has practically all to do with it.

To-day women, living in a community wherein one or more stores use the type sticks to feature comparative prices and 48 pt. sale markings, lie in wait for "sale days." To-day Mrs. Goodshopper will price a washing machine, a boy's suit or a tin of talcum powder and then deliberately inquire, "When will this be on sale?" She and her hundreds of sisters have arrrived at a point where they consider it a squandering of funds to buy anything at the regular price, preferring to wait until it is placed on sale. Any merchant who thinks the public does not have some inkling of how he runs his business is walking near a precipice.

Comparative Prices and Turnover

And in conclusion I would point out how the use of comparative prices affect the greatest asset any merchant may possess—turnover.

During sale times merchandise is reduced and sells freely. Once the sale is "off" the water of trade settles back in the pool and can only be turned out again by the further reduction of price and the "big stick" advertising. Any electrical engineer will tell you that it is much better operation to maintain an even load on your power plant than to force a peak load at night and a "dead run" in the day time.

Is it not better to maintain a good sound consistent business, enlivened now and then by special values, which give the stimulus required, than to force a sale at the public and then drop back into a stagnant condition the first moment after the closing hour of the sale?

The following figures from an old friend residing in a city of some 65,000 inhabitants in a Western State are approximate, but seem to show, not merely the trend of merchandising to-day, but the remarkable results following the abandonment of comparative prices and the reduction of the mark-on. In 1917 comparative prices were in order. On Feb. 1, 1918, comparative prices were abolished:

1917 turnover $3,500,000

1918 turnover 5,625,000

Cost of operating increase over 1917, 12 per cent.

Staff and advertising increase, 10 per cent.

As an example of "mark-on" reduction, consider the piece goods section. Silks laid on at $1.15 a yard had previously been marked $3.95 yd., and it was costing this department only 26 per cent. to do business! The reduction of the mark-on in this instance was to 50 per cent. on the profit maintained!

Women's suits bought on the market at $20 were marked $55! In 1917 the company did a fair business in the mantle section. A reduction of mark-on increased not merely their turnover 35 per cent., but their net earnings 15 per cent. The company spent $10,000 in remarking goods and advising the public of its change in policy anent comparative prices.

In my estimation there is only one good thing that may be said of comparative price quoting: It gives the printer more money and the public more to read.

A Thanksgiving Window

The background of the windows of the handsome new store front at W. W. Wilkinson & Co.'s, Galt, Ont., is panelled in mahogany somewhat similar in finish to that of Fairweather's new store in Toronto.

On these panels are circular wreaths of autumn leaves, with thick chenille cord arranged in latticed effect within the circle, and draped artistically from same. Tall white wicker vases are placed on the floors, with floral decorations in autumn tints. In the centre of the largest window, they had a large box of artificial American Beauty roses (unusually splendid imitations), bearing a large card with the one word, "Thanksgiving."

The merchandise shown in these windows is high-class and artistically arranged, and the displays have been very favorably commented upon.

A Unique and Artistic Trim in Black and Silver

The background is of black farmers satin with hand-painted chrysanthemums in silver and the valance and drop curtains are of silver grey sateen. The floor is coated with silver paint to correspond with the chrysanthemums. The furniture is Chinese in design and manufacture. It is dark finish, hand-carved teak wood and the chairs are elaborately patterned with inlaid pearl. The wax figures are dressed in black and silver gowns. The cushion and table runner harmonize with background, as they are black, relieved with silver chrysanthemums. The black and silver scheme was carried throughout, the only exception being two bouquets of chrysanthemums in natural colors. Display men will be interested in this unique trim, which is claimed to have been one of the most effective opening window displays in Canada this year. It was arranged at the Cressman store, Peterborough, Ont.

Some Dainty Show Cards

Many Firms Use the Small Neatly-Lettered Show Cards for Both Store and Window Displays—They May Be Easily Kept Seasonable and Changed Quickly.

By R. T. D. EDWARDS

THE show card writer, whether he is a window trimmer or not, can do a great deal in encouraging the trimming of better merchandise displays by making show cards of such a dainty nature as to compel the trimmer to make better displays in order to be in keeping with the cards. In fact, better card writing in the interior, as well as the windows, encourages the better displaying of the merchandise on the counters.

It works vice versa also. If the cards are inclined to be poorly made the window trimmer can make his displays show up the poor show card so that it is absolutely necessary for better show cards to be made.

Use Small Cards

The modern method of display demands small cards. Hardware can be displayed in a very neat and attractive manner in windows with small suitably worded cards such as are illustrated. The small cards may be used in a prominent position in the display so that they may be easily read by the customer.

When you look at it in a commonsense way it stands to reason that the small card is better than a larger one. The smaller card takes up less room in the display, therefore, you have more room to show the merchandise.

Is Easily Read

The smaller card, when lettered neatly, can be as easily read when close up as the large card. Clerks never shout at the customer, so why should a heavily printed large card be used in a good display?

The small show card was first introduced by the department stores on this continent, and have become quite the rule. In fact, large cards for good displays are uncommon and are often looked upon as more or less cheap.

The large stores select a rather small card with a design suitable for the season of the year it is to be used, and carry that card all through their windows. Then when a change to another variety is made, it is all done in a day. Uniformity is the idea and so it can be done in either hardware, grocery, dry goods or men's wear stores just the same. The small card has a great advantage over the larger one because it can be carried out in the windows and interior of the store very quickly on account of so few cards being required.

Are Very Attractive

The examples of small cards illustrated on this page are exceptionally good ones. They are very attractive in design and the colorings are of fall hues.

Both designs are of a conventional order and are illustrative of Fall flowers. The shades used are red, orange, light brown, blue and white, all in opaque colors. These are only a few of the combinations that may be used to produce effective results.

The colors may be changed around so that you get a variety of effects, but still have the same design.

If many cards of one design are desired, make an outline drawing in pencil on a piece of tough paper first. This may be used with the aid of tracing paper to draw as many as desired very quickly.

The placing of the opaque colors is a simple matter after the layout is marked out.

OCTOBER SHOW CARD PHRASES

1—Garments worthy of a day of Thanksgiving!

2—It is clear sailing from now until Christmas—Do your shopping early!

3—Our new millinery is most suitable for the "Blue October haze and the splendour of the days."

4—Now that the family is all off to school, what about dressing up mother and father?

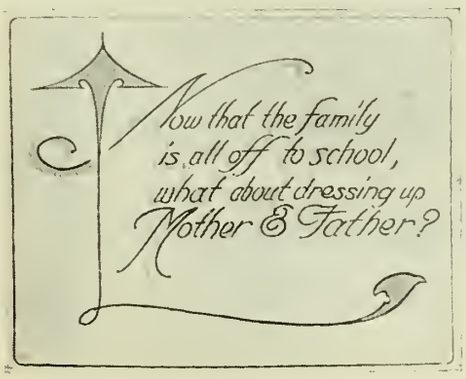
5—Laces in black, white, ivory, gold and silver. They're all in fashion!

6—This is the month to select your needlework for Christmas giving.

7—A gift a day will cover a big list early.

8—We have a fine range of woolen underwear for all the family.

Remember—Preparedness!



Try these designs for your Fall store and show cards.

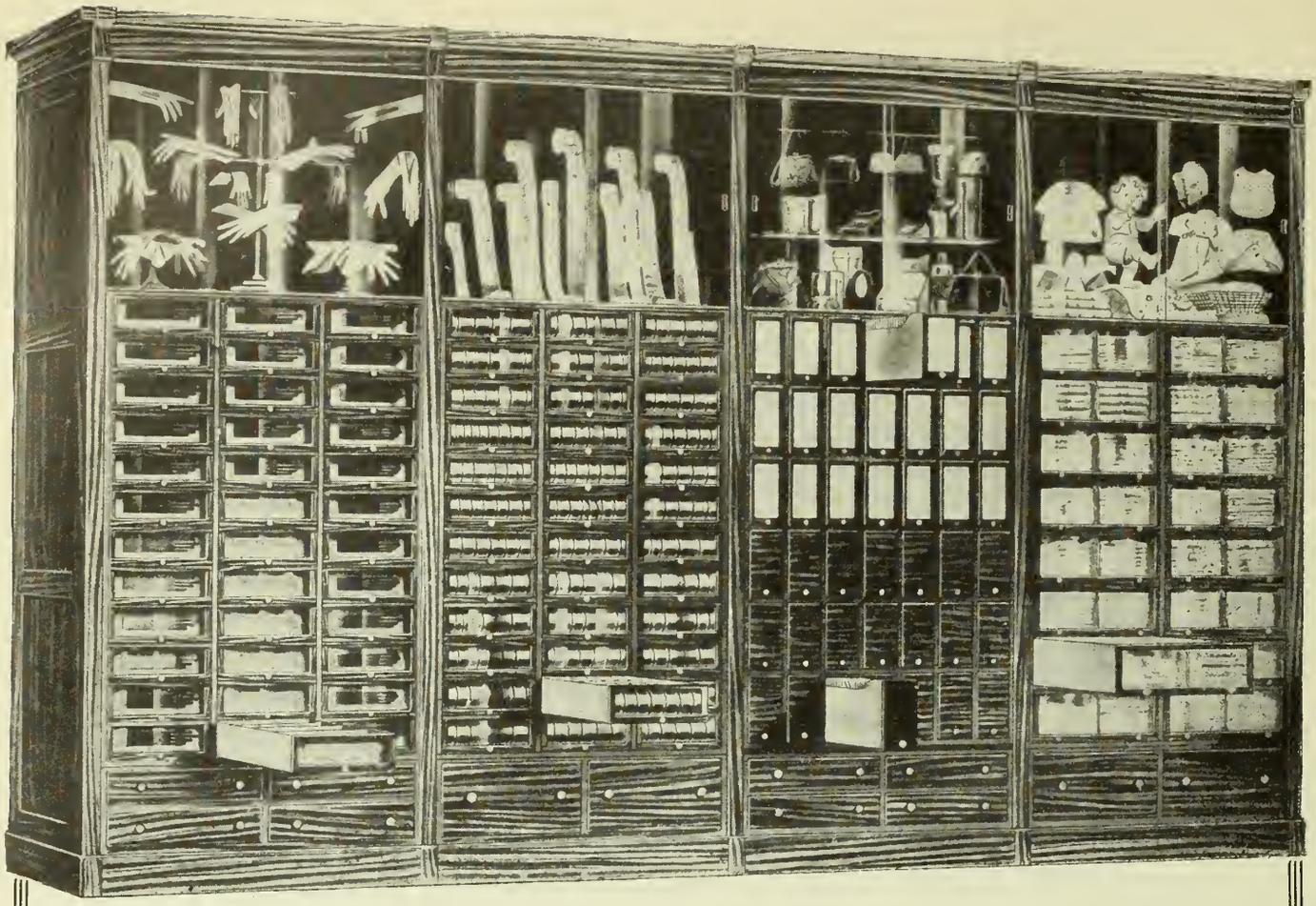
NOTIONS

Jewelry and Necklace Lines—Big Sellers In Novelties—Needles Advance—Mending Yarns Still Very Scarce

NOTIONS.—Jobbers in novelty lines report a big demand for jewelry and necklaces. These lines are selling particularly well. Velvet bags, ranging in price from $30 up to $90 per dozen are selling well for the Fall and Winter trade. In notions as well as in practically every other line, there is a growing scarcity of goods, and production cannot keep pace with the inquiry. In many instances manufacturers won't take orders at any price. Chinese hair nets are difficult to get. Those that were available are selling to the trade at $15 per gross, the figure that was formerly asked, before the Chinese entered the market and reduced the quotation to $7.50 per gross. There has been a very marked advance in needles in the last month. The jump in quotations amounts to 20 per cent., needles now being offered at $7.20 per gross.

Knitting needles for knitting sweaters are in demand, and are scarce. Hat pins too, have advanced, and novelties in them are hard to secure. There is a brisk inquiry for hair ornaments, and the prices of the same are exceedingly strong and firm. A fancy Spanish comb is quoted at $27 per dozen. Casque combs are quoted at from $6 to $18 per dozen. Materials for art needlework in the way of stamped goods are almost impossible to get. Anything in the way of linen is almost unobtainable, and prices are very high.

Mending yarns show little improvement in the way of increased supplies and prices are steadily soaring. Deliveries are months behind, and in fact, orders are only accepted at prices prevailing at the time of delivery.



"Kent-McClain Again"

"Kent-McClain Again"

Sectional Fixtures

This is the fixture that "gets the business."

No high class dry goods store should be without it.

Kent-McClain

(TORONTO SHOW CASE CO.) Limited

WRITE US FOR PARTICULARS

WILL YOUR HOLIDAY TRADE BE EASY TO HANDLE?

WITH business rushed and extra salespeople crowded behind the counters, the store equipped with a Lamson **centralized** system finds the increased demands a simple matter to handle.

For the same carriers send money flying to the central desk for few or many salespeople. Whether one or a dozen "extras" in the department, the carrier system accommodates them all.

Any clerk uses any sending station. This feature makes it easy to shift clerks from department to department, as business needs arise.

Dupuis Freres, Ltd., is one of many concerns whose holiday problems will this year be simplified by the centralized system.

"We find," they say, **"that we are able to give our customers excellent service; and when, during holiday periods, our sales force is increased by 'extras,' the service runs as quickly and smoothly as in normal times."**

Lamson Wire Line, Electric Cable, or Pneumatic Tube carriers make the benefits of centralization available for stores of any size.

THE LAMSON COMPANY

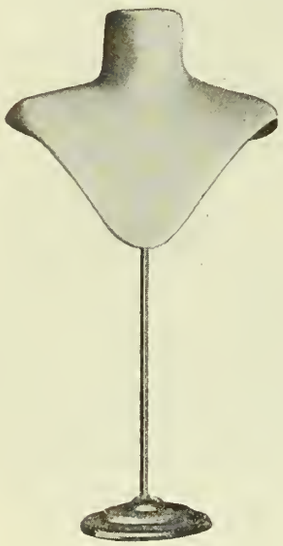
136 SIMCOE ST. TORONTO

General Offices at Boston, Mass.

Display Your Furs

on

DALE FUR FORMS



No. 83 1-2 E.

To Get the Best Effects.

Two of our most popular Fur Forms are illustrated.

Send for Catalogue, with complete list of Display Forms and Fixtures, for every use in your store.

The Name

DALE

always means

Distinction

and

Durability

that cannot be surpassed.

No. 90-E. Cape Form

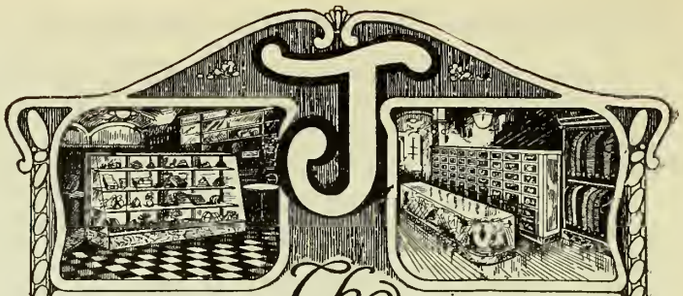
Call in any time!

Dale Wax Figure Co., Ltd.

86 York Street - - TORONTO

Montreal: 150 Bleury St.

Vancouver: 501 Mercantile Bldg.



The New Way System

Two Hundred Unit Sectional Fixtures

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

Buy as you like.

Add when required.

Catalogue and particulars on request.

Jones Bros. & Co. Limited

Store Fitters

Eastern Branch: 71 Bleury Street Montreal P.Q.

Head Office: 29-31 Adelaide St. West. Toronto. Ont.

Western Branch: 437 Main Street Winnipeg. Man.

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

We Specialize in

BIRLEY

Patent Folding Suit and Costume Boxes

We also manufacture all kinds of Folding Boxes

QUALITY and SERVICE

Dominion Paper Box Co.

LIMITED

Toronto **Ontario**

Up-to-date labor-saving machinery will take the drudgery out of keeping store records

A man should never do the work which a machine can do quicker, better, cheaper and easier.

Let a National Cash Register and Credit File do your work—

Put these two labor-saving devices in your store. They will help you to do business in business hours.

Your time and money are the very lifeblood of your business—

Protect them with a National Cash Register and N. C. R. Credit File. There is no need of risking business failure when safety is so easy and certain.

Labor-saving machinery offers you a great opportunity

Thousands of your fellow merchants in Canada can tell you that a National Cash Register and N. C. R. Credit File put them on the road to greater profit and less work. You have the same opportunity!

The National Cash Register Company of Canada, Limited

BRANCH OFFICES:

Calgary	714 Second Street W.	Quebec	133 St. Paul Street
Edmonton	5 McLeod Bldg.	Regina	1820 Cornwall Street
Halifax	63 Granville St.	Saskatoon	265 Third Avenue S.
Hamilton	14 Main Street East	St. John	50 St. Germain Street
London	350 Dundas Street	Toronto	40 Adelaide Street
Montreal	122 St. Catherine Street W.	Vancouver	524 Pender St. W.
Ottawa	306 Bank St.	Winnipeg	213 McDermot Avenue

FACTORY: TORONTO, ONTARIO

Palmenberg EST. 1852 Norwick EST. 1879 Kindlimann EST. 1887

Our Vanity Girls

The Cutest Ever in Miniatures

JANET

Flat effects in wood, hand painted. Arms move at the shoulders and elbows. Each model 13 inches high.

Write for circular containing more figures and list of prices.

J. R. PALMENBERG'S SONS, INC.

63-65 WEST 36th STREET, NEW YORK

BOSTON 26 Kingston Street | CHICAGO 204 West Jackson Blvd. | BALTIMORE 108 West Baltimore Street

Guaranteed Flesh Enamel Form "Won't Crack"

If it's a

DISPLAY FEATURE

we have it or can make it.

We make it a point to keep in touch with all the latest in

WAX FIGURES BUST FORMS

and fixtures of every kind.

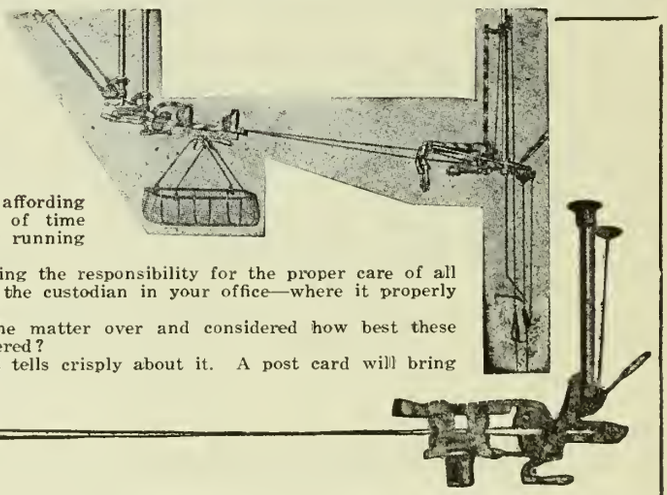
Our latest folder illustrates new features for up-to-date merchants.

DELFOSSE & CO.

247-249 Craig St. W. Factory, 1-19 Hermine St.

MONTREAL

Is There Any Other System Giving a Double Check on All Sales?



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143-153 University Avenue

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Fashions for Mid-Winter in New York

Late Style Shows Continue to Emphasize Variety—A New Blouse-Dress Offered—Luxurious Fabrics and Accessories for Social Occasions.

NEW YORK, September 29, 1919.—The fine weather of the past month has made the planning and selection of the Fall wardrobe a matter of much excitement among New York's fashionable women. Fashion shows and dictates from the stage have been watched most keenly. Paris has intermingled so much with New York that there is a style for everyone, which makes the seeking of it all the more interesting. Fashion shows by the leading designers have been well attended and studied and the seal of approval has been set upon a number of outstanding earlier introductions of the season. For instance, Hickson sponsors both the straight line silhouette and the side fullness. However, the small waistline with girdle or belt drawn absolutely tight with tunic or side peplum on the skirt receives the more marked attention. This follows the silhouette brought out by this same designer early in the Spring, when the tight-fitting bodice and full gathered skirt were emphasized. The change from the full skirt to that having fullness at the sides, maintaining the small waistline, introduces a silhouette quite distinct from the loose fitting lines which have been in vogue and from the natural lines of the figure which prevail largely in Paris.

Youthful Frocks Liked

At Heimberdinger's and others of the large houses, a wide variety of designs were shown—the most noticeable features being the youthful-looking round neck and short sleeves edged with fur. One outstanding gown of black satin brocade was entirely lacking in trimming. It depended for its "chic" entirely on the cut of the short kimono sleeves, round neck and full drapery at the back of the narrow abbreviated skirt.

One pleasing and unusual combination in an afternoon frock was brown and gold metal brocade with brown chiffon. The latter material fashioned the waist with short kimono sleeves. It was also used for a French ruff about the neck. The front of the waist was of cloth-of-gold. The skirt was of brocade with chiffon panels at each side finished by large brocade rosettes.

Franklin Simon & Co. featured recently a new dress called the "Bretagnaise." It is described as a blouse-dress, suitable for all the Autumn affairs and the first of the Winter ones. It is made up in various fashionable materials and trimmings. Long lines are maintained with a low waist, long and rather full tunic on a straight skirt, pointed elbow sleeves. It is a graceful style adaptable to most figures.

Uncertainty Still As to Skirt Lengths

The length of skirts is still a matter of dispute. Afternoon gowns, as displayed in the fashion shows, were 8 and 10 inches off the floor. Evening gowns, barring of course dance frocks, exhibited longer lines.

In "Civilian Clothes," a very popular and well-dressed play, the actresses wear only the longest skirts, very narrow at the bottom. There are those in the trade who detect Paris taking to longer, roomier skirts, and a tendency in New York towards skirts of Parisian scantiness; and in footwear Paris wearing longer vamps, while New York's become more blunt. So far, however, the turnover is by no mean accomplished.

Sports Clothes Meet With Approval

A most unique fashion show was staged for the benefit of the Internatioanl Conference of Women Physicians, when

Featured At Franklin Simon's

The new "Bretagnaise" blouse-dress described in New York letter as a style adaptable, in various fashionable materials, for practically all occasions. Sketch by courtesy of Otto B. Shulhof, New York.

gowns were exhibited which had been selected not only for their beauty of design but their hygienic perfection, the aim being to show that women may dress smartly as well as healthfully.

Sports outfits and afternoon dresses predominated. Of the former, the most striking was composed of a bright red plaid skirt pleated at the sides; a heavy white silk shirt waist, a brown Shetland wool sweater with narrow tan belt, and a brown velour tam.

An interesting afternoon model had for its foundation an accordion-pleated skirt of dragon-fly blue crepe silk. Over this was worn a long tunic blouse of cafe au lait Georgette, embroidered in large dots of the same blue. The round neck and short sleeves, as well as the bottom and slashed sides of the tunic, were banded with brick color satin heavily embroidered in blue and henna. A loosely-tied Georgette girdle indicated the waist-line.

No evening gowns were shown because, they explained, none could be found which would satisfy the "safety first" criterion.

Circular and Pleated Skirts

An important place in the wardrobe of the well-dressed woman of today is given to the separate skirt. For this, plaid has been the rage for Fall and promises to continue so for mid-Winter wear, particularly when the skating season is on. The best lines as shown by Fifth Avenue shops are in circular skirts and accordion-pleated models.

The latter style is much in evidence, too, for plain materials. There is a stunning suit of tricotine designed for next Spring, having an accordion-pleated skirt with a rather tight fitting coat, collarless, tab and button trimmed, and braid bound in a most fetching manner.

Independence Among Blouse Styles

The common characteristic of the new blouses is that they are all different; some are long tunics, some are "Russian," some have only a short peplum, some have a front apron, some a back one, some have a long, straight line ending at the hip, some disappear at the normal waistline. Trimmings are largely composed of ribbon, metallic laces and embroidery. There are few collars but many ruchings of chiffon.

Coats and suits show little change. The latter have hip or finger tip length jackets, with some rippled effects. The former are cape-like—many dolman models still being shown.

For underwear, the trend seems to be towards utility as well as attractiveness. Thus, satin and glove silk are enjoying more favor than crepe de Chine or Georgette. A new interesting development of glove silk was shown in a Fifth Avenue shop by the introduction of wide Irish lace insertion to the vest and bloomers.

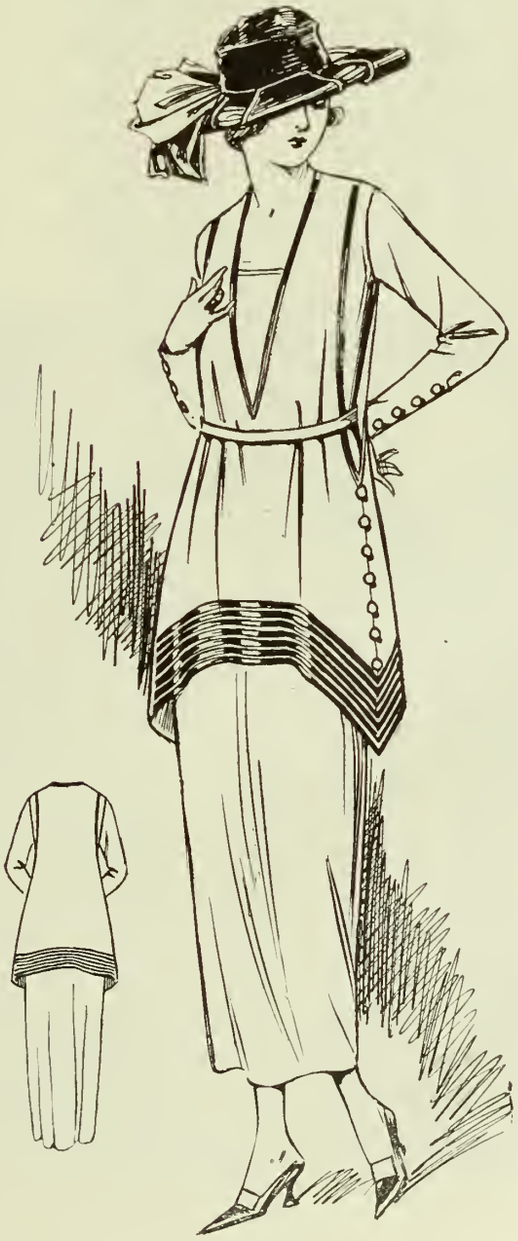
Neckwear is Important

Prevalent neckwear continues to be frilly and lacy in jabot and vestee styles, with a growing demand for the bertha and fichu.

Silk scarfs, gay-colored and fringed, as well as the woollen variety, are having a ready sale.

Fur neckwear is not so popular but this is probably due to the increased vogue for fur coats. It seems, though, that animal stoles are giving place to the flat collar effects.

Among modish accessories, hair ornaments have a leading position. Carved and hand-painted designs are shown. Some are set with rhinestones, others have wooden backs displaying hand-painted flowers. Altogether it is a season of interesting merchandise in department store lines.



A Novel Design

Novelty does not mean the extreme in this new serge gown. It is thoroughly fashionable, very pretty and wearable. The back is especially original with the belt passing under the tunic-panel effect, and over the front. Braid and buttons provide the trimming. By courtesy of Dresses, Limited, Toronto.

DESIGNERS DISCUSS DRESS

The Canadian Women Designers' Club held its second meeting of the year on Wednesday, October 18, when there were eleven members present. The new constitution was read and approved with some slight alterations, good fellowship and an improvement in the costuming of Canadian women being two of the chief purposes of the organization. The name of the club was also decided upon. Arrangements were completed for a lecture to be given on October 27 in the Heliconian Club rooms, by Miss Traphagan of New York, a noted authority and teacher of design.

When the business was completed, Mrs. Bilford, the new head of the educational department of Murray-Kay, gave an interesting little talk on some unusual features of designing. She advocated that no designer should attempt to construct costumes for women improperly fitted with underwear or corsets; that they should first seek to develop the human body along natural lines. Briefly, she explained a few simple methods for attaining the proper proportions of the figure.

A Convertible Dress Discussed

Anohter idea which Mrs. Bilford brought up for discussion was the designing of a business woman's dress which could, with a few slight manipulations, be transferred into an evening or afternoon gown. Especially is there a need for this among the many women whose business requires a certain amount of travelling. Such a convertible, three-in-one model has its practical possibilities, it was admitted, but the vital objection is that few women would care to appear in an evening gown, no matter how correct, wearing the same lingerie they had worn all day.

Merchants in Galt, Ont., unanimously experience that business is increasing every month, and is exceedingly good at present, although if cooler weather would come it would greatly improve for Fall selling. Last year was even better as far as sales went, but the turnover at present is good on all lines. There is a noticeable demand for quality goods; prices seem to be of secondary importance. (This is a Scotch town, too!). It is really quite remarkable the way people are demanding what they want, no matter what it costs, say the leading retailers.

Sam Kassire, Port Colborne, Ont., has secured the entire second floor of his store and opened it Sept. 19 as a women's wear department.

Kennedy's, Limited, 117 Granville St., Halifax, N.S., formally opened their new women's wear department last month. They carry a fine range of dresses, suits, coats, sweaters, skirts, blouses, raincoats and the other essentials for the apparelling of women.

Points of Consideration for the Dress Buyers

The Robert Simpson Co. Have Built Up a Large and Successful Dress Department—Much Thought Has Been Expended Upon Styles for Certain Sizes—A Magnificent Presentation to Ontario.

SOME six months ago the Robert Simpson Co. placed all its dresses (women's and misses) in one department under the management of Mr. W. D. Robertson, and on August 15th last the "French Rooms" were opened. These are arranged along one wall of the dress department, the partitions all consisting of long glass cases well filled with high-grade afternoon, evening and tailored gowns priced at $50.00 and upwards. There are more cases, a few individual stands and comfortable chairs inside so that one's first impression upon entering these rooms is that just the right gown is surely obtainable from all those hundreds from which to choose. There are between 500 and 1,000 of them there! "You've got to keep turning your stock in ready-to-wear if you are going to make a success of it," said Mr. Robertson, "and therefore, you must keep a range of styles and sizes at prices within the means of the average purchaser. It is very necessary that the price range especially be complete. You must be able to give a customer a dress at a certain price when she asks for it."

While women's and misses' dresses are all sold in the same department, they are still kept in two sections. In the French room, too, they are marked to indicate whether they are misses' or women's models, and this mark appears on the sales check books so that an exact record is kept of the number of misses' and women's models which have been sold each day.

Much Care Required in Selection of Sizes

The matter of sizes is one of the most important concerns of a dress department. Discussions on this topic have appeared in these columns in previous issues, but the problem is by no means

Gorgeous Evening Gowns From Simpson's

On the left is the back view of a model which shows a scarf-like drapery of rose tulle, embroidered with silver over silver brocaded rose faille taffeta.

Next is one of sapphire blue charmeuse with overdress of sapphire sequins and corsage ornament of a jet and bugle bead butterfly. More jet is used for the tassels; the shoulder drapes are of blue net; and the square train is lined with georgette.

A dinner gown fashioned from Copenhagen Georgette, heavily embroidered with jet over black charmeuse and adorned with a jet tasselled girdle is the subject of the third photograph from the left.

At the right is another evening gown of emerald green charmeuse, having sequin panels front and back, decorated with gold tassels. A black satin corsage rose and emerald net hip draperies complete the costume.

settled for a great many buyers. In the large department stores where there is a buyer solely for dresses, there is perhaps no problem upon which he spends more thought than that of deciding which are the correct sizes to buy in certain styles and colors of dresses, and which to classify as "Misses'" and which as "Women's."

Mr. Robertson is known to the trade as one of the most careful and successful buyers in Canada. In an interview with DRY GOODS REVIEW, he remarked that he had spent more time in arriving at proper sizing than upon any other subject in this department and he feels that the results justify his conclusions.

Mr. Robertson has found in his experience that selling misses' sizes to women is not satisfactory business. There is not so much difference up to size 34. Misses' 16 and 18 sizes will correspond very well with the women's 32 and 34, so that either might be sold according to the suitability of the style. But for women of 36, 38 and 40 measurements, the larger misses' sizes are quite unsuitable. Longer lines to the waist are necessary for women of 36 or larger than are required for misses' sizes, and if a woman of 36 wears a misses' size 20, for instance, it is sure to give her a "bunched up" appearance. To obtain a graceful, dignified effect, a longer line must be introduced and it changes the whole style of a garment. The waist line in all the larger sizes, Mr. Robertson finds, must be regulated according to the size, and unless that is done, the effect is spoiled.

More Stout Sizes Selling

Since this attention has been given in his buying, Mr. Robertson has found that his department has grown enormously. In addition to 36, 38 and 40 being the leading sizes for women, there has been a noticeable increase in the sales of stout sizes. Women of the larger sizes who used to depend upon their dressmaker or tailor, are now coming to Simpson's to get their dresses in both tailored and more dressy styles, and frequently they comment upon the marked improvement in ready-to-wear styles. This is due in large part, Mr. Robertson thinks, to his careful selection of sizes.

The Simpson "French" dress salon contains everything from little dark serge and tricolette street dresses to gorgeously colored satin and tulle creations for evening wear. Four of the new importations of this Fall are illustrated in this issue, and they bespeak a very different class of customer for a modern department store than frequented it in the days of less scientific methods of merchandising. A fashion film at one of the Toronto theatres depicted several of the most exclusive of the Simpson models during September.

Style, Material, Workmanship, Prime Factors

The greatly increased business being done in dresses is not the result of a whim of fashion, Mr. Robertson believes. It is due to general conditions and changing habits of living. "In

Fashionable Costumes

Left—Tea frock of black tricolette with Hawaiian drapery of knotted fringe, beaded with relief embroidery. Right—A suit dress of navy tricotine and sand-colored brushed wool. Shown on New York models at Almy's Fall Fashion Opening, Montreal.

time a Ford car is sold there are at least three dresses sold to members of the purchasing family, and in a very few months three or four more to the same people," said Mr. Robertson. The tremendous sales of automobiles every year must assuredly mean dresses and coats accordingly. "The success or failure of a ready-to-wear department to-day," added this buyer, "depends upon three things: first, style; second, material; third, workmanship. If you have those to a satisfactory degree you can sell ready-to-wear. The price itself is secondary, though as I said before, you must have a price range."

A MUNIFICENT GIFT

Speaking of Simpson's and gowns, there is another interesting event at the store this month. Nearly 200 garments, the state robes of the late Imperial Court of China, were exhibited in a specially arranged section of the store.

The exhibit was arranged on the fifth floor amongst suggestive surroundings. The approach was through a covered diagonal passageway decked with Chinese lanterns and flowers, leading past an orchestra which played during the greater part of the day.

To attempt a description of the garments themselves would be quite out of the question. One can only marvel at the color blending, the exquisite workmanship and the infinite care that went into their construction and preservation.

A neat 15-page illustrated booklet giving short sketches of the historical significance attached to many of the designs was distributed at the door. It also stated that "the entire collection has been presented to the Citizens of Ontario by the Robert Simpson Company, Limited, as a permanent exhibit to be placed in the Royal Ontario Museum, City of Toronto."

These robes were purchased on the occasion of the overthrow of the Manchu Dynasty in 1912.

Bright shades are to prevail for Spring, 1920, say Paris authorities. The real jade green is spoken of as the one of leading importance.

There is a growing vogue for ivory novelties of all sorts. Beaded bags continue very fashionable but with less gaudy colorings than heretofore. Velvet bags at present are characterized by large tassels and jet effects, sometimes combined with color. Skirts are still very short. Tunics are not coming back, says one authority.

Outer and More Intimate Apparel

A New "Burberry"

The material is royal blue velours, lined with gold hazel silk. The collar forms a novel scarf or can be fastened across the top with gold loop tassel. For either town or country wear. The hat is blue and gold shot hazel silk.

Dainty Silk Wear

A negligee of decided charm is this one of heavy turquoise crepe de Chine, with white Georgette and ecru silk lace tunic. Most interesting are the beautifully made ribbon garlands on front, back and sleeves. The envelope chemise is of white crepe de Chine with insets and edging of guipure lace and the inevitable touches of ribbon. These lines will no doubt live up to their records of being especially good Christmas merchandise. By courtesy The Ideal Garment Co., Montreal.

A French Toilette

A charming French creation for Winter. The material is knitted wool in blue and yellow. The lines are of Scotch descent even if the stripes are not.

Blouses in the Limelight

Always a Big Christmas Item, They Are Now Assuming Importance—Orders for November and December Deliveries Should Include Good Representation of Dark and Fancy Colorings.

THERE appears to be more individuality of style in the more exclusive blouses this year than for some seasons past. Of course, the prices placed on them allow scope for almost any development of individual design and art work. The most exquisite handmade laces are being used on ready-to-wear blouses, whereas a few years ago these laces were only seen on state occasions. Consequently blouses selling at $35, $40, $50 and $75 are at least recorded, if not frequent, in the average sized store.

It would take a great deal of explanation and a great deal of description to give an impression of the many types of blouses which are considered "good" this season. There are, however, a few oustanding features which have developed rather strongly. One of those is the casaque waist. This is the one worn outside the skirt, coming well down around the hips in length and caught loosely at the waist-line with a cord or fancy girdle. It is worn slightly bloused and usually has a round neck and three-quarter or full length, rather loose sleeve. Sleeves made with the very deep armholes suggestive of the popular dolman coat are selling well so far as novelty business is concerned. While these sleeves are short they do not look it when worn. In materials, the new item of popularity is net in both white and ivory. It is selling especially in the finer nets, which are less transparent than the coarser meshes. These are frequently self-trimmed, though the most of them have many rufflings of narrow Val. edging.

New Color Effects

As to colors, all the high-class shops and "French" departments are including several models in cafe au lait Georgette. Flesh, white and maize continue strong, but for the Christmas trade brown and navy Georgette are promised an unprecedented importance. Navy lined with gold is a noticeable feature, and a great many navy and brown models are made up on fancy linings. Ninons are used in this way as well. Simpson's had a window display recently, and also a department showing, of dark, richly-colored camisoles made of wide, fancy ribbons and satins especially to be worn with these dark-colored blouses. Even some flesh and white blouses were shown worn with maize, sky, and lavender camisoles. Blouses of printed allover patterns on Georgette are also meeting with favor. This color assemblage is the outstanding feature of the month in blouse fashions and promises to characterize Christmas merchandise.

A new line of tailored blouses at Murray-Kay's shows white Georgette with very narrow crinkled satin stripe in gold, mauve, blue, etc. Another tailored style of plain white crepe de Chine had set-in folds of salmon color; tiny pearl button trimmings. A navy blue Georgette slip over model had black satin for the lower part from below the bust; the upper part was embroidered in black with touches of red.

The "French Shop" shows a handsome cafe au lait slip-over model of Georgette embroidered in large black flowers. A good deal of real filet lace is used on other models both here and in the other Yonge Street stores.

A Dressy Fall Blouse

One of the new navy and gold combinations. This blouse is made of navy blue Georgette, beaded and embroidered back and front in navy blue. Collar, over-cuffs and the blouse itself, except the sleeves, are lined with a sheer gold silk which is very effective. From Modern Waists, Ltd., Toronto.

New Ready-to-Wear Store in Montreal

Stober's Limited Have Some Original Ideas in Layout and Displays.

The "Island" front. Stober's new store, Montreal.

QUITE a stir was created in the city of Montreal, with all its variety of specialty stores, by the opening the last Saturday in September of a ready-to-wear establishment on St. Catherine Street on a very elaborate scale, Stober's, Limited. The illustrations shown herewith give a very good idea of the layout of this new store, with its handsome fittings, its roomy appearance, the sub-division of departments in the form of elegant little alcoves chiefly for accessories such as gloves, silk underwear, but also blouses and other lines; the numerous fitting rooms, the side cabinets with their velour curtains, and the admirable lighting features.

One of the outstanding points in connection with the display of goods may be seen from illustration D. This shows one of three devices that will commend themselves to hosts of merchants through the easy application of the same idea: located on the ledges on top of the cabinets, about twelve feet across, with room for a couple of blouses or smaller lines of apparel, and with a soft yet clear lighting that is shaded from view along the top. These three brightly lighted groups stand out prominently from the dark-wood furniture, on entering the store, and as a means of displaying merchandise are among the most effective methods DRY GOODS REVIEW has come across. Being complete units, each by itself, they are much more noticeable than if the same goods were shown along the top without any confining divisions. Then the curtains themselves add a bit of color and softness that the bare display along the top, such as is ordinarily seen, would not secure. This device is one of the gems of this new store and is adaptable in a variety of forms to display of the smaller garments.

Cabinets Along One Side

The architect's drawing indicates the general plan of the store, with the waiting rooms, the various sub-departments on the right of the store as one looks to the back; the work rooms, etc. Down the centre space are several small tables whereon there are shown some of the newest goods, such as blouses. These will be used from time to time also for special offerings of goods that are marked with a special sale price. At the left side of the store are narrow cabinets with draw curtains. Here, in order from the front to the back, are the following lines:

Blouses,
Evening gowns,
Afternoon dresses,
Serge dresses,
Suits.

On the right side of the store are the alcove departments referred to before, with the following goods each with an alcove to itself:

Sweaters,
Gloves,
Neckwear and handkerchiefs,
Crepe de Chine underwear,
Skirts,
Coats.

Accessory furnishings are handsome vases of flowers here and there on top of the mirrors that front the entrances to the sub-departments, and the cabinets, and baskets of flowers on top of the show cases.

The Island Front

The view shown here of the store needs little definition. It is of an approved form of "Island" front, with two entrances facing the street and a large centre window standing as an "island" with a thoroughfare behind it for the public. The entrance to the store itself is behind this, so that the public has a natural promenade of which it avails itself, permitting the store a double display in the rear as well as at the extreme front. The excellent lighting arrangements are carried out in connection with these windows as well as inside the store, so that the advertising of the merchandise works at high pressure night as well as day, and at night especially. The general layout of this "Island" front is shown in connection

Showing the sub-departments in alcoves. From right to left, gloves, neckwear, handkerchiefs, underwear.

with this article from the architect's plans also.

This store is the fourth of a series that Mr. Stober has opened up in Montreal, but this is the most elaborate of all. The aim of the store will be to cater to a medium class as well as exclusive trade, and a well-assorted line of merchandise will be carried.

There is one interesting point that might be mentioned in connection with the marking of the goods: each one has a special number corresponding to the number in the stock boow. This is illustrated by the sample shown here. On each garment is a ticket with the name "Stober's" at the top, and below a line for the number, the maker's number for reference, the price, the size and color. Then there is a perforated portion where the clerk's number is given who made the sale; the number of the garment, the price, and the date of the sale. When a sale is made the lower part of the ticket is cut off and sent to the office, and this contains all the record required to give the history of the garment. The cost price is known, the date of purchase or rather the time the goods were taken into stock, and with the date of sale and the selling price, the whole transaction from first to last is set down. This is a convenient method of keeping track of all the merchandise that comes into the store.

"D"—showing the unique top display.

STOBER'S
292 St. Catherine St. West

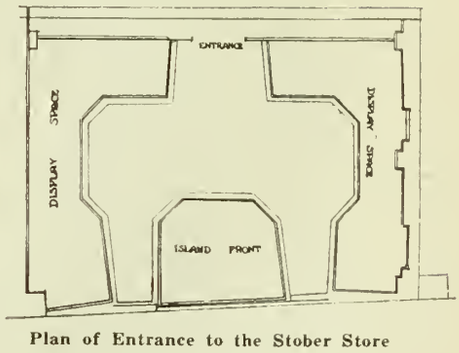
No. 38,641
Maker ..... 36—398
Price $69.50
Size .....18. Color .....
.....

Clerk 16

No. 38,641

Price $69.50

Date ..... Oct. 4, 1919



Plan of Entrance to the Stober Store

Dundas and Flavelle, Lindsay, Ont., Stanley Mills & Co., and The Arcade, Hamilton, are among the numerous Canadian stores who are reserving a corner of their daily advertising space for the "store editorial," dealing briefly with commercial philosophy. It has been a habit fors ome years with John Wanamaker—these little heart-to-heart talks with the public!

RECEIVES NEW APPOINTMENT

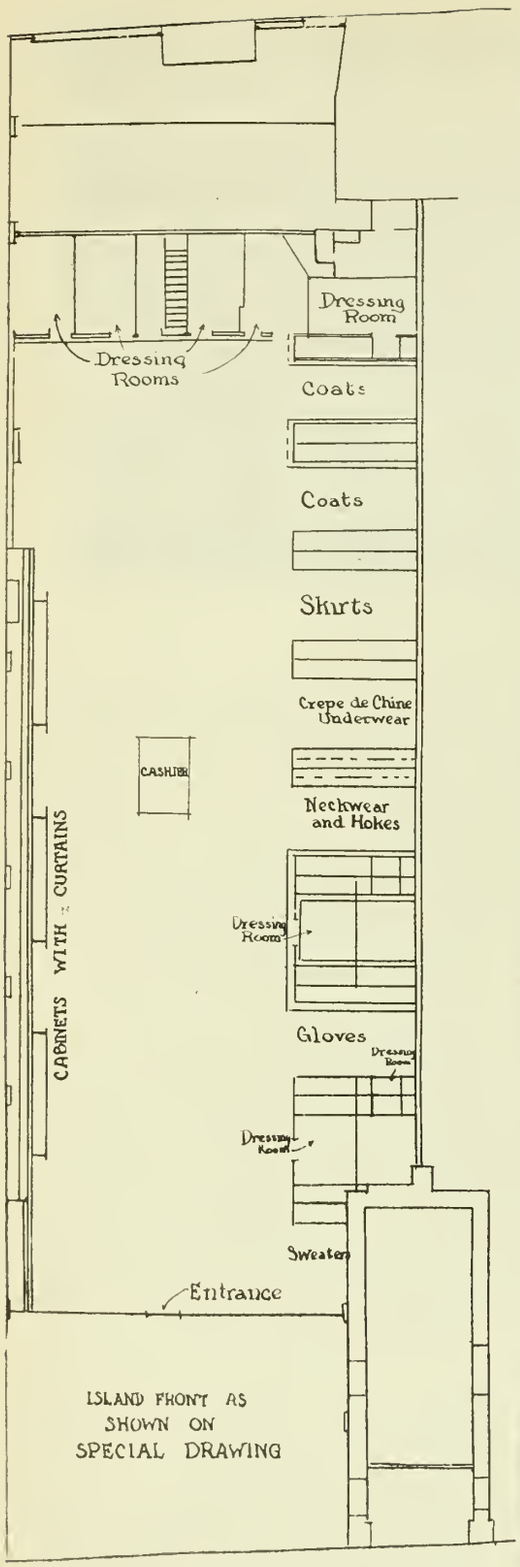
Mr. W. G. Rook, who has been president of the Canadian Home Journal Co. for the past eleven years, and has just completed two years as vice-president of the Associated Advertising Clubs of the World, has further extended his broad field of usefulness, having been appointed managing director for Canada of the Canadian H. W. Gossard Co.

View from front to rear.

Former Paris Correspondent of Dry Goods Review Visits Canada After 3 Years' Fighting

Mr. H. B. Gagnereau, of Albert Godde, Bedin et Cie., Paris, France, was a visitor at the office of DRY GOODS REVIEW early in October. M. Gagnereau spent some three years fighting for his country and is now renewing acquaintances in Canada and the United States. M. Gagnereau reports that French factories are all extremely busy, but, owing to the extreme activity throughout the silk trade there is no telling when prices are going to be lower or when the output will be sufficient to guarantee delivery of all orders. France is very rapidly turning all her energies into productive channels, but it will take some time to catch up with the enquiry.

Readers of DRY GOODS REVIEW will remember M. Gagnereau as having been our Paris correspondent before the war.



Plan showing layout of the new Stober store, Montreal.

Saskatoon Store Windows Attract Admiring Crowds

Displays of Fall Fashions Prove the Store Window to be Important Advertising Medium

As a practical illustration of whether it pays to spend time in window trimming the exhibits of Fall styles shown in the beautifully trimmed windows of Saskatoon's leading stores place the question beyond dispute.

From the time the blinds were first raised each window attracted a constant throng whose comments left not the slightest doubt that the windows are an important feature in attracting customers to a store.

The J. F. Cairns department store windows presented a beautifully blending of soft toned colors, one color outstanding in each of the different windows. Furs occupied a prominent position, and, of course, the millinery for Fall wear was shown to the best advantage by the rich drapings and handsome rugs that were used as a background.

A blaze of bright lights and brilliant colors characterized the F. R. MacMillan displays of millinery and furs. Fronting on two streets as the store does, one suite of windows was given to hats and gowns, set off by hangings and decorations of appropriate shades, while the second suite, with its rich-toned draperies, made a striking background for the handsome furs that were featured.

Much favorable comment was given to the McGowan store, the windows of which had as a background hangings of crimson velour, showing life-sized figures draped in the season's latest styles.

Barrie's, Limited, confined their window space largely to the newer furs, each one of which was a masterpiece, both in the blending of colors and the quality of the fur.

Even in the smaller stores, where professional window trimmers are not employed, the effects were very creditable. It is easily seen that the old idea of crowding a window full of "a little of everything" has passed. Instead, simplicity appears to be the keynote. Every effort is made to concentrate upon one or two articles. Just as modern salesmanship demands that the customer's attention be not allowed to waver from the thing being shown, so modern window trimming does not permit any distraction from the main feature—all the settings being carefully thought out to give extra prominence to it.

It is believed that the railway disturbance in Great Britain may have some effect on the supplies of certain lines in the coming season. It is time that these shipments were being arranged in the Old Country, and even with the adjustment of the railway trouble there will be considerable dislocation and disturbance, with results that will be felt here when Santa Claus is making his rounds.

The prices which were received for the different grades of wool sold by the farmers of New Brunswick through the Co-operative Wool Growers' Association have been announced by the Department of Agriculture of that province.

There were about 65 tons sold, of which 30 tons was medium combing, and 30 tons low medium combing. There was about two tons each of low combing and coarse, and the remaining ton was made up of burry and seedy, cotts, dead, mohair, black and tags.

The average price which each man received for his wool ranged round 64 cents a pound.

Col. F. Vernon Willey, Government controller of wool supplies for Great Britain, arrived in Boston early in October, to supervise arrangements for the first public auction there of British-owned wool. He is a member of Parliament from South Bradford, England, a leading wool manufacturer of England and also a member of the Boston wool brokerage firm of Francis Willey & Co. He says that the success of the auction would redound unquestionably to the advantage of the Boston wool trade.

Looking to the front at Stober's

READY-TO-WEAR INDEX

The McElroy Mfg. Co., Ltd.

MAKING

Royal Garments

REGISTERED TRADE MARK

FAMOUS FOR THEIR

Fit, Cut, Style, Hang and Finish

HEAD OFFICE:

47 Simcoe St. - Toronto

M. WITTAL

Manufacturer of Ladies' and Children's wear, is now established in his new and larger premises,

246 St. Andre Street

(Cor. St. Catherine St.)

MONTREAL

New Spring range is now being submitted for your inspection

Showrooms:

Toronto, 306 Kent Building.
St. John, 127 Leinster Street.
Winnipeg, 313 Fort Street.

If our travellers do not call on you drop us a line, it will pay you.

Star Skirt Company

436 St. Catherine St. W.

Montreal

Skirts

Prima Skirt Company

520 St. Lawrence Blvd.

Montreal

Manufacturers of

"FIDELITY BRAND"

Dresses and Skirts

from

Serges and Silks

Samples and prices on request.

WELL WORTH SEEING

OUR FALL LINE OF

Cloaks and Suits

Better Garments also Popular Priced

Lazare & Novek

CLOAKS & SUITS

605 St. Catharine St. W., Montreal

Ladies' Serge Dresses

on the rack to pick from

For Immediate Delivery

STYLES THAT SPARKLE

PRICES THAT ENTICE

also

Silk, Satins, Georgette Dresses

New York Mercantile Co.

24 Wellington St. W.

TORONTO

Silk Muslin Underwear

Manufactured by

LONDON LADIES' WHITEWEAR

Also complete range of Children's Dresses for **immediate shipping.**

OFFICE AND FACTORY:

41 Craig St. East, Montreal

Children's Dresses

In all the latest styles and newest materials, including fine English Ginghams.

Samples and prices on request.

Ideal Dress Co.

1488c ST. LAWRENCE BLVD.

MONTREAL

THESE ADVERTISING SPACES FOR SALE

WEDDING, PARTY and STREET

DRESSES

Stock on Hand.
Immediate Delivery.

I. FRANK & SON

6 & 8 WEST 32nd St. NEW YORK

TO READY-TO-WEAR MANUFACTURERS AND JOBBERS

AT $5 PER INSERTION BY THE YEAR.

P. C.
Corsets

is synonym of—

Pleased Customers

Because it represents

Peerless Corsetry

Preferred Corsetry

Popular Corsetry

Profitable Corsetry

Offering to the Wearer—

Parisian Creations

Perfect Comfort

and to be

Perfectly Corseted

Could more be required?

Front Lace
Back Lace
White and Flesh

Parisian Corset Mfg. Co.

Limited

QUEBEC, QUE., CANADA

BRANCHES:

Toronto: 76 Bay St. Montreal: 329 Craig St. W.

Western Representative: C. H. WILSON, 24 Sylvester Wilson Building, Winnipeg

The Prince's Visit

is creating an unusual demand for

EVENING
AFTERNOON
AND
STREET DRESSES

Remember, we specialize in these garments and the Exclusiveness, Style, Quality and Value of a De Palma Dress make it a leader always.

And we have them for every occasion, street, afternoon, dinner and evening wear.

Order now for Christmas and Winter selling.

The
De Palma Dress Company
46 St. Alexander Street
Montreal

This Trade Mark
is your guide to all that is—

Smart
Distinctive
and
Dependable
in
WAISTS

A multitude of dainty, delightful designs in the wanted shades of—

Crepe de Chine
Georgette
Fancy Striped
Flannelette, etc.

NOW IS THE TIME TO ORDER FOR CHRISTMAS!

The Atlas Garment Mfg. & Trading Co.
46 St. Alexander Street
MONTREAL

COATS IN STOCK

We have a number of Coats in Stock in **Velours, Silvertones, Plushes** and other leading materials.

Buyers will do well to make a selection from these lines.

Prices on request.

THE REGENT CLOAK CO.

CLOAKS AND SUITS

243 Bleury Street MONTREAL

SPECIAL VALUES

Direct from Mill to the Trade through Commission House

Grey and Fancy Worsteds
Blue and Black Serges
Pure Wool Scotch Tweeds
for Men's Wear

Also
Botany Wool Serges, Gabardines, Etc.
for Women's Wear

C. E. ROBINSON & CO.

Importers and Commission Merchants
Mappin & Webb Building
10 VICTORIA ST. MONTREAL
Tel. Uptown 8553

OUR SPECIAL APRON DRESS

As Illustrated
From $11.00 to $14.00

Children's Dresses.....$7.00 up
Rompers ..... 6.50 "
Creepers ..... 5.25 "
Aprons ..... 7.95 "

Send in a letter order—prompt shipment.

D. Ginsburg & Company
515 College St., Toronto

Unusual Charm

is always found in CIRCLE-CROSS garments, derived from the careful selection of sturdy materials and clever color effects that are dependable.

Added to this our designs are always up-to-the-minute and always appreciated for their distinctive smartness.

See our Samples.

Smocks
Middies
Sport Skirts
Nurses'
Regulation Uniforms

CIRCLE
CROSS
REGISTERED

Cole-Whitaker, Limited

292 St. Catherine St. West - - Montreal

WHERE CAN WE BUY...?

You buy service when you subscribe to DRY GOODS REVIEW. We have facilities for procuring information about new goods, novelty lines, unusual requirements, etc., and the Service Department is always at your disposal. If the information you seek is not to be found in our Buyers' Market Guide, or in the advertising pages of this issue, cut out the coupon below and fill in your questions. Every day these are coming in and they are welcome. We are glad to be of any possible assistance to our readers. Following are just a few of the enquiries received during the past month:

(The Buyers' Market Guide, next page, contains many addresses of use to you.)

Hair Switches and Pads

Kelowna, B.C.—Please tell me where I can procure hair switches, pads, etc.?

Answer—Addresses were sent.

Men's Made-to-Order Clothing

Merriekville, Ont.—I am thinking of taking up one or two agencies for men's made-to-order wear. Would you kindly give me names of a few of the best firms for both high-class and medium grade goods?

Answer—List of addresses was sent.

Tricolette

Edberg, Alta.—Please tell me where I can procure silk tricolette by the yard in Canada?

Answer—Names of makers were forwarded.

Dictionary

Orillia, Ont.—We were interested in your account of the Eaton Research Bureau. Can you advise us where we can obtain a dictionary of explanatory terms similar to those given in the answers to the hosiery department questions? We would like to get one that would cover all dry goods departments.

Answer—This is a frequent enquiry but there is no such dictionary available. The best we can do is to provide as much information as possible in the regular issues of DRY GOODS REVIEW *and thereby keep abreast of the new terms as they come into use.*

Ladies' Neckwear

Yarmouth, N.S.—Kindly advise us where we can buy ladies' neckwear for jobbing trade?

Answer—Names of manufacturers were sent.

Rag Rugs

Alexandria, Ont.—Please tell me where I can procure rag rugs in special sizes?

Answer—Manufacturers are filled up so far ahead with orders that they cannot attend to special order business. You might write the carpet departments in the large jobbing houses who may have some odd sizes in stock.

Shirts, Collars and Neckwear

Toronto.—Please tell me where I can procure men's and boys' shirts and collars and men's neckwear?

Answer—List of firms was sent.

Choir Gowns

St. John, N.B.—Will you kindly send me addresses of houses manufacturing choir gowns?

Answer—Try Harcourt & Sons, Ltd., 103 King St. W., Toronto.

Babies' and Infants' Coats

Midland, Ont.—Would you please forward me addresses of firms who make babies' and infants' coats?

Answer—Several names were sent.

Cost Mark System

Portage la Prairie.—Will you please give us whatever information you may have regarding private cost mark systems?

Answer—No one system is in use as a standard. An article on page 98 in this issue deals with suggestions in working out a system.

Display Fixtures

Victoria, B.C.—Will you kindly hand this letter to a firm that sells the interchangeable wood window display fixtures?

Answer—Enquirer was placed in touch with firm.

Skirts

Meyronne, Sask.—Will you be good enough to give us the address of the Cooper Skirt Co.? Also require catalogue of women's ready-to-wear?

Answer—Information was forwarded.

Underwear

Regina, Sask.—Please tell me where I can procure silk topped underwear as referred to in your August issue, page 77; also knit and balbriggan bloomers?

Answer—Addresses were sent.

THE DRY GOODS REVIEW
143-153 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE_____ 191

PLEASE TELL ME WHERE I CAN PROCURE_____

_____

_____

NAME _____

ADDRESS_____

BUYERS' MARKET GUIDE

The Thompson Lace & Veiling Co., Limited

Laces, Veilings, Georgettes, Ninons, "My Lady" Silk Hair Nets, Princess Pat Human Hair Nets, Sport Veils.
Cor. Wellington and York Sts., Toronto, Canada.

GERSTENZANG BROS.
Popular Priced Flowers and Feathers
670-674 Broadway, NEW YORK CITY

Infants', Children's, Girls' and Misses' Dresses
We are Specialists in these lines
H. L. WATTS, LIMITED
400 Richmond St. W., Toronto

T. H. Birmingham & Co.
LIMITED
93 to 99 Spadina Ave., TORONTO
Makers of
Women's High Grade Neckwear
"The Exclusive Neckwear House"

"EVERYTHING IN SILKS"
M. Ascher Silk Corp.
Distributors—Iroquois Silk Mills
102 Madison Avenue, New York

SKIRTS ARE ECONOMICAL
LATEST STYLES IN TWEEDS, SERGES and POPLINS
at lowest prices.
In case our travellers do not reach you, write for samples.
ROYAL SKIRT COMPANY
1440 St. Lawrence Blvd., Montreal

References: London, Eng.—New York—Montreal
FRED. BIRKS
Commission Dry Goods
14 Phillips Sq., MONTREAL, Can.
Tel. Up. 388. Covering all Provinces

APRON SPECIAL
Women's kimono aprons, made in full sizes. Good assortment of prints. Packed in dozens. Sizes 36-42. Special for 30 days only, $7.95 doz. No orders less than 10 dozen. Write for samples.
A. E. Wegenast, Clyde Block, Hamilton, Ont.

Newer even than metallic brocades for evening gowns are the exquisite cut velvets on Georgette grounds. These are shown in all the large shops in stripes, scroll and floral allover effects and are to be had in white, ivory, pastel tints and the more dazzling hues like Italian green, British red, cerise, jade, turquoise, orange, sunset, lemon, orchid, etc.

Allover printed voiles in the darker shades are mentioned as being the most popular line of wash goods next Spring, according to present indications.

* * *

At the recent sale of the New York Fur Auction Sales Corporation, prices continued their upward grade. They are quoted as 10 to 60 per cent. higher than the April sale, and with a few exceptions, averaging 10 to 15 per cent. above the recent sale of the Funsten Bros. & Co.

* * *

The double-faced cotton slipper cloth which was brought out by a Canadian manufacturer last summer, did not measure up to expectations when put to the test of actual wearing. It would bulge and stretch when dampened. The firm is now developing a wool slipper cloth which they intend to have satisfactory.

* * *

One New York distributor is confident that unless something changes the situation, taffeta will be worth $5 a yard by Spring and perhaps, will be unobtainable at that figure. It is selling now for almost record prices. Some sales have been made as high as $3.25 a yard, and it is probably impossible to get anything below $2.50 to $2.75.

* * *

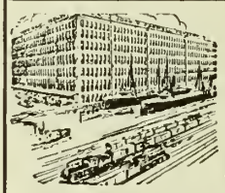
Weavers are declaring that they won't weave taffeta, since they can't make as much on it as they can on crepe or some other weave. And when a taffeta warp is put on their looms they either refuse to weave it; or, if the management insists that the taffeta must be woven, they leave and go to a mill where they are weaving Georgette, or some other soft silk which enables them to make more money and make it more easily.

Aside from stocks held by jobbers, the market is virtually bare.

* * *

In the St. Louis fur sales, Sept. 16, a lot of 400 muskrat pelts brought $5.10 each—an unprecedented figure.

VEILINGS and SILK NETS
HODGES & LETTAU
232 McGill St. Montreal


Write for our latest
Special Catalogs
C 1919
To Dealers only.
John V. Farwell Company
CHICAGO
Wholesale Dry Goods and General Merchandise

JASCUMA
Pyjamas
for
Style and Quality
THE FOSTER MFG. CO. Ltd.,
Parkeston, Essex, England

Canada's Largest Makers of Cotton Flags
Write for Prices
THE COPP, CLARK CO.
517 Wellington St. West Toronto

HOOSIER SHEETINGS CANNELTON, Ind.
"HOOSIER"
The best 36-inch brown domestic in America
Buy it by the bale; sell it by the bolt
Indiana Cotton Mills
Cannelton, Ind., U.S.A.

LARGEST MANUFACTURERS
Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our Catalogue. It's free for the asking.
The Botanical Decorating Company
(Incorporated)
208 W. Adams St., Chicago, Ill.

BALLOONS
Printed with your advertisement at small cost. Brings the mothers and children. How about a thousand for your Fall Fair?
L. G. BEEBE,
53 Yonge St., Toronto

Real HARRIS, LEWIS and SHETLAND HOMESPUNS
Direct from the makers. Special lightweights for Ladies' wear—all shades.
Patterns and Prices on Application.
S. A. NEWALL & SONS, Stornoway, Scotland
State shade desired and whether for Ladies' or Gents' wear

BUYERS' MARKET GUIDE

KENT-McCLAIN AGAIN

Messrs. Kehoe & Slattery, of Pembroke, in making recent changes in their store, have installed several new fixtures of an up-to-date type. These include the "Minton" design Silent Salesman as made only by Kent-McClain, Limited (Toronto Show Case Co.)

WRIGHT'S BIAS FOLD TAPE

Advertised for 20 Years
Known to Home Sewers Everywhere.
"W & N", Monarch and Meteor brands. Reliable fabrics cut on a true bias; full elasticity retained; selvages trimmed; seams opened and pressed.

WM. E. WRIGHT & SONS CO., *Mfrs.*
315-317 Church Street New York

SPOTLESS SHRINKER AND FINISHER

Shrinks and finishes Woolens, Wash Goods, Silks, etc.
Remnants, window and ledge displays are made saleable at full price.
Write for De Luxe Catalog.
THE SPOTLESS SHRINKER CO., CLEVELAND, O.

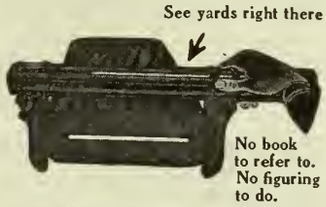
RIBBONS OF DISTINCTION

"J-C" Ribbons have peculiar charm. Widely advertised to the consumer under their trade-mark names for the protection of the dealer.
"SATIN DE LUXE"
"TROUSSEAU"
"LADY FAIR"
"SANKANAC" "VIOLET"
"DEMOCRACY"
JOHNSON, COWDIN & CO., 40 E. 30th St., New York, N.Y. Made in U.S.A.

GET IT RIGHT

Get correct name and address from the Buyers' Market Guide.

Putnam's Improved Cloth Chart
See yards right there



for Inventory Without Unrolling
No book to refer to. No figuring to do.
Write
THE A. E. PUTNAM COMPANY, Washington, Ia.

For REAL VALUES in COATS and SUITS
Mail orders to or call on
The G.B.G. Mfg. Co., Inc.
15 East 26th St., NEW YORK CITY

500% Profit
can be made covering buttons to order of same material of garment with a Menkin Counterbalanced Button-Machine which is easy to operate.
S. MENKIN, Inc.
141 W. 28th St., N.Y.C., U.S.A.

Prices on bath towels from one Canadian mill have been withdrawn until back orders can be filled. In a few days' time they will send out a list to the wholesale trade showing a table of deliveries for each particular number, which in some instances is four months' time. One wholesaler, on being informed that he would have to wait until February for his order, placed even heavier orders, satisfied to get the goods then.

* * *

Cotton yarns have recently advanced, so there will be a further advance in cotton goods very soon.

* * *

Forty-inch crepe de Chine in what is known as a "3-thread 68 count," and cotton back satin are said to be practically "out of the market" at present. Manufacturers in some cases are sold up until next June and July deliveries.

* * *

The manufacturer of silks still continues to be limited. One mill owner states that he is producing only 60 per cent. of normal. And this is in the face of an unprecedented demand for the product. The scarcity cannot be traced to any one definite source, but seems to be due simply to labor unrest and the abnormal demand.

* * *

Wool jerseys and tricoletes are likely to be leading fabrics for suits, coats and tailored dresses. Duvetyn will be a feaurte fabric. Plaids in woollens and silks promise to be extremely good.

* * *

Very shiny effects in straw with not a great deal of trimming are spoken of for Spring in Paris.

* * *

Skunk, bringing $9 a skin, and showing an advance of 25 per cent. over Spring prices, led on the fifth day of the fur auction in New York. Sales on October 10 totalled $1,200,000, bringing the grand total to $5,500,000. The ordinary house cat provided another feature. The best lot sold for $1.50 a skin for export to provide war-impoverished inhabitants of Europe, now threatened with coal famine, with cheap "fur" sets.

* * *

The E. B. Crompton Co., Brantford, Ont., have reopened their afternoon tea dances which proved so very popular when in force last season. They began on Saturday, October 4.

I Specialize in Boot Laces
for the wholesale trade, in the better grades.
Banded in pairs, in gross boxes.
Fancy Cabinets, 100 pairs, banded in pairs. These are more profitable than bulk make-up. Also
LEATHER LACES, all kinds.
E. W. McMARTIN, MONTREAL

FRASER'S
CANADIAN TRADE
DIRECTORIES
Head Office, 222 Craig W., Montreal.
TEXTILE PRODUCTS — WOMEN'S WEAR — MEN'S WEAR
Give complete lists of all branches of the General Dry Goods trade.
Also Directories for many other Trades.

The Gem of the Notions

Look for this Card at your Jobbers
Columbia Fastener Company CHICAGO

Fiskhats AND MERCHANDISE
D. B. Fisk & Co.
Chicago
New York Salesroom:
Open Throughout the Year
411 Fifth Avenue

ADVERTISEMENT WRITERS and SHOW CARD WRITERS WANTED
Big demand for both men and women. We prepare you in few months at home—under experts. Our graduates in demand. They earn good money. Get particulars. Write
SHAW CORRESPONDENCE SCHOOL
Toronto, Canada (Dep. D.R.)

Cork Socks
Manufacturers of Cork, Linoleum, Felt, Paper, Flushing in all colours, Flannelette, Asbestos, Loofahs, etc., Fleecies, etc., Ladies, Gent's and Children's. St. Cecilian Works, 46-48 Haymerle Road, Peckham, London, S.E. 15.

Manufacturers
329-331 Fourth Ave., N. Y.
SUPERBA BINDING
BRAIDS, CORDS, DRESS TRIMMINGS

FRED JONES & COMPANY
Manufacturers and Importers
Babies' Hand Crochet Goods — Notions
Babies' Hand Knit Goods — Novelties
Art Needlework Materials
Room 617, Empire Building
64 WELLINGTON ST. WEST, TORONTO

BUYERS' MARKET GUIDE

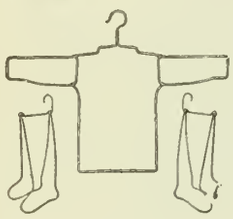
KENT-McCLAIN AGAIN

Messrs. Prowse Bros., Limited, of Charlottetown, P.E.I., have greatly enhanced the appearance and the selling efficiency of their store by the installation of new fixtures. These comprise a line of Silent Salesmen and a special Shirt Casing, and are in quarter-cut oak. They were supplied by Kent-McClain, Limited (Toronto Show Case Company.)

PERPLEXED!

Then let us solve your business building problems; we are solving them daily for thousands of live merchants with our trade pulling, selling and merchandising plans, human interest copy, letters, illustrations, events, etc. Full particulars upon request.

THE ECONOMY SERVICE
231 West 39th St., New York City



CHILDREN'S GARMENT DRYING FORMS
NON-RUSTING
PATENTED
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The Canadian Pacific Ocean Services has been extended to include both passenger and freight accommodations to Havre. The first of these services will be from a Canadian port direct to Havre, thence to London, and back to Canada. This will be inaugurated by the sailing of the Tunisian for the first trip only, after which the Grampian and Corsican will alternate. The other triangular route to Southampton and Antwerp will be commenced by the Scotian on October 23. The Tunisian will be the other boat to engage in this service. The Sicilian and Pretorian will run on the Glasgow service, starting November 1.

* * *

A company was formed by returned soldiers at New Westminster under the name of the Canada Western Cordage Company, and they were granted a free site as a result of endorsation of a by-law submitted to the ratepayers. Tenders have been received for buildings, which are estimated to cost about $80,000, and machinery to the value of $80,000 to $90,000 is on order. Between eighty and ninety men will be given employment when the plant is operating at the full.

* * *

The inflow of German manufactures to Great Britain has caused excitement in trade and political circles in Australia. The Federal Government is being urged to hasten the passing of a Bill designed to prevent dumping and also to introduce an amended tariff at the earliest date with conditions which will dissuade importers from drawing supplies from Germany.

* * *

"Thousands of German circulars are finding their way into Lancashire and also into the waste paper basket," says a Manchester despatch to the London "Times." "They solicit quotations and orders, and have two characteristics; they are in lavish and expensive type, and are frequently addressed personally to one member of the firm. They show that Germany is in difficulties regarding raw materials, but business in export goods from Germany is especially asked for. So far in most lines, prices are prohibitive, even if the Lancastrian firms were keen on doing business."

* * *

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in Shanghai, China, with a capital of $1,600,000. Chinese-owned spinning and weaving plants are also taking steps to enlarge their present facilities.

* * *

Large transactions in nitrate of soda have taken place in Chile recently amounting to about 500,000 tons, and it is believed that if other negotiations which are in progress are satisfactorily completed, the total will be increased to about 1,000,000 tons, according to a report from London, which adds: "The sales have been effected on the basis of about 9s. per quintal, f.o.b. Chile. No shipping difficulty will arise in connection with these sales, for it is reported that the freight space has already been provided for."

* * *

Reports from Western Canada are to the effect that there will be a very active demand for Christmas goods of all kinds. It is little more than two months to the holiday season, and much less than that period to the time when Christmas shopping will be on in earnest. There is every probability that there will be shortages in some lines with as keen demand as the West has ever known.

* * *

According to information received from a glove manufacturer in the State of New York, who has just returned from abroad, the English glove industry is suffering from a lack of cutters and operatives of all kinds, also raw skins and tanned leather. They are in the market for both leather and leather gloves, especially for America. Nottingham is producing unlimited quantities of glove cloth from Egyptian yarns, and the city of Yeovil is making large quantities of fabric gloves. He states that there is not a single leather glove factory of any considerable capacity that is not making and selling fine cotton fabric gloves. In France he only found one manufacturer who had a good quantity of raw stock and white glace leather, and his prices were very high indeed, with an indifference to part with his holdings. The glove manufacturers of France are in a dilemma due to constant strikes for shorter hours and higher wage schedules.

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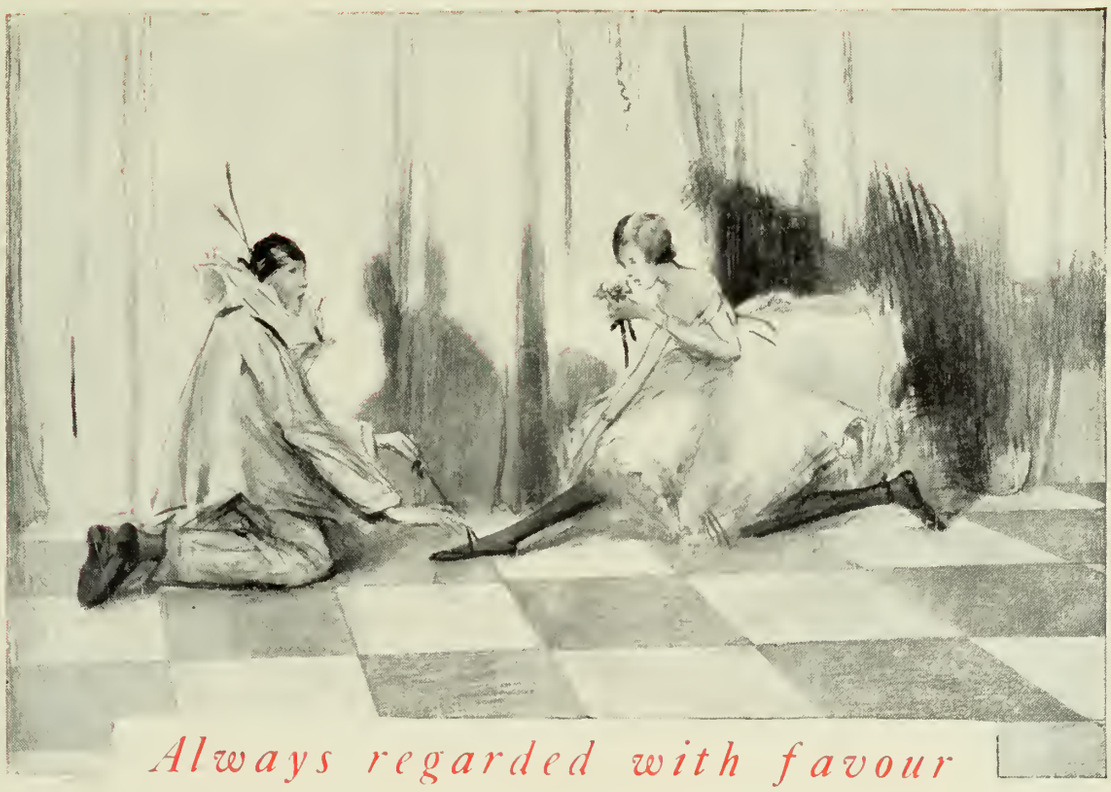

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Style 12511—Fancy tailored coat of heavy weight cheviot coating. Yoke back, and pleats with ripple effect. Lined to the waist and sleeves with Sol Satin. Square pleated tucks, extending the hip line. 750 brown, 723 taupe, 761 green.
$18.50

Style 12509—Mannish coat of heavy weight cheviot velour. Raglan shoulders. Inverted pleat. Convertible lapel collar. Lined to the waist and sleeves with Sol Satin. 816 brown, 817 navy, 818 burgundy, 819 green.
$19.50

C. KENYON COMPANY, INC.

NEW YORK, 5th Ave. Bldg. 5th Ave. and 23rd St. CHICAGO, Congress and Franklin Sts.

GREENSHIELDS LIMITED

For

House Furnishings

WILTONS BRUSSELS AXMINSTER AND TAPESTRY SQUARES

These HIGH CLASS FABRICS have been developed to the utmost perfection, and their use solves the most intricate problem that may confront the dealer or decorator.

In Rugs, Mats and Runners, we offer the above qualities, any size, color or design.

GREENSHIELDS LIMITED are Specialists in House Furnishings.

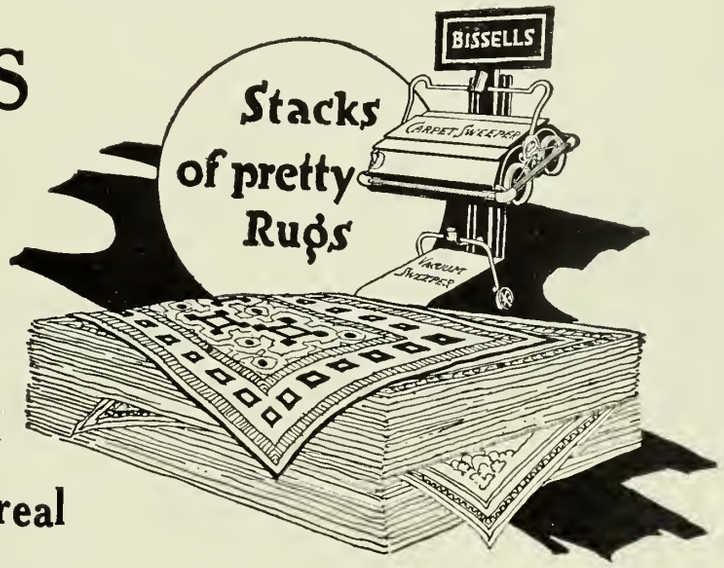
An institution built upon quality: Quality in Carpets, Rugs, Mats, Runners, Comforters, Quilts, Blankets, Pillows, Cretonnes, Sateens, Marquisettes, Lace and Novelty Curtains, Upholstery Fabrics. Our range represents earnest thought, intelligent efforts and the utmost care in selecting merchandise suitable for the Canadian trade.

All Spring samples are now on the road, and we take pleasure in advising the trade that we will hold our Spring Opening of House Furnishings the 1st January.

GREENSHIELDS LIMITED

WHOLESALE DISTRIBUTORS of CARPETS AND DRAPERIES

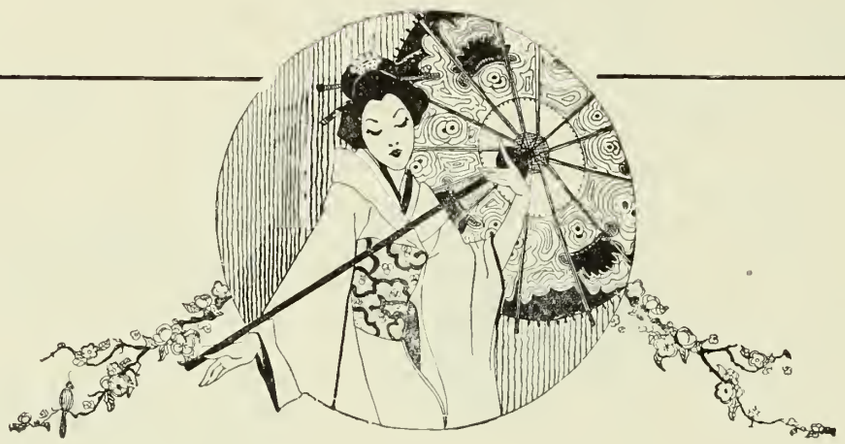
17 Victoria Square - Montreal



A. S. King Silk Company, Ltd.

THE SILK HOUSE OF CANADA

Toronto

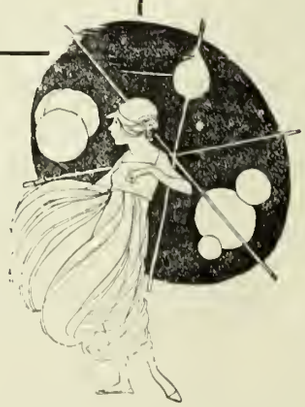


When You Buy Silk

Your "buying sense" searches for something more than just fine appearance. You invariably want the outstanding qualities that represent value and long wear, in order to maintain the reputation of your own house. We have chosen our stock carefully to fill your needs. We have all the wanted lines in the shades of the hour —*for immediate delivery.*

Write for samples.

Charmeuse Satins
Duchesse Satins
Georgettes
Crepe de Chines
Fancy Trimming Silks
Fancy Stripes and Plaids
Japanese and Chinese Silks



A. S. KING SILK CO., Limited

59-61 Wellington St. West : : TORONTO

FOREIGN OFFICES:

Zurich, Switzerland
Yokohama, Japan
Lyons, France
Chefoo, China

"AIREDALE"

REGISTERED

RIBBED WOOLEN UNDERWEAR FOR MEN

Made in Four Qualities—Each a Leader, in its Class, for Comfort, Warmth and Wear.

Sole Agents

JOHN M. GARLAND SON & CO.
LIMITED

OTTAWA - - CANADA

Wholesale Dry Goods

Blue Star Vogue

The Blue Star line invariably represents the smartest and newest fancies with which Fashion is infatuated.

Our buyers on the continent are closely allied with the authoritative European centres and are constantly on the alert for the very finest productions on the market there.

Quality always reigns supreme in Blue Star Goods.

LACES	**WASH GOODS**
EMBROIDERIES	**RIBBONS**
DRESS TRIMMINGS	**HOSIERY**
GEORGETTES	**BRASSIERES**
CHIFFONS	**HANDKERCHIEFS**

We are manufacturers and importers of Laces, Dress Trimming and Embroideries. Importers of Fancy Dry Goods.

Look for the Blue Star

Muser Brothers (Canada) Limited

12 ST. HELEN STREET, MONTREAL

New York Boston Philadelphia Chicago London Nottingham Paris Calais
Baltimore Los Angeles San Francisco Caudry LePuy St. Gall

To the Trade *1849 to 1919*

NOVEMBER

is our semi-annual

Stock-Taking Month

and the last Month of our business year for

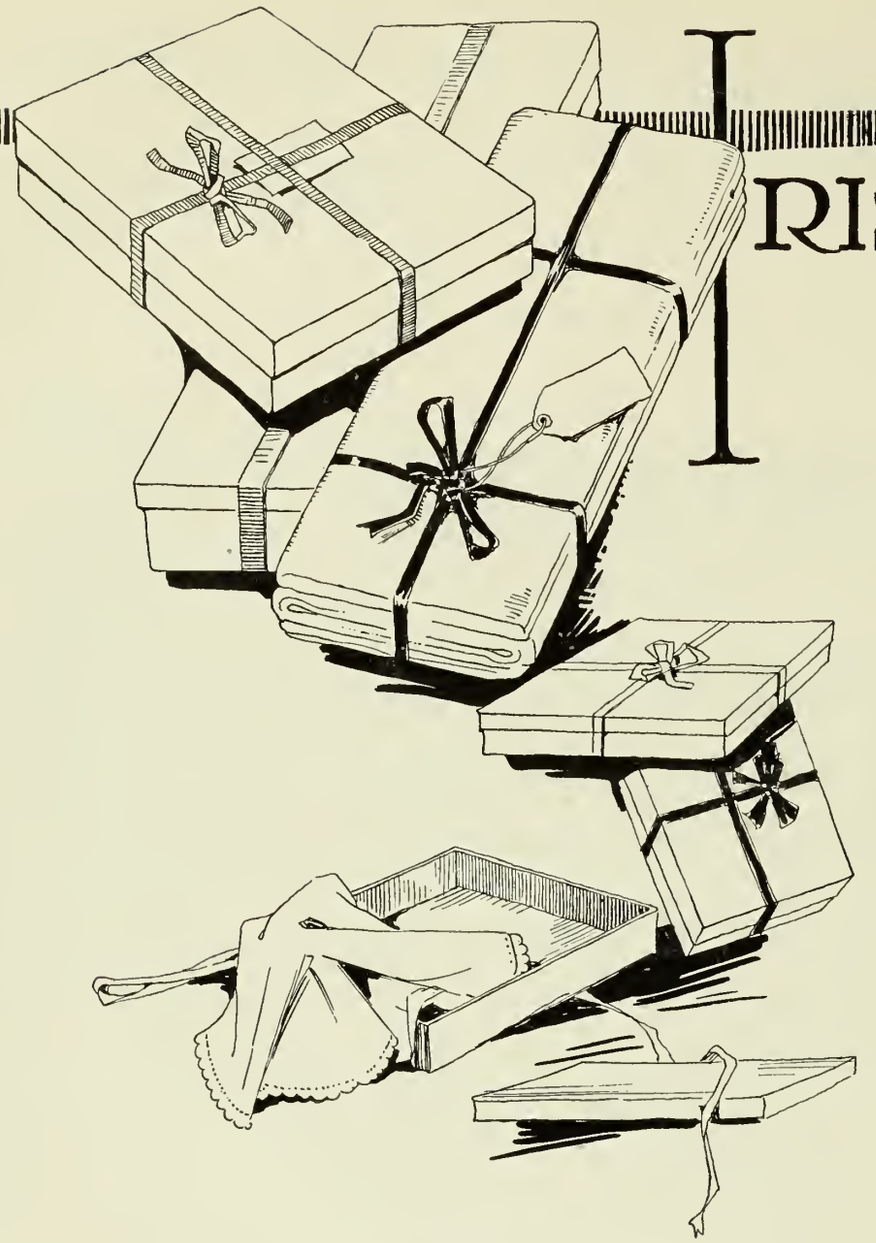
1919

Every department is doing its utmost to clear out broken lines and all odds and ends not later than the last day of

THIS MONTH

JOHN MACDONALD & CO., LIMITED

TORONTO



IRISH LINEN

IS your stock of Damasks, Embroidery Linens, and Fancy Linens ready to meet the extraordinary demand for Thanksgiving and Christmas?

The Irish Linen Society's tremendous advertising campaign in the consumer field is now being directed towards the Holiday Season, reminding your customers—actual and prospective—that their stock of linen for formal use must be completed.

In addition—emphasis is being laid on the desirability of Linen for **Gifts**.

for PRESENTATIONS ~

This year—after the shortage of the past two years—linen makes the most acceptable kind of gift.

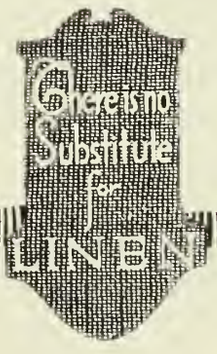
The extraordinary desirability of **Irish Linen** has created an unusual demand which only the most careful buying and completing of stocks can meet.

Use every effort to have your stock brought up to its most efficient state, and complete your arrangements for comprehensive window and store displays, to bring home to your customers that *you* are in a position to supply their needs.

The time is short and quick action is both advisable and necessary.

The IRISH LINEN SOCIETY
BELFAST IRELAND

New York Office, 231 West 39th Street



Made in Four Sizes 000 00 0 1

It's all in the Spring

Strong—Durable Made of Brass

It's a Snap to Snap This Snapper

Colonial Maid

Wire Spring Dress Fasteners

Made in Canada

THIS IS NOT A FRICTION FASTENER But is MADE WITH HIGHLY TEMPERED WIRE SPRING KNOWS WHEN TO HOLD AND WHEN TO LET GO

BRASS—will not rust

ALSO PUT UP IN ONE GREAT GROSS CABINETS ASSORTED 24 CARDS EACH WHITE AND BLACK ∴ ∴ SIZES: 00-0-1

To be had of all leading wholesalers.

Manufactured by

Colonial Fastener Co., Limited

Montreal, Que.

SHAMROCK BRAND
REG'D TRADE MARK
REAL Irish Linen

Trade Mark

"None Better"

than

"SHAMROCK" BRAND LINENS

and

"COLLEEN" BRAND COTTONS

for

Lustrous beauty
Excellent finish
Lasting service

Each trade-mark is the hall mark of excellence in its particular line.

Our immense stock includes many before-the-war values in—

HOUSEHOLD LINENS,
COTTON DAMASKS,
SHEETS, PILLOW CASES,
TOWELS, QUILTS,
HUCKS, CRASHES,
HANDKERCHIEFS, etc.

Write for sample assortment!

IMMEDIATE DELIVERY

"COLLEEN" BRAND
MADE IN IRELAND
No.

TRADE MARK

John S. Brown & Sons, Limited

LINEN MANUFACTURERS

Belfast .·. Ireland

STOCK WAREHOUSE

80-82 Wellington Street West, TORONTO

Special Information Bureau

For the Dry Goods Trade

We have lately organized a special bureau composed of experts for the work of gathering together market information. We feel that this is in answer to a definite need owing to the unusual trade conditions.

This organization is at the entire service of our numerous friends. It will secure for them the latest information on general market conditions, prevailing prices, prospect of deliveries, etc. In a word it will supply any information regarding the general conditions of the dry goods trade.

This new organization does not replace our present department, but only add to, and increase its already many uses. Why not avail yourself of our 75 years' experience? It's at your disposal.

P. P. MARTIN & CO., LIMITED

50 ST. PAUL ST. E., MONTREAL, QUE.

Quebec: 7 Rue Charest
Sherbrooke: 103 Wellington St.
St. Hyacinthe: 229 Cascade St.
Ottawa: 166 Sparks Street
Three Rivers: 82 Royal Street
Toronto: 152 Bay Street

DRESS GOODS

Don't fail to see our range of Dress Goods and Muslins for next Spring, samples of which our travellers are now showing.

English Printed Organdies, 25c to 50c yard
English Printed Voiles.....50c to $1.35 yard

In all the dainty new printing, fast dyes, the very latest designs from the **Manchester looms.**

HODSUM

A great shortage of Overalls and Pants is expected next Spring. We advise our clients to fill their requirements now. We have a complete stock of the famous "Hodsum" brand Overalls and Men's Tweed Pants, noted for the sound material from which they are made, the good fit and finish.
Our range of "Dorothy Frances" waists in Voiles, Crepe de Chines, Silks and Georgettes is complete and worthy of your consideration.

Dept. U. Special—500 doz. Men's unlined short gloves, No. 1 mule, $4.50 per doz.

Dept. H.—Our stock of **Wool Hose** and **Half Hose** is still complete in spite of the great demand made upon it. We advise immediate buying in Woollen Hosiery, as these lines cannot all be repeated and those that can be repeated can only be done at much higher prices. We have also a full assortment of **Golf Hose** at popular prices.

Depts. A. and C.—Cotton staples.

Dept. F.—Complete range of Hair Nets from $4.25 to $24.00 per gross.

Dept. W.—Mohair Sealette, 48 in., at $6.00 yd. Ask our traveller to show you our range of Suitings for Spring, 1920.

Dept. L.—A splendid range of Gent's White Handkerchiefs, all boxed in dozens. Soft finish, $1.75, $2.00, $2.25 doz.; Linen finish, $1.85 to $2.75 doz.
Gent's Hemstitched Pure Linen Handkerchiefs at $3.00, $3.50 and $4.00 doz.

Dept. M.—Window Drapery.
Complete range of Shawls—Knitted White Woven, in different colours.
Men's Silk Neckwear.
Wool Mufflers from $6.60.
Knitted Wool Sets.

We give special attention to letter orders, telegrams, and long distance telephone orders.
If our traveller is not calling on you, kindly notify us and we will have him call.

HODGSON SUMNER & CO., LIMITED

83-91 St. Paul St. West - 21 St. Sulpice St. - 84-92 Le Royer St.

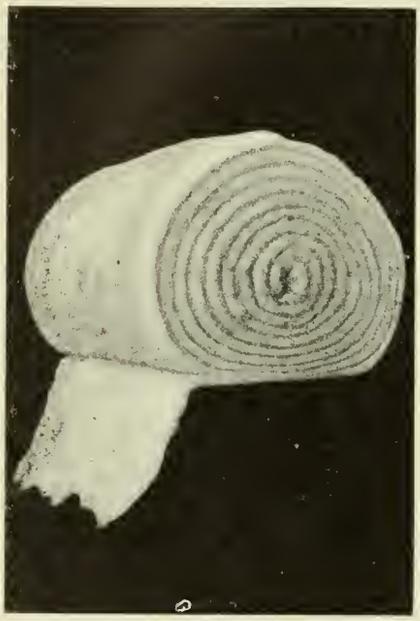
MONTREAL

SAMPLE ROOMS: **Metropole Building, SHERBROOKE. 7 Charest St., QUEBEC. Windsor Hotel, OTTAWA. Carlaw Bldg., 28-30 Wellington St. West, TORONTO. 503 Mercantile Bldg., VANCOUVER**

CANADIAN-MADE

COTTON BATTING

Order VICTORY BATS, NORTH STAR, CRESCENT and PEARL



Packed in Shipping Cartons or in Bales

The best value for the price.

Can be had in 125, 100, 80, 67 or 50 rolls to the bale or 124, 96, 80, 64 or 48 to a lot of four cartons.

ANY WHOLESALE HOUSE

For Bigger Business in 1920

You Need

Tan-Zola Advertising Service

It will make your advertising 100% effective.

It will give you IDEAS that will make your advertising overshadow that of your competitor.

It will give you STORE-PROMOTION ideas that are sane, sound and full of meaning.

It will furnish you with "copy" that will bring RESULTS.

It will furnish you with illustrations that are artistic, original and fashionable.

It will furnish you with layouts that will make your ads. attractive and distinctive.

WINTER QUARTERLY BOOK NOW OUT!

This coupon will bring you full information FREE.

— — — — — — — — — — —

TAN-ZOLA AD. SERVICE, DR, 1270 Broadway, New York

Send us full details for Proposition checked below:

No. 1—All your advertising literature and a small number of illustrations.

No. 2—All your mats or 312 cuts and Proof Book of illustrations.

No. 3—Your complete Advertising and Sales-Promotion Service.

Mats or Cuts?.....One Year or 6 Mos?.....

Name .....

Address .....

SHEET MUSIC

added to your various lines will attract more customers to your store than any other medium you could employ. This with a liberal profit in addition, should warrant you in making immediate arrangements to take on a line.

The McKINLEY EDITION

OF TEN CENT MUSIC

is the best line as a foundation for your sheet music department. It is the most popular line of Standard, Classic and Teaching Music. It is universally endorsed by teachers, students and the general music loving public. Each selection is placed in a heavy manila stock cover bearing name and number of the selection, 20 substantial stock boxes and 500 catalogs bearing your business imprint. The sale of McKINLEY MUSIC affords you

150% PROFIT

The McKinley Edition (revised for Canadian trade) conforms in every detail with Canadian copyright laws.

Our Jobbing Department is the largest and most complete in the country. We can take care of your wants for anything in sheet music.

McKinley Music Company

THE LARGEST SHEET MUSIC HOUSE IN THE WORLD

CHICAGO, ILL. 1501-13 E. 55th St.

NEW YORK 145 W. 45th St.

INFANT'S FOOTWEAR, LTD.

LONDON, ENGLAND

Canadian Branch:

GREENE-SWIFT BLDG., LONDON, ONTARIO

Soft-Sole Shoes, in Kid, Silk, Poplin, Wool, Etc.,

Hard-Sole Shoes; Children's Woolly-Wear, Bonnets, Gaiters, Mitts, Etc.

OUR SPECIAL APRON DRESS

As Illustrated From $11.00 to $14.00

Children's Dresses.....$7.00 up
Rompers ..... 6.50 "
Creepers ..... 5.25 "
Aprons ..... 7.95 "

Send in a letter order—prompt shipment.

D. Ginsburg & Company

515 College St., Toronto

Christmas Gifts

DEPARTMENT "K"

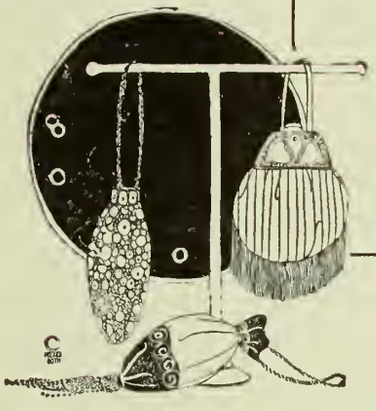
Fancy Goods
Ribbons
Ladies' Purses
Handkerchiefs

All That Goes to Make
A Wide Range of Gifts for Men and Women
For Xmas Shopping

Nowhere will you find a more complete or better selected assortment of these ever-popular Christmas lines.

The extensiveness of our range warrants our confidence that we can meet any or all of your requirements.
RACINE style,
RACINE quality,
RACINE value
—throughout.

Use our Mail Order Dept. Prompt, efficient service.



14 DEPARTMENTS

A—Cotton Staples.
AX—Flannelettes.
B—Wash Goods.
C—Woolens, etc.
D—Linens.
E—Dress Goods and Silks.
F—Men's Underwear and Sweaters.
G—Home Furnishings.
H—Ladies' Hosiery and Underwear.
I—Men's Fancy Furnishings.
J—Ladies' Ready-to-wear.
K—Smallwares and Notions.
L—Men's Fine Shirts.
M—Working Men's Wearables.

ALPHONSE RACINE, LIMITED

"The Staple Dry Goods House of Canada"

60-98 ST. PAUL ST. WEST, MONTREAL

Dry Goods Jobbers and Manufacturers

SAMPLE ROOMS:

SHERBROOKE THREE RIVERS	HAILEBURY Matabanick Hotel	SIDNEY, N.S. 269 Charlotte Street	OTTAWA 111 Sparks Street	QUEBEC Merger Building	TORONTO 123 Bay Street

MOTHER LAND TRADE SECTION

80 New Colour Designs

To create an effect at once arresting, pleasing and inviting is the essence of good salesmanship, especially at the opening of a new season. To pull up the casual shoppers with a delighted exclamation is to get your business talked about.

There is no line of goods to-day more effective for this purpose than "Vigil" Silk. It is a draw—and a big seller. It is known the world over as the **Pure** Silk with the maker's guarantee of purity, quality and fixity of colour. It is the silk that outwears at least four present-day Crepe de Chines, yet can be retailed at a reasonable price even in these times.

The demand in England for these new "Vigil" colours is enormous. We strongly advise you to cover your needs at once and to mark your order for "earliest possible delivery." By so doing you will not only ensure getting the best prices and a better chance of complete delivery, but also obtain the prestige which follows from an early display of goods in great demand.

Walker Bros.

Ravensthorpe Mills, Dewsbury, YORKSHIRE and 56-57 Aldermanbury, London, E.C.

Telegraphic and Cable Addresses, Yorkshire:—"Vigil, Dewsbury." London: "Vygilsyl, Cent."

CANADIAN REPRESENTATIVE: George Peterson & Co., 517 Coristine Building, Montreal.

Vigil
THE PURE SILK

GEORGE A. THOMAS

Manufacturer and Warehouseman

BERKELY HOUSE, HALIFAX, ENGLAND

MOTHER LAND TRADE SECTION

YARNS

Spinners of every description of yarn for Hosiery Manufacture

TELEPHONE		TELEGRAMS	
2470 2471	LEICESTER	YARNS	LEICESTER
89	STANNINGLEY		STANNINGLEY
24	KEIGHLEY		KEIGHLEY
3464	FORT HILL BOSTON		BOSTON

CODES:- A.B.C. 5TH ED WESTERN UNION.

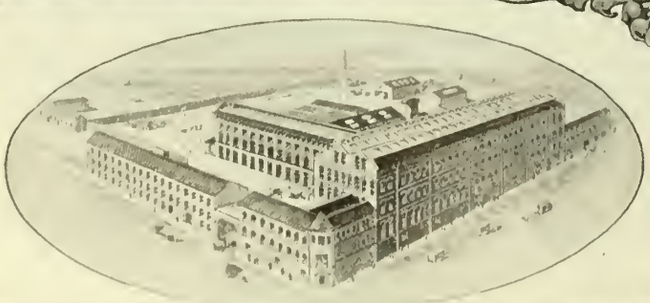
J. & W. BASTARD

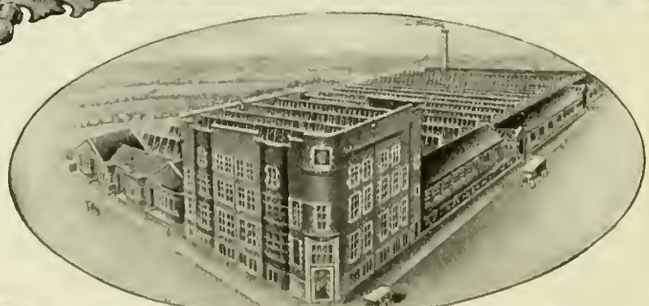
Stamford Street
LEICESTER ENG.

AMERICAN OFFICE:- 184 SUMMER STREET
BOSTON.

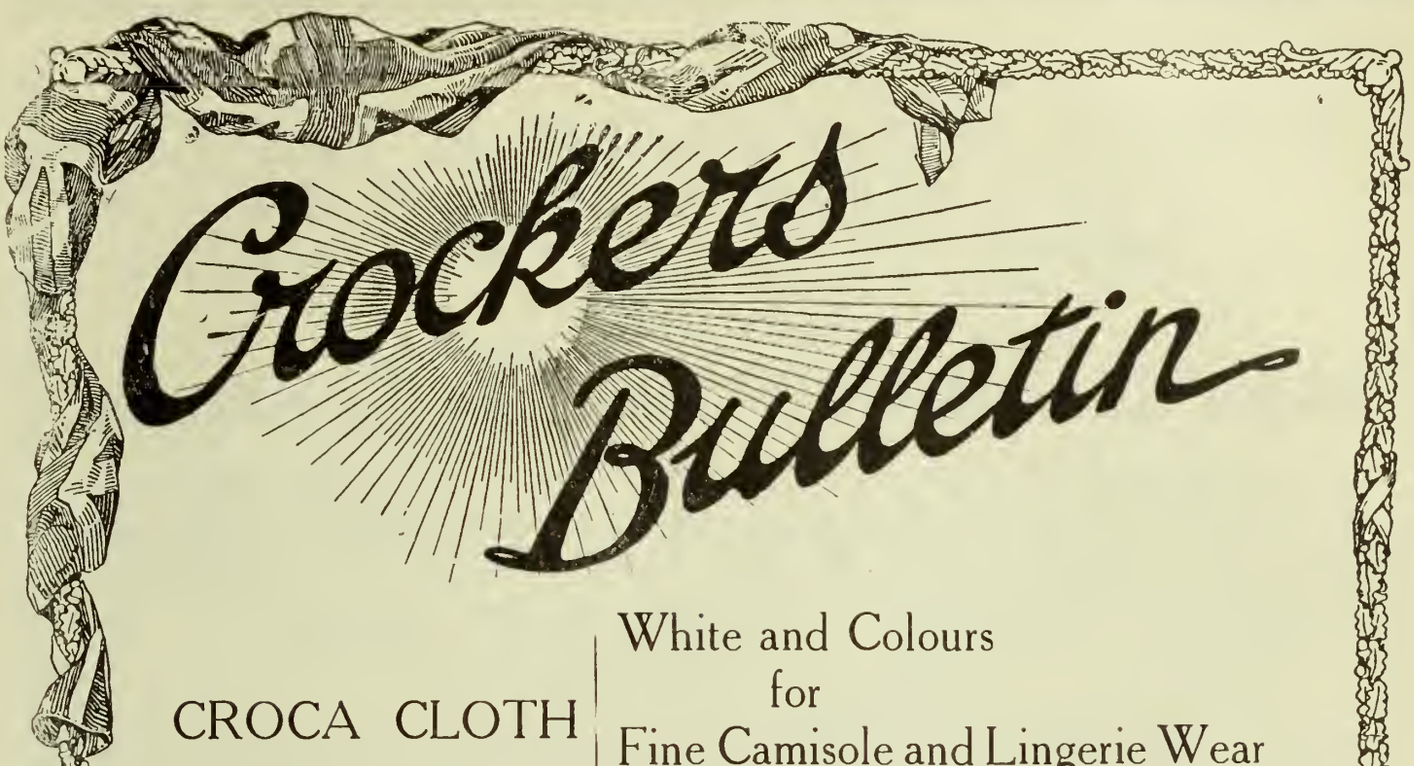
COMBING & SPINNING

SPRINGFIELD MILLS, KEIGHLEY and SWINNOW MILLS, BRAMLEY, YORKS.





MOTHER LAND TRADE SECTION



CROCA CLOTH	White and Colours for Fine Camisole and Lingerie Wear 40 inch. 30 yd. pieces.
BATISTE LUMINEUSE	In all the Newest Shades for Blouses and Evening Wear 46 inch. 30 yd. pieces.
ALEXANDRA MERCERISED CLOTH	The Queen of Cloths for Nurses Wear In Plain and Striped Designs 29 inch. 45 yd. pieces.

CROCKERS LTD.

FRIDAY STREET

LONDON ENGLAND

MOTHER LAND TRADE SECTION

ROBERT WHITTAKER & Co., Ltd.

5 BREAD ST., LONDON, E.C. 4, ENGLAND

A.B.C. Code, 5th Edition. Telegrams: "Subdue London"

SPECIALISTS IN

Ladies' Dress Materials and Cotton Dress Fabrics

We hold a large and varied stock of every description of Wool Dress Goods and Cotton Dress Fabrics at prices suitable for the Canadian Market and ready for immediate delivery. Our stock comprises wide ranges of the following:—

SERGES **TARTANS** **SHEPHERD CHECKS** **ARMURES**
CHEVIOTS **SUITINGS** **SPONGE CLOTHS** **FANCIES**
TWEEDS **COATINGS** **EOLIENNES**

Our new ranges for Spring and Summer, 1920, are now in the hands of Mr. H. D. Marshall, Stair Building, Bay St., Toronto, to whom all enquiries should be addressed.

To Canadian buyers visiting the English Market we extend a cordial invitation to visit our warehouse, which is situated in the Heart of the London Dry Goods Trade.

KING'S CELEBRATED SCOTCH WINDOW HOLLANDS

have been made for one hundred and forty years and are recognized throughout the world as the best and most saleable shading. They are unshrinkable, fast colors are unequalled for quality, and made in all colorings and widths. To insure getting genuine goods, customers are advised to EXAMINE TICKETS and PAPER BANDS. Also inside Holland Tab on end of each piece and see that each *bears name* of "JOHN KING & SON."

SOLD BY ALL LEADING WINDOW SHADE JOBBERS

Made by

JOHN KING & SON

GLASGOW, SCOTLAND

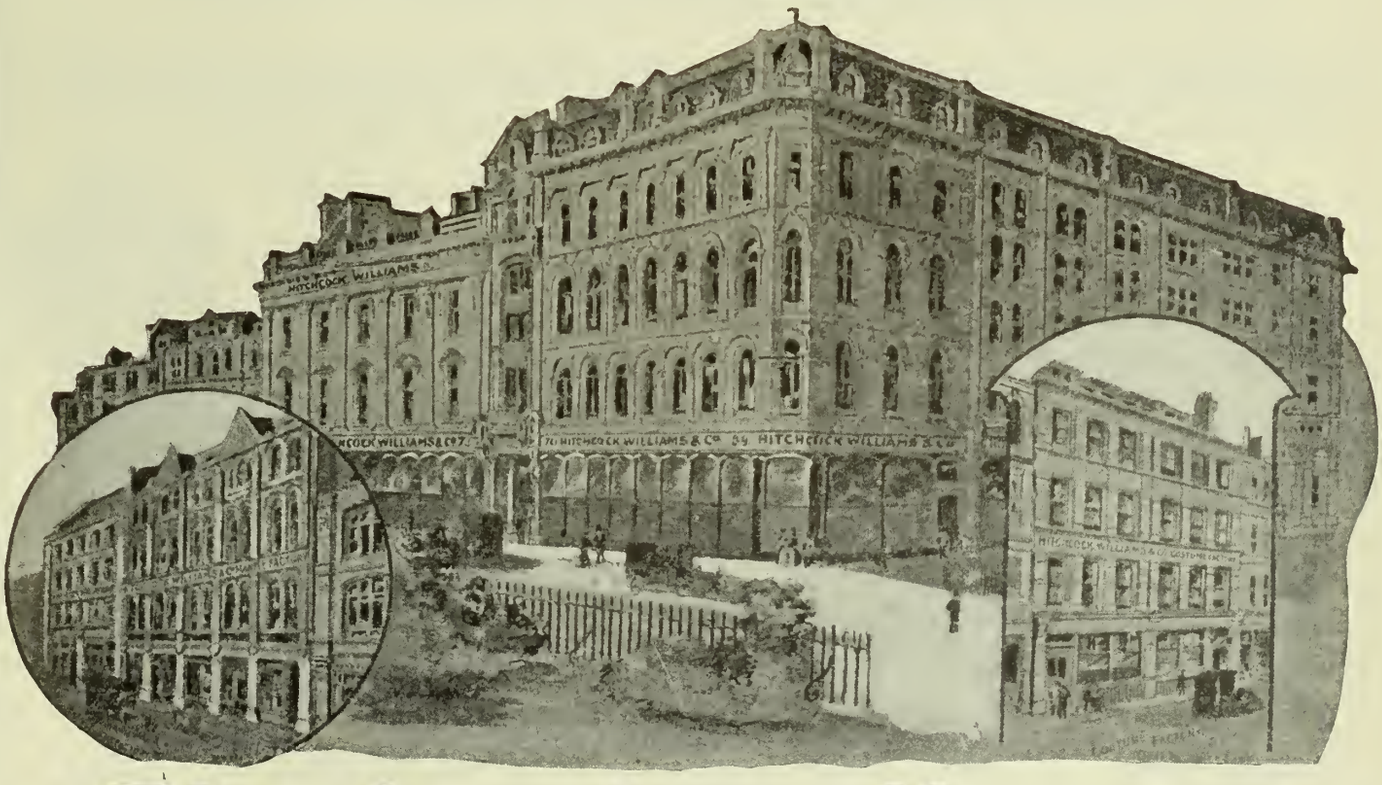
Established 1775

Canadian Representatives: CAMPBELL, SMIBERT & CO., MONTREAL and TORONTO

MOTHER LAND TRADE SECTION

For Novelties in Cotton Dress Fabrics, Soft Furnishing Materials and Dress Goods

RIBBONS, LACE GOODS, NECKWEAR, MILLINERY and Millinery Materials
Canadian Buyers invited to call when in London, or write for samples

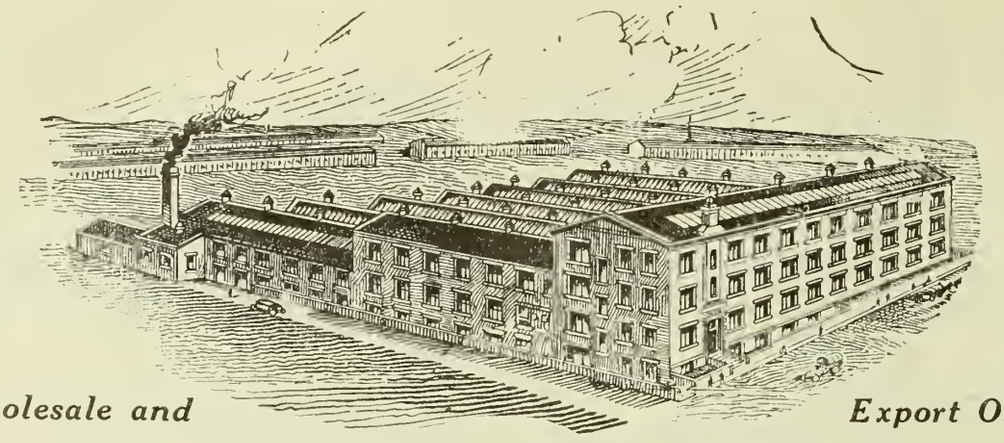


Hitchcock, Williams & Co.

FACTORIES 10 & 11 Warwick Lane, E.C.
29 to 33 " "
And Paternoster Buildings, E.C.

St. Paul's Churchyard
LONDON

MOTHER LAND TRADE SECTION



Wholesale and *Export Only*

LADIES' WEAR

All Wool Serges
Union Serges
Cotton Serges
All Wool Dress Gabs.
Union Gaberdines
Cotton Gaberdines
Figured Dress Cloths
Voiles
Artificial Silks
Dress Poplins
All Wool Checks
Union Checks
Cotton Checks
Rainproofings, etc.

MEN'S WEAR

Serges
Fancy Suitings
Overcoatings
Trouserings
Rainproofings
Colonial Suitings, etc.

FURNISHING FABRICS

All Wool Casements
Union Casements
Cotton Casements
Cotton Poplins
Cotton Repps
Figured Repps
Figured Cotelines
Figured Cabinet Linings
Figured Damasks
Figured Poplins
Silk and Wool Casements
Roman Satins
Curtain Linings
Printing Cloths, etc.

TELEGRAMS
"VITALITY
BRADFORD"
A. B. C. Code
5th Edition

BROWN, VICKERS & CO.

Proprietor—S. H. Vickers

Manufacturers of Dress Goods for Men's and Ladies' Wear and Furnishing Fabrics

CARTWRIGHT MILLS, INGLEBY ROAD, BRADFORD, ENG.

TELEPHONES
4332
Counting House
4980
Other Depts.

TELEGRAMS:
WAKEFUL
GLASGOW

CODE:
A.B.C.
5TH EDITION

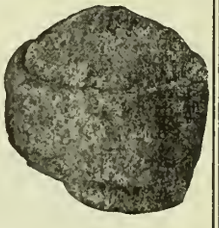
WILSON & CO.

48 ALBION STREET
GLASGOW

MANUFACTTRERS

Ecru and Colored Madras Muslins,
Coin Spots and Figured Harness
Book Muslins **Robe Muslins**
Voiles
Anglo-Swiss and Broche Muslins,
"Wilsco" Lawns, "Zelette"
LACE CURTAINS
LACE NETS

Cable Address:
"Currie Stewarton"



John Currie Son & Co.

Bridgend Works
STEWARTON, Ayrshire, N.B.

Makers of Scotch Knit Woollen Goods

Including

Ladies' and Gents' Fleecy Scarves in self and striped effects

Gents' Viator and Aviator Caps

Ladies' and Children's Machine and Hand Knit Caps and Tam O'Shanters.

Ladies' Spencer and Jumper Coats.

Sole Agent for Canada

G. B. OLIVER

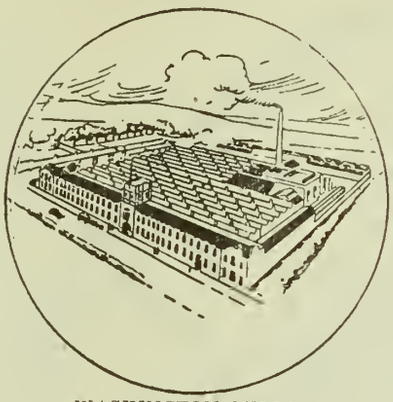
116 Mail Buildings **106 Bay Street**
TORONTO

MOTHER LAND TRADE SECTION

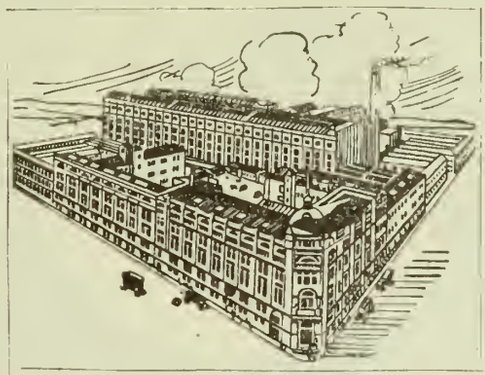
FAIRE BROS & CO., LTD.,

Manufacturers

Rutland Street and St. George's Mills, Leicester, England.



WASHINGTON MILLS, BORROWASH.



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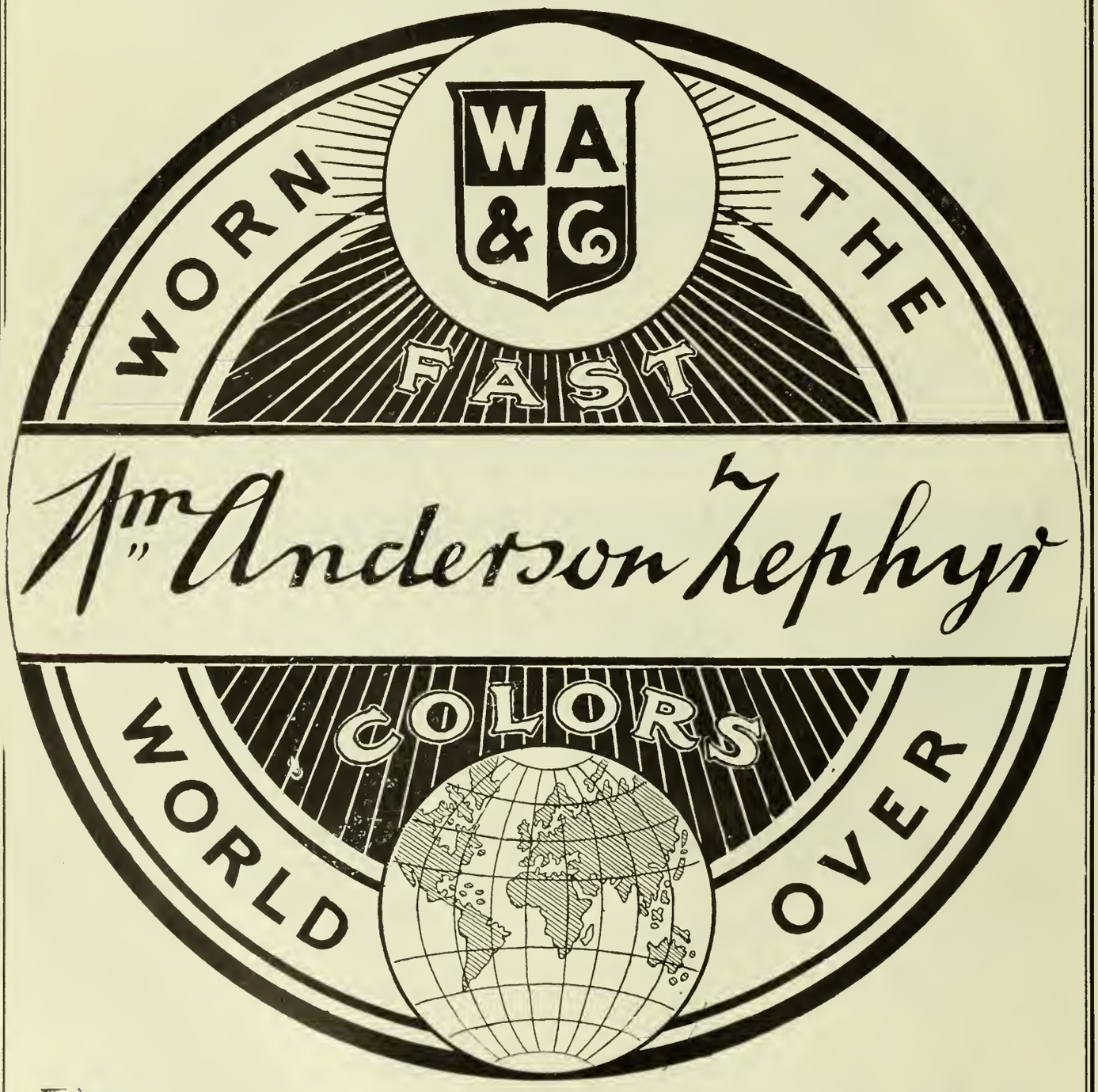

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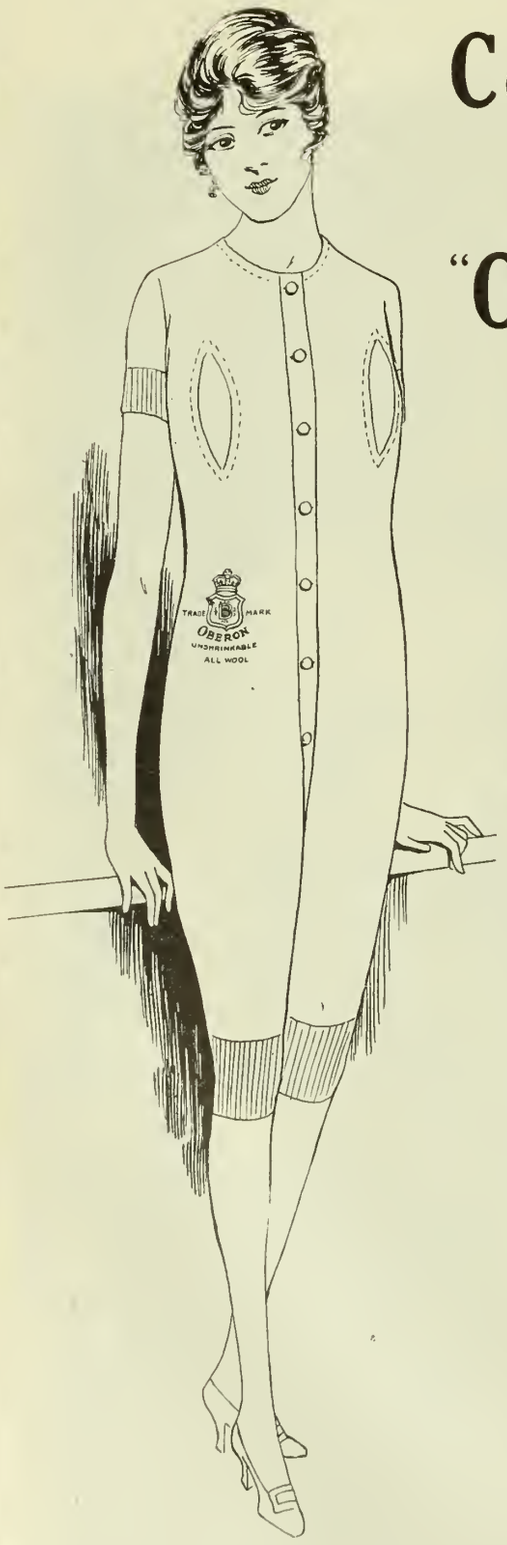

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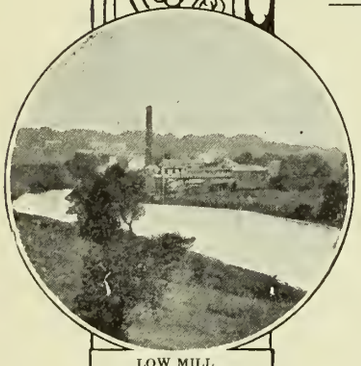

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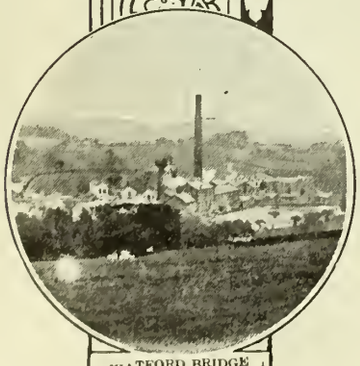

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Tender forms with full details of the goods and places at which samples may be seen, will be mailed when ready to those who have registered as requested above.

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TORONTO

DRY GOODS REVIEW

The Recognized Authority of the Canadian Dry Goods Trade

Published Seventh of Each Month — Advertising Forms Close Third of the Month

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Should Wholesaler Be Eliminated?

The Points Are Many And Important as to His Essentiality in Canadian Trade—Despite Some Press Reports to the Contrary.

DURING the past few months there have been frequent finnicky and foundationless articles of various lengths and descriptions appearing in the public press to the effect that the wholesaler is a useless cog in the wheel of commerce. So far as the dry goods trade is concerned, and we venture to say so far as every line of legitimate retail merchandising is concerned, the authors of those articles display singular lack of actual experience in the commercial fabric of our country.

No doubt the abnormal conditions which have arisen owing to the war were responsible for a great deal of speculating in the lines of merchandise which were consumed in such huge quantities for war equipment. It is well known that in the woollen goods alone there was a tremendous amount of speculating being done. Middlemen increased almost daily until the end of the war, and readers of DRY GOODS REVIEW will recall that upon various occasions it was recounted how one piece of goods would pass through many pairs of hands before it reached the consumer. This fact, however, is not sufficient foundation for condemning legitimate wholesalers. While these people too had to secure their stock in the face of unprecedented conditions and thereby had to resort to methods, which, if not customary, were at least legitimate, this is no reason for confusing the recognized wholesaler with the speculator who went from almost every other line of business known on this continent into dealing in textiles.

The legitimate, recognized wholesaler is a distributor, and as such no dry goods man who understands his business himself and the accepted principles of trading will, upon thinking the matter over, conclude that the distributor is an unnecessary party to the supplying of the consumer with his daily needs.

"Manufacturer, distributor, retailer, this is a trinity which cannot be broken," said a gentleman of long experience in the wholesale business in both the Old Country and Canada. "Some years ago, along about 1860, the Old Country manufacturers got it into their heads that the wholesaler was not a necessary factor to the commercial fabric of the country. They decided that they would go direct to the retail trade. But they found that the expense of selling goods to the retail trade was much greater than by selling it to the wholesaler, that the goods got to the retailer at the same price or less, through the wholesaler, than by the manufacturer going to the retailer direct."

Reduce Costs of Selling

Here in Canada the same conditions would, no doubt, result, were there any attempt made to eliminate the wholesaler. For one line of goods the retailer would have to pay the same freight, express and traveling expenses as for several different lines.

The most patent advantage of the wholesaler to a very wide circle of manufacturers is that the costs of selling the goods is greatly reduced. That is, a traveler for the wholesale may go out with 500 lines, and often more, and the cost of selling is distributed over the much larger quantity of goods that are sold by the individual. With the limited number of lines a manufacturer carries, the cost of covering Canada would, in the majority of cases, be prohibitive. In the case of smallwares, for example, the cost of going to the retail trade for comparatively small orders would mean a doubling or trebling of the cost of the article, and in most cases would prevent it being sold in this way at all.

In Western, Not Eastern, States

This theory applies, of course, much more aptly to a country of scattered population, such as Canada, where the centres are widely separated, and there are only a few districts where population is at all dense. In New York and the New England and other States, the jobber, as he is known in Canada, does not thrive. There the customers are so close together and serve so large a population that the output of the average mill can be disposed of within a small area. Hence, instead of the jobber who carries a large number of lines, there is rather the jobber who specializes in a few, or often one line, and acts as the sales agent for the product of the mill. In Chicago, serving the more sparsely populated West, the jobber, as in Canada, flourishes. So it is, in the main, a matter of local conditions.

Costs Smaller

Another obvious advantage of the wholesaler, it will be admitted, is that he absorbs a number of other costs that would fall heavily on the single or limited number of lines of the manufacturer. One of these is the larger staff required to take care of the shipment of small lots. Where the mill sells hundreds of dozens of one line to the jobber, the individual retailer might have to content himself with an order of one or at most a few dozen. Thus extra staffs and other incidentals to small shipments would be necessary. This would include the need in many cases of shipping small lots by express instead of by freight, the relatively higher cost of packages, etc.

Would Have to Carry More Stock

Then there is the additional cost in carrying large quantities of merchandise that falls on the jobber. There is insurance; there is interest on bank loans. And there is a very serious item, the increased warehouse accommodation that would be necessary for the mill, if the "middleman" were eliminated. Under the system of wholesale buying, the mills, as a general rule, take large stocks as soon as they are turned out, and hold them for the retailer. The goods are sold and delivered often months in advance of the retail delivery.

"The country merchant could not do business without buying from the

wholesale trade, for it would mean too great expense for him to have goods coming in separate shipments from all the manufacturers whose lines he must necessarily carry.

Continuous Production

There is the standpoint also of the jobber permitting more easily of a continuous production from the mill. That is seasonal needs do not bother the manufacturer so much as they would if he were depending on the retailer ordering months in advance of his requirements. The mill, as a rule, can depend on a few houses, jobbers, to take his output, and he can go ahead on the production early, far in advance of the season, leaving to the wholesaler to take the trouble, time and responsibility of finding an ultimate market for his goods. Serious delays in the mill's operations would ensue if the mill had to await the receipt of sufficient orders from the retailer before starting up to capacity.

Limits Lines; Gets Maximum Production

This leads naturally to one of the fundamental questions of production, the limiting of the number of lines and the maximum of production in each one. The wholesaler does a lot of experimenting for the mill. The wholesaler, covering as he does, perhaps hundreds of mills in a single line, is in a position to choose from among a variety of samples submitted to him the ones that are most suited for the trade of the country: that is, the samples that stand out by themselves, above others in a similar line, in quality, style, value, etc. Often a few jobbers have decided, through the orders they have placed, just what lines the manufacturer shall choose out of a large number he submits. Going around here and there to the retail trade himself he would be more likely to get a scattered sprinkling of orders of far more lines than the jobbers, who are in touch with practically all the lines offered by a vast number of mills, and are thus in a position to advise the mill as to what line of his is most worth while to concentrate his attention upon. The suggestions of the widely experienced jobbing buyer have been found invaluable in limiting the variety of output of mills, and thus materially cutting down the cost of production, and thus the cost to the consumer.

Helped in Scarcity

The scarcity of goods during the war, and the greater scarcity to-day in many lines, has served to emphasize the undoubted advantages possessed by the existence of jobbers. The wholesaler has a much wider survey of sources of procuring materials than the average retailer can hope to have. Shortages of goods have been avoided, and a wider distribution been assured throughout the country through the wholesaler having stocks on hand that he had procured through scouring the country far and wide. Importers came back to him for the first time in years, and were glad of the chance his well-filled shelves provided. The wholesaler, as is now being done in the case of cotton, knit goods and other products to-day, can send his buyers all over the States and Europe to search out the merchandise, that otherwise would not by any chance find its way to this country, for domestic demand would naturally be satisfied first in the absence of the insistent buying proclivities, and ready cash of the wholesaler.

One of the most convincing proofs at the present and during the whole war period of the benefit derived from the wholesaler is the extent to which the large departmental stores, mail order houses, and manufacturers of various classes of goods have looked to him for supplies.

The Retailer's Banker

Were it not for the jobber, the manufacturers, as a whole, would be compelled to revolutionize their systems of credit, and their prices would be forced up materially. The jobber of to-day, as in years past, constitutes himself in many respects the banker of the retail traders, who are his customers. As the retail trade in the agricultural districts, and in the centres of the West are forced to extend long credits to the farming community, so, to accommodate the merchant, the wholesaler ships the goods and allows both dating ahead and terms. Where the average terms allowed the retailer by the wholesaler run to five, six, seven and even eight months (for early deliveries of Spring goods, for example), the average terms of the manufacturer extended to the jobber run, as a rule, from two to three months only, and in a large proportion of cases the terms are net, and where they are not, the manufacturer gets the advantage of cash payments by the wholesaler. Indeed, the common theory underlying credits to the retailer is that he shall have time sufficient to sell the goods before he is called on to make payment therefor.

Three Distinct Specialists

There is more need than ever for a thorough system of distribution in operation between the manufacturer and the retailer; not so many years ago the manufacturer had comparatively few troubles in connection with turning out his goods. Now it is different. It is "one man's job" to make the goods and equally true another man's work to carry stock for distribution to the retail trade. The manufacturer can no longer comfortably take care of both manufacturing his wares and selling them, too, over a vast territory like Canada.

The triumvirate mentioned in the beginning, that is, manufacturer, distributor, retailer, must work together for the general public. Each has a very definite and legitimate place i service. The public is better served under that combination than under any other system of merchandising that has ever been tried.

Competition forced manufacturers to seek the cheapest means of distribution, hence the place of the wholesale. Should the manufacturer make any serious attempt to go direct to the retailer, not the wholesale, but the general store would be the institution which would disappear.

Perhaps the most crushing rejoinder that can be made to the attacks of sundry Board of Commerce lawyers against the wholesaler in Canada is that he exists with the support of intelligent retailers—and flourishes.

Guide Posts for Christmas Retailing

Give Customers a Real November Rather Than Hints from Last

Reason for Buying in in December—Some Year's Successes

THERE should be little need to stress the value to merchants of urging on their customers early Christmas shopping. But, it is pointed out by a well-known advertising manager that the old and most generally used methods of achieving this aim, exhibits too easily the merchant's own selfish end. In fact, he says, they just seem to say between the lines, "Dear public, buy your gifts now so our November business will be bigger than last year, and so we can get that much more in the last rush." Perhaps, honestly speaking, that is what results even when the "Shop Early" idea is actually "put across." One can never hope to eliminate crowds at Christmas. There are always gifts that customers think of at the last minute; and there are always people who "just love a crowd."

The problem is to put the matter before people in such a way as to convince them that November is the time to buy to their own very special advantage, and to keep in the background the benefits accrued by the merchant.

One of the effective ideas employed last year by prominent stores may possibly be the very thing you are looking for this holiday season. Here is an excellent plan from which both store and customers gained.

A Washington, D.C., store put a little notice in its December first statements to charge customers. This read: "All purchases made prior to December 15 will be included in February first bills; all purchases from December 15 to 31 payable January 1." How simple! What father of a large family would not want to defer half his Christmas bills to the first of February, and what bookkeeping department would not like a little of its Christmas rush deferred to the same date?

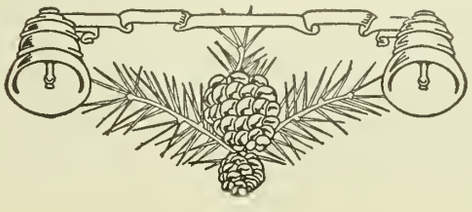
Somewhat unusual advertising methods were used for a similar purpose in New York. One was the use of short paragraphs included in Christmas display advertisements which described the special holiday features of the store. One paragraph took the form of a conversation carried on between shoppers, which touched on the delight of using the stairways rather than the crowded elevators. Another was a personal appeal from the store to its customers who were able to shop in the morning to do so then, so that the late afternoons and Saturdays would be relieved for those who could shop only at such times.

Many large stores stimulated November trade by having special stock-reducing sales well advertised for the ostensible purpose of making room for fresh merchandise and holiday goods. When these included hosiery, gloves, or other articles appropriate for gifts, the suggestion was added that herein lay an opportunity to save on Christmas expenses.

One firm made a special buy of some silk underwear and turned over $800 worth in one day as a result of stating that the garments might be purchased in holly boxes.

The Gift Plan Bureau, used by John Wanamaker, New York, all the year round is pressed into extra service at Christmas time. The store encloses in its packages little form cards on which an inquirer may fill in the name of a friend above the request that the Bureau shall ascertain what gifts would be acceptable by him or her. The Bureau then sends to the friend another card to be filled out, of course, without disclosing the identity of the inquirer. The latter is informed as soon as this card is returned and may then make his selection. The result is a direct and unique service to customers; valuable advertising and a noticeable saving of expense in connection with Christmas returns.

To these larger stores, also, one may look for inspiration in the way of Christmas "shows." Last year Lord & Taylor's featured "Mother Goose Land," inhabited by all the fascinating little folk that belong in her entourage. The entrance was through Candy Lane, composed of candy sticks larger than any child could dream about.



John Wanamaker, New York, provided for the children's pleasure the "Witches' Forest," introduced by a pageant that seemed to have walked right out of Grimm's Fairy Tales. This "Witches' Forest" itself was a mechanical contrivance, exhibiting actual giants that could grow larger or smaller, fairies dancing across a stage, moving trees, and other fearful delights. In fact, everything in the show moved—even the moon and the stars and lights. "Everything moves," was a slogan of the show.

To be sure, such elaborate displays are out of the question for a retail store of moderate size, but some of the ideas embodied therein might easily be adapted by an enterprising merchant to suit his own space. For instance, small sections of a show case devoted to representations of stories like little Red Riding Hood, Goldenlocks, and the Three Bears, or Little Boy Blue, would prove attractive and would also be helpful in selling character dolls like those displayed.

"First come best served," is the slogan which the New York stores are spreading broadcast on display posters to the number of 5,000 throughout the city just now. At Lord & Taylor's wild animal cages and gabled gnome houses are taking the place of booths in the toy department. Windmills and lighthouses are all decorated with fairyland characters, and a model nursery is arranged. The auditorium of the store has been turned into a huge doll house. A big pirates' galley has been erected on the stage, with a gangplank leading down for the children to ascend.

An official of the Wanamaker store stated that no German toys of any kind would be offered for sale there this year, despite a number of attractive offerings made to them.

Gimbel Bros. have Santa Claus swinging on colored hoops, which are suspended from the ceiling throughout the toy department. Little booths carrying pictures of characters from fairy tales are used by demonstrators to aid the sale of novelties. "Little Miss Muffet," "Jack Horner," and others, are in life-size representations on the canvases encircling the columns.

The Salesman Analyzed

This Article is Not a Sermon—It is Facts of Importance Which Concern Every Sales Person —How to Improve in Essentials—An Analysis by an Expert.

"THE Salesman"—how he can learn to analyze his abilities, and his own needs, and how, by such means, he can improve his methods, increase his earnings and give better backing to a firm's advertising—was the subject of the discussion at the retail division of the advertising convention held in New Orleans recently. Frank E. Fehlman, of New York, a recognized expert in better merchandising methods, was the speaker. Mr. Fehlman's talk follows:

"The modern salesman is finding it a little bit more difficult to increase his income than the average union laborer. This is because many stores are now basing salaries on net returns.

"Some stores sell on a 4 per cent. basis, some as high as 8 per cent., while many pay only 2 per cent. Regardless of the commission, the salesman must sell more merchandise if he is to increase his income, and the only way that he can make these increases is carefully to study the four general divisions which thousands of other salespeople have studied in the last ten years. They are:

1.—Appearance.
2.—Language.
3.—General intelligence.

"As to appearance, almost every large department store now has a standard for their saleswomen. Why they have never studied the appearance of their salesmen is something I have never understood. In the clothing and shoe fields a great deal of progress has been made in the general appearance of the salesman.

"I have always believed that these things should be carefully considered by a salesman—first his haircut, then the collar, shirt, clothing, shoes, and the appearance of his face and hands.

"Out of a group of a hundred salesmen, you will seldom find more than ten men who are well groomed and who have a clean appearance.

"A sales conference in New York at one time analyzed more than 100 men, having other men pass on the men examined. Eight men had haircuts that passed; twenty had collars that were the right size and right style; ten had neckties that harmonized with their shirts; fifteen had shirts that fitted and were of the right sleeve length; twelve had suits that fitted and were pressed and clean; while only eighteen had shoes that fitted, with heels that were not run down.

"It is a hard matter to criticize a salesman's appearance, but if the salesmen and saleswomen are not carefully groomed, absolutely clean from head to foot, and trim in appearance, they lose greatly as the customer approaches them.

"Any salesman can dress better for the same amount of money. The trouble with most salesmen is that they compromise and buy cheap things. They do not study colors, and almost invariably they are too 'flashy.' If their appearance is right, customers sense it very quickly, and the customer unconsciously buys more readily.

"Now, as to language—there are more than 600,000 words in the English language, but the average salesman uses less than 5,000 in his daily selling.

"There are four simple ways of improving his English.

"First, study grammar, using a simple book entitled 'Business English for Evening Schools,' published by the American Book Company, by William E. Chancellor. I selected this book out of 700 grammars. I had a school teacher spend seven months checking up every grammar published, and found this one to be the best. The book can be digested in four to six weeks, and will give any sales person an entirely new idea of business English.

"Another method of improving your language is to read books rich in descriptive matter, such as those which Dickens wrote. Dickens was an artist in describing things. Of course, the stories are good in themselves, but the idea is to learn how to describe things accurately, and create mental pictures for the customer.

"Another way to improve your English is to write continuously. Sit down every night and write two or three advertisements on the merchandise you are selling. Show them to your wife or to your associates in business, and get them to criticize them. Writing six advertisements a week, of 100 words each, means that you have written 600 words each week, and if you continue it every week for a year, you will write 30,000 words in a year. This would show how meagre is your vocabulary.

"Another method is to cultivate the acquaintance of lawyers, preachers, men with college educations. Spending a half hour or so with such people, will show you the importance of clean, pure, business English. These people were compelled to study good English. They had to go through college to get their degrees. They associate with people who talk pure English.

"If a salesman's appearance is 100 per cent. and his language is accurate, clean, and free from slang, he has an advantage over the other salesmen who are careless about their appearance and pay no attention to their vocabularies.

"By general intelligence is meant that the salesman must study merchandise.

"Salesmen selling men's underwear would never attempt to sell a man from ten to twenty suits at the beginning of the season. Yet there are thousands of men who don a clean suit every morning. A salesman who uses two suits during the week, can't understand how anyone could be so extravagant. You have got to live the lives of other people, mentally, if you are going to sell them large quantities of merchandise.

"Women think nothing of buying three or four hats, or as many as a dozen, during a season, while many men never think of buying more than two hats during the year; straw for the summer and soft or stiff for the winter.

"If you get out of your own environment, and improve your general education regarding people, you will find that there are hundreds of reasons why a man should buy four hats a year instead of two.

"You will find the importance of selling women a full case of canned tomatoes instead of two cans.

"One of the reasons why the salesman in the average store is so far behind in his selling education work is, because schools have never been established for him. Manufacturers pay little attention to him, while the average employer is always afraid he is going to ask for more money.

"In the more progressive stores, the employer is glad to encourage his sales people to expect more, based on their actual sales.

"I know one store in Chicago which used to pay as an average of $30, which is now paying an average of $70, on a three and a half per cent basis.

"There are hundreds of books now published and many courses in salesmanship, which are designed particularly for the retail salesman. They are being used by thousands of salespeople in all lines of business.

"The salesman of the next generation is going to lift himself entirely out of the groove of present-day salesmanship, and I think he will do it largely by studying his own appearance, his own language, and his general intelligence. Improvement must, and will come, through his own efforts."

Keeping Up With the "City Fellahs"

In the Spring Days Si and Lije, of the Beeville Emporium, Adopt the Policy of "Unspansion" —The Baby-in-the-Home Sale Achieves Amazing Success—Lije Finds It All Romantic.

A short story by Emmy Matt Rush

SPRING was here with its soft greens and its dainty trio, trillium, hepatica and violet. In the bright May sunshine, Wilkinson's Dry Goods Emporium loomed fadedly yellow of front and more decidedly dull of interior and the withering aspect of this old landmark of Beeville was only intensified by the antique blue curtains in the show windows.

The grey days of Winter had been more kind in this regard, shedding an atmosphere of drab respectability over the Emporium yellow front. If age was any factor of respectability, the Emporium demanded respect, for it was Cyrus Wilkinson's boast that he "hadn't changed a nail for nigh thirty years, come next Spring."

But this morning Cyrus was disturbed. Even the radiant sunshine failed to take the crimp out of his furrowed brow. He was reading a letter.

"Dere Cy," the letter said, "I come past your store with Maria yisterday and Maria sez, "We won't stop by Cy Wilkinson's Emporium to-day, 'cause,' says she, 'his show windahs never show wot he's got for sale, and it does take him and Lije ferever to git their stuff outa the boxes.'

So, Maria and I goes over to Peter Jensen's and Pete! my sakes, Cy., y' should go to Pete's! Pete's got some show windahs and he sez he gets a fellah from town, one of them city chaps, to dress 'em!

Take my advice, Cy.! Go dress your windahs!"

No name was appended to this queer document. In sheer bewilderment Cy. scratched his head, muttering, "Gosh! Whats he mean, 'dress my windahs'? Them windahs has been dressed for near five years now, come next Spring."

Turning the letter over, he discovered a postscript on the other side, which read:

"And all Maria done was to walk before them windahs of Pete's and find just what she wanted. Some place, Pete's! Some place! And Maria says to me, 'Some place of Peter's.'"

Get a City Fellah!

Chewing laboriously at the slippery elm bark, as was his habit, he went to look for Lije, his younger brother, who, according to Cy., knew nothing of the dry goods or any other business. Lije had been to the city twice and wore celluloid collars and a movable white shirt front, for which Cy. disdainfully termed him too stylish. Cy. never having left Beeville, permitted no celluloid collars nor white shirt fronts in his wardrobe! Finding Lije, he handed him the letter.

Lije read it. He expectorated; and then he slapped his knees and laughed. "Allus told ye, Cy. Git a city fellah to dress them windahs and we'll git the business of Beeville." And turning his quid, he added dryly, "Once ye'll let me git some new city stock!"

A long discussion followed, which was ended by Cy. slapping Lije on the shoulder affectionately and saying, "Hang it all, Lije, we gotter do somethin'—can't let Peter Jenson git the better of us, kin we?"

"No, but yi will, unless yi unspand some."

Convinced at last that only in the "unspansion" policy was success to be found, Cy. consented; and there followed such a cleaning and weeding out process as the Wilkinson Emporium had not seen for thirty years. Hoop skirts were dragged from their dark resting places in the attic; crinoline, by the bolts, was rescued from deep recesses in the walls; bustles in such quantities that the wire used in their manufacture, outstretched, would have covered many miles; fringed three-cornered shawls, switches for water-falls; old-fashioned basques, wonderfully figured and rarely colored prints that would have made a war-time dye-merchant green with envy; long, full skirts of alpaca; Dolly Varden parasols in splashing gaiety of color and ruffle; little pantelettes, trimmed with fluting and quaint little black bonnets of the mid-Victorian period. These and many of their confederates once more saw the light of day. During this reconstruction period Cy. masticated more slippery elm bark than was customary, even with such a long acquired habit as was his, and his chin bristle worked overtime.

The Windows Get Dressed

It happened, strangely enough, just at this particular time in the Emporium's history that a "city drummer" appeared in Beeville, and Lije contracted for the drummer's entire consignment, and himself engaged the drummer to "dress" the window of the Wilkinson Emporium.

Strange things happened and many. The entire mid-Victorian stock of wearing apparel was given away, the new stock arrived; a new front appeared over the old blue and faded yellow one of the old Emporium; new window dressing arrangements appeared and Lije and the "drummer" made careful plans for a big "Baby in the Home" sale.

The windows duly "dressed," the day of the big sale arrived.

A Baby in the Home sale!

Wilkinson's New Emporium!

Enlargement sale!

Flowers for the ladies! And a present for every tenth baby!

Fiddler Joe will perform overtures from the operas!

Such were the facetious announcements which the drummer had scattered throughout Beeville and the adjoining counties. Of course, every one came, every baby's mother came, and mothers without babies borrowed other mothers' babies for the sale. Baby buggies as old as Noah's proverbial ark, baby carriages more modern of type and perambulation, go-carts and little express wagons of the baby's brothers, all helped to make the Wilkinson "Baby-in-the-Home" sale the tremendous affair that it proved to be. These miniature conveyances lined the road from the Emporium down to Connor's Creek on one side, and back again upon the other to the County Building, encircling it. The portals of the County Building and all other buildings in the vicinity were filled with baby carriages and the mothers with babes in arms, formed a veritable battalion against the new front of the Wilkinson Emporium.

The ladies of the Beeville Literary Society arrived in a body—every mother of them came.

The Presents Run Out

Presents were awarded, as advertised, to every tenth baby, until the supply was exhausted, and then the city drummer conceived the idea of awarding certificates to every tenth baby to present when a later consignment of gifts had arrived!

"Ladies," called the stentorian voice of Lije, "Ladies, attention. The presents have run out. More is follerin' and we'll give to every tenth baby a certificate for a fine gift when said gifts arrive from the city."

Amidst general excitement the sale continued. For the first time in his life Cyrus forgot his slippery elm bark, and, disappearing for a moment during the afternoon, he donned a shiny, new celluloid collar and a white shirt front, confiscated from the new stock of the Emporium.

Continued on page 46

Toronto Man Travels by 'Plane

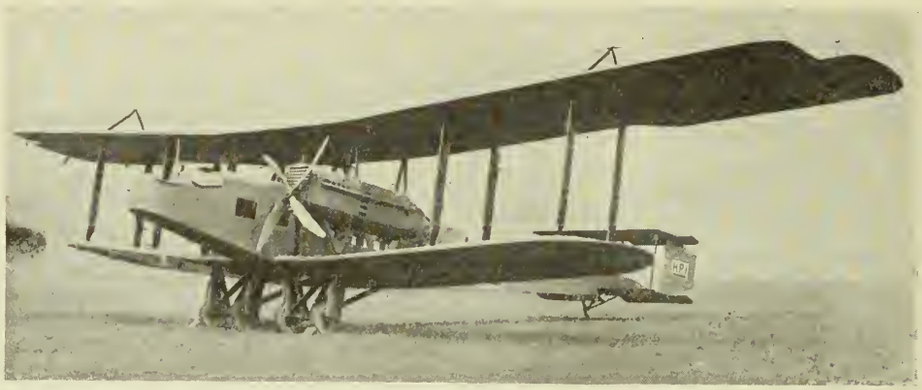
A Daily Air Service is Established Between London and Paris — Commodious Passenger Cabin—Mr. E. C. Thompson Approves of Modern Methods.

MR. E. C. THOMPSON, of the Thompson Lace and Veiling Company, Toronto, has been having a most interesting trip abroad. On this most recent trip—the second this year—Mr. Thompson has met with some interesting experiences, which include more than new productions and French fashions. Extracts from a letter dated October 19 follows and tells something of the story of the new era in commercial enterprises:

"Have just arrived in Paris by daily Handley-Page Paris-London Express aeroplane, "Flamingo," doing 370 miles in three hours. There were ten passengers carried, together with 300 pounds of baggage and 300 pounds of package express at 60c a pound. It was a most wonderful trip and for convenience and comfort could not be equalled.

"I was able to work in London until 11 a.m., when a Napier car called at my hotel in Piccadilly. This car took the passengers ten miles out of London to Hounslow, arriving there at 11.50; customs, baggage and passport inspection at 11.55; all aboard at 12.00 sharp, when the giant twin Rolls-Royce-engined machine leaves daily.

"The baggage weighed 30 pounds to each passenger, was put in the baggage room. Two passengers sit in the open behind the mechanism and pilot. Two other passengers are behind them in a semi-open cabin and six more in the enclosed cabin, which is finished in rosewood and satin brocade. This is in the tail of the machine. Glass windows, easy chairs, observation platform and lunch baskets (at three shillings extra) are all there, and outside the noise of the engine this method of traveling is quite as comfortable as any Pullman car.



"Flamingo"—the Handley-Page Paris-London express aeroplane.

"Having engaged my passage some days before I had a most comfortable seat in the aft cabin with five fellow passengers, including one lady and one hardened traveler, who was making his fifth journey. He slept half the way and estimated his London orders on the window sill for the balance of the journey.

"We left sharp on time and for the entire trip had no more motion than an ocean liner first striking the swells of the Atlantic. Flying was about 3,000 feet high for the whole distance. There is a feeling of immense security the whole time and outside the tremendous roar of the twin engines, which makes conversation possible only by paper and pencil, is most interesting.

"The journey takes three hours exactly—one hour over England, twenty minutes across the Channel to Boulogne, down the French coast to Etaples and over Amiens and to Le Bourget flying field, six miles from Paris. There the French Customs examined baggage and passports. Motor cars meet the passengers and in 20 minutes you are at your hotel in Paris.

"The fare is $75.00, which is about $40.00 more than the regular journey by boat and train. By the old route we make three changes, and it takes anywhere from ten to fifteen hours, with chances of missing connections on account of fog in the Channel. We flew high above the fog and clouds, through rain and sunshine without the least hesitation, and landed at 3.00 p.m. sharp, schedule time, and by 3.30 I was in the stores in Paris going about my business. Absolutely no inconvenience whatever is experienced and it surely is the modern way to travel. I expect to engage my return passage immediately. The Handley-Page Aerial Transport Company have advertised 106 starts, made 105 departures on schedule and 103 arrivals, descending once from fog and once from engine trouble. They are now extending their services to Holland, Belgium, Italy, South of France, and Spain. It is the only way to travel now."

The interior—"as comfortable as any Pullman car."

In addition to this interesting story of his trip, Mr. Thompson enclosed with his letter a number of photographs taken during October at the races in Paris. He saw that the women were wearing elaborate furs of all descriptions, embroidered gowns, coats, suits and wraps, which emphasized width and bulk, rather than length. Some of the illustrations given herewith remind one very strongly in silhouette, of pictures we have of Henry VIII. The short skirts, short sleeves and luxurious tendencies of the people generally are developing many novelties in accessories. Slippers are jewelled in many instances and have from one to three or four straps. Anklets, bracelets, necklaces, girdles, are all unique and jewelled. Quite a fad has developed for "arrow" hat pins. These pins are but 4½ in. long, but are worn as ornaments on the front of the hat. They are especially suited to the hat of black velvet which flares upward from the face.

N.B. Merchants Convene at Moncton

Interesting Sessions in Which the Board of Commerce Comes in for Much Unfavorable Attention—Dominion President Urges "Get-Together" Spirit.

MONCTON, N.B.—The fifth annual convention of the New Brunswick Retail Merchants' Association, held this week in Moncton with a closing banquet in St. John, was regarded as being the most successful gathering of its kind yet conducted by the members. Included among those at the meetings were: J. A. Banfield, Winnipeg, Dominion president; E. M. Trowern, Ottawa, Dominion secretary, and W. M. Banfield, Toronto. Speeches of different members indicated much dissatisfaction with the work of the Dominion Board of Commerce, which they said "would not be improved until competent commercial men were given representation in its dealings." A resolution was passed to this effect.

The delegates were welcomed by the retiring president, A. O. Skinner, of St. John, N.B.; His Worship Mayor Price, of Moncton; H. S. Bell, president of the Moncton Board of Trade, and R. P. Dickson for the Moncton branch of the R. M. A. Mr. Skinner referred to the high cost of living and to profiteering, and said that the Retail Merchants' Association should condemn this practice through the press.

Condemns Methods of Board of Commerce

J. A. Banfield gave a forceful address in which he complimented the New Brunswick branch upon its work. He emphasized the need of honest dealings. "Service is satisfaction," he said, "and if followed up will mean success. Don't knock. Don't try to cover up knowledge. The R. M. A. has no need to do that. It stands for honest weights and measure, no misrepresentation of goods bought and sold, no false advertising, and to help others." With its estimated one thousand members the association, working in the right channels, could do a vast amount of good for Canada. Mr. Banfield criticized the work of the Dominion Board of Commerce, stating that those probing the cost of living should be men with practical business experience. Business men as well as labor should be represented on Government commissions. He thought that Mr. O'Connor had no right to go on a "rambling commission," taking the position that at least two members of the board should sit at every hearing.

Mr. Trowern was heard to advantage in an address dealing with similar matters. Later, at the banquet in St. John, he said that the convention had been a distinct success and that the R. M. A. was merely on the threshold of its work. All retailers should join it as it had proved of such benefit to those who belonged. "Get to know one another better," he said, "and help educate the people in the proper channels. The association needs support and must get it from all its members."

He and the secretary of the provincial organization, Miss Frances P. Alward, of St. John, who was re-elected, were warmly complimented upon their good work in the interests of the R. M. A.

A committee was appointed to enquire into the matter of a fire insurance department similar to that of the Saskatchewan branch.

A resolution was pased favoring Thanksgiving Day as a permanent day for the celebration of peace, and that it and Armistice Day be observed on Monday.

Ask Dominion Board Literature

The question of educating the public to the importance of the retail merchant in any community was urged in a resolution asking the Dominion Board to supply to the branches literature in the nature of bulletins to be placed in the parcels of customers, explaining this matter.

Parcel Post Methods Condemned

A condemnation of the parcels post system was voiced in another resolution passed, and also of the manner in which the Dominion Board of Commerce was conducting its enquiry into the cost of living. This resolution said the enquiry was not producing the results intended, and advocated that the board be placed under the direction of competent business men. A special committee was appointed to consider the matter of adding certain features to the credit reporting department with an idea of improving this end.

OFFICERS OF N.B. RETAIL MERCHANTS' ASSOCIATION

President — Percy L. Higgins, Moncton.

Vice-President—F. W. Daniel, St. John.

2nd Vice-President — W. G. Dewolfe, St. Stephen.

Treasurer—Allan A. McIntyre, St. John.

Provincial Auditor—H. W. Rising, St. John.

Provincial Secretary — Miss Alward.

The advisory committee appointed by the Association for the coming year consists of Wm. Hawker, P. M. Rising, J. H. Vaughan, T. F. Drummie, G. M. Ross, T. A. Armour, A. N. McLean, A. E. Everett, C. H. Burtt, J. J. Weddall, R. P. Dickson, G. E. Ford, T. P. Price, Robert Strain, James Staples, H. E. Buck, L. W. Smith, A. E. McSweeney, S. E. Fisher, A. Skeene, J. P. McBay, W. Jennings, J. T. Carr, F. S. Creed, A. Archibald, and R. G. Innis.

Prior to the banquet in St. John the executive held a brief meeting at which, among other matters discussed, were the early closing act and its application to rural communities. This was left to the incoming legislation committee to deal with. The banquet proved a splendid success, being enjoyable, entertaining, and educative. F. W. Daniel presided, and made a neat address in which he said that never in Canadian history was there a time in which the R. M. A.. was meeting such conditions as existed today. There had been a great inspiration to all who had attended the convention because of the spirit prevailing and the manner in which the sessions in Moncton had been conducted. He wished the newly-elected president all successs, and said he had been glad that the association had been able to come to St. John to close its meeting.

His Worship Mayor Hayes addressed the gathering, expressing his pleasure at being present, and extending a hearty welcome. R. B. Emerson, president of the Board of Trade, was also heard in an address of welcome, and promised the association any aid which the body he represented could give to its work.

57 Questions to Present to Legislature

In reply to the toast of the visitors, J. A. Banfield was heard in an able speech. He said that the R. M. A. was a body which would care for the trials and tribulations of retail merchants and lay them before the powers at Ottawa. There were fifty-seven subjects for settlement affecting the R. M. A. to be taken up at Ottawa. The question seemed to be whether the retailer was to be allowed to run his business or to be told by outsiders what he must do to run it. "Never mind your prices—we'll regulate them"—this was the cry being given to retailers in Canada, and their response should be: "Here are my keys; you run my business, but I'll hold you responsible."

The Question of Sugar

Referring to the question of sugar, Mr. Banfield read a letter which he and Mr. Trowern had sent in protest, saying that the retail merchants thought they were not receiving proper consideration. The refiner was allowed 40 cents, the wholesaler five per cent., but the retailer was given one cent. Then came the Kavanaugh case, where a respectable retail dealer was prosecuted. "Someone had to be made the goat, and I suppose this firm was selected," said Mr. Banfield. Touching on the milk situation, he said that despite the action of the Board of Commerce it was still

Continued on page 56

Specialty Shop in New District

100 People Stand in Rain for Doors to Open—Toronto Merchant in New Premises Has Ideas as to What Makes Business Active—Representative of Dry Goods Review Pays Visit to New Store of A. Palmer on Danforth Ave.

TO have 100 people at his opening sale within ten minutes after the doors were opened, was the good fortune of A. Palmer, who recently opened his new store in ladies' ready-to-wear at 325 Danforth Avenue, Toronto, after having been forced through lack of space to leave his former premises on Pape Avenue. The sale was advertised to begin at 10.30 a.m., but people were already waiting in front of the doors by 8.00 o'clock and even a drizzling rain did not dampen their enthusiasm. Umbrellas were put up—and the crowd kept on waiting. Particular inducements were offered in special waists, but these were soon sold and regular stock was disposed of at special rates. Mr. Palmer sold about four times as many dresses as he had hoped to that day and business in other lines was correspondingly brisk, but, of course, he attributes it purely to his being able to get the crowd there. Having them once there, the goods were seen to be attractive and selling was an easy matter. Tradespeople of the district state that they did a considerably bigger business on the morning of Mr. Palmer's sale than usual, because people had an inducement to come out in the morning and did general buying.

An Excellent Store Front

The store, which is just completed, was planned by Mr. Palmer, who has spent all his life in the dry goods business and who based his plans upon his own personal experience. His greatest effort and achievement was to secure all the window display space possible. One observer in his enthusiasm was heard to remark: "It is as fine as anything down town." There are really five show windows, the two street windows being narrow—4 ft. 6 in.—a longer one at each side in the entrance, and one in the middle between the two entrance doors. The side windows measure 9 ft., sloping towards the doors and allowing a background for the front windows of 6 ft. The middle is a bay window effect with a background of 8 ft. This arrangement allows easy access to the doors at either side of it. The floor entrance space between the windows is finished in tile in an attractive design. The glass in the windows extends to the top without a transom, which makes the windows appear to splendid advantage. The windows are finished with French grey background panels, in which are scenes representing Autumn, painted by Mr. Palmer himself. These paintings will be in the window for about six or eight weeks, when they will be replaced by others more suitable to the Winter days. The floors of the window are carpeted in French grey Axminster and the windows are made more attractive by tan valances trimmed with heavy insertion and tassels, and large, quaint-finished jardinieres filled with Autumn leaves and 'mums. The side windows are kept for regular lines and the centre with its French figure, is to be reserved for dresses and week-end specials, which latter Mr. Palmer intends to feature particularly. He aims to change the window display once every week at the least, and possibly oftener.

They waited in a drizzling rain for Palmer's doors to open.

For fixtures he uses glass plates on brass stands for holding different articles, rods for blouses, regular corset figures for corsets and large figures for dresses. "We do not believe in overcrowding display windows or in placing many lines of goods in one window at once, but have had much better results by keeping one window for just one line of display. However, we do arrange neckwear and dresses for corsets and underwear together. This idea of dressing windows in only one line of goods was new to our customers at first and very often after a display of corsets we would have many customers tell us they thought we kept nothing but corsets, and so with blouses, but it certainly has made an increase in our sales to dress our windows in this way."

Mr. Palmer favors the use of descriptive tickets on his blouses, telling something about the article offered. He uses price tickets on dresses on display in the windows, but so far has not done this with blouses, principally because it is rather difficult to keep a complete range of price cards. "But we do not mind people seeing the prices in the window, for we think our values compare favorably with anywhere."

Drawers Instead of Boxes

The interior of the store measures 95 feet by 23 feet. The right side of the store with the counter and selling space is finished in oak, while the left side, where the blouses, dresses and fine underwear are on display, is finished in French grey, as better suited for showing fine goods. A unique feature of the counter space is a section made up of

The attractively arranged new store of A. Palmer, Danforth Ave., Toronto. Towards the back and centre of the store the wicker seats, described in the accompanying article, will be placed.

about one hundred small oak drawers to be used for holding underwear. These are a decided improvement upon the common system of keeping underwear in cardboard boxes of all shapes and sizes, piled one upon another. As well as keeping the store tidy and attractive in appearance, these drawers greatly assist the salespeople in locating the goods, as each drawer is labelled as to price and size of garments which it contains. This system is also applied to the fancy stamped goods farther back in the store, a department which Mr. Palmer is developing. All the stamping of fancy goods is done on the premises with designs from New York. In this way the quality of the material is assured and unusual designs are possible. The store specializes in children's dresses and rompers in this department, at present carrying about 150 different designs. Mr. Palmer also handles centres, towels, etc., and stamps work for customers, who provide their own material.

Customers Examine Dresses and Blouses

About half way back on the left side as one enters, is a high show case, 18 feet long by 4 feet wide, finished in French grey, daintily arranged with silk underwear and better corsets. Between this show case and the front of the store is the section for ladies' ready-to-wear dresses. These are arranged on hangers on a long rod, so that customers may look over them at their leisure. Mr. Palmer is carrying a large, well-selected stock in this line and aims to make it one of his most important. Beyond the show case are the blouses. These, like the dresses, are on a long rack and may be picked out and looked at as customers wish. Mr. Palmer added in this connection, "We want our customers to feel free to come into our store and look over what we have, in comfort, without officious salespeople worrying them to buy. Whether they buy or do not buy, we like to have them come in. We have had a number of people just call to look around to see how we are settled in our new store, and we try to make them welcome. Then, when they do want to purchase, they will know us and what lines we are carrying."

The blouses include Georgettes, crepe-de-Chines in a good range of colors and styles, and also a variety of white wash lines. Mr. Palmer hopes to avoid poor grade Georgettes entirely. He plans buying as much as possible from Canadian manufacturers, but also to carry a stock of imported goods, buying directly from the New York dealers in person at least every six months, and possibly oftener.

Corsets of all the styles made by one manufacturer is one of the lines in which Mr. Palmer is specializing and at present he has about thirty models with prices up to $15 00. For the convenience of his customers he has had two fitting rooms built at the rear of the store, which are now ready for the use of the corset section. A corsetiere visits his store every once in a while and in addition, Mr. Palmer is fortunate in having a wife who thoroughly understands the corset business and is able to give valuable assistance in that way.

A Baby Goods Section, Too

There is a balcony at the rear of the store, which is used as the office, and underneath it is a medium-sized room called "The Baby Section," with the slogan, "Anything and everything for baby," which Mr. Palmer is trying to make the section live up to. Here will be carried a full line of goods for the baby and for children up to six years of age. A feature of this dainty section is a scale for weighing babies, and here mothers may bring their children every week to keep close watch over their development. Mr. Palmer does not intend to carry lines for children over six years at present, because he is fully convinced that it is much better to specialize with a certain limit than to carry a poorer selection with a wider range. However, at the end of a year or so, when the baby section is in good shape, he will increase the range possibly from six to seven year sizes, and each year add the sizes of another year or two.

Because this section is at the back of the store and may not be noticed by every shopper, Mr. Palmer has placed a show case of 4 ft. 9 inches by 2 feet, quite near the door and filled it with dainty, fluffy baby things, just as a suggestion of what may be purchased in the section.

That Something Extra

An attractive spot in the store, which adds greatly to its appearance is a wicker base placed a little more than half-way back from the entrance, with little seats all around and in the centre a palm. This is to accommodate shoppers who may be weary or mothers holding babies and will enable them to sit down, while a saleslady shows them the articles in which they are interested.

The interior is decorated with rustic wicker baskets artistically fitted with Autumn leaves and flowers and arranged at intervals throughout the store. These add charm and at the same time, in an unobtrusive way, suggest the cool days and the need for new warm clothes.

In building up his business at his former store, Mr. Palmer advertised locally on the bill boards; three times yearly, in Spring, Autumn and at Christmas, he issued an eight-page booklet in attractive form describing his goods. About 10,000 of these were printed and distributed in the district around his store and were used prior to the opening of the new building. He is now publishing his Christmas booklet, and this, with artistic decorations for his store, will comprise his special Christmas preparations.

Specializing Brings Success to Smaller Stores

Mr. Palmer aims to specialize more and more in blouses, dresses, silk underwear, corsets, hosiery, stamped goods and babies' wear. "Our idea is to keep only a few lines, but to specialize in those lines and keep a large, carefully selected assortment, and we expect gradually to do this to a much greater extent. Specialty shops are something new for sections of this city other than down-town, but they are bound to be. People want them. The reason people shop down-town is because they have a wider range from which to choose, but if smaller shops furnish the range and keep prices as they should be, they will get the trade. People are not anvious to go down-town if they can be suited nearer home, as we know, by the

interest people of this district are taking in our new store. Specializing is what will spell success for the smaller stores."

Asked by DRY GOODS REVIEW as to exchanges, Mr. Palmer said, "We have always been willing to exchange and refund. We would much prefer to give a customer her money back rather than to have her go away dissatisfied. Satisfied customers are our best advertisement. I might say that we carry only guaranteed merchandise; practically every article we have is guaranteed." And he added, "We have the store—and the district, so if we fail, we shall have only ourselves to blame."

If experience in the dry goods business with energy, intelligence and an attractive personality can supply what is necessary along with the store and the district in order to achieve success, DRY GOODS REVIEW can see no reason why Mr. Palmer and his new store should not splendidly "go over the top."

Important Happenings Among the Stores All Over

EXTREME interest centres around the recent deal whereby the United Retail Stores' Corp. has gained control of the huge Chicago mail order house, Montgomery, Ward and Co., Inc. One hundred and fifty thousand shares of the new Montgomery, Ward and Co. of Illinois have been secured for sale to officers, directors and employees, active in its management and direction.

Robt. J. Thorne and his associates will continue as directors and managers. Up to the present the activities of the Whelan-Duke interests have been practically confined to the tobacco and candy business, so that gaining the control of the Montgomery, Ward Co. is a most important expansion. Montgomery, Ward is the second largest mail order house in the U. S. Its originators were the first concern to engage extensively in catalogue and mail order business.

HOLT, RENFREW EXPAND

An important development in the Canadian fur trade interests took place during September when the Redmond Co., Ltd., of Montreal, was taken over by Holt, Renfrew & Co., Ltd. Both of these big companies have been in close touch with Canadian fur resources, having representatives at the various trapping points in the Dominion. By their union it is expected that a greater percentage of raw furs and pelts will be conserved to the Canadian market. The two concerns will continue to be operated under their established names.

HOTELS TURNED INTO SHOPS

A New York report states that a number of the well-known and finely-built hotels throughout the States will very probably be utilized as sites for retail purposes, since the prohibition enactments have come into force. From Philadelphia comes the report that J. M. Gidding & Co., one of the best-known and exclusive specialty shops of New York, Philadelphia, and also in the Middle West, is likely to take over about the first of the year the Ritz-Carlton Hotel in Philadelphia as an ultra-fashionable shop. Extensive alterations will be made, of course, and it is said that decorations in a beautiful color scheme with a base of cameo blue grey is being planned.

A MANNEQUIN PARADE IN ENGLAND

Conservative old England is also branching out into new manners in retailing. Messrs. Arnolds, the large Lowestoft drapers, recently held an open air mannequin parade on the lawn in the rear of the establishment. Afternoon and evening gowns, coat dresses, wrapcoats and tweed costumes, also millinery, bags and other accessories were displayed to a large audience. There were even two juvenile mannequins showing children's goods. Tea was served and a musical programme rendered.

A BRIDE'S BOUDOIR

Hutzler Bros. and Co., Baltimore, Md., have recently enlarged their department store. One of the new features is a bride boudoir, decorated in grey and rose, on their third floor. In this department the bride may go direct and purchase everything she requires in the way of lingerie, in sets and all the fluffy, frilly, lacey items that go with it. The store already finds that the demand for boudoir articles has increased very materially since they have been concentrated in the one spot compared with when they were scattered among departments on different floors.

UNIQUE HARVEST DISPLAY

One of the most striking and original store displays in the way of Thanksgiving and harvest festivities was seen in the Toronto store of the T. Eaton Co. The showing was arranged on the fourth floor in the space recently vacated by draperies, paints, varnishes, etc., which were moved to the furniture building, as reported in last month's DRY GOODS REVIEW. In this special showing were hundreds of boxes of apples banked high, forming walls between the sections, and counters bore choice specimens of fruit and vegetables with names, in "Fall Fair" style. A platform was arranged with painted background of Autumn leaves, fruit, vegetables, grain, etc., and an orchestra provided music. Several huge pumpkins were built on the floor having been arranged, lighted and painted in realistic style. These formed booths wherein special saleswoman dispensed apples and other Autumn goodies to purchasers. Several heavy farm wagons were placed about the floor; these were loaded with garden products, the whole having the appearance of having dropped off on their way to market. They were used as booths also for vegetables being sold to customers. One of these large wagons was headed by a handsome looking team of artificial horses, wearing the latest fashions in harness. At one side of the floor was a tea room artistically arranged under bowers of Autumn leaves and gaily colored seasonable backgrounds.

This display has since been cleared out and the whole floor is being re-arranged for the ready-to-wear section on quite a new and different scale to what has been seen in Toronto. Coats, suits, dresses, skirts, knitted goods, etc., will be sold on this floor and dozens of new glass cases, fitting rooms, etc., are being built in.

NEW STORE FOR BRAMPTON, ONT.

Under the name of "G. R. Anderson's Sons," the three sons of the late G. R. Anderson, all recently returned from service with the C.E.F. overseas, on September 20th last opened a new dry goods and grocery departmental store in Brampton, at the location formerly occupied by their late father for over fifteen years at a period terminating some years ago. Their immediate predecessor was the late T. H. Shields. The three brothers are A. G., N. J., and T. R. Anderson, all of whom have lived in Brampton practically all their lives.

J. S. Needham is manager of the dry goods department. Mr. Needham has had about twenty years' experience in this field, in Ottawa, Smith's Falls, and elsewhere, and is himself a Bramptonian. His extensive practical experience will no doubt be a very important factor in the success of this new establishment.

Brampton Fall Fair day was the opportune date which the Anderson brothers chose to open their establishment, and at the same time renew a large number of old acquaintances. Decorations of Autumn leaves, potted plants, etc., combined with the new and attractive interior decorations throughout the store, made a very pleasing appearance for opening day. The freshness of the stock and the well-chosen lines exhibited made a strong impression on Bramptonians, as evidenced by the great success which has attended the first month of business in the Anderson store.

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MARKET REPORTS

MARKETS AT A GLANCE

TORONTO, Nov. 7—The difficulty in securing deliveries of goods already under order is a matter of great concern to importers of dry goods lines on this side. Transportation facilities are inadequate for the heavy demands that are made upon them and this condition accentuates the scarcity that is felt in merchandise generally. There is little to indicate that lower prices will prevail up to any time within present reckoning as markets in Great Britain and Europe are very unsettled and the greatly curtailed production of the past year shows little improvement. It is very hard to place orders in the Old Country, as the output is well sold up ahead and even if orders are accepted, more difficulty is experienced in getting them delivered.

The market for woollens shows very little change from a month ago. Buyers of Canadian houses are over in England endeavoring to buy materials, but without much success. There has been a big demand for dress goods and cloth for heavy coats. Stocks in wholesalers' hands are beginning to show depletion and the matter of replacing them on either the British or American markets is not an easy one to fill. Prices are at very high levels. The demand for Canadian goods, too, is so strong that mills in many instances are working on Fall goods, where usually at this time they are on Spring stuff.

No changes are reported in quotations on cottons, for the reason chiefly that the mills are all sold up. However, wholesalers state that if goods were available to buy, present conditions would warrant very much higher prices. Some lines in cottons are cleaned right out and cannot be replaced. Canadian goods are in favor, because of the lower prices on them than on either American or British goods and consequently there is an abnormal demand for them.

Linens, too, are much the same as a month ago. Prices show no change as far as the spot values are concerned. Primary markets report a great scarcity and higher values here are not unlikely.

In silks as much as any lines of merchandise is the scarcity of goods pronounced. Dealers say that the statement that silks are scarce was never so justified as it is at the present time. There are no cheap silks on the market and prices are steadily advancing. Many manufacturers have no goods to offer for 1920. Some quotations now being asked in New York are higher than the present selling prices here.

In laces and embroideries there is a brisk demand for gold and silver flouncings for evening dresses. Overlace for dresses has also a brisk inquiry. Camisole lace is very active for the Christmas trade and Valenciennes, too, is a big seller.

The market for carpets and rugs is steady. British quotations on goods for Spring hold until March 31 next. Deliveries are very poor.

There is an abnormal scarcity in practically all lines of notions. It is very hard to get English mending yarns and prices are very high. Elastics are also very difficult to obtain and quotations show a wide variance.

Among both merchants and wholesalers the current prices depend upon when goods were bought and delivered. The same grade of article may have as many different figures as there are houses carrying it.

WOOL

Market for Woollens is Still Very Strong With Scarcity of Yarns and Fabrics Pronounced

WOOL.—The situation in woollens presents little new as compared with a month ago. There is still a good deal of difficulty in placing orders in the Old Land, and added to this, the slowness of deliveries, of materials, already under order, aggravates conditions generally. Representatives of Toronto wholesale houses are now in England, endeavoring to buy goods, but advices from them are to the effect that they have not been very successful. Production is still far inadequate for the demand. Supplies of wool are ample for manufacturer's needs, but as has been previously stated in these columns, the unsettled labor conditions prevailing in the textile centres, are the most disturbing circumstances. Then, of course, there is a very abnormal demand for materials of all kinds, that the mills are absolutely unable to meet. Now, a year after the signing of the armistice there is still greatly curtailed production, and a very pronounced scarcity of woollens, to say nothing of the higher prices that are prevailing as compared with twelve months ago. With the settlement of the coal strike in England and the dwindling of the war allowances, it is felt that labor troubles will readjust themselves, and men and women will be prepared to take up their industrial pursuits again. But the shorter hours of work operate against any great volume of output, as compared with pre-war days.

In Canada, woollen mills are still filling Fall orders. Even during a comparatively mild Autumn, there has been a very active demand for Winter apparel, and many manufacturers find themselves very much behind in deliveries. Some mills are operating on Fall stuff, to the utter disregard of Spring business, that usually occupies them at this time. There is some difference of opinion as to what prices will do for Spring, some maintaining that values

will be stationary, believing that the pinnacle has been reached, while others believe that there will be further advances. The Canadian wool clip is being freely absorbed by American manufacturers. The demand is chiefly for medium grades. In the Bradford markets tops have been in great demand, with, of course, top-makers unable to take many orders. The scarcity of tops is hampering spinners, advices state, and yarns are booked for a considerable time ahead. In the piece goods section over there, Germany is reported as endeavoring to send orders, but payment difficulties are restricting such business.

Toronto wholesale houses report an active inquiry in the way of sorting orders for dress goods, also for materials for heavy coats. Some houses have greatly depleted stocks. They are forced to dole out supplies very sparingly to customers, as great difficulty is experienced in securing repeat orders. Fine botany serges of a dress weight, 54 in. wide, are quoted at $3.75 per yard, as compared with $2.75 a year ago, and $1 per yard in pre-war days. Navy blue serge has been very popular this season. Gabardines and tricotines have also been very big sellers. A gabardine, 54 in. wide, is quoted at $4.50 per yard, as compared with $1.25 per yard, as the old price. Tricotine of a twelve-ounce weight is quoted at the same figure. Broadcloths are almost prohibitive, and it is practically impossible to replace them. Of the finer qualities, that is, a 12 ounce weight, the price quoted is as high as $6 per yard. In heavier materials for overcoatings, values range from $10 to $14 and slightly over.

LINENS

Prices of Linens Are Still Very High With Supplies Scarce and Stocks Showing Depletion

LINENS.—As in a great many other lines of merchandise in the dry goods trade, the demand for linens on the Old Country markets greatly exceeds the supplies. Conditions abroad are still very unfavorable, and some of the mills are not operating full time because of the shortage of flax. In view of the fact that one-third of the flax spindles of the world are operated in Ireland, it is seen at a glance that Belfast conditions are the guiding influence of all the manufacturing centres. Demands for linen in the piece, table and bed stock are increasing continually, and advices from New York state that buyers there in large numbers are endeavoring to place orders, but without much success. Mercerized and plain cottons, it is stated, will have to be used as a substitute for at least nine months.

Some Canadian importers state that they have had advices of further advances in the Old Country, in some instances as much as ten per cent. for new buying. Stocks in Toronto are not at all heavy, and in fact some dealers have withdrawn their prices on linen sheetings, because of their inability to get any. Pure linen table cloths, in the Rose and Shamrock patterns, sizes 8x8, 8x10, 8x12, are quoted to the trade all the way from $15 to $25. Pure linen serviettes of the same quality as the above, are selling at from $8 to $15 per dozen. Other qualities in cloths are quoted somewhat lower at from $8.75 to $15. Embroidered linens are unchanged from a month ago, ranging from 85 cents to $1.35 per yard, according to widths.

Bleached tablings, damasks, (unions), 64 in., are selling at from $1.25 to $1.35; 72 in., $1.35 per yard; 72 in. unions, $1.50 to $2 per yard.

Brown art linens are also unchanged at from 35 to 45 cents for 18 in.; 22 in., 45 cents; 20 in., 50 cents; 24 in., 55 cents; 27 in., 65 cents; 36 in., 77½ cents.

SILKS

Goods Very Scarce, and Prices Show Steady Advance — Cost to Import Goods Is Now Higher Than Present Selling Quotations

SILKS. — Dealers state that there never was as much justification for the statement that merchandise is very scarce as there is at the present time. One importer told DRY GOODS REVIEW that the earliest delivery promised on goods purchased now, is next July. Manufacturers have practically no goods to offer for 1920. There are no cheap goods on the market. September quotations showed marked advances over prices of last April and May. It is true, in a good many instances, that the cost prices to import are higher than the selling prices to the trade at the present time. For example, a plain poplin will cost $1.40 per yard, laid down here. Present stocks are selling at $1.35, but it is evident that new goods will cost very much higher. A buyer of a Toronto house, just returned from Europe, states that European manufacturers are all sold up until next Fall. Prices are so high, that many lines are practically prohibitive. Some of the new goods being shown in Paris are in printed effects, stripes and plaids. All American quotations are very strong. Production of Italian silks is proceeding slowly, the whole difficulty in Europe being to get people back to work. It is the 'after-the-war' relaxation that is operating against a return of normal conditions. The market in Japanese silks shows sharp fluctuations, and the slowness in getting cables through prevents importers keeping in close touch with the situation. It takes as much as six and eight days to get a cable message.

Crepe de Chines and Georgettes are still very popular sellers. A medium crepe is selling at from $1.85 to $3, but the biggest inquiry is for a crepe selling at from $2 to $2.25 per yard. In Georgettes the demand is chiefly for a line selling to the trade at $2.

Taffetas promise to be active sellers for the Spring trade. They are quoted at from $2.25 to $3.50 per yard. Habutai silks show a wide variance in price. In satins, there is an active inquiry for charmeuse, at from $3 to $6 per yard. Duchess satin shows heavy advances. A certain quality that two or three years ago cost 75 cents per yard to import, to-day is quoted at $2.16. Toronto houses are quoting present stocks of Duchess satin at from $2.35 to $3. Wash satins, of good quality, are selling to the trade at from $1.75 to $3 per yard.

There is some demand for chiffon velvets, but prices are very high. It is quoted at $6.75 per yard.

NOTIONS

Jump of 20% in Sewing Silk—Scarcity of Supplies in the Face of a Heavy Demand Marks the Trade in all Notions and Novelties — Prices Very Strong

NOTIONS.—The predominating feature, as far as the market for novelties and smallwares is concerned, is scarcity of supplies. Prices show advances on new buying, and the matter of deliveries, especially from the Old Country, is giving importers much concern. Buying is active, from the retail point of view, and there is a big inquiry in the way of sorting orders for Christmas goods. Beads are still very popular, and are selling well. Something comparatively new is being shown in what is called shoe string belts, in patent leather, in ¾in. and ½in. widths. These, as described a few months ago in DRY GOODS REVIEW, are chiefly for belting sweaters, and are quoted at from $4 to $4.50 per dozen.

Elastics are extremely hard to get, and very high in price. A recent shipment, received by a Toronto importer, that cost $5 per gross for 12-cord elastics, would cost, laid down here to-day, $8 per gross. These were ordered in June, and only reached here a fortnight ago. They are quoted to the trade at $8.40, but on the basis of the new price, would be nearer $12. No two houses are quoting alike, as the prices depend almost entirely on when the goods were purchased.

Needles are selling to the trade at $7.20 per gross, for standard packages of 15 needles to each. They are costing in the neighbourhood of $5 per gross to import.

Mending yarns, that is of English manufacture, are almost impossible to obtain. Travellers won't quote them, and shipments ordered last July have not yet arrived. Some Toronto houses are quoting 2½ gram skeins at $9.60 per gross. Canadian mending yarns are replacing the English goods to some extent. They are quoted at $7.20 for the skeins and $4.50 for the cards.

Hooks and eyes are at strong figures. Very few are coming from the other side. Supplies available are chiefly of Canadian manufacture. They are selling at $3 per gross cards. Dome fasteners are quoted at $4 per gross, and the roll back and hand selected design in dome fasteners is selling at $8.40 per gross. A new line in "forget-me-not" shape, with bevelled edges, is on the market. It retails at 10c. a card, and in 6 sizes.

All celluloid goods are quoted much higher for Spring. The lower-priced lines are not offered. There is a very wide range of values on celluloid lines, all the way from $2 up to $27 per dozen.

Scarcity is possibly as marked in tapes as in any lines in notions. Rick-rack braid and lingerie tape are ridiculously high. Manufacturers are quoting an advance of 33 1-3 per cent. over the present selling price to the retail trade. The present quotation on lingerie braid is $9 per gross. White block tape is $4.50 per gross.

Knitting needles in steel are almost impossible to obtain. Stocks are absolutely depleted in some houses. They are largely replaced by celluloid and wooden needles. Celluloid needles for knitting sweaters, 12in. to 15in., are selling at from $2.25 to $3 per dozen pairs. Large sizes in wooden needles, are from $1.75 to $3.60 per dozen pairs.

Wire hairpins are very high in price. Dealers are quoting them all the way from $4.50 to $15 per gross, in boxes, according to the quantities contained.

Silk threads show an advance of 20 per cent. in the past month. Quotations on silk spools are now 85 cents per dozen, necessitating them being retailed at 10 cents each. Cotton threads are steady at 82 cents per dozen. Crochet cottons are very strong, and dealers state higher prices are not unlikely. Stamped goods in linen, 36in. wide, are quoted at from 50 to 60 cents per yard.

Increasing difficulty is being experienced in obtaining hair nets. While prices show no changes, as compared with a month ago, values are very strong.

CARPETS AND RUGS

Quotations on British Goods for Spring Hold Up Until March 31st of Next Year

CARPETS AND RUGS.—The complaint of wholesale houses in regard to the situation in carpets and rugs is the very poor deliveries. Great difficulty is being experienced in getting shipments through in anything like good time. Conditions are somewhat improved in England, and orders are being accepted, but no stated time can be promised as far as delivery is concerned. There are no changes in quotations as compared with a month ago, when it was announced that prices for Spring would be higher. Some Toronto houses have stocks very much depleted, and deliveries are so bad that it is difficult to replace them. Wilton rugs, 3x4, will cost $125 in the Spring. The same size in Axminster is quoted at $55. Wilton rugs, 3x3½, are quoted at $48 for the Spring trade. Seamless tapestry squares, 3x4, are quoted at from $28 to $29, and the seamed tapestries are selling at $21.

Floor coverings in linoleums and oilcloths are in good demand, but stocks are not at all heavy. A two-yard width linoleum is quoted at 96 cents a yard, and a four-yard width is selling at $1.08. The fact that there is such a heavy demand for all kinds of carpets in Europe is likely to keep the market very strong. All British goods will sell as quoted above, up until March 31. The balance of Spring shipments are expected on the last boat up the St. Lawrence, but goods purchased in June for delivery in September are not here yet.

LACES AND EMBROIDERIES

Heavy Demand for Camisole Lace for the Christmas Trade—All Laces at Very High Prices

LACES AND EMBROIDERIES. — Importers of laces report an excessive demand for practically all kinds of laces. The markets in laces, as in most materials, are exceedingly strong, and prices are all subject to conditions at time of delivery. Paris houses are flooded with orders, and it is almost impossible to get any promise of definite delivery. There is still a tremendous inquiry for silk nets for evening dresses. These are quoted high, but are selling well, nevertheless. These are selling at from $1 to $1.50 per yard. Valenciennes lace in narrow widths is exceedingly active, at a wide range of prices. Fillet lace, a half inch to an inch in width, is quoted at from $1 to $1.50 per dozen yards. Torchon laces, chiefly for centre pieces, are much more active than they were a while ago. Importers are quoting them at from $2 to $3 per dozen yards. Buying of camisole lace for the Christmas trade is very brisk. It is quoted at from $2 to $5 per dozen yards. There is practically no demand among retailers for Oriental laces, and shadow laces are also not particularly active.

In embroideries, the biggest demand is for children's wearing apparel. These range in prices from 85 cents to $1.50 per yard. There is no scarcity of Swiss embroideries now, but prices are very high, and deliveries of goods are very slow.

COTTONS

Canadian Mills Are All Sold Up for Months to Come and Are Not Now Quoting—Raw Market Very Strong

COTTONS.—The situation is more accentuated as far as real shortage of materials is concerned. There have been no changes in prices since last month, the principal reason being that the Canadian mills are all sold up for some time to come. But if they were quoting, values would be 20 per cent. higher. In the United States, where they are quoting on anything at all, unheard of prices are being asked. According to reports from the United States, the advancing tendency is very much to the fore, heading to no one knows where. Quite a few houses withdrew goods from the market on the basis of the spurt in raw cotton, waiting for developments. Several buyers, following the sensational rise in raw cotton, endeavored to get January-February deliveries of 64 x 60s, 5.35 yard grey goods, at 19 cents. One American house offered shipment for the first six months of next year, but offered January-February-March at 19 cents, only on the provision that April, May, June be taken also at 18¾ cents. In other words, this house would sell only to those who were willing to buy right through the six months in question. In gray goods, for 64x60s 5.35 yard spots, the market was considered 19¼ cents, with some holding November goods at 19½ cents.

In Canada, staples show the greatest shortage. There is scarcely a single piece of white flannelette to be had in some wholesale houses, whereas ordinarily there are ten or twelve varieties. On account of the discrepancy in prices between Canadian and imported cottons, Canadian supplies are inadequate, and this fact, coupled with the demand from the "cutter-up" trade, renders the shortage very acute.

Prices to-day are not an actual criterion of the situation, and if values were based on mill quotations, if goods were to be had, they would be very much higher. Raw cotton, November 7th, is quoted at approximately 40 cents, the highest on record.

A No. 3 print, class A, light, is quoted at 20¼ cents; class B, medium light, 20¾ cents; class C, covers, 21 cents; class D, cadet or blue greys, 21½ cents; class E, navies, 22½ cents.

No. C print, class A, lights, 25 cents; class B, medium light, 25½ cents; class C, covers, 25¾ cents; class D, cadet or blue greys, 26½ cents; class E, navies, 27½ cents.

Steelclad galatea is offered at 29¼ cents for lights and 30¼ cents for darks.

In flannelettes, 27 in. striped flannelette is quoted at 23½ cents; 35 in. striped flannelette, 30 cents; 35 in. heavy flannelette, 36 cents; 27 in. white Saxony flannelette, 25¼ cents; 34 in. white Saxony flannelette, 25¼ cents; 34 in. white Saxony flannelette (cheapest line), 31¼ cents.

Colored sateen, 27 in., is quoted at 30 cents; No. 2 percaline lining, 27½ cents; 25 in. foulard lining, 20 cents.

ACA ticking, 32in., is selling at 59½ cents, and T50 ticking, same width, at 53½ cents.

SHEETINGS.—The best plain sheetings, 2 yds. wide, are offered at 87½ cents; No. 50, 2 yds., at 72½ cents; and No. 33, 2 yds., at 60 cents.

GREY COTTONS.—No. 80, 36 in., is selling at 25 cents, and No. 75, 36 in., at 19½ cents.

SHIRTINGS. — Colored, 28 in., 45 cents.

Circular pillow cotton, ranging from 46 in. to 40 in., is quoted at from 37½ to 57½ cents. Nainsook is from 25 cents to 37½ cents, according to quality. Cambric is bringing from 25 cents up to 41½ cents.

Cheesecloth is quoted at 9½ cents per yard, and longcloth at from 19½ to 42½ cents.

In cotton dress materials, plain voile is quoted at from 37½ cents up to 85 cents, and in colors from 45 to 70 cents. Fancy voiles range all the way from 25 cents to $1.50 per yard. A fancy batiste is selling at from 35 to 60 cents. Plain organdie is bringing from 30 cents to $1.20 per yard. Fancy organdie is quoted at 70 cents. Chambray is selling at from 20 to 50 cents. Canadian gingham is quoted at from 24½ to 35 cents, and English gingham is selling at from 32½ to 57½ cents.

DRAPERIES AND CURTAINS

Active Inquiry for Draperies and Curtain Materials This Fall—Some Fine Effects in French Goods

DRAPERIES AND CURTAINS. — The demand for all draperies and curtains has been very active this Fall, even at very strong values. The situation shows little change as compared with a month ago, and difficulties in securing goods abroad are as much to the fore as ever. Some houses have been successful in placing orders with European manufacturers, and with the arrival of these stocks, some very fine effects will be shown for the Spring trade. Buying, of course, has been somewhat limited, because of the light offerings, due to the fact that many of the French mills are only producing to the extent of forty per cent. of their capacity. French velvets, tapestries, damasks, and brocades should, however, be available again for the Canadian trade. One wholesale house is expecting a shipment of English tapestries early in December. These will sell to the trade at $7 per yard! Canadian mills are very busy, and are behind with orders. Some quotations on curtain materials are:

Scrims and marquisettes, 25 to 75 cents per yard; Bungalow nets ranging all the way from 27½ cents to $1 per yard; voiles, $3.50 to $10 per pair; fillet nets of various qualities from $1 to $2 per yard.

Curtains in colored effects show a wide range of prices. Madras is selling at from $1 to $1.50 per yard; chintz and cretonnes from 37½ cents to $1.25 per yard.

BOOTS AND SHOES

Rubbers Are Quoting Slightly Higher—Sorting Orders Heavy—Prices on Boots and Shoes Firm and Unchanged

Quotations on rubbers show slight advance over last year at this time, and the demand is very great. In fact there is a universal shortage in rubbers, and deliveries are fully thirty days behind. It is not the cost of rubber that enters into any increase in values, but rather the quotations on linings in England, and the high cost of producing. All women's rubbers are selling to the trade at 78 cents per pair, and men's rubbers are quoted at $1.13. On boots and shoes, prices are very firm, with no changes as compared with a month ago. There is a brisk demand for heavy shoes for Winter wear. It is felt in the trade that the pinnacle of high prices has been reached, but there is nothing to indicate that lower prices will prevail in the near future. There is a big inquiry for shoes from Australia and also for European account. This factor will have a tendency to keep values very strong. Best lines of men's boots are quoted at from $8 to $10 per pair, and women's shoes are bringing from $7 to $10 per pair for high grade stuff. The sale of children's shoes is active and prices continue at strong levels.

KEEPING UP WITH THE "CITY FELLAHS"

(Continued from page 37)

Nothing succeeds like success.

It was nearly midnight when the Wilkinson brothers emerged from the new front of the Wilkinson Emporium, tired and hot, but jubilant. Success was marked on their happy faces and the new window dressing of white and gold, replacing the faded yellow and old blue, beamed success. The wax figures, in garments becoming and modern, smiled modestly at the Brothers Wilkinson. They stood for a moment in silence before the new front. Then Cyrus, with customary frugality, approached the item of cost.

'Lije," said he, "Lije, yi know what all this new front is costing us?"

"Cy.," answered the younger brother, taking the older man affectionately by the arm, "Cy., sure thing I do. But yi know what the profits was to-day—just to-day? Eight hundred and fifty dollars!"

Who Wrote the Letter?

As they were about to separate, Cyrus scratched his head, then coughed and stammered like a school boy.

"Lije," he said, "Lije, I wonder who wrote me that letter any way?"

"Shucks, I did, Cy.," and it was Lije who now scratched his head and stammered like a school boy, as he continued, "Cy., we got a new partner—I married the city drummer this morning."

It was war time and the new city drummer was a woman!

IMPORTANT HAPPENINGS AMONG THE STORES ALL OVER

Continued from page 42

The lines handled by this store are staple dry goods of all kinds, millinery, boys' clothing, men's and boys' furnishings, house furnishings and draperies and groceries. The millinery parlors are on the second floor. Arrangements are being made to open dressmaking parlors at an early date. The management intend specializing on ladies' blouses, camisoles, hosiery and underwear.

Throughout every department Quality is paramount, as owners intend founding the business entirely on this basis. It would seem a wise course, too, in view of the continued tendency of the buying public to purchase high-grade goods. Each department has its own manager.

The plan has been adopted of advertising specials for Friday and Saturday, and displaying the advertised goods in the windows—always linking the two up. This has been found very successful so far.

As has been stated above, business for this new enterprise during the first month of its existence has been most gratifying, even exceeding all their expectations. Great hopes are, of course, held out for Christmas business.

NEW INCORPORATIONS

Lennox Knitting Mills, Limited, at Lennoxville, Que., capital $75,000.

Independent Silk, Limited, at Montreal, $500,000.

British Pacific Paper Bag Co., Limited, Vancouver, B.C., capital $50,000.

Bon Marche Manufacturing Company, Limited, of Peterborough, Ont. Capital $100,000, divided into 2,000 shares of $50 each.

The Smith Doll and Toy Company, Limited, Dunnville, Ont. Capital $150,000, divided into 1,500 shares of $100 each.

Dominion Oil Cloth and Linoleum Co., Ltd., of Montreal, Que. Capital $5,000,000, divided into 50,000 shares of $100 each.

Dominion Stores, Limited, of Toronto. Capital $375,000.

Deltex Hosiery, Limited, of Toronto. Capital $50,000, divided into 500 shares of $100 each.

Mineral Dye Products, Limited. Capital $500,000, divided into 5,000 shares of $100 each. Chief place of business, Trenton, Ont.

Manhattan Shirt Co., Ltd. Capital $50,000, divided into 500 shares of $100 each. Chief place of business, Montreal.

Parkhill Bedding, Limited. Capital $200,000, divided into 2,000 shares of $100 each. Chief place of business, Winnipeg.

Cut In on Styles and Colorings

Suggestion That Might Help in Reducing Cost of Men's Clothing Offered by A. M. Hobberlin to Board of Commerce—Competitive System Failing to Keep Down Prices —Donald McKinnon, of Robert Simpson Company, Would Curb Exports to Roumania and Serbia.

CONSIDERABLE beating about the bush with results in the negative column has been done during the past month by the Board of Commerce in its so-called investigation into the clothing situation, but since the outset few, if any, of the men engaged in this business looked for anything startling in the way of a real remedy from this investigating body. That manufacturer and retailer alike, however, have been endeavoring to assist the Board to "get somewhere" is not to be denied, as there has been no dearth of suggestions offered by experts called upon to testify at the sittings held in the City Hall, Toronto. A. M. Hobberlin, head of the House of Hobberlin, Limited, was one witness who did what he could to give the Board something upon which to work. Mr. Hobberlin did not go into the details of his idea, but what he suggested was that a reduction in prices might be effected by the elimination of some of the host of styles and colorings which the clothing manufacturer of to-day has to be in a position to furnish. The competitive system, he said, was no longer keeping down prices, and, considering the cost of labor and material, he could only say that price-cutting could be effected by some workable system of standardization.

It was brought out when Mr. Hobberlin and Donald McKinnon, of the clothing department of the Robert Simpson Company, were on the stand, that there had been startling increases in the cost of labor and materials. Cloths, both witnesses admitted, had doubled in price since the war, some having tripled and some having even quadrupled, and the increased cost of labor they estimated at from 75 to 100 per cent. The general increase in manufacturing costs they placed at about 100 per cent.

Would Cut In On Exports

The idea of manufacturing a standard cloth was not favored by Mr. McKinnon, who pointed out that this plan had been tried by the British Government during the war and had proven a failure, the public refusing to adopt the idea. Purchasers, he explained, desired "individuality," and if there should be any attempt at standardization, he suggested that it should be along the lines of styles. Increased production he gave as the only real solution of the present-day problem, nor could he see any remedy until the shortage of both labor and material should be relieved. Mr. McKinnon also held to the belief that Canada's condition was such to-day that there should be a severe check on the exportation of clothing to Roumania and Serbia. To the manufacturers of Canadian cloth he also paid tribute, saying that in medium grades their product was better than that secured in England and that Canadian clothing manufacturers would be glad of the opportunity of using the whole Canadian cloth output.

That all firms appeared to follow the principle of arriving at a selling price by adding thirty-three and a third per cent. to the manufacturer's cost was another piece of information gleaned by the investigators who were reminded, however, that while this margin might be secured on the majority of the articles in a certain lot, yet there would likely be a number which would have to be sold at reduced prices, thus cutting down the margin on the entire assortment.

Mr. Hobberlin's Points

During the course of his evidence the points brought out by Mr. Hobberlin were as follows:

Increases in the costs of materials since 1913 ran from 100 to 300 per cent., the advance in wages over the same period being from 75 to over 100 per cent. and the hours per week being cut down to forty.

Hobberlin employees appreciated the Saturday half holiday and made up in extra production something of the four hours conceded to them.

Competition was keen between the manufacturers and dealers, there being no arrangement as to existing prices, the Clothiers' Association having been formed to negotiate with the unions, the matter of prices not being touched at all.

Advertising represented a cost of about a dollar a suit and travelers' expenses about fifty cents to the suit, it being pointed out, in reply to a question as to the advisability of having the Government advertise the goods in a book issued periodically, that the average business depended on the ability of its travelers and the cleverness of its advertising.

The total Hobberlin profit on manufacturing garments would be from 10 to 15 per cent. gross, the average of thirty-three and a third per cent. on retail sales being aimed at, but seldom realized.

In the years 1915, 1916 and 1917 the clothing business went down, picked up at the end of 1917 and was large in 1918, in comparison with previous years.

The Board of Commerce would have to go deeper than the question of overhead expense if it expected to do anything, this being but a small side of the whole thing.

Prices Expected to Rise

W. J. Burns, secretary-treasurer of the House of Hobberlin, produced certain statements asked for by the Board and Mr. McKinnon then took the stand. He did not expect the market to come down for some time. Clothes would, if anything, cost more, not less, because there was a decided shortage which had to be reckoned with. Between September, 1918, and September, 1919, wages had gone up about fifty per cent. in the Simpson factories; the factory expense was about fifty per cent. higher and the output from 20 to 30 per cent. lower. There was about the same number of employees this year as last and the hours were about the same.

According to Mr. McKinnon, Canadian manufacturers have been rationing their goods out to their customers, as in all the markets manufacturers could get only about fifty per cent. of the goods really required.

It was also brought out by Mr. McKinnon in his evidence that in 1913 the company manufactured goods to the amount of $100,000, this being increased to $200,000 in 1918; that the increase in medium lines of English goods would run about 200 per cent., the trimmings in the cheaper lines having advanced more than those in the dearer lines; that there is a shortage of cloth offering on the British market and has been during 1918 and 1919 whereas there was no such shortage in 1913; that the Canadian manufacturer, on account of the shortage, allowed his customers goods according to the proportion they bought before the war and to-day would not put new customers on his list; that in the Canadian, English and American markets only forty per cent. of what was wanted could be secured; and that, generally speaking, the manufacturing cost had increased about 100 per cent.

Mr. McKinnon stated further that it cost 100 per cent. more to-day to make a garment than it did in 1913, also that just straight salaries, no bonuses, were paid to factory employees.

MANY MERCHANTS CLAMORING IN VAIN FOR CHRISTMAS NECKWEAR

Manufacturer, Unable to Get Goods, is Besieged on All Sides by Retailers—Strikes in Silk Mills Hold up Production — Hardships of Trade Are Aired by Head of William Milne Company.

HARASSED on all sides by manufacturers' agents and retailers clamoring for goods and unable to get either lining, silks or even boxes, the manufacturer of neckwear is to-day in a sorry plight.

"Our entire mail nowadays," says William Milne, "consists of polite but curt refusals from the men who handle the material we need and pleas for recognition from the man who comes between us and the consumer."

And what Mr. Milne says is borne out by others in the same line of business; the conditions affecting his business are applicable to all other firms supplying neckties and mufflers to the retail trade.

Neckwear cannot be made up owing to a shortage of raw material, and anything that is ready for shipment is held up by paucity of boxes. As a result, there will be not a few merchants without neckties to show their customers this year. Some firms are cleaned out entirely and others have such small stocks on hand that variety is impossible. Retailers throughout the country are taking anything and everything and are only too glad to get it.

Strikes are Responsible

"Some merchants who cancelled orders are now sending out S.O.S. calls for reinstatement," declares Mr. Milne, "and nothing is sent back. The most particular customer is glad to get his hands on anything now."

Strikes throughout the world—in the Old Country and in the United States—are responsible, according to manufacturers and retailers, for the whole trouble. In the United States the strike agitators have had their way to such an extent that some of the manufacturers are said to be looking towards Canada as a possible solution to the problem in the erection of mills and factories here. Since early in May there have been repeated strikes in silk mills, especially those around Paterson, N.J., and some manufacturers in that town have opened branches in other districts.

It is considered probable that many projects for new mills are held in abeyance at present to see how the present labor difficulties will turn out, and until something definite can be determined it seems certain that these mills will not be erected.

Trouble in Pennsylvania

One silk manufacturer, however, is quoted as saying that if he were to erect a new mill now he would come to Canada before deciding on a site. Heretofore Pennsylvania has been free from the labor troubles which have caused so much loss in Paterson, but there have been strikes lately even in Pennsylvania.

Something Natty

This is a good sample of the new Jacquard Weave Tie being featured this Christmas.

The labor unions there have begun their agitations for shorter hours and higher wages, and it would appear as if they have succeeded in developing a situation which is going to cause manufacturers a good deal of trouble. Neither the national nor the state laws below the border provide means for controlling the situation when an agitator begins his operations, and manufacturers therefore are casting about to see if they cannot find some place where they will be better protected in their effort to do business.

"And the news we get from across the border is mild to what the situation really is," stated Mr. Milne to MEN'S WEAR REVIEW, adding: "Last January they worked fifty-five hours a week down there. Then they struck for a forty-four hour week and higher wages. They got forty-eight hours and a substantial raise. But what did they do then? They were tied down to an agreement, so, being nearly all polacks and Italians, or anarchists of some kind or other, they decided that they might get a little more. They had signed an agreement for a year but they saw a way out in the formation of a new union. They then went with further demands and told their employers that they were doing business with an entirely new organization."

"Bolshevism," added Mr. Milne, "is behind it all. And it is here that it catches us, for, owing to the numerous strikes that have been staged and the consequent backwardness of production we cannot get supplies for Spring. We have lately been buying against speculators' prices in New York. I was down there three weeks ago and I could not get a yard of silk. My samples, therefore, are all off the road.

Strikes Appear Fashionable

"We have orders enough," he went on, "to sink a ship, and our own employees are doing everything in their power, but what's the use? We cannot get the goods. The Old Country strikes are affecting us, too, and goods we bought at forty cents a yard we cannot get to-day for less than $1.50. Retailers and manufacturers' agents write us that their shelves are cleaned right out, and the silk manufacturing companies write us that production is away below what it ought to be and that they cannot send us anything.

"Some of the latter," he added, "even tell us that they have done too much for us now. Ask any person who knows the reason for all this and he will tell you that strikes are fashionable."

"It all boils down to this," concluded Mr. Milne, "that production is slipping and is not nearly equal to the demand. The world is not producing what it needs and consequently the stuff is not to be had."

The belief was expressed, too, that conditions would be little better in the Spring, and that, unless there was a big change for the better, prospects for the Easter trade would be no better than for Christmas.

Under the circumstances it is not an uncommon thing for local neckwear manufacturers to turn down old customers. Every effort, of course, is made to protect the men with whom they have been doing business, but such is the shortage that some are bound to be left in the lurch, and it is the latter who are the most "panicky" over the situation.

As a matter of fact, lucky is the merchant who has plenty of neckwear on his shelves.

Mr. R. C. Wickware, of Lace Goods Limited, Toronto, is on a trip to England, France and Switzerland.

Mr. A. E. Giles of Debenhams, Canada, Toronto, sailed on the Metagama November 1 for England and France. He expects to return about Christmas time.

Barber Shop for Kiddies and "Draw Slide" are Features of Stollery's New Emporium

Installation of Latest Word in Fixtures Shoves Big Men's Furnishings Store Well to the Front for Canada—Passing of the Dust-collecting and Prosaic Box is Noted in the "Heart of Toronto"—The Show Cases on the Main Floor Being Conspicuous by Their Absence.

THE elimination of boxes of all kinds and, in fact, everything that is unsightly and calculated in any way to detract from the bright and up-to-date appearance of the store is the idea embodied throughout in the fitting up of Frank Stollery's big establishment at the corner of Bloor and Yonge, in the "heart of Toronto." Mr. Stollery, who has branched out into handling children's apparel after eighten years in men's furnishings, had faith in the Bloor and Yonge corner even in the days when it looked as though the public would do the bulk of its buying in the King and Queen district, and that he still believes his corner will be the coming business section is evidenced by the elaborate manner in which he has enlarged and arranged his store, all the latest touches in fixtures and suggestions being utilized even to the installation of a barber shop for children—an innovation for Toronto, and something which until just recently has been almost monopolized by live merchants south of the forty-ninth parallel.

"Very Latest" Installed

C. W. Hunter, for Jones Brothers, dealers in store fittings and barber supplies, with headquarters on Adelaide street, Toronto, supervised the altering and planning of the new store, as well as the installation of the fixtures and trimmings. And, it can truthfully be said, that no city in Canada boasts of a finer-appearing haberdashery. On the main floor, where men's furnishings hold sway, showcases have been done away with entirely, only the "draw slides" being used. Time was, and that not so very long ago, when showcases were the "whole thing," but the "dernier cri" at the present time is the slide effect, which is used by the clerk to both show and sell what he has in stock.

"I don't know of a finer or better equipped emporium any place," said H. Teasdall, who looks after the buying of men's and children's clothes, also the advertising. "Nor," he continued, in conversation with MEN'S WEAR REVIEW, "do I know of a store that is better able to handle the trade of men and children who like to be faultlessly dressed."

Entering from Yonge street, between two large display windows, the prospective purchaser finds himself in a men's furnishings section, which has all the appearance of a veritable palace. There is just the one entrance on Yonge street, but there are two from Bloor, three display windows on this side setting off the exterior of the store to excellent advantage. The opposite side of the store inside is taken up with hat cases and the fourth boundary is taken up with a broad staircase, flanked on each side by exhibits of underwear and hosiery.

Shirt Units in Centre

Gloves of all kinds brighten up the right-hand side of the big store on entering and next to this section is the one for collars, underwear coming next in order. Then there is the main staircase, on the other side of which is a long case for hosiery and display. At the front on the left are three hat wardrobes, a big array of caps being in close proximity with a triplicate mirror, which is meant to be highly useful as well as strikingly ornamental. Taking up the entire centre of the store are two sections of shirt cases, or, to be correct, "shirt units." In the same section are cabinets for displaying neckwear and miscellaneous goods for men, there being four on each side and two for the accommodation of umbrellas, cravats and headgear. Shirts, too, occupy a prominent place in the heart of the store.

The boys' and men's clothing, overcoats and suits, are all upstairs, each being handled separately in different ends of the store and on this floor some new "wrinkles" have been introduced. For instance, when departments like these are located aloft, it is a common thing to see the stairs branch off at the top, one sub-stairway to one section and a twin to the other. But this plan has not been followed out in Stollery's. There is just the main stairway, but, as might, perhaps, be expected, the visitor or customer is not faced after his climb with a blank wall. Instead, at the upstairs entrance there is a huge mirror, which not only gives the person coming up a chance for personal inspection or admiration, but also tends to reflect the two departments. In this way the "dead wall" effect is avoided and the first impression is distinctly favorable.

Barber Shop Popular

Clothing of all kinds for the kiddies is housed comfortably and neatly at the one end and in the corner facing Bloor street is an up-to-date barber shop in charge of a competent barber, who is rapidly becoming a favorite with the little ones and their mothers. The idea of this shop is to give the mothers a place to put their offspring while they wander around the store. Particular attention is paid to the trim or "cut" that is wanted by the fond parent, and three weeks after opening ninety hair-cuts were registered for the six-day period.

Boys' clothing occupies the shelves and cases along the walls and in the centre small suits for the very young are displayed in open cabinets. The toilet rooms are in the centre of the floor behind the stairs and in the rear of the kiddies' kingdom are the general and private offices, also the bushelling room. There is also a commodious fitting room on this floor, a special cabinet for "will call" merchandise and a wrapping alcove.

Many Triplicate Mirrors

In the men's department, facing out on Bloor and Yonge, men's overcoats and suits are ranged along the wall with several triplicate mirrors, and so that the appearance of the floor might not be marred in any way the posts in the centre are all enclosed, cabinets filled with men's apparel being tastefully arrayed on each side. Light and display windows take up two walls and one end, giving what is termed a "perfect day-

(Continued on page 125)

PUTS EMPHASIS ON "PERSONAL TOUCH"

One Merchant Believes in Thanking Every Man Who Buys A Suit

"Thank you for this purchase," is the first thing a man sees when he turns out his pockets after buying a suit of clothes from Stollery's, Toronto. In the inside pocket of every suit he sells, Frank Stollery has a card on which is printed in bold type the above expression of gratitude and the following advice:

"Should this garment prove unsatisfactory in any way, kindly return same and we will rectify matter to your entire satisfaction—STOLLERY'S."

Below is a line for the salesman's name and before he sends out his "sale" the man responsible is obliged to affix his signature.

It is just the introduction again of the "personal touch" and it is the "personal touch" that counts when it comes down to a question of successful salesmanship and the establishment of a worth-while connection.

Why do the Kiddies all like

HAUGH BRAND KIDDIES' GARMENTS?

Because mother need not warn them to be "careful" when wearing them. The sturdiness of this garment—the ORIGINAL one of its kind—allows for all kinds of boisterous games.

Hence the great popularity of **"Haugh Brand Garments"** with the Kiddies.

Every wee boy and girl in your town should be a customer if you stock them.

FOR BOYS AND GIRLS

2 to 7 years

THE J. A. HAUGH MFG. CO., Limited
TORONTO

Manufacturers of
THE FAMOUS "ARM & HAMMER BRAND"
Shirts, Overalls and Trousers

Is your stock attractive and complete
in
Your Men's Department?

In the different lines we offer you, you will find genuine value that cannot be surpassed elsewhere. Our goods always appeal to the careful buyer. Order early to ensure best selection at lowest prices.

Working and Outing Shirts
Flannels, all Shades
Tweeds, Sateens
Drills, Oxfords
Flannelettes
Night Shirts
Pyjamas
Boys' Waists

Our travellers are now on the road with our range for Spring 1920.

The Deacon Shirt Co.
Belleville Ontario

To the
Manufacturers' Agent

Probably at this very moment, a manufacturer is reading the Manufacturers' Agents page, looking for a firm to take charge of his line in a particular territory. The chances are that it's in your territory and just the kind of goods you can handle. If only your name were amongst the others in that section!

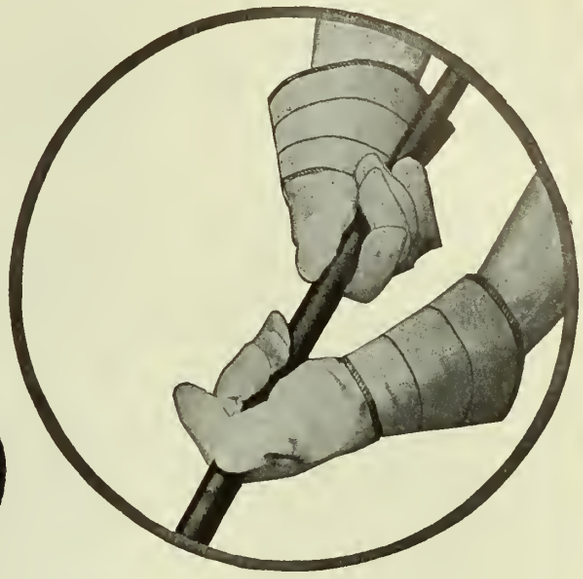
Well, it can't be helped this month. But prepare for the November issue. The cost for an inch space is only two dollars and a half per month on a yearly order. Better write now for particulars to

DRY GOODS REVIEW
143-153 University Avenue
TORONTO

Are You Selling This Kind of Glove?

In work gloves wear is the all-important requirement. They get hard use—and they must be made to stand that kind of use—in order to satisfy and bring people back for "more of the same brand." A ripped seam the first month of wear means trouble for the dealer who sold the gloves and the manufacturer who made them. We avoid that kind of trouble, first by using machinery that stitches seams so they stay stitched; secondly, by a system of rigid inspection, whereby a glove that may have been carelessly handled is promptly thrown into the discard. Thus wearers of TAPATCO gloves always get perfect seams—the stitching lasts as long as the fabric. When a pair does wear out, the wearer of them has had such splendid satisfaction that he asks for "another pair of the same good brand."

Are you selling this kind of gloves—if you value your customer's good will and aim to get all the big glove trade in your town, you need this line.



TAPATCO

REGISTERED TRADE MARK

BRAND GLOVES AND MITTS

STYLES—Gauntlet, Knit Wrist and Band Top.
WEIGHTS—Heavy, Medium or Light.
Jersey Gloves and Mitts in Tan, Slate and Oxford. Also Leather trimmed gloves.

THE AMERICAN PAD & TEXTILE COMPANY

CHATHAM - - - ONTARIO

The "Carhartt"

Not Like Other Gloves

Sewed with Wax Thread

HEAT WATER **PROOF**

No Outseams To Rip

Good as the Carhartt Overall

Patented

Reinforced Where the Wear Comes. The Service of Two Pair for the Price of ONE.

GLOVES

for immediate delivery

SEND in your sorting orders for horsehides, combination horsehides, splits and full splits. It will be filled and shipped at once. Think what this means to you. No vexatious and expensive delays; no resorting to that tiresome excuse, "Just out, we expect them in a day or two." Instead your supply is delivered just when you want it. And the quality is still the same good old Carhartt kind. Even in these days of shifting values, when standards seem as variable as the weather, you can offer your customers Carhartt Gloves with the same serene confidence that you offer them Carhartt Allovers and Overalls.

The Hamilton Carhartt Cotton Mills, Limited

Toronto Montreal Winnipeg Vancouver

Letter from our Paris Correspondent

Paris, Sept. 28, 1919.

Editor, DRY GOODS REVIEW:

THIS month I have to tell you mostly about the materials that are being used this Winter:

In the first place, we have a duvetyn made of wool and silk. In many cases, both the wool and the silk are of the same color: chocolate, rust, purple, light grey, blue (the marine shade of blue is the most in favor this year), taupe, etc., but in other cases the silk is different. In one instance the silk is yellow, while the wool is brick red. (You can see this plainly on looking at the wrong side of the material).

Then, we have velour delaine, and wool ratine. There is the regular velourdelaine, only somewhat thicker; also a similar material with a narrow stripe effect in the same color that makes it look live very fine "cote de cheval." Another has the same effect, but the stripes are wide apart.

You can devise some very nice coats and tailored costumes made of these materials, which are remarkably neat and smart. For ladies, and even gentlemen, they will do very well.

There is the rougher ratine with which all kinds of garments are made, and especially overcoats for boys. Those for gentlemen are made of a similar material, but a bit rougher.

Serge of Prime Importance

For Autumn tailored costumes and dresses, we still have the staple serge (tricotine and gabardine are out of fashion just now), and the matting cloths that were offered already in the previous season.

A grey cloth of this kind, for instance, will make a nice walking costume to be trimmed with a little fur. Another piece in medium light blue, although coarser, will be nice. The weaving is similar, but not so loose as the above. The sand colored suiting enclosed is not exactly what one might call reversible cloth, yet it looks very pretty one way or the other. One side is soft, with a slightly brushed effect; the other shows up the weave more distinctly. The same applies to another piece in dark red, although it is more like duvetyn. This shade (dark red) is very fashionable this year.

The light brown sample is decidedly a reversible cloth, with velourdelaine appearance on one side, and a regular matting look on the other. It is very pretty and will be found very useful as, according to the way it is used, it may become a trimming.

A specimen of the most staple reversible cloth is enclosed in crimson and white mixture; it will make nice Winter coats, mufflers, traveling cloaks, and all the warm wrappings needed in cold weather. This shade is a very convenient one, as it is unlikely to be soiled by water or dust.

Fillete cloths are still favored, as you may see by the enclosed patterns:

The black and white pattern is most suitable for mourning ware. Here we generally use this class of stuff as trimmings, striped or checked, and have the costume made in black; however, it might as well be used for whole costumes in stripes especially, with either the trimmings in black or in white. Checks and stripes together would not look bad either, particularly if the checks were worked so as to make lozenges. The same thing, but with green stripes, is suitable for fair ladies, or even young girls' schools dresses. In rust and black it will suit dark ladies to perfection.

Plaids Have Replaced Checks

Plain materials are seldom used alone, and fancy tartans, Scotch plaids, are extremely fashionable this year. They have replaced the checks which we have seen for several seasons.

Neutral mixtures of thick broadcloth will be found handy for Winter overcoats, as they are very warm, and practically waterproof. In that line, I might point out the ever extending use of waterproofed cloth. Everybody here now wears overcoats made either of rubber lined cloth or in waterproofed woollen or cotton gabardine.

A nice sample of verlour de laine of a brown shade with green and tan stripes is enclosed. It will make either whole garments, since it is not very showy, or will be used in connection with plain brown cloth, the one or the other constituting the trimming.

A good specimen of Scotch plaid-worked slanting is shown; it will come useful as we go along, for, according to what I saw at the couturiers, there seems to be a tendency towards working materials "en biais." I saw a costume made of cloth like this one, whose skirt was composed of 3 frills cut slanting, and the jacket was a loose coat, cut similarly. This novelty will be appreciated by stout ladies, whose figure was not improved by checks.

Until this comes out more fully, they will find in the stripes enough varieties of styles to suit their fancy:

For instance, here is a mixture of tan and green with brown stripes, which will find many adepts for country wear, in hunting or sporting garments especially. For ladies' costumes or children's coats a dull stripe mixture on navy ground will be found neat and suitable for town wear. It will make nice trimmings, but I can see very well some whole coats in this material.

Unless used for children, I would only have the bright green checked in yellow piece used as trimmings, except, perhaps, for country wear. This is an instance of fillete cloth in squares.

The same applies more strongly still to a yellow cloth with green stripes, which, however, if used in small quantities, will greatly brighten up a dull garment.

Blue and green stripes will be used to great advantage for coats mostly. One shade or the other could make the garment, with the stripes as trimmings, or exactly the contrary quite as effectively.

The staple sample of black and green fillete cloth is a good specimen of trimming on black costumes that are not worn for mourning purposes.

Of course all shades can be had, but I have chosen those which I thought were the most fashionable this year.

SUMMARY OF PARIS STYLE NEWS

Fashionable materials — Duvetyn, velour-delaine, ratine, serge, matting, reversible cloths, fillete cloths.

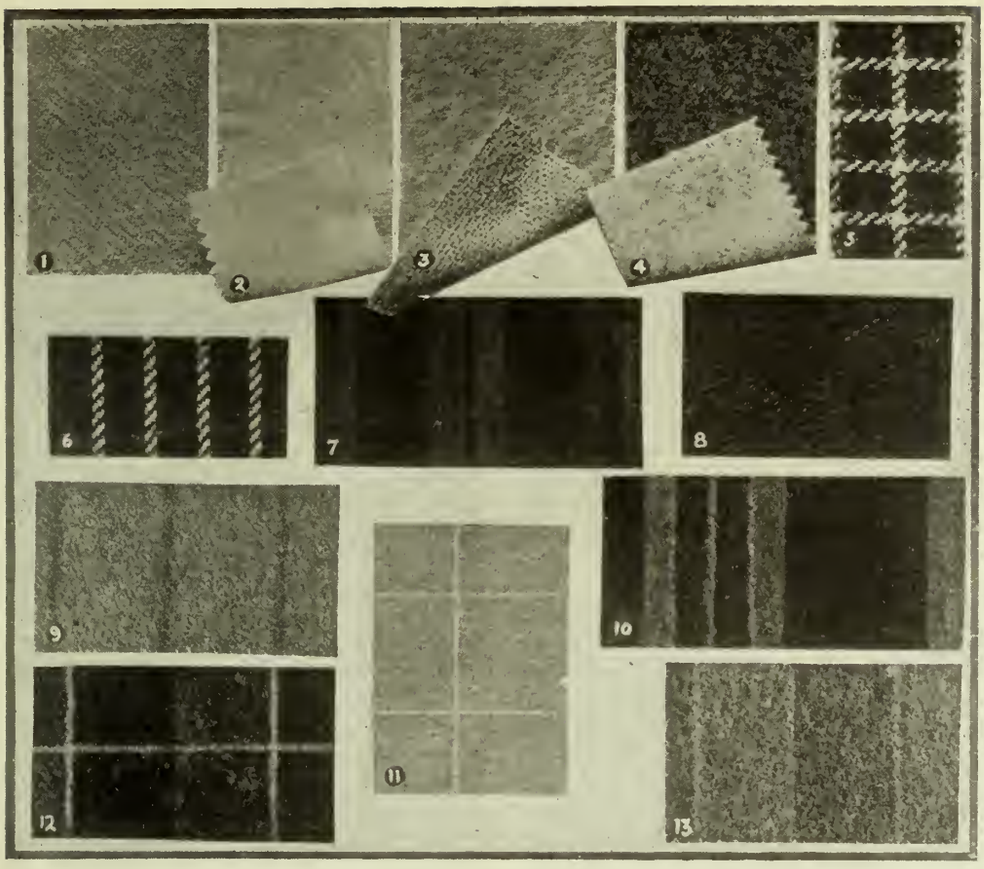
New bias weave with bias pattern featured.

Plaids replace checks. Striped and crossbar effects in strong colorings used for trimmings, such as draped collars, cuffs, pockets and sport skirts and children's wear.

Marine blue, dark red, browns both light and dark.

The mode calls for skirts 12 inches from the ground; extremists wear them shorter.

Silhouette is long and narrow with normal waistline. Front and back flat; fulness at sides. Accordeon pleating is very fashionable.



A Few French Fabrics

1. French blue matting cloth; 2, 3 and 4 (sand, dark red and light brown), the double faced cloths, one side of which is used for trimming, as described in Paris letter. 5 and 6, the checked and striped materials to match, used together. 7. Nigger brown coating with indistinct fancy stripes in brown tones. 8. The new bias weave with bias checks, in navy, green and black. 9. Heather mixture suiting with brown stripes. 10. Navy ground with dull stripes in dark green, with lines of amethyst and yellow. 11. Shamrock green fillete cloth with yellow lines. 12. Black and dark grey plaid fillete with grass green lines. 13. Blue and green stripes in silvertone effects. All of these samples were sent direct to DRY GOODS REVIEW from Paris, Franc.

Long and Narrow Silhouette

As to the styles, I ought to say little, for there are many tried and many people have objected to some.

I should say that, for France at least, the figure will be as follows: Long and narrow silhouette, with a skirt about twelve inches from the ground (exceedingly short skirts will not be worn by real ladies).

The waist is at its place, emphasized or not by a very narrow patent leather belt.

Front and back will be absolutely flat; the sides we shall have: a few gatherings to give some fullness, for the real tailored costumes with a pure line.

For fancy costumes, we shall have two different styles: either the skirt will be narrow at the bottom and have some "godets" at the hips on each side, to give the pannier effect, or it will be, as mentioned before, flat, front and back, and on each side, have a "godet" going down from the waist to the bottom so as to give a wide skirt. In that case, we shall have a loose jacket very wide.

Long Tailored Jackets

Many specimens of such tailored costumes were thus devised: the bottom of the skirt was in fancy tartan, as per samples herewith, while the top was plain and continued into a blouse of the same material. The jacket was plain with trimmings of fancy cloth. Although somewhat eccentric, the effect was not bad.

The real tailored costumes, however, are composed of a long plain packet with the bottom of the skirt similar, the remainder of the dress being made of the charmeuse that lines the jacket. Whether plain or printed, it looks very nice indeed. This is a feature of the season.

Accordeon pleating is very fashionable this year: in many cases, we see it on the sides of jackets instead of flounces, or we have it on dresses: serge mostly, in frills all around the skirt, or only on the sides: 3 frills, one on the top of the other, with flat panels front and bottom, to save the line at present adopted.

I will take up this question of style more fully later in the season, for, so far, there is nothing decided yet, and we shall see the change really only in the Spring fashions.

Next month I will tell you about furs.

Yours very truly,

Jeanne Gault

FRENCH WORSTED FACTORY AMONG ADDITIONS TO PETERBOROUGH PLANTS

The Canadian Woollens, Limited, Peterborough, Ont., have begun the erection of a French worsted factory and a general office building on former Bonner-Worth property and are preparing plans for a twenty-loom extension to the weaving plant at the Auburn Woollen Mills. When completed these enlargements will give employment to an additional hundred persons, about twenty-five at Auburn and seventy-five at Bonner-Worth branch.

The French worsted factory was proposed during the war, but its construction was deferred because of the shipping difficulties that prevented the company from obtaining the machinery they had ordered. Some time ago Canadian Woollens, Limited, were notified that the machines would be shipped in January. Ground has already been broken for the worsted building and the office headquarters of the new company, and these units will be rushed to completion as soon as possible.

Of the same height as the rest of the establishment, the new buildings will complete a compact group.

For the annex to the Auburn factory a 20-loom weaving "shed" will be proceeded with at once.

PLANT BEING ENLARGED

The Walter Blue Company, who purchased the property of the Coaticook Woollen Mills Company some time ago, has been making quite extensive repairs and additions to the plant. Some of the improvements made include the building of a new boiler house in which has been installed a new eighty horse-power boiler. The company is now engaged in installing a considerable amount of new machinery which will give employment to a number of new hands and double their output. It is also the intention of the company to start immediately the erection of a two-storey brick office building and warehouse combined.

During the year 1917-18 Australia imported from Japan textiles to the value of £2,078,000. British manufacturers expect that a good deal of this business will revert to them as soon as they are in a position to take care of it.

NEW COLOR CARD

J. A. Migel, Inc., have issued a striking new color card for 1920. It is done in a crest of bronze and gold on a very heavy board stock with a wreathed circular panel upon which are mounted twenty-five generous swatches in a charming color harmony.

It is so constructed that it may be stood on a table or hung conveniently.

Broad Silks Scarce—There's a Reason

Phenomenal Advances Disturb Manufacturers—A Review of Sources of Supply—Buyers For Next Fall Delivery Will Find Heavy Advances Over This Spring's Quotations.

IF raw silk keeps on advancing, manufacturers say they will have to make some sharp advances in their product, states "Women's Wear," New York, on Oct. 16. It goes on to say: "The phenomenal advances of the past two weeks have emphasized a situation which some of the far-sighted ones foresaw and undertook to provide for as far as possible. But even with liberal buying of raw material some time ago, when the uncertainty was greater than it is now, had hardly sufficed to make these manufacturers safe and they will have to buy further supplies at the higher levels.

"Every dollar that silk advances, sends up the price of broad silks about 20 cents a yard, or thereabouts. The advance the past week has been fully one dollar a pound, and to keep his profits up, the manufacturer will have to add at least 20 cents a yard to his finished product when he uses the raw silk which is now coming through. That will be some time within the next four months. In other words, raw silk bought now will be used in the mills some time next Spring. It will get here within three or four months and will be distributed to the mills, so they will be weaving it in March and April.

"When buyers come into the market next Spring to look at the silk then coming from the looms for next Fall delivery, they will be confronted with fabrics made from the raw silk which is now priced higher than has ever before been known. Sinshui No. 1 is held at $10.00 in this market before it is thrown, and add two dollars a pound for throwing, which is about the price asked now, and some other expenses, and even as low a grade as Sinshui comes dangerously near $15 silk. The better grades will naturally cost much more than that.

"This season some buyers have thought that manufacturers and others were trying to profiteer when they asked higher prices for their goods, but they were based upon the cost of raw silk bought months ago. The same buyers should not forget the price of raw silk now when they come to New York to buy finished goods next Spring. If they do remember, the situation will be improved for them. If they forget, the same charge of profiteering may prevail again.

"The statistical position of raw silk is strong. It is useless to undertake to deny that. Roughly, the figures are something like this: France had a crop of 30 per cent. or more below normal. Everything available has been sold and distributed. Italy's crop was not more than 65 to 70 per cent. The Government took the best grades, guaranteeing 150 lire for them. When they were thrown on the market, American buyers and French buyers took hold so freely that every available pound was speedily sold out and the only business there now is transfers between holders. The price has advanced to 230 to 235 lires and is still advancing. The entire crop is out of first hands.

One Provides for Many That Take Away

"Syria and adjacent territories will produce about 1,000 bales this year. It is the first since the war, and is indicative of better production in the future, but the 1,000 bales will make little impression on a market in the position the present raw silk market finds itself. Nothing is coming from the Balkans and nothing from Russia. India is not exporting anything. As a matter of fact, it is importing from both Japan and China.

"The situation in China is always a guess. The output in both Canton and Shanghai have been larger than last year, but not large enough to compensate for the losses in either France or Italy, not to mention the failure of all crops in the Balkans, Russia and other similar territories. The Canton fourth crop was 11,000 bales, an increase of 3,000 bales over last year. The fifth crop is reported at 5,000 bales or thereabouts. Shanghai will send out a little additional silk this year, but hardly enough to make any appreciable difference.

"Japan shipped 241,000 bales last year. The estimates on this year's crop have varied. Some say that the output will be normal, while others say that it will be ten per cent. below. Ten per cent. reduction in the Japanese crop would be a serious loss this year. Every bale is needed. Moreover, no other producing country has anything left. Practically everything in raw silk must in the future come from Japan. And with a short crop, the situation doesn't look any too promising. Perhaps it isn't short, and the statements that it is may be intended to keep the market active, or help keep it active.

"It is a fact, however, that the visible supply is now not more than 14,000 bales, while last year at this time it was 21,000 bales or more. Reelers are operating their filatures as fast as they can, but sales have been so heavy during the past few weeks that the visible supply has steadily declined. Unless buying declines it will hardly be possible for the visible supply to catch up with the distribution.

"One set of figures shows that the total quantity already sold is close to 170,000 bales. If that is true, though it seems large, the remainder left for distribution cannot be over 75,000 at the outside. What the market will do under those circumstances no one can say. But it looks as though prices might be higher even than they are now.

Demand Greater and Supplies Less Than Before the War

"The total raw silk output of the world before the war was 24,000,000 kilos. That was about sufficient to satisfy requirements as they were then. But demand for silk has grown and 24,000,000 kilos would not be sufficient to satisfy demand now. But to make matters worse, it is pointed out that the total output now won't run more than 22,000,000 to 23,000,000 kilos, perhaps not as much as that. These figures are approximate, but they are suggested by a good authority. Assuming that this estimate is true, the situation is passing into a phase which will worry manufacturers more than it has yet.

"Nothing herein is intended as a bull argument for raw silk, but it is a compilation of information collected from a number of different sources and according to one authority it is substantially accurate, or enough so to make the figures somewhat disturbing in view of the steadily increasing demand for broad silks, not only in this country, but all over the world.

"If broad silks were the only source of demand it wouldn't be as bad, but a dozen other sources are developing all the time. Take the insulated wires in telephones, parts of the telegraph system, automobiles and half a dozen other fast expanding industries require an ever increasing quantity of silk for insulation purposes. And this is only one. Clearly the raw silk situation should be a source of some apprehension to manufacturers.

"Recognition of the substantial facts as presented in this review shows why manufacturers and others interested in silks are so earnest in their effort to develop the business in China and to encourage the founding of new sources of raw silk supply. Even Japan, though she controls the situation now, will hardly be able to satisfy requirements much longer if the need for additional supplies of raw silks continue to grow."

Low Production the Bugaboo for 1920

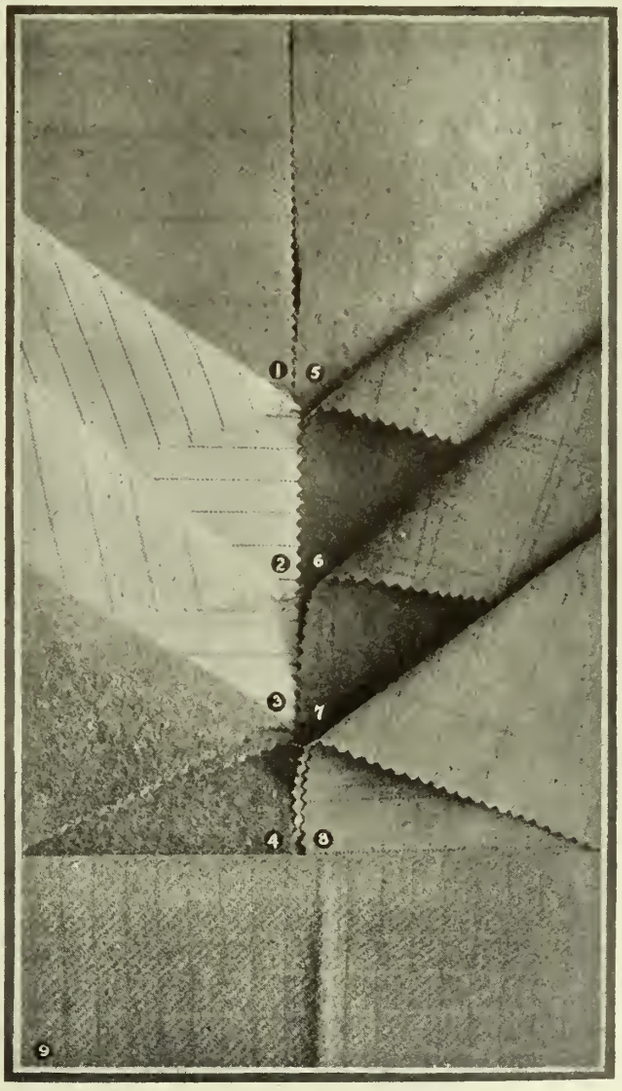
Some Woollen Mills Have Not Yet Sent out Spring Samples—Orders so Far Show Preference for Bright Colors.

IT has not taken very long for the results of the shortened hours of labor to be felt throughout the country, and especially in lines which were already short, owing to war consumption. Each of the last five years has had its own problems which made the outlook gloomy, but somehow the industrial machinery has kept running and a good year's business has resulted. This is no doubt due much more to the concentration of effort to make the best of the obstacles rather than to any undue pessimism. The present bugaboo in every line of textiles, wool, cotton, silk and all, is the curtailment of production. A few years ago when agitators talked of shortened hours for the working classes, it was argued that the consequent better health of laborers would unquestionably mean better work and even greater production. Whether there is a flaw in the present system as compared with what was anticipated, the result has been a general serious lessening of output and investigations up to date have shown in many cases that even the production per hour is less than it used to be. Workers are so beset with the idea of play, ease and luxury that they are not inspired even to live up to their past record, hour for hour, for the time they work.

One hopeful outlook for the forthcoming year is that with a regulation of hours of work in the large manufacturing centres of the world, stability of production will be attained. Small though it may be, it will result in more regular output than the past year, replete with strikes of all kinds and of varied duration, has allowed. Until some stability of production can be assured, there is uncertainty of price and deliveries inevitable.

Repeat Orders Cannot be Filled

All of which, as stated above, is just as applicable and perhaps more emphatically so, to the woollen trade as to the other textiles. While the Fall weather has been mild for the most part and thereby lessened the onrush for Winter apparel to some extent, retailers were unable in the first place to procure delivery of all the merchandise which they required for the season. Many of them are asking for repeat orders already in the more popular materials, such as silvertone, velours and Bolivia cloth, but when they remember that it took from seven to eight months for the first pieces to reach them repeat orders sent in now will be of little use for this season's business, even if they could be accepted by the wholesalers. Reports from practically all the large woollen mills are to the effect that they are still working on Fall orders and that their Spring ranges are very much delayed. Some samples of Spring goods have been sent out, but wholesalers are selling from small clippings of these.



Some Spring Samples

1. French blue and grey stripe. 2 and 3. The coveted hairline stripe, white serges. 4. An inconspicuous stripe on velours finished broadcloth weave. 5. Light blue and grey plaid, a light, soft, English sport cloth. Nos. 1, 4 and 5 all have soft velours finish. 6 and 7. Rather high colors in the single and double hairlines on khaki or other subdued grounds. 8. A combination of single and double check lines on light grey ground. 9. Blue stripe one way and green the other on a grey ground give a Spring-like appearance to this cloth. These are a few interesting exceptions to the rule of "Nothing new for Spring, 1920" — in woollen fabrics. Shown by Nisbet & Auld, Toronto.

Trade Taking Bright Colors

Mills are sending out these samples only on nine months delivery in many cases; and some are not promising any definite delivery and some are not sending out Spring samples at all. Certain lines show advances of from 15 cents to 2 shillings, and in both imported and domestic goods the possible production in some cases are already all sold up.

Dame Fashion and the retailers are quite willing to take up all the white and cream woollen goods and make it a feature for Spring, but mills are unable to comply. "There is absolutely no white broadcloth to be had," said one of the leading wholesalers to D[RY] GOODS REVIEW. This house is showing a few samples of cream serge with black hairline stripes, which are proving very popular, but the mills will not make that material. It requires too much care in handling and is slower to produce than the darker fabrics.

Among the new things being shown are several fine fabrics which resemble both tweed and flannels and have a soft velour finish. The fine blanket cloth effects are good, also both fine and coarse basket weave materials and broadcloths. The Canadian mills are showing all of these materials in a new

color range, including fine cross bars, stripes, and large plaids. Donegal tweeds promise to be extremely, and in deed already are, good sellers for Spring. Bright colors such as purple, mauve, green, and medium blues, and even some with contrasting threads, are all being taken up surprisingly well throughout the Dominion.

It is quite evident from the state of affairs as set forth at the beginning of this article, that orders for 1920 delivery will have to be placed early if one is to have any assurance of getting the merchandise. Mills can estimate their output more accurately now than they could when the supplies of raw wool were more precarious, and naturally orders will be filled according as they are received and given a place within the limit of production.

Are You Short of Linens?

1920 Situation Will be Worse—All Indications Point to Continued High Prices And Even Advances For at Least a Couple of Years Yet.

"THE trade will begin in 1920 to feel the linen shortage," said one of the largest Canadian linen buyers to DRY GOODS REVIEW recently, and the opinion was confirmed by several other authorities in the trade "While there are no stocks of linen such as used to be carried by manufacturer, wholesaler, retailer and consumer before the war," he added, "nevertheless we have been able to procure enough supplies to keep a satisfactory assortment and supply pretty largely what the public wanted." This year, however, France and Belgium are buying up the Irish yarns. Those countries have no crops for producing their own supplies Practically nothing is available from Russia. The Irish crop this year was spoiled by heavy rains. The Irish manufacturers completed their Government contracts after the armistice was signed so that there is only a smattering of flax and yarns from crops to supply the huge consumer wants for next year, and no new crops can possibly be made into yarns until 1921. For the manufacturing of linens at present, the world is depending upon the Irish crop There will probably be a Belgian crop next year, but goods manufactured from it cannot reach the market until 1923.

Of course, the fact that France and Belgium are buying the Irish yarns will mean that those countries will supply their own demands to the extent to which they can procure yarns and thus relieve the Irish market to that same extent.

With the depletion of stocks the world over which has been pointed out frequently in DRY GOODS REVIEW, and the supplies of flax as described, it is quite evident that the retail trade cannot expect anything less than a more serious shortage and higher prices for 1920 than it has yet experienced. It must be remembered too, that in order to procure satisfactory flax fibre and seed the same fields cannot be used for flax crop oftener than once in seven years. While this flax growing is provided for in the usual way in Ireland, it is going to mean that for a few years at least, France and Belgium cannot be depended upon for anything like a production of any importance.

Therefore Cottons Flourish

The natural result of all this seriousness in the linen situation is that the bulk of business is being done in cottons. Cotton damasks are really the main product of the large Irish linen manufactories, where formerly only fine pure linens were made. There is this compensation, however, that a finer range of patterns and a finer finish is to be had in the cotton output than was known before the war. These are manufactured, of course, on the linen looms and with the linen designs. Another natural consequence is that orders placed by importers this Fall for 1920 delivery are placed at an advance of 25 per cent.

In looking over the orders which have been placed for next year, one notes that there is quite a tendency to favor patterns that have a good deal of plain space in them, especially in the better lines. One sees frequently a cloth design for a round table, having a space of from 8 to 10 inches between the round border at the table edge and the narrower inner circle with the centre piece itself perfectly plain. All this plain space used to be filled up with dots, or some fine allover background design. Some of the newer borders also show bands or centre parts of a moire pattern.

There are some interesting revivals of designs in towels as well. The vogue for things Oriental is responsible for a fine linen huck towel with a deep Chinese border at the ends. It is hopeful to note that even under the present handicaps there are some of the more recent output which indicate the efforts of the manufacturers to increase their range of patterns and provide their customers with omens of better things.

As to sheer linens for blouses, their exclusiveness was exemplified in a display at Simpson's recently, when a case showed several numbers priced at $10.00 to $37.50 each. These were exquisitely hand-embroidered, of course; some had real Irish crochet or filet lace, also hand-drawn work and hemstitching, but the whole atmosphere surrounding real linens these days is one of super-exclusiveness—and the shortage is to begin next year, they say!

N. B. MERCHANTS CONVENE AT MONCTON

(Continued from page 39)

of the Board of Commerce it was still being sold at 15 cents.

The retail merchant danced to the tune played by the manufacturer, the speaker said; the latter to raw material, and all danced to labor. This was an unhealthy condition of affairs. The people were the hardest task-masters to meet, but they were the ones the merchant had to deal with. Thanks to the fact that the R. M. A. had been organized, he said the small dealer had been protected at the recent Industrial Conference in Ottawa, as their organization helped materially to stop the adoption of the eight-hour day. Mr. Banfield concluded with references to Canada's financial standing, saying that the last estimate showed the Dominion to possess $2,375 in natural wealth for every man, woman and child, the richest country in the world in regard to per capita wealth. He recited from Chapman's poem: "Where Does the West Begin?" in closing what was a fine address and which made a telling impression upon the gathering.

A pleasing programme of entertainment numbers was given, in which W. H. Banfield of Toronto, was heard in several humorous and instructive selections, and other contributors were given by Mr. Guy, Mr. Cochrane, Mr. Smith and Mr. Carson. They were given a vote of thanks at the close of the dinner, whic hafforded much pleasure to a gathering of about one hundred members.

A wool industry is being established at Matane, Que., where a carding, spool and weaving mill to turn out wool fabric is under construction. Quebec (City) interests promoted the enterprise, it is reported.

The West of England Co. has recently opened a store in Saskatoon, on 21st Street. It will be one of a chain established throughout Brandon, Regina, and other Western cities, where Old Country dress goods will be handled exclusively and displayed after the Old Country manner, without the use of shelves.

The Hamm and Riley Silk Company, Limited, has been incorporated in Toronto, with a capital of $100,000, divided into 1,000 shares of $100 each, with head office in Toronto. Messrs. Hamm and Riley are both late of Silks, Limited.

British Mills Plan for Canada's Needs

Radical Change in Attitude Induced by the War—Realize Need for Meeting Customers' Viewpoint in Face of Competition—Cotton Prices Going Higher.

An interview by DRY GOODS REVIEW with E. Davies, touring Canada for Calico Printers' Association

THE great question with cotton fabrics, and many other lines of manufacture in Great Britain to-day is one of supply; supply of the raw cotton, the yarn, the coal, the labor.

When the British cotton representatives, our leading lights, went to the conference at New Orleans, their cry was: "We want more cotton." The estimates of this year's crop run between 10,000,000 and 11,000,000 bales, more nearly the former figure, and this will not begin to satisfy the world's demand; it would take 15,000,000 bales at least. The present position in the cotton world will not cease to exist until the countries that are starved and down to the bone in supplies fill their requirements, and are able to set aside a reserve supply.

When we come to talk of prices we are face to face with this world scarcity. Add to that the recent increase in the price of coal of 6s. a ton, which enters into everything, the raw materials, the dyes, the freight—every link in the process. Prices cannot come down, nor indeed, stay where they are. When I was over here on my last visit the jobbers were selling our goods at a lower price than we could deliver them in Manchester; the public are only beginning to get a taste of high prices. How far can they go? And how far will the public follow them before ceasing buying? It is my opinion that so long as the workingmen receive the wages they are getting to-day they will demand the high quality of grades they are demanding to-day, and be willing to pay the prices that are asked. There will be little drop in prices, however, until we can see daylight; until we reach more stable conditions.

So far as the British mills are concerned, there is no definite policy in regard to an allotment of their production—so much for Canada, so much for the States, and so on. The mills, of course, cannot begin to produce anything like the demand from Canada and the States; from Europe generally, Norway, Sweden, Denmark, the Balkans and other countries. But there is a well defined policy that is being impressed on the manufacturer in England that he must export all he can, that England must get back to her place as an exporting country; that her very existence as an island nation depends on her exports.

Hence she is sending men out with a view to studying conditions in different countries; to get familiar with the points of view and the requirements of these countries, that she may be able to cater to their needs.

This is a great change the war has wrought in the attitude of the average British manufacturer. He was wont to say before: "Here is our production: you can take it or leave it." But Britain realizes the keen competition she will henceforth be up against, from Japan, from America, and other countries. Speaking generally, she cannot object to this, if it is fair, competition is a healthy thing for it produces the best that is in us; it stimulates the survival of the fittest. The only competition we do not want, and the only kind that is unfair is "dumping," and the only protection from this is by tariff legislation.

But when it comes to meeting competition, the war has taught us that the German idea was the correct one; they found out what other countries required and made preparation to meet their desires.

That competition from Germany we are bound to meet again. No nation is kindly disposed towards Germany, but as a cold business proposition Germany must be supplied with raw materials. We cannot throttle her; for if we do not let her have the raw materials and do not let her trade, how is she to pay us back the indemnity we have imposed on her? There are, of course, certain restrictions to this trading; we would not be willing, for instance, to let her control the drug trade of the world as she did before the war.

There are indications that the movement for shorter working hours will put us in a position where we cannot compete with the Germans in many lines; they are working 14 hours a day in some industries, while our movement is down to 8 hours a day and less than that. We may find the movement has gone too far for our own best interests.

A NEW CLOTH FOR MEN'S WEAR

A new textile fabric, which, it is claimed, will tend to lower the present high cost of men's clothing, is being placed on the market by a Pudsey (Yorkshire) manufacturer. The London agents of the manufacturer state that the new cloth is made entirely of silk noil (or short fibres), and that, while superior in wearing properties to a pure worsted, it can be sold at the price of shoddy cloth, or one-fourth the price of the best wool fabrics. It is said to be strong and almost untearable, very suitable for hard wear, and can be obtained in greys, browns, and blacks. The new fabric is claimed to be a British discovery, and is at present manufactured by only one firm.—The Weekly Bulletin.

PILE FABRICS

A Vogue for Velvets and Velveteens Promised for 1920-21

Velvets, velveteens and plushes are selling fairly well throughout Canada as was predicted last July. In New York, however, these materials, especially high-grade velveteens for street dresses, are decidedly popular. Rich chiffon and panne velvets both there and in Canada are, of course, favored for evening gowns in spite of the steady increases in price. Such chiffon velvets as are procurable on the Canadian market (which are, of course, almost entirely French) are selling to the retail trade in the neighborhood of $8.25 a yard, which means that velvets are for the exclusive trade.

With the pronounced scarcity of everything in the way of fine woollen goods, it is quite likely that velveteens will be more readily taken up by the Canadian trade for the Winter of 1920-21 than has been the case for some seasons. Indeed, the cutting-up trade as well as wholesalers are already talking velvets for dresses for a year hence.

Just now one of the latest arrivals from New York is a velveteen skating costume. It is in two-piece effect, straight and simple of line, trimmed with bands of "angora" (angora is really soft brushed wool) in color to harmonize with the velveteen. A navy blue costume is trimmed with "angora" in the new royal blue, and a taupe model has tan trimming. Another new arrival from New York is of black velveteen in bloused panel bound and trimmed with silk braid. A silk girdle with tassels is worn with it. Rich chiffon velvet afternoon gowns are handsomely embroidered in self color. These are just instances to show what is going on in New York in the way of dress materials and what the Canadian trade may expect.

A New Dress Velveteen

There is on the market a rich new velveteen being manufactured in Manchester. It appears to be quite the finest in its line that has reached this country for some time. It is given the name of "super velvet," is 43-44 inches in width, and, in addition to having exceedingly close pile, so close in fact that it can scarcely be seen as pile, it is of desirable suppleness required for dress purposes. This new velvet is being made in mole, amethyst, brown, navy, and in fact a big range including all the fashionable dress shades, and will no doubt come in good time for the velvet vogue.

New silk ideas are shown monthly to keep constant the demand for

MALLINSON'S
Silks de Luxe

So unusual, unique and genuinely new are these monthly design and coloring originations that fashion creators continually obtain designing inspirations of a nature impossible elsewhere.

This constant, fresh appeal assures a profitable opportunity for retailer and manufacturer.

There is always a demand for Mallinson's Silks—there is always a Mallinson Silk for every silk demand and new ideas shown monthly to keep this demand constant.

The December display is ready.

H. R. MALLINSON & COMPANY, Inc.

"The New Silks First"

New York—Madison Avenue—31st Street
Chicago—923 Postal Telegraph Bldg.
Montreal—516 New Burks Bldg.

STEELCLAD GALATEAS
STAND THE RUB OF THE TUB

For Smart Dresses, Frocks, Middies, Rompers and Play-Suits.

Distinguished for Strength and Durability---Guaranteed Fast Colours.

The Dominion Textile Company, Limited

TORONTO MONTREAL WINNIPEG

WINDSOR PRINT WORKS

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MANUFACTURERS OF PRINTED and DYED COTTON FABRICS
FOR JOBBING AND CUTTING-UP TRADE

PERCALES, FLANNELETTES, WASH FABRICS

CANADIAN AGENTS:
John Paterson, 309 Coristine Bldg., Montreal; Wilson & Paterson, 510 Empire Bldg., Toronto

SPECIAL VALUES

Direct from Mill to the Trade through Commission Merchants

Grey and Fancy Worsteds
Blue and Black Serges
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ELASTIC RIB UNDERWEAR
FINE CASHMERE
JERSEYS AND SWEATERS
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Satisfactory Values and Prices
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LADIES' and CHILDREN'S
KNIT SPORTS COATS AND SCARVES
Boys' and Men's Knit Jerseys
Men's Cardigan Jackets
Aviator and Balaclava Caps
And Tam O'Shanters

RUSSELL & CO.

Scotch Cap and Hosiery Manufacturers
ROBERTLAND MILLS
STEWARTON, SCOTLAND

GOOD TAILORING IS LABOUR LOST
IF THE CLOTH IS ILL SHRUNK

MAKE SURE IT IS SHRUNK :: AND WELL SHRUNK :: AND KNOW BY WHOM

THERE'S LITTLE SATISFACTION IN SUCH A STAMP AS "SHRUNK," "WELL SHRUNK," "LONDON SHRUNK," OR "SHRUNK BY LONDON PROCESS." INSIST ON A SHRINKER'S GUARANTEE—ON THE STAMP OF A FIRST CLASS FIRM OF LONDON SHRINKERS—BEST OF ALL ON THE STAMP OF

JENNENS, WELCH & Co., Ltd.,

Cloth Workers and Shrinkers, and Proprietors of the Famous "JENNWEL" Waterproof Finish
LONDON, HUDDERSFIELD and BRADFORD, ENGLAND.
WHEN ORDERING ENGLISH CLOTHS, SAY "TO BE SHRUNK BY JENNENS, WELCH & CO., Ltd."

Your Greatest Asset

MOODIE'S *Peerless* UNDERWEAR

PEERLESS Underwear always means satisfied customers, and satisfied customers are your greatest asset.

Be sure your customers will be satisfied. Recommend Peerless Underwear. Display it prominently. There is no underwear quite so good as Peerless.

Peerless Underwear
Company, Limited
Controlled by
J. R. Moodie & Sons, Limited, Hamilton, Ont.

Satisfaction

Business for you and for ourselves grows only to the extent that we give SATISFACTION in our goods.

You can recommend to your customers—

"Maple Leaf" Brand
and
"Dr. Neff's" Sanitary Underwear for Men

Their satisfying qualities have been ensured by us.

Made in union and two-piece suits.

See our line of Directoire Drawers for Ladies and Children.

Send in a trial or sorting order TO-DAY!

Thos. Waterhouse & Co., Ltd.
Ingersoll, Ont.

Representatives:
WM. R. BEGG & Co., 20 Wellington St. West, Toronto, Ont.
C. E. HOWARD, Coristine Bldg., Montreal, P.Q.
O'BRIEN & ALLEN, Phoenix Block, Winnipeg, Man.

Sold to the Jobbing Trade Only.

Scarfs are Leaders for the Christmas Trade

Ripple Tail Pull-Overs are Good and Knit Underskirts.

FOR the holiday trade in particular scarfs are the most important item in knitted goods. A great variety is seen on the market and all kinds are having a good run. There are the cap and scarf sets for children's wear in bright colors, with white or contrasting stripes. There are the large wide scarfs made or trimmed with angora in big grey or buff plaids. These are made with pockets and a matching or narrow leather belt; some of them are wide enough to reach almost to the wrist. Women find them comfortable for motoring. Prices range from $12.50 to $20.00.

Another good line for the better class trade is that of brushed silk scarfs sold retail for prices ranging around $10.00 apiece. The colors are browns, purple or blues; and their light weight and silky smoothness make them attravtive to the woman of taste.

Rippled Pullover Best

Business in the common or garden variety of sweater coats is rather quiet. A few wool ones are sold, made in combinations of fancy stitches, with sailor, Dutch or full Tuxedo collars. Silk ones are even less in evidence, but that is largely because they are more for Summer wear.

The sleeveless pullover, too, seems to have gone quite by the board. Instead, women are asking for the pullover with sleeves done in a fancy stitch with a ripple tail, a flared or puffed cuff and a ribbon gathering at the waist and neck. Last Summer the ripple tail sweaters were seen only in the hand-knit variety, but this season the manufacturers are turning them out in large quantities, which are just as quickly sold. The ripple, of course, is just a season's fad accompanying the vogue for the distended hipline, and the trade will, in all probability, swing back in the Spring to the plain or fish tail pullover, which is the staple style.

A Wide Range of Colors Prevails

Colors in sweaters are innumerable, but those most fancied are American Beauty first, then begonia, rose, paddy, buff, tan, and blues—turquoise, saxe, and peacock. The remarkable run which yellow enjoyed last season has not been duplicated.

Prices of these lines have not altered much recently, but deliveries are hard to get, and the present scarcity augurs the certainty of increased prices for Spring.

Actual sales of wool knit goods for outdoor wear are largely controlled by the weather. A cold day will mean brisk business, followed by slack trade during the warmer days. But dealers are confident of a good season and the frosty days should be prepared for well in advance.

Scarcity in Yarns

Mills are just now sending out travelers for underwear and hosiery with their samples for Fall, 1920, delivery. The prospect is for nothing higher in prices, due to the increased cost of wool and cotton yarns. Moreover, they say, there is liable to be an absolute scarcity, so that nothing but orders placed early can be sure of being filled.

In women's underwear, there is a

Tan and Brown Set

One can slip these shawl scarfs on so easily and, with the cap to match, they are so smart and comfortable looking that popularity is growing for them. They are promising well for Christmas selling.

strong demand for nothing but the best qualities. Swiss wool goods are beginning to come into the country again and are speedily disposed of.

An item which has received probably more attention already this season than for any whole season before is the knitted petticoat in cotton or wool. The former retails at prices from $1.45 to $1.85, and the latter, $2.45 to $5.00. Colors are mostly grey or navy, but stripes of many hues adorn the bottom portion. From first appearance these are suggestive of one's grandmother and her fear of bronchitis; but a surprising number of smartly-gowned women are buying them for sport wear in the chilly Fall days.

HOSIERY

Winter weather is bringing into the limelight heavy wool hose and silk and wool mixtures. Cashmere in mottled or heather mixtures, and also heavy ribbed lines, which look so well with tan oxfords, are selling. Cashmere stockings are good, too, and strange to say, the chances are that this line will not increase in price next Spring. Buyers who have placed their orders for next year—and most of them did some time ago—say that the prices on cashmere lines will not be higher next year than this. No doubt consumers will be glad to know that something is not going up.

In other lines, the high price of silk has meant increased business for mercerized lisle and fibre hose.

Lace and drop stitch effects are popular and promise to be more so in the Spring. A large number of hose adorned with clox are also being sold.

And, by the way, do you know how clox on hose originated? In the time of Queen Elizabeth, stockings were made of two pieces of fabric stitched at each side. Fashionable ladies, therefore, attempted to cover up the seams as far as they were noticeable with fancy embroidery.

There is a large inquiry in the stores for silk hose in all sorts of evening shades, which, unfortunately, cannot be obtained. Full-fashioned hosiery, too, is another item which customers must often be refused. Glove silk hosiery is appreciated by a growing number of consumers and will doubtless be wanted in quantities for the holiday season.

The Latest in Hosiery

Fashions and fads in New York hosiery are thus reported by the "Daily Garment News," of that city:

"Franklin Simon & Co. is showing some beautiful importations in black hosiery that have elaborate insets of lace. A favored stocking this year is the jet-trimmed one, and these are most effective when jetted sprays are shown on white silk. Hand-embroidery in colors on white or black is used largely for evening wear.

One of the most elaborate stockings that Stern Bros. show is a black silk with inset of lace on the front of the foot and reaching well up the ankle. In the centre of the lace inset is a tiny panel of taffeta, handpainted with miniature roses.

The craze for sequins has found its way to hosiery and many of the evening stockings that have the lace panel are further enriched with a border of sequin trimming around the panel.

The vogue for woollen stockings for street wear which we have borrowed from the English has found considerable favor with smart American women, and most of the low tan walking shoes that one sees on Fifth Avenue, have their complement in ribbed wool stockings—mostly in grey or heather shades."

A NOVELTY SWEATER

A smart and rather unusual sweater was noticed in a Buffalo store by representative of DRY GOODS REVIEW when in that city recently.

The sweater, one of the rippling skirt variety, was of fine reseda green wool. The V neck opened to the waist line, with a vest of white wool attached. The vest was finished at the top with a border of many colors, in rainbow effect, knitted in deep points. The season's brightest and prettiest shades were well represented in this border, perhaps two or three rows of each color being used. The colors were skilfully and harmoniously blended, and the effect very pleasing.

A KNITTED BLOUSE

In New York is seen for sports wear a knitted blouse of fibre silk which should appeal to the Canadian trade in time. It is made simply with short Tuxedo collar and cuffs in fancy stitch and an elastic gathering at the waist.

Knitted Things For Christmas Trade

Illustrated is a baby's jacket in white with blue edgings and striped ribbing; also a scarf pullover for big sister in rose and white. Shown by courtesy of Henry Davis & Co.

DEATH CALLS THOMAS FISHER

The death occurred suddenly, in Toronto, on Nov. 7, of Thomas Fisher, who was born 69 years ago, near Bradford. For a number of years the late Mr. Fisher was a prominent merchant in Bolton, Ont. Twenty-three years ago, he went to Toronto to accept a position with the T. Eaton Company, Ltd., and until the day of his death he had been actively engaged in business. At the time of his death he was a Departmental Manager. His wife, two sons, Herman S. of Toronto and William A. of Buffalo, and one daughter, Mrs. (Dr.) Clark of Kingston, survive him.

The sympathy of the trade is extended to Mr. Geo. W. Booth, manager of George Borgfeldt & Co., Toronto, in the death, Sept. 28, of his aged father. The late Mr. George Booth was born in Manchester, England, 95 years ago and had lived in Toronto for the past 60 years.

The splendid new building of the Holeproof Hosiery Co., London, Ont., is being rushed to completion for early occupancy. It is directly opposite the Grand Trunk station, affording excellent shipping facilities.

21,000,000 Advertisements Four Times This Size

WHEN finer wool can be secured; when better spinning and knitting processes are devised, it *may* be possible to excel the quality in these wonderful children's stockings.

But it is *not possible* to-day.

"Little Darling" for infants, and "Little Daisy" for children up to 12 years, are the best that can be made—a bold claim, but one that thousands of women will grant. Your own judgment will affirm it.

Only fine Australian lamb's wool is ever used to make these soft stockings. If mothers have ever found it hard to procure "Little Darling" or "Little Daisy" hosiery, there was a good reason. Whenever there was a shortage of the proper wool, we had to make fewer of these wonderful stockings. No substitute has ever replaced that wonderful wool.

LITTLE DARLING HOSIERY—for babies and tiny tots up to seven—has silken toe and heel.

LITTLE DAISY HOSIERY—for children up to twelve—has extra strength in heel and toe

Many dainty shades and black.

SUNSHINE HOSIERY REGISTERED

The Chipman-Holton Knitting Co., Limited

"LITTLE DARLING"
"LITTLE DAISY"
HOSIERY FOR INFANTS AND CHILDREN

will be printed and distributed in the best homes in Canada in the next four months. The tremendous selling force of this great campaign will be felt in every live retail store in every province of the Dominion. They have an appeal to mothers that must result in a strong, profitable demand for Little Darling and Little Daisy Hosiery. You will be asked for them shortly. Order a good supply from your jobber.

The Chipman-Holton Knitting Co., Limited

HAMILTON, Ont.

SUNSHINE HOSIERY REGISTERED

"LITTLE DARLING"
"LITTLE DAISY"
HOSIERY FOR INFANTS AND CHILDREN

Silk—"Si-ling"—and STOCKINGS!

HISTORY'S first record of silk dates back to 2640 B. C. At that time, so Chinese tradition has it, the empress Si-ling first gave encouragement to the cultivation of the mulberry tree—the rearing of silk worms and the spinning of silk.

Strangely enough, not even in 4559 years have men been able to equal the humble artistry of the little silk worms of far off China and Japan.

So until something better is discovered Monito Silk Stockings and Silk Socks will continue to look to silk worms as the only originators of the silk from which they are knit.

To sell Monito silk hosiery is to know that you are selling hosiery of purest silk—all silk and nothing but silk.

Moorhead Knitting Co., Inc.

Harrisburg, Pa.

Monito selling service radiates from the following offices:

NEW YORK
200 Fifth Ave.
(428 Fifth Ave. Bldg.)

BIRMINGHAM
12 Potter Bldg.

BOSTON
31 Bedford Street.

ST. LOUIS
520 Wainwright Bldg.

COLUMBUS, OHIO
260 Thirteenth Ave.

ATLANTA
225 Peach Tree Arcade

KANSAS CITY
506 Ridge Bldg.

DALLAS
1019 Commerce St.

PITTSBURGH
3043 Jenkins Arcade

DETROIT
63 University Bldg.

READING
1416 Perkiomen Ave.

NEW ORLEANS
314 Hennen Bldg.

CHICAGO
1000 Republic Bldg.

INDIANAPOLIS
319 Occidental Bldg.

Monito

Pronounced "Mo-knit-toe"

STOCKINGS *for* WOMEN
SOCKS *for* MEN

Circle-Bar Hosiery

Seamless
Reinforced
Sure to give
Perfection in Fit
and
Satisfaction in Wear

FOR WOMEN
In Cashmere, Mercerized Cotton or Silk

FOR CHILDREN
In Cashmere or Cotton

FOR MEN
In Cashmere, Silk or Cotton

THE CIRCLE-BAR KNITTING CO.
LIMITED
KINCARDINE, ONTARIO

Attract the "Best" Custom by featuring "CEETEE"

The "CEETEE SHEEP" trade mark is what your best customers look for when buying wool underclothing—there is only one grade and that the highest.
Turnbull's underwear, which competes with every other manufactured in Canada, sells on merit and every garment is backed by 60 years' experience—it is made in all weights—sizes and prices to suit every requirement—and bears the diamond-shaped label as illustrated.

THE PURE WOOL
UNDERCLOTHING
THAT WILL NOT SHRINK

TURNBULL'S UNSHRINKABLE NATURAL WOOL

The C. Turnbull Co. of Galt, Ontario

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

GUARANTEED UNSHRINKABLE CEETEE PURE WOOL

THIS TRADE MARK IS ON EVERY GARMENT

CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE

Children's Woollies Are Now in Demand

PRISCILLA MADE IN CANADA QUALITY

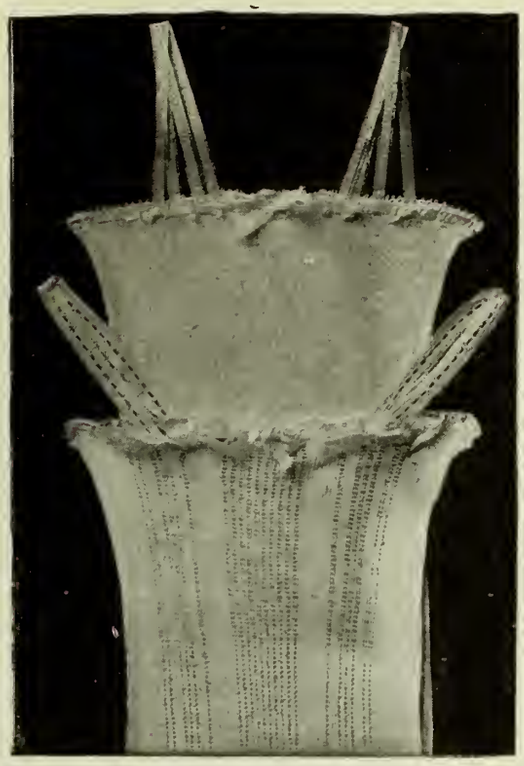
And when you offer your customers such a perfect all-round line of kiddies' woollen garments (a choice of hand knitted or machine made) as

PRISCILLA QUALITY

you are sure of having large and easy sales, because these garments speak for themselves.

So great has been the demand for Priscilla Brand children's garments that we have found our productive capacity over-taxed. We are doing our best to keep up with the demand, and wish to thank our dealers for their patience and co-operation.

HENRY DAVIS & CO., LIMITED - 259 SPADINA AVE., TORONTO



Two of our newest styles that are proving immensely popular.

OXFORD KNIT

Ladies' Underwear

Illustrated are two Opera Vests, representing two of our best selling lines. The upper one is a Spring needle knit with double shoulder straps; the lower one has a drop-stitch pattern with machine-made straps.

The great demand for these two lines ensures their popularity in YOUR Underwear Department.

"OXFORD" Underwear comprises a complete range of ladies' Summer or light-weight garments, —vests, drawers and combinations. Your jobbers can supply you. If their stock is not complete, write us direct.

The Oxford Knitting Company, Ltd.

Woodstock -:- Ontario

Western Representative: T. H. WARDELL, 102 Hammond Block, Winnipeg

We Can Make Immediate Delivery

We have stock on hand of the Ballantyne Glove (Scotch-knit) from which we can fill orders up to a certain extent.

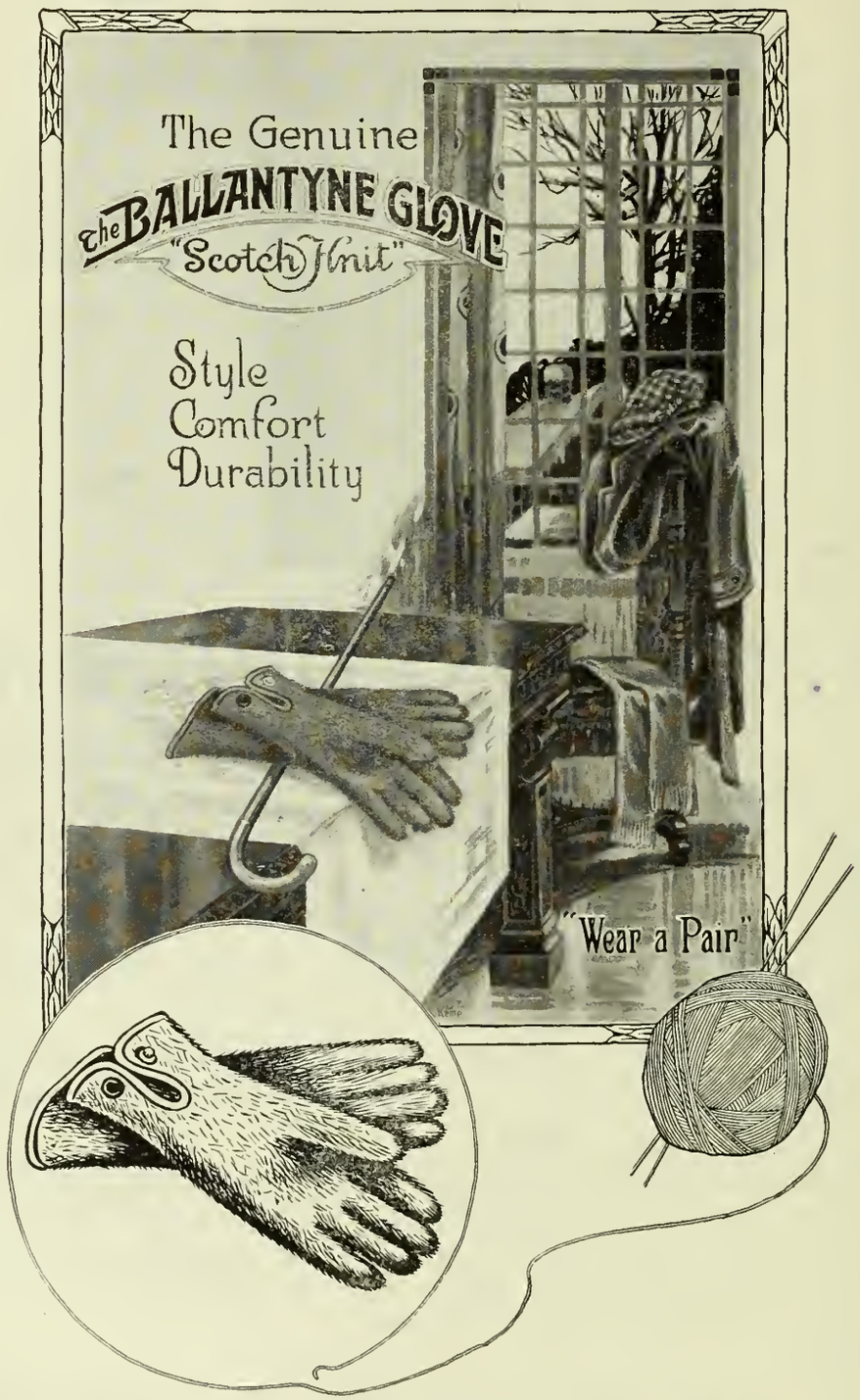
Anticipating a greater demand than ever for the Ballantyne Glove (Scotch-knit), on account of the advertising now appearing in leading Canadian magazines, we have kept our production ahead of our orders so that we have accumulated a reserve stock for the use of our customers during the selling season. This reserve stock will, up to a certain point, fill out broken lines and help out retailers who did not provide for their full requirements in their placing orders, but it will not last long, so we advise immediate orders to secure your share of this stock.

We have in stock the Ballantyne Glove (Scotch-knit), in Heather, Oxford, Grey, Black and Khaki.

Prices:

S. K. 3 Leather binding with dome fastener .....$12 doz.

S. K. 4 Elastic ribbed cuff .....$10 doz.



R. M. BALLANTYNE, LIMITED

Stratford, Ontario

Right *NOW*

is the time to display prominently Canada's best hand-knitting yarns—

MONARCH

—FLOSS
—DOWN
—DOVE

Women everywhere are knitting things for Christmas Gifts. By featuring Monarch Floss, Down and Dove, you can make a record season in the yarn section. Thirty-four beautiful and popular shades. Superb quality every inch of every ball. Experience proves that ONCE a woman uses Monarch yarn, she will be satisfied with no other.
Rush in your sorting orders so you can have a full assortment, and thus get ALL the business that offers.

THE MONARCH KNITTING CO., LIMITED

Head Office: DUNNVILLE, ONT.

Manufacturers of Ladies' Silk Knitted Coats; Men's, Women's, Children's Worsted Sweater Coats, Fancy Knit Goods, Hosiery, etc.

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

BEAVER UNDERWEAR

—Fleece Lined—

For Men and Boys

Combinations and Two Piece

Children's Ribbed Underwear

GUARANTEED for

Quality, Size and Workmanship

BEAVER KNITTING MILLS, LIMITED

ALTON - ONTARIO

Selling Agents:

Ontario and Western Canada
R. R. DAVIS
33 Melinda St.
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Montreal

Vel-Rib

Is manufactured by Bates & Innes, Limited, Carleton Place.
And sold only through the Wholesale Trade.

Bates & Innes, Limited - Carleton Place, Ont.

PETER SCOTT & CO.
Limited

HAWICK SCOTLAND

Manufacturers of *Pesco*

Underwear and Hosiery
For Men, Women and Children

FIRST SHOWING AFTER THE WAR

P E S C O means All Wool or Silk and Wool. Full Fashioned, made on Canadian models to suit Canadian Trade.
Do not place any order for All Wool or Silk and Wool underwear for Fall 1920 until you have seen *"P E S C O."*

Canadian Representatives:

C. & A. G. CLARK, 35 Wellington St. W., Toronto.
R. C. POYSER, 214 Drummond Bldg., Montreal.
HANLEY & McKAY, Winnipeg and Vancouver

One of the interesting sights at the Canadian National Exhibition, showing how Rob Long is assisting returned men back to civil life learning to make the famous brands of overalls.

FAULTLESS
Underwear
FOR MEN

Exceptional for its Quality Comfort and Moderate Price

Dependable Merchandise for your Men's Department

Sure to make Satisfied Customers

Combinations
and
Two-Piece

Scotch Knit Fine Elastic
Heavy Wool Ribs

The Schofield Woolen Company
Limited

Oshawa - - Canada

Malines With Furs the Newest Development

Mid-Season Models Show Furs, Velvets and Rich Materials in Soft Shades With Little Trimming—Activity Continues Throughout the Trade—The Sunny South to be Considered Next.

THE sun is shining on the millinery trade and they are all busy "making hay." Everyone is cheerful. The mid-winter openings were, in most cases, unusually successful. "Business couldn't be better," they say, both in the wholesale and large retail houses; and this while the height of the season was still a few weeks off.

Malines and Fur

Fabrics have changed little since the Fall numbers were announced. Panned goods and brocades are still in the lead. A fad of New York which promises to be very good here is malines, combined with fur or velvet.

One smart model had a brim of fold upon fold of nut brown malines, which turned off the face in a Napoleonic effect. The crown was of nigger brown velvet.

Fur hats are coming into their own, the moleskin being preferred with rabbit dyed in pastel shades as another favorite. Later on, satin promises to be popular when combined with either fur or velvet.

Neither have trimmings developed any new features since last month. Ostrich is still good, but is considered by some to be not so good as anticipated earlier in the season, and will probably not last as long as the glycerined variety. Brocades in themselves are a trimming so that little is needed on these hats. Metal flowers and jet ornaments are much used on velvet and fur shapes. A new idea in facings is to make them of beaver brushed so that it will stand out straight.

One house has been doing a good business in small beaver and duvetyn shapes trimmed with high flower mounts. These hats look well worn with fur coats for they add an attractive touch of color.

Black and Brown Still Lead

Black seems to be the most wanted shade. One dealer claims that 75 per cent. of their business has been in black. Brown is still selling freely with navy and sand following closely.

Hand-made shapes and ready-to-wear are more in evidence than untrimmed or buckram shapes, although the latter are selling better than usual.

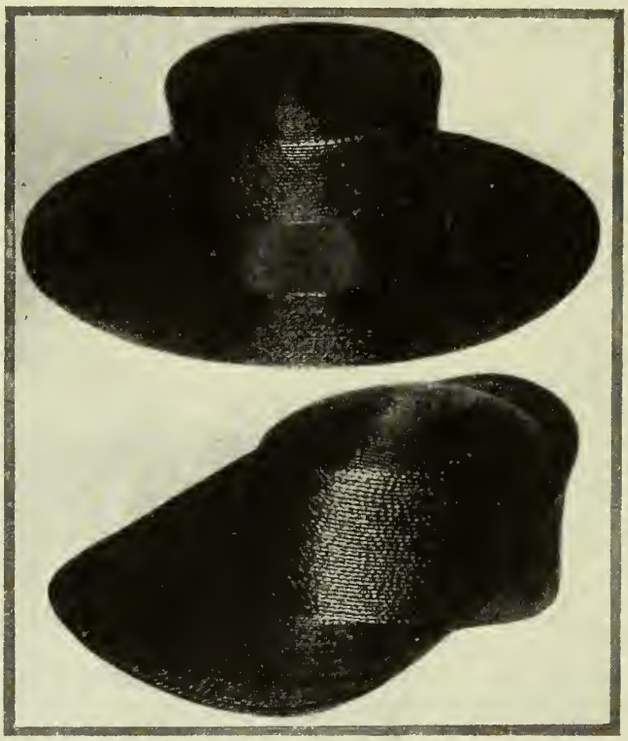
The small hat with a soft draped crown is by far the most fashionable. Crowns even on large dress affairs, are soft and in crush effects. The larger hats still feature upturned brims, some tending towards the Napoleonic type or its variations.

One model that proved attractive at the recent mid-winter opening was of panne velvet in black. A narrow brim turned up at one side was finished with wide black satin ribbon. Above this, and set about an inch back was faille ribbon in the beaver shade; and above that, an inch back, but reaching the base of the crown, was a soft frill of cerise velvet. This would be a smart style easily developed by the average milliner.

In a very short time now, houses catering to the Southern trade will be introducing the early Summer modes. There is little information regarding these to be had so far, but it is quite to be expected that rather strong colors, fine fabrics and a good deal of hand work, even on sport models, will be paramount.

Mr. H. E. Mitchell, buyer for John D. Ivey & Co., sailed for Europe at the end of October and expects to be gone about six weeks.

(See page 78 for "Advance Hints")



For 1920

Smart new straws for next Spring. Shown by Peerless Hats Limited, Montreal.

A Mid-season Model

Henna Cassowary feathers encircle this duvetyn turban in a charming manner.

Embroidery Days Here

Now, if Ever, is the Art Work Department a Paying Proposition — Let Displays Have Full Sway—Make the Very Most Out of Your Stock for the Shadow of Scarcity is Upon Us.

THROUGHOUT November and December, the hands of both novices and accomplished needlewomen are as busy as can be fashioning the hundred and one fanciful and luxurious items of personal and household importance, for which the Christmas season calls. Almost every village and city has from one to innumerable Christmas bazaars at this season of the year, and the observant merchant has long ago learned that the "fancywork booth" is always the money-maker—the feature—of the event. There is many a gift which the men folks look upon as utterly wasteful, but which the receiver cherishes throughout the year, for its daintiness and careful stitches, and which she knows she would never possess if it were not for this very season of giving. And so the dear womenfolk flock to the shops in search of "something to make for Tom's wife," something that Mary wants that the other girls are wearing," "a new sofa pillow for Nell's blue room," "another piece of Madeira to match Mrs. Jones' pieces," etc.

Rearrangements Suggest Sales

All the shop keeper has to do, is to show his goods! Even if his shipments are coming along tardily, he must keep his customers coming along happily, so that they will be eager for every new lot. This cannot be accomplished by arranging a display "once and for all"—even the same goods re-arranged daily will cause customers to notice lines which escaped them before—the color scheme, the designs, the suggestions are surely numerous enough that totally different effects can be obtained by thoughtful displays.

Tidiness and Cleanliness Insure Values

And, above all, the counters, shelves, special sale tables, etc., should be kept tidy. There is no department which assumes an appearance of "junkiness" more quickly than the fancy goods department, when it is allowed to get untidy—with its muss of color, smallwares and unfinished edges of stamped goods! More than that, art work of all kinds sold in these departments deteriorates in value immediately when it looks "much handled." Salespeople themselves can do much in their regular movements to maintain values by themselves handling their stock with respect.

Advances on the Way for 1920

Dealers in the finer grades of wool for art needlework purposes, report an increase of 15 per cent on the price of the best Australian clip for next year. Medium grades, such as Shetland Floss, will probably remain about the same.

The pendulum has swung back to knitting for fancy work purposes, after the brief run in filet crochet, for sweaters, pullovers, etc., during the Summer months, The reason is that sweaters and scarfs of the latter have a summery appearance and not as much warmth as the knitted garments.

Factories are booked until next July with orders for art lines and other materials used in needlework. It would be wise, therefore, for buyers to secure their stocks just as soon as possible, even for next year, for unless some unforeseen event occurs, there is liable to be a shortage. Although deliveries are uncertain now, the indications are that they will be worse next Spring.

Troubles in the fancy goods trade are just as plentiful as elsewhere. Labor unrest in the United States has brought the production there down below normal; and a greater burden—for, in most cases nowadays, an increase in business is considered a burden—has been placed on the Japanese manufacturers. Then, when deliveries are eventually made, there is a shortage and insecurity of help to contend with in the wholesale and also the retail houses here. Nevertheless, the public continues to clamor for more and more toys, notions; in fact, everything of every kind.

The result is that little time can be devoted to the creation of novelties, when all energies must be bent towards producing a sufficient supply of goods already on the market to satisfy the growing demand. Prices are high, of course, but people have learned to accept this condition with very good grace, and have almost ceased to speculate on when they will come down.

Some Good Sellers

Colored embroidery on white linen does not sell generally as well in Canada as in the States—natural color linen being better here. But there is a centrepiece now being shown of white linen embroidered in colors, which seems to be attracting good business, not only on account of its design but of the ease and quickness with which it can be worked. White coronation braid forms the greater part of the pattern, while colors are introduced in the flowers and leaves by means of French knots and satin stitch.

Another line, not so new, but still very good, is the long narrow cushion-top, made of mercerized poplin embroidered in a variety of shades in a single large design and finished with fringe.

Philippine Goods Coming Along Better

Owing to the cessation of floods in the Philippine Islands, early deliveries are insured on Philippine hand-made, hand-embroidered under-garments. The only lines on the market at present are night-gowns and envelopes, which retail at prices ranging from $5 to $25 apiece, and are, of course, interesting only to the most high-class trade. The prospects are, however, that considerably better quantities of this merchandise will be available early next year, and that it will have better sale than ever before, owing to the fact that these high-grade lines are in accord with the public idea of what it wants now.

High Class Baskets Begin To Arrive

Owing to excessive freight rates and the fact that they are charged on space rather than on weight, Japanese basketware, which has been a big Christmas item of recent years, has not been imported into this country in any great quantities this year. Most of our baskets are coming from England once more, but deliveries are somewhat delayed, and even then orders can only be filled in part. One of the leading department stores stated that its English goods were ordered last February and only began to be delivered the second week in November; at that, only one-fifth of the order was coming. The prices of fancy baskets, $8.00 to $25.00, put them in the class of articles for exclusive trade only; that is, for the English baskets which include some fine ones of Egyptian make.

Indian baskets, made of sweet grass, are more popularly priced and are featured the year round by some stores, in a special section devoted to Indian work.

Fancy moccasins, for both children and grown-ups, have been selling well in these departments.

NOVELTY DOLLS

You have been made acquainted with "Splashme's" close relative—"Tissme"—of the coquettish eyes and puckered rosebud lips. But another member of the same family has just arrived from New York in time for Christmas. Her name is "Winkie," and she has one eye completely shaded by a drooping lid in a manner more suggestive of Mickey than of a "perfect lady."

A new Kewpie, too, is expected to make his appearance soon. His chief attraction is an electric light bulb hidden inside his celluloid "tummy." The wire comes out at the feet, where a little stand is ready to be screwed onto somebody's bedroom light.

A ONE-PIECE DOLL

A doll invented by the Brooklyn woman is formed of a single narrow strip of fabric so wound and sewed upon itself as to form the body, arms, legs and dress of the figure.

A new top for New York kiddies is made of wood, in shape resembling a little peasant mannequin. It is nicely finished and painted, and sells over there for $1.00.

A novel paper weight of wood stands as a demure tot, in flaring frock, shiny black hair and slippers. It is priced in New York at $2.75.

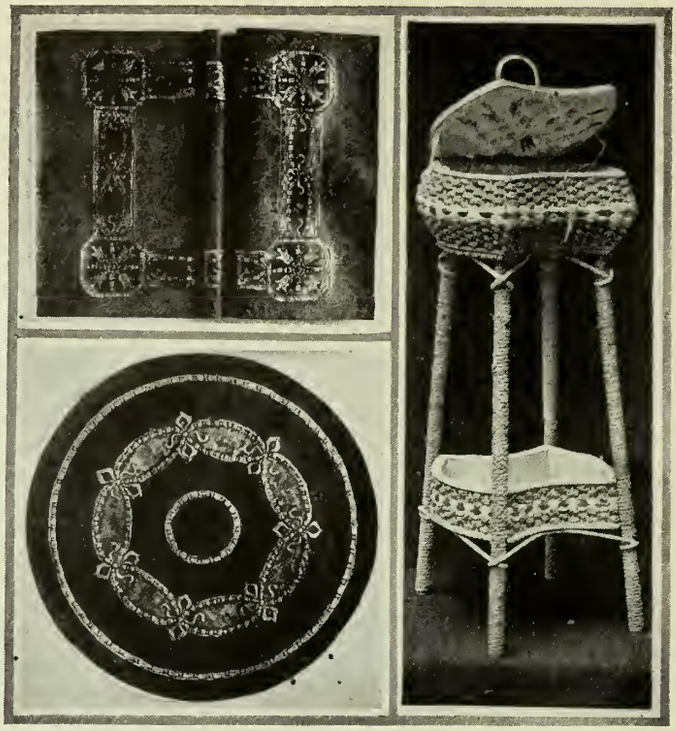
Safety First

All objections to the hat pins on the grounds of their deadliness appear to have been overcome by this clever contrivance. The point may be pushed out and turned down when the pin has been adjusted; and likewise restored to its normal position by means of the disc under the head when the pin is to be removed. Shown by courtesy of the Thompson Lace and Veiling Co.

STIMULATES ART NEEDLEWORK

Splendid Results from Needlework Classes in Retail Store

Stimulating interest, and incidentally sales, in the art department of the Smallman & Ingram store at London, Ont., is receiving special attention this Fall, and, so far, with splendid results. Situated on the house-furnishings floor, it occupies a prominent place near the elevators, and in such a position as to attract shoppers in this section. A feature that is being taken advantage of, to a very large extent, by the women of London, are daily lessons given in art needlework in the department. These are in charge of two competent teachers and women are invited to come and bring their fancy work, and receive instructions, and suggestions as to the newest ideas. Classes are held from ten to twelve o'clock in the mornings and from two to four in the afternoons. The number of women, availing themselves of the opportunity to perfect their needlework, under expert direction, is very large, and the management of the store has found the classes a splendid method of increasing sales in this department. The newest designs for embroidery, and all pattern work are attractively displayed, and any information in regard to the same is readily given. A fine assortment of fancy baskets and vases showing novelty of coloring is to be seen. Sales of the same have been heavy since the inauguration of the classes.



Good Christmas Numbers

In table mats, scarfs, and centrepieces, a new and popular item is the "Levant." It is of imitation leather in soft dark shades of red, blue, and brown decorated with raised designs in self color or gold. Shown by courtesy of Jennings & Wilson.

The work basket illustrated is of braided grass—a new feature in Japanese ware. The color is cream with pink for the sateen lining. This number is for next season's delivery. Shown by G. R. Gregg & Co.

ADVANCE HINTS ON SPRING MILLINERY

Roomy Crowns and Shiny Straws Featured Again

No definite style has been decided on yet for milady's "Easter Bonnet." It will, however, be neither large nor small, but of medium size and may be selected from a variety of shapes ranging from Napoleonic effects to straight drooped brims. The crown, though, will be high and roomy. The straw will be fine and shiny and may be chosen from a gorgeous array of colors: purples, blues, roses, greys. And it is equally liable to be black. This is judging from the advance styles in straw shapes being made up now.

The supply of straw braid is quite secure at present, but dealers are expecting a shortage by the time the season opens. Therefore, they say, let your motto be that of the Boy Scouts—"Be prepared."

Since June last, straw braid has increased from 50 per cent. to 60 per cent. in price. The labor required for its construction into hats is now being paid 60 per cent. to 80 per cent. more for a shorter week's work. Consequently, the consumption of prices is going to be a matter of addition and multiplication only.

Ribbon bands and ornaments promise to be as good as ever on the early Spring ready-to-wears. And ostrich, too, seems to be going to outlast its Winter popularity and lend its bright hues to the next season's millinery.

The Fiberloid Corporation has issued to the trade a most artistic catalogue of its various "Fairfax" lines of ivory. It is a 6 in. x 9¼ in. book, printed throughout in two colors and profusely illustrated.

Troubles in Wheeled Goods

One department in which late buyers this year are finding a considerable advance in prices, is that of baby carriages, go-carts, etc., lines that seem to gravitate to the toy department of most stores. One buyer for a large city store, who placed his orders nearly ten months ago, reports that present prices are running at least 20 per cent. over last year's, and repeat orders will be higher still.

There are also advances on wheeled goods, tricycles and bicycles, in which buying has been very active the last few months. Indeed, one buyer told DRY GOODS REVIEW that he was almost ashamed to tell customers the prices these goods would carry; some of his tricycles running over $35.

The steel strike in the United States is going to have a serious effect on deliveries of these goods as large quantities have still to be manufactured for Christmas trade. Not only did the men go out in the basic trades but in various plants where these goods are manufactured. This is certain to cause a shortage in these goods, and many retailers are likely to go without a large portion of their expected Christmas stocks. Buyers who have been over to the United States report that it is almost impossible to get repeat orders filled, and they must content themselves with what they have already secured. Conditions due to the strike may mean that no further parts can be manufactured in time to make delivery of the completed goods possible for the Christmas trade.

But all along the line reports are coming of disappointments in deliveries as the result of the serious curtailment of production. A manufacturer of stuffed animals of the plush variety has just written to a Canadian importer from the United States that his factory, which one year ago was working with eighty employees, was now reduced to thirty. This is a common story from across the border and will account for delays in deliveries that will be serious this year. One large manufacturer was forced late in September to write his Canadian customers, telling them that he could not guarantee delivery until Dec. 1st for Christmas goods. In some cases wires went back cancelling the orders and there was a shuffle trying to repeat elsewhere or to arrange a substitute.

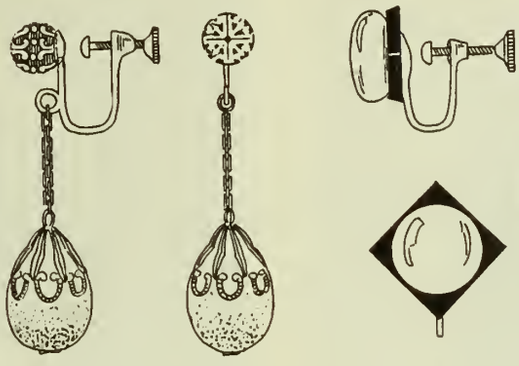
NOVELTIES FOR THE FANCY GOODS DEPARTMENT

A washable powder puff handkerchief. It is a dainty colored handkerchief with a powder puff attached in the centre and a draw ribbon around the puff, so that it need not be seen when not in use. In fact, even when in use the kerchief obscures the puff.

Trimming rings, used on blouses, hats, sports coats, needlework, etc. When ribbon is laced through them, or fancy buttons slipped into them, the trimming effect is good.

Foot muffs for automobiles. Made in suede, imitation leather, plush or cloth.

"Fums Up"—a kewpie-like little doll who turns his eyes and thumbs up, and his head slightly down. He is made of India rubber and squeaks.



Two New Designs in Earrings

On the left is a pair illustrating the use of the imitation antique metal green finish. The bead in the drop section is of robin's egg blue dotted in black. Pearls set in imitation onyx are shown on the right.

By courtesy of Carl Austen & Co.

A Spurt in Beads—Earrings Good—Bracelets in Paris

Beads are showing a noticeable activity on account of their attractiveness as a Christmas item. Although not as popular as when the fad was really in vogue at the beginning of the year, they are as fashionable as they have been any time since, if not more so at present.

Better qualities are being shown, and the average retail price for a bodice length string ranges between $5 and $10. The glass beads are best of a medium size, in almost all colorings, strung on plated chains.

Pearls Revive

Pearl necklaces, too, are stronger than they have been for some seasons. Probably the best seller is the short necklet, priced about $8 or $9 retail.

A novelty on the New York market is called the Zulu beadlove necklace. Each bead has a particular meaning which is explained in a verse accompanying the article. Naturally there are no two beads alike in it.

Earrings, too, are quite important. Plain, close ones of pearl appeal to the more conservative trade, but their size often approximates the circumference of a 10 cent piece. Next to these in favor are earrings of jet. They are all so much in demand that one importer recently disposed of a lot of 1,000 pairs in less than two weeks.

More novel earrings of what might be called a "vampish" type are just now being used. They are in the drop style, a colored glass bead (size of a marble) covered, or partly so with filligree work in antique green finish is attached by a 1½-inch chain to a smaller bead of the same work at the top. Beaded girdles in black metallic effects and colors are on the market. Some of these are in rope style with long fancy tassels; some are woven on the loom and have fringe trimming. Everything for which beads can be utilized is considered saleable this year.

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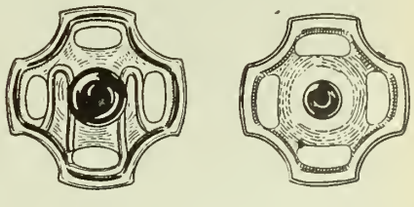
We own or control 5 Canadian Factories.
Some of our lines are
French Ivory,
Pennants, Cushions and Textile Novelties,
Post Cards and Booklets for all seasons and occasions,
Ladies' and Men's Purses, Wallets, etc.,
Souvenir Novelties (biggest range in Canada).
Our Catalogue is worth having.
Our travellers cover Canada.

Bracelets on the Way

The new short-sleeved gowns are preparing the way for many novel conceits in bracelets. Especially are these being worn with evening gowns by women in London, Paris and New York. The new lines are frequently of carved jet or of some precious stone or carved platinum to correspond with one's costume. Bands of black ½-inch or ⅜-inch grosgrain with Oriental jewelled or carved slides are quite new. Upon occasions the debutante fastens a tiny ostrich plume in her bracelet. This season bracelets are worn from three to five inches above the elbow, sometimes with an additional one at the wrist.

New Arrivals in Notions

There is a new snap fastener on the market which will retail at the usual price of 10 cents a card. It is called forget-me-not shape. How near it approaches that design may be estimated from the accompanying sketch. The feature of these new fasteners is that



that they have larger holes than usual type and rolled edges. They are spring snaps and are made in six sizes.

A new detachable button is featured by a Toronto wholesaler. It is a black plush-covered button and has a push stud which pierces the cloth. The button is then squeezed on to the stud firmly and cannot come off unless unscrewed. The stud is about ⅜ of an inch deep.

Mr. Cope, late Secretary-treasurer with the Daly Company, Ltd., Sparks Street, Ottawa, has removed to Toronto, while Mr. Franks becomes merchandising manager with the Daly Company, coming to Ottawa from the Western provinces.

At a time when a successful effort is being made to establish a standard for Winter millinery, there is naturally confusion regarding the correctness of the styles that are shown.

That you may secure models for the Winter Season whose authenticity is unquestioned, we offer for your inspection a line of Gage Hats which may be depended upon to satisfy your customers.

We solicit your business.

Gage
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PRODUCERS
OF CORRECT
MILLINERY

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BAKER HATS

Smartly correct in style, and obviously superior in finish, you will find

BAKER HATS

the ideal line for your Millinery Department.

Increased sales are sure to be yours after introducing to your discriminating clientele BAKER HATS.

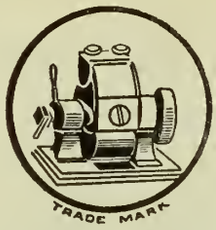
Now sold direct to the Trade instead of through Jobbers as heretofore. Write for samples and prices.

Embossed Satin and Fur Hats now in stock.

Millinery's Newest Touch for Mid-Season.

Toronto Hat Co., Ltd.

76 Wellington St. West
TORONTO - ONTARIO



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Are guaranteed Rainproof. They resist Rain—Dampness—Snow—Sun and Perspiration.

They excel where others fail, and they naturally become the ideal Maline for Millinery and for Maline Scarves, so appropriate for evening wear. They are economic, because **one** yard of Dynamo Maline offers more advantages than **two** yards of any other make. Buy Dynamo Maline, it is the Original Guaranteed **Rainproof Maline.**

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Spring 1920

Latest Designs are now in hands of our Travellers. Wait to see our range.

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"Canada's Exclusive Button House"

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WOLVES and WHITE FOXES
DYED TAUPE and BATTLESHIP GREY

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Manufacturers of

Pure Irish Linen Threads

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Try "FOUNTAIN BRAND" linen thread. It will convince you of its superiority over ordinary brands. Yet it costs no more! Why be satisfied with anything else but the best?

Suitable for manufacturing all classes of clothing and leather products.

½ lb. and 1 lb. Patent Wind Caps. 1, 2 and 4 oz. spools.

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that Madame must have
AN OSTRICH FEATHER FAN
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We have them in all the season's popular shades, and can supply them to match any gown. All the smartest effects will be found in our range, including—

THE "PRINCE OF WALES" FAN

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Specially boxed for Christmas selling.

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Bootees
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SPLENDID SELLERS

We have a complete assortment of both Cotton and Silk Velvet Bags ranging from $5.00 to $8.00 each.

Full Assortment of

BEADS

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In Bottles

PEARL BEADS

All sizes—14 to 54 inches

JET BEADS

FANCY BEADS

Wishing Our Many Friends the Season's Compliments and a Prosperous New Year.

WRINCH-McLAREN, LIMITED

77 WELLINGTON STREET WEST
TORONTO

Accessories for the Holiday Season

NECKWEAR

The fact that women are laying aside their suits for the modish one-piece dress has meant the replacement of the long vestee by the shorter modesty gilet with a narrow matching collar. These are made chiefly of net and laces—real laces to a great extent. Some satin and Georgette is used also, but there is a tendency for them to be falling off.

Some pretty sets are shown in lace and net; the later ones have rather deep cuffs to give a dressy effect and some are wide in the cuff measurements in order that the cuffs may fit under the edge of the popular elbow or three-quarter kimona sleeves of the fashionable blouses.

For separate collars or sets, the plain flat styles are selling well. Some for tailored garments are round and some are in a short Tuxedo effect. Sailor-back collars for frillings are being shown scarcely at all.

Although large jabots with high collars in net or lace are not being worn extensively at present, retailers are getting in a generous supply, as they are anticipating brisk business in this line when the colder weather is more general. Many women find them a dainty necessity for wearing with fur coats.

The neckwear trade, as a whole, is rather quiet just now, but manufacturers of neckwear alone are put to it to make deliveries and keep up with their orders when help is so hard to secure.

OSTRICH FEATHERS

Popularity of Fans Brings Out Two Novelties

While the millinery trade has not taken up ostrich trimming to the extent which was anticipated by some earlier in the season, ostrich has nevertheless come very prominently into vogue. For evening gowns it is especially popular, a great variety of bandings and fringes being shown as well as fancy mounts. Perhaps the greatest consumption of ostrich for this year, however, is for fans. As already described in previous issues of DRY GOODS REVIEW, both the curled and straight feathers make fashionable fans, and they are seen at every ball and many informal dances and parties. With this to go on, the Prince of Wales visit has proved the inspiration for novel uses of ostrich, and so, during the last month, while his popularity has spread from coast to coast, the "Prince of Wales" fan has developed. Naturally this fan is fashioned after the Prince of Wales crest, bearing the three plumes. This newest fan has the three curled plumes of the longest and most luxurious type procurable.

Another novelty which has come out with the rush of the social season is the "Jazz" fan. This may be constructed of one single feather, uncurled usually, or of two or three feathers fastened into one single holder. In any one case the handle is usually of ivory or tortoise. There are some which have mottled handles to match the feathers.

Turquoise blue and black are the best sellers in feather fans, though a considerable number of capucine (nasturtium), rose, canary, salmon pink, coral, sky, lemon, and peacock are sold also.

UMBRELLAS

Little can be said regarding umbrella fashions, for no decided change is noticeable either in handles or covers. For handles, bakelites and cords are still used; also dainty silver tops, having silver chains for the wrist.

The demand for colored silk covers is very strong, but these materials are in most instances difficult to procure. Navy seems to be the most popular, though some reds are asked for. New York reports state that red is very much in demand, in keeping with the prevailing vogue for that shade.

Children's umbrellas are having a good run just now and are found to be attractive for holiday giving.

No doubt, the next few weeks will see some novelties develop in fancy parisols for the Southern trade, but Canadian manufacturers, as yet, are busy filling orders for the holiday season.

A Last Minute Novelty

The Jazz fan showing three uncurled ostrich plumes held into the new stationary holder with ring handle.

HANDBAGS AND PURSES

An Increase in Price Promised for Near Future

Nothing has yet been produced to supersede in fashion's favor the velvet or brocade handbags with silver or tortoise shell frames and chain handles. The T. Eaton Co. are showing some rather novel designs made of painted ribbon picturing two little birds on a limb, and also cameo effects. Big business, however, is still done in the plain black velvet, moirees and in broaches that match the gowns or wraps with which they are worn. Of late there have been several numbers shown in flat purses and canteen bags, made of brocade, used similarly to leather. This may be due to difficulty in securing the fancy fine leathers, or to the vogue for brocade, but so far it remains for the public to decide whether these will become sellers of any importance.

All these fabric bags, though, are sold for dressy wear, and their vogue does not interfere in the least with the volume of trade being carried on in flat leather purses, having numerous compartments and top or side straps and novel gift bags developed from the canteen idea. These are all still being turned out in large quantities, but—as the Tommy said when told that 5,000 Turks had been massacred—"'Taint enough."

One manufacturer with a staff double that of last year and working overtime is continually having to refuse orders. "What's the use," he said to DRY GOODS REVIEW, "of working our design department and trying to introduce new styles at a loss when we're not able to fill our orders for staple lines? It would be absurd."

Under such conditions, prices are bound to be higher, and dealers may look for an early advance in the cost of the finished article when, added to this state of affairs, even the little metal trims have increased 66 per cent. during the past month.

LACES AND EMBROIDERIES

Laces are having the biggest run they have had for some time. Some firms are doing about five times their normal business. All lines are good and the better the laces, the bigger the business

they command. Embroideries are not so good as they should be.

Irish, cluny, filet, in fact, all the best laces cannot be obtained in sufficient quantities to satisfy the inquiry. People are wearing them on all sorts of garments and accessories; narrow laces for neckwear and lingerie, wider ones for camisoles and evening gowns. If the rage continues and increases, it is possible that men may revert to the garb of chivalry and wear dainty edgings on their cuffs and revers! One never can tell, can one?

Buyers from Nottingham state that the makers there are simply swamped with orders. There is no real scarcity, however, and dealers are generally able to fill their requirements if they can pay the price—often two or three times what it was in normal times The industry in France and Belgium, of course, is only just picking up after the crippling it received from the war. China, it seems, is supplying the bulk of the world trade.

Amongst the cheaper grades there is a new lace on the market made in imitation of hand crochet. It is made in a wide, pointed design with narrow matching insertion for shoulder straps.

Metallic laces are being sold just as fast as they can be made or imported, but this is not very fast on account of the sub-normal capacity of the manufacturers and the extent to which metallics are being used for hats and dress trimmings.

Both silk and cotton nets are good. Some claim that they are better than they have been for ten years. One firm is booked up until next May for malines. Their price, too, has advanced with the demand. A line of colored nets which were being sold at 85c a yard by a certain wholesaler, was increased to almost that price by the manufacturer less than two months after the first lot had been purchased.

Even allover laces are coming in for some business after a long rest on the back shelves; and, for the best trade, Spanish lace scarfs are good, priced as high as $20.00 to the retailer.

And, speaking of laces, there has recently been an interesting exhibit of ancient and modern laces shown in the Bush Terminal Sales Building, New York. All the pieces are exceptionally beautiful, but many are also important for their historic significance. Rare examples from all countries were to be seen, made not only in this century, but in past ages also. $3,000 was the value set on one piece from Flanders. It was the most valuable piece for its size, being only a small square in the "quatre tetes Casquees"—an intricate design which, under the microscope, reveals four heads in profile.

Another remarkable piece was a long coat made of "Irish" by Miss Mary Hakim in Syria. The pattern represents various birds, animals, flowers and trees. It took seven years in the making and is valued at $20,000.

There are many fine specimens of hand-made laces of various types and dates in our own Royal Ontario Museum, and it would be time well spent if buyers and salespeople visiting Toronto allotted as much as they could spare of their time to studying the treasures in lace, fabrics, trimmings and designs which that museum contains.

Exquisite Intimes

Burdened with a luxury of silver thread embroidered on black chiffon, this daintily fashioned underskirt has an appealing loveliness which should make it a good Christmas seller to the exclusive trade even though it had not its high rank in present fashions.

The camisole of flesh crepe de Chine derives much of its charm from black Spanish lace veiling.

GLOVES

The most popular design in gloves, both fabric and kid, have gauntlet wrists. Kid gloves, however, have become so high-priced that an exceptionally large volume of business is being done in fabric lines.

Silk, especially, has jumped into prominence and the price has jumped to an equal degree.

Long white kid gloves, which were practically off the market during the war, are now becoming a big item for evening wear. Old stocks have been cleared out, but when buyers attempt to make replacements, they find that a 16-button length which they had been retailing for $2.50, will now have to be sold for $4.75.

Short sleeves are in vogue this Winter for afternoon wear, and it is highly probable that they will continue to be worn on into the Spring and Sum-

mer. Wherefore, it behooves the merchant to make preparations by providing himself with a suitable stock of elbow-length gloves. This requires some foresight, when one remembers that it is necessary to place orders about 4 months longer in advance than formerly.

A Canadian glove man, who has returned after a trip to England and the Continent, declares that those who are in a position to know, state that it will be two or three years before the top in glove prices is reached. The shortage of supplies is greater than most people have any conception of. In Brussels kid gloves were selling at $5 a pair.

RIBBONS

In ribbons, as in almost everything else, buyers are experiencing difficulty in procuring anywhere near enough merchandise to satisfy the trade. Factories to-day can produce only about one-half the amount produced two years ago. And business is just about twice as active.

Wide ribbons embroidered in silver or gold thread are selling well for bags, hats and dress trimmings. The price varies from $10.00 to $22.00 a yard retail. Half and three-quarter-inch widths in similar ribbons are good also for trimmings.

All sorts of lingerie ribbons and made-up novelties are wanted this month and next, of course. The Robert Simpson Co. are showing a neat duplex handbag made of black faille, having a carved silver frame. The ends of the chain are fastened on opposite sides of the frame to prevent the sides from falling open when unfastened. It is really two bags, pear-shaped and joined together at the bottom so as to provide a compartment for carrying gloves or a handkerchief.

Eaton's have wide black velvet ribbon with painted patterns in simulation of bead work. The designs are various. One represents a lady's head, framed much after the fashion of a cameo. Others are of birds or flowers. The motifs are far enough apart that one is used for each side of the bag without any waste of ribbon. They also have a clever little tam made of two-inch apple green velvet ribbon seamed in rows and slightly shirred on top. At the very centre of the crown is a piece of the ribbon 3 in. long, reaching over to one side where it is finished by a 3 in. silver tassel.

C. P. Pearce, who has control of Dent, Allcroft & Co. interest in Canada, has returned after a four months' trip to various glove and leather producing centres in Europe.

A by-law at Pickering, Ont., will be considered on Nov. 17, whereby among other projects aid will be given to the Sunny Dress Company, a new industry in that town.

An Attractive Set

No gown would look plain with this dainty shirred bertha and cuffs of white Georgette crepe trimmed with hemstitching and Valenciennes lace. Made by A. Bruce Finnie & Co., Montreal.

VEILS AND SCARFS

Veils continue to play their prominent part in milady's millinery. Wherefore, the effort being made by the New York Association towards popularizing veils as Christmas gifts, should meet with strong approval and support by all retailers. There is truly no reason why these handy little accessories should not be appreciated as much as gifts of handkerchiefs, neckwear, gloves, etc., and last year a number of merchants realized big returns from featuring smart veils as gift articles.

The wide hexagon mesh in the Shetland variety is by far the most fashionable in both large and small veils. Drape veils in this mesh are especially good when finished with a plain woven border about two inches in width.

In a close-fitting veil, the "Mitzi" is well liked still for it combines serviceability with a chicness derived from a one and a half inch border of silk which passes around the neck and ties at the back of the hat in a bow with streamers.

A Novelty Offered

A new design in veils known as the Small Hat veil is attractive because of its extreme neatness. A band of silk sewn on at the centre fits snugly around the neck and fastens at the back with a dome. The veil, being thus correctly adjusted over the face, can now be carried across the hat, covering it completely, and tying at the back.

The richness of the brown shades keeps them in demand along with blacks, navy and some taupe and grey tones.

Sequins Prominent

The newest evening scarfs are of net embroidered in sequins in a variety of fanciful designs, and these are selling quite freely along with the sequin embroidered net and also tinsel lace tunics. Sequins in black, deep blues, the irridescent "fish scale" shades and pinks are all seen a great deal at the dances, dinners and parties which are now in full swing. Scarfs of Spanish laces in both ivory and black are also worn a great deal by fashionable folk and, no doubt, all of these will be good holiday numbers for the majority of merchants.

BUTTONS

Buttons Are Losing None of Their Importance for the Mid-Winter and Advance Spring Fashions

For Spring, celluloid, glass and pearl are the leading numbers again, with glass and pearl of chief importance. Naturally, for the dainty summery gowns and silk blouses, the small type of button is preferred for trimming. Many of the new lines are shown in bright colors, which is quite a feature. These are made up in oval, round and square shapes, frequently trimmed with gilt. All light shades are selling well again. The prevalence of braiding, embroidery and beading on blouses and dresses, always gives place for trimming-buttons as well. These, in tiny sizes, are used in rows close together. Good business is being done, too, in the more subdued types for suits. Spring suits will have quite a good representation of buttons throughout.

Just now, plush buttons are reported as very active, and it is expected that demand will be steady until January or February for these. Sizes from 24 to 60 lignes are the most active at present.

A RAINY DAY NOVELTY

A Chicago firm is featuring a "hat shield," made of slate grey rubberized cotton. It drapes from under the brim, out over the edges, covering the entire top of the hat, and buttons in scarf effect, either at the back or under the chin.

A fire of unknown origin completely destroyed McNeill's dry goods and grocery store at Haileybury, November 3. The building was insured for $1,000 and the stock for $2,000.

IMPORTER MEETS DIFFICULT CONDITIONS IN ENGLAND

Mr. F. R. Turner, of Ladies' Wear, Limited, Toronto, has recently returned from Europe with Mr. Goforth of the same company. Mr. Turner found buying a very uncertain business when prices were so unstable and liable to increase 10 per cent. the day after placing an order. It was necessary to buy at open prices and with most indefinite promises of delivery. The English Government's system of paying the unemployed, Mr. Turner told DRY GOODS REVIEW, was certainly a bad thing for industry. If a lace worker in Nottingham, say, earned only 26 shillings a week when employed and could get 25 from the Government when unemployed, it was certainly not in her interests to go to work.

The railway strike and consequent difficulty in getting transportation contrived to make the trip rather unpleasant at times.

NOVEMBER 1 NOT TOO EARLY

Smallman and Igram, London, Ont., make it a point always to have Christmas goods displayed during first week of November, readjusting other departments accordingly.

Early preparations for the Christmas trade are always the rule in Smallman and Ingram's departmental store in London, Ont. "Our Christmas trade really opens the first week of November," Mr. J. T. Doherty, of that store, told DRY GOODS REVIEW, on the occasion of a recent visit. "Of course, there is not a great rush at so early a date," he continued, "but by getting the stuff out where people can see it, we start them buying, and by the middle of November there is usually quite an activity in Christmas lines."

Fashions in Paris

Note the arrow pin in the hat at the left.

The Latest in Gloves

Gauntlet wrists finished with a strap and pearl fastener are the fashionable features of these soft cape gloves. Shown by the Acme Glove Works Montreal

Various departments are rearranged to provide accommodation for Christmas goods. Dress goods are generally crowded into half the usual space to make room for novelties. Dress goods are not usually big sellers in November and December, as they have been pretty well bought for Fall and Winter wear, at an earlier date. All sorts of novelty lines sell well at Christmas, and they are given the foremost position at this season. Fully fifty per cent. of the linen department is given up to the sale of such articles as manicure sets, handkerchiefs in fancy designs, etc. The store throughout is always decorated with the colors of the festive season, and the spirit of Christmas is uppermost in every department for several weeks before the day. This policy of starting early, Mr. Doherty states, is one that has worked with great success in the Smallman and Ingram store.

Toytown in the basement of the store is the mecca for hundreds of boys and girls during the Christmas shopping season. The bazaar of everything conceivable in the way of toys, is a feature that is always attended with great success. It is also ready six weeks before Christmas, and all the boys and girls in the town are invited to come and see it. In the way of business, it is a big revenue producer.

Turner & Ward, 2790 Dundas St. W., Toronto, have put in a line of dry goods and men's furnishings.

A Striking Costume

Luxurious fur coat worn by a smart Parisian over black velvet heavily embroidered.

This Trade Mark is your guarantee

and the name Perrin is one of your big sales assets. To tell your customer that the glove he is trying on is a Perrin glove is all that is necessary to close the sale. Are you running your business without this asset?

"Kayser" GLOVE
REAL CHAMOISETTE
MADE IN CANADA

That trade mark is the symbol of elegance and dependability in gloves of the Chamoisette variety. You give your customers their money's worth when you sell them the "Kayser" Glove. You cannot afford to offer them less.

P. K. Company

Successors to

Perrin Freres & Cie

Sommer Bldg. Montreal

J.C. AMERICA'S BEST RIBBONS

Constance Binney
star in "39 East"
wearing afternoon frock of Satin
with trimming and overskirt
of "J. C." Democracy
Gros Grain Ribbon

Only the unusual and unexpected touches of style capture the attention of discriminating buyers. No other trimming produces these deft touches so readily and richly as ribbons — as witness the illustrated dress creation trimmed with

"J. C." RIBBONS

AMERICA'S BEST—There's one for every dress need—buy them by name—

LADY FAIR	TROUSSEAU	SANKANAC
SATIN DE LUXE	VIOLET	DEMOCRACY

(All registered trade mark names)

JOHNSON, COWDIN & COMPANY, Inc.
"America's Best Ribbons"
40 East 30th Street New York

Christmas Neckwear

that is
decidedly "different"
in
Style, Quality and Finish

LACE TUXEDOS

SCALLOPED EDGES
(For Rounding Necks)

JABOTS

GILETS

SETTS

and

all popular Neckwear Lines

Phoenix Novelty Company

TORONTO
154 Pearl Street

FLATO
"Society" Sport Veil
Self-Selling
A hustling little salesman—is that smart "Society" Sport Veil Cabinet—the one we show on this page. And mighty successful, too.
First, it brings to your store, at considerable saving—a half gross of the most durable sport veils you've ever seen—in six delightful motifs (two cabinets to a one-gross container).
Then it stands untiringly and conspicuously in its allotted place—and without further prompting from any of your employees—proves one of the ablest, and undoubtedly the least expensive salesman on your whole staff. This little cabinet is the best investment in the veil and notion departments the country over.
Sold through wholesale distributors only. Communicate.
Herbert B. Lederer Co.
A CORPORATION
Manufacturers and Importers
91-93 5th Avenue, New York City
Society Sport Veils

MADE IN CANADA

ChamoSuede
REGISTERED

Griffin Gloves

for Christmas

Here is a line quickly appreciated by the buying public. A pair of GRIFFIN GLOVES represents the features of an ideal gift—smartness, usefulness and durability.

Feature them in your
GLOVE DEPARTMENT
this Christmas

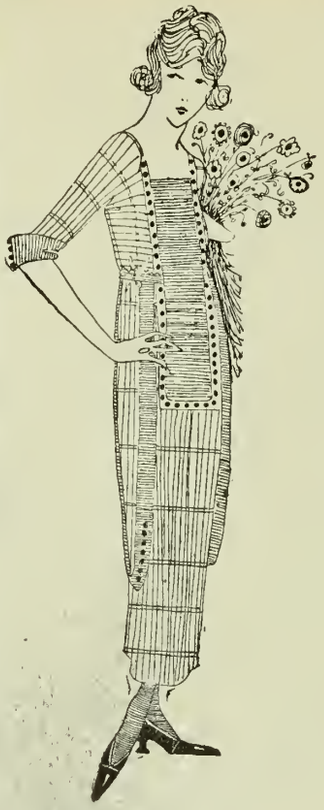
CHAMO SUEDE DUPLEX CHAMO SUEDE AND SILK

Griffin Gloves Limited

TORONTO

Sole Selling Agents:
Richard L. Baker & Company
84 Wellington Street West, Toronto

Griffin Gloves
TRADE MARK



BUTTONS

Tailors'
Small Wares
and
Fancy
Trimmings

Our stock is always complete, and represents the best selling lines you could handle. Send for samples.

THE ONTARIO BUTTON CO.

LIMITED

KITCHENER - - ONTARIO

THE HOUSE OF STYLE & SERVICE

Last Minute Needs

can be quickly filled
from
Our well assorted stock of
HANDKERCHIEFS

Plain—Fancy—and Boxed

Also other lines we carry such as

NOVELTIES
EMBROIDERIES
VEILINGS
LACES, ETC.

Westlake Brothers, Limited

24 Wellington Street West, Toronto

Successful Corset Departments

"There are three reasons why we stock Gossard Corsets"

writes

ANGUS CAMPBELL & CO., Ltd., of VICTORIA, B.C.

Corset Department of Angus Campbell & Co., Ltd., Victoria, B.C.

1st. Because they are "The original and unequalled expression of front-lacing Corsets."

2nd. On account of the ever increasing demand, they give a substantial turnover for the stock carried.

3rd. They are the means of bringing scores of satisfied customers to our Corset Department and Store.

The "front-lacing effect of Gossard Corsets" gives comfort and the correct support that nature demands—this, combined with perfect style, and the excellent material used in their fashioning, permits us to give our customers an unequalled Corset Service.

We find Gossard Corsets and Brassieres a valuable asset to our Corset Department.

ANGUS CAMPBELL & CO., LTD.

The Canadian H. W. Gossard Co., *Limited*

284-286 West King Street TORONTO, CANADA

Swiss Ribbons in Stock

With the arrival of complete consignments we are now able to offer the trade Swiss Ribbons in all the popular numbers which have been so long off the market.

Now Is The Time

to get your supply of up-to-date, fresh

SWISS RIBBON

Buy while our stock is complete.
Every imaginable color and quality.

Prices are low in comparison to most goods. There is every indication, however, of an early advance. Those who buy now will obtain the best prices as well as the best assortment.

Samples gladly submitted.

RIBBONS, LIMITED

TORONTO
100 Wellington St. West

WINNIPEG
McDermott and Arthur Sts.

VAN RAALTE *Veils*

The demand for veils will be unprecedented this Winter—the gayest veil season of history. Particularly Van Raalte veils with all their distinctive new patterns and their dependable meshes. Write for samples or have your New York representative call upon us.

E. & Z. VAN RAALTE, 5th Ave. at 16th St., N.Y.C.

Chicago Office: 105 South Dearborn Street

ACME
TRADE MARK

SPRING 1920

KNITTED GOODS

Many merchants who find themselves short on knitted goods to-day are making sure of Spring 1920 deliveries by placing their orders with us NOW.

We strongly urge *every* merchant to place immediately. Our salesmen are at present showing stylish Acme models for 1920.

Acme Glove Works
Limited

MONTREAL

Newest Parisian Novelties

Gold and Silver Embroidered Georgette Crepes For Evening Wear

REPRESENTATIVES ARE NOW SHOWING:—

Embroidered Voile Flouncing
Embroidered Voile Allovers
Metallic Laces, Flouncings and Bandings

— In Gold and Silver —

FOR JANUARY AND SPRING DELIVERY

We advise placing orders early to insure delivery

Manufactured by

H. P. RITCHIE & CO.

38 CLIFFORD ST., TORONTO

The "PERFECT" Sport Veils

in half gross cabinets

Handkerchiefs

We have now in stock an excellent assortment for the Holiday Season.

Georgette Crepes

We have a wonderful line of this extremely scarce article, in the newest evening shades.

Also BLACK *and* NAVY end of November.

Dress Trimmings

We have just been advised of a new shipment direct from Europe, of the latest trimmings for evening gowns.

We will be pleased to send a small shipment on approval.

Mail orders promptly attended to.

The Thompson Lace & Veiling Co., Limited

YORK and WELLINGTON STS. TORONTO

The Useful Gift Par Excellence

The Famous Dent Gloves!

If you handle the right merchandise you can be sure of your share of Xmas trade and profits.

"Useful Gifts" will be the slogan this Xmas, and Dent Gloves are famous the world over for utility, quality and good value.

Let Dent's solve your customers' wants in the glove department this Xmas.

Our travellers are now showing samples of the following goods for immediate delivery. Kids, Suedes, Capes, Washables, Mochas, etc., and in Wool and Fur-lined Capes and Mocha Gloves and Mitts; and Fabric and Woollen Gloves. Anticipate your sorting requirements from our present range—many lines it will be impossible to duplicate.

Prompt attention to mail orders.

DENT, ALLCROFT & CO.

128 Bleury Street
MONTREAL

Factories: Loretteville, Que. London, Ont.

SLIP-ON VEILS

Wide range of popular meshes, with many extremely smart and becoming designs in Chenille, Silk, etc.

Bonnie-B

Unexcelled for long wear, neat appearance, and soft finish.

HAIR NETS

Silk and Human Hair. With or without elastic. Fringe and cap styles. Sturdy and neat.

Large Stock always on hand

THE BONNIE-B COMPANY

TORONTO—156 Yonge Street NEW YORK—222 Fourth Avenue

REMOVAL NOTICE

Independent Silk Co., Ltd.

formerly on McGill Street, is now located in their new factory and office

350-360 St. Paul St. East, MONTREAL

The larger facilities of the new factory will enable us to supply a still greater demand for Canadian-made

SHOE and CORSET

LACES

SILK COTTON MERCERIZED

How Is Your Stock of

TRANSFER POINTS AND SINKERS?

I am in a position to make immediate delivery as I have a large stock on hand.

Quality Guaranteed Prices Right

CHARLES B. PAULUS

1516 68th Ave.,
OAK LANE, PHILA., PA.

Correspondence Solicited.

Excellent Idea!

Just the thing for that assistant of yours, whom you would like to remember at Christmas time.

A subscription to DRY GOODS REVIEW. Only two dollars for the whole year.

ESTABLISHED IN 1852

Moose Head Brand FURS

Far Famed For
Distinctive
Smartness
and
Irreproachable
Quality

Send for Catalogue

L. Gnaedinger Son & Company

90-94 St. Peter Street, Montreal

Among Toronto Furriers

A Record Catch, a Record Season and a Record Shortage Seems to Characterize the Fur Trade of the Present Season—Prices to be Higher a Year Hence.

IN spite of the prolonged warm weather which has retarded the retail fur business to some extent, and even though observers of the chipmunk predict an open Winter, wholesale dealers are anticipating a long cold snap later on to judge from the way orders have been piled up around them. The demand is the biggest in years. One wholesaler and manufacturer is six weeks behind with his orders and has refused to accept any for Hudson seal coats until after Christmas, and others are in a similar position. The scarcity of help is the biggest problem to be faced. Next to that is the scarcity of skins.

Hudson seal is easily the leading line. And the most fashionable style in coats is the short sports jacket made with a decided flare and having a gathered shawl collar which fastens up snugly under the ears. Most models are trimmed with contrasting fur, mole, beaver, grey squirrel, opossum, skunk or sable on the collar, cuffs and hem banding. These latter furs are also found made into complete garments.

Of course such a style is only a fad of the season, and its utility is appreciated most by women that can afford a longer wrap for more formal occasions. Conservative customers are buying a loose-fitting, standard design varying from 30 inches to 36 inches in length and made of the Hudson seal. Such a coat is appropriate for almost all needs and may be worn more than one season without remodelling.

Next to coats, most attention is being paid to long scarfs made straight or with a cape back, often finished with pockets and belt. Opossum, seal, sable, or beaver are all good for this purpose.

Stoles of Canadian fox, both cross and silver, are selling well in animal style, with melon-shaped muffs.

Linings both on garments and pieces are very gay, brocaded silks and printed pussy willows being best.

The fact is that every sort of fur available has a ready sale, and the industry is being put to much trouble to begin to satisfy the demand. The finest qualities are going best, as is noticeable in practically all lines of merchandise.

The rabbit breeding industry has been flourishing excessively lately and promises to be a fine thing for California owing to its climatic conditions and its facilities for growing barley and other necessary grasses all the year round. And yet, so great is the scarcity of pelts that buyers returning from Paris have remarked on the fact that skins of dogs and cats have appeared in exclusive shops, well dressed, of course, and cleverly made up.

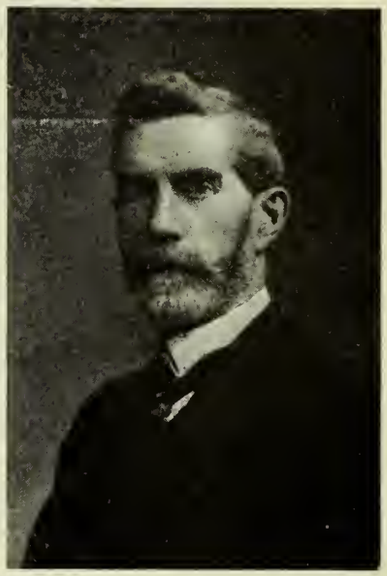
Upheavals in Russia which have outlasted the war are to some extent responsible for this scarcity. An abnormal demand, coupled with the shortage of labor, are additional factors. So long as Persian lamb is practically off the market, other furs will be in slightly greater request and the prices consequently higher. When the Russian market is opened prices will probably be reduced to a similar degree even though other conditions are unchanged. So far, however, no hope can be given of any reductions in furs.

It is stated by a prominent dealer in muskrats that we will face a shortage of these skins before the end of the year. Five years ago, in the States there was a surplus of thirty to forty million rats—to-day, this is entirely gone. The catch last season was a record one, and yet it too has been consumed. Even if the catch next season is equal to this one there is bound to be a further shortage owing to the fact that this continent must supply the European market—formerly limited by the war—and, unaided, too, by Russia. "Without the use of ponies, sealines and marmots, furs would be at a premium, especially good furs for coats," said this dealer.

COMPLETES 50 YEARS' SERVICE

Mr. Edwin Farrow, one of the directors of Richard Haworth & Co., Ltd., has just completed 50 years of service with the firm, and the staff presented him with a silver tea and coffee set and a silver tray. The presentation was made on Friday, September 12th, where, at the special request of the staff, Mr. Haworth took the chair.

He referred to Mr. Farrow's and his own early days with the firm, and to the half a century of faithful service Mr. Farrow had rendered to the firm. He



MR. EDWIN FARROW.

also spoke feelingly of the blow which had befallen Mr. and Mrs. Farrow in the loss of their two sons in the war.

Mr. Chester Haworth, in making the presentation, asked Mr. Farrow to look upon the gifts, not only as marking the staff's appreciation of his honorable service, but also as a token of good fellowship.

In response, Mr. Farrow said that with one exception he was the oldest worker of the firm. He could remember how, as a lad, he felt proud that the firm had for its head so fine a man as the late Mr. Richard Haworth, who had given him his start in life. He expressed his gratitude to Mr. Haworth, their present chairman, and to Mr. Chester Haworth, and the other directors, and to the representatives from far and near, many of whom had thought that the celebration of his jubilee worthy of their attendance, and indeed he was grateful to all the members of the staff whose presence and interest in his jubilee touched him deeply.

After the presentation, Mr. Haworth announced that in celebration of the event, the company were setting aside the sum of £1,000 as a fund to be known as "The Richard Haworth & Co. Benevolent Fund," the object of which would be to help members of the staff in cases of sickness or distress. The fund would be administered by a committee, and Mr. Haworth intimated that from time to time he hoped to make additions to the fund.

WITH THE RETAILERS

L. L. Brown, of Murray-Kay's Ltd., in outlining the present situation, stated to DRY GOODS REVIEW that during the past three years the fur business, as a whole, has been exceptionally good, but this season bids fair to be the banner one in the history of the trade. As it appears now, the only obstacle in the way is the shortage of skins which is very evident in every class from all the fur-producing countries. The vogue for furs the world over has taxed the source of supply to such a degree that there is no surplus of raw skins. Conditions in Russia have hindered, rather than helped this situation.

Prices, on account of the demand, coupled with the prevailing shortage of pelts, are going higher and higher. In the last sales held in St. Louis and New York, increases varying from 75 per cent. to 250 per cent. over last year's quotations were realized (as was reported in last month's DRY GOODS REVIEW).

All furs are finding favor, with special attention being paid to Hudson seal, beaver, and moleskin. In these short-haired furs the shawl scarf in various widths and lengths finished with pockets is very much in demand. Foxes dyed in the brown shades are selling fairly well, while raccoon of the finest qualities made up in the double animal scarf is selling well in the medium-priced class.

In coats, the Hudson seal continues to be most popular. The preference for the shorter jacket seems to be more indicated as the season advances. No doubt this is due to the fact that these jaunty models elaborated with huge collars and cuffs of contrasting furs such as beaver, opossum, Alaska sable or squirrel, are so much smarter looking than the longer coats. However, the 40-inch length is considered the staple garment. For the higher-class trade, the dolman in lengths of 36 to 48 inches is in demand in moleskin and Hudson seal. In some cases they are made with large crush collars of self or trimmed with fine dark mink, Hudson Bay sable, taupe fox, or black lynx. Hudson seal and chinchilla is also a good combination, though little chinchilla is on the market.

Fur buyers for the larger stores are finding it difficult to get the finer grades of furs, and by all appearances it would seem that this feature will become more pronounced towards the end of the season, when the shortage will be keenly felt and when numerous consumers aim to buy.

A Standard Style

This form-fitting, full box coat in Persian Lamb is a model that appeals to women of conservative taste. Shown by Cummings & Cummings, Montreal.

A Dictionary of Dry Goods Terms

HAND-MADE LACE is of three kinds—

1. Needlepoint.
2. Pillow lace.
3. Crocheted.

1. **Needlepoint lace.**—Single thread and needle alone used to form the pattern. Method: Pattern is drawn upon piece of parchment. Parchment then stitched to two pieces of linen. Upon the leading lines drawn on the parchment thread is laid, and fastened through to parchment by stitches, thus constructing skeleton thread pattern. This skeleton is then filled in with a single thread and needle and the various parts are wrought on to the face of the parchment pattern reproducing it. A knife is passed between pieces of linen at back of parchment, cutting stitches which have passed through the parchment and linen, and so releasing the lace. Buttonhole stitch frequently used.

2. **Pillow or bobbin lace.**—Pattern is obtained by twisting and plaiting threads. Process: Pattern is first drawn upon piece of paper. Then pricked with holes by skilled pattern pricker as to where principal pins shall be stuck for guiding the threads. Pricked pattern is then fastened to the pillow. From upper part of pillow hang the threads from bobbins. The bobbin threads thus hang across the pattern and these are twisted and plaited around the pins to form pattern. These laces usually made in small separate motifs, joined together afterwards. Buttonhole stitch not producible by this method.

3. **Crochet**—made with crochet needle and one thread. Looped thread work.

The following terms applicable to lace made with needle, pillow or machine:

Toile or clothing—solid part of the pattern.

Brides—links or ties.

Reseaux—meshed grounds; finer grounding.

Remple—solid buttonhole stitch.

Cordonnet or brode—outline to the edges of a pattern.

Modes—the insertions of fanciful devices.

Pico's—little loops.

Leavers—lace machine that is generally used in Nottingham and Calais. Does not make either a buttonhole stitch or a plait. The threads are twisted together as in stocking net. Number of threads used in this machine is regulated by the pattern to be produced. Threads of two sorts, beam or warp threads and bobbin or weft threads. Upwards of 8 800 threads sometimes used, 60 pieces of lace being made simultaneously. Each piece requiring 148 threads, 110 beam threads and 48 bobbin threads.

Weft threads go across the lace.

Warp or **beam** threads are the threads running lengthwise.

Beam or warp threads held upon **reels**.

Bobbin or weft threads held in **bobbins**.

Varying degrees of **tension** can be imparted to warp and weft threads. As the bobbin or weft threads pass like pendulums between the warp threads the latter are made to oscillate, thus causing them to become twisted with bobbin threads. As twistings take **combs** passing through both warp and weft threads compress the twistings.

16-point machine is one in which the bobbin is carried across thirty-two times to the inch.

If the bobbin threads are made tight and the warp threads loose, the warp threads will twist on the bobbin threads, and vice versa.

Macrame lace is made by knotting warps left unwoven at the ends of a cloth.

(To be continued.)

A Natty Fur Coat

Persian Lamb in the Sport Style so much in favour this winter. Shown by Cummings & Cummings, Montreal.

A Future For Canadian Fur Trade

Business Done Warrants Annual Fur Auctions in This Country—Charter Has Been Secured.

A VERY important step will be taken by a number of leading fur manufacturers and pelt buyers of Canada to establish a fur auction in this country and a charter for this has already been secured. DRY GOODS REVIEW understands that there are two separate groups arranging, one without the knowledge of the other, to start a fur auction here and that at the present time the interests are being merged, so as to strengthen the undertaking. The establishment of the fur auction in Canada, which will probably be held at least three times a year, will mean that millions of dollars' worth of furs will be disposed of here, which otherwise went to London or Leipzic before the war and more lately has gone down to New York and St. Louis. This will be one more instance of Canada handling her resources from the initial stage, step after step, and the profits that would accrue to outside dealers will now remain in Canada.

The situation in regard to Canada's handling of her very valuable fur products, such as beaver, mink, muskrat, fox, etc., is that before the war a great many of these skins went to London and markets in Europe, the London and German markets being the main world exchanges for furs. The United States bought there as well, but when the war cut off Germany entirely and lack of shipping and business made it inadvisable or impossible to ship furs from this country and the United States, to London, fur auctions were started in St. Louis and in New York. In the last two years these have grown to large proportions. Sales at auction in New York now amount to about $10,000,000, and St Louis as well up to that. Canadian skins naturally have found their way to both places, and in some cases have been bought back by Canadian manufacturers at a large advance on this price. The time has come when the fur trade of Canada, both those who gather the pelts from the trappers and those who manufacture them, believe that the volume of trade here is sufficient to draw buyers not only from the United States, but from England and France and other countries as well, hence, the plan to establish fur auctions in Montreal, the real centre of the fur manufacturing trade in Canada.

Some idea of the real volume of business that lies before this new enterprise may be gathered from figures showing the exports of Canada of undressed furs. For the year ending March 1, 1917, the value of undressed furs exported was $5,684,720, the next year this had increased to $8,024,000; last year, that is, up to March 31, 1919, the value was $13,499,000. It must not be taken for granted that the volume of furs that was exported by Canada doubled, or more than doubled, between 1917 and 1919, because the prices ran up to probably more than double on the average, but the volume at least was up and probably was slightly greater. Coming down to the latest figures issued by the Department of Trade and Commerce at Ottawa, it is seen that the export of undressed furs for the five months ending August 1917 were $1,711,000, whereas the following year this was more than doubled to $3,825,000, and for the five months ending August 31st, 1919, amounted to $6,828,000, even allowing for the heavy advance in prices. It will be seen that, compared with 1917 and even 1918, there was a large increase in volume of furs and undressed furs that went out of this country.

In the fiscal year period, it will be seen from the official figures, that for the past year the exports of the United States were almost three times those of Great Britain, and in 1918 the exports were four times as much, and in 1917 nearly six times as much. During the five months' period, the exports to Great Britain were $1,445,000, and the United States $5,313,000, as compared with $830,000 in 1918 and $2,985,000 in 1917 and $188,000 to England in 1917 and $1,520,000 to the United States the same year.

Included in these large exports are the collections made by the great fur trading company of Canada, the Hudson Bay Company. Before the war, and for several hundred years, this company gathered furs all over Canada, and shipped them to London, where they held sales several times a year. During the past two or three years, some of these skins had been sent to the United States, where they were sold at St. Louis or New York. While those behind the new fur auction do not believe that the Hudson Bay Company will begin to sell all their furs in Canada, they hope that they will be able to secure a fair portion of them, and an increasing portion, as the years go on.

Paris Laughs at Cold Weather

It is merely an excuse for a sumptuous showing of furs.

The plan of operations of the auction will be along the lines sent by the London management, one to be recognized as the fairest in the world. There, for instance, a green ticket is used, if furs are being re-sold; that is, if they are furs that have been stored between the preceding auction and the current one. Then, if an auctioneer here has a bid of his own or has a bid that he wishes to make, he announces it definitely. In this and other ways, those behind the fur auction schemes of Canada, plan to develop it along lines that will induce confidence amongst buyers all over the world.

TRAPPERS ARE BUSY

News of the extremely high figures attached to all kinds of furs at the sales in New York and St. Louis is not lost on Ontario trappers—those modern "gentlemen adventurers trading into Hudson's Bay." They are already preparing for a profitable season in the capture of beaver, marten, mink and muskrat. Manufacturers as well as the public will wish the trappers every success in their enterprises, for those skins are wanted everywhere.

Work has begun on the new fur warehouse of Revillon Frères, at Sudbury, Ont. The building will be two storeys high, 50 x 20 feet, and will be of brick with concrete foundation and pressed brick front.

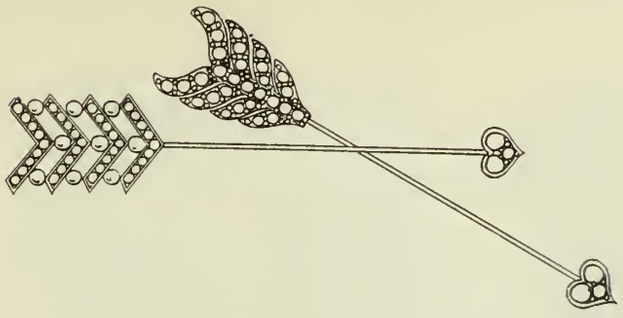
M. J. Isaacs, Limited, have opened a fine new store in the Russell House Block, Ottawa, in the premises formerly occupied by the Canadian Northern Railway Co. They will operate as exclusive furriers.

There passed away at 29 Powell Ave., Ottawa, on November 13, Mr. John Brown, one of the pioneers of the wool industry in Ontario. Mr. Brown lived in Ottawa during the last twelve months, previous to which he had lived some 44 years in Carleton Place, being 40 years in the wool business there. He was 75 years of age, born in Scotland and leaves a wife, one son and four daughters.

The drug department of the Daly Company, Sparks street, Ottawa, is being closed out. Owing to the great increase in the toilet goods section, the drug department's space is to be devoted to this line.

Mr. J. J. Tetterson, formerly of the carpet section at the McLaren store, St. Catharines, Ont., is now with the Robert Simpson Co., Toronto. Before leaving St. Catharines Mr. Tetterson was presented (October 11) with a handsome club bag by his fellow employees.

Mr. E. C. Budd, buyer of carpets and rugs for the Robert Simpson Co., Ltd., sailed October 30 on the Metagama to visit the British market. He also expects to go to Belgium and other areas of interest to his department.



A French Novelty

Ornamental pins set with brilliants seen in illustration on page 87.

Shown by courtesy of the Thompson Lace and Veiling Co.

FRENCH IVORY

A really important feature of the trade in French ivory is the tendency among manufacturers, and among those retailers who realize the biggest returns from that line of merchandise, to do business in a remarkably good quality. Very little cheap goods in this line is on the market, and it would, no doubt, be to the advantage of the merchant who has not yet made French ivory a paying proposition, to consider this fact.

Wholesalers state that, even though buyers who deal in the better grade goods find it selling very actively, there are merchants who continually ask them for cheap goods, such as the flimsy celluloid which was on the market before the war, chiefly in rattles, toys, floats, and things of that sort. French ivory has gotten to be a line of merchandise of quite a different calibre. It is a toilet article considered almost essential to the debutante, the bride, and, in fact, any young lady who now requires her seal coat and silk lingerie. Surely she is not going to be satisfied with celluloid and similar lines of accessories for her boudoir when she knows there is available, somewhere, the fine quality and big range of French ivory. Moreover, that class of young lady is not essentially an urban girl. She is found in every hamlet and good farming district in the Dominion.

This is the season of all in the year when the merchants have an opportunity to instal a line of ivory of the type that will appeal to his customers who are living on this new level of "quality goods" throughout all their requirements.

As a result of this tendency for finer finish and workmanship, even the manufacturers who prided themselves on high-class goods since their beginning, are expending limitless attention upon improving the finish, workmanship, color and whole quality of the lines which they are producing. Some toilet articles are being made with firm bases almost 1¼ inch thick. This base does not seem clumsy as one might think, for it may be carved into artistic shapes, and the result is a very substantial article, far from unattractive. Other lines which were considered staple in light weight articles, such as soap dishes, buffers, etc., are now being made also in heavier finish, so that, while the price is higher for these newer articles, they are worthy to be considered part of a set of the better goods. The new soap container may retail at about $2.00, but that is not an obstacle in the way of its sale. Formerly, the purchaser of ivory toilet sets had to be contented with a frail celluloid receptacle liable to become damaged on the slightest provocation, and so unsteady in its attitude, that a well-bred canary has been known to refuse to accept it as a bath-tub!

Prices, naturally, will show an increase, along with the increase in quality, but an advance of 20 per cent. during the last six months seems little to the wholesaler, as long as he is able to secure the goods and people are in a position to pay for nothing but the best. One fine quality brush, which costs the trade $9.00, and is about to be advanced to $12.50, is a very good seller. Large bonnet-shaped hand-mirrors, with long handles, cannot be obtained in sufficient quantities to meet the demand. Manicure files are being made with silver-plated blades.

Sets Make Sales

While sets of ivory in showy cases may not be regular sellers throughout the year, they are no doubt drawing cards during the Christmas season. A young man comes into a toilet goods department and selects two or three high-grade pieces as gifts for some particular person. The saleslady shows him these, and also displays one or two cases of sets complete, with the suggestion that it makes a much more impressive gift. In many cases, the young man is only in need of the suggestion, for he immediately concurs that the display in the case is attractive and complete. While the case itself may not be of very great value, it serves as an attractive package for the nice pieces within, and retailers who really appreciate the possibilities of a good line of French ivory are prone to make the most of these effective displays at the gift-giving season. It looks like a pretty sure bet that Santa Claus is going to leave a good many pieces of the better-grade ivory in this year's Christmas stockings.

The De Long Hook and Eye Co., St. Marys, Ont., are planning to move to Montreal early in the new year, where, it is hoped, the labor problem will be less stringent.

Persian Lamb
Alaska Sable
Trimmed

Hudson Seal

Mink

Alaska Sable

Alaska Sea
Silver Fox Trimmed

STYLISH NEW MODELS

DELIVERY AT ONCE

We have on the floor a wide range in all popular furs—coats, sets and separate pieces.

Our Persian Lamb assortment is, as always, the largest in Canada.

SKIN DEPT.

We are offering Persians in original bales and matched bundles. Also choice Minks, Labrador Otters, Beavers, Skunks, Australian Opossums, Squirrels, Moles, etc.

Write for Catalog.

CUMMINGS & CUMMINGS

St. Paul and St. Sulpice Sts.
MONTREAL

3983. Natural Australian Opossum. Shawl $42.50

3986. Natural Australian Opossum. Muff $24.00

5568B. Hudson Seal Sport Jacket, 36" long. Skunk Collar and Cuffs, $375.00.

3815. Natural Coon Shoulder Cape, $30.00.

3809. Natural Coon Muff....$22.50

Now in Stock Ready for Prompt Delivery

Catalogue Mailed on Application.

James Coristine & Company, Limited

Montreal

SILVER BROTHERS

Exclusive Furs

PARIS AND NEW YORK MODELS

37 Mayor Street

Sommer Bldg.

MONTREAL, Que.

Winnipeg Show Rooms,
E. B. Mendelssohn,
Curry Block,
Winnipeg, Man.

London, Eng., Show Rooms,
Arthur J. Sketchley,
22A Margaret Street,
London, Eng.

Style No. 2720

Length 40 Sweep 75

A full belted model with Hudson Seal collar, cuffs and border, which can safely be relied on for comfort, style and durability. In view of the high price of rats skins, you will find this garment exceptional value.

Price $238.

Your Reputation is at Stake!

Therefore, why not confine your fur business to reputable people.

We have made a life-long study of manufacturing furs which will stand the test from every viewpoint.

And our warehouses both in Montreal and Winnipeg are now well stocked with furs of superior quality.

Take advantage of our offerings by ordering today.

Catalogue mailed upon request.

The Redmond Co. Ltd.

MONTREAL WINNIPEG

Fur Manufacturers!

We give you all the latest ideas in fur dyeing and dressing

Become acquainted with HOLLANDER Service and HOLLANDER Products

Every product from our plant confirms our long established reputation for reliability.

Hollander Seal

has proven its merits and won a firmly established reputation as the finest obtainable.

Hollander Sealine

is our latest production, the result of the combined efforts of our laboratory, plant, and efficient staff of expert trained dyers and dressers.

It will interest YOU !

We will be glad to answer your enquiries

A. Hollander & Son, Limited

64 Queen Street :: Montreal

N. Y. Office: 129 West 30th Street

Cosy Furs for Cold Winter Days

We have

Furs of highest quality replete with effects which foreshadow next year's fashions this year.

We have

all the wanted Furs in ultra-smart effects, to please your most fastidious customer.

Our Trade Mark is YOUR protection as to dependability of workmanship and finish.

For your own peace of mind why not let our Trade Mark be your guarantee to your customers of genuine value and satisfaction?

Catalogue Now Ready

LABERGE, CHEVALIER & CO., LIMITED

MONTREAL

TORONTO
John Maitland, Rep.

WINNIPEG
Martin Williams, Rep.

A.B.C. HOSIERY

The Ideal Hosiery for Children

Made in all sizes
4 to 10 inches
1 and 1 Rib

Write for Sample Assortment. For Men, Women and Children.

Allen Bros. Co., Limited

883 Dundas St. East Toronto

"CANADIAN GOODS ARE BETTER"

ALL COLORS

Winsome Maid Hosiery

Made to give unusual wear.
Fashioned to please the most discriminating.
Send in a trial order.

The Wilson Mfg. Company

934 Gerrard St. East - Toronto

"CANADIAN GOODS ARE BEST"

These two
Bonworth
Brands
will meet your requirements for
Better Yarns

"SUPER"

2-ply Floss, spun from fine Australian wool. Sold in balls.

"ELECTRA"

4-ply fingering, with a special twist interwoven, to prevent splitting. Sold in skeins.

Either of these two brands lend themselves admirably to the fashioning of unusually smart and distinctive knitted creations. The splendid reputation they have won, for softness, elasticity and fine quality, is their strongest recommendation to you and your customers.

36 COLORS

CANADIAN WOOLLENS, LIMITED

Worsted Yarn Spinners and Dyers

PETERBOROUGH ONTARIO

BONWORTH MADE IN CANADA BRAND TRADE MARK

To The Trade

We regret that, on account of the particularly large volume of business received by us for our

8 and 10 oz.

Hawthorn Jersey Cloth

for the present we are compelled to *refuse* any further orders for Early Spring Delivery.

However, *we are still able to take care of orders entrusted to our care for*

No. 10 Jersey Cloth

which comprises our mixtures in 14-oz cloth, on which we can promise *fairly prompt shipment.*

The large busines booked for Spring is conclusive proof that HAWTHORN JERSEY CLOTH through its high standard of quality and value has received the recognition and approval of the Manufacturer, Merchant and Consumer alike.

HAWTHORN

CANADIAN GOODS ARE BETTER

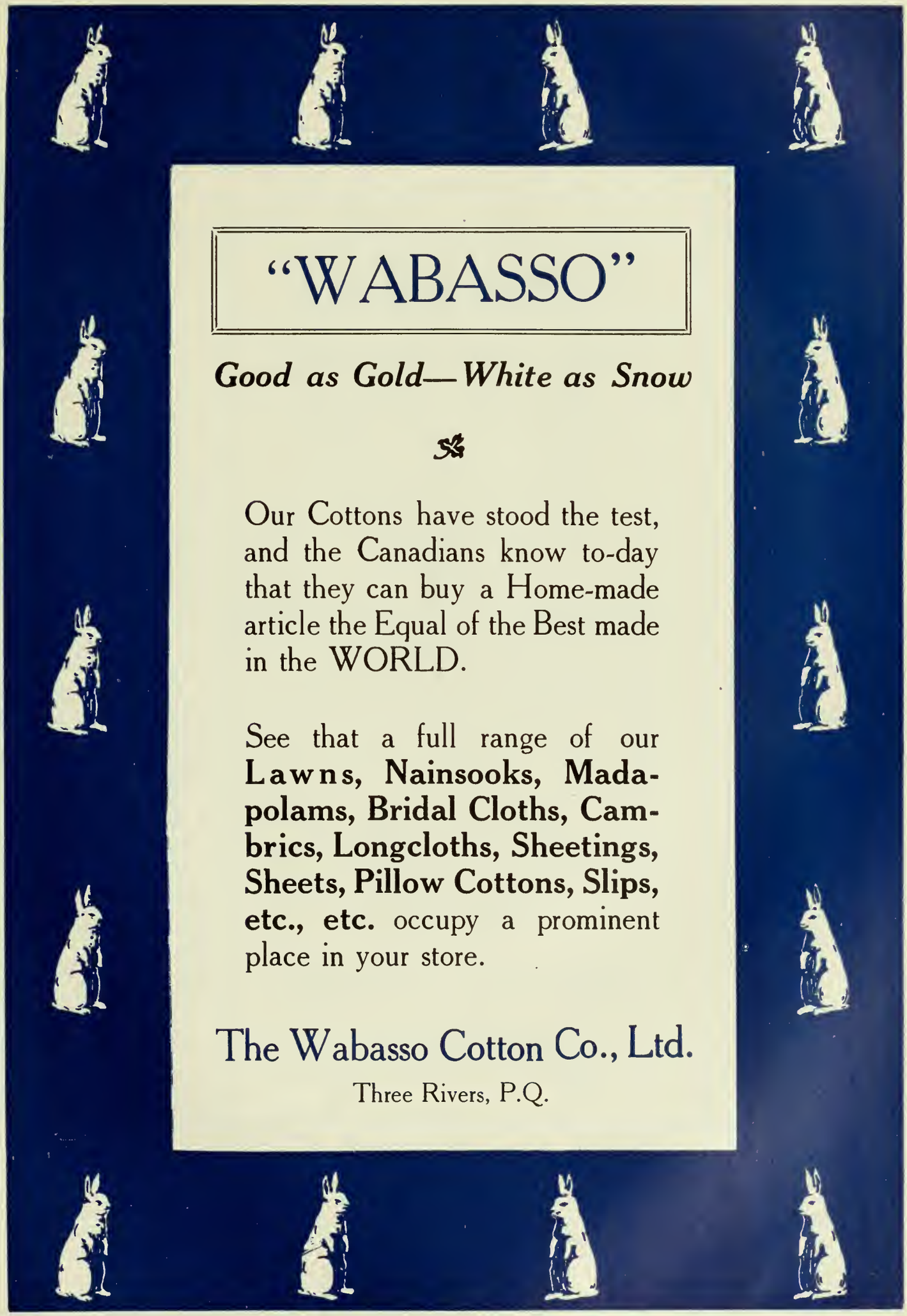
Hawthorn Mills Limited, Carleton Place, Ont.

Selling Agents:

Toronto—Little & Little
152 Bay Street

Montreal—Luke F. Moore
Coristine Bldg.

Winnipeg—Fred Rumble
506 McArthur Block



"WABASSO"

Good as Gold—White as Snow

Our Cottons have stood the test, and the Canadians know to-day that they can buy a Home-made article the Equal of the Best made in the WORLD.

See that a full range of our **Lawns, Nainsooks, Madapolams, Bridal Cloths, Cambrics, Longcloths, Sheetings, Sheets, Pillow Cottons, Slips, etc., etc.** occupy a prominent place in your store.

The Wabasso Cotton Co., Ltd.

Three Rivers, P.Q.

In spite of the scarcity of goods we are well stocked
yet to supply a large demand. TRY US.
Most lines will be higher and scarcer for Spring.

SPECIAL VALUE in FANCY VEILS

1/3 off.
Regularly $6.00 to $12.00
All colors.

REAL HAIR FRINGE NETS

Large size—Mid., Dk. Bro., Blk.

5 gro.	$7.50
10 gro.	7.00
20 gro.	6.50

Immediate delivery only.
These are items worth considering
for January sales.

LACES

**CAMISOLE POINTS, STRAPPING, BEADINGS,
FRENCH and ENGLISH VALS.,
LACE FOOTINGS**
For Fancy Work, Sleeves, Waists.
HEAVY LACES, etc.

NETS

METAL LACES

Narrow, Medium and Wide.

BABY VEILS

EVERYTHING IN VEILING

AT YOUR SERVICE!

84-86 WELLINGTON ST. W.

CANADA VEILING CO. LIMITED

UP TO THE MINUTE

TORONTO

CLATWORTHY & SON, LIMITED

Established 1896 TORONTO Incorporated 1908

Manufacturers of

Dur-Enam Display Forms

and

the most complete line of **DISPLAY FIXTURES AND ARTISTIC WAX FIGURES** made in Canada.

No. 265. Rack.

No. 264. Skirt Rack.

DUR-ENAM

The Synonym of

DURABILITY and PERFECT FINISH

in

DISPLAY FORMS

Manufactured by a special process. Always up-to-date in conforming to the dictates of Fashion. Entirely irreproachable.

AGENTS:

M. E. Hatt & Co., Mercantile Bldg., Vancouver, B.C.
O'Brien Allan Co., Phoenix Block, Winnipeg, Man.
E. O. Barette & Co., 301 St. James St., Montreal, Que.
D. A. Gorrie, Box 273, Halifax, N.S.

No. 1589
Extended shoulder model, mounted on black enamelled base and standard.

No. 5151

No. 590

No. 1574.
Venus de Milo Form—with Dur-Enam bust and limbs, white Jersey covered body.

ECLIPSE
UMBRELLAS

127 St. George Street
MONTREAL, P.Q.

Christmas Novelties
in
Ladies' Black *and* Colored Silk Umbrellas

Solid Gold and Sterling Trimmed Handles.
Fancy Designs in Bakelite, with Assorted Colored Rings.

Also Large Assortment *of* Gents' Umbrellas *and* Canes *for* Christmas.

"Kent-McClain Again" "Kent-McClain Again"

Sectional Fixtures

Every unused space in your store may be turned into a revenue-producer by installing the appropriate fixture.

Kent-McClain Limited

(TORONTO SHOW CASE CO.)

WRITE US FOR PARTICULARS

A Survey of English Drapers' Windows

Concentration Usually Lacking—Some Interesting Displays From Various Towns Described

By ERNEST A. DENCH

I DO not question the English draper's ability to dress windows. I have seen many excellent examples since coming here, but they nearly all lack that one asset—concentration of merchandise. There is, perhaps, more excuse for the draper here throwing everything from hats to stockings in his window when a solitary show window constitutes his one and only sales medium. But I have no patience with the drapery emporium provided with four or more different show windows, that sees fit to mix up different lines of merchandise.

Partly shutting out the interior from view, gloves are frequently displayed on straight lines down the front of the window pane. On the window floor, draped over wax models, may be waists. Suspended from the ceiling above may be hats.

The Overcrowded Window Confuses

Every bit of window space should be made to pay the rent, only the English draper does it in an entirely wrong way. The English draper chooses the lines of least resistance by not leaving an inch of space unoccupied. He seemingly fails to take into consideration the significant fact that an overcrowded window—particularly when he mixes hats with waists and gloves, and possibly underwear—is liable to confuse the prospective buyer. Let him show the least number of articles in his window of the same kind and the all-important point of selection will be an easy matter. Display gloves in one window, hats in the next, waists in the third, underwear in the fourth, and the English draper will find his sales soar in proportion to the additional effort. If he argues that it can only be gotten away with in Canada and America, let him pay a visit to London some time and study the windows of Selfridge's and a few more progressive London department stores.

Windows Based on Central Idea Are Best

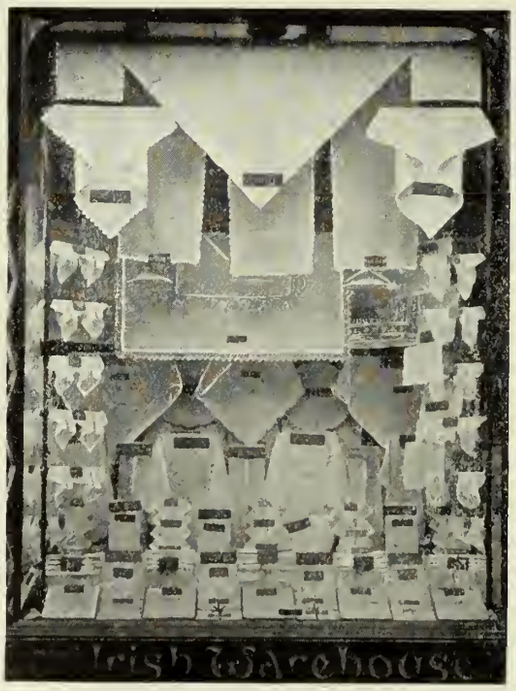
His windows need not be full of emptiness if he spends the time that would be devoted to filling the trims to their utmost capacity, to planning how the single line of merchandise should be arranged to the best advantage. Dresses or blouses, for instance, offer an opportunity to arrange an informal tea-party window setting, with full-length wax models dressed in the latest charming waists or dresses and toying with cups of tea.

In brief, the best way for the English draper to trim a window without the scanty stock seeming bare, is to build the window around a central idea. The public will not then be so inclined to criticize the window because it seems to be empty; they will linger awhile to admire the tea-party fashions that have been arranged for their particular benefit.

While travelling around London and the South of England, I have kept my eyes well peeled for displays that are of practical value both to the English draper and the Canadian or American dry goods man.

Good Waist Display Examples

Sutter, Bexhill—a south coast resort—devoted a window to white lawn waists, which were hung on hangers down the sides and draped over pedestals on the floor to the rear. A sheet of purple paper was placed inside each waist to keep its shape, and, besides doing this, the white and purple combination presented an attractive color contrast.



A Selling Window For Linens

Stocky English window. A good example of how overcrowdedness may be avoided at sale times, and yet a goodly amount of merchandise is displayed. Note how the larger, opened-up pieces occupy the upper part of the window and the smaller pieces are closer to the observer's eye. This store appreciates the value of price tickets, also.

To finish off the display of waists dressed on bust models, the Claremont Blouse Shop, Hastings—a fashionable watering place near Bexhill—inserted a small artificial flower into the top buttonhole of each blouse. Roses and carnations were the seasonable flowers that were used.

Westgate, Limited, Leytonstone, London, while employing bust models, those containing the waists were suspended from the ceiling in rows of the different colors. The space was occupied by hats displayed on pedestals.

Millinery Trims Observed

Emilie Jarrett, Bexhill, gave over a window entirely to white and rose-trimmed hats, which were arranged on pedestals alternately.

From the chandelier in the centre were fastened folds of crepe de chine of white and rose shades to correspond with the hats. The crepe de Chine lengths extended to the floor, where they were draped around the pedestals containing the hats.

J. Sainsbury, Lewisham, London, has a unique millinery window. It is located in a corner at the end of a hallway, by which the store is reached. At the time I viewed the trim, it resembled a beautiful garden more than anything else. The wall-board at the back was covered with clusters of seasonable flowers, while hung from all parts of the ceiling were fancy baskets filled to their utmost capacity with pretty summer blossoms of all kinds. On the floor down in front were pedestals containing both trimmed and untrimmed hats, so that women could see for themselves the great difference a few sprays of flowers make to a hat.

Cheeseman's, Lewisham, had at the front right hand side of their window two baskets filled with pansies and daisies. The baskets were suspended from the ceiling by means of dainty strips of pink ribbon. At the front left hand side was a large vase filled with artificial roses and forget-me-nots.

George Stroud, Lewisham, recently devised an attractive gingham window. The pillar propping up the building in the centre was draped around with several short lengths of different gingham cloths. At each side was a bolt

laid slantingly against the glass of the window, with a ruffled gingham length on top of each bolt. More gingham was draped over pedestals in other parts of the trim.

White Goods Sale Methods

Vernon Smith, Leyton, London, draped his fancy afternoon table-cloths over pedestals in the body of the window. Space was reserved in the center for a small table covered with a fancy table-cloth and set with a tray containing tea things. At the side of the tray was a napkin in a ring, while a silver sugar bowl occupied the other side.

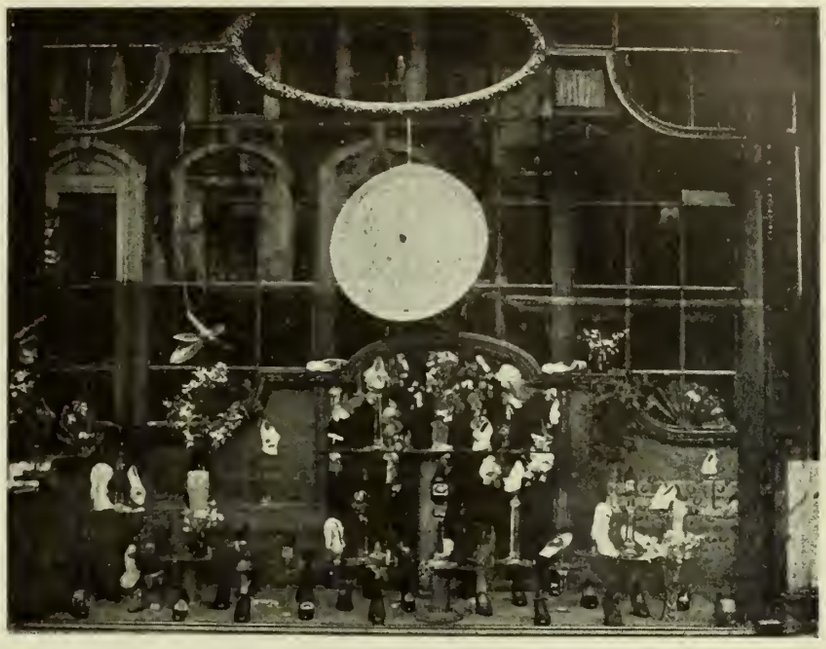
The trim arranged by J. D. Mackay, St. Leonards, near Hastings, differed in that table-cloths were laid out to their full length on the floor at each of the four sides. On the floor not occupied by the four table-cloths, pedestals were placed and covered with neatly folded table-cloths. In the middle was a small table set like the foregoing window.

New Ways of Selling Cretonnes

Sainsbury's, Lewisham, draped their cretonnes from the ceiling to the floor down by the window panes. The cretonnes were fully a foot apart, and were tied in the centre with white ribbon. Quite a homely appearance was imparted to the windows by the simple and effective method of draping them like windows in homes. More cretonnes were arranged on pedestals to the rear.

Cheeseman's, Lewisham, had a slight variation of the same idea. Down the centre panes of two of their windows cretonnes were draped exactly as in a home. In lieu of ribbon, the bunching effect was achieved by a tassel near the bottom of the curtains.

Venables, Aldgate, London, did not employ their window panes, but instead hung cretonnes from the centre of their window bunched with ribbon. On the floor to the rear and to the front were fancy table covers draped over pedestals. The pedestals on the outer left



A Window From Old London

Artistic dancing shoe trim arranged by the New Bond St. branch of the London Shoe Co., Ltd. One gets a glimpse here of the ornate woodwork which typifies the English shop. In several cases here it will be noted that the last is covered with a fashionable silk stocking to suit the shoe on it, making the display the more effective.

"Anticipating a Gay Social Season"

So ran the show card in this attractive window display of exclusive evening gowns, trimmings and accessories, recently shown in the store of John White & Co., Woodstock, Ont. Its tasteful and decorative arrangement was the subject of much admiration.

The Merchant and Farmer are Teammates

During the interprovincial plowing match and tractor and farm machinery demonstration at Ottawa, last month, the spirit of the hour was nicely expressed in this unique window display at Bryson-Graham's departmental store. In addition to showing the latest fashions in grain, fruit, harness and overalls, there was a splendid pastoral scene for the background. The plump little figure in front was accompanied by a card which read: "Daddy uses a plow but when I grow up I'll use a tractor." The trim was the work of Fred Ashfield.

row were occupied by cushions, with cushion covers on the outer right row.

Boardman's, Stratford, London, arranged a conventional cretonne display which was offset by a pertinent window card, which was as follows:

"It has been well and truly said, that a home is judged by its curtains."

Windows Trimmed by Poorly Paid Sales Girls

I have noticed that in a great many English drapery shops the windows are trimmed by the salesladies. The windows are turned out practically every week or so, and vary but little from time to time. It is a weekly job, to be done somehow; but the English draper would find it well worth while to encourage his sales force to take an enthusiastic interest in window trimming, by offering bonuses for the best dressed windows.

The author of this article, Mr. Ernest A. Dench, is a window trimmer and display man of considerable repute in New York and other important centres. He has been spending the past few months travelling in England studying merchandising and display methods of the older centres in that country and from his own observations wrote this article specially for DRY GOODS REVIEW. Naturally, he found the English draper doing business on quite different plans from those employed in newer countries. His points are well worth the study of the Canadian dry goods man.

NEW SECTION AT ALMY'S

Almy's, Montreal, have opened a new department where women of over average weight may procure specially designed wraps, gowns and suits. A number of these new creations were shown at the store's fashion parade of living models Sept. 20.

Mr. Louis Mouterde, of Lyons, France, who was with the first French army until April, 1918, has been recuperating in Canada. He was wounded at the battle of Kemmel Hill. Mr. Mouterde is a son of Chas. Mouterde, the silk manufacturer of Lyons.

There is a Huge Audience Every Day

The platform for the toy show in the toy department at Eaton's. A background imitating shelves filled with books has several giant "books" for children—Buster Brown, Little Red Riding Hood, Mother Goose Tales, Tom Sawyer, The Wizard of Oz, etc. The fairy waves her wand, the cover opens and out steps Mother Goose herself, the Straw Man, Alice in Wonderland, Cinderella and all the old friends. They have each a story to tell twice a day. The photo was taken after one of the performances.

SOME LIVE CHRISTMAS ADVERTISING

A page used by Almy's, Montreal, Nov. 15, 1918, to announce the "formal parade" of Santa Claus. Note the arrangement of boxed spaces and their effectiveness in holding the reader's attention though the matter is quite solid.

Scroggie & Clarke, Sarnia, Ont., used the 5-column ad. at the upper right, on Nov. 1, 1918, announcing the opening of their toy department.

From an artistic standpoint as to balance and dignity the Bon Marche 6-column ad. (Calgary, Alta.) is perhaps the best example shown. This ad. was used Dec. 21, 1918. The departments are clearly defined also.

Ogilvy's (Montreal) 6-column ad. of Nov. 16, 1918. is also a good example of seasonable and holiday suggestions.

Good Showcard Writing Takes Time

To Get Theory and Practice Student Must Go Over Each Step Thoroughly

By R. T. D. EDWARDS

IN THE daily papers there appear at times advertisements soliciting show-card students. Great possibilities are pictured as to the incomes to be derived by show-card writers, and it is also pointed out that big money can be made while learning, absurd sums being mentioned—absurdly high even for the best in the business. Of course such advertisements are but bait held out to attract correspondence which gives even more glowing accounts of the possibilities of show-card writing. These results, though, it must regretfully be stated, are only obtainable through their "teach 'em quick methods." At least this is what they claim.

The absurdity of these advertisements is so apparent that it is to be wondered at that so many are taken in by them. In the first place these courses are supposed to put the student through from start to finish in a few weeks. But who ever heard of a man being taught in a few weeks what it has taken others years to accomplish?

Where are the Positions?

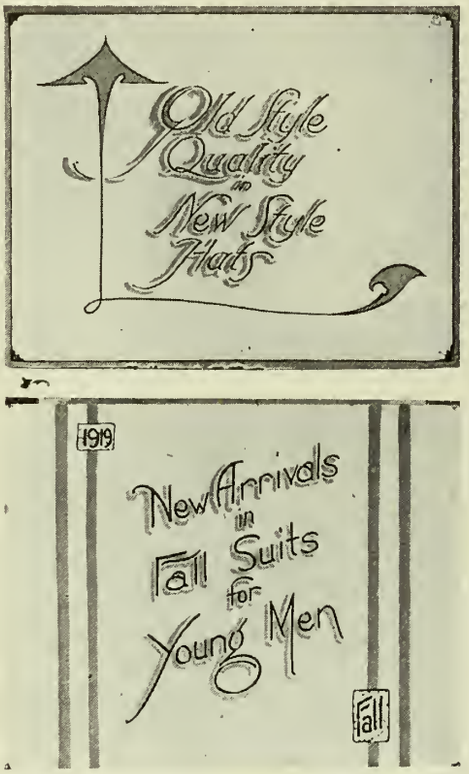
In the second place, where are the positions for exclusive card-writers to fill? They are not to be had. If all the students taken on were to become card-writers the market would soon be so deluged with "free lancers" that few would make even an existence at it. These remarks, be it remembered, are aimed only at those who have these "get-rich-quick" ideas, not at the correspondence schools that are running straightforward business propositions.

It is true that some people learn things more quickly than do others, but generally speaking, one must take a reasonable length of time to learn each step in card-writing to get the theory and the practice, the latter being the main essential to give the writer speed and fluency in the work.

So, rather than take those so-called quick courses, let the student find out the proper kind of brushes and get a set of three red sable writers, Nos. 5, 6 and 7, and if he cannot get some good man to give him a few pointers, let him observe the work of an accomplished man. He can learn a great deal by this observation. Then it remains for him to practise and keep on practising. He can get all the show-card colors he needs at stationery or art supply stores.

The person who can put his work into actual use is the one who will advance the quickest in the work. For instance, if the student is a salesman he can obtain practice by doing the small price cards of the store, gradually working into the larger work. If he is a window-trimmer or an advertiser, the opportunities are right with him. Stick to plain work at first and employ the use of bright colors very sparingly, Mr. Student.

Attract the Eye



Show cards that demand attention are those reproduced above. They have about them a stylish simplicity that is not to be overlooked.

A word here as to brushes might be quite timely. All during the war good brushes were more or less scarce owing to the unsettled conditions of the European market, but now the question is even more difficult. France makes the best cardwriters' red sable writers, and only a fraction of the former shipments are coming through, so when the student is able to get good brushes it is advisable to keep them in good shape. Well-cared-for brushes will last the card-writer who has not a great amount of work to do, for years. There are three points which should be observed in the care of brushes.

First, don't allow the color to dry in the brush while still on the pallet. If this ever does occur, make sure that it is thoroughly softened before trying to remove it.

Second, always wash the brushes thoroughly in plenty of clean water, making sure to remove all the color.

Third, never allow brushes to stand in a pot of color or vessel of water for any length of time. This ruins the points quicker than anything else.

Get Ready for Christmas

We are now well into the Fall season and the Christmas trade is not far off, so you who have Christmas cards to prepare should be getting out decorative designs for the show cards. Many things can be done. Get the various Xmas ideas together, work up various suitable designs for the different sizes of cards to be used, and make lay-out stencils in advance. Prepare various Xmas colors, too, such as greens, reds, gold, etc. Gold plays an important part in the decorating and should be ready and mixed at all times. It can be bought ready mixed, but can be mixed if desired in the following way:

Get the finest ground powder possible. Mix in a small open dish such as a sponge glass. To a teaspoenful of dry gold put about three or four teaspoonfuls of wood alcohol. Mix thoroughly, then add plenty of size and mix thoroughly again. Add water to the right consistency. Gold will never stay mixed, and more size will have to be added as the gold is used. Use plenty of water with it and mix just before using.

SUGGESTIONS OF WINDOW DISPLAYS

"Smart, stylish clothing for men," was the simple, but pointed, designation of an attractive window displayed credited to the Robert Simpson Company, Toronto, for mid-October. Ranged behind the card were several overcoats on frames, a number of canes, hats, gloves and shirts, one or two suits being thrown in for good measure, and the whole being set off with ferns. "Pyjamas for cool weather" and "Tru-knit underwear for men," were the only signs in view in the other three windows. There were not more than a score of pieces in any one of the four big windows.

Fitzpatrick and O'Connell, Yonge street, showed Toronto something classy in window dressing in displaying Winter overcoats. About a dozen garments were put up on stands or racks, the neck of each being filled out with a scarf, through which a smart cane was pierced at a rakish angle. The canes gave such a tone to the simple display that the passer-by was invariably prompted to stop a minute to take in the view.

Five nifty windows in one, this effect being arrived at by divisions into compartments, were achieved on one occasion last month by Imrie Brothers, Yonge street, haberdashers, Toronto. In one compartment half a dozen suits of underwear were displayed on forms and models, while in the others were the "latest arrivals" in shirts, with collars and knotted ties attached, some four-inch knits at $2, and other small articles of men's wear. Above the displays proper and on a shelf running all around the back of the five-piece window were a number of smart cravats, while on another tier above, pyjamas were attractively arrayed.

How's This For Showing Latest in Overcoats?

BARBER SHOP FOR KIDDIES

(Continued from page 49)

light store." Display shelves are arranged under each window and so posted as to show on the street and at one break in the Bloor street wall is a cabinet for the exclusive accommodation of dress suits and morning clothes. Display and sales tables are prominent on the centre of the floor, and on the Bloor street side two triplicate mirrors enhance the general effect.

The "New Way" revolving wardrobes and units are used throughout.

Referring to the department for which he does the buying, Mr. Teasdall said to DRY GOODS REVIEW: "We think this the finest clothing room in the country. Personally, I never saw one better. Everything is the latest, even to the racks, which are so placed that the man intending to buy a suit or overcoat does not have to throw down his old one in any corner or on any table or shelf that might be handy. The lighting system is a peach and that 'entrance mirror' at the head of the stairs is a real improvement on the general run of stores and far better than the divided staircase."

The men's department is fifty-seven by thirty-four feet and the children's measures out at thirty-five by thirty-five.

Speaking enthusiastically of the manner in which the barber shop plan had "caught on," Mr. Teasdall referred to the fact that Frank Stollery would rank as one of the pioneers in Canada of this idea. Clayman's in Vancouver carry such a feature and Ottawa and Montreal each boast of one. A straight charge of twenty-five cents is made, and on the opening day, just to "wise up" the parents, five hundred tickets were distributed gratuitously.

At the present time, Stollery's are not specializing in any particular line, all goods being bought in the open market.

"Anything that is good and up to the standard is acceptable," explained Mr. Teasdall, adding that a good deal of the men's wear was being purchased this season from Canadian firms.

"All their clothes are pressed to perfection and that counts a good deal nowadays, especially in the matter of children's apparel," stated the buyer, who was formerly with the Hudson Bay Company in Vancouver, having had charge of their clothing department there for two years and a half before coming to Toronto. He was also with the same company in Edmonton for five years before that.

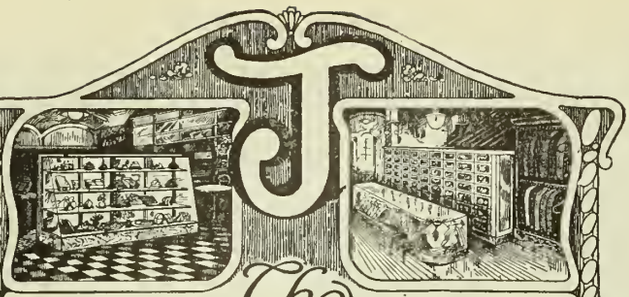
W. H. Shaw, of Stouffville, has taken over J. S. Huntley's store and stock. Mr. Huntley is retiring from business. Mr. Shaw is moving into the Huntley store, where he will have considerably more space; he will increase the stock in his various departments and also add boots and shoes.

Mrs. J. M. Buyers, 933 Lansdowne Ave., Toronto, has opened a ladies' and children's wear store.

PUNCH AND JUDY AT SIMPSON'S

For some people, Punch has dropped quite out of existence. But he has been brought to life again on the sixth floor of the Robert Simpson Co. as a part of the annual Christmas show. In a miniature theatre Punch laughs and kisses Judy, throws the baby downstairs, Judy too; then knocks the policeman and doctor on the head, hangs the sheriff, folds him up in the coffin, throws Sambo downstairs, and finally is choked to death by the devil every day to the chuckling delight of several hundred children. Here, too, a little marionette performance is staged at alternate hours.

The Christmas show itself contains innumerable toys for sale as well as other articles such as handkerchiefs and ivory, suggestive gifts for the children's parents. There is also a booth where popular music is being sold, and an ice cream stand. But best of all, Santa Claus himself is there to receive his little visitors in a cosy sitting-room with a big fireplace. Just outside the room is a real roof, and now and again Santa demonstrates how he is going to climb the roof and come down the chimney next Christmas Eve.



The New Way System

Two Hundred Unit Sectional Fixtures

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

Buy as you like.

Add when required.

Catalogue and particulars on request.

Jones Bros. & Co. Limited
Store Fitters

Eastern Branch: 71 Bleury Street Montreal, P.Q.
Head Office: 29-31 Adelaide St. West. Toronto, Ont.
Western Branch: 437 Main Street Winnipeg, Man.
In affiliation with and manufacturing in Canada under the patents of The Grand Rapids Show Case Company

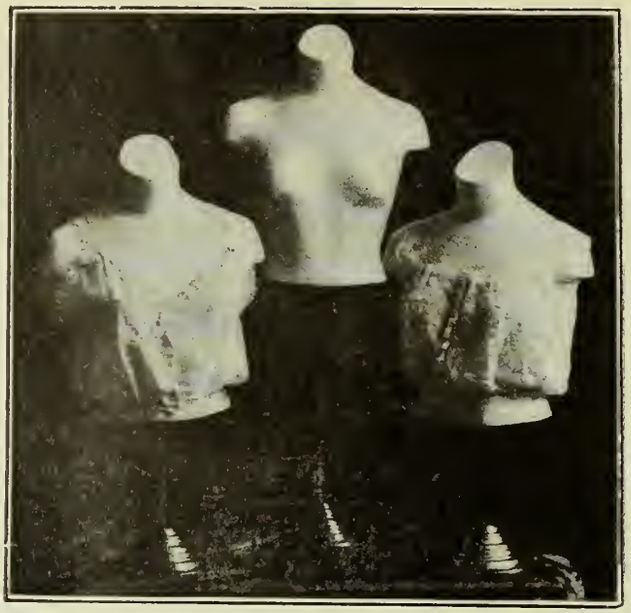


Photo Courtesy Robt. Simpson Co., Ltd., Toronto

The Dale Nature Camisole Form

Camisoles are one of your best sellers; they combine Utility, Daintiness and Charm. The garments you show are the garments you sell.

The Most Perfect Life-like Form on the Market

Manufactured by

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

"Canada's Leading Display Fixture House"

MONTREAL -- P. R. Munro, 150 Bleury St.
VANCOUVER -- E. R. Bollert & Son, 501 Mercantile Bldg.

Christmas Decorations

For show windows and store displays use

Artificial Flowers

We carry in stock all classes of blossoms, vines, plants, etc., etc.

Prices and samples on request

Dominion Flower & Feather Manufacturing Co., Ltd.

39 Dowd St. **Montreal**

Try This Form of Advertising!

When a customer purchases a garment, slip in one of these hangers, with your name and greetings PRINTED thereon. It will be in use long after other advertising mediums are worn out and forgotten.

Ad-Form Hangers

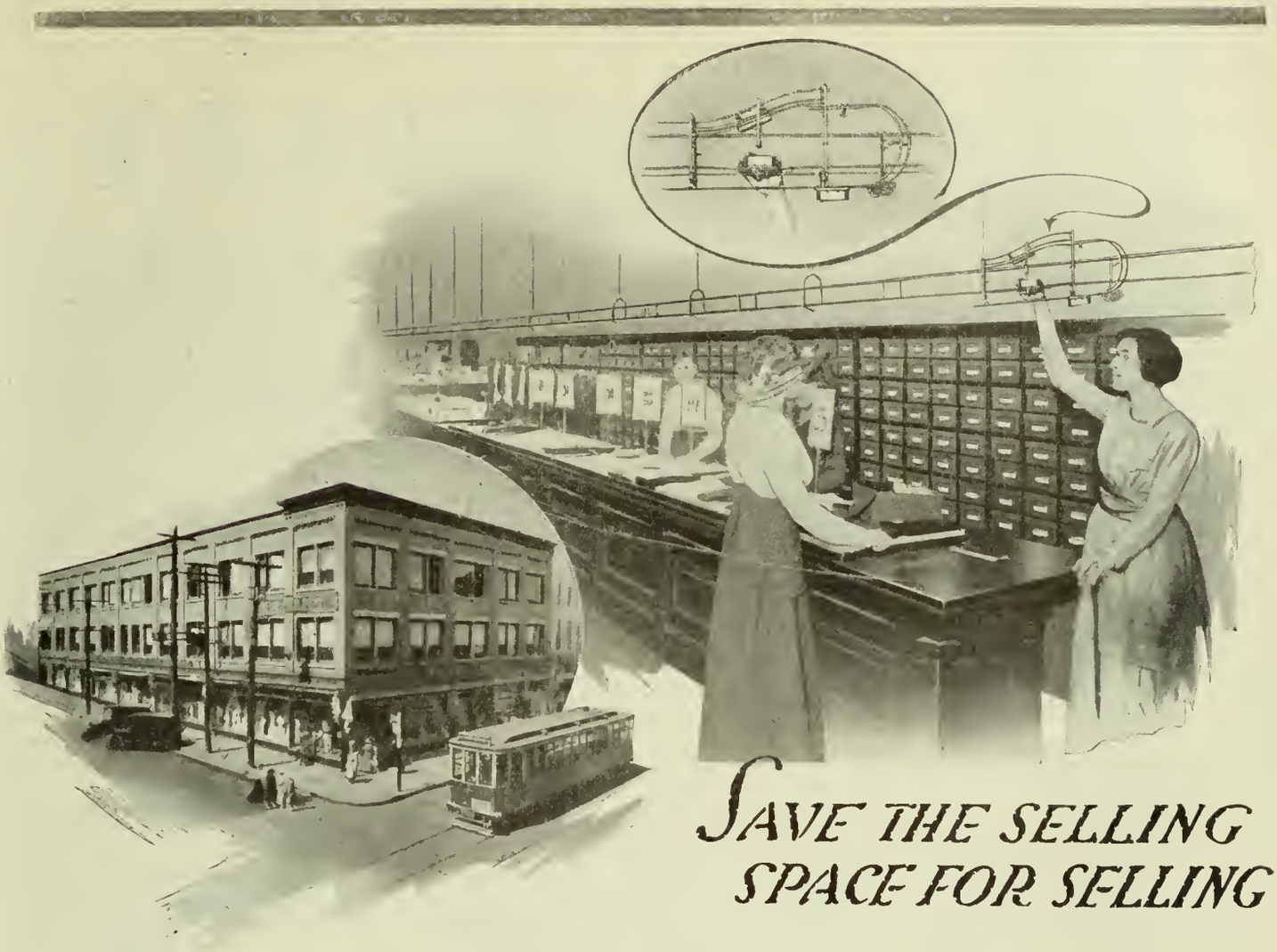
are made of heavy fibre board, and tinned steel wire.

Write for prices at once.

IMMEDIATE DELIVERY!

Dept. A MANUFACTURED BY

A. D. F. CO., LIMITED
14 Millstone Lane, Toronto



SAVE THE SELLING SPACE FOR SELLING

COUNTER space, fixture space, floor space—all have a definite value.

Used rightfully for the display and sale of merchandise, each bit produces its share of the revenue that makes up the profit of the house. Cut down the space and you cut down the revenue.

So fully is this realized that the efficiency of a store is frequently gauged by its sales per foot of space.

The **Bon Marche (Letendre, Ltd.)** at Montreal appreciate the importance of this in their use of the Lamson Electric Cable Carrier System. For with this method of handling sales, counter, floor and fixture space are free for revenue-producing purpose. The carrier works overhead, in space otherwise unused.

Their experience is indicated in their statement that "this system is an important factor in efficient conduct of our business."

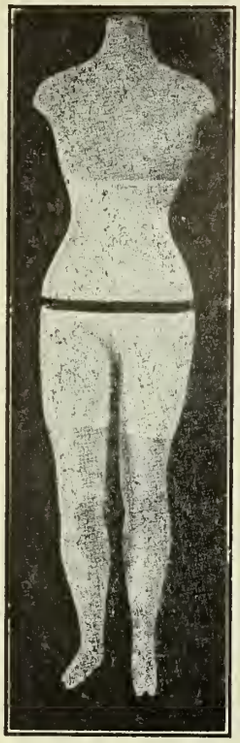
Many other advantages are insured by use of the Centralized Carrier System.

THE LAMSON COMPANY

LAMSON SERVICE

136 SIMCOE ST. TORONTO

General Offices at Boston, Mass.



Prompt Delivery

on Blouse, Costume, Men's Coat and Children's

FORMS

WE CARRY A LARGE STOCK AND CAN USUALLY GIVE IMMEDIATE DELIVERY

Latest Shapes—Best Quality

Send for our New Folder of Forms, Metal Fixtures, Racks, Hangers, Valance, etc.

We guarantee our Flesh Enamel Waist and Dress Forms. Will not crack nor peel.

DELFOSSE & CO.

247-249 Craig St. W. Factory, 1-19 Hermine St.
MONTREAL

We Specialize in

BIRLEY

Patent Folding Suit and Costume Boxes

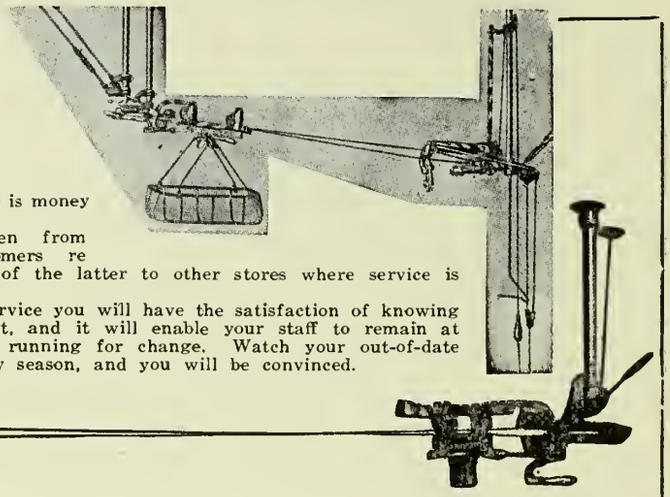
We also manufacture all kinds of Folding Boxes

QUALITY and SERVICE

Dominion Paper Box Co.
LIMITED

Toronto Ontario

The Season's Rush Proves the Necessity of Gipe-Hazard Service in Your Store



Time and labor saved is money earned.

Absence of salesmen from their posts when customers re waiting diverts many of the latter to other stores where service is better.

With Gipe-Hazard service you will have the satisfaction of knowing that you have the best, and it will enable your staff to remain at their posts instead of running for change. Watch your out-of-date system during the busy season, and you will be convinced.

Gipe-Hazard Store Service
Co., Ltd.
113 Sumach St.
Toronto, Canada

FOR SALE EVERYWHERE
Manufactured by
J. J. TURNER & SONS, LIMITED, Peterborough, Ont.

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World.

OFFICES IN CANADA:

Calgary, Alta.	Ottawa, Ont.	Montreal, Que.
Edmonton, Alta.	St. John, N.B.	Quebec, Que.
Halifax, N.S.	Vancouver, B.C.	Toronto, Ont.
London, Ont.	Victoria, B.C.	Winnipeg, Man.
	Hamilton, Ont.	

Reputation gained by long years of vigorous conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada
TORONTO, CANADA.

The needs of merchants have guided National Cash Register improvements

"WHAT the merchant needs" always has been—and always will be—our basic idea in making cash registers.

This business, as it stands to-day, is the result of constant study of merchants' needs.

Every suggestion that we receive is investigated. The practical ones are adopted and given very exacting mechanical tests before they are manufactured.

During the past 10 years we have made 6,508 improvements in our product.

These improvements were added so that National Cash Register users could be supplied with machines that would give them the utmost possible service.

Modern National Cash Registers are practical, useful, accurate and durable—the best we can make.

Nationals are now used in 296 lines of business

The National Cash Register Company of Canada, Limited

BRANCH OFFICES

Calgary.....714 Second Street, W.
Edmonton.....5 McLeod Bldg.
Halifax.....63 Granville Street
Hamilton.....14 Main Street E.
London.....350 Dundas Street
Montreal.....122 Catherine Street, W.
Ottawa.....306 Bank Street
Quebec.....133 St. Paul Street
Regina.....1820 Cornwall Street
Saskatoon.....265 Third Avenue, S.
St. John.....50 St. Germain Street
Toronto.....40 Adelaide Street
Vancouver.....524 Pender Street, W.
Winnipeg....213 McDermot Avenue

FACTORY: TORONTO, ONTARIO

An Active Infants' Wear Department

The infants' wear department in Smallman & Ingram's store at London, Ont., carries complete lines as well as playthings and nursery accessories for children up to three years of age. Note the neatly labelled boxes on the shelves. The arrow points to the weighing basket where babies are w eighed regularly. London mothers appreciate its service.

Comforts of all Sorts

Infants' Department One of the Best Revenue-Producers in Smallman and Ingram's Large Departmental Store at London, Ont.—Everything for the Infant Up to Three Years of Age.

A VISIT to the infants' wear department of Smallman and Ingram's big store in London, Ont., reveals an equipment and stock that represents a service that would be hard to excel. Everything for the babies is to be found there, and the mothers of London should find outfitting their children up to three years of age an easy matter in this store. The department has been in existence now for some time, and the service that it is rendering, according to the management, is much appreciated, as is apparent from the liberal patronage that is extended.

Display is Big Feature

Occupying a corner section of the housefurnishing floor, there is ample space for the proper display of goods, and one is immediately struck with the fine arrangement of the department, and the way in which the various lines are shown to advantage. Even the wall paper suggests the nursery, for upon a background of light grey, are depicted in small, but striking figures, the quaint old Mother Goose people, with whom every child is familiar. Everything in the way of furnishings is in white; handsome silent salesmen, compartments for various articles, and in fact everything in this section is white. Comfortable easy chairs, where the mothers may sit down and rest, are situated here and there about the department.

Everything for the Babe

"We have provided everything necessary for the child's well-being with the exception of food," one of the directors of the store told a representative of DRY GOODS REVIEW. "Having a separate department for the sale of infants' wear has greatly increased the business in these lines. Mothers now know where to come direct to buy their babes' clothes. They appreciate the service we are giving, and having become well established, our infants' department is now the headquarters for the mothers of the city. Inviting them to visit the infants' section, where they can, as frequently as they like, and weigh their babes, has been a great incentive to business. Coming in just to weigh their infants, they are often attracted by the display of something in wearing apparel, and before they leave the store, they are purchasers of different articles that caught their eye. Hundreds of mothers in London weigh their babies weekly, watching their growth very carefully. In this way the basket scales in the infants' wear department have proved a real service, and incidentally created business for the store."

Devices for Amusement

In the whole category of infants' needs, by way of clothes and devices to amuse, there does not seem to be anything lacking in the Smallman and Ingram's infants' wear department. All the very modern ideas of nursery furniture are displayed. Kiddie coops, cribs, play yards, walkers, bassinettes, bubble sets, and every other known contrivance for the amusement of very young children are shown. In the silent salesmen are arranged boots and slippers, playthings in celluloid, powder boxes and fancy ribbons.

An Unrivalled Service

"We seek to give an unrivalled service in this department," the management remarked to DRY GOODS REVIEW, "and after all, that is the best possible advertisement we can have. The infants' wear section is in the hands of a capable woman, with two or three assistants, who are untiring in their help and advice to customers. By directing special attention to service and accommodation, we have greatly increased our revenue in infants' lines, and our infants' department is one of the best for sales producing in the store."

Miss Sarah Woods, of the skirt department of the Robert Simpson Co., Toronto, was married recently to Mr. George James, a newspaper man of Bowmanville, and formerly a major in the overseas forces. Miss Woods' associates bade her farewell in a surprise party and shower.

A Store for the Home-Maker

E. J. Coles, at Woodstock, Ont., Adopts the Slogan, "Everything for the Home"—Has a Record of Over a Quarter Century's Success.

FROM a very small beginning, 26 years ago, when he first opened a store in Woodstock, for the sale of crockery, until the present day, with his well-equipped department store, ranking among the finest of its kind in Western Ontario, the business of E. J. Coles represents a story of progress. His business in the town of Woodstock to-day is the outcome of a steady growth and expansion, down through the years of over a quarter of a century. Mr. Coles has organized a store that is not only known in its immediate vicinity, but a concern that sells to places of much greater size than Woodstock itself, and he has established a reputation for a high-class trade that has meant splendid achievement in the way of business endeavor.

The fine exterior of the E. J. Coles Departmental Store, Woodstock, Ont.

"Everything for the Home"

"Everything for the home" is now the slogan of Coles' store. Nothing is carried in the way of wearing apparel nor dress goods, but from a well-stocked grocery department, to furniture, carpets, rugs, housefurnishings of all kinds, wallpaper, hardware and stoves, china and crockery, the Coles store has it.

Occupying three floors, the business has been enlarged from time to time, to take in some new department, all combining for the complete furnishing of a home, and the supplying of the daily needs in the way of food. People are usually glad to buy them all in the one place. It facilitates shopping and delivery."

Mr. Coles has been in his present business premises seventeen years, but in that time, and at a comparatively recent date, he has had his store remodelled, and the front, as it now is, presents a modern city place.

Serves a Wide Area

The Coles store serves a large community. With Woodstock the centre of a rich agricultural district, there is wide scope for the building up of a large clientele, and the Coles store has made the best of the opportunity. The buying public of this department store includes not only Woodstock itself, but extends for a radius of twenty miles in each direction. The towns of Ingersoll, Tillsonburg, and Norwich are within easy distance of Woodstock; every effort is made to reach people in these places. The fact that automobile owners are on the increase has been a stimulus to business, and the extension of the good roads system is going to be an important factor, Mr. Coles believes, in the enlargement of the territory that he can cover. The majority of farmers have cars, and likewise many of the citizens in these small places. Combining business with pleasure, they come to the larger centres for a drive, and in nine cases out of ten do their shopping in the bigger towns. The popularizing of the car has meant much in the way of increasing trade for the Coles store.

Mail-Order Houses No Worry

Competing with the big city mail-order houses is not a matter for worry with Mr. Coles. "I am not a bit afraid of the city houses," he told the representative of DRY GOODS REVIEW. "You can't buy goods from a catalogue as well as seeing them at first hand," he added, "and the people in the country are finding they can buy just as good an article and at just as good a price in the towns as from the mail-order houses. We compare our prices with catalogue quotations, and in nine cases out of ten our figures are just as low as, if not lower than big mail-order houses. The main essential is to have the stock. You can't do business without a fine assortment or goods, and we pay strict attention to the choice and quality of our lines." As an indication of the successful way in which this store is meeting competition with larger places, Mr Coles mentioned the fact that every week they were selling furniture and other house-furnishings to people in such cities as Hamilton and London.

Changes Ads. Daily

Mr. Coles lays great stress on the importance of his daily advertisements in the Woodstock paper. This advertisement is changed every day, never allowing it to appear the second time. This newspaper enjoys a wide circulation, going to ninety per cent. of the homes in the country, and is a valuable medium in which to talk to the buying public. In addition to the regular newspaper advertising, Mr. Coles sometimes circularizes the country with announcements of special offers. He also sends out a wall-paper catalogue, but very little mention is made in it of other departments. For the first time in the history of the Coles store, and an innovation as far as Woodstock is concerned,

was the presence of an orchestra and singers at the Fall openings this year. The public was invited to visit the various departments, from the attractively arranged grocery section on the ground floor, to the furniture department on the third. This extra feature in the way of a novel opening, bringing hundreds of people from the surrounding country, did a great deal to advertise the Coles store as the correct place to buy "everything for the home."

"In a small town such as Woodstock, and in a store like ours," Mr. Coles stated, "departmentizing is a very important matter. One section helps the other, and customers coming to buy in one department see something they never intended to purchase, in another, and do not go without it. Then in the matter of help, economy can be practised, and a saving of expenses accomplished by using employees in different departments. For instance, on Saturday we are always very busy in the grocery department, and it is generally quiet on the furniture floor. We transfer our furniture help to the grocer section, and in this way are able to give the very best possible service without incurring th added expenditure of permanent extra help for the grocery department."

There are many merchants who fear the automobile as a factor in drawing trade away from the home town. That the automobile has been a large factor in the distribution of trade is indisputable, but Mr. Coles is confident that it is a factor that can work for you as well as against you. Woodstock unquestionably draws business from some of the smaller towns around, but it draws also from far larger centres as well. It depends on his methods, whether the merchant finds the automobile a blessing or a curse.

Rugs Active

Larger Sizes Wanted Again—Genuine Chinese Rugs, Also Those of Chinese Design, are the Active Sellers at Present—Stocks Everywhere Depleted.

WHETHER it is cause or consequent of the present vogue for things Oriental, the carpet dealers find that everything Chinese is in strong favor and the popularity is holding well. Persian and Turkish rugs are quite out of reach and as a result Chinese carpets either in design or the genuine hand-made article are being purchased as extensively as they can be procured. The price is about one-half that of the Persian rugs for the made goods and a number of buyers state that, value for value, the Chinese rug is almost as good as the Persian.

Only comparatively few in either the retail or manufacturing trade anticipated the huge demands which have developed this year in all lines of housefurnishings. Consequently stocks are low all over. "Everybody is fighting for stock," said one of the Toronto retail carpet buyers to DRY GOODS REVIEW. There is a trend to an increased demand for the larger sizes in rugs again; 8 ft. by 10 ft. and 9 ft. by 12 ft. sizes are the ones which are selling most readily. Two or three years ago, even the large houses were scattering rugs about their rooms, but these have not been found to be satisfactory, and larger ones are asked for now.

Supplies Away Below Normal

The carpet outlook is quite as serious in the United States as it is elsewhere. Production continues away below normal. The situation is set forth by The American Carpet and Upholstery Journal as follows:

"Every effort is being made to speed up production which, by reason of strikes among the mill hands and the shorter working day, is now from 25 to 40 per cent below normal. When it is considered that during the ply and demand will cause a lowering running below normal and the retailers' stocks gradually dwindling throughout this period, it becomes obvious that many months must elapse before an equalization of supply and demand will cause a lowering of prices.

While, in the opinion of many in the trade, prices have now reached their limit, there are those who predict that the worst is yet to come. Sooner or later, however, the price limit will be reached, and the retailer or jobber must then be prepared to face a loss in value of goods on hand. Apropos of this matter, there is much food for thought and guidance in the following remark of a well-known and broad-minded carpet merchant, that he would prefer to have his store kept well stocked and take a loss through price decline, than to run it understocked in anticipation of such a crisis, and in the meanwhile lose both his customers' patronage and their money to a competitor."

English Shadow Cretonnes

These designs in tapestry cretonne are dyed in the warp with a gold ground. The patterns are in shades of blue and brown. Shown by W. R. Brock & Co., Montreal.

U.S. MARKET ALSO DEPLETED

The rug and carpet situation is getting more serious month by month. Some time ago DRY GOODS REVIEW stated that the carpet manufacturers of Canada were all sold up for a long time ahead and that a scarcity of goods was almost certain to show itself in an acute form. A buyer of one of the largest house furnishing departments in Canada, in a wholesale house, told DRY GOODS REVIEW early in November that he had just returned from a trip to Boston, New York and Philadelphia, and found prices higher than in Canada. This scarcity applies to cretonnes, and one of the largest firms in the United States told him that they could take no further orders as they had withdrawn all their men from the road and were greatly oversold. He had visited a dozen converters there and could not get more than a hundred lines between them all. Marquisettes were also very scarce and the prices of these as well as cretonnes have gone up between 25 and 30 per cent. in the last few months.

All reports agree that prices of rugs and carpets for the Fall of 1920 will be much higher than ever before. One firm is asking $3.75 a yard for what cost $2.85 this Fall. Prices on domestic as well as imported goods are soaring rapidly, and on many lines there will be an advance of 30 to 33 1-3 per cent. for next season. The reasons assigned by the manufacturers are partly labor and partly much higher prices of yarns, which have now reached the top level since the war started.

In spite of the high prices for rugs and carpets, jobbers say that the demand from the retailer continues good, and that in most cases as large a quantity is being ordered as for some years past.

DOMINION OILCLOTH CO. CHANGES NAME

The above firm has sent the following letter to DRY GOODS REVIEW under date of October 31:

"Gentlemen:

"The present is to advise you that this company has this day sold and transferred all of its undertaking, property and assets to Dominion Oilcloth & Linoleum Co., Limited, which also assumes all liabilities of the old company.

"The management, organization and control of the company remain as heretofore, and the business will be conducted under the new name after this date.

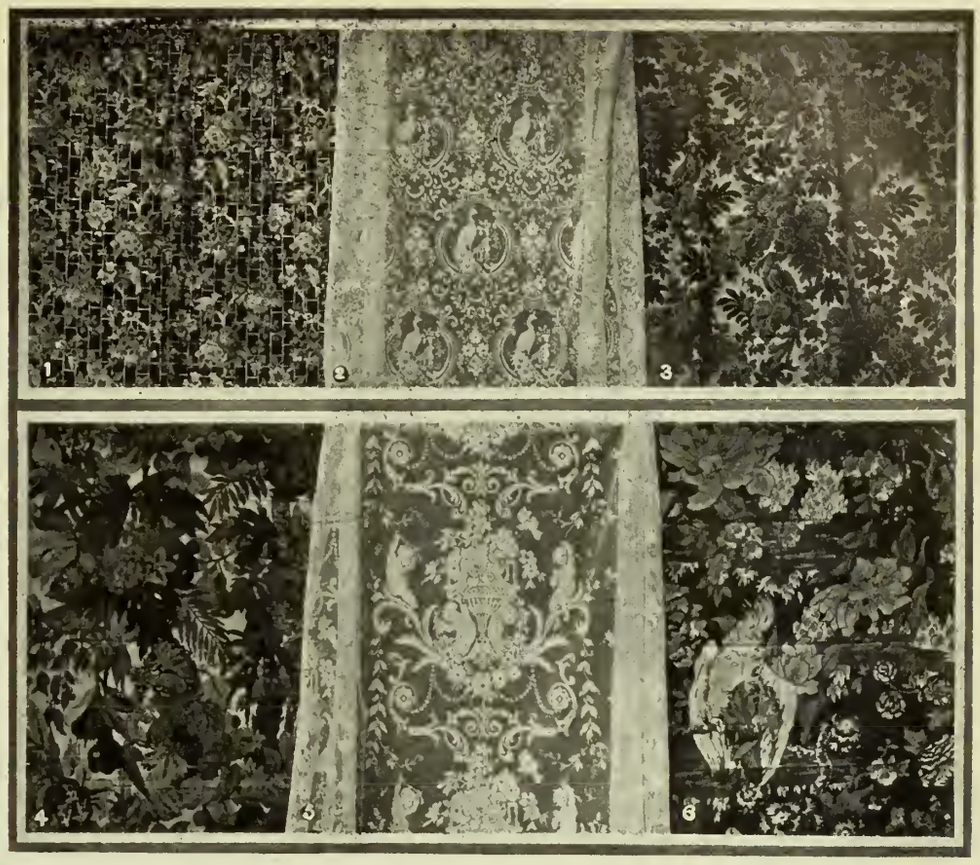
"On the occasion of this reorganization, we desire to express our thanks for past business and appreciation of the cordial relations which have existed between us for so many years. It is our hope that these conditions may continue in the future, and that increased business will result to our mutual advantage."

CURTAINS AND DRAPERIES

The story that is told of woollen goods, knitted goods and silk goods will bear repeating with relation to cotton goods of all kinds, i.e., that not so much shortage of raw materials as curtailed production is the chief factor in keeping back deliveries this, of course, together with the demand which exists everywhere. The past nine months have seen almost an orgy of redecoration and refurnishing of homes. These factors are responsible for the increases in the price of every kind of textiles. For instance, scrims and marquisettes, which sold at 8¾ cents before the war, sold in December 1917 at 14¼ cents, and are quoted to-day at 30 cents, with very little to be had even at that figure. One line which sold in 1917 at 17½ cents is now 35 cents, but there is none of it to be bought to-day at all. Conditions are worse, so far as getting merchandise is concerned, than they were a year ago, and one can never depend upon getting general repeat orders filled. English mills are doing their best to meet the calls upon them, but in the face of everything they can not begin to take care of the orders that are wanted. They are making every endeavour to hold their old custom to the best of their ability, and are slowly increasing their range of designs. One firm, which had three attractive pieces of madras delivered this Fall, sold up everything they could get of two pieces, and when they tried to place repeat orders, they found that the price had advanced 3 shillings 1 penny per yard, which made it too high to be of use.

Chintzes and cretonnes are selling in all the variety and riot of color which the past year has emphasized—birds, foliage, plumage in striking contrasts, and rich tapestry effects fulfilling their purpose of brightening up old rooms and of conforming to new ones.

The only thing that can relieve the situation as to both supply and price, is a period of hard times, which will induce people to work harder and buy less, remarked more than one wholesaler during the past month. This is not a desirable state of affairs, of course, and what is more, is not likely to come very soon, but with every one anxious to buy and few keen on producing, the result is evident. For another year, at least, retailers will have to expect to pay high prices and to place their orders in good time in order to get deliveries. And so the "vicious circle" remains unbroken: buy early, or you won't have your goods to sell, and if you buy, the supplies remain short and prices high!



Fashionable Fabrics For Windows

1. Block backgrounds are always good sellers. This latest design in cretonne has the blocks in the form of bricks in tobacco brown and black, outlined in white. The birds and flowers feature blue, grey and rose tones chiefly.

2. A fine filet lace with the very acceptable peacock and urn in delicate all-over design.

3. The ground work of this cretonne is buff with check lines of yellow and black. Dark greys and dull rose tones give a dignified color effect.

4. Fruit and heavy foliage in delft blue, olive greens and amethyst look attractive on the natural background of this chintz.

5. Another fine piece of filet net with artistic French design.

6. This chintz is striking in black and white, but you should see it in its deep colorings of red, tan, mustard, cornflower blue and rose and its congenial cockatoo.

From the Spring arrivals at the Lace Goods Company, Limited.

"Dalmor" Drapery Fabrics

There is a demand for plain materials. Have our traveller show you these lines:

Poplins, 50″ wide, colors Light and Dark Green, Light and Dark Rose, Blue, Mulberry, Cream, Putty, Brown.

Casement Cloth, 40″ wide, colors Cream, Brown, Rose, Light and Dark Green, Putty, Blue.

Casement Cloth, 50″ wide, colors Blue, Putty, Rose, Cream, Green.

Plain Satin, 50″ wide, colors Cream, Blue, Green, Brown, Light and Dark Rose.

Velours, 50″ wide, colors Blue, Green, Mulberry, Light and Dark Rose, Gold, Red, Brown.

Daly & Morin, Limited
Lachine, Montreal
Sample Rooms at Vancouver, Winnipeg, Halifax

Children's Dresses

You will be delighted with our smart styles, attractive materials, and the general utility shown throughout in our different lines—sales-inviting features that are sure to mean more business for you.

G. F. Reid & Company
Brampton, Ontario

The Trade Journal

Its place in the Business of

The Subscriber

The retailer must keep in touch with what other merchants in his line of business are doing to capture trade and to conduct their stores intelligibly, and the only way of doing so, is to read the trade papers specially devoted to his line of endeavor. That is why practically all merchants make a close study of the trade press.

The Advertiser

A subscriber to a trade paper naturally expects to find therein the advertisements of houses which cater to such business as the subscriber represents. In fact the trade journal is the one medium manufacturers cannot afford to omit, because it precedes the salesmen and makes national distribution easier.

—From "Publicity."

CANADIAN LINOLEUMS AND OIL CLOTHS

LINOLEUMS FLOOR OIL CLOTHS
TABLE OIL CLOTHS STAIR OIL CLOTHS
ENAMELLED OIL CLOTHS
And FELTOL FLOOR COVERING

Designs, Quality and Prices

Our goods are made to suit the requirements of the Canadian climate and trade, and their ever increasing popularity is proof that they give satisfaction.

are

Right

SEE OUR SAMPLES

Spring Samples of our various lines are now in the hands of all Wholesale Dry Goods Jobbers

Manufactured by

Dominion Oilcloth & Linoleum Co.
Limited
MONTREAL

NOVELTY CURTAINS

CANADIAN
DRAPERIES
LIMITED

extend to you a cordial invitation to visit them when in Toronto.

When you are in the market for

Marquisettes and Scrim Novelty Curtains

it will be to your advantage to look at the wide selection of unusual charm and values as shown by our travellers now on the road.

CANADIAN DRAPERIES LIMITED
145 Wellington St. West - TORONTO

NOVELTY CURTAINS

Advertise for Good-Will

"The last twenty years have witnessed a great development of advertising as a selling force," George Frank Lord, advertising manager of the E. I. du Pont de Nemours & Co., told the Pittsburgh Advertising Club.

"I venture to predict that in the next five years advertising will be recognized chiefly as a great buying force. Instead of using advertising to sell merchandise we will use it to buy customers. For the purchase of good-will it will be classified, even by accountants, not as current expense, but as a long-time investment; a sort of bond that yields dependable interest annually and amortizes itself in ten years, but keeps on returning interest indefinitely.

"If advertisers and advertising men will keep their minds fixed on this idea of buying good-will, or buying satisfied customers, instead of selling merchandise, many of the most difficult problems of advertising will disappear. Appropriations will not be based on last year's earnings, the current year's estimate, the sales department's gross margin, or the tentative impulses of the board of directors, but on clear analyses of the amount and kind of good-will needed for the ideal future of the business, the time required or available to develop it, the total amount it will be worth, and how the expenditure of that total will be made in various years.

"The advertising policy will not be shifted by the weather, the crops, temporary trading conditions or changes in organization. The business itself will have a definite, enduring policy, and the advertising will express it.

"There will be no lying copy, nor merchandise that is made only to sell, and not to use; because such things do not buy customers and are destructive of good-will, the great asset the advertiser is seeking.

"Whether an advertiser formally adopts the policy of buying good-will or not, the good-will value of his advertising is all he really gets for his money. The advertising that buys satisfied customers adds to his good-will, and that which creates dissatisfied purchasers subtracts from his good-will.

"Success is merely the result of having more plus than minus in the good-will account. Since the whole history of advertising proves this is true, why should we not recognize this truth and consciously get in line with it?"

The LACE GOODS CO., Limited

"The Handkerchief House of Canada"

HANDKERCHIEFS---Keep us in mind for your immediate Christmas Sorting. We have the stock!

The Manufacturing of

DRAPERIES

has been seriously affected by prevailing conditions. Added to this deliveries are still very uncertain. We strongly advise you to

PLACE NOW FOR SPRING!

See our advanced samples of :—

CHINTZ
CRETONNE
SHADOW CLOTH
CURTAIN NETS
CURTAIN SCRIMS
MADRAS MUSLINS
All Grades
PLAIN POPLINS

Now in the hands of our Travellers.

The LACE GOODS CO., Limited

64 Wellington Street West **TORONTO** Third Floor Empire Building

IMPORTERS AND MANUFACTURERS' AGENTS

Fashions of the Hour

Gold and black brocade is used in the graceful wrap at the right. A luxurious shawl collar of fitch fur makes the whole most desirable.

The evening gown is a Jean Paton model of black and gold stripe; black net draperies; jet bands over shoulders and a large purple velvet flower on the belt in front.

In the lower corner is an exquisite Rolf gown of black velvet and chiffon embroidered in emerald green and gold.

The small black velvet hat to accompany the velvet gown has straight emerald green ostrich drooping over the brim.

A page from the Kurzman exhibit last month. Photographed in New York especially for DRY GOODS REVIEW.

Gotham Will Have Straight Lines

Distended Hip is All Very Well for the Debutante, But is Not Promised a Lengthy Vogue —Queen of Belgium Wears Beautiful Gowns, Wraps and Hats—Her Turban Styles Are the Fad of the Moment.

NEW YORK, October 31.—It seems as though the wide hip line which has been trying to install itself in favor during the past few months is destined for a very short run. The straight line effect is still considered best by the smartly-gowned New Yorkers even though many pretty dance frocks in pannier and bouffant construction are popular with the debutante on whom they seem to look particularly charming.

Several are the reasons why the distended hip idea cannot be definitely adopted. Most women, you know, are very careful not to accept any style that is going to give them a suggestion of stoutness, while those who are already dieting and exercising for this malady know better than to depart from any but the slimmest effects. Another explanation is that the panniers and wired hips being adapted from the historical paintings of Velasquez, are bound to bring with them the small tight-fitted waist, which requires a most uncomfortable corset compared with the easy-fitting low-busted stays which women have been wearing for past seasons.

The straight line was rather strictly adhered to by Hickson in the fashion fete held in the Selwyn Theatre in aid of Greenwich House. At this novel display, in which a number of actresses acted as models and Raymond Hitchcock provided the entertainment, the skirts were mostly narrow even though pleated, and in some cases the fullness was held in by a narrow banding at the bottom. However, the straight idea in the evening dresses was considerably softened by skirt draperies and folded bodices. Sometimes the draperies appeared only on the left side.

Velvet and Lace in Vogue

Velvets of all kinds are prominent in evening dresses, but black velvet seems to be the leader in afternoon gowns. The round neck occasionally gives place to a square cut, but sleeves are short.

An interesting feature to note in all dresses and accessories is the lavish use of lace. Evening gowns especially partake of this form of adornment to a great extent. A smart, youthful model shown by Altman's is of Alice blue satin adorned with a knee-length circular apron edged with silver lace. Embroidered roses outline the edge of the apron and a spray of satin flowers forms one of the shoulder straps.

Many sprays of satin flowers are also noticeable on dainty evening frocks. They are repeated in wreaths by way of hair ornaments for girls and young matrons.

A most striking creation in black and white was of white chiffon embroidered in a large spray design with black sequins. One-inch velvet ribbon edged the skirt and deep armholes, and a black velvet girdle ended in a long, wide, sash end.

Coats have changed little since last month. Fur collars and cuffs appear on practically all of the modish wraps unless they are made entirely of fur. The collars are in gathered shawl effects and in most cases come up above the ears when fastened. For evening wear, chinchilla and sable are prominent in dolman styles or capes.

Suit Coats of Uncertain Lengths

Suit jackets are developing a very eccentric line at the bottom. Their length is by no means certain, and many models have the front longer than the back, or vice versa, or perhaps side panels extending below the front and back. A few novelty designs have tried to introduce wide hip effects with large distended pockets.

Fashions Follow Queen of Belgium's Taste

One of the most gorgeous gown and wrap displays of the season was seen the other Saturday night when society accompanied the King and Queen of Belgium to the Metropolitan Opera. The royal box directly facing the stage was ornamented with American Beauty roses and red and gold velvet draperies. The Queen wore white, of which she has shown herself to be very fond. Her gown was of plain white satin with a sequin bodice. Her only jewelry consisted of a string of pearls and a narrow diamond bandeau tiara. She entered wearing a cape of brilliant green velvet.

In the orchestra one noticed a number of head-dresses of jet, tulle, silver or gold cloth, which looked much like the close fitting turbans in which the royal visitor is often seen, except that the top of the crown was missing.

Wherever she has gone the Queen has inspired the adoption of her little toque, particularly when made of gold cloth. Her gowns and wraps, too, have been much admired for their simplicity and becomingness. On arriving at Washington, she was dressed in a one-piece gown of grey beneath a grey-blue woollen wrap. For her visit to the Senate and House, she chose a red velvet wrap over a white satin dress.

At the Empire theatre, Ethel Barrymore is making her appearance in "Declasse," in which she wears several very becoming dignified gowns. Most charming among them is the dinner gown worn in the first act. It is of flame-colored velvet made on princess lines. The richness of material is emphasized by the severity of outline, which is relieved by a panel back looped up once at the hips. Sable fur bands the hem and forms the shoulder straps rising from a square neck to form a V in the back. There being no sleeves, heavy lace is used to fill in between the fur and armhole.

Dyed Laces Worn

The newest waists seen in the shops show as much variety as they did earlier in the season. Franklin Simon & Co. are featuring lace blouses, particularly those made of dyed laces. One has filet colored a brilliant orange and combined with brown lace and net.

At Macy's sash blouses are most noticeable. These come down over the top of the skirt and tie at the back in a large bow.

Some smart accordeon pleated waists of crepe may be seen at Gimbel's. They reach to the hip line and have a narrow girdle trimmed on the left side with dainty ribbon flowers. The sleeves are short and the necks round.

The way of novelty, Bergdorf & Goodman Co. are showing a Russian blouse of mahogany chiffon adorned with small velvet disks the size of a five-cent piece (American) pasted on in groups around the neck, sleeves and skirt hem. Here and there is a disk of white among the others.

Grand Maison de Blanc has a rather unique blouse in a tailored style. It is made of white satin with a tucked front, plain back and sleeves. Collar, cuffs, and vestee are made of fine white or-

gandie delicately embroidered and edged with lace.

Black Trimmed Underskirts

A new color in silk undergarments which demands attention is yellow, while for lace trimming, bandings, and embroidery, black is being used profusely both with this shade and others. Best's are showing combinations, camisoles and chemises of pink silk veiled with black. In the trimmings are employed Chantilly lace, net ruffles, bands of blue ribbons, rosettes of ostrich fringe with ribbon button centres.

Although most neckwear is created from net ruffles, lace, and Georgette, heavier materials are receiving some notice. These include duvetyn, satin and brocades. Lord & Taylor have had a window displaying gilets of metal brocade with handsome bags made of the same ribbon and more of the pattern used for backgrounds as a suggestion for women who fashion their own accessories.

Innovations in Millinery

Fur, maline and gold lace continue to make millinery a charming object for contemplation. Kurzman's were exhibiting a roll brim sailor made completely of ermine. Two tails were attached to the top of the crown and a mother of pearl spear was the sole ornament at the front of the brim. Another model of Kurzman's which is worthy of note had a tam crown of brown velvet. The brim was of skunk and over it extended a wired brim of gold lace.

Some small white hats are making an appearance partly due to the royal visitor's penchant for them and partly in anticipation of the snowy days expected in another month's time.

Ostrich still holds sway on many hats but it is maintaining even a more prominent position on growns and even on wraps. One dance frock had an entire skirt of ostrich arranged to represent ruffles. And one velvet evening wrap had simply a group of curled plumes by way of a collar. Ostrich fans, of course, are plentiful in a variety of designs.

Fringe, too, is seen in abundance on all sorts of garments. The width may vary from 3 in. bandings on neck and sleeves to whole overskirts of silk, bead or chenille fringe.

Sports clothes are growing brighter than they have been for some time past. Gidding's are showing an attractive suit whose skirt is of bright red cheviot and jacket of black velvet. Leather coats, featured by Franklin Simon & Co., in tan, brown, and black, priced from $45 to $55, also seem to be well liked for outdoor wear because of their serviceability and the warmth derived from their suede linings. Reds of many tones are extremely popular at the present moment.

A Modern "Pierette"

Underneath these fashionable togs are worn the new "corsetettes" known as "Pierettes." They are simply mercerized bands over the hips with a laced satin-bound opening in front and satin reinforcement on the garters. They are pulled on by strong satin straps after the manner one pulls on riding boots. Wanamaker's sell them for $8.50, $10, $15, or $19.50.

For the Out-door Girl

In accordance with the rising popularity of velveteens and cold weather sports, we have this skating costume of taupe velveteen with trimming of tan "Angora" and buttons. It is a costume simple of design but appropriate and smart. The color combination may be varied, of course. Shown by the New York Mercantile Co., Toronto.

FIRST TEA ROOM IN PETERBORO

In Cressman's store, Peterboro, alterations in which were intimated in an earlier issue of DRY GOODS REVIEW, two new departments have been opened during the past month. The first of these was a hairdressing and manicuring parlor, composed of 3 sections for hairdressing and one for manicuring, completely fitted with most modern appliances. The wood is white enamelled, the curtains at the doorways are of Copenhagen blue, the linoleum has a blue and white checked pattern. Immediately adjoining is the millinery department.

More recently, they opened a tea room —the first of its kind in the city. On the third floor, removed from the noise and rush of the busiest shopping sections, customers may have a cup of tea or coffee with sandwiches, toast or hot biscuits amid most artistic surroundings. The tables, chairs and woodwork are enamelled in grey, while the windows and novel lighting fixtures are shaded in rose cretonne. The floors are polished hardwood, adorned with rugs in harmonizing colors. A small bouquet decorates each table.

Off the tea room itself is an all-white kitchenette wherein nothing but electricity is used for cooking and heating.

The outside of the enclosure is painted a deep cream and ornamented with a simple design in relief work. A display of Chesterfields and easy chairs is arranged near the door, which give a wordless invitation to customers to test their comfort while waiting for friends.

Variety of Style and Price in Blouses

They Are Important in Both Tailored and Very Elaborate Designs—Some Blouses Are Almost a Whole Dress.

JUST about this time of the year, blouses play an important part in the retail ready-to-wear trade. To this end manufacturers and retailers all over the United States are concentrating on the week of November 9 to November 15 in an effort to boost the sale of blouses. This National Blouse week has been talked of and advertised for the past two months by practically all dealers and should prove a direct benefit to all concerned.

In this country, blouses are experiencing good business, but the attention paid to them is due largely to their own attractiveness, rather than to any special motive on the part of dealers to stimulate their sale. Seldom have they seemed so varied and beautiful, to say nothing of high-priced.

Silk waists, in spite of their high prices, are the most popular. Of course, this is customary during the Winter months, but cotton waist manufacturers are expecting that their lines will become more in evidence as the price of silk advances. Cotton is exceptionally expensive also, but it is still true that a good cotton blouse costs less than a good silk one, and is more serviceable than a poor silk one.

Tailored blouses of crepe de Chine are selling well in styles with convertible collars or square necks, trimmed with pearl buttons and pin tucks. These lines retail at from $5.00 to $10.00. Dressy blouses in a good quality Georgette sell for prices ranging from $10.00 to $75.00, varying according to the elaborateness of the embroidery or other handwork they bear. Stitt & Co., Toronto, are showing a very simple, but dainty model in sand Georgette, having a long, narrow collar braided in self color soutache. It is priced $19.50.

Peplum Blouses Command Biggest Prices

The biggest prices are paid for blouses of the Russian type, with long peplums, sometimes finished with fringe reaching almost to the skirt hem. Such a blouse trimmed with embroidery of silk beads, or woven braid and ornamented by a jet or silk tasselled girdle becomes practically a whole dress when worn over a plain satin or accordeon pleated skirt, or a slip with a deep satin band around the bottom. Shoe string braiding is also popular just now. This silk braid is used on cloth, as well as silk dresses and blouses, evening wraps, etc.

The color combinations as described last month hold good and sales are increasing in fancy satin camisoles to match the blouses.

In all lines, suit shades vie with the pastel hues for popularity. In the moderately priced tucked-in-at-the-waist variety, white, flesh, navy and brown seem to be leading. Some are made with short kimono sleeves, but that fashion has not yet really taken hold in this country.

Simpson's are showing some exquisite hand-embroidered and hand-drawn-work blouses, some with real filet or Irish crochet lace. These vary in price from about $9.00 to $37.50.

The A. A. Fournier Co., Ltd., Ottawa, has added a grocery "cafeteria" to its numerous other departments. For the present it will include only package goods or canned and bottled lines.

Two Fashionable Styles

Flesh colored Georgette blouse trimmed with Val. lace on neck ruffle and cuffs. The little black velvet tie is finished with tiny silk flowers.

The tunic blouse is a handsome one of flowered silk chiffon trimmed with soutache braid. Small black silk buttons are tied with black silk cords.

These two numbers are original designs made exclusively for DRY GOODS REVIEW.

CORSETS

Advance of 10 Per Cent. Likely to be General Early in New Year—Manufacturers Not Worrying Over Corsetless Fashions

The general impression among fashion experts is that the vogue for a silhouette with distended hip and pinched-in waist is nothing but a passing whim. Women are loath to abandon the free comfortable lines of low-busted, slightly boned corsets used for the past few seasons. Neither is the corsetless figure going to attain much popularity. Women workers of all classes have learned that they cannot work all day in comfort without a certain measure of unrestraining support for the figure.

Thus, the common sense ideal in corsets is going to continue for another season; and it is altogether doubtful if it will ever be abandoned except by a minority of extremists. Of course a few variations may be evident in boning in some designs, but these are chiefly to adapt them to the needs of varying types.

Manufacturers are really so busy endeavoring to keep up with orders for patterns already on the market that they have no time for bringing out innovations. Some even are dropping certain lines, making one style do for two closely similar ones in order to catch up with production.

The demand for brocade corsets is big, but makers are experiencing considerable trouble in obtaining the fabric, since it is American and therefore subject to all the trade disturbances now affecting the United States. Deliveries on Canadian coutil are about four months behind, but this is one of the least of the manufacturers' worries.

His real trouble is the scarcity of help. A hundred dollars' worth of advertising in the daily papers in one month will bring scarcely half a dozen applicants, and operators already employed must be petted and coaxed with shorter hours and longer pay envelopes to keep them at their machines. An increase in price at the beginning of the year is the inevitable result. It will not affect some lines that are booked up until March, and in others will probably be only about 10 per cent., which, comparatively speaking, is not to be grumbled at.

UNDERGARMENTS

New Fabrics as Substitutes for Silk—Laces of Growing Importance

Charmeusette is the name given to a new silk and cotton mixture which is being brought forward for Spring trade in underwear in the United States. It has a satin finish and combines the durability and cheapness of a cotton garment with the soft silky texture of more expensive materials. Bloomers, petticoats and Billie Burkes are being made in flesh and white. The manufacturers hope that these garments will make an appeal to women who cannot afford silk, but like its comfort.

For the better class trade in Canada, satin is the leading material. In flesh or white, trimmed lavishly with lace, boxed or straight tucking and dainty ribbon flowers; camisoles, bloomers, Billie Burkes, step-ins, nightgowns, and two-piece pyjamas, are all very good in this fabric. Crepe de Chine is sold, too, but many women are finding that it is not so durable and does not retain its color as well as the satin.

One of the best lines in camisoles is that of dark Dresden ribbon with no trimming except shoulder straps in a plain matching color. They are much worn under dark Georgette blouses. The best colors are navy, brown, and rose shades. Some of these camisoles are made of the richly colored satins in "comfy-cut" designs instead of the straight tops necessary when ribbons are used.

Georgette in various hues and strikingly trimmed are shown in the shops and will doubtless be sold as girt articles, but for the most part these unusual ideas find their chief value simply as show pieces.

Lace flouncing is finding a rapidly growing place once more on dainty undergarments. While the average lines selected are by no means so elaborate as those illustrated in this issue, the tendency for the use of wide laces is nevertheless quite strong.

Practicability Prevails

N. Y. Design Authority Has No Fear of Fashions Which Are "Physically Unfit"

That "there is nothing new under the sun," was the keynote of a lecture given by Miss Ethel Traphagen of New York, teacher of design at the Cooper Union, the School of Fine Art, and who has lectured at the Metropolitan Museum and many other artists' haunts. This time her talk was given to the Canadian Women Designers' Club, Toronto, on October 27, at the Heliconian Club Rooms. By means of colored slides, Miss Traphagen demonstrated the origin of most of the present-day styles considered by some to have been originated by the Parisian or New York designers. What has made Paris designers great is their careful study of books and models and history, and their readiness to recognize a good suggestion when they see it, she remarked.

Consequently, Miss Traphagen instructs her pupils to go to museums and historical paintings for inspection in their work and for novel ideas. Many are the adaptations of ancient Greek and Egyptian dress that are included in the most "original" creations of modern fashion artists.

"Men," Miss Traphagen remarked, "have always demanded the best quality in fabrics for their clothes." Therefore it is to be noted that the finest laces were wrought when men wore ruffles, and the most lustrous velvets were woven when men wore gay-colored breeches and vests.

Designers of Toronto have a wonderful opportunity to get inspiration in the Royal Ontario Museum, which had fascinated this speaker immensely during the few hours she had to spend in it. There was, she said, abundant material for new ideas in dress in the Indian and Esquimaux costumes on exhibition there as well as in the splendid specimens of armor, Grecian statues, and old paintings which have always been a source of design to fashion experts.

Miss Traphagen pointed out that the most recent fancy in fashions for evening wear—the distended hip-line—is really of Spanish inspiration, sponsored in the Valasquez paintings. "Always, such a silhouette has been followed by long, tight bodices," said the speaker, "but present-day designers are aware that modern women are too well-pleased with the practical, comfortable and hygienic modes to which they have become accustomed, ever to submit to the metal stays of the earlier period." She does not anticipate that designers will make any attempt to force women into accentuated curves, even though the tendency may be to effect a tight appearing bodice.

EATON'S READY-TO-WEAR

Continued from page 48

access to which is through a door at the rear from the passage by the windows. At the front of these fixtures are display cases, showing figures gowned in the newest and highest class garments. New, highly-polished gumwood floors provide an improved background, and the lighting is after the "trough" system. The result, looking from one end of the store, is an appearance of a long row of display windows, between which customers and salespeople are moving.

In the coat and suit sections, the selling cases are open to examination by the customer. In the dress and skirt sections, the higher grades are kept under glass. One attractive feature in the coat section is the three fitting rooms and a larger room for the reception of a group or family party.

Revolving Wardrobes Adopted

Other new ideas are seen in the revolving wardrobes, which are generously supplied throughout the floor, the misses' section alone containing twenty-eight. These are double racks, enclosed in glass cases, the doors of which may be swung out of sight during the daytime. Then the racks can be pulled out and swung around, making either side accessible to the saleswoman.

Each section has its own departmental office, stock rooms and exchange office. Access to these departments is by means of twenty-two elevators and three escalators.

Paris, as a Buyer Saw It Recently

Miss Lytle, of the T. Eaton Co., Tells of Interesting Customs and Fashions "Across the Pond"

At the regular meeting of the Women's Designers' Club, Toronto, held November 12, Miss Lytle, of the T. Eaton Co. French rooms, gave an informal little talk on her recent buying trip to Europe. In referring to Paris, she spoke chiefly on the various great designers and the impressions received during her visits to their houses. As her stay was in August she missed seeing much of the gowns actually worn in French society, for fashionable Parisians were mostly at Deauville or Trouville, or at watering places, and the opera was closed on account of the warm weather.

On the Avenue, however, Miss Lytle saw many very interesting costumes.

A Good Gift Feature

One of the season's dainty negligees in two-piece style with embroidery and novel sash. Shown by the Kassab Kimono Co.

Very short skirts were worn, and a number of women were without stockings, their legs being tattooed in various artistic designs. These really weren't as noticeable as one might suppose, for, said Miss Lytle, "until you are quite close to the wearer you would suppose her to be wearing embroidered flesh-colored hose." On the stockingless foot is worn a sandal affair with high heel.

At the fashion shows Miss Lytle was not much impressed with the superiority of French designs over American. Of course they were all charcterized by little touches which gave them their Parisian individuality, but the prices were absolutely exorbitant. In the house of Madelaine and Madelaine there was nothing under 2,100 francs, or a little over $400. And although the Frenchman lost to some extent on account of the depreciated value of the franc, yet the American had still to pay duty.

The general idea amongst buyers was that Paris thought they were absolutely dependent on her for their styles and would therefore pay any sum to secure them. In consequence it was thought that buying trips would probably be less frequent until more moderate prices could be obtained. America to-day does not look to Paris to nearly as great a degree as formerly. The popularity of her garments now, it seems, is largely founded on tradition.

Miss Lytle found that the new house of Madelaine and Madelaine seemed to cater more to the American trade than did the others. Here alone were seen long skirts and long waists. Elsewhere short skirts full and with panniers were the rule. Jenny's serge frocks were the most attractive in that line, although the fabric used was a war product and not nearly as fine as the pre-war serge. Paul Poiret's gowns were marked by their pantelette effects. The speaker was much amused by the appearance of M. Poiret himself in a high-crowned hat which rested on his ears, and by the manner in which his models appeared. One stood in a sort of courtyard while the mannequins entered from numerous doorways and staircases at unexpected intervals. At Rene's were the most beautiful evening gowns, "all spangley and with trains." They were entirely backless to the waistline, and the front of the bodice would be generally just a fold or two of chiffon upheld by a string of pearls around the neck. Wherefore if the string should break, said Miss Lytle, "'twould be a very sad story." In all the houses except that of Madelaine and Madelaine the models wore no stockings and had painted legs.

The best color for evening frocks was jade green. For other gowns, navy, brown, taupe, black, and all shades of red were used. Much black velvet was shown veiled with Spanish lace. To tell the truth, laces of all kinds were very evident. It seemed as though a decided effort was being put forth to revive the industry in France.

Theatres Observe Dress Etiquette

In London, Miss Lytle was much impressed by the beautiful show windows, particularly those of the furriers. And the salesladies in the large stores seemed to her remarkably attentive and proficient. The theatres there seemed especially enjoyable because the people were so appropriately dressed, according to the section of the theatre which they occupied.

Travelling in England was being very much discouraged by the high railway rates. In Ireland it was discouraging because of the poor telegraph service and hotel accommodation. Belfast presented a very enterprising business appearance and showed little evidence of political disturbance. Food was plentiful; in fact butter and bacon were in abundance compared with England. And, strange to say, they did not allow these foodstuffs to be sent across the Irish Sea.

Miss Lytle's talk brought to a close another of the extremely interesting evenings of the Designers' Club. Others are being arranged for during the Winter which will be of vital concern to the women designers of Toronto.

A Natty French Model

This navy dress with its youthful collar and cuffs illustrates the vogue for accordeon pleated skirts. The French Demoiselle likes a coy kerchief too.

Coats and Suits

1920 Suit Skirts to Be Shorter and Wider Than Last Spring—Some Fitted Jackets—Suit Coat Length Around 24 Inches—Points Make Uneven Line—Sport Fashions for the South.

THE first Spring suits are now under way. As usual for the first month of this work, manufacturers are sticking pretty much to somewhat staple designs. Nevertheless, they are very careful as to the little fine points, finishing touches, which they put into these staple designs, in order to make them really this Season's product rather than obviously what has been out before.

Jackets for Spring suits are always somewhat shorter than those for Fall, but the 1920 products promise to be short and snappy, as compared with last Spring. Coat lengths will vary, of course. So far, no definite length has been decided upon amongst designers, consequently some models will no doubt be brought out in the 24-inch length, and others will be shown all the way down to 30 inches, possibly 32. There is a feeling, however, that the 28-inch length will be the average. Unevenness of length is characteristic; points, rather than panels, however, are featured. "Smart styles for Misses will include two distinct types," said one manufacturer to DRY GOODS REVIEW. "There will be the straight lines following the box models of last year, and also those that are fitted as far as the waist and flaring below. These will be the ones that will have points in front, back or side. They have many little straps and belts crossing and overlapping. Waistcoats and vest effects will very probably be quite as strong as last Spring, if not more so, say advance reports. Tight sleeves and convertible collars will also be shown extensively. Skirts will be shorter than last Spring and of a medium width.

Almost No Novelty Suitings for Spring

While there is practically nothing procurable yet in the way of new materials for street suits, the tricotine, serge and gabardine models will have to bring prices higher to quite a degree than last Season. As nearly as one can judge at this time of the year, the class of consumer who looks for goods at a price, and feel that they cannot go beyond the medium-grade garment, will be paying from $40 to $50 for their Spring suits. The prevailing price, however, is fixed at about $60 to $75. For these figures, one will be able to procure a good serge or gabardine suit, nicely lined with silk or poplin.

The fact that the extended mild weather this Fall has provided an opportunity for people to wear out their Spring suits, and also the development of the new silhouette for Spring, augur well for an unusually big season for suits for the coming year. Fall suits have not brought in even as good a return as was expected in Canada, but people have bought keenly of Fall and Winter coats. They are going from their Spring suits, worn in September and October, into their Winter coats with elaborate trimmings, and there is little doubt that the Spring will see them quite ready to go back into a suit again.

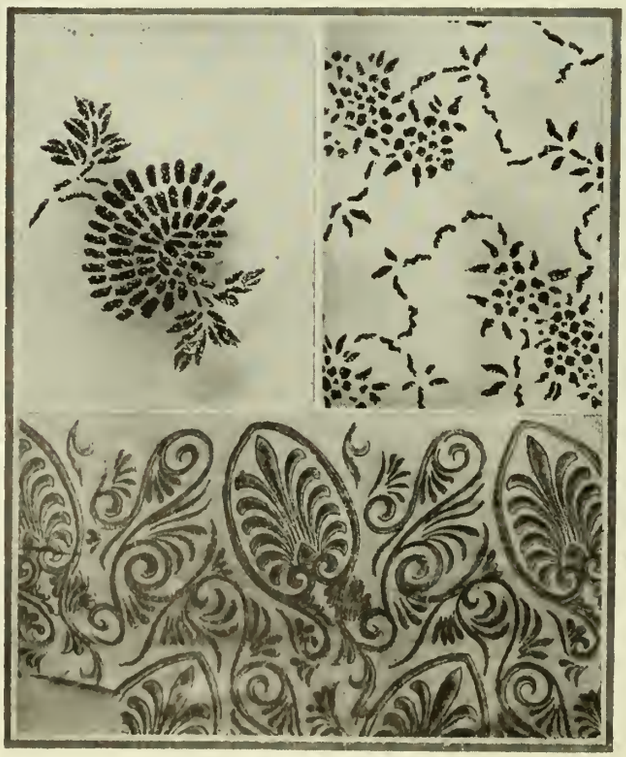
As to Sport Suits

Tweed suits promise quite a run for the Spring. Good all-wool tweeds are procurable in a nice range of shades, and these, made up in smart, practical lines for walking, will be procurable to the consumer at $35 to $37. That is about the nearest offering on the market, so far, in the way of sport suits for the Spring for the Canadian trade. Already, in New York, designers are vying with one another for prominence in ranges for the Palm Beach trade. A very outstanding feature, so far, in the New York offering, is the use of so-called "angora." This is really a soft, close, thickly-brushed wool. We have seen it used to a considerable extent in Canada in previous seasons for sweater coat trimmings, sport and motor coat trimmings, and now it is to be worn, we are told, for whole sport suits. That is, the suit consists of a skirt, a sleeveless sweater or comfy scarf, and a jaunty hat, all of this "angora." It is shown in sporty colorings and designs. A skating suit for Winter is already being shown in Canada, made of velveteen trimmed with angora, one of which is illustrated in this issue.

Silks for the South

Marvellous new heavy silks for the Southern trade are being featured also. They include two-tone heavy cord effects, two-tone satin plaids, etc., developments of the heavy novelty silks of last Summer, which proved quite popular. In Canada, of course, these have to command very high prices, but in communities where people travel south in the Winter, and east, west, south or north in the Summer, and want to wear the fashionable costumes of the Season, suits, gowns, skirts, hats, bags, scarfs, parasols and jumpers will all call for some of these new silks.

Miss Janet Greig has opened a Ladies' and Babies' Wear shop at 316 Danforth Avenue, Toronto.



Fashionable Fabric

For evening wear, materials must either glitter or be extremely delicate of design and color. The two chiffons at the top of the illustration are black, one with mysterious blues glistening from its floral pattern, the other is all black. The design appears to be developed in some kind of black paste composition into which are sunk myriads of the little shining particles of sequin.
Below is an artistic piece of Georgette whose design looks even more delicate in the piece than in the picture, since it is printed in rose and hair lines of gold. Shown by Chas. Mouterde & Co., Toronto.

READY-TO-WEAR INDEX

The McElroy Mfg. Co., Ltd.

MAKING

Royal Royal Garments

REGISTERED TRADE MARK

FAMOUS FOR THEIR

Fit, Cut, Style, Hang and Finish

HEAD OFFICE:

47 Simcoe St. - Toronto

M. WITTAL

Manufacturer of Ladies' and Children's wear, is now established in his new and larger premises,

246 St. Andre Street

(Cor. St. Catherine St.)

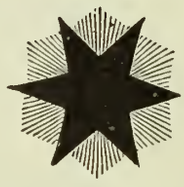
MONTREAL

New Spring range is now being submitted for your inspection

Showrooms:

Toronto, 306 Kent Building.
St. John, 127 Leinster Street.
Winnipeg, 313 Fort Street.

If our travellers do not call on you drop us a line, it will pay you.



Star Skirt Company

436 St. Catherine St. W.
Montreal

Skirts

WAISTS

Voile, Silk, Crepe de Chine, Georgette.

Samples on request.

D. H. Cummings

EVERYTHING IN WAISTS

1187 Mt. Royal Ave., Montreal

WELL WORTH SEEING

OUR FALL LINE OF

Cloaks and Suits

Better Garments also Popular Priced

Lazare & Novek

CLOAKS & SUITS

605 St. Catharine St. W., Montreal

Ready for

Immediate Shipment

Misses' and Ladies'

DRESSES

Garments with the punch that get the business

$6.50 to $42.50

New York Mercantile Co.

24 Wellington St. W., Toronto

Silk Muslin Underwear

Manufactured by

LONDON LADIES' WHITEWEAR

Also complete range of Children's Dresses for **immediate shipping.**

OFFICE AND FACTORY:

41 Craig St. East, Montreal

THESE ADVERTISING SPACES

FOR SALE

TO READY-TO-WEAR

MANUFACTURERS AND JOBBERS

AT $5 PER INSERTION BY THE YEAR.

"The Art of Corsetry"

is only given full expression in a Corset that presents the ideal combination of correct

STYLE that truly beautifies the form of the wearer—

COMFORT, that means such permanent satisfaction, and—

QUALITY, ensuring long, hard service.

In the

P. C. CORSET

these features are paramount.

White and Pink.

Front and back lacing.

Parisian Corset Mfg. Co.

LIMITED

Quebec Canada

BRANCHES:

Toronto: 76 Bay St. Montreal: 329 Craig St. W.

Western Representative:
C. H. BUTLER, 24 Sylvester Wilson Building, Winnipeg

Blouses

that are "different"

in

Style

Quality

and

Finish

Georgette, Crepe de Chine, Wash Silk

The Caplin WAIST & DRESS CO. Montreal.

1952 ST. LAWRENCE

VOGUE WAISTS AND DRESSES

For Brisk Christmas Selling!

VOGUE DRESSES

of distinctive charm and individuality, in the smartest of styles, shades, and fabrics, including GEORGETTE, CHARMEUSE, DUCHESSE and TAFFETAS.

VOGUE WAISTS

in extensive assortment of smart, sure-to-please designs in GEORGETTE, CREPE DE CHINE and VOILE.

All in the quality that ensures satisfaction.

VOGUE WAIST CO.

207 St. Catherine St. W.
Blumenthal Building
MONTREAL, QUE.

For All Kinds of Weather

2 in 1

JACKETS and COATS

For Ladies and Men

Suitable for all outdoor wear, these coats with their neat, swagger lines, give a real dressy appearance. Yet they are weather-proof, absolutely.

Our Spring range includes many interesting, snappy models in

FANCY TWEEDS
and
LEATHERETTES

and all other standard materials. Our usual high quality is shown in each and every garment.

If one of our travellers has not called upon you, we will be glad if you will drop us a line to have him do so.

THE

Montreal Waterproof & Clothing Co., Limited

The Largest and Oldest Waterproof Clothing House in Canada

MONTREAL, CANADA

Eaton's Ready-to-Wear Department Improved and Enlarged

More Space—More Light—More Fitting Rooms—New Fixtures And More of Them.

THE fourth floor of Eaton's main building, from which the draperies and carpets were removed two months ago, has now become a large ready-to-wear department, exhibiting numerous new features.

On this floor, covering two acres of floor space, are segregated all women's outer garments: coats, suits, dresses, skirts, sweaters, furs and misses' wear. The third floor, two and a quarter acres of floor space, will then be devoted solely to women's undergarments: corsets and waists; children's coats and dresses; infants' wear; millinery, art needlework and wools; and the optical parlors and scientific instruments. For the Christmas season, however, a large portion of this floor is being occupied by the toy department. After Christmas, the second floor will be given over to dress materials and silks, cottons and prints, household linens and bedding, men's and boys' clothing, and the executive offices.

Biscuit Tinted Walls and Buff Pattern Carpets

But to return to the fourth floor. Here a complete rehabilitation has taken place, with soft biscuit tinting on ceilings and walls, which harmonizes equally well with the grey enamel of the French rooms and the rich warmth of the mahogany prevailing throughout the rest of the floor. The main aisles, which separate the different sections, are covered with brown battleship linoleum; the rest of the floor being covered with a luxurious buff-patterned carpet, except for certain of the French rooms and fitting rooms, where the carpet is a plain taupe shade. The windows have casement sash in grey and mahogany, glazed with obscure glass in small oblong lights, and draped with delicate rose-tinted curtains; walls panelled.

The floor space allotted to all the departments on the fourth floor is about fifty per cent. more than formerly occupied. All the sections have received about fifty per cent. increase, except the coat section, which now has one hundred per cent. more floor space than formerly. On the third floor, the increase is about forty per cent. to each section.

Each Department Has a Different Treatment

An important feature is that the treatment throughout the fourth floor is not the same for all sections, as regards fixtures, and their arrangement, but each is accorded the treatment most suitable for the garments displayed; thus, the dress department, situated in the Queen Street section, possesses twenty-four new fitting rooms and French rooms—the French rooms are finished in grey enamel, and are made by showcases set in large squares, with connecting passageways between. Here and there are "costumiers"—enamelled stands having rods on which garments may be hung while the saleswoman is displaying them to the customer.

One room, having a domed ceiling, is devoted solely to evening gowns. Here the lighting is entirely artificial, so as to show the gowns in the exact shades they will appear when actually worn. The next room is for afternoon frocks, and the third for street dresses.

Along the Yonge Street (centre) section is the skirt department, having its own fitting and show rooms. The centre is occupied by sweaters, skirts and children's furs.

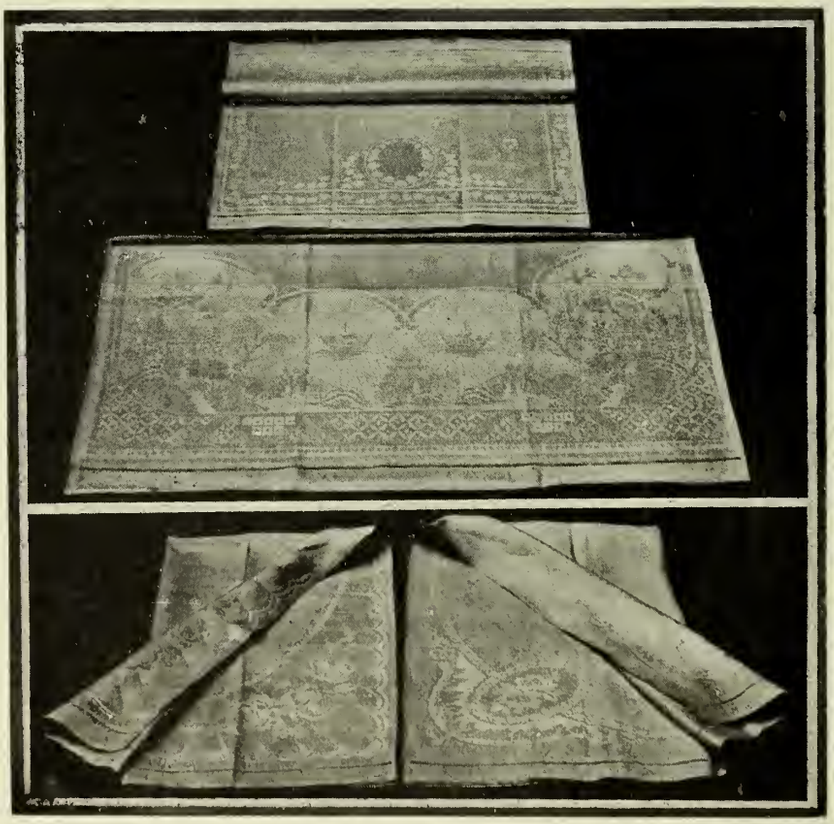
The misses' department covers the Yonge and Albert Streets section, and follows the same layout as the coat and suit departments, although it is not as near completion.

Fur Coats Are Kept Behind Doors

At the corner of James and Albert Streets is an open section, surrounded by counter cases devoted to fur pieces. Next is a showroom for fur coats alone. Here the stock is kept wholly behind closed doors, to protect it from light and dust. The rest of the James Street section is given over to coats and suits, which have four and two showrooms respectively, where the fixtures are somewhat similarly treated. A continuous expanse of windows sheds light over the two departments.

At convenient intervals, are double rows of showcases, which, in themselves, are unique. On both sides are forward, or selling cases, from which the saleswomen show garments. In between are covered racks holding the reserve stock,

(Continued on page 142)



New Linen Towels

Some high grade linen towels showing interesting designs. The guest towel above has a space for a monogram to be embroidered and has a woven border as well as a tiny all-over motif and hemstitched ends. Below it is a design which follows up the vogue for Orientalism. It shows a deep border in Chinese scenic effect with narrow border down the sides.

Below are two handsome numbers with oval patterns and artistic corners. These are fine, pure linens from the most recent "Old Beach" lines.

WHERE CAN WE BUY...?

You buy service when you subscribe to DRY GOODS REVIEW. We have facilities for procuring information about new goods, novelty lines, unusual requirements, etc., and the Service Department is always at your disposal. If the information you seek is not to be found in our Buyers' Market Guide, or in the advertising pages of this issue, cut out the coupon below and fill in your questions. Every day these are coming in and they are welcome. We are glad to be of any possible assistance to our readers. Following are just a few of the enquiries received during the past month:

(The Buyers' Market Guide, next page, contains many addresses of use to you.)

Button Covering Machine

Three Rivers, Que.—Please tell me where I can procure in Canada a button covering machine and the moulds to fit?

Answer—Addresses were sent.

Sanitary Sleepers

Kincardine, Ont.—Would be greatly obliged if you could advise us where we can buy Dr. Denton's Sanitary Sleepers?

Answer—Try Denton, Mitchell & Duncan, 38 Wellington W., Toronto.

Terry Towelling

Brantford, Ont.—Will you be kind enough to inform us what mills manufacture Terry Towelling (in Canada)?

Answer—Several addresses were forwarded.

Music

Drayton, Ont.—Please tell me where I can procure music at popular price in Canada. Is it compulsory for all standard or classical music to be sold for stated price?

Answer—List of addresses was sent. While it is not compulsory for music to be sold for a stated price, publishers would not care to deal with a firm that cut rates below a reasonable profit in order to get trade away from other dealers.

Show Cards and Window Trims

Millertown, Newfoundland.—Will you please forward me information about practical books on "How to Make Show Cards," and "One Hundred Easy Window Trims?"

Answer—Prices on the two books named were quoted at $1.00 and $1.10 respectively postpaid. A further list of other books along similar lines was mentioned.

Fine Combs

Ste. Marie, Que.—We would be obliged to you to let us know the manufacturers of fine combs in United States.

Answer.—A long list of addresses was sent.

Dictionary

Barrie, Ont.—It was in DRY GOODS REVIEW (1916) *I saw what you might call a Dry Goods Dictionary. I would like to have a copy of the number containing it. Has there been a book published on this subject?*

Answer—The desired copy was forwarded. As there is no book published that we know of containing such matter, in any general way, the best we can do is to provide as much information as possible along these lines in the regular issues of DRY GOODS REVIEW. *A "Dictionary Column" appears in this issue.*

Colored Nainsook

Toronto, Ont.—Where can I buy colored Nainsook or Lawn?

Answer—Address was given, but these fabrics in colors are very scarce.

Revolving Stands

Lethbridge, Alta.—Kindly advise us where we could procure revolving stands for measuring skirts?

Answer—The firm in Guelph that used to manufacture these stands has discontinued the line; but they may be made to order by Clatworthy and Son, Ltd., 161 King St. West, Toronto.

Tricolette

New York, N.Y.—Would appreciate your giving us the names of makers of silk tricolette in United States and Canada.

Answer—Addresses were forwarded.

Millinery Publication

Empress, Alta.—Do you publish a Millinery Monthly or if not would you advise us of someone who does?

Answer—We do not publish a separate millinery monthly apart from the Millinery Department in DRY GOODS REVIEW. *A number of Canadian milliners subscribe to "The Illustrated Milliner" published in New York.*

Stickers

Napanee, Ont.—We would thank you to tell us names of firms in Canada who make stickers as pe enclosed sample.

Answer—The name of a firm who may be able to satisfy the inquiry has been sent, though lithographers are all busy on Christmas orders now.

Advertising Cuts

Midland, Ont.—Kindly advise us where we might procure electro cuts for newspaper advertising?

Answer—Addresses were sent.

THE DRY GOODS REVIEW
143-153 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE_____ 191

PLEASE TELL ME WHERE I CAN PROCURE_____

_____

_____

NAME _____

ADDRESS_____

BUYERS' MARKET GUIDE

The Thompson Lace & Veiling Co., Limited

Laces, Veilings, Georgettes, Ninons, "My Lady" Silk Hair Nets, Princess Pat Human Hair Nets, Sport Veils.
Cor. Wellington and York Sts., Toronto, Canada.

Kent-McClain Again

Mr. A. G. Kingdon, of 142 Granville St., is another Halifax furrier who has greatly improved the display effectiveness of his already handsome store by the installation of new fixtures. These are in mahogany finish and were supplied by Kent-McClain, Limited (Toronto Show Case Company), of Toronto.

Infants', Children's, Girls' and Misses' Dresses

We are Specialists in these lines

H. L. WATTS, LIMITED
400 Richmond St. W., Toronto

T. H. Birmingham & Co.
LIMITED
93 to 99 Spadina Ave., TORONTO
Makers of
Women's High Grade Neckwear
"The Exclusive Neckwear House"

"EVERYTHING IN SILKS"

M. Ascher Silk Corp.

Distributors—Iroquois Silk Mills

102 Madison Avenue, New York

SKIRTS ARE ECONOMICAL
LATEST STYLES IN TWEEDS, SERGES and POPLINS
at lowest prices.
In case our travellers do not reach you, write for samples.
ROYAL SKIRT COMPANY
1440 St. Lawrence Blvd., Montreal

References: London, Eng.—New York—Montreal

FRED. BIRKS
Commission Dry Goods
14 Phillips Sq., MONTREAL, Can.
Tel. Up. 388. Covering all Provinces

GERSTENZANG BROS.
Popular Priced Flowers and Feathers
670-674 Broadway, NEW YORK CITY

Prices of ladies' clothing were recently under investigation by the Board of Commerce in Regina. Samples of ladies' clothes were selected from the stores in the City, and were placed on exhibit. J. F. Bole, of the Regina Trading Co., testified that the profits made by the Company during the wa were only one-seventh of one per cent. on the turnover, and only two per cent. on the capital investment. He suggested that a net profit of five per cent. be fixed on the turnover in various lines. He believed that, for the purpose of fixing an average of profit, the turnover should be figured on, and not the capital invested, as profiteering consisted of only excess net profits.

—•

According to reports emanating from the Department of Commerce at Washington, no reductions in British woollens can be expected for at least two years. The woollen situation in England is more serious than it has been for years, according to information received by the American department.

—•

Fine cotton goods are reported very scarce, and eager bidders are unable to purchase a fifth of what they are trying to get. One buyer, who tried to get 5,000 pieces of fine lawns, had to content himself with 1,000 pieces, and the earliest deliveries granted were beginning in January.

—•

Reports from the Manchester market state that cotton yarns are in brisk demand, with prices advancing and quick deliveries difficult to secure, the bulk of business for forward deliveries extending to April. Piece goods are strong, and manufacturers independent. Demand was reported broadening, with China a free buyer, placing important orders for a variety of fabrics, extending well into 1920. From India inquiries developed, notably with Calcutta coming in.

—•

The fur business in the season 1919-1920 promises to be a very active one. High-priced fur, such as beaver, mink and fisher, are reported plentiful in the North, and a good catch is assured every trapper. The following is a list of prices being paid the trapper. For each kind of fur the highest and lowest price is given.

VEILINGS and SILK NETS

HODGES & LETTAU
232 McGill St. Montrea

Write for our latest
Special Catalogs
C 1919
To Dealers only.
John V. Farwell Company
CHICAGO
Wholesale Dry Goods and General Merchandise

Pyjamas
for
Style and Quality
THE FOSTER MFG. CO. Ltd.,
Parkeston, Essex, England

Canada's Largest Makers of Cotton Flags
Write for Prices
THE COPP, CLARK CO.
517 Wellington St. West Toronto

"HOOSIER"
The best 36-inch brown domestic in America
Buy it by the bale; sell it by the bolt
Indiana Cotton Mills
Cannelton, Ind., U.S.A.

LARGEST MANUFACTURERS
Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our Catalogue. It's free for the asking.
The Botanical Decorating Company
(Incorporated)
208 W. Adams St., Chicago, Ill.

BALLOONS
Printed with your advertisement at small cost. Brings the mothers and children. How about a thousand for your Fall 'air?
L. G. BEEBE,
53 Yonge St., Toronto

Real HARRIS, LEWIS and SHETLAND HOMESPUNS
Direct from the makers. Special lightweights for Ladies' wear—all shades.
Patterns and Prices on Application.
S. A. NEWALL & SONS, Stornoway, Scotland
State shade desired and whether for Ladies' or Gents'

BUYERS' MARKET GUIDE

Kent-McClain Again

Mr. W. Covert, of Queen St. West, Toronto, has greatly improved the effectiveness of his store by installing an outfit of glass front display drawers and all glass hanging collar cases. These were supplied by Kent-McClain, Limited (Toronto Show Case Company), of Toronto.

WRIGHT'S BIAS FOLD TAPE

Advertised for 20 Years
Known to Home Sewers Everywhere.
"W & N", Monarch and Meteor brands. Reliable fabrics cut on a true bias; full elasticity retained; selvages trimmed; seams opened and pressed.

WM. E. WRIGHT & SONS CO., *Mfrs.*
315-317 Church Street New York

SPOTLESS SHRINKER AND FINISHER

Shrinks and finishes Woolens, Wash Goods, Silks, etc.
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—

Figures showing British exports for the month of October give striking evidence of the revival of trade. They show a record of over £79,000,000 sterling, despite the fact that the railway strike had an adverse effect in the opening days of the month. Compared with October, 1918, the month's reports for 1919 are nearly £36,000,000 higher. On the other hand, the imports during the same period show a record of nearly £153,500,000, being nearly £36,000,000 higher than October, 1918. It is regarded as an encouraging feature, however, that the imports of raw materials increased by over £20,000,000.

—

G. R. Gregg, of G. R. Gregg & Co., Toronto, has recently returned from a visit to the Orient, where he was making purchases for the firm. Raw silks, Mr. Gregg states, are being boosted on every pretence. Visits by distinguished persons have had the effect of compelling the public to indulge in fancy goods, and the Japanese had accordingly raised their prices.

—

Despatches from London, England, state that British children will play with Canadian toys this Christmas. An order for £1,500 worth of unbreakable toys has been placed by Harrods, one of London's largest departmental stores, with a Toronto firm. Other firms have also been stocking Canadian toys.

—

No German toys, it is understood, have been bought for this year's trade in England. Another Toronto firm has shipped over 13

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BUYERS' MARKET GUIDE

Kent-McClain Again

Mr. W. M. Sanborn, of Halifax, N.S., has recently installed an outfit of fixtures to take care of the display of his Fur Muff Department. The fixtures are in mahogany finish and were supplied by Kent-McClain, Limited (Toronto Show Case Company), of Toronto.

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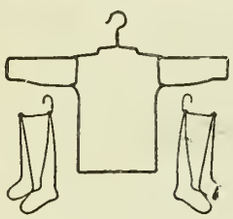

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tons of construction toys to England and is making additional weekly express shipments to London.

—

Advances that have taken place in prices of furs since last Spring are sensational as revealed in the following instances: Alaska sealskins have jumped 30 per cent., blue fox from 100 to 135 per cent., Russian squirrel, 20 per cent.; moleskins, 10 per cent.; and bear pelts, 40 per cent. These all represent the percentages of increase over quotations of last April.

—

According to statements of Canadian business men passing through London, Canadian trade is now beginning to play a large part in Belgian reconstruction. Several large orders have already been placed with Canadian firms for delivery in both France and Belgium. A proposal has also been made to Belgian capitalists to establish a linen weaving industry in Canada similar to that at Courtrai and other centres.

—

The following letter has been received by DRY GOODS REVIEW from S. P. Ciclitira & Co., of Patras, Greece, dated October 16:

Gentlemen:—Having read in your August number that you are ready to furnish your readers with any information they may require, we beg to state that we are exporters of all products of our country, viz., currants, sultanas, figs, citron, oil, olives, wool, tobacco, and valonia nuts, and are also importers from the United Kingdom of England and from America, of any material suitable for our market.

We have a large inquiry from our customers for the following articles of your line, viz.: Panama straw hats, hosiery (socks, shirts, etc.), cotton underwear in general (woollen, etc.), neckwear, gloves, etc.

Will you please oblige us by recommending us to any well-known factories of such articles, so that we may pass them our enquiry? Thanking you, etc.

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BUYERS' MARKET GUIDE

Kent-McClain Again

Last August Messrs. Moore & McLeod, Limited, of Charlottetown, P.E.I., made a number of important changes in the lay-out of their store. Handsome new fixtures comprising wall cases, panelling, and silent salesmen have been installed and much enhance its appearance. The finish is in mahogany. These were supplied by Kent-McClain, Limited (Toronto Show Case Company), of Toronto.

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One of the many interesting facts revealed at recent sittings of the Board of Commerce, investigating the woollen goods situation, has been, that whereas in 1913, 73 per cent. of the woollen goods used were bought in England, about 60 per cent. are now purchased in Canada. Expert witnesses testified that it was now possible to purchase woollen goods in Canada of as good a quality as in England and at lower prices. In actual value, of course, Canada's imports of wool and articles manufactured therefrom are of larger amount than in pre-war times. In 1914, for instance, the value of the Dominion's wool imports amounted to $31,500,000, and the end of the last fiscal year to $40,200,000, while for the current fiscal year, the value of the imports is approximately the same as last year. There has been, of course, on account of much higher prices, a falling off in quantity. In the fiscal year ending March 31, 1917, 2,895,787 yards of tweed were imported from the United Kingdom, as compared with 571,732 yards in the year ending March 31, 1919. This condition necessitated greater reliance on the Canadian mills, and it has effected a marked change in the position of that branch of the Canadian textile industry.

—

The fine wool situation is becoming tenser, state reports, and when choice Australians are offered at the Government sales, record prices are anticipated. Manufacturers are threatened with a serious shortage of fine wools, but under the cover of this scarcity there is good buying of medium wools under the impression that finer grades will be limited in amount for an indefinite period. The supply of pulled wools is also said to be limited in amount to such an extent that one of the leading pullers is contemplating making allotments to its clients so that each will be treated fairly.

—

London, Nov. 11.—Excellent results were obtained to-day in the fur auction sales which are being conducted by C. M. Lampson & Co.

The following advances in musquash, in comparison with May prices, were noted: Brown, 100 per cent.; black, 50 per cent.; Southern, 50 per cent.

Kent-McClain Again

Mr. T. J. Jackson, of 40 Spring Garden Road, Halifax, N.S., in making recent store improvements has installed very handsome cabinet fixtures in mahogany finish. The cabinets were made by Kent-McClain, Limited (Toronto Show Case Company), of Toronto.

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DOMINION RUBBER SYSTEM AND ASSOCIATED COMPANIES

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"Made-in-Canada" Raincoats

Raincoats of recognized merit

Dealers who carry "Dominion" Raynsters" are showing the handsomest coats of the season.

They have these dependable coats in a wide assortment of styles and patterns for men, women and children.

If you are in the market for a line of *absolutely waterproof* Raincoats, that carry a guarantee for quality and workmanship, write for our Raynster Style Book and price list.

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Branches are located at

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For the Lustre and Variety of its
Shades
For the Wide Choice offered in
Size
For Quality and Never-Failing
Satisfaction
Corticelli
MADE IN CANADA
Crochet
and Embroidery Cotton
Maintains to the fullest the high standard of the Corticelli name. Spun from the best Sea Island yarns. Will not kink or twist. Highly mercerized. "Will wear and wear, wash and wash." A size and color for every purpose and white that stays white.
BELDING PAUL CORTICELLI LIMITED
MONTREAL TORONTO WINNIPEG VANCOUVER

DRY GOODS REVIEW

Vol. XXXI | Publication Office: TORONTO, DECEMBER, 1919 | No. 12

Always regarded with favour

BLACK STOCKINGS

This is the line of women's wear that is ever seasonable. You can always confidently place substantial orders for Black Stockings—the only part of my lady's outward attire that retains the unswerving favour of Dame Fashion.

This Brand of the Dyer

HAWLEY'S HYGIENIC DYE WARRANTED STAINLESS & ACID PROOF

is stamped on all Hosiery Hawley-dyed-Black.

Hawley's Hygienic British Black Dye for Cotton or Thread Stockings and socks is *guaranteed* by Hawley's of Hinckley to be permanent, stainless and perspiration-proof.

Hawley's Hygienic Black British Dye

FOR COTTON & THREAD HOSE & SOCKS

A. E. HAWLEY & CO. LTD., Sketchley Dye Works HINCKLEY, England.

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Telephone - - 31 Hinckley

Enquiries Invited

Sole Dyers: for the Trade only

THE MACLEAN PUBLISHING COMPANY, LIMITED, 143-153 UNIVERSITY AVE., TORONTO

DRY GOODS REVIEW, December 8th, 1919. Volume XXXI. Published every month. Yearly subscription price, $2.00. Entered as second-class matter, July 1st, 1912, at the Post Office at Buffalo, under the Act of March 3rd, 1879. Entered as second-class matter at the Post Office Department, Ottawa.

Kenyon

Jersey Suits

Purchases made prior to recent advances, make these offerings possible

Illustrated and described without exaggeration

Left—Style 716, $28.50. Novelty Jersey Sport Suit. Note smart stitching on collar, pockets, belt and cuffs. Inverted pleat. Plain skirt with fancy trim pockets to match coat.

Centre—Style 693, $27.50. Jersey Sports Suit, decorated with yoke and pinch tucks front and back. Coat enhanced by nickel buttons and buckle at belt. Inverted pleat at back below yoke. Plain skirt with pockets to match.

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C. KENYON COMPANY INC.
NEW YORK

CHICAGO
Congress and
Franklin Streets

WOOLLENS

We have a large and well-assorted stock on hand of all the latest fabrics for **Ladies' Wear** in—

SILVERTONES
GOLDTONES
BOLIVIAS
ARGYLES

and other new fabrics for Spring wear in all the new colorings.

Our **Men's Wear** range is also complete. We have a splendid line of

FANCY WORSTEDS and SCOTCH TWILL EFFECTS

For Spring delivery

Samples sent on request. Shipments made same date as order is received.
Patronize our Mail Order Department

"EFFICIENCY" is our Motto

GREENSHIELDS LIMITED

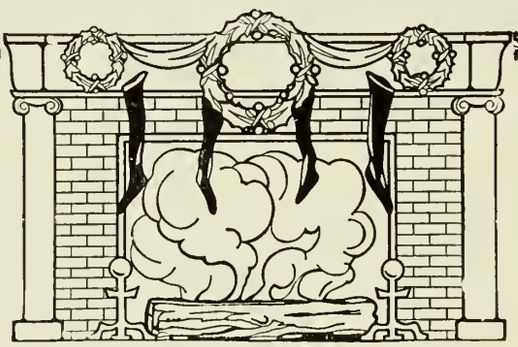
17 Victoria Square, Montreal

"Everything in Dry Goods"

A. S. King Silk Company, Limited

THE SILK HOUSE OF CANADA

Toronto



Again Old Memories

reassert their claim and once again the Festive Season prompts a hearty Wish for A Merry Christmas and many of them.

Charmeuse Satins
Georgettes
Fancy Trimming Silks
Japanese Silks

Duchess Satins
Crepe de Chines
Fancy Stripes and Plaids
Chinese Silks

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Greetings from The House of Garland

May Good Fortune, Health and Happiness be Yours this Christmas and throughout the Coming Year.

JOHN M. GARLAND SON & CO.

LIMITED

OTTAWA - - CANADA

Wholesale Dry Goods

The Wise Buyers of To-day

Look for the Blue Star

Muser ★ Creations

To Our Many Patrons

who have appreciated our efforts to give only the very best in Muser Creations, we extend

Our Heartiest Wishes

Old Father Time again makes clear
The passing of another year
May he for you this Christmas bless
With most unusual Happiness!

Muser Brothers (Canada) Limited

12 ST. HELEN STREET, MONTREAL

New York Boston Philadelphia Chicago London Nottingham Paris Calais
Baltimore Los Angeles San Francisco Caudry LePuy St. Gall

A Message to Our Friends

Christmas Greetings

"Rivers rolling to the sea
Lose themselves in Ocean,
Bearing on their bosoms free
Noble ships in motion.

"Such is life a constant change,
Still from small to greater;
Let us learn the lesson strange,
Taught by our Creator:

"Life is given for noble ends,
Lofty thoughts and actions,
Winning to our bosom friends
Gain'd in life's transactions."

John Macdonald & Co.
Limited
TORONTO

PRESIDENT

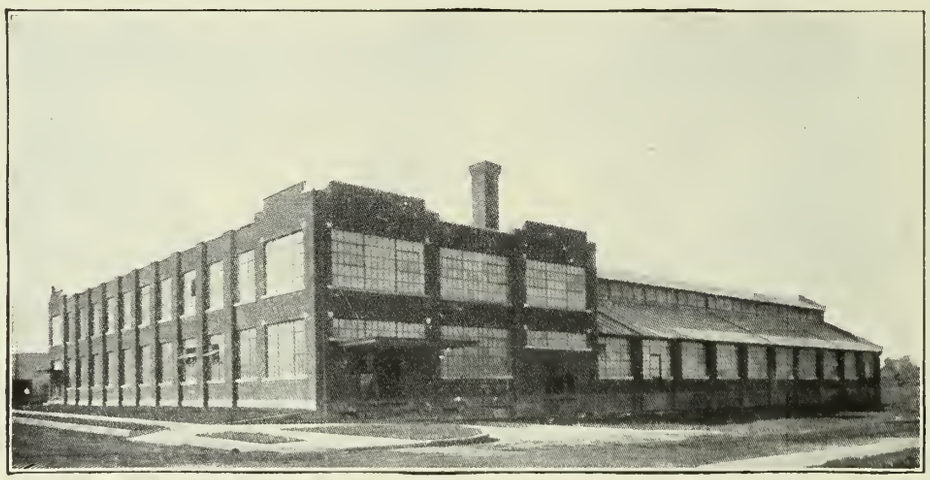
Made in CANADA, *by*

An Announcement

to the

Leading Merchants

of CANADA



The HOO

ELECTRIC SUCTION

CANADIANS, *for* CANADIANS

THE Hoover, the largest selling electric cleaner in the world, is to be manufactured *complete* in Canada, by Canadians, for Canadians.

The big new Hoover factory at Hamilton, Ontario, will be utilized in its entirety for the *manufacture*—not the mere assembly—of Hoovers. Quantity production commences as soon as the installation of equipment is completed.

This factory affords us some 30,000 square feet of floor area at the outset, with provision for third and fourth stories as soon as *your* sales require our expansion.

This represents the culmination of plans which were compelled to await the armistice. Canada has been ready a long, long time for this step.

The Hoover is leading in world sales and popularity because it is three cleaners in one, at the price of one. It is an electric carpet-beater, an electric carpet-sweeper and an electric vacuum cleaner.

Only The Hoover *beats* . . . as it sweeps as it suction cleans.

The Hoover is now well and favorably regarded here. Publications have for years circulated throughout Canada telling of The Hoover.

Leading Canadian magazines will increase this regard for The Hoover in 1920.

Dealers will be liberally provided with publicity helps for their use.

We are now arranging for factory-to-dealer representation on the famous tried and proved "Hoover Plan" which has made *millions* for other dealers. Send for particulars.

THE HOOVER SUCTION SWEEPER COMPANY
of CANADA, Limited
Factory and General Offices: Hamilton, Ontario

V E R

SWEEPER

**It *Beats*...
as it Sweeps
as it Cleans**

If You Value a DOLLAR

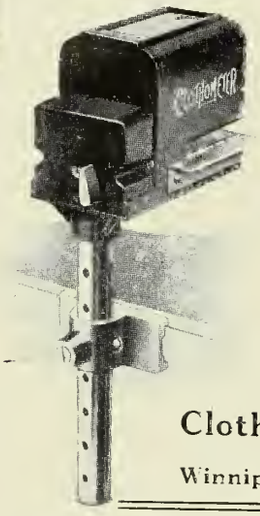
and contemplate buying a measuring machine

Get a

CLOTHOMETER

(CLOTH-OM-ETER)

Measures material of any width or weight.
Accurately computes every sale.
Stops all wastage on your piece goods.



Prevents errors in figuring sales checks.
Saves time and money.
Gives customers confidence in your store.

COSTS 30% LESS

than any other machine on the market.

Write for descriptive folder

Distributors for Canada

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Winnipeg - - Canada

Retail Dry Goods Merchants

We can save you at least 50% on your illustrations

That's because TAN-ZOLA AD SERVICE is sold entirely by mail

WE presume that you are a progressive merchant and want to increase the effectiveness of your advertising. The pulling power of illustrated advertising is admitted by the most successful storekeepers, but when you can combine artistic, clever and distinctive pictures with well-written merchandising copy, you cannot afford to overlook the advantages that the exclusive use of the TAN-ZOLA AD. SERVICE offers you in your own city.

(Mail Coupon for full details)

TAN ZOLA AD. SERVICE,
1270 Broadway, New York.

Please send full information regarding your Advertising and Sales-Promotion Service for Retail Dry Goods Stores.

Name .....

Address .....

Do you use Cuts or Mats? .....

D.G.R. Dec.

CANADIAN-MADE

COTTON BATTING

Order VICTORY BATS, NORTH STAR, CRESCENT and PEARL

Packed in Shipping Cartons or in Bales

The best value for the price.

Can be had in 125, 100, 80, 67 or 50 rolls to the bale or 124, 96, 80, 64 or 48 to a lot of four cartons.

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OUR SPECIAL APRON DRESS

As Illustrated
From $11.00 to $14.00

Print House Dresses	$19.00 up
Children's Dresses	7.00 "
Rompers	6.50 "
Creepers	5.25 "
Aprons	8.35 "

Send in a letter order—prompt shipment.

Travellers now out.

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LONDON, ENGLAND

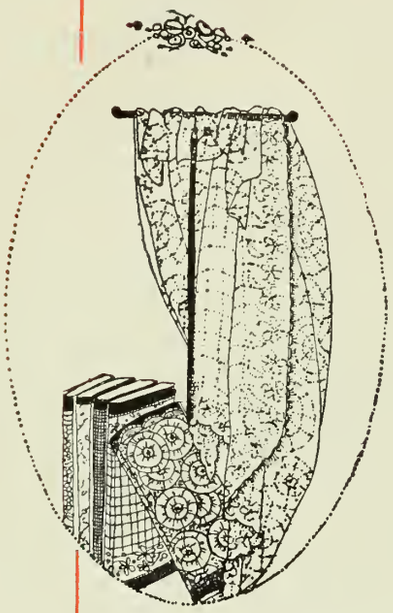
Canadian Branch:

GREENE-SWIFT BLDG., LONDON, ONTARIO

Soft-Sole Shoes, in Kid, Silk, Poplin, Wool, Etc.,

Hard-Sole Shoes; Children's Woolly-Wear, Bonnets, Gaiters, Mitts, Etc.

A VERY
MERRY
CHRISTMAS
TO ALL
OUR GOOD FRIENDS
BELDING PAUL CORTICELLI
LIMITED
MONTREAL TORONTO
WINNIPEG VANCOUVER



A Merry Christmas and a New Year Full of Prosperity BeYours

The AGB Fabrics

Georgette Crepes
Chiffons Ninons
Fancy Georgettes
Crepe de Chines
French Voiles
Plain and Fancy
Satins

Albert Godde, Bedin & Cie.

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TARARE
LYONS

Empire Bldg. 64 Wellington St. W.
Telephone : Adelaide 3062
TORONTO

LADIES' WEAR, LIMITED
Makers
TORONTO

GREETINGS!

To Our Friends and Customers

May we take this opportunity to express our appreciation of pleasant business relations by wishing you

A Merry Christmas

and a

Happy, Prosperous New Year

May we ever have your kind consideration.

LADIES' WEAR LIMITED
TORONTO

W. F. Goforth, President

Made in Four Sizes 000 00 0 1

It's all in the Spring

Strong—Durable Made of Brass

It's a Snap to Snap This Snapper

Colonial Maid

Wire Spring Dress Fasteners

Made in Canada

THIS IS NOT A FRICTION FASTENER But is MADE WITH HIGHLY TEMPERED WIRE SPRING KNOWS WHEN TO HOLD AND WHEN TO LET GO

BRASS—will not rust

ALSO PUT UP IN ONE GREAT GROSS CABINETS ASSORTED 24 CARDS EACH WHITE AND BLACK ∴ ∴ SIZES: 00-0-1

To be had of all leading wholesalers.

Manufactured by

Colonial Fastener Co., Limited

Montreal, Que.

A Hearty Wish

May
Good Fortune
Health
and
Happiness
be Yours
This Christmas
and
Throughout the Coming Year

HODGSON SUMNER & CO., LIMITED

St. Paul St. West - 21 St. Sulpice St. - 84-92 Le Royer St.

MONTREAL

SAMPLE ROOMS: Metropole Building, SHERBROOKE. 7 Charest St., QUEBEC. Windsor Hotel, OTTAWA. Carslaw Bldg., 28-30 Wellington St. West, TORONTO. 503 Mercantile Bldg., VANCOUVER

Introducing to the Trade OUR New Linen Department

We have just opened a large department for LINENS only, where we have collected an interestingly varied and extensive range of fine Linens, representing the best lines on the market.

Excellent Quality and Good Taste

characterize our linen stock throughout. Our lines have been carefully selected, with a view to richness, artistic designing and solid value.

TRY OUR LINEN DEPARTMENT!

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No. SS11—Pure Linen Towellings, 16″, with red border, 35c
No. S308—Pure Linen Towellings, 16″, plain..... 42½c
No. SD—Union Linen Towellings, 16″, red border, 27½c
No. SUT—Teacloth, 23″ 48½c
No. SJ10—Teacloth (Union), 23″ 55c

P. P. MARTIN & CO., LIMITED

50 ST. PAUL ST. E., MONTREAL, QUE.

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St. Hyacinthe: 229 Cascade St.
Ottawa: 25 Sparks Street
Three Rivers: 82 Royal Street
Toronto: 152 Bay Street

"Ring Out the Bells of Good-will"

FOR 1920

We have, indeed, more reason at the present time for optimism than we have ever had at the threshold of any other New Year.

The uncertainties which were felt at the termination of the Great War have all been dispelled by the unprecedented business record of the year that is just past.

We look forward to another year that will by far surpass the splendid business year just closing.

GREETINGS

We take this opportunity to extend to all whom we have been privileged to serve, our Heartiest Wishes for Christmas and the New Year.

The name **RACINE** has long represented the unusual—in efficient service, in unfailing protection to the Trade, and in superb lines of merchandise.

We hope to know you even better in 1920. Your interests will at all times be our first consideration.

Everything in Dry Goods

14 DEPARTMENTS

A—Cotton Staples.
AX—Flannelettes.
B—Wash Goods.
C—Woolens, etc.
D—Linens.
E—Dress Goods and Silks.
F—Men's Underwear and Sweaters.
G—Home Furnishings.
H—Ladies' Hosiery and Underwear.
I—Men's Fancy Furnishings.
J—Ladies' Ready-to-Wear.
K—Smallwares and Notions.
L—Men's Fine Shirts.
M—Working Men's Wearables.

Alphonse Racine, Limited

60-98 St. Paul Street West, Montreal

Dry Goods Jobbers and Manufacturers

PERMANENT SALES OFFICES:

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SHERBROOKE and THREE RIVERS

Factories:—Beaubien St., Montreal; St. Dennis, Que.; St. Hyacinthe, Que.

MOTHER LAND TRADE SECTION

80 New Colour Designs

To create an effect at once arresting, pleasing and inviting is the essence of good salesmanship, especially at the opening of a new season. To pull up the casual shoppers with a delighted exclamation is to get your business talked about.

There is no line of goods to-day more effective for this purpose than "Vigil" Silk. It is a draw—and a big seller. It is known the world over as the Pure Silk with the maker's guarantee of purity, quality and fixity of colour. It is the silk that outwears at least four present-day Crepe de Chines, yet can be retailed at a reasonable price even in these times.

The demand in England for these new "Vigil" colours is enormous. We strongly advise you to cover your needs at once and to mark your order for "earliest possible delivery." By so doing you will not only ensure getting the best prices and a better chance of complete delivery, but also obtain the prestige which follows from an early display of goods in great demand.

Walker Bros.

Ravensthorpe Mills, Dewsbury, YORKSHIRE
and 56-57 Aldermanbury, London, E.C.

Telegraphic and Cable Addresses, Yorkshire:—"Vigil, Dewsbury." London: "Vygi'syl. Cent."

CANADIAN REPRESENTATIVE: George Peterson & Co., 517 Coristine Building, Montreal.

Vigil
THE PURE SILK

MOTHER LAND TRADE SECTION

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Spinners of every description of yarn for Hosiery Manufacture

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CODES:- A.B.C. 5TH ED WESTERN UNION.

J. & W. BASTARD

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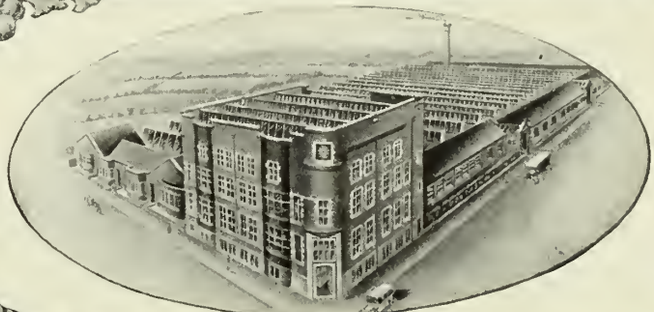
AMERICAN OFFICE:- 184 SUMMER STREET BOSTON.

COMBING & SPINNING

SPRINGFIELD MILLS, KEIGHLEY and SWINNOW MILLS, BRAMLEY, YORKS.



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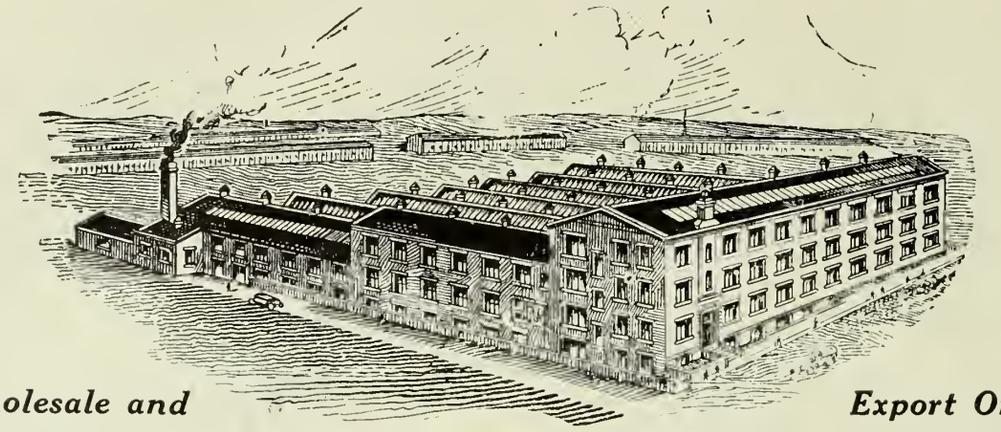

Wholesale and ***Export Only***

LADIES' WEAR

All Wool Serges
Union Serges
Cotton Serges
All Wool Dress Gabs.
Union Gaberdines
Cotton Gaberdines
Figured Dress Cloths
Voiles
Artificial Silks
Dress Poplins
All Wool Checks
Union Checks
Cotton Checks
Rainproofings, etc.

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Serges
Fancy Suitings
Overcoatings
Trouserings
Rainproofings
Colonial Suitings, etc.

FURNISHING FABRICS

All Wool Casements
Union Casements
Cotton Casements
Cotton Poplins
Cotton Repps
Figured Repps
Figured Cotelines
Figured Cabinet Linings
Figured Damasks
Figured Poplins
Silk and Wool Casements
Roman Satins
Curtain Linings
Printing Cloths, etc.

TELEGRAMS
"VITALITY
BRADFORD"
A. B. C. Code
5th Edition

BROWN, VICKERS & CO.

Proprietor—S. H. Vickers

Manufacturers of Dress Goods for Men's and Ladies' Wear and Furnishing Fabrics

CARTWRIGHT MILLS, INGLEBY ROAD, BRADFORD, ENG.

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Counting House
4980
Other Depts.

ROBERT WHITTAKER & Co., Ltd.

5 BREAD ST., LONDON, E.C. 4, ENGLAND

A.B.C. Code, 5th Edition. Telegrams: "Subdue London"

SPECIALISTS IN

Ladies' Dress Materials and Cotton Dress Fabrics

We hold a large and varied stock of every description of Wool Dress Goods and Cotton Dress Fabrics at prices suitable for the Canadian Market and ready for immediate delivery. Our stock comprises wide ranges of the following:—

SERGES **TARTANS** **SHEPHERD CHECKS** **ARMURES**
CHEVIOTS **SUITINGS** **SPONGE CLOTHS** **FANCIES**
TWEEDS **COATINGS** **EOLIENNES**

Our new ranges for Spring and Summer, 1920, are now in the hands of Mr. H. D. Marshall, Stair Building, Bay St., Toronto, to whom all enquiries should be addressed.

To Canadian buyers visiting the English Market we extend a cordial invitation to visit our warehouse, which is situated in the Heart of the London Dry Goods Trade.

MOTHER LAND TRADE SECTION

Crockers Bulletin

The Selling Fashionable Fabric for 1920

EMPIRE VOILE

VOILE EMPIRE

Width 40 inch.
Full range of colours, also in white.

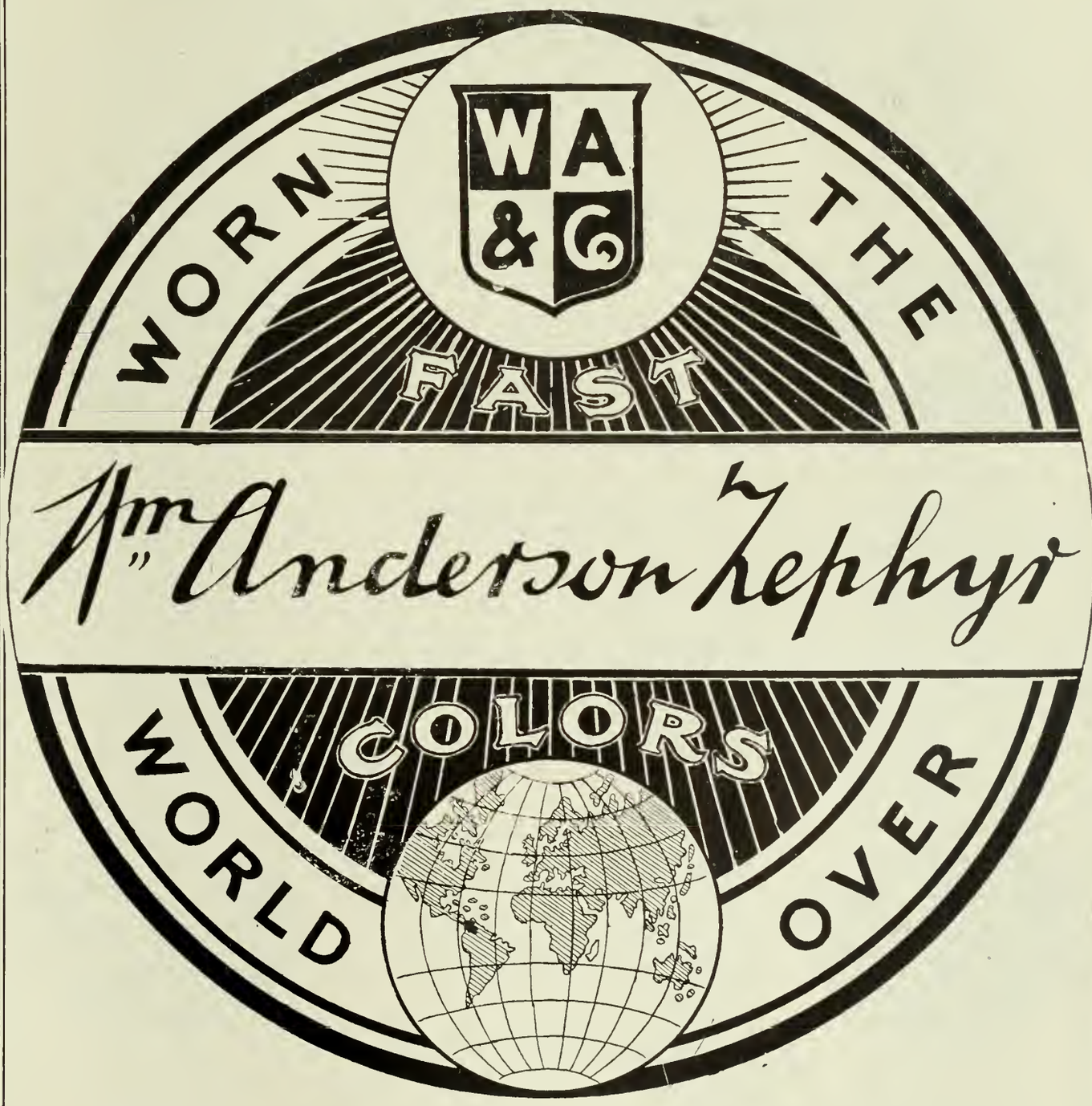
CROCKERS, LTD.
FRIDAY STREET LONDON, ENGLAND

Britains Best

MOTHER LAND TRADE SECTION

MOTHER LAND TRADE SECTION

The Canadian Wholesale Houses have made liberal provision for supplies of Wm. Anderson Zephyrs for 1920



Wm. Anderson & Co., Ltd.

Pacific Mills and 12 Princes Square

Toronto
43 Scott St.

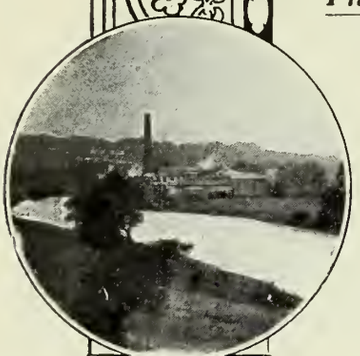
GLASGOW

New York
48 White St.

MOTHER LAND TRADE SECTION

St. James's Buildings Oxford St., Manchester.

The Head Offices of the C.P.A.—Ltd.



LOW MILL PRINT WORKS

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Mr. EDWARD FOSTER—direct CANADIAN Representative of The Calico Printers' Association, Limited, Manchester, England—the HOME of BRITISH PRINTS—draws particular attention to the popular specialities enumerated below.

Cretonnes
and
Shadow Tissues

Featuring new designs and colorings.

You are reminded that samples of all C.P.A. brands can always be seen, and that enquiries addressed to

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MONTREAL,

or to 710, Empire Building,
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will receive the prompt and careful attention of Mr. FOSTER.

WATFORD BRIDGE PRINT WORKS

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THE CALICO PRINTERS' ASSOCIATION LTD.
MANCHESTER. ENGLAND.

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MOTHER LAND TRADE SECTION

KING'S CELEBRATED SCOTCH WINDOW HOLLANDS

have been made for one hundred and forty years and are recognized throughout the world as the best and most saleable shading. They are unequalled for quality, are unshrinkable, fast colors and made in all colorings and widths. To insure getting genuine goods, customers are advised to EXAMINE TICKETS and PAPER BANDS. Also inside Holland Tab on end of each piece and see that each *bears name* of "JOHN KING & SON."

SOLD BY ALL LEADING WINDOW SHADE JOBBERS

Made by

JOHN KING & SON

GLASGOW, SCOTLAND

Established 1775

Canadian Representatives: CAMPBELL, SMIBERT & CO., MONTREAL and TORONTO

Telegraphic Address: "Cyrus" Bradford
Code used, A.B.C. 5th Edition

Cyrus Brook & Sons, Ltd.

Offices: 5 Union Street

Bradford - England

Manufacturers of—

Buntings, Serges,
Shalloons, Coatings,
Scarfs, Gabardines,
Tammies, Custom Cloths

and

Silk and Wool Casement Cloths.

Manufactured at St. Dunstan's Mill, Mill Lane, and Shuttleworth Works, Fairweather Green, Bradford, Eng.

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Arthur H. Parks, 77 York Street, Toronto

William Parks, 43 St. Sacrament Street, Montreal

"Craftana"

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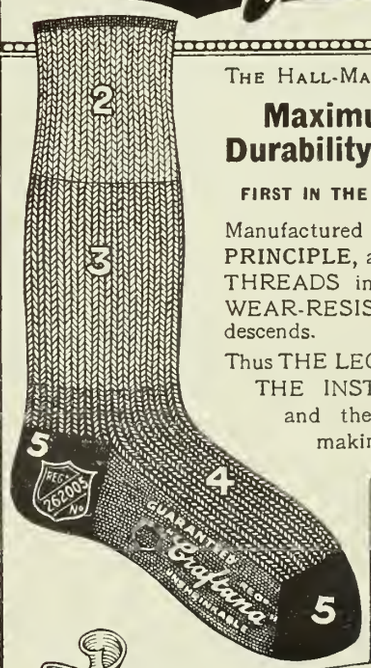

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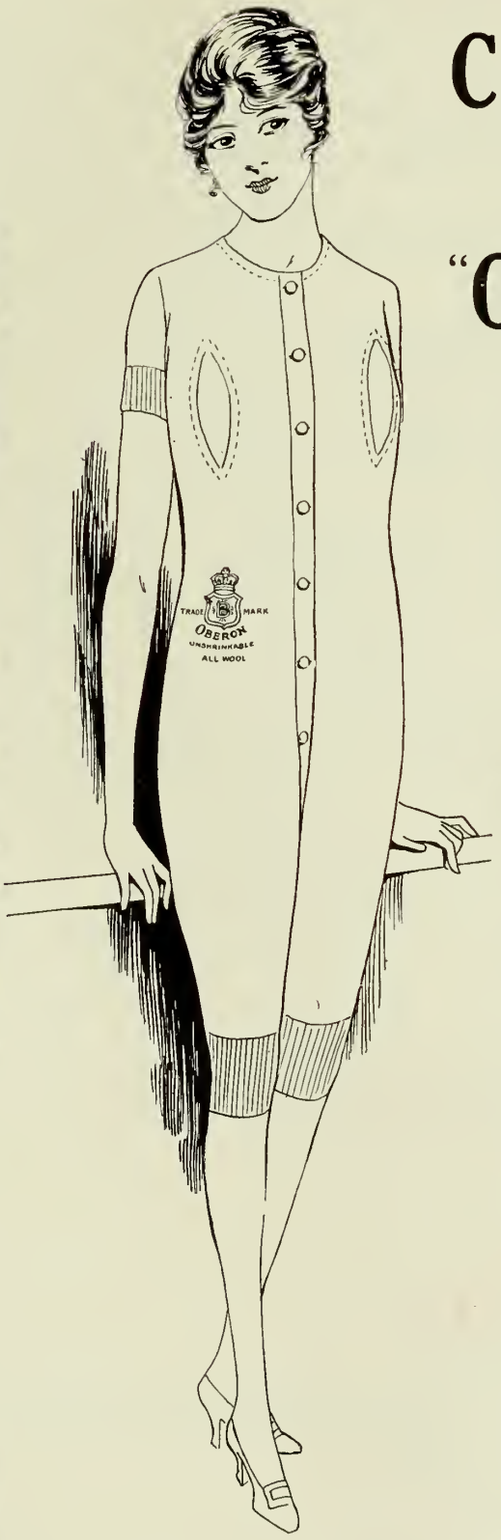

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Friends we extend
Christmas Greetings
and our best wishes
for 1920

THE W. R. BROCK COMPANY, LIMITED

Wholesale Dry Goods

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Our Wish for You
A Merry
Christmas
and a
Happy
New Year
DURING this period of rapid changes, and new ideas, it is satisfying to know that the sentiment above, and the sincere wish behind it, has remained unaltered.
The
W. R. Brock Company
Limited
Toronto

DRY GOODS REVIEW

The Recognized Authority of the Canadian Dry Goods Trade

Published Seventh of Each Month — Advertising Forms Close Third of the Month

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Charming for Afternoons

The simplicity and daintiness of this robin's egg blue Georgette model make it delightful to any woman. Note the slightly low placing of the girdle. Tiny rosebuds are placed in each of the circlets of beads.

Christmas would not be Christmas but for the Happy Interchange of Wishes.

—Dickens

To All Our Readers and Friends

¶ Dry Goods Review extends the best of the Season's Greetings.

¶ In spite of some folks' gloomy forebodings, the first year of Peace has been an unusually successful one for the trade. And in spite of all the difficulties that just now beset industrial activities—and there are some—all indications point to still greater prosperity during 1920.

¶ Prices are high, certainly, but from a free circulation of money the dry goods trade cannot help but benefit.

¶ That all your labors may be crowned with success, all your ventures meet with good fortune throughout the coming year and that a spirit of co-operative good fellowship will help you over all bumps, is the earnest wish of

DRY GOODS REVIEW

January--Its Merchandising Possibilities

How to Plan for the Year's Trade—Ideas That Have Brought Good Results for New Year Sales—Making the "White Sale" a Big Event.

By WALTER ENGARD

AS soon as the Christmas rush is over it is time for the dry goods merchant to turn his attention and thoughts to the new year. All indications point to a big business in 1920 and all are looking forward to the new year as a record-breaker in the volume of sales. The main problem with which the retail dry goods merchant must cope during the new year is that of "winning trade," or in other words, "getting people into the store." During these days of keen competition it is up to the retail merchant to "sell," not merely to have on hand what his customers may call for, but to put up a strenuous fight for sales, not because business does not exist, but in order that he may get his full share of the business. The energy of every store is going to be directed towards the selling end of the game throughout the new year and this fact makes it important that the dry goods merchant puts forth a good part of his energy in the selling end of his business.

The maximum 1920 sales in the average dry goods store will be measured by just two factors. First, by the extent and class of merchandise on hand, and, secondly, by the amount of advertising and sales effort put forth by the merchant to move his merchandise. Restrictions and non-essential lists are things of the past, and a great deal of the energy that was turned in other directions during the past year is now ready for peace time pursuits, and these conditions are bound to make the task of securing merchandise somewhat easier during the new year than it has been in the past. And on top of this we find everybody is making more money these days than ever before, and what's more, they are spending more freely than ever before. To the dry goods merchant this should mean the largest sales during 1920 ever in the history of his business.

Mapping Out a Campaign

With these things in mind the dry goods merchant should be mapping out his sales campaign for 1920—a sort of a plan of attack. The very first thing to receive consideration is "what is it that you wish to accomplish during the new year; that is, what volume of business do you wish to build your business to during 1920"?

One dry goods merchant has adopted a method that has proven very successful in planning his sales quota for the new year. This merchant takes his sales records for the year just closed and sets down the total volume of sales made during each month of the year. He then makes a decision as to what per cent. of increase in sales he would like to make during the new year. With this percentage in mind, he then figures just what volume of sales each month must produce, in order to accomplish this end.

For instance, he wishes to make a twenty-five per cent. increase in sales over the sales of last year. Then, if his sales for January, 1919, were $9,781.40, he will take twenty-five per cent. of this amount and add it to this figure, which would be $12,226.75, and this is his sales quota for January, 1920. He then takes this figure, and sub-divides it among the various departments of his store, giving each one its sales quota for each month of the year. The head of each department knows on January 1st, exactly what is expected of his department during the new year. The heads of the departments in turn pass this on to the sales-people, giving each his or her quota for each month of the year.

In order to keep all interested in meeting their quota, this merchant offers monthly bonuses to both the department heads and the sales-people who make sales during the month equal to or larger than their quota. At the close of each week, he notifies each department head just what progress the department is making.

Finds The Weak Spots

If for some reason any one department is falling down badly on its quota, he calls the department heads into a little conference with him, and together they plan out some method whereby the sales in this failing department may be revived. It may be through some special sale or advertising stunt, but oftentimes the heads of the other departments will go back to their helpers and enlist their co-operation in stimulating sales for the department that is falling down on its quota, by suggesting various articles that are handled in this department to its customers, thereby increasing the sales of the failing department. This merchant has found that by giving the monthly bonus in place of a large bonus at the close of the year, instead of acting as a stimulus to the help once a year, it stimulates twelve times a year. As a result, he finds the sales-people more alive to opportunities to increase the store's sales, and in but very few instances, do the departments fail to get their full quota of sales. While occasionally a department or two may fall down in its sales one or two months out of the year, the other departments go far enough ahead of their quotas, that the sales as a whole usually exceed the quota set.

Under this plan, this merchant knows where sales are off and where the business needs a little boosting. Under his old method of setting the quota for the entire store and not by departments and all sales were kept together, oftentimes the sales would fall short of the quota, and he was at a loss to know just where the trouble lay.

A New Year's Sale

January, being the first month of the new year, must show forth its ability to uphold its share of the sales for the new year. January is naturally a slow month, and it is up to the merchant to put forth special effort in stimulating sales during January.

To give January a proper send-off, one wide-awake merchant put on what he termed a "New Year's Sale," during the first two business days of the new year, January 2nd and 3rd. The fact that the New Year comes in on Thursday this year, makes these two days especially attractive for a special sale period.

On the morning of December 26th, this merchant removed all Christmas

decorations and signs which he had used during the Christmas season, holding that "the sooner this was done the quicker business would start in on its normal routine."

He then had each department head go over his stock and make a note of all Christmas stock that had not sold during the Christmas season, entering the name of the article and the quantity on hand, also entering the cost price and the regular selling price. As soon as he had these lists in hand, he went over them carefully, and put a price on each article that he felt would move it. To this list was added other merchandize which was seasonable.

He then had a large circular printed, upon which was listed this merchandize. This circular was mailed out to a large list of customers throughout the community. Along with this circular was also enclosed a letter, thanking all for their patronage during the year just closing, and extending to them the store's best wishes for "A Happy New Year," also calling their attention to the enclosed circular, and expressing the hope that they would continue to make this store their buying headquarters during the New Year.

The Windows Helped

The windows of the store were attractively trimmed with those articles on sale, and they were also given the choice locations on the inside of the store. The sale proved a big success, cleaning up a great amount of odds and ends and started January off with a jump towards its sales quota. This merchant states that right at this period is an excellent time for a special clean-up sale, for large numbers of people held off purchasing certain articles, thinking that possibly they would receive those articles for Christmas and that as soon as Christmas is over they are ready to buy those things which they want and did not receive as Christmas gifts.

This same plan may be followed out by other dry goods merchants with equal success, not alone ridding their stock of Christmas merchandise, but it will act as a stimulus for sales throughout the month.

Whitewear Sales in January

January is also the month for the great "White Sale" and the dry goods merchant may use this idea with success if he goes after the business with the right sort of material. One merchant added spice to his "White Sale" by decorating his store in white, with blue ribbons over the white. The presence of the blue made the white look whiter and created a splendid selling atmosphere. Corners and posts were decorated in white, using white goods of various kinds and handkerchiefs with a blue ribbon run across them here and there. The windows were decorated in white and large blue show cards, lettered in white, were used. A big blue banner, lettered in white, was used in front of the store, announcing the "White Sale." Blue price cards were used on all goods. Circulars were distributed over town by hand, while others were mailed out to the country customers. A double-page spread was used in the local papers, and the sale went off with a "bang."

Suggested Home Sewing

During his "White Sale" drive, another merchant trimmed one of his display windows to represent a sewing room. In the centre of the window he placed a sewing machine. Ravelings were distributed over the floor. A wire model used in dressmaking was standing near, over which was a petticoat and shirt waist. At the machine was sitting a wax model, as if in the act of sewing. In the window were dress goods of various kinds and a large show card to interest the home dressmaker. The window created much comment and was a great stimulus to the sale.

In decorating his store for the "white event," one merchant sent to the South and purchased a lot of cotton balls on branches of the cotton plant. Large sprays were used in the windows and arranged around the posts and in the show cases. These were a very appropriate embellishment for the "White Sale." Cotton goods were used as headliners.

Cleared Up Handkerchiefs

Finding that he had an unusual large stock of handkerchiefs on hand after the Christmas season, one live dry goods dealer put on what he termed a "Handkerchief Sale," offering his entire stock of handkerchiefs at special prices. The sale was staged for three days only and all goods were offered in quantities of three, six and a dozen. No special price was offered on single handkerchiefs. The windows were used to promote this sale and they were piled full of handkerchiefs of every description, with large show cards calling attention to the sale and prices. Space in the local newspapers was used freely and every sales person was talking handkerchiefs, and as a result, the store sold an extraordinarily large amount of handkerchiefs. Not only cleaning up his stock, but giving him a nice volume of sales with a very reasonable profit. Twenty-five cent goods were priced 3 for 65c; 6 for $1.25, and 12 for $2.40; ten-cent goods were priced 3 for 27c; 6 for 51c, and 12 for $1.00, etc.

Boosting the Corset Section

Another dry goods dealer in going over his records for the year of his corset department did not feel that the results of this department were as good as they should be, nor as good as they could be. He called in the young lady in charge, together they tried to plan out some way whereby the sales of this department could be built up. As a result a larger stock of corsets was added and a high-priced line was added. A special demonstrator was secured for a week during January, and invitations were mailed to every woman within their large territory to visit their corset department during this special week. The corset department was moved from the first floor to the second floor, where much larger space could be devoted to it and also a fitting room be equipped therewith. This department was provided with a card index file and a name and address was kept of every customer. Upon this card was entered the date of visit, the size of corset purchased, also style and price. Thirty days following the sale a little letter was sent expressing the store's hope that the corset was satisfactory and if it was not, to call at the store and they would see what could be done. This card file also enabled the store to sell higher-priced corsets, for when a customer came in the young lady in charge would look up the customer's records if she had ever purchased her corsets there before and the card would show her this information.

A large number of women visited the corset department during this special week and the name of each visitor was kept for future use. Each was given a booklet advertising the store's line of corsets. While the demonstration resulted in a great many sales, it opened the road to a much larger number, for shortly afterwards each visitor received a letter in which was enclosed a small card entitling the holder to a special discount on any corset purchase made at the store during a special 30-day period. They have found their corset department one of the most profitable of the store.

Monthly Booklets

The "End of the Month Sale," as staged by a live merchant, proved so successful that he has made it a permanent feature of his store. This merchant set aside the last two days of the month as his "End of the Month Sale," at which time he offers a wide selection of stock at attractive prices. To advertise this feature he uses a small booklet in which are listed the various articles on sale with a complete description and price. These are mailed to a large list of cus-

Continued on page 45

"The Shopper"—A Monthly Store Magazine

A Regular Visitor to 5,000 Customers Conveys Points Descriptive of New Merchandise—It Takes Care of Current Events—Many Purchasers Ask to be Put on Mailing List.

THE SHOPPER Page Fifteen

Over the Tea cups

ONE of the new ventures in the Dry Goods trade is being produced by James A. Ogilvy's, Ltd., the departmental store of Montreal. This is a monthly booklet called "The Shopper"—A Review of Fashion. The book occupies some 16 pages of about five by eight inches, and goes to a selected mailing list of some 5,000, which is continually being extended by application from customers who have heard of this little magazine. As stated to DRY GOODS REVIEW by the advertising manager, D. L. Weston, the aim is to give its readers the latest modes in fashion shown by the store. That is, it avoids ordinary staple lines of goods that have been carried in stock for some time, and looks to interest its readers in the new things of the store. Reproductions of some of the material in "The Shopper" will serve to give an idea of the nature of the contents.

Various forms of publicity for goods carried in stock have been tried by different stores, apart from the ordinary newspaper advertising, such as bills, circulars and booklets of various kinds; but so far, DRY GOODS REVIEW feels this is a new idea in the particular form in which it is being produced. The idea has appealed to New York and Philadelphia stores as well, it is understood, and it is recognized there as something distinctly new—something that gives promise of being a valuable idea in publicity and merchandising. It is interesting to note that already there has been a definite response of fairly large proportions to "The Shopper." In one case, a certain line of necklace was mentioned in the monthly paper, and a large number were sold, by publicity that was confined to this, and therefore a good test of its effectiveness.

Prices Not Featured

Unlike the ordinary special literature that is sent out by stores, "The Shopper" pays little attention to prices. This feature, or absence of it, may at once be challenged by merchants, but "The Shopper" goes to a particular class in the city of Westmount, Notre Dame de Grace, and for the most part the English-speaking section of Montreal, to regular customers of the store, not an exclusive class altogether, but certainly a very good average class. The aim is to interest them in the various departments and get them to investigate for themselves. The aim, from the point of view of the material, is to publish interesting matter that will appeal to women and make "The Shopper" valued from beginning to end, and read through in every paragraph.

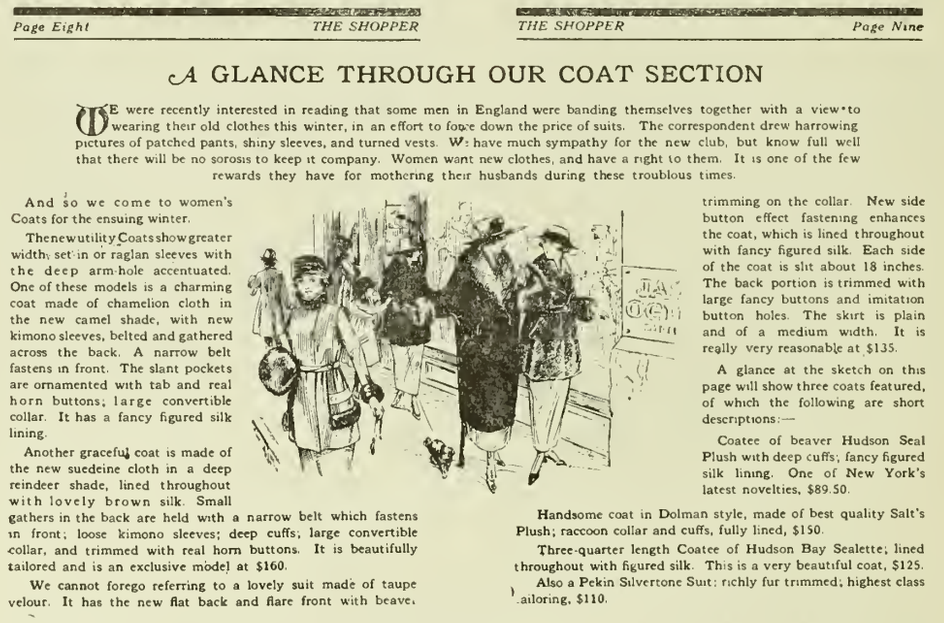
There is one exception to the price idea, and the first and third numbers, pages 8 and 9, giving a double-page spread, were devoted to articles in which prices were quoted. The October issue had a line across the top of two pages, "All Ready for the Prince." At the left-hand side was an attractive sketch in black and white of gowns worn by three ladies descending the stairs from a ballroom. The figures were grouped naturally, with others in the background, and there was a detailed description of each of the gowns given. In this particular case, the price was not mentioned, owing to the special quality of the goods, but attention was drawn to these three by the following introduction: "There are great preparations for the Ball, and selected from our large assemblage of exclusive evening and dinner gowns, we picture on our left three very beautiful gowns that would grace any lady honored by an invitation." All this fitted in with the fact that a military ball was given in honor of His Royal Highness, The Prince of Wales, on October 28th, The whole setting for the picture and description of these dresses made it very effective.

Information Is Definite For Each Line

In the November issue, a double-page spread was used to describe "A Glance Through Our Coat Section." A general description was given of the new coats for women. One model was mentioned at $160, another at $135; then came a sketch in the centre of the page showing four coats that were featured, with prices and descriptions in the reading matter.

As a sample of what is given in "The Shopper," there is one page devoted to blouses. The heading of one paragraph is "Bright Colors Predominate." The next paragraph, "Styles Are Varied." In both cases, the reader is given the store's best information on both subjects; another paragraph is headed, "Printed Georgettes," with description of the best lines in this.

Another section deals with children's wear, coats and hats, etc., with again a description of new lines for the younger ones of the family. Another section is "Dress Trimmings"; another, "With Rain or Shine Umbrella."Then there is one page given up to "Live Fashion Notes." Another page deals with corsets, but not so much the description of any special lines as the fact that the head of the department has a diploma from a corset school. The name of the head of the department is given, and the chief idea developed is the service in this branch that the store has to offer. Another page is given up to Negligees, with an appropriate illustration.


Page Eight THE SHOPPER

THE SHOPPER Page Nine

A GLANCE THROUGH OUR COAT SECTION

WE were recently interested in reading that some men in England were banding themselves together with a view to wearing their old clothes this winter, in an effort to force down the price of suits. The correspondent drew harrowing pictures of patched pants, shiny sleeves, and turned vests. We have much sympathy for the new club, but know full well that there will be no sorosis to keep it company. Women want new clothes, and have a right to them. It is one of the few rewards they have for mothering their husbands during these troublous times.

And so we come to women's Coats for the ensuing winter.

The new utility Coats show greater width, set in or raglan sleeves with the deep arm-hole accentuated. One of these models is a charming coat made of chamelion cloth in the new camel shade, with new kimono sleeves, belted and gathered across the back. A narrow belt fastens in front. The slant pockets are ornamented with tab and real horn buttons; large convertible collar. It has a fancy figured silk lining.

Another graceful coat is made of the new suedeine cloth in a deep reindeer shade, lined throughout with lovely brown silk. Small gathers in the back are held with a narrow belt which fastens in front; loose kimono sleeves; deep cuffs; large convertible collar, and trimmed with real horn buttons. It is beautifully tailored and is an exclusive model at $160.

We cannot forego referring to a lovely suit made of taupe velour. It has the new flat back and flare front with beaver trimming on the collar. New side button effect fastening enhances the coat, which is lined throughout with fancy figured silk. Each side of the coat is slit about 18 inches. The back portion is trimmed with large fancy buttons and imitation button holes. The skirt is plain and of a medium width. It is really very reasonable at $135.

A glance at the sketch on this page will show three coats featured, of which the following are short descriptions:—

Coatee of beaver Hudson Seal Plush with deep cuffs; fancy figured silk lining. One of New York's latest novelties, $89.50.

Handsome coat in Dolman style, made of best quality Salt's Plush; raccoon collar and cuffs, fully lined, $150.

Three-quarter length Coatee of Hudson Bay Sealette; lined throughout with figured silk. This is a very beautiful coat, $125.

Also a Pekin Silvertone Suit: richly fur trimmed; highest class tailoring, $110.

How Ogilvy's talk to their customers about coats. Two pages from the November issue of "The Shopper."

Neatly Illustrated Throughout

Among other departments that are taken up in the early numbers are separate skirts, fall millinery, tailored suits, the lure of jewelry, dainty neckwear fashions, infants' wear, and so on. The page next to the cover has a little department, "Over the Tea-Cups," a re-

(Continued on page 38)

The Cost of High Markons

How Excessive Profit Fixing Acts as a Boomerang to the Retailer.

By JAMES BURT MALETTE, Promotion Manager for F. R. MacMillan, Ltd., Saskatoon, Sask., Author of "Around the Year With the Retail Store," "Post-War Advertising Problems," Etc.

WHAT is Markon? Strange to say, hundreds of merchants DO ask this question, just as numbers query: "What is a profit maintain?" or "What are advertising rebates?" Under whatever name you choose to term it —a markon, or markup, is the increase over the laid-in price of your merchandise. Most stores, I believe, land their goods, add their fixed charges, and then tack on their profits. But how much profit should a merchant demand over his cost of doing business? He will most likely answer—"As much as he can get!" And here is just the point. By a hogging process, many an otherwise successful merchant will kill the proverbial goose.

I know of one instance in a Western city where the buyer for china laid in cut-glass water sets for $10.25, and then proceeded to sell them for $35!

Now, let us consider this case. He laid in these water sets for $10.25. Let us say his fixed charges were 26 per cent., or on this item $2.66. Why not be content with a 50 per cent. profit, which would be $6.45, thus allowing him to sell his sets for approximately $20.00? That store sold about three water sets during the Christmas season I was in that city, just four weeks, and can you wonder? One of this man's competitors marked similar sets at $22.50, and actually sold 12 sets the three days preceding Christmas!

Did you ever stop to consider the far-reaching effect of such a conversation as this:

"No, I don't go to Smith's—everything in that store seems high!"—and this one —"Yes, I really believe Jones does as he says—'I sell it for less.' Do you know, I got a pair of ———" etc.

Has your store the reputation of "selling it for less"? If so, you know how easy it is to sell anything that is really good—how easy the business comes your way—how hard it is for your competitor to get them to come to him first—how much less you can really afford to spend in publicity channels. The moderate markon is the best advertising club I know of.

And don't overlook the tremendous advertising possibility of the conservative markon when pricing specially purchased goods.

Big Profits vs. A Three-Hour Clean-Up

Recently, a certain store in Winnipeg bought 30,000 yards of Crepe-de-Chine—they picked it up for $1.60 a yard. What did they do? They put it in regular stock at $3.75 a yard, losing a valuable opportunity to make a big ad. for themselves, hundreds of satisfied customers. and unlimited word-of-mouth advertising. Contrast this with another store I have in mind, where a batch of 1,000 house dresses were bought at 60 cents, and the firm made a "clean-up" at 98 cents, selling every dress in three hours, making the store "the talk of the town," and doing a land-office business in other parts of the house on the same day, by virtue of this offer.

Buyer Should Know Cost Details

There are still stores in the country who cling to that old-fashioned ruling—"What a buyer does not know will not hurt him." They never allow one single peep of store records to reach him—keep him in the dark as to his overhead—and yet, if his tally on January 31 does not show in favorable comparison to his previous season's turnover, "up on the carpet" he goes. And who can blame the poor fellow? He works with his hands tied—does not even know his cost of doing business; he has a very vague idea of his fixed charges, at the best. So in what position is he to mark his merchandise intelligently? The man who cannot trust his buyer with ALL the knowledge pertaining to his department, had better get rid of the buyer or close up his shop.

Robbing Peter To Pay Paul

I know many merchants will interrupt here with "Yes, that's all right—a moderate markon—but I've got to have this department pay big, in order to offset the losses of such-and-such a section." The moment a man makes that statement, he judges himself guilty. Where is the retailer to-day who has to wait 365 days to determine a losing department? Where is the merchant who will long tolerate a losing section? "Robbing Peter to pay Paul" is no game for a modern store to play. Admitting that one, two or even more sections ARE "weak sisters," the time to appoint the physician and inject the remedy is when sales BEGIN to fall, NOT at the end of the year. The main purpose of the fair markon is to bring people into every nook and cranny of your establishment.

Customers Ask Questions

To give the impression that ALL your merchandise is low—to induce them, by sheer weight of moderate prices, to visit your store FIRST, is essential. After that quality and salesmanship must suffice to "close your prospect."

True, moderate markons will not allow shop stock reductions of giant proportions at sale times, but, after all, do not enormous reductions at these periods "give your game away" to your customers, allowing them to see how you mark your goods—"otherwise" they will argue, "how can he afford to cut his prices so?"

And, after all is it not best to get a steady, ever-increasing business, day after day, than a "start-and-stop" alarm-clock turnover, with the peak loads at January and August, and the remainder of the year more or less sluggish, stirred up at intervals by the stick of "special reductions?"

Not long ago, a large store here in the West underwent an operation that removed a commercial cancer—a real obstacle to greater business. The store changed managers. The old manager was a firm believer in "grabbing all you can get." The enormous markon showed that clearly. Stores began springing up like mushrooms in the very shadow of the big establishment. The new manager solved the problem—the markon was far too high. The buyers were given certain specific instructions, merchandise prices were lowered, and a marked change in business took place.

Moderate Markon Not Seriously Affected by Market Conditions

Clearly the process of marking merchandise to gorge the public is rapidly digging its own grave, and many merchants are going to wake up to this fact very shortly, or be drawn into the same ditch. When the bottom does drop out of present high prices, those merchants with the smaller markon will find it comparatively easy to "unload," for the very reason that their rapid turnover, by virtue of lower markon, has been keeping their stocks down, and further, that the public having been accustomed to visiting these stores—real reductions from present prices will meet with a prompt and ready response.

How to Mark Merchandise Intelligently

Western Accountant Explains Details of a Successful System—It Prevents Overlooking Invoices and Shows Whether Old Stock is Moving—Essential Points Can be Adapted to Various Businesses.

By H. W. HOPWOOD

DURING my experience I have seen a variety of ways of marking merchandise, the most common of which is to place the cost and selling prices on it and be satisfied with that. This method of course is very good so far as it goes, but when we stop to consider the fact that our grandfathers were doing the same, we do not come to the conclusion that we have made any advancement beyond their methods.

With this fact before us, we should at once try to study out some method that will give us more information with about the same amount of labor, and if we can do this we have accomplished something.

Invoices Should Be Registered

One of the best systems I have found is to start with an invoice register. For this purpose just an ordinary rough book will do, and as each invoice comes in it is entered in this book under the day received. The method of entry is to use the date of the invoice, the shipper's name, and, if you have departments, the department letter and the amount. Each of these invoices is numbered consecutively in the book and the same number is placed on the invoice. It is well to start with a serial or a season letter and place this before the number of each invoice, such as A1, A2, A3, etc. After the following stocktaking, the next letter is used and in this way it enables you to go back to the small numbers, such as B1, B2, B3, etc. At the time of checking off the merchandise with the invoice, it takes very little longer to place the letter and invoice number on the ticket or merchandise above the cost and selling price. In this way you can always identify the merchandise with the invoice without having to go through journals or ledgers, as the invoices are filed consecutively under their registered number. You can also tell at a glance just how many seasons any piece of merchandise is in stock by use of the season's letter.

A Check Against Outstanding Invoices

In entering the invoice in the journal, the invoice number can be included in the entry and in posting to the ledger this number is used in place of a journal folio. This enables you to go direct from a wholesale account to the invoice you desire, which is a very satisfactory method, where a large number of invoices are entered. At a certain period during the month, say once each week, it is well to check the invoices entered in the journal back to the invoice register. This is readily done, as the number is used as a guide and you can see at a glance if there are any outstanding invoices and ascertain the cause. By doing this it ensures the merchandise being charged to the department and eliminates the possibilities of an invoice being overlooked.

In a recent issue of DRY GOODS REVIEW an article appeared giving suggestions for systems of marking and checking up merchandise. Readers of DRY GOODS REVIEW who are interested in an adequate system will appreciate the accompanying article which is written by Mr. W. H. Hopwood, of the W. W. Cooper Co., Swift Current, Sask., one of the most successful stores in Western Canada.

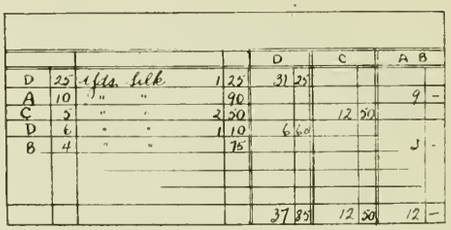
DRY GOODS REVIEW wishes to thank Mr. Hopwood for this clear and concise explanation of his method.

Value is Great During Stocktaking

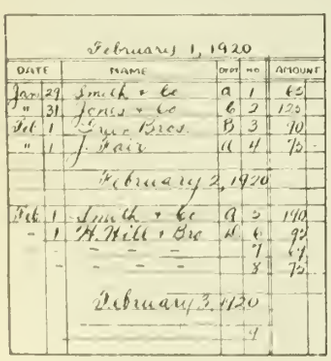
The greatest or most valuable results are obtained through this system at stocktaking. It being taken for granted that stock is taken every six months, at the end of two years the stock will be carrying four serial letters; that is, the stock that was purchased during the first six months will be A stock, while the next six months the stock will carry the letter B, and the first six months of the second year the stock will carry C, while the last six months will be designated with the letter D. It is customary to use three column foolscap for inventory sheets, and when calling in the stock, designate the letter in each case. In entering the stock, all D items will be put in the first column, while the C merchandise would go in the second, and the prior seasons would be placed in the third column. The results, after totalling the sheets, would show how much merchandise is left from the previous six months' purchases and how much merchandise is in stock from six to twelve months old, and how much is in stock over twelve months.

This information is valuable, as it shows whether you are trading on the new merchandise, and if it is only the new that is moving, it is time for quick action on your part, otherwise you will be handicapped in your stock turns.

Of course, every business has certain peculiarities, and what will work well in one business is not applicable in another, although it is astonishing how a good idea can be carried through a different organization with a little modification.

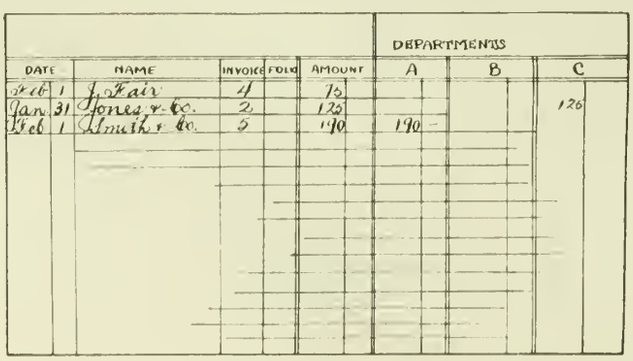


				D		C		A B	
D	25	Offs. Silk	1 25	31	25				
A	10	" "	90					9	-
C	2	" "	2 50			12	50		
D	6	" "	1 10	6	60				
B	4	" "	75					J	-
				37	85	12	50	12	-



February 1, 1920

DATE	NAME	DEPT	NO	AMOUNT
Jan 29	Smith + Co	A	1	65
" 31	Jones + Co	C	2	125
Feb 1	Lyne Bros	B	3	10
" 1	J. Fair	A	4	75
	February 2, 1920			
Feb 1	Smith + Co	A	5	190
" 1	H. Hill + Bro	A	6	92
	" " "		7	64
	" " "		8	72
	February 3, 1920			



DATE	NAME	INVOICE	FOLIO	AMOUNT	DEPARTMENTS A	B	C
Feb 1	J. Fair	4		75			
Jan 31	Jones + Co.	2		125			126
Feb 1	Smith + Co.	5		190	190		

The sympathy of the trade is extended to Mr. W. R. Smallpeice, director of W. R. Brock & Co., Toronto, in the death of his wife, on Nov. 20. The late Mrs. Smallpeice was ill only a week. In addition to her husband, there are left two sons, Mr. Norman A. Smallpeice of Toronto, and Mr. F. S. Smallpeice of Calgary.

The partnership of T. W. Gray & Son, Woodstock, general dry goods merchant, has been incorporated under the name of T. W. Gray & Bryan, Ltd. Capital $100,000.

The Contact Bay Fur Co., Ltd., has recently been incorporated with their head office in Dryden, Ont. Capital $40,000. They carry on both wholesale and retail business.

Supplementary letters patent have been isseud, November 3, 1919, increasing the capital stock of Pembroke Woollen Mills, Ltd., from the sum of $50,000 to $150.000.

A Reply to Board of Commerce Charges of Profiteering

Ninety-Seven Cents of Dollar Eaten Up By Costs

An Analysis of the Actual Costs of Doing Business—Distinction Between Mark-up and Profits—Important Bearing of the Mark-down—Actual Figures of Ready-to-Wear Department Show Profits of Only 3.03% on Sales.

Paper by H. P. KENYON, of Fairweather's, Limited, Montreal, before Montreal Publicity Association

"MERCHANT MAKES 60 PER CENT." FALLACY

A little while ago I saw a heading in a daily paper, "Merchant makes about 60 per cent. on clothing," and the article proceeded to give the invoice and marked selling price on an individual garment. If the merchant had sold such a garment at the price stated, the transaction would have shown a gross profit of less than 37 per cent. No mention whatever was made of what it would cost the merchant to sell the garment, nor was the percentage of such garments which the merchant had to sell at a discount at the end of the season, taken into consideration.

The natural impression made in the mind of the reader was that the merchant made a profit of 60 cents out of every dollar the customer paid for the coat—that the retail merchant was the profiteer, and largely the cause of the high cost of living.

In view of this very prevalent, yet erroneous, idea in many minds, I want to be very clear as to what profit is and what profit is not. Soon after I came to Canada, I was talking to the manager of the ready-to-wear department in a large store—it was around November 1st,—and he was figuring on his suit stock. A certain number of garments had been bought, and a stated percentage of them had been sold at a mark-up of 50 per cent. The figures showed that, if he realized his cost on the remainder, his profit on the total sales would be satisfactory. He said, "We have a mark-up of 50 per cent. We will sell what remains at 50 per cent. off, and realize our cost." Let me repeat: "We have a mark-up of 50 per cent. We will sell what remains at 50 per cent. off, and realize our cost." His idea being that, as he had a mark-up of 50 per cent., he could take off 50 per cent. and break even. Unfortunately, this is not so. If you buy an article for $1.00, and mark it $1.50, then take off 50 per cent., you sell it for 75 cents, or at a loss of 25 per cent. on your invoice cost. Again: An article costing $1.00 and retailing for $1.50, does not show 50 per cent. gross profit, but 33 1-3, because 33 1-3 is the difference between the amount you get for the article and the invoice price. This is very simple, when explained, but it was computed by the committee of one hundred American experts who compiled the series of merchandising and accounting systems for retail stores, three years ago, that over 20 per cent. of the total retail failures in the United States during the preceding year, were caused by lack of the knowledge of this simple fact.

What Profit Really Is

The percentage of mark-up on invoice cost is not the percentage of profit. For this reason. If your volume of business is $100,000, and your overhead expenses amount to $20,000, it costs you $20,000 to sell $100,000 worth of goods, not to buy $66,666. Therefore. if you buy $66,666 worth of goods at invoice prices, and sell them for $100,000, your gross profit is 33 1-3 per cent.

In other words, *profit is not the amount of your mark-up, but it is the surplus that remains from your net sales after deducting the cost of making the sales, plus the invoice price of the merchandise.*

COSTS OF DOING BUSINESS

Mark-up on goods 60% on cost, or on selling price 37½ per cent.

Items of costs	Per cent. of sales
Overhead	9.95
Salaries	3.20
Advertising and gratuities	3.02
Buying expenses	1.55
Marketing, tabulating the stock and keeping records thereof—what is perhaps best known as merchandising	.50
Loss from bad debts	.47
Loss on alteration dept.	.03
Insurance and carrying charges	1.60
Mark-downs	14.15
Total selling cost	34.47
Balance, net profit, on selling price of goods	3.03

That is, 97 cents out of every dollar is eaten up by the invoice cost, plus the cost of doing business.

On different lines of merchandize the mark-up varies very considerably. On lines that sell quickly or on which the turnover is high—and the mark-down, loss or depreciation is small—the mark-up need not be high; but on other lines, the sale of which is slow, and the carrying charges high, like jewelry or pianos, or on merchandise on which the risk is greater and style changes play a prominent part, and on which the mark-downs and depreciation are great—like ladies' clothing—or perishable goods, like fruit and cut flowers, where losses are often very great, the risks must be covered and the mark-up be proportionately higher.

Where Costs—and Charges—Are Made

The percentage of mark-up of the different merchants on the same line of goods varies but little. However, it must be admitted that, if a merchant aims to give better general service, employs a better class of help, with greater technical knowledge, and in whose store shopping can be done under less crowded conditions, in more congenial surroundings, and in greater comfort, the cost of doing business is slightly increased, and the mark-up must be correspondingly higher, but the percentage of increased cost is so small, that, to a great many people, it is more than offset by the extra advantages obtainable.

Where Does The Dollar Go?

Now, where does the dollar go? The dollar, that is, that you pay the merchant for the article. The figures I am about to give you are actual, not theoretical. They are taken from the balance sheet of a ready-to-wear department in a real store. Further, the department to which they refer is looked upon as being a successful department, and I know that there are many such departments that would be glad to make as good a showing.

These figures would not work out exactly the same in Montreal, because of the extra selling staff needed here on account of the two languages; they are, however, truly typical of scores of such departments throughout Canada.

Stock Carried Over

I have ignored the stock carried over from the previous year, it being very small. In women's suits, coats, dresses, and skirts, the styles change so quickly that it is essential to sell the goods the season in which they are bought, for, whatever the loss may be on the clean-up, experience has taught the merchant that it will be greater if the goods are held over to the corresponding season next year—replacement values notwithstanding. Women to-day are so splendidly posted on style values, that while you might be able to tell truthfully the prospective customer the next season that if the suit was bought to-day it would cost from 25 per cent. to 30 per cent. more, as the case might be, that would not reconcile her to buying a suit

reason: showing "carried-over" merchandise means loss of prestige, and prestige for style values is absolutely essential to the successful women's ready-to-wear department.

For the same reason, the carry-over from this year's trading is also ignored, the percentage of depreciation made at inventory alone being included.

The volume of business in the department was $185,000.

The stock was marked to show an average gross profit on the selling price of 37 1-2 per cent.—the average mark-up being 60 per cent.—less than this on regular merchandise, but the average percentage was increased by a larger mark-up on merchandise bought at a discount.

Costs of Selling

Rather than burden you with an array of figures which are not easy to grasp, I have, for the sake of simplicity, worked them out on a percentage basis.

The overhead expenses were 9.95 per cent. of the volume of sales.

Salaries, 3.20 per cent.

Buying expenses, 1.55 per cent.

Advertising and gratuities, 3.02 per cent.

Marking, tabulating the stock and keeping records thereof—what is perhaps best known as merchandizing—.50 per cent.

Loss from bad debts, .47 per cent.

Loss on alteration department, .03 per cent.

This loss on alteration department is the difference between the amount customers paid for them and the cost of making them. Women's ready-to-wear garments are cut to ideal proportions for various types of figures known as standards—stouts, small women's, misses'—but, unfortunately, these standardized sizes do not fit every figure, in which case an alteration must be made. The cost of this work is a separate expense, not being included in the invoice cost of the garment, and it can be taken care of in one or two ways.

The Alterations Department

You may have heard of stores that for advertising purposes profess to do alterations free. Such a store figures on the cost of their alteration room and adds that amount to their mark-up; in which case the customer pays for an alteration whether one is made or not. The usual and equitable way is to make an individual charge for each alteration, based on a set scale, according to the work done; but even then it is very difficult for any alteration room to break even. While the loss in this case is comparatively small, it must be classed as a "selling expense," and deducted from the profits as such—one thing, however, is sure, that alterations are an added cost and have to be paid for by the customer in one way or another.

Insurance and carrying charges, 1.60 per cent.—a total percentage of cost on the selling price of 20.32 per cent.

COST PRICE—Invoice price plus transportation charges, and if the goods are imported duty added.

VOLUME—The total sales during a given period.

MARK-UP—The percentage of advance added to the cost price.

COST OF SALES—The total cost of doing business plus the invoice price of the merchandise.

OVERHEADS—The fixed charges of doing business, for example, rent and taxes.

TURNOVER—Often confused with volume—this is the number of times you turn your average stock at invoice price in a year's trading. If, for instance, your average monthly stock is $35,000 and your net cost of sales for the year is $122,000, your turnover would be three and a half times.

PROFIT—The surplus remaining from the net sales less the total cost of making the sales plus the invoice price.

Unfortunately, there is one other item to be taken into the account—one which more than any other, perhaps, is the determining factor between profit and loss in trading in women's wear.

MARK DOWNS.—Fall suits, for instance, commence to arrive about the 10th of August, but the sale for them does not really begin until about September 10. By November 1 prices must be reduced to effect sales, as the wearing season in Canada in the Fall is very short for suits. With so short a season any disturbance of normal selling, such as unsuitable weather, financial disturbance, or health conditions, such as obtained in October last year—destroys the normal balance, and a smaller percentage of garments are sold during the period of heavy selling. The natural result is that a larger percentage of garments have to be sold at a discount. The margin of net profit is so small that such a condition is disastrous.

But, in a normal season, a percentage of all garments must be sold at a discount and this added to the depreciation at inventory in the case before us totalled 14.15 per cent.—making the total cost of doing $185,000 worth of business, 34.47 per cent.

The gross profit on the sales being 37½ per cent.—the net profit was 3.03 per cent.

Practically 97c out of each dollar was eaten up by the invoice cost, plus the cost of doing business, 3c on the dollar, only, remaining to the merchant in net profit.

"THE SHOPPER"—A MONTHLY STORE MAGAZINE

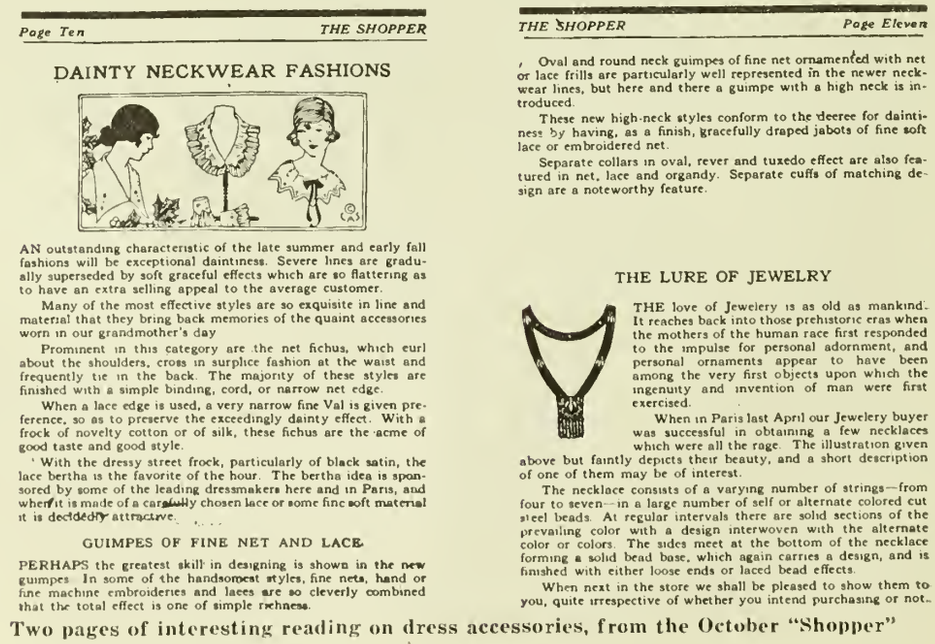
(Continued from page 34)

production of which is given here. With each item there is a small line cut to illustrate it, such as a sweater, silk hosiery, a beaded bag, new blouses, an ostrich fan, pleated frills, and so on. On the back of the cover, The Kiddies' Hair-Cutting Shop, with an illustration, is taken up, and on the back of another, Lamp and Candle Shades, with appropriate illustrations.

The Christmas Number was to deal with Christmas goods, with a slight variation, in one sense, from the ordinary number. "A Review of Fashions" is the sub-title, month by month, and the editor makes the point that presents are the "fashion" for Christmas, and, therefore, anything in the line of presents is "A Review of Fashions"—a point that his customers will appreciate.

It is worth noting that different colors are used for the cover and back pages each month. For instance, the October number was a Delft blue, and the November a warm green shade. This tends to lend variety to the little visitor month by month. This experiment is sure to be watched with interest by stores all over Canada.

Arthur T. Little, of Robinson, Little & Co., London, has been chosen to succeed the late George S. Gibbons as president of the London and Western Trust Company.



Page Ten *THE SHOPPER*

DAINTY NECKWEAR FASHIONS

AN outstanding characteristic of the late summer and early fall fashions will be exceptional daintiness. Severe lines are gradually superseded by soft graceful effects which are so flattering as to have an extra selling appeal to the average customer.

Many of the most effective styles are so exquisite in line and material that they bring back memories of the quaint accessories worn in our grandmother's day

Prominent in this category are the net fichus, which curl about the shoulders, cross in surplice fashion at the waist and frequently tie in the back. The majority of these styles are finished with a simple binding, cord, or narrow net edge.

When a lace edge is used, a very narrow fine Val is given preference, so as to preserve the exceedingly dainty effect. With a frock of novelty cotton or of silk, these fichus are the acme of good taste and good style.

With the dressy street frock, particularly of black satin, the lace bertha is the favorite of the hour. The bertha idea is sponsored by some of the leading dressmakers here and in Paris, and when it is made of a carefully chosen lace or some fine soft material it is decidedly attractive.

GUIMPES OF FINE NET AND LACE

PERHAPS the greatest skill in designing is shown in the new guimpes. In some of the handsomest styles, fine nets, hand or fine machine embroideries and laces are so cleverly combined that the total effect is one of simple richness.

THE SHOPPER *Page Eleven*

Oval and round neck guimpes of fine net ornamented with net or lace frills are particularly well represented in the newer neckwear lines, but here and there a guimpe with a high neck is introduced.

These new high-neck styles conform to the decree for daintiness by having, as a finish, gracefully draped jabots of fine soft lace or embroidered net.

Separate collars in oval, rever and tuxedo effect are also featured in net, lace and organdy. Separate cuffs of matching design are a noteworthy feature.

THE LURE OF JEWELRY

THE love of Jewelery is as old as mankind. It reaches back into those prehistoric eras when the mothers of the human race first responded to the impulse for personal adornment, and personal ornaments appear to have been among the very first objects upon which the ingenuity and invention of man were first exercised.

When in Paris last April our Jewelery buyer was successful in obtaining a few necklaces which were all the rage. The illustration given above but faintly depicts their beauty, and a short description of one of them may be of interest.

The necklace consists of a varying number of strings—from four to seven—in a large number of self or alternate colored cut steel beads. At regular intervals there are solid sections of the prevailing color with a design interwoven with the alternate color or colors. The sides meet at the bottom of the necklace forming a solid bead base, which again carries a design, and is finished with either loose ends or laced bead effects.

When next in the store we shall be pleased to show them to you, quite irrespective of whether you intend purchasing or not.

Two pages of interesting reading on dress accessories, from the October "Shopper"

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. LI. TORONTO, DECEMBER, 1919 No. 12

JUST A SIGN OF THE TIMES

IN the daily papers of Montreal, a large "For Sale" advertising recently appeared offering a completely equipped manufacturing plant for clothing. Inquiry into the circumstances elicited the information that the company was desirous of selling out solely because a strike had been declared by their employees. They preferred to close up the plant altogether rather than go further in the matter of paying out increased wages. This proposed action is significant inasmuch as it shows the spirit that is coming over the clothing trade in regard to labor problems. Nagged on one side by the public complaining of profiteering and on the other by the workers agitating for more money, the clothing men have just about reached that point where they "don't care whether school keeps or not."

RESUMING TRADE WITH GERMANY

THE question of how to handle German trade is assuming perplexing proportions. Not long ago a Leeds firm of woollen manufacturers sent to Germany a representative with the object of opening up business connections. In his letters back he stated that he found the financial position very bad. He could have closed big business had it not been for money difficulties, but, he explained, the German mark had fallen so low that it meant that the Germans had to pay nearly four prices for their goods. The demand for clothes he found to be enormous. The people, he added, were wearing paper clothes and anything they could get. He found himself confronted with awkward situations everywhere. But the possibilities for doing business were big providing the second party to the transaction was willing to overlook a lot of things to which under other circumstances he would pay strict attention.

THERE should be a better understanding by the public of the difference between gross and net profit. Not infrequently the man on the street has the wrong idea when he reads the reports of the clothing investigations.

MARKET REPORTS

MARKETS AT A GLANCE

TORONTO, Dec. 7—Dry goods markets generally show little tendency to decline. In fact the trend is all the other way, and in a number of instances this month, higher prices are named. Difficulty in securing deliveries is still one of the chief concerns of importing houses and shortage of goods continues to be pronounced. Hope of any lower values for some time to come seems to be pretty well dispelled and until production reaches a level, much above the present rate, there cannot possibly be any decrease in quotations.

Woollens show very little change as compared with a month ago. Buyers who have returned from a trip to the large centres in the Old Country state that they were able to buy only at excessive prices, and while they bought pretty full lines of goods required, it is another matter to get deliveries. Wholesalers state that it is very difficult to purchase Canadian goods and not more than two-thirds of the quantity bought last year will be available this year. All the Canadian mills are rushed with orders and are behind in deliveries. Prices, while showing no advances as compared with a month ago, are fully 25 per cent. higher than three months ago.

While market conditions warrant further advances in cottons, spot quotations on cotton materials are unchanged. The inability to secure goods and the fact that the Canadian mills are not accepting orders, all tend to make the market very strong, but wholesalers state that they have not put up their prices on present stocks. The American market is very high and raw cotton has reached a record for the month of December. The English cotton market is rapidly advancing to the world level and any break in present values is not considered likely.

The sharp upward movement that has characterized the silk market now for some time is still the feature in the silk situation. All Japanese silks are from forty to fifty per cent. higher. Raw silk has been as high as $12.50 per pound and it is predicted that it will go to $20. The wholesale trade reports a tremendous demand for all silk dress materials and the high prices are no bar to their sale. Habutai silks are very high and possibly their sale is somewhat hindered by the high quotations.

Canadian manufacturers of draperies and curtain materials are taxing the capacity of their plants to keep up with the demand. There is a very heavy inquiry for these materials and while prices are strong, the Canadian-made goods have not advanced in the same degree as has the American goods. Imported goods are slow to arrive.

A ten per cent. advance is announced by some linen manufacturers in Ireland and there continues to be a very strong tendency to all prices in the linen market. Stocks of good linens are very light and many houses have very scant supplies.

No changes are reported in prices of carpets and rugs, but the chief difficulty is getting goods already ordered delivered. Deliveries are very slow from the Old Country.

In notions, almost every article either has advanced or shows a strong tendency to do so. Pearl buttons show higher quotations and comb manufacturers won't promise delivery of goods until next August. All notions in cotton materials, such as tamped goods, are very high.

WOOL

Shipments of Australian Wool to American and Canadian Makers Expected to Have Little Effect on Prices

WOOL.—The woollen situation generally is unchanged as compared with a month ago. This applies to all three markets, English, American and Canadian. According to advices from Washington, importations of Australian wools to be auctioned at Boston will have little effect on prices on this side of the Atlantic. It was said that the Boston auctions merely replaced the Australian transactions of normal times, Canadian buyers are expected to take a large portion of the 50,000 bales shipped. Other shipments will not be allowed by the British comptroller until he has made a careful study of market conditions here. In any event, it was said, the total amount sent will be less than normally imported. Should importations, prior to next June, depress prices appreciably, the report points out, the expected decline in the price of the 1920 clip, based on the assumed carry-over of Australasian wools, will be smaller than if no importations were made. A gradual rather than a sudden decline should be desired by producers.

A buyer of a Toronto wholesale house, who has just returned from a buying trip in the Old Land, told a representative of DRY GOODS REVIEW that he had been able to buy pretty full lines, according to his requirements, but the chief difficulty would be to get the goods delivered. There was no shortage of wool in England, there being an abundance to meet all demands, but production was still much under normal, and shipping space was at a premium. Prices on the whole were 25 per cent. higher than they were three months ago. As an instance of the advance in this period, this buyer cited a blue serge that from last September until the present time had advanced 8s. 6d. It would have to sell to the trade now at $11.50 per yard. It is almost impossible to secure fancy worsteds as there are very few being manufactured. Any available will have to sell around $10.50 per yard. There is scarcely any grey serge in the market,

and nobody is making it. Scotch tweeds are being rationed and will be worth from $7.50 to $9 per yard. Overcoatings for next year will all be very high, and present buying shows advances of from ten to twenty per cent. Goods shown are all in plain weaves.

It is very difficult to purchase Canadian goods. Wholesalers state that they won't be able to buy more than two-thirds of what they got a year ago. The mills are all working to capacity and can't begin to keep up with their orders. Opinion seems to be pretty well resolving itself into the assertion that there will be no reduction in prices for some time. While there are some who believe the pinnacle of high prices have been reached, there are few who can see any immediate decline in values. Wholesalers are quoting Canadian tweeds at from $3.75 to $5 per yard.

There is a very active demand in a sorting way for dress goods, wholesalers report. High prices that are ruling for top quality dress goods are no barrier to their sale. A good wool serge is quoted at from $3.75 to $5.50 per yard. Gabardines and tricotines have been very popular this Fall and have been selling to the trade at from $4.50 to $6.50 per yard. A beautiful French wool tricotine for next Fall is being shown, and will sell to the trade at $6.50 per yard. Broadcloths continue to be almost prohibitive in price. There is no change as compared with a month ago and values are so high that there is not a great deal being bought.

The demand for knit goods is as strong as ever, and wholesalers and jobbers have had great difficulty in keeping up with the inquiry. Shipments of yarns from the Old Country are very slow, and Canadian manufacturers are away behind in orders. Some concerns are still working to fill Autumn orders to the disregard of their Spring trade. This has been absolutely necessary in order to meet the present heavy requirements.

COTTONS

Market Conditions Would Warrant an Advance of From 12½ to 15 Per Cent. in Cottons, But Knit Goods on Spot Show Little Change

COTTONS.—If it were possible to secure various lines of cottons, prices of them would be very much higher than they are at present. Dealers, it is stated, on the basis of present market conditions, would be warranted in advancing values from 12½ to 15 per cent. However, goods on spot show little change as compared with a month ago. No new goods are being received from the Canadian mills as wholesale houses and jobbers are only allowed their allotments. There is no doubt, judging from present conditions, a serious shortage of all staples is inevitable. Many houses are refusing business every day from manufacturers and cutters-up, who are in the market to buy all the goods that they can secure. The strength of the market in the United States seems more pronounced than ever. Those who were looking for a break in the market in December, feel that it will not take place now. The rapid revival of the market is regarded as an indication of its strength. The problem of reduced production is also a matter that is quite serious at the present time. Unable to secure coal, many of the mills in the South have been forced to close down, and this factor, together with the increased wages that are being paid, will undoubtedly add strength to the market. Selling agents for several mills in the States are not booking orders because they claim that deliveries are so uncertain. The scarcity in a good many lines is so pronounced in the States as to occasion considerable concern. Canadian mills have absolutely no goods to offer.

The English market, that has been, apart from the Canadian in which to buy, is rapidly advancing to the world level. Wholesalers who have bought fancy voiles and wash goods in the Old Country are anticipating good deliveries, even though the prices do show stronger tendencies. As an indication as to how the English market is advancing, one line of British cottons was purchased in July last at 9¼d. A repeat order of this same material could only be had at a price of 11⅞.

The American raw cotton market in the first week of December reached a record price at 39.65 cents for December cotton, it being the highest figure paid for this month in a decade. Great activity is reported in the trading for grey cloth, and on the New York market, basis standard print cloth grey goods, 64-60 count, 38½ inch width, was quoted a few days ago at 19½ cents. The other standard much-used grey cloth, 68-72; 39 inch width, 4.75 weight, was quoted at 23 cents.

As far as the prices on spot are concerned there has been very little change in the past month. Inquiry among the wholesalers find them quoting practically the same figures for the staple lines. Prints, flannelettes, sateens, ticking, shirtings, cheesecloth and cotton dress goods are all steady in price. There is a heavy demand for all classes of cottons and large department stores and cutters-up are buying wherever it is possible to do so. While it is generally expected that prices will see further advances, and as stated above, higher levels are warranted, in view of the market trend, the mills' output is practically all contracted for at old prices. Future buying, however, must necessarily be higher.

DRAPERIES AND CURTAINS

Canadian Factories are Working Overtime to Keep Up With Excessive Demand for Hangings and Certain Materials

DRAPERIES AND CURTAINS. — Canadian production of drapery materials is being maintained at a very high level at the present time. Factories are working Saturday afternoons and three nights a week in order to keep up with deliveries. The greatest shortage is in tapestries in the face of an unusually heavy inquiry. Prices have not advanced perceptibly and the chief difficulty is in securing sufficient goods. Canadian manufacturers have not taken advantage of market conditions to enhance values to the same extent as has the American concerns. There is a very active market for a curtain material known as "armure." It is shown in lengths 40 in. by 15 in., and in the solid colors such as brown, rose and green. It sells to the trade at from 75 cents to $1.10 per yard. An Egyptian cloth for hangings is quoted at $2.35 per yard, and in cut lengths at $2.50 per yard. It is shown in blue, rose and green. Some very fine lines in imported drapery materials and hangings are promised for Spring, but deliveries of them, as in almost everything else, have been very slow, and prices promise to be very high. Canadian velours in the better qualities are $2.75 and $3 per yard, and in the lower grades $2.50 per yard.

Some beautiful designs in furniture coverings of Canadian manufacture are shown, ranging from $2.25 to $4 per yard.

In lace curtains there is a very fine panel effect shown in three widths, namely 54 in., 72 in., and 90 in. These fit close against the window. They range in price all the way from $2.10 up to $10 according to quality and widths. Lace nets are selling well from 45 cents up. Allover designs are from 50 cents up to $2 and $3. Scrims are very popular, and tape edge and Mochleno scrims are ranging from 16 to 22 cents per yard. Chintz continues to sell very freely, and prices are unchanged.

SILKS

Market Continues to Advance, With Japanese Pongees From 40 to 50 Per Cent. Higher in the Past Month—Big Demand for Silks

SILKS.—Rapid advances continue to mark the situation in silks. The trend is very much upward, and Japanese pongees are from forty to fifty per cent. higher in the past month. Japanese silks are all very much stronger. Advices from New York are to the effect that there are unusually heavy demands for pongees. Some large sales have been made for many hundreds of pieces of quality. Sales of standard grades have been made in New York around $1.42½, and heavier weights around $1.60. Manufacturers, it is reported, have been paying as high as $12.50 per pound for raw silk, and it is predicted that it will go to $20. Stocks are said to be very light in New York, and Canadian importers who have not silk merchandise for Spring will experience great difficulty in maintaining their business in the New Year. The scarcity of all silks is likely to be very pronounced, and prices very much higher. Values of habutai silks are so high as to make these goods almost prohibitive. Nobody wants to buy them at

present levels, and an importer told DRY GOODS REVIEW recently that where he used to sell 1,000 pieces of habutai silk he does not sell ten pieces now. French silks are proportionately high with those of other countries. The scarcity is extremely marked, as there is very little stock over there. No more orders are being accepted, and shipment is not promised in some instances until next July, August and September.

Georgettes and crepe de Chines are as popular as ever, and the demand is very heavy for both. Sales of Georgettes are reported in New York, in the 40 inch widths, at $2.10 per yard. Toronto houses are quoting a medium crepe at from $2 to $3 per yard, slightly higher than a month ago. Georgettes and crepes have both advanced about 25 per cent. in the past month. A popular Georgette is selling around $2.50 per yard. The habutai silks show a very wide range of prices, varying according to the high and low qualities but of course they are not selling at all freely. Taffetas and messalines are very active, and are selling to the trade at from $2 to $2.75 per yard. Charmeuse has been a good seller this Fall at from $4 to $6 per yard. Duchess satin of a real good quality is selling at from $2.50 to $4 per yard. There is not much call for the wash satins at the present time, but they are quoted at from $1.75 to $3 per yard.

There is practically no chiffon velvet on the Toronto market. Houses are cleaned right out, and it is very difficult to obtain. Prices are prohibitive, the last quotation being $6.75 per yard.

LINENS

Ten Per Cent. Advance in Linens Announced by Some Irish Manufacfacturers

LINENS.—The story in linens continues to be one of rapidly advancing prices, and as one importer remarked to DRY GOODS REVIEW, each new quotation received from the Old Land seems to show an increase over the preceding one. Advices from the Old Country point to some of the Irish manufacturers advancing their prices as much as ten per cent., and this move is likely to be followed by others. There is a very heavy demand for linens of good quality at the present time, but they are exceedingly hard to obtain. The shortage of flax in Ireland is curtailing production, together with unsettled labor conditions in the large centres.

According to a report from the United States, the aeroplane linen purchased a few months ago, and some of which has been taken by American manufacturers, can be used to advantage in the manufacture of dress goods, and by dyeing into various colors, should sell very well. It is considered too heavy for handkerchief linen, and it is too light for sheetings.

Wholesalers and importers generally state that there is a very heavy demand for linens and that retailers in some parts of the country are absolutely without supplies. Prices on spot have not been advanced in the past month, but stocks of absolutely pure linen are exceedingly low, and considerable goods now being offered are of union materials.

NOTIONS

Nearly All Lines in Smallwares are Higher—Price Trend is Steadily Upward, and Scarcity of Supplies is Very Pronounced

NOTIONS.—Almost every line in the whole category of notions and smallwares either show advances or a very strong tendency to do so. Buyers returning from the large American centres report increasing difficulty in securing supplies. Prices generally show an upward trend, and from month to month quotations show changes. As an indication of the way values are increasing it might be mentioned that an eight cord wide elastic will cost, laid down here, $8, and it has never previously sold to the trade above $6. It would have to sell at something over $8. There are some 12 cord elastics selling to the trade at $8.40 per gross, but on the basis of the present advance would cost nearer $12.

Needles continue at very strong levels, being quoted at $7.20 per gross for standard packages of 15 needles to each. They are costing as high as $5 per gross to import. Knitting needles in steel are still very hard to obtain. The celluloid and the wooden needles are largely replacing them. Celluloid needles for knitting sweaters, 12 in. to 15 in., are selling at from $2.25 to $3 per dozen pairs. Large sizes in wooden needles are from $1.75 to $3.60 per dozen pairs.

In the large buying centres, pearl buttons particularly show sharp advances. They are at present quoted to the trade at $4.80 per gross, but they could not be bought at that figure at the present time. Buttons of all kinds are very firm, and the scarcity of good pearl buttons has forced the trade to supply the demand with substitutes.

All comb manufacturers are rushed with orders and are away behind in deliveries. It is almost impossible to get supplies, and deliveries are not promised until next August. There is nothing showing under fifty cents, and prices range a good deal higher on the better quality combs.

Quotations on hooks and eyes are pretty much the same as they were a month ago, although advances are not unlikely. They are selling at $3 per gross cards. Dome fasteners are quoted to $4 per gross cards, with the roll back and the hand selected design selling at $8.40 per gross. Safety pins are higher this month at $4.50 per gross a dozen to a card. The real brass safety pins are $9 per gross.

Wire hairpins continue at very strong figures, and difficulty is experienced in buying the same. They range all the way from $4.50 to $15 per gross in boxes according to the quantities contained.

All notions in cotton goods show very much higher prices this month. Like all cotton materials they have kept pace with the rapid upward movement in cotton. Pillow cotton is now costing 46¼ cents per yard at the mill as compared with 29½ cents a short time ago. Repp that used to cost 29¾ cents at the mill is now quoted at 40⅝ cents. There is an advance of 12 cents per yard in pique at the mill, the present price being 37½ cents per yard. These advances constitute the biggest factor in the very much higher quotations that are ruling on all stamped goods. All crochet cottons are very much higher and will cost the trade 25 cents per ball.

Mending yarns are very strong, but, compared with last month are steady in price. The English mending skeins are still very difficult to obtain. Two and a half gram skeins, English yarn, are quoted at $9.60 per gross. The Canadian yarns are selling freely. They are quoted at $7.20 for the skeins and $4.50 for the cards.

All novelty articles have been selling well for the Christmas trade and sorting orders have been very active for the same.

BOOTS AND SHOES

Prices are Steady in Boots and Shoes—Big Demand For Rubbers at Firm Values

BOOTS AND SHOES.—Changes in the market for boots and shoes are conspicuous by their absence in the past month. Values are very strong and dealers do not look for lower levels for some time. There is an excessive demand for boots and shoes, and factories could export all they can make. The United States is buying in this market, and Europe promises to be a customer on a large scale for a good while. Wholesalers are quoting a fine calfskin high shoe for women and girls in black and brown at from $8 to $10. There are some, too, that are selling as high as $11. Men's shoes in black are quoted at from $8.50 to $10.50, and in brown at from $9 to $11.

There has been a very heavy inquiry for rubbers, and supplies have been none too plentiful. Prices show no change as compared with a month ago, but are very strong at present levels.

CARPETS AND RUGS

Canadian Buyers Still Complain of Very Poor Deliveries of Goods From the Old Country

CARPETS AND RUGS.—Very poor deliveries is still the chief complaint from the importers of carpets and rugs. Some houses have very much depleted stocks and are anxiously awaiting goods ordered many months ago. Production in the Old Country is slow, and transportation difficulties are still very much to the fore. Invoices were received in October, but there has been no receipt of these goods as yet. Buyers in Toronto houses state that it is almost impossible to get what one wants. Business has

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Christmas Finds Trade Smiling

"Good Will to Men" is Significant Expression for Manufacturer and Retailer—Both Realize That Obstacles Encountered During the Year Could Not Have Been Avoided

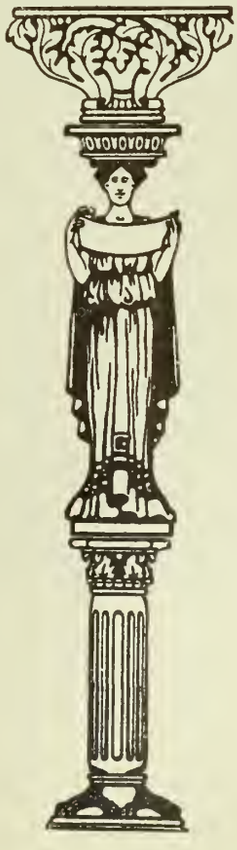
WITH Christmas in the offing and the beginning of a new year not far off, conditions in the men's wear trade are in what might fairly be termed an almost chaotic state, but it is doubtful if manufacturer and retailer were ever on better terms. Both have weathered a strenuous year and facing the gale together seems to have brought them into closer relationship than might under other circumstances have been the case. Throughout the year that is fast drawing to a close the manufacturer has had a trying time. What with scarcity of material, unsettled labor conditions and inadequate production, his life has not been a merry one. Nor has the retailer—the man who comes between the manufacturer and the general public—avoided the thorns in picking the roses of prosperity. On the one hand he has been literally sitting on the factory steps continually in valiant efforts to get in enough supplies to meet the demands that have been made upon him, and, on the other hand, he has been trying to explain to his customers that he has been unable to get the goods at any price and also that, place the blame where they may, his escutcheon at least is clean of the charge of sending the cost of living to and beyond the Twentieth Plane.

Regarding the cordiality that exists between the man who turns out the goods and the man who hands them over to the public there can be no doubt. The retailer realizes full well that the manufacturer is doing all in his power to stabilize the market, that, no matter what measures he may take, he is unable to bring his production up to what it was in the days before the transformation of the labor world. He knows, too, that the majority of the manufacturers have, insofar as they were able, shipped their goods in accordance with the orders taken, irrespective of whether or not they lost money on the order. And that very few of them escaped without being burned at some time or other is known to the trade, even though the public—always skeptical, always suspicious—may have its doubts.

At the present time hundreds of suits are being sent out and delivered to the retailer at less than their cost of manufacture. When the manufacturer bought his material he did so at a price which has since risen, perhaps, enormously. When he took his orders he did so on the basis of what his cloth, his help and his "overhead" cost him at that time. But between the time of taking the order and the time of delivery unforeseen difficulties may have arisen and unless he altered his prices and treated his contracts as "scraps of paper," the manufacturer stood to lose. This latter he chose to do rather than "go back" on the men with whom he had been doing business. What is more, the manufacturer in almost every instance did what he could to protect the men who had bought from him in the days when he solicited their business. All the wants of his old customers he may not have been able to fill, but he did what he could and shipments were made proportionately with those sent to these customers in the days when supplies were more plentiful than orders.

To these things the average retailer has not been blind. He has had his troubles, but that they were not more laborious in their way than those of the manufacturer he has understood. And, understanding, he has taken his rebuffs good humoredly. As the manufacturer has stood by him so now will he stand by the manufacturer. The day is coming when orders may again have to be solicited and the men who have played the game and played it fairly will not lose. They will not be left in the lurch.

For these reasons, therefore, there is no lack of good will in the trade. "Peace on earth" as an expression is more significant than ever before, and "Good will to men," as an exhortation, is, perhaps, more potent and more far-reaching than at any time since the world began.



FOUND TEXTILE CHAIR

That the University of Toronto would in the near future direct its attention to the technical education of students in the manufacture of textiles and woollen goods, was the assurance given by Brig.-Gen. Mitchell, dean of the faculty of applied science at the University of Toronto, before a gathering of members of the Canadian Textile Institute and the Canadian Woollen Manufacturers' Association.

General Mitchell stated that he would personally take the matter up with Sir Robert Falconer, president of the Toronto University, and the Minister of Education, and impress upon them the great possibilities of instructing students in this line. He also assured the members that the faculty of applied science would lend its utmost assistance and encouragement to those students who were inclined towards this industry, and would await with interest the results of the efforts of the Canadian Textile Institute to evolve a scheme of technical education.

MEN'S WEAR SECTION

Spring Outlook Poor for Ties

Manufacturers of Neckwear Say Situation is Worse Than Ever and That Material is Not to be Found Anywhere—American Houses Neither Taking Orders Nor Giving Quotations.

THAT the situation, particularly with reference to shortage of material, is more aggravated this month than ever is the opinion freely expressed by the manufacturers of neckwear. American manufacturers are not taking orders now at all, nor are they giving quotations. And, to make matters worse, the Swiss houses are all tied up with orders until the end of 1920.

It is generally admitted that unless the tie-maker has goods on hand he will be very much "out of luck." Unless well covered ahead, the Spring outlook for the man in the tie business is poor. The lowest silk for this trade is now quoted at about $10.50. There is no doubt but that the retailer who has been hanging back with his orders will be in bad shape. If he has been waiting week after week for the market to take a favorable turn he will find out now that conditions are even worse than before.

According to the manufacturers, the man who has been giving and taking and who has been willing to give and take is the man who is going to come out on top now. There have been some retailers, of course, who have been "pernickety" about their orders and who would not accept goods unless they were just as ordered. Among manufacturers, too, there is not a little complaining over this. Some of them say that clerks have ordered goods and if their employers did not like the "stuff" the aforementioned clerks would put the onus on the manufacturer and say the shipment was not what was ordered. In the opinion of more than one manufacturer, there has been quite a bit of this kind of work going on.

"Nowadays, when the market is so uncertain, a man has to give and take and do what he can to help ease the situation," is the way one man expressed himself to DRY GOODS REVIEW.

"It must not be forgotten that we have hundreds of customers all wanting the same line and that every person cannot be satisfied," stated the manufacturer quoted above, adding: "We placed large orders in the American market in June and we have not received anything like 25 per cent. of what we ordered. We got the orders in good faith and we carried on our plans accordingly but there has been a big change since then. We have to give and take and so has the other fellow."

The reason for the increase in price to-day is said to be due to the fact that in the early part of the year there was nothing doing in business. One house had a big stock of ties at $10.50, but they could not get them to sell. Nor was there much of a demand created either when they were reduced to $7.50. At that time the firm should have gone into the American market and bought material for Christmas neckwear, but they say business then did not warrant such action and now every person is going to suffer.

It is doubtful if there is any one house with enough merchandise on hand to fill a quarter of the orders that have so far been turned in. The manufacturer consequently has had to readjust his prices, and this is why the retailer, and also the consumer, is paying higher to-day, and is likely to pay even more than has been the case.

Flashy Displays Catch Eye; Public Likes Noisy Clothes

Striking Checks and Plaids Appeal to Manager of Overcoat Department at Fairweather's—Thinks Young Men Should Shun Black.

JAMES CRAIG, who has charge of the overcoat department of Fairweather's, Toronto, is one who believes in decided patterns and colors. "The louder they are, the better," is Mr. Craig's idea. Checks and plaids in overcoats are a particular hobby, as he believes that young men should dress in a manner consistent with youth. "I would make it a criminal offence," said Mr. Craig to DRY GOODS REVIEW, "for a young man to dress in black or sombre colors." This idea of color Mr. Craig always tries to get into any window displays that are made of his goods.

"Put in something particularly flashy in a window and see what happens," said Mr. Craig." Two or three fellows will come along and all kinds of comment will be passed. "Isn't that a howler?" one will say, and another will cry out, "Who the dickens would ever wear a thing like that?" And so it will go all day long. No person who looks in the window would think of wearing a thing like that. Oh dear, no. But, just the same, you generally see the stuff that no one would wear go a whale of a lot faster than the stuff that the public will hardly take interest enough in to look at."

GARMENT MAKERS ELECT OFFICERS

H. H. Peabody, Walkerville, Again Chosen as President

The election of officers concluded the convention of the Canadian Garment Manufacturers' Association recently held at the King Edward Hotel. The officers elected were: President, H. B. Peabody, Walkerville (re-elected); Eastern vice-president, H. M. Levine, Montreal; Western vice-president, C. A. Graham, Edmonton; second vice-presidents, F. S. Hodgins, Kitchener; J. A. Haugh, Toronto; R. P. Sparks, Ottawa, and C. E. Kitchen, Brantford; secretary, H. F. Brooks, Ottawa; treasurer, W. B. Deacon, Belleville.

Reports of the chairmen of the different sections were also received.

"Hello! How's business?" used to be the greeting exchanged by haberdashers, but to-day it is "Hello! How's deliveries?"

MARKET REPORTS

(Continued from page 42)

been very active this Fall, and racks are practically bare of stock at the present time. No further advances are reported in carpets and rugs, and, as was stated last month, all British goods will be at steady values until the end of March.

Price show tendencies to advance in linoleums and floor coverings. Linseed oil is very scarce, and quotations higher, and these advances are reflected in the market for oilcloths. A two-yard width linoleum is quoted at 96 cents a yard, and a four-yard width is selling at $1.08. Floor coverings generally have been selling well, and stocks in Toronto houses at the present time are not at all heavy.

LACES AND EMBROIDERIES

Demand for Silk Nets for Evening Dresses Continues Unabated—Active Inquiry for Embroidery for Children's Wear

LACES AND EMBROIDERIES.—The very active inquiry for silk nets that has been the feature of the market in laces and embroideries for some time past continues unabated. The demand for these nets for evening dresses is enhanced by reason of a particularly brisk social season, and importers are very busy in keeping up with the inquiry. They are selling to the trade at from $1 to $1.50 per yard. In fact all laces have a very active sale at the present time, and the Valenciennes lace in narrow widths is selling freely, at a wide range of prices. Filet lace a half inch to an inch in width is quoted at from $1 to $1.50 per dozen yards. Inquiry is increasing for Torchon laces at from $2 to $3 per dozen yards. Camisole lace has been very active at from $2 to $5 per dozen yards. Oriental laces and shadow laces are not particularly brisk sellers at this time.

The demand for embroideries for children's wearing apparel is still very active, and prices are steady with quotations of a month ago. They range from 85 cents to $1.50 per yard. Prices of Swiss embroideries are very high, and while goods are freely offered, deliveries are very slow.

BIG SCARCITY OF FINEST SHIRTINGS

During the past month there has been little change for the better in the shirt situation. The shortage is still acute and the manufacturers are still at their wits' end to supply the hungry retailers with the "necessary." Prospective buyers for the country's biggest houses have returned from New York with the disquieting news that there is nothing to be bought in the line of material. The situation, they say, is worse than ever and allotments are being made as low as fifteen per cent. of former orders. In some cases buyers are being allotted only 10% of basis of former business. The cheaper lines, of course, are more plentiful, but it is almost impossible to get the best goods. And this is what the public is clamoring for—the best. Prices, in consequence, are still high and are likely to remain so.

TOUCH OF SUMMER IN WINTER WINDOW

A big panama hat in the centre of L. J. Applegath's store on King Street, Toronto, was sufficient to draw big crowds every day and evening while the display was in. Italian velours in grey, black, green and taupe were shown with the very latest in derbies, soft hats and caps and, thus surrounded, the lonely panama reposed bearing the significant card: "In the Good, Old Summer Time." A big bouquet of Chrysanthemums on a pedestal behind the panama heightened the effect of the orange plush flooring and the green and orange plush draperies at the back. Some of the Mallory hats in the window were lined with shot silk, and some of the linings, all of which were fancy, were in two colors.

SILK SHIRTINGS SOUGHT IN JAPAN

Discussing the silk shirting situation, the head of the Harry Berger Shirt Company, New York, has expressed himself as follows: "Events of the last two months have led many shirt manufacturers to look to foreign markets for a supply of silk shirtings. We have sent a representative to Japan to purchase certain silk fabrics which are not obtainable in the American market to-day. The pending situation has opened up wonderful opportunities for Japanese shirtings in the American market. While we would naturally favor our home silk industry, still, under present conditions, we are virtually forced to look to Japan for our supply. The first shipment from that country should reach us before very long."

COLLAR INDUSTRY OLD

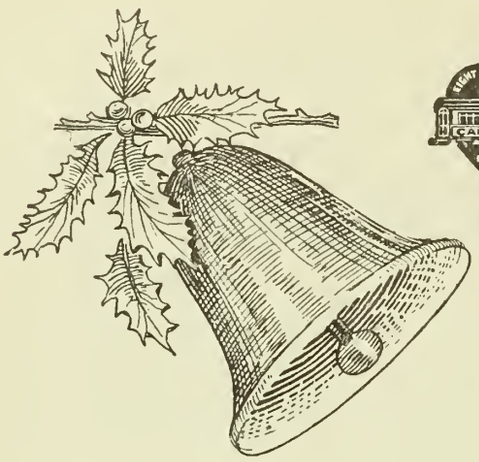
Somebody has discovered that, in celebrating many centenaries that fall due this year, it should not be forgotten that 1919 is the centenary of the detachable collar. Hannah Montague, the wife of a blacksmith in Troy, New York, says this student, made the first detachable collar in 1819. Until that year, Mr. Montague, and all other men, had worn undetachable collars. Mrs. Montague changed all that, and now, it is said, some 200,000 yards of goods are used every day for making collars by a single factory in the town where Mrs. Montague surprised her husband with the first separate one. The Rev. Ebenezer Brown, it appears, first put Mrs. Montague's product on sale, and his enterprise was the forerunner of about seven square blocks of collar and shirt factories within a mile radius.

JANUARY MERCHANDISING

Continued from page 32

tomers several days in advance of the sale. No goods listed are guaranteed to last during the entire sale and if the purchaser would be sure of an offering she must come early. A good heavy cover should be used on this catalogue with an attractive design. The merchant may have these covers made up in quantity, thereby cutting the cost of same considerably. The printed matter for the inside may be added each month. If properly managed this idea will prove a wonderful trade winner the year round.

January also brings along with it the "Pre-Inventory" and "After-Inventory" sales, both of which have their place. Other sales plans for January may be used if the merchant will get back of them with the right idea, not merely holding his January sales because everybody else is doing it, but because he wants to give the new year a good start and get back of them with increased energy and enthusiasm and get into them originality—something different — that will attract trade to his store as dry goods headquarters. And don't forget that if you want 1920 to be a record-breaker make January carry its full share of the load.



To all our Customers, present and prospective, we extend the season's heartiest

Greetings

HAMILTON CARHARTT COTTON MILLS LIMITED

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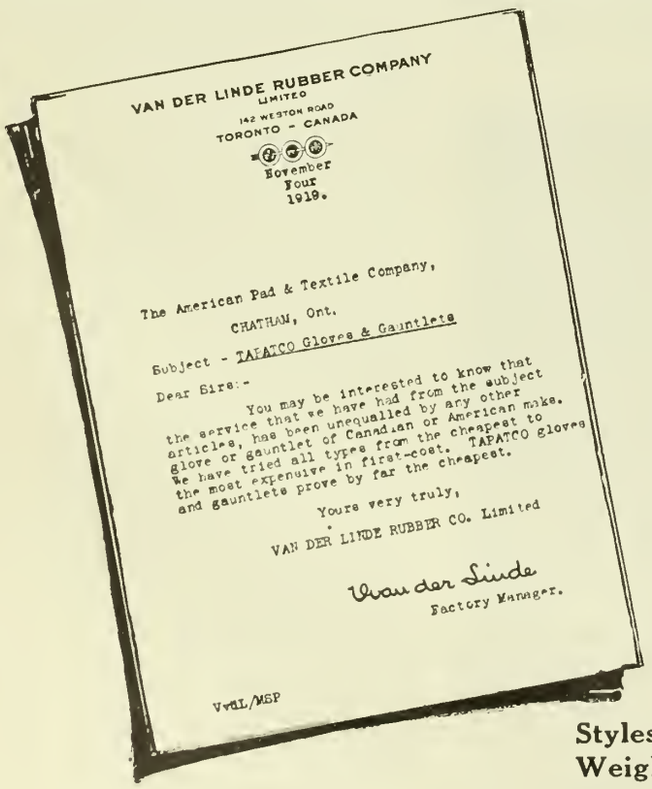

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LIMITED
142 WESTON ROAD
TORONTO - CANADA

November
Four
1919.

The American Pad & Textile Company,

CHATHAM, Ont.

Subject - TAPATCO Gloves & Gauntlets

Dear Sirs:-

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VAN DER LINDE RUBBER CO. Limited

Van der Linde
Factory Manager.

VvdL/MSP

When Users Give Such Praise Dealers Cannot Hesitate to Stock

Merchants find a ready sale for Tapatco line—netting them splendid profits. Are you doing the business you should do in work gloves? Many dealers report immediate increase in glove sales after introducing these goods to their customers.

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REGISTERED TRADE MARK
BRAND

"Mon'hs of Wear in Every Pair"

Styles—Gauntlet, Knit Wrist and Band Top.
Weight—Heavy, Medium and Light.
Material—Leather Tip, Leather Faced, Jersey.

Gloves and Mitts in Tan, Slate and Oxfords.

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January White Goods Sales

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Letter from our Paris Correspondent

Paris, France.

Editor, DRY GOODS REVIEW:—Although fur has been very fashionable during the past years, I don't think its vogue has ever reached such a high pitch as this Winter. It is used everywhere, and in every manner, as we shall see below.

This can be explained by the fact that practically everybody has money; either it was earned during the war, or, as the soldiers get a premium when demobilized, this amount is being spent freely, and fur is not only a luxury, but, if the present cold weather is to continue, a necessary article of clothing.

Therefore every woman wants some furs, more or less expensive, according to her means, but she must have some!

If you consider that demand which is exceedingly brisk in every country, and on the other hand that half the production of the world does not reach our markets, since very little comes from Russia and Siberia, you will not wonder at the high prices furs fetch nowadays.

In France, moreover, we have to count with the exchange, which is certainly most unfavorable. Yet, as I said before, the fur trade is a very good business at present.

Staple Furs

The best sellers are:

Skunk and skunk opossum, beaver and nutrias, ermine, mink, moles, sable-dyed squirrel, Hudson seal and seal coneys—all the varieties of dyed coneys (blue, slate, beaver, etc.), which are used as trimmings. All these are staple.

In the fancy lines, we have mostly monkey, dyed black, and Thibet, uncurled and dyed, to imitate blue fox, grey, brown, and sometimes used in white. Foxes of all kinds and fishers are always fashionable.

Monkey and thibet generally come in as fringes. However I have seen some instances where whole collars and big gauntlet cuffs were made of thibet skins.

Various new furs have been introduced which were neglected when we had everything we wanted, such as flying squirrel used dyed, pahmi, etc. These are not quite so expensive and find a sale among the dressmakers. Coneys have reached extreme prices on account of the scarcity of the article and the demand.

Fur Trimmings Abound

Furs are used everywhere, either in fringes, in bands, in motifs (on evening dresses, where they come in as flowers, in mole, or knots in ermine).

Monkey fringes are seen edging velvet hats, or on each side of a wide ribbon which is fastened around the neck, or made into a muff with the same ribbon in the middle, ended with a big velvet bow. These three articles would make a very original set for a lady who wishes to look uncommon.

The same band in any fur round the neck is very fashionable; it is but a rectangular piece of thibet, mole, or any other skin, folded and fastened by a very long ribbon that hangs in several loops down the back. Some great big

Rich Novelty Silks Are Important For Linings

At least, they are in Paris, and so our correspondent has sent these samples to DRY GOODS REVIEW to give our readers some idea of the interesting and unusual designs.

1. A novelty in striking patriotic colors. One can decipher a crown, a shield, a unicorn, an eagle, a chanticleer on a cloudy ground of blues, greys and browns. (No. 4 in letter.)

2. A soft satin in rose pink used with light furs such as ermine or for evening cloaks. The motifs are 4¼ in. across and placed 4½ in. apart. They show deep blue, lemon, lilac, grey and other tones in their mixture. (No. 6 in letter.)

3. Suitable for lining sets in this black satin with 5-inch motifs in cerise, blue and green. (No. 2 in letter.)

4. A striking combination of grey, white and light purple. (No. 1 in letter.)

5. Taupe ground with moons in various bright colors. (No. 3 in letter.)

6. Another fancy lining in dull shades with an outstanding bright color—cerise in this case. (No. 5 in letter.)

cuffs, narrow at the wrist and very broad around the elbow, which they cover, make a very comfortable set. Such sets are generally worn with a tailored costume, and very often we have some fur on the skirt in several narrow bands on each side, either straight or across the skirt, and a similar trimming on the jacket. When the latter is very long and slightly fitting, the fur is at the bottom all around, and comes up in front, as high as the neck, thus giving the ensemble a somewhat oldish look not unpleasant to see.

New Collars and Muffs

Collars are gradually changed into stoles. They still cover the shoulders which they imprison, but they have longer ends in front, so that they begin to look more like the ancient stole, although still very different.

Muffs are no longer round and stiff. There again, we return to the big flat muff, very supple. Most of the new shapes are barrel-like, but big and sometimes flounced at the top, so as to have a peculiar shape, broad at the bottom and narrow at the top. This, of course, applies mostly to the supple fur muff, made of mole, ermine, etc., but you could have same in velvet with fur bands at each opening.

Coats and Coatees

We also have fur coatees, which are generally a band of fur with the skins worked in the length, that go down to the waist and are, as a rule, fastened under the arms, with the armholes allowing the hand to come through, but very often they only open in front, and closely cover the bust. There is a turned-up collar, in the shape of a shawl, or a muffler with one end hanging down the back. Such collars are in another fur, to make the coatee look more fanciful.

I have seen some of these made of kid skin and lined with a beautiful checked velvet; they were thus devised so as to be worn either with the fur outside or with the fur inside, like reversible coats.

Almost all the fur coats for evening wear are capes with a big pelerine col'ar closely fitting the shoulders, and a wide band at the bottom, gathering in the fullness of the coat.

When such coats are in satin or velve' they may be fur-lined, the fur being used in fringes one inch apart, so that it be lighter. I saw an instance where a nice blue velvet cape was thus lined with white thibet fringes that came out into a very wide shawl collar.

All fur coats are generally in mink, which is highly in favor, or in dyed squirrel, which looks very nice, too. A few (on account of the scarcity of the materials) are in broadtail, or Astrakan (kid replaces it for cheaper garments). Ermine comes in fairly often with sheared white coney for substitute.

Of course, Russian sables are always used.

The shapes are very much the same as for cloth cloaks.

Traveling fur coats are of a more staple shape, as a rule they are very long, straight jackets, narrow, so as to suit the fashion. Beaver, and its substitute, nutria, are often used, and we have also the woollen cloth coats made in one of the materials I sent you in my last letter, and fur-lined with natural grey squirrel, which comes also as trimming. Another very fashionable trimming this Winter is natural raccoon.

SUMMARY OF PARIS STYLES

Furs on the high tide of favor.

Skunk, opossum, beaver and Ermine are best sellers.

Dyed monkey and Thibet for fringes, bands and motifs in trimmings.

Paris combines bands of velvet ribbon with its furs.

Muffs barrel shaped.

Large collars imprison the shoulders and broad bands confine the fullness at the hem in new evening cloaks.

Fur toques with delicate embroidered veils for winter.

Fur-trimmed velvets for children—no muffs.

Elaborate satin linings enhance the richness of all furs.

Fur Toques With Veils

We have some fur hats, generally bonnets of the Russian or Persian type, or turbans.

Such toques will be very fashionable during the Winter, with very fine embroidered veils, and a silver arrow with strass beads crossing the brim in front.

Our little ones will also have some fur, in small quantity, however, as it is neither good for their health to have

too much, nor pretty. A nice scarf collar will edge their velvet cape, with a band around their bonnet hat. Stone marten will do very well for such purposes, also grey squirrel. Ermine always suits youth to perfection in collars or in mufflers, with the black tails for fringes. We shan't have our children wear muffs to a great extent: it hinders them more than it helps them.

Gay Linings in Abundance

Herewith are specimens of what we mostly use.

As you see, plain materials, except brocades, are still neglected, and the vogue already pointed out last year, still continues for elaborately printed materials.

Apart from velvet which is used plain, we have mostly satin:

1. Grey and purple big motifs, is intended for coats or coatees. It would match mole very well in the shade of sample. I would not advise using it for sets, for which No. 2 is preferable. This nice pattern might be used to great advantage as a lining for a silk evening coat. For fur garments, I would choose a ground in the shade of the fur. The ground of No. 3, for instance, taupe, is one of the best to match furs. The big moons of all shades make it more lively and look nice. You see by the attached range that other grounds are also effective such as horizon blue, sand, mauve. You notice that these shades are somewhat dull. I prefer them, however, to No. 4, which I am sending for comparison, rather than as a novelty. It was shown early in the season and had colors of a somewhat patriotic hue.

No. 5 is another specimen of fancy lining in the same kind of dull shades as above mentioned. It looks effective and staple, almost, and will be adopted by many ladies who are not extravagant in the choice of their garments.

Last of all, No. 6, is a sample destined to be used on light furs, such as ermine, but I would rather have it for lining whole evening cloaks.

Next month I will tell you more about Winter fashions and especially sundries.

Soaring Prices Continue

Some Swiss Merchandise is on the Market, but Deliveries are Slow—Navy as Strong as Ever for Spring—A Thrift Campaign Might Reduce Prices—Velvets Scarce.

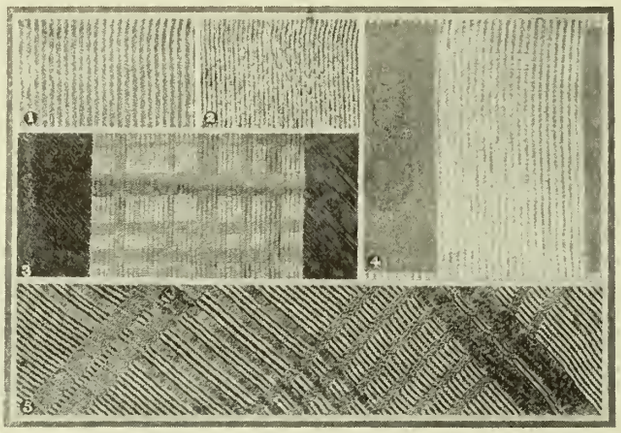
THE silk situation so far as prices are concerned is practically settled for 1920. For ten months at least there can be little change. This is due to the fact that almost every mill is sold up to that time, and no deliveries are promised before April. To insure delivery for next Fall it is necessary to have orders placed immediately. Even Swiss houses are very much behind. One of the largest mills has just this last few weeks put back all January deliveries to May and June. Canadian buyers are paying very high prices in order to get the goods from this market for delivery for next Fall.

Some buyers are badly deceived in their estimation of a few months ago. They said that everybody was buying wild, far beyond the possibilities of the trade, so they would be wise and go slow. Then, when the trade slackened they would be in a position to snap up a lot of odd lots which dealers were unable to get off their hands. The contrary, however, occurred, and silks are at a premium with both retailers and jobbers. Manufacturers, too, are in a quandary as to where to secure enough to keep their help going on. Dealers in all lines are out to get any they can lay their hands on anywhere.

Swiss Goods Coming In

The latest reports this month, however, are encouraging so far as Swiss goods are concerned, for the long-delayed shipments are beginning to come in. One importer has just received the invoice of goods from Zurich which were promised for August. The labor situation in that country appears to be growing more furious and even approximating the situation in the United States. In the same mail with the invoice mentioned above this dealer received a letter from Zurich in which the mill, owing to difficulties in the labor market, was compelled to postpone delivery of certain goods expected in December until July, 1920, "regretting that this might mean the closing of an old and valued account."

The ever-increasing prices for such goods as Baronette satin, Moonglo, Kumsi-Kumsa, and other heavy fancy crepe silks, as well as heavy ribbed and raw silks, seem to be no bar to their ever-increasing popularity. The strongest line for Spring, from all present indications, will be taffeta. Great quantities of this will no doubt be sold, not only for dresses, but for numbers of suits. There are those in the trade who look with favor on taffeta suits for later Spring, but so far the trade itself is taking chiefly to the heavy novelty silks for suits.



Some of the Newest Silks

1. A wide-ribbed two-tone silk in purple and ecru. 2. A fine crepe rib in rose and silver grey mixture. 3. A wide black satin face stripe with peacock and golden brown plaid stripe, ribbed. 4. A large plaid pattern in flame and white. 5. A ribbed plaid in turquoise and sand. With the exception of No. 3 these are all new ideas in Fan-ta-si for 1920, shown by A. Niegel, Inc., New York. No. 3 is from Silks Limited, Toronto.

There is a strong revival of foulards promised again. New and more varied patterns are on the market in these some introducing touches of the gold so fashionable this Winter. Combinations of black and gold are good and the figures in the patterns can be had in medium and small sizes.

Silk Serges From France

There are some beautiful heavy silk serges coming over from France. These silks are of the same weave and texture as the fine Botany serges, except that they are all pure silk. Georgette, both plain and figured, is expected to receive quite as much attention as formerly.

Habutais are going up every day in price. In fact, they have gone up 30 per cent in the last two weeks. This is said to be due in part to the fact that men are all wearing silk shirts and also to the fact that Japan herself is consuming more silk than she was ever known to do in previous years. Japan, with her population of some fifty million, would not find it difficult to make quite a gap in the supplies of her silk available for foreign countries should they consume a larger quantity, which would be only a small percentage of an increase for individuals.

Navy Strong

The call for navy blue silks of all kinds is simply enormous for Spring. This applies to the rural districts as well as to the large fashion centres. Navy is wanted for travelling, for street wear, for house wear for sport wear and practically every wear. Next to navy, dark brown, taupe and gray are in demand. Copenhagen and sapphire blues too, are very popular but considerably less so than the navy. For trimming bright orange shades henna, etc., are being taken up for early Spring occasions.

Prices, as stated before, are practically fixed for 1920, so far as the retailer is concerned, owing to the mills being all sold out. The success of the recent Victory Loan campaign assures that there is plenty of money in the country, and the freedom of its circulation cannot help but increase the dry goods trade. There is the possibility of an early check on the soaring tendencies of prices in case there should be a national thrift movement such as that inaugurated during the war. Should people be induced to decrease their demands for purely luxurious articles there is little doubt this would have some effect on prices.

A Veritable Spending Orgy

The spirit of conservation prevalent throughout the war period seems to have almost disappeared. In its place has arisen a reckless extravagance and unrestrained gaiety. Everywhere there is dancing, dining and entertaining. The subsiding of this to some degree would bring people to a more normal and serious state of mind, which would probably tend to reduce slightly the cost of living, but as it is there is no immediate reason for such a state of mind, so you have the vicious circle. The only rational solution of the problem seems to be the increase of production. With a little less of the spirit of spending in both workers and entrepreneurs it would seem that all our labor troubles would be over. But this is only a pipe dream and not of immediate concern to business men. They have very little time for analyzing or attempting to control the psychological attitude of consumers. Their immediate concern is to get the goods the public is asking for and put them across the counter at the lowest price possible consistent with profit. The fact remains, however, that the price increases are the most persistent feature of the present market. And often the prices of repeat orders are found to be higher than the original placing. For

instance, a certain line of silk being sold for $3.35 a yard by the wholesalers was $3.65 when the wholesaler sent in a repeat order. Nevertheless, the goods had to be secured at no matter what price. One of this wholesaler's customers stated that he would be willing to pay no more than $3 a yard and would do without it if he could not get it for that. The dealer replied with the much-used phrase: 'We would be sorry to lose your account, but are no longer able to fill your order even at $3.35." The result was that the customer, now fully awake, wired that he must have the order filled at any price.

Unbelievable Increases in Price

It is purely a seller's market that obtains. Almost unbelievable increases have taken place in the silk market in the United States. Some samples of American weaves were offered recently to a Toronto dealer for prices $5 and $7 a yard more than that at which he was selling to the trade in this country. Without doubt the Summer trade will be forced to accept a certain amount of cotton instead of the silks which might turn over readily, but where people have the money and want the silk, the price will no doubt be paid.

For next Fall some orders have already been placed. In fact quite a goodly number, but those which have not been already accepted will not likely be placed for some time, because mills are not taking business beyond July. The tendency so far is to take up the bright evening colors of this season, and doubtless next season American beauty, royal blue, jade green, etc., will all be seen in abundance. Crepe meteors, brocaded silks and metal woven chiffons are spoken for.

Supply of Velvets Low

Velvets will be worn next Winter to the full extent of the supply, but as reported in previous issues of DRY GOODS REVIEW, these lines, as well as velveteens, are almost entirely sold up for 1920, and mills being rather uncertain as to space do not even guarantee that orders will be filled completely.

WOOLEN GOODS

Prices High and Goods Scarce—"People Will Have to Take What They Can Get"

Little additional can be said on fashions for Spring in woollen goods. "People will have to take just whatever they can get," is the chorus of several dealers interviewed by DRY GOODS REVIEW on the subject. The remarkable scarcity pertaining to so many types of merchandise is very much to the fore in the woollen cloth market.

About seven-eighths of these goods coming from England, the market is strongly affected, by the prevalent fad for strikes for more pay and less work. Canadian mills have not been so seriously handicapped but they are not able to turn out the fine English serges which people are demanding and which will not, for a number of seasons, cease to be the staple article amongst woollens. As regards silvertones, tweeds and velours, Canadians are producing some fine materials, but they are not in a position to enlarge their plants at present in order to cope with the increased demands put upon them.

Orders Only Filled in Part

As an example of the utter inadequacy of the output, one dealer stated that when placing an order for velours with a large Canadian mill, he was simply informed that they could fill his order to the extent of one quarter.

Nevertheless, it is not likely that there will be a direct shortage as considerable supplies are already on hand for Spring business although at exceedingly high prices—prices, in fact, that promise to exceed themselves every few months. Serge, of course, will always find a ready sale, the fine and medium qualities 7 and 10 oz. weights being considered best, in the Botany and crossbred.

Then there will be tricotines and gabardines, while jersey does not expect to lose any of its vogue. A few fancy serge weaves are going to be shown, including chevrons and herringbones. Two-tone yarn dyed suitings are expected to be favored as well as many plaids and stripes for separate skirts of the sport variety.

Navy Ten to One

As regards colors, navy will be as much in fashion as ever. One dealer stated to DRY GOODS REVIEW that he could sell ten yards of navy to one of any other color. That is for serges, tricotines and gabardines. In jersey the favored shades are kangaroo brown, nut brown and taupe. In velours—a fabric very attractive for Spring separate coats—Copenhagen and sand are in greatest demand.

Heavy Jersey for Next Fall

And speaking of coats, next Fall there will be on the market a heavy weight jersey cloth about 18 ounces, in fact suitable for Winter wraps, and retailing at about $8 per yard. It may take some time for this material to be generally adopted for this purpose, but there is little reason why it should not prove acceptable when consumers are educated to its use, as are the lighter weights for suits, skirts, and dresses.

A NEW FABRIC FOR SPRING MILLINERY

"London crepe" is a lustrous crepe being imported from London by a New York concern. The fabric is said to resemble Georgette crepe, but has quite a little body to it, so that one thickness is sufficient in making brims. With Georgette crepe several thicknesses and a layer of lawn are required. Hats of this new crepe are shown with long willow tassels which touch the shoulder.

Small shapes of the crepe are embroidered or trimmed in visca fringe, and soft crush bands of the embroidered crepe are said to make charming trims for sport hats.

LINEN

A linen importer, who has recently returned from a trip to the Maritime Provinces, reports that the retail trade there is all short of linen and in the market to buy just as are the merchants farther inland and in the West. "Merchants everywhere have forgotten what prices mean," said this salesman. "We could sell three times as much stock as we can possibly get," he added.

Another advance of 10 per cent. is recorded by some of the well-known Irish houses and they are accepting orders only up to the first of July. They offer no hope as to what will be available after that time. The flax outlet is serious and yarns are unprocurable except at greatly enhanced prices. This means that the prices of manufactured goods will probably mount up higher and higher indefinitely. One house may advance its prices one week, another the next, and the third the next, but they are all bound to go up in time it seems. The situation as outlined last month and at previous intervals in DRY GOODS REVIEW remains, as indicated then, with the shortage of all lines more serious next year than has yet been the case. Especially with handkerchiefs is it just a question as to how many will be on the market next year.

Reports from a linen expert who has been looking over the details of the linen manufacturing situation in Ireland, point out that there are greater possibilities than have yet been realized, or at least than have yet been experimented with in Ireland for raising her own supplies of flax. It is stated that at the outbreak of the war Ireland put in 45,000 statute acres of flax. This was nearly all in Ulster, 1,000 acres of it being in Munster. Prices did not then average £45 per ton, and no precaution was taken to preserve the linseed. In fact, 65,000 tons of linseed was destroyed every year, and so it was no wonder that Ireland had to depend on Russia and other sources for her seed. It was further shown that south of the Boyne the best flax in the world is raised and in that area alone Ireland could plant as much as 400,000 acres. When this is fully realized there is no doubt that steps will be taken so that Ireland will not be so dependent on the foreign importation of flax as she has been in the past It will, however, take some time before a sufficiently large crop can be raised in Ireland, or supplies come from Russia and points in Europe, to make any material difference to the supplies of manufactured linens available for retailers, but it is hoped that every effort will be put forth to increase very materially the crops of the best qualities possible in Ireland.

Earlscourt, Toronto, is the home of two new factories. One is a skirt factory, employing about ten girls, the other is for manufacturing paper boxes.

England Will Give and Take

She Has Already Secured Her Place in Fabric Glove Market—Will Continue to Hold Foreign Markets for Quality Goods—Cheap Trade Will go Back to Germany, so Says Authority Who Has Been on a Trip to America.

MR. E. L. PAGET, of William Hollins & Company, London, England, paid a visit to the Toronto office of his company on his way home from the World Cotton Conference in New Orleans. Mr. Paget went across to San Francisco, north to Vancouver and through Canada, sailing back to England about December 10.

Mr. Paget, who was interviewed by a DRY GOODS REVIEW representative, is quite optimistic about the results of the New Orleans Convention, not so much because of any direct matters accomplished this year, but because the way was paved for a better one later on. Naturally, this first big conference had to go through a great many preliminaries, and the many questions brought up had to be sifted out in accordance with their importance. Another conference will be held in two years, and in the meantime the manufacturers of Great Britain and the United States will have gotten their own post-war plans on a more definite basis than they have been able to do so far, so that future conditions of the trade will be more easily discussed after this is accomplished. While Great Britain before the war was the greatest cotton manufacturing country in the world, manufacturers there are awake now to the competition from the United States, and the very progressive methods which are being put into action.

Mr. Paget is confident, however, that the British manufacturers have no fear as to losing their prestige in foreign markets, but are, nevertheless, ready to adopt much more progressive methods of maintaining their foreign trade than they have exerted themselves to do before. For one thing, they are already sending their staff out all over the world, to gte in personal touch with the various markets and their possibilities.

A Real Shortage of Good Wool and Cotton

As to the situation in regard to raw materials, and the hope of getting better supplies from England next year, Mr. Paget stated to DRY GOODS REVIEW that there is really a great shortage of good wool and cotton in the raw state. Next year, he said, will be the worst yet for supplies, and will call for higher prices than we have yet experienced. The labor situation, he thinks, is clearing in England People are beginning to settle down, so that production will, no doubt, be steadied within a year; but it will be several years yet before anything like a pre-war production can possibly be accomplished.

Particularly with regard to hosiery are orders much congested, Mr. Paget states, and there will be no satisfactory supplies for two years.

The British trade throughout is in a state of transition with regard to its opinion on trading with Germany. A very few months ago the manufacturers and retailers were very strongly opposed to having anything to do with Germany; but they are pretty generally beginning to realize now that Great Britain will have to trade with Germany if she is going to exact the terms of the Peace Treaty. "Without doubt, the Germans will regain the cheap markets," said Mr. Paget. "Germany will, too, regain her toy custom." This is possible, only because of the very nature of the carrying on of that trade in Germany by methods which have been found impossible elsewhere. In democratic countries such as Great Britain, the United States and Canada, there is such a thing as social climbing, and most of the working people devote themselves to this pursuit in their spare hours from daily labor. In Germany, however, the day laborer is very willing to stay at home at night and earn a few marks extra by making the eyes of dolls, or the wheels of toy wagons, or the tails of horses, or the other parts of toys which can be done easily and quickly in the homes. This will be possible just so long as the classes in Germany are so distinctly divided as they have been. British manufacturers have done remarkably well during the war in producing a much better class of toys than they did previously, and this may be said of the United States and Canada as well. Nevertheless, there are those departments of the toy trade which have not been excelled outside of Germany, and for these the trade will go back to Germany just as soon as conditions are favorable.

English Fabric Gloves Secure

There is another line of manufacturing in which Mr. Paget believes the British have gained the market for themselves permanently, and that is the production of fabric gloves. In this department, English manufacturers are able to compete with Austria and Germany, whence most of those lines came before the war, and English manufacturers of these goods are able to meet anything in the way of price and quality which can come from the markets in Central Europe.

There will be little resumption of the pre-war magnitude of the leather glove industry in England until the shortage of leather is relieved. Such tremendous quantities of leather of all types were consumed during the war that the markets are bare the world over. There is no hope of any supply of leather gloves available for some time, Mr. Paget states.

Increased Production the Only Solution

Absolutely the only solution to the high price problem, Mr. Paget believes, is increased production. The world is too short of supplies of all sorts for hard times to come very early, and, therefore, this cry of a period of hard times to cause lower prices is quite impracticable. We simply have to get to work, and work hard and long, if we want prices to come down, and it will be quite a few years before we can possibly produce enough to begin to fill up the gaps which the war has caused in stock and reserves everywhere.

A TRUE STORY

It Happened in Toronto Two Weeks Ago —One of Life's Little Tragedies— Illustrative of the "Oppression of Labor by Capital"

The employer had spoken to one of the girls whom he had overhead talking on the telephone and carrying on a trivial conversation, and reminded her that it was against the rules of the firm that an employee should be called to the 'phone. Any necessary messages might be received at the office and thence given to the employee. Whereat girl asked:

"Do you mean to say that this firm is so mean it will not allow its employees to talk on the telephone?"

"Certainly," he answered. "It's even meaner than that. If the employees wish to use a telephone they may have one installed at their own expense."

"I don't think I care to work for a firm that's as mean as all that."

"And the beauty of it is that you don't have to work for this firm if you don't want to," was the reply.

A few minutes later the girl had persuaded two of her chums to go on strike. So they put on their hats and coats and started out of the building. At the door, however they met the factory superintendent, who listened to their story and persuaded them to come back. As they entered the workroom they met the employer.

"Well," he asked, "have you decided to quit your foolishness and come back to work?"

But one of the girls had her handkerchief out by this time, and was beginning to sob.

"I don't care," she said. "I lost one boy b-because I couldn't use the 'phone, and if I l-lose this one you'll have to keep me for the rest of my life!"

Myers' Ladies' Ready-to-Wear Store, of Halifax, N.S., was damaged to the extent of two or three thousand dollars, by a severe storm which occurred November the fifth. Only a few weeks before, Mr. Myers had refitted with a complete new stock of high-class garments.

Up and Up Go Cottons

Every Yard Coming From Mills in Canada, England and the United States is Quickly Snapped up—A Scarcity in Every Department of the Trade.

THE situation in regard to supplies of cotton, both white and colored lines, continues to grow more serious. A buyer for a well-known Canadian wholesale house prophesied two or three months ago in DRY GOODS REVIEW that the prices then named for the Spring of 1920 would, in his opinion, mark the high level, has entirely reversed his opinion. He now prophesies much higher prices for the Fall of 1920 than those for the present season. He recognizes the growing scarcity all over the world of cotton goods, in Canada and United States, as well as in Europe; the difficulty of the labor situation, and the likelihood of a further rise in raw cotton influenced by the late crop falling below the average, as well as the demand of Europe, where raw cotton supplies have become so depleted during the war. Conditions are worse in this respect in England and United States and worse there than in Canada. Even in this country the production of the loom is not at all up to normal.

By the end of November the wholesales were getting quite scarce of goods for immediate delivery and on many lines which they had been selling for Spring, 1920, they were refusing to accept any further orders. This was not so much that they had oversold the allotment that the mills had made them a few months ago, as that they recognized that they were even uncertain of the curtailed amount allowed them. While prices quoted by the wholesale showed little difference in white and grey lines, prices on colored goods had gone up in many cases. This was because the wholesales had found that they could not repeat orders and were afraid that the goods they had ordered would not be given them, or else where they attempted to repeat the price quoted was greatly in advance of what they had paid in placing their original order.

Manufacturers Also in Difficulties

The situation in regard to scarcity of goods has been complicated by the fact that the manufacturers, that is, shirt makers and other converting companies, came down on the wholesales ready to pick up anything on which they could make spot delivery. When orders for Spring were given to the mills by the converters their own stocks of yard goods were very small, as they had been exhausted during the previous months. The converters, after starting out their season, have found that their deliveries were getting very slow and feared that they would not be able to secure nearly all of their orders, so that they were forced to go to the jobbers to supplement. The jobbers, as a rule, particularly in staple cotton lines, were fairly well stocked and had ordered more lightly for Spring than usual, but the orders from the manufacturers cleared up all they had and a good many now have lighter stocks than usual. They in their turn are finding delivery slow and are fearful of very slow Spring deliveries, and where they did not place large orders for Spring they find that they cannot repeat now, but have little expectation of getting delivery much before next Fall. The usual experience of the jobber in ordering from the mills now is that he cannot get the promise of anything within six months and some cases longer. The mills themselves are forced to go carefully and are not overselling as was the case in many incidents during the war.

Buyers, who have been over to the United States, report much the same conditions. Not only has there been a good demand from the public through the retail stores and from converters, but there has been a big export trade.

Deliveries are most uncertain in English lines and more so in the American. An increase of 25 to 50 per cent. in prices is the general prediction throughout the trade. Lawns and serges from England are difficult to obtain, but serge garments, it is expected, will be good for next Spring.

Swiss muslins will be featured for mid-season frocks and their dainty freshness will surely make an appeal to the trade. Not only are the plain and white dotted lines receiving attention, but patterns with colored dots are said to be good. One fine material is shown with a narrow white stripe separating the rows of cadet blue dots.

Voiles vs. Georgettes

Then, there are many indications that flowered voiles of the fine English variety will be wanted, even more so than last year. This is due to the increasing price of silk. Georgette, both plain and figured, being practically prohibitive, many women will find an acceptable substitute in cool, summery costumes of voile. You see, when Georgette is $3.00 a yard laid down and a whole dress of it would have to sell for around $50.00, it is much more possible to sell a dress made of a combination of Georgette and voile in a pattern almost identical with the more expensive Georgette, when the voile can be had for $1.50 a yard.

Customers having the longest accounts with the mills are faring better than those smaller firms which are just starting into the business. There was a time when American voiles could be had for 20 cents and the majority of manufacturers bought it for popular priced goods. But the dealer that bought the finer lines from the English mills, priced about 75 cents at that time, are enjoying an advantage now because their accounts are of long standing. Those others can scarcely get American voile at any price now. Moreover, the demand is for the best quality in all lines, for it does not pay to put labor to work on anything else. So that the time is not very propitious for those who are trying to get into the English market for the first time.

On December 8, birthday of the T. Eaton Co., a statue of the late Timothy Eaton was unveiled in one of the main aisles on the ground floor. It is somewhat larger than life, done in bronze on a green marble base. The figure is seated in an armchair. To celebrate the birthday further, most of the store windows contained models of the store as it appeared in 1869. Asters and chrysanthemums and tall candles on high stands were arranged around the miniature building, and gave the whole a charming setting. In the Yonge and Albert window a huge birthday cake was placed containing layer upon layer of a circular structure covered with plaster, each layer being ornamented with electric candles.

The Peter McSweeney Co., of Moncton, N.B., have recently presented each of their employees with a life insurance policy in the Metropolitan Insurance Co. The married men were written for $1,000 and single employees for $500. In the case of the latter, the amount increases $100 every year for five years providing the employee remains with the firm. Upon leaving the Peter McSweeney Co. the policy does not lapse if the employee continues to pay the premiums formerly paid by the firm. The whole insurance totals over $30,000 and is known as group insurance, whereby no medical examination is necessary.

Mark Fisher Sons & Co.

Two New and Important Departments

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"Kingfisher"

Scalloped and hemstitched
TABLE CLOTHS and NAPKINS
TRAY CLOTHS
TEA CLOTHS, SCARVES

Finest quality, best selling designs and sizes.

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Crashes, huckabacks, terries, white and coloured mercerized damasks, linen damasks, linen table cloths, and napkins, English bath towels, white and colors.

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Madapolams, longcloths, sheets and pillow cases

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Our range includes all the popular lines, some of which are very scarce at present:

Just arrived! Large range of finest
SATIN METEORS

We can supply you with
CHIFFON TAFFETAS
Ivory, White, Navy, Black, and other wanted shades

DUCHESS SATINS
All shades

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Your Mail-order enquiries will receive immediate attention.

GREETINGS

WISHING ALL OUR CUSTOMERS AND FRIENDS A MERRY CHRISTMAS AND A HAPPY AND PROSPEROUS NEW YEAR.

MARK FISHER SONS & CO.

Fine Woollens, Silks, Tailors' Trimmings, Linens

28 VICTORIA SQUARE MONTREAL

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To the Silk Buyer—

With pleasure we announce the formation of The Hamm & Riley Silk Co., Ltd.

Warehouse at 55 Bay St., Toronto

We will specialize in a complete line of

Broad Silks

of reliable qualities

Our salesman will be on the road after January 1st and will call upon you.

HAMM & RILEY SILK CO., LTD.

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Is your stock attractive and complete in

Your Men's Department?

In the different lines we offer you, you will find genuine value that cannot be surpassed elsewhere. Our goods always appeal to the careful buyer. Order early to ensure best selection at lowest prices.

Working and Outing Shirts
Flannels, all Shades
Tweeds, Sateens
Drills, Oxfords
Flannelettes
Night Shirts
Pyjamas
Boys' Waists

Our travellers are now on the road with our range for Spring 1920.

The Deacon Shirt Co.
Belleville Ontario

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YOU CAN SELL WITH CONFIDENCE IF YOU HAVE THIS MARK ON YOUR

SHIRTINGS

There is an enormous range of fine designs, and you are sure to find just the one you want!

The **SHIRTINGS** include Zephyrs, Cheviots, Silk and Cotton, Fancy Mattes, Ceylons, All-wool and Union Taffetas.

The Dress Goods include the **ORIGINAL SCOTCH GINGHAMS** and latest novelties in Voiles and Crepes.

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MALLINSON'S RUFF-A-NUFF ~ MALLINSON'S INDESTRUCTIBLE CREPE ~ MALLINSON'S PUSSY WILLOW SATIN

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the silks for every purpose and occasion that have eliminated the old fashioned idea of Silk Seasons.

There is always a demand for Mallinson's Silks—there is always a Mallinson Silk for every silk demand and new ideas shown monthly to keep this demand constant.

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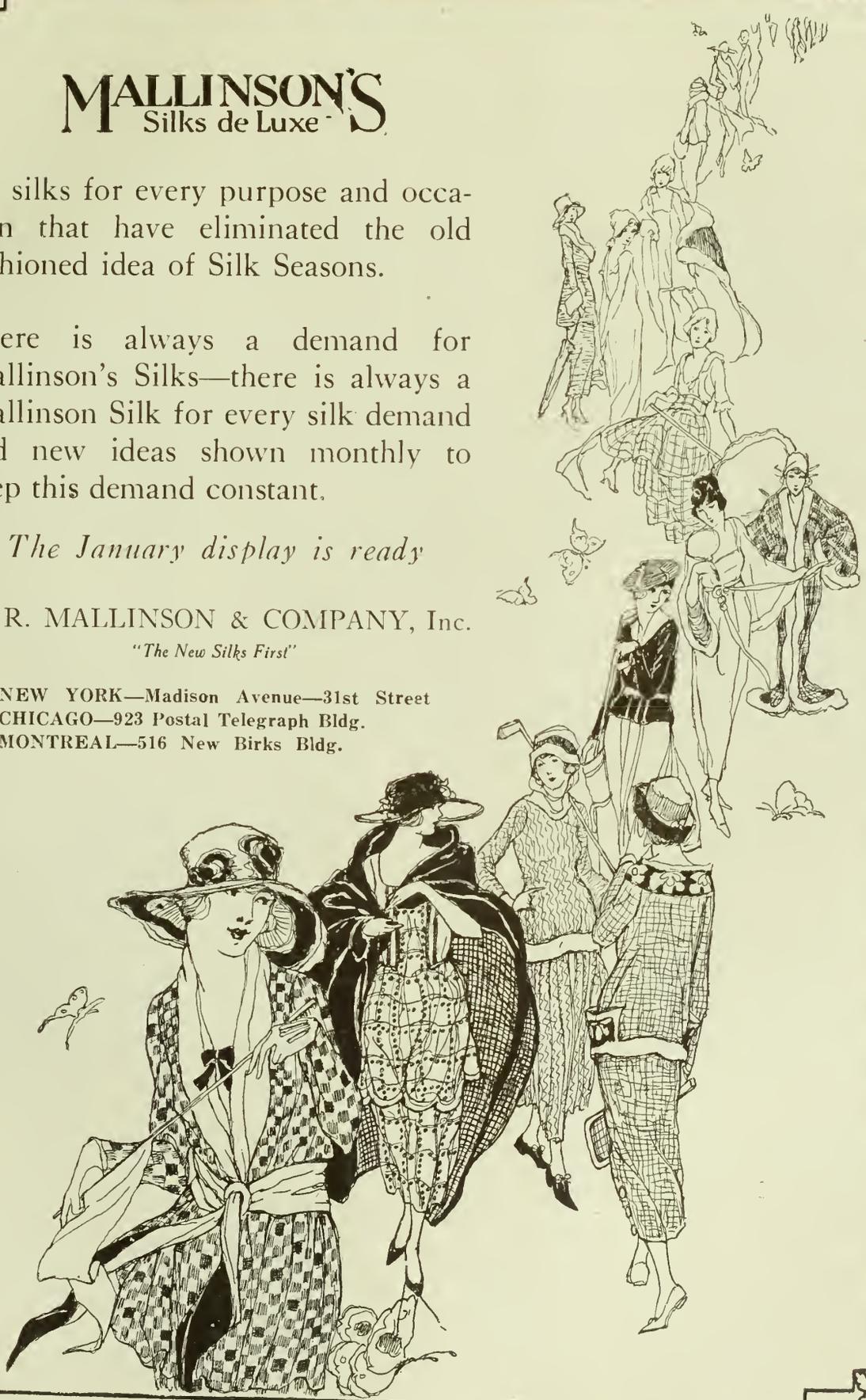


Big Advances on Trappers' Prices for 1920

Fur Dealers Offering 100 Per Cent. in Some Cases More Than Was Paid in 1919—Marten Doubles—Muskrat, Mink, Fisher, Beaver, White and Cross Fox Very High.

IF the new prices for the Winter season of 1919-1920 that the raw fur dealers in Canada are sending out to the trappers are an indication of the prices next year, there will be little chance of the hoped-for decline in furs for the Fall season of 1920.

DRY GOODS REVIEW has secured a corresponding list of one dealer for 1919 and 1918 and in nearly every case the prices promised the trappers show a heavy increase during the year. The catch covered by the new list will be the material used by fur manufacturers and sold to the retailers for the Fall season of 1920. With such an advance in prices paid to the trapper it would seem almost impossible under any ordinary condition to look for a decline; the national expectation would be that prices will be higher than ever for next Fall.

In a special message urging the trappers to start their work, this dealer states that, "This year, by all appearance, will be the most prosperous one for all trappers. Furs have reached a most abnormal level and certain lines, such as minks, rats and skunk are bringing prices where it is possible for everyone that can handle a trap to go out and make some real money. Therefore, it is up to you to get busy and catch all the furs you can, and ship them in to us as soon as they are dry. By so doing you will take advantage of these extreme prices."

One year before, this dealer had urged some of the trappers to get as many furs as they could, telling them that "the trappers will be able to make more money than ever before." With the big advance this year this advice to them applies more than ever.

In a special table in connection with this article a comparative list is given of prices that are offered for Canadian skins for this coming Winter and for last year. The division of one of the price lists that has been sent out to trappers and other dealers in pelts has been followed, giving prices for extra large, medium and small. Some of the advances are very large. For instance, extra large beaver which last year would bring from $24.00 to $28.00 are up $7 to $8 a skin. The large which were $25 to $27, are $28 to $30. No. 2 last year, $5 to $15; this year, $8 to $25.

Mink shows a large proportionate advance, the dark last year being $10 to $12, and this year $16 to $17, running about 35 to 60 per cent. Pale was $6 to $8 last year; this year, $11 to $12, that is from 50 to 80 per cent. advance.

White fox was $40 to $45 last year; this year it has advanced from 33 1-3 per cent. up. Silver and black fox ran up to $700 last year, and this year up to $1,000, according to beauty and quality. Red fox $30 to $35 last year, this year $35 to $40, this being the smallest advance so far noted.

One of the biggest demands, of course, is for muskrats, owing to the tremendous popularity of Hudson seal coats. Last year the quotation for extra large Eastern was $2; this year there is an advance made of 50 per cent., from $2.75 to $3. Medium Winter last year was $1.10, this year $1.75 to $2.00. Small last year, 80c; this year, $1 to $1.25. Last year Fall muskrat could be bought from 40c to $1.25; this year for the large ones, $2.10 to $2.25; medium, $1.50 to $1.75, and even for the small ones 50c to $1.00. So that in many cases double the prices are offered this year.

In skunk there is not so much advance. Extra large black last year were $8 and the same is offered this year. The same applies to the large at $7 this year; $6 is offered for medium in place of $5.50 this year; $5.00 in place of $4 for small. The long stripe this year runs from $2.00 to $3.50; and the broad stripe runs exactly the same as last year; $2 and $1.75 for the extra large for both years; $1.50 for the medium this year in place of the $1.25 last year.

Prairie wolf also remains much the same, $22 to $25, both years, for extra large; $18 to $24, large; $12 to $15 for medium, as against $13 to $15 this year; and $8 to $10 last year for small against $10 to $12 this year.

Coming to fisher, however, there is a large advance. The darker skins, for which $50 to $75 was paid last year, are $80 to $90, and where the price was $40 to $50 for large last year, this year it has gone up to $60 and $80, an increase of over 50 per cent. For the medium, $35 to $40 last year, $50 to $60 this year, running far above 60 per cent.; for the small, $25 to $35 last year, $40 to $50 this year, running over 60 per cent. a head.

Raccoon remains much the same this year. The dark, $10 to $12 for the extra large, both years, and $7.50 to $9 for the large. Medium this year are a trifle less, $5 to $6; last year were $5.50 to $6.50, and small, last year, $3 to $4; this year $4 to $5. This is practically the only decline in the whole list.

Black bear this year and last year remain about the same, $25, a slight advance for the large, $18 to $20 in place of $16, and the medium are now $14 to $16 in place of $12 to $15, and the small $10 to $13 in place of $8 to $11.

Lynx shows a fair advance, about 15 per cent., the western for the extra large last year being $35 to $40; this year, $40 to $45; large varieties going up to $25-$30, and $30-$35, the two years; and the medium that were $15 to $20 last year, advancing to $20 to $25.

A marked advance has taken place in marten, running over 60 per cent. Last year the dark extra large paid $50 to $75; but this year the prices have been advanced to $80 to $90. For the large, the price last year, $35 to $40; this year $60 to $70; an increase of about 75 per cent. The medium last year, $25 to $30; this year $40 to $50; 60 per cent. to 70 per cent. Brown last year, extra large, were $30 to $35; this year $65 to $75; an advance of over 100 per cent. The same applies to the large varieties, $22 to $25 last year, and far more than 100 per cent. this year, running to $50 to $60; over 100 per cent. advance is shown in the medium; last year, $18 to $20; this

Advances in Trappers' Prices for 1920

No. 1 Prime

	Extra large		Large		Medium		Small	
	1919	1918	1919	1918	1919	1918	1919	1918
Beaver	$32-35	$24-28	$28-30	$20-23	$18-20	$12-15	$10-12	$ 7- 9
Mink (dark)	16-17	10-12	14-15	7.50- 9	11-12	5.50-6.50	8- 9	4- 5
Skunk (black)	8	8	7	7	6	5.50	5	4
Muskrat (Winter))	.....	.....	2.75- 3	2	1.75- 2	1.50	1-1.25	.80
White Fox	60-70	40-45	45-50	30-35	35-40	20-25	25-30	13-18
Red Fox (Western)	35-40	30-35	27-30	25-27	20-22	18-20	15-17	14-16
Raccoon	10-12	6- 7	8- 9	4- 5	5- 6	2.50-3.50	3- 4	1- 2
Fisher (dark)	80-90	50-75	60-80	40-50	50-60	35-40	40-50	25-35
Lynd (Western	40-45	35-40	30-35	25-30	20-25	15-20	15-18	9-12
Marten (dark)	80-90	50-75	60-70	35-40	40-50	25-30	30-35	15-20
Marten (brown)	65-75	30-35	50-60	22-25	35-45	18-20	20-30	12-15
Wolf (prairie)	22-25	22-25	18-20	18-20	13-15	12-15	10-12	8-10
Black and Silver Fox	Up to $1000		Up to $700		-			
Cross Fox (dark)	100-125	75-90	75-85	50-60	50-60	30-40	30-40	20-25
Cross Fox (pale)	45-50	40-45	35-40	30-35	25-30	22-27	15-20	15-20
Otter (Eastern)	35-40	30-35	30-32	25-27	22-27	17-20	15-18	10-15
Bear (black)	22-25	20-25	18-20	16-18	14-16	12-15	10-13	8-11
Weasel	1.75- 2	1.50- 2	1.25-1.50	1-1.30	.80-1.00	.70-.90	.50-.70	.40-.60
Wild Cats	Up to $10	Up to $12						

year $35 to $45. This is the heaviest advance in the whole list.

Weasel show pretty much the same range as last year, the extra large being $1.50 to $2, and the large $1 to $1.30 last year; $1.25 to $1.50 this year.

Wild cats run up to $10 this year, while last year they ran up as high as $12.

J. H. Reid, of Prince Albert, Sask., has just been appointed agent for the fur-buying firm of Lamson & Hubbard Canadian Co., Ltd., of Boston, New York and Brooklyn, capitalized at $5,000,000. His headquarters will be Prince Albert.

BRITISH INDUSTRIES FAIR

The prospectus of the British Industries Fair, to be held in Birmingham from February 23 to March 5, 1920, has been issued. The exhibition, which is under the auspices and support of the Board of Trade, will be held concurrently with those in London and Glasgow, and the essential feature will be that the inspection of samples will be open only to approved buyers, every exhibitor being given the right to permit or refuse entrance to his sample-room in regard to any visitor.

Mr. Cooper, formerly of the Toronto Feather Works, is opening a plant in Sarnia for the purpose of converting old feather beds into sanitary mattresses, pillows, etc. It will be known as the Sarnia Feather Works.

$5,000,000 Company Formed For Fur Auctions in Canada

Arrangements Made for Three Auctions a Year, Probably Starting Next March—Stock Offered to Fur Trade.

GOOD progress is being made in connection with the fur auction which, as was announced in the last issue of the DRY GOODS REVIEW, will be organized shortly. A meeting was held early in December of one hundred fox breeders at Summerside, P. E. I. and a resolution passed favoring the holding at Montreal of a public auction sale for raw furs. At that meeting Lorne Webster of Montreal, who is closely connected with Holt, Renfrew & Company, and one of the leaders in the effort to organize this fur auction for Canada, submitted a proposal of a number of capitalists of Montreal, including Lord Shaughnessy, Sir Herbert Holt and others, to form a $5,000,000 Company for the sale of furs. It was suggested that those who handled furs would in a large measure hold the stock of the company and in a sense the auction would be a co-operative one. The proposal created a deep interest in the Island as a large percentage of silver fox furs come from Prince Edward Island.

It is announced that the company will be capitalized at $5,000,000, and be known as "the Montreal Fur Auction Sales Company." The majority of the shares, it is expected, will be offered to the fur trade. It is proposed to hold auctions about three times each year to dispose of Canadian furs, and the sales will last from one to two weeks according to the amount on hand and the time that is necessary to dispose of them. Probably the first sale will be arranged for March of next year. An estimate has been made of between fifteen and twenty million dollars' worth of furs shipped from Canada to other centres to be sold each year, and it needs little argument to show the advisability of keeping this business within Canada. Under present conditions, a large proportion of the furs that are made up in Canada are brought back after they have been sent to various fur centers in the United States. Before the war the majority of the furs were sent to London and the Hudson's Bay Company, of course, ship a large portion of their catch there now.

CATTO'S TO HAVE NEW STORE

John Catto & Son, Toronto, have leased the site on the south-east corner of Yonge and Shuter Streets, now occupied by the Griffin Moving Picture Company. The rental terms are $17,000 a year, with taxes amounting to $6,000. There is a frontage of about 42 feet by 110 feet. The new holders will have to install at least $30,000 improvements in the building. When these are completed, they will move their business; the present site of which, on King Street, has been bought by the King Edward Hotel, and was the original site of the store, which was founded 55 years ago. Although 86 years of age, Mr. Catto is at his place of business every day, and has just completed plans for the erection of a modern dry goods store at the Yonge Street address. His establishment will be the biggest Scottish shop in America.

A pleasing event took place on Nov. 5 when the managers of the different departments of the Bryson-Graham store, Ottawa, were entertained to supper by the directors, who took this opportunity to spend a social evening and to present the prizes to the winners of the recent "Manager's Sale Contest." The public responded well to the advertised competition between the managers, the result being that Mr. G. Pellatt won the first prize, a gold watch; Mr. G. Cote won the second watch, while the third prize was divided between two contestants, Mr. W. Stewart and Mr. A. Legault.

A Charming Neckpiece

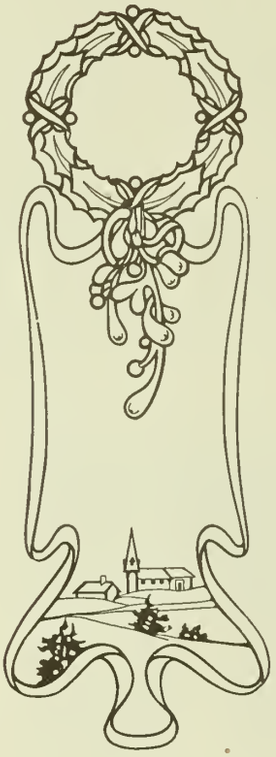
Ermine is most suitable for the large, snugly draped neckpieces which are appearing in polite society. Each little tail in the trimming of this pleasing model is fastened on with a silk crochet ball. The hat is black panne velvet with paradise.

This Season

Our styles are the most fascinating and wonderful the House has ever presented—superb fur garments, beautifully finished and designed to appeal to popular demand.

Greetings to the Trade

We Wish You One and All
A Merry Christmas and
Even More Prosperous 1920



LABERGE, CHEVALIER & CO., LIMITED

MONTREAL

TORONTO
John Maitland, Rep.

WINNIPEG
Martin Williams, Rep.

MOOSE HEAD BRAND FURS

Have gladdened Christmas purchasers for over

60 YEARS

Think this over when selecting for this year's gifts.

ESTABLISHED IN 1852

L. Gnaedinger Son & Company

90-94 St. Peter Street, Montreal

ESTABLISHED IN 1852

Fur Manufacturers!

We give you all the latest ideas in fur dyeing and dressing

Become acquainted with HOLLANDER Service and HOLLANDER Products

Every product from our plant confirms our long established reputation for reliability.

Hollander Seal

has proven its merits and won a firmly established reputation as the finest obtainable.

Hollander Sealine

is our latest production, the result of the combined efforts of our laboratory, plant, and efficient staff of expert trained dyers and dressers.

It will interest YOU.

We will be glad to answer your enquiries

A. Hollander & Son, Limited

64 Queen Street :: Montreal

N. Y. Office: 129 West 30th Street

Doubling the Manufacturing Facilities of

SILVER BROTHERS

Manufacturers of

HIGH-GRADE FURS

During the past, the demand for our furs has grown to such proportions that expansion has been made necessary.

We have therefore taken a complete floor in the new wing of the Sommer Building.

We wish to take this opportunity to thank those many customers whose good will and appreciation of our STYLE AUTHENTICITY, SUPERIOR WORKMANSHIP and SUPREME VALUES have helped promote this enviable success.

By this addition our facilities for production will be so increased that we shall be able to extend to all old patrons and NEW customers that full measure of service and co-operation which has always attended our organization.

SILVER BROTHERS

37 MAYOR STREET, SOMMER BLDG.
MONTREAL, QUE.

Winnipeg Show Rooms,
E. B. Mendelssohn,
Curry Block,
Winnipeg, Man.

London, Eng., Show Rooms
Arthur J. Sketchley,
22A Margaret Street,
London, Eng.

Why Worry About the High Cost of Clothing

when you can buy an excellent

Fur Coat

the most substantial on the market and the warmest in the world

for

$35.00

Two of Our Leaders

Yukon Beaver Coat

No. 4014—**Yukon Beaver Coat.** Price **$35.00.**

We also stock the above coat in a very light brown shade under No. 4039, at **$35.00,** and in Black Goat (long hair), at **$38.00.**

Black Dog Coat

No. 4022—**Black Dog Coat.** Price **$29.75**

No. 4026—Extra quality **$35.00.**

The Redmond Co., Limited

Winnipeg *Montreal*

HFD CO.

FURS DYED

in all

The Newest Shades

Foxes
Wolves
White Foxes
- DYED -
Taupe and
Battleship Grey

Squirrels
- DYED -
Taupe and
Battleship Grey

Rabbitts
- DYED -
Kitt
and
Mole

Prompt, Skilful Service

The Hollander Fur Dyeing Co., Limited

645 St. Paul St. - Montreal

Jaeger

"BRITISH FOUNDED 1883"

Doing Our Best Under Difficulties

The year 1919, though relieved of the anxieties of the great war, has been beset by many new and difficult problems in the commercial world.

The great shortage of goods has as yet by no means been remedied nor does it promise to be so for some time to come.

Notwithstanding almost insurmountable difficulties we have been able to "carry on" with remarkable success, and the number of letters of commendation received from Jaeger agents all over Canada, on the service we have tendered, shows that our efforts have not been entirely without appreciation.

Though the outlook for 1920 is still clouded, we can assure you we are doing our very best to meet every reasonable demand and trust that our future service may still further improve.

We send all Jaeger supporters our heartiest good wishes for Christmas and the New Year

Dr. Jaeger's Sanitary Woollen System Company, Limited

Head Office and Wholesale Warehouse
243 Bleury Street
Montreal

Big Advance in Knit Goods for Fall 1920

All Fine Wools, Tops and Yarns Scarce—Men's Trade Cuts Into Supplies for Women and Children—New Line of Children's Bathing Suits Under Way for Spring—Hopes of Labor at Mills Growing Steadier Through Cold Weather.

THE knit goods situation becomes more serious month by month. The early expectations of a decline in prices and an increasing quantity of goods available for the trade have long since been dissipated. The position now is, even more than last month, one of some anxiety on the part of buyers, both in the wholesale and retail departments, as to how they are going to get sufficient goods to satisfy the demand. As was pointed out in the DRY GOODS REVIEW some two or three months ago, a scarcity has developed even for the present Fall and Winter. Deliveries, both in domestic and imported goods, are far behind, and many that were due in the middle of September had failed to come to hand well on in November. Fortunately, stocks were fairly large on hand, or the falling off of deliveries would have created a rather crude situation even at the present. However, some of the Canadian mills were able to hurry along goods so that, on an average, between 80 per cent. and 95 per cent. of orders, with the exception of hosiery, were delivered by the early part of December. Prices have advanced for sorting business, and, in many cases, lines have been withdrawn entirely.

Only Higher Prices In Sight

Pretty much the same condition of affairs applies to the late Spring buying. As was announced months ago, there was a slight reduction in the coarser lines of underwear for Spring and Summer of 1920, and a slight increase in the finer lines. At that time, the majority in the trade held the opinion that the summit of prices had been reached, and the Fall of 1920 would see the first real reduction. This hope was blasted almost before it took definite form. Not only will prices for Fall 1920 be higher, but very considerable advances have been made in prices since they were opened for Spring 1920. The coarser lines that were slightly below the prices set for Spring 1919 have passed over that limit, and the finer lines that were slightly in advance have gone up 15 to 20 per cent., at least. In a large number of cases, the mills, both domestic and outside, have withdrawn many lines, and these are off the market perhaps permanently; at all events, for months, until the mills may improve the labor situation and get a little ahead of the orders they accepted for next season. With the advent of cold weather, a portion of labor showed a tendency to return to work, and it is hoped they will be willing to continue steadily throughout the Winter.

England and the U.S. Can Help Little

In regard to the new lines for Fall 1920, in so far as they have been submitted to the trade, prices show a very heavy advance over those for Fall 1919; 15, 20 or 25 per cent. are common increases. This will mark a new high summit in prices, and it is not at all certain that the Spring of 1921 will not be further advanced. Everyone in the trade, from manufacturer to the retailer, hopes that this will not be the case, as long ago it was felt that the high limits had been reached for the welfare of all concerned; but little hope comes from England or the States, and the scarcity there intensifies the scarcity in Canada.

So far as the mills report, it is rather a case of labor conditions. They report that they have been unable to increase the output to any great extent. There seems to be a feeling against increasing production, due, to some extent, to the higher wages that are being paid. The hours are shorter with wages as high, or usually higher than they were for the longer time of last year, and unless there is some effort to speed up, the output falls behind in exact proportion to the decrease in the hours. This is what has occurred, and the result is that many of the mills are finding their output falling behind what it was before the men began to return from overseas.

The same condition is causing a scarcity of goods in the United States and England. Importers state that deliveries from overseas are very slow, and that few of the mills are willing to accept contracts at a definite delivery price unless they have the yarn on hand. If they have not, it may take months to get it to fill the order, and prices rush up in consequence.

Retailers Placing Big Orders

In addition to the shortage of labor and increase in the price of yarns, the dyed tops are seriously scarce, and about twice the usual orders are anticipated for January to May deliveries. One Ontario mill alone has already booked $50,000 of orders for 1920.

Spring lines in bathing suits and jerseys are now pretty well under way. Travellers will be out with them the first of January. One mill is showing a line which is new with them. It is these jersey bathing suits made for girls and boys; they are made in one-piece style, circular knit. Some of the mills, too, which were not able to produce much in the way of novelty in fine wool sweaters and pullovers, are now taking up the flared styles which the trade is clamoring for, and including it in their Spring lines. They have only a certain quantity of fine wools, however, but will endeavor to allot it to the orders as received, so long as it lasts.

So urgent has been the call for every kind of apparel for men, that the mills had to set aside a good deal of the business ready to be placed in women's garments, and this has been partly responsible for the shortage of them.

Every pair of gloves, mitts and all caps and scarfs, have been cleaned out of the warehouses for the holiday selling, and the jobbers, too, have only a smattering of lines for late sorting business.

HOSIERY

The demand for silk hosiery continues to decrease the supply very greatly. The world scarcity remains as great as ever, and a large proportion of the orders that have been given for Spring will never be filled. Prices, of course, are following the natural bent of all silks, but silk fibre is showing an even greater advance. The supply of the fibre silk has now come down to be controlled by three large syndicates in England, Belgium and in the United States, and there is little hope for relieving prices as long as the scarcity continues and the demand holds up. This demand remains, in spite of the tremendous increases there have been in prices in the last year or two.

So far as the colors are concerned, jobbers report a falling off in the demand for the fancy colors which were popular some time ago in matching various shades of silk costumes and shades like gold or silver. The four staples now are black, white, brown and grey. There is a certain demand for navy, but the supply is soon satisfied, and it does not begin to compare with the call for any one of the four colors mentioned before. White will continue to be the strongest seller for Spring and Summer, as far as present indications are concerned, with black, of course, the leader for Winter. Browns and greys are also very much in demand. One line of silks selling now to $60 a dozen, were $32.50

a couple of years ago—and so the thing goes.

Wanted—Good Medium Grades

The dealers are everywhere finding women buying the better-class lines, but not, as commonly explained, due to the fact that they won't take the medium class goods. The real reason is that the medium class of lines are too poor quality and they don't possess the value; that is, in paying about three-quarters of the price, the quality is about half as good. Many shrewd buyers are confident that when the quality of medium-priced lines come up again, the public will take them, and not ask for the more expensive ones, or what might be called the "luxury line." At the present time, in almost every line, they cannot do anything else, because they would be wasting money taking the medium-class goods.

One of the scarcer lines at present is cashmere hosiery. Canadian mills are finding it impossible to cope with the demand, and the imports are very limited. A manufacturer who has just returned from England, declares that the production of woolen yarn there is now less than 50 per cent. of normal. He says that a great many of the spinners in England are sending the raw materials to Germany to be spun, to fill out their own orders, for there is a great scarcity of wool in Germany.

AN INTERESTING SWEATER

On the market for Fall 1920 is a sweater coat done in lavender wool. The collar is a full Tuxedo with a full-length vestee; the sleeves are short in bell style; small "tucks" at the back waistline gather the body into the narrow belt. Bands of white brushed wool one inch wide ornament the collar, vestee and sleeves.

The Clinton Knitting Co. have decided to open a third branch at Owen Sound, and Frank J. Libby, who has had charge at Wingham, will assume management in Owen Sound. The scarcity of help has been responsible for the firm opening up another branch. Alex. McIntyre, of Clinton, will take charge of the Wingham factory.

The Regent Knitting Mills are adding another storey to their mill at St. Jerome, Que., and installing a lot of new machinery there and also in their Montreal factory in order to keep up with the growth of their business.

The Toronto office of William Hollins & Company, of London, England, are moving January 1 to the Wilson Building on Front Street. This will afford more than double the space which the company now has at 28 Wellington Street, and will provide for the increased range of samples which the office carries.

Eliminating Hosiery Returns

Some Facts Pointed Out by Boston Stores, Which Should be Used Wherever Silk Hose are Sold—Public Must be Taught How to Wear Silk Hose.

The Daily Garment News, New York, points out that a large majority of silk hosiery returns received from customers are due to the customer's carelessness and lack of knowledge in handling merchandise.

The big retail stores in Boston, it says, have an organization to eliminate complaints and standardize adjustments. The Adjusters' Club was formed by the Retail Trade Board of the Boston Chamber of Commerce, to give more thorough attention to the adjustment problems of the retail stores. Meetings are held on the first Wednesday of each month, a special subject being assigned to each meeting.

The first two sessions were devoted to hosiery complaints and adjustments, and as a result, a pamphlet with illustrations was published, to be distributed by the Boston stores.

Under the title "Facts About Silk Hosiery That Every Woman Should Know," the instructions given are as follows:

Silk hosiery cannot be guaranteed when damage results from failure to observe the following simple rules:

The chief enemy of silk hosiery is soil from perspiration and dust—also leather stain from shoe lining. Therefore, they should not be worn a second time without washing.

In order to ensure long life, silk stockings should be washed shortly after removal. For washing, use warm water and ivory soap. Dry indoors away from strong daylight, to avoid fading of colors. Do not dry on steam radiators or with artificial heat.

How To Put On Silk Hosiery

Stockings should be rolled down to the heel. Avoid undue strain in pulling over the foot.

Silk hosiery is ruined by inserting the hand while wearing rings which catch and cut the fine silk threads. If rings cannot be removed, the stone should be turned to the inside of the hand and covered by the thumb, so that silk threads will not be caught.

Supporters should be fastened to the garter band only. If fastened below the garter band threads will almost certainly be broken. If fastened too tightly, threads may be broken by strain when the knee is bent in walking or in climbing stairs.

Shoes with rough spots or arch supporters will wear out silk hosiery quickly. Be careful that eyelets, lacings, and buckles on shoes do not tear the threads.

Silk hosiery, especially with clocking, is quickly worn out by friction with tight skirts.

Silk hosiery cannot be guaranteed against toe and heel wear.

Purchase proper size—it is usually advisable to buy silk hosiery one-half size larger than lisle or cotton hosiery.

Own several pairs, and wear them in rotation.

Parsons & Percival have moved their business from 11th and Main Streets, Vancouver, B.C., to larger premises at 8th and Main Streets. The new store has been thoroughly remodelled and the large windows are being used to the fullest advantage.

All work and no play is not the motto of The Daly Company Limited, Sparks Street, Ottawa, and so recently, they invited their staff to an "At Home" in the spacious dining room of the new store. Mr. Daly was present with Mr. W. P. Grant, the popular manager, and Mr. J. L. Stranks, the new merchandising manager. Dinner, dance and musical entertainment were all first class and enjoyed to the limit and the suggestion by Mr. Daly that the meeting be but the first of a series of monthly gatherings was certainly voicing the wishes of all present.

Capt. R. G. W. Burbidge, son of Sir Woodman Burbidge, owner of Harrod's, London, where over 6,000 persons are employed, is now working behind the counters at Wanamaker's, New York. His purpose is to gain experience in all departments, thus facing merchandise problems in a way which is not to be had from text-books. Capt. Burbidge will also spend some weeks at Filene's, in Boston, and Marshall Field's, in Chicago. Sir Woodman Burbidge is on his way to America for the purpose of studying conditions here.

Lord & Taylor's had a window display showing three velvet tea gowns. Two were in black chiffon velvet, girdled in jet, one hanging straight from the neckline with a panel train at the back; the other was draped to the side front near the bottom. In striking contrast was the third, a gown of rose-colored brocade, without girdle, designed to follow the lines of the figure, and draped well to one side of the back. It had also edging of fur over the shoulders. All have long chiffon sleeves.

D. A. Martin, manager in Yokohama, for R. S. Ford & Co., Ltd., sailed for Canada, on the fifth of December, on the "Asia." After the new year conference of salesmen, Joe M. Ford will leave for Japan to manage the office there.

For Winter Selling—

Buster Brown Stockings

HERE'S welcome news for your customers. They can get boys' stockings this winter at a considerably lower price than they expected to pay. That is, if you carry Buster Brown Stockings.

For Buster Brown Stockings are cold weather stockings, closely knit to keep out the cold. Knitted with three-ply heels and toes and two-ply legs and feet—they'll stand the strain of the skating rink and toboggan slide, and *save mending*. They'll lower the boys' clothing bills because they *wear longer*.

Your customers will appreciate Buster Brown durability and reasonable price, especially when clothing prices are still soaring. You can present no stronger selling points than these. If you do not already stock Buster Brown Stockings, order from your wholesaler without delay.

The Chipman-Holton Knitting Co., Limited
Hamilton, Ont.

The BUSTER BROWN STOCKING

SUNSHINE HOSIERY REGISTERED

"DODS KNIT" BRAND UNDERWEAR

For Men and Boys

A Sure Selling Line of
Combinations and Two-Piece Suits
for 1920 Season

Elastic Knit **Merino** **Scotch Knit**

MR. WHOLESALER:

The exceptional sturdiness, warmth and durability of this Made-in-Canada Underwear will make a certain appeal to your customers.

The splendid wearing qualities and the reasonable price are a combination hard to find at this time.

Combinations and two-piece. Flat knit and heavy elastic.

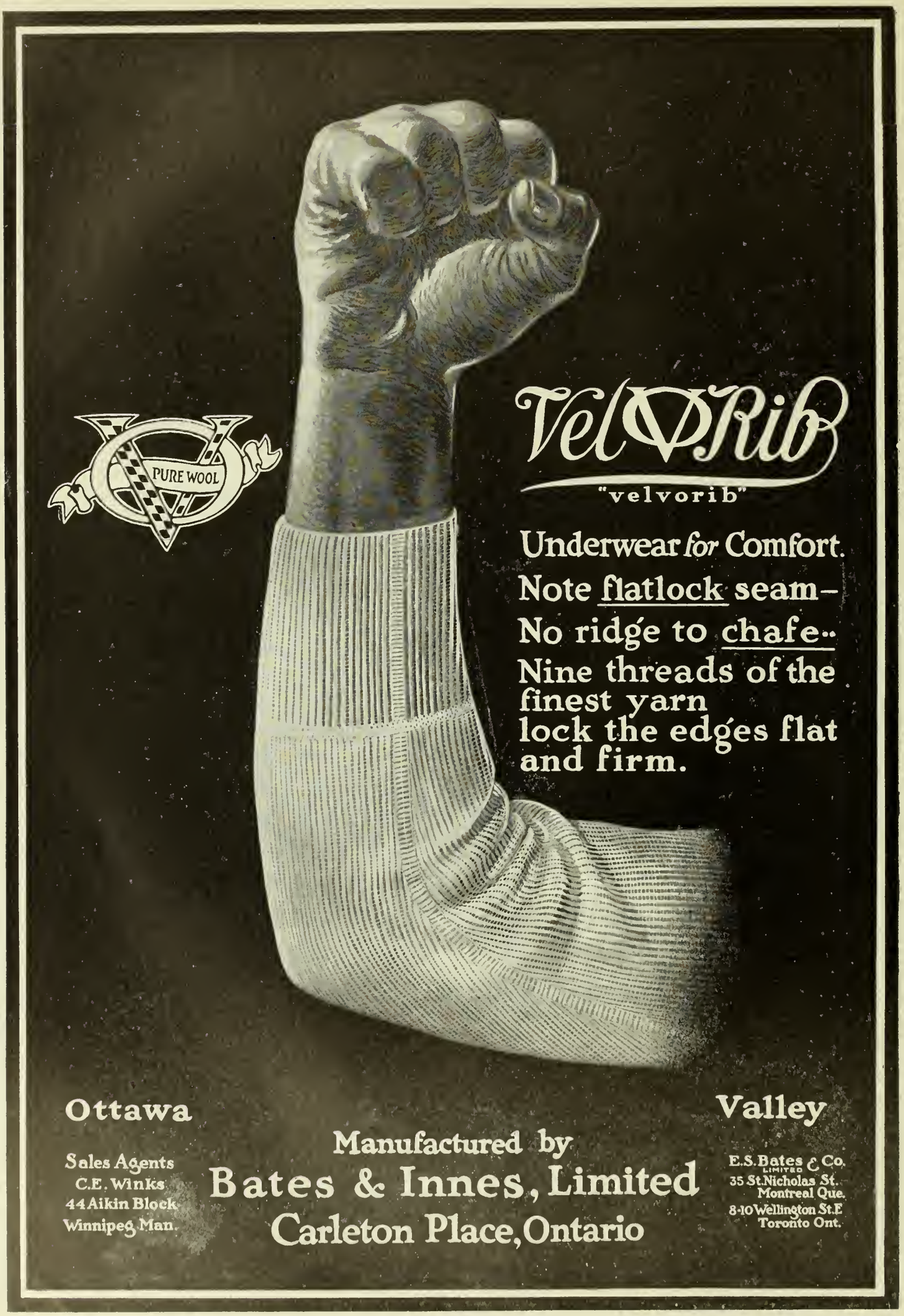
To Wholesale Trade Only

Dods Knitting Company, Limited
Orangeville, Ontario

SELLING AGENTS:

Ontario and Western Canada:
R. R. DAVIS
33 Melinda St., Toronto

Quebec and Maritime Provinces
WM. C. FORSTER
43 St. Sacrament St., Montrea


PURE WOOL
VelvoRib
"velvorib"
Underwear for Comfort.
Note flatlock seam–
No ridge to chafe..
Nine threads of the finest yarn lock the edges flat and firm.
Ottawa
Sales Agents
C.E. Winks
44 Aikin Block
Winnipeg Man.
Manufactured by
Bates & Innes, Limited
Carleton Place, Ontario
Valley
E.S. Bates & Co. LIMITED
35 St. Nicholas St.
Montreal Que.
8-10 Wellington St. E
Toronto Ont.

One of the interesting sights at the Canadian National Exhibition, showing how Bob Long is assisting returned men back to civil life learning to make the famous brands of overalls.

Peerless Underwear

YOU can honestly recommend Peerless—know it will back every statement.

Put Peerless Underwear to the front in your store. Tell your customers about its superior qualities. They will appreciate this really good underwear and your sound advice.

MOODIE'S *Peerless* UNDERWEAR

Peerless Underwear
Company, Limited

Controlled by

J. R. Moodie & Sons, Limited
HAMILTON, ONTARIO

PETER SCOTT & CO.
Limited

HAWICK SCOTLAND

Manufacturers of Pesco

Underwear and Hosiery
For Men, Women and Children

FIRST SHOWING AFTER THE WAR

P E S C O means All Wool or Silk and Wool. Full Fashioned, made on Canadian models to suit Canadian Trade. Do not place any order for All Wool or Silk Wool underwear for Fall 1920 until you have seen "P E S C O."

Canadian Representatives:
C. & A. G. CLARK, 35 Wellington St. W., Toronto.
R. C. POYSER, 214 Drummond Bldg., Montreal.
HANLEY & McKAY, Winnipeg and Vancouver.

Maintaining a Standard

The soft, woolly things needed to keep a baby or small child warm and happy must be made of the best materials and finished with care to stand the strain of youthful vitality.

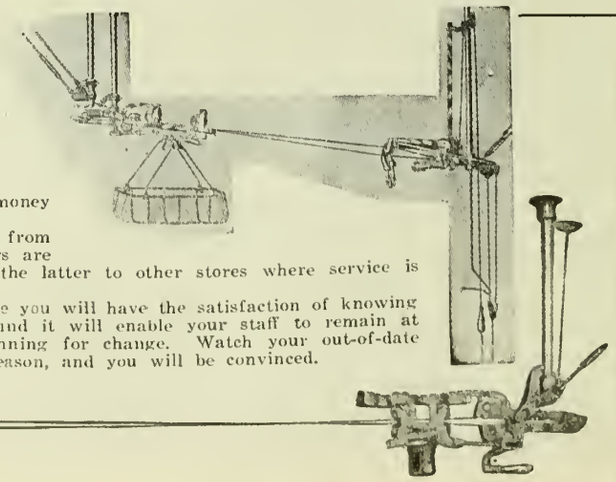
PRISCILLA QUALITY

kiddies' garments are made only of the purest wool, and whether knitted or hand-made are perfect in design and finish.

We will maintain this standard, while speeding up as much as possible. Our Western travellers are leaving shortly; and we would ask both Western and Eastern dealers to co-operate with us by anticipating their needs, so that we may plan early for the coming year.

HENRY DAVIS & CO., LIMITED - 259 SPADINA AVE., TORONTO

The Season's Rush Proves the Necessity of Gipe-Hazard Service in your Store



Time and labor saved is money earned.

Absence of salesmen from their posts when customers are waiting diverts many of the latter to other stores where service is better.

With Gipe-Hazard service you will have the satisfaction of knowing that you have the best, and it will enable your staff to remain at their posts instead of running for change. Watch your out-of-date system during the busy season, and you will be convinced.

Gipe-Hazard Store Service Co., Ltd.
113 Sumach St.
Toronto : : Canada

MR. MERCHANT

A successful business is not judged by the balance sheet alone, but by the wide range of friends it also makes.

You—if you wish an increase of business and at the same time a contented patronage—can secure both by loyally co-operating with those who are giving you National Advertising Support.

We are now advertising in leading Canadian newspapers and magazines.

"CEETEE" Underclothing

Do you want to derive your share of the profits and benefits from this advertising?

If so, link up your store with it by putting in window displays from time to time. This is the closing point in the people's minds. They read the advertisement and see the goods in your window and go in and buy. It is team-work like this that will make you smile when balancing time arrives.

The above are reduced illustrations of some of the many advertisements now appearing all over Canada.

If you wish any of these advertisements we will be glad to supply you with Stereos, FREE OF CHARGE, for your own use in your local paper.

The C. TURNBULL CO. of Galt, Limited

Galt, Ontario

MONARCH-KNIT

THE MONARCH KNITTING COMPANY, LIMITED.

Announcing the Monarch-Knit Range for Fall, 1920

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

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

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

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

The Monarch Knitting Co., Limited

HEAD OFFICE: DUNNVILLE, ONT.

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

CANADA'S LEADING LINE

Satisfaction

Business for you and for ourselves grows only to the extent that we give SATISFACTION in our goods.

You can recommend to your customers—

"Maple Leaf" Brand
and
"Dr. Neff's" Sanitary Underwear for Men

Their satisfying qualities have been ensured by us.

Made in union and two-piece suits.

See our line of Directoire Drawers for Ladies and Children

Send in a trial or sorting order TO-DAY!

Thos. Waterhouse & Co., Ltd.
Ingersoll, Ont.

Representatives:
WM. R. BEGG & Co., 20 Wellington St. West, Toronto, Ont.
C. E. HOWARD, Coristine Bldg., Montreal, P.Q.
O'BRIEN & ALLEN, Phoenix Block, Winnipeg, Man.

Sold to the Jobbing Trade Only.

The New Way System

Two Hundred Unit Sectional Fixtures

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

Buy as you like

Add when required.

Catalogue and particulars on request.

Jones Bros. & Co. Limited
Store Fitters

Eastern Branch: 71 Bleury Street Montreal P.Q.
Head Office: 29-31 Adelaide St. West Toronto, Ont.
Western Branch 437 Main Street Winnipeg Man.
In affiliation with and manufacturing in Canada under the patents of The Grand Rapids Show Case Company

MITCHELL WOOLLEN CO.
LIMITED
MITCHELL - ONTARIO

ELASTIC RIB UNDERWEAR
FINE CASHMERE
JERSEYS AND SWEATERS
HEAVY WOOL SOCKS
TWEEDS AND ETOFFES
ETC.

Satisfactory Values and Prices
Send for Prices

CONDENSED ADVERTISEMENTS

Five cents per word per insertion. Ten cents extra for box number.

FOR SALE—GENERAL STORE BUSINESS, STOCK $20,000, TURNover $75,000 per annum. Good building. Will rent or sell premises. J. M. Eastman, Kinburn, Ont.

Say you saw it in
DRY GOODS REVIEW

The Shape's the Thing

Little Trimming Used on Between Season Millinery—Scarcity of Straws Means Greater Use of Fabrics—Furs and Malines Still Strong.

JUST at this time, there is considerable uncertainty in millinery circles as to what is what; a little anxiety as to what of last season's features are going to continue, what novelties are going to be created and what of old is going to be revived. Things are just a little behind this year, anyway, as regards the settlement of early Spring styles and the difficulties recently recounted by New York milliners have helped to defer marked activity.

Nevertheless people continue to want hats in increasing numbers and they continue to demand new styles as well. "Give me something different" say the buyers nowadays, and in satisfying this request designers are following only the vaguest of modes which could be called common.

Trimming Less Prominent

Trimming seems to have been relegated to a position of lesser importance for early Spring models but great care is being given to the development of unique and graceful shapes. Medium sizes are still the rule; much individuality is obtained from the irregularity of the brim lines and the soft folding of the crowns.

A somewhat daring shape which would look decidedly chic on the right wearer was made of antique gold faced with new blue velvet. The crown was small and round, the brim was cut in four points resembling rose petals in shape. There was no trimming whatever, but one point at the side front was turned back off the face in a most nonchalant manner.

Soft folded crowns are still seen, but the newest designs are featuring sectional crowns containing any number of sections up to 12 or 14.

For fabrics, velvets, brocades, and satins are still strong, and there is a hint of taffetas coming back for Spring.

Ostrich is not being used so much as formerly although it is probable that glycerined lines will be a little stronger later in the season. Some hats, however, are being made with small brims of unusual shape made entirely of vulture. With a crown of satin or malines, no other trimming is necessary or becoming on such a hat. What trimming as is used in general is perhaps only a bunch of bright flowers, a cluster of fruits, a band of fur, a bandeau of feathers, or perhaps a few touches of tinsel.

A Fur-Trimmed Model

One of the new models made for luncheon or afternoon wear was of black satin in a small mushroom shape. A sectional crown was circled at the base with a narrow band of skunk. The brim was of gold, edged black malines and a few handmade flowers peeping out from under the fur gave a pleasing touch of color. Furs used with brocades are well liked.

For the Up-to-date Junior

This close-fitting little turban of chinchilla cord is very jaunty with its long tassel falling to the shoulder.

In the matter of color shades, brown, which has already enjoyed a remarkably long run is still much in evidence. But navy will probably be seen more towards Spring. Brown, taupe and peacock blue were the hues combined in a clever little turban for mid-Winter wear. The top of the crown was brown velvet and the sides were covered with row upon row of two-tone ribbon in taupe and peacock.

Straws Must be Conserved

A scarcity of straw during 1920 being the predictions of manufacturers, milliners are being careful to use it sparingly in combination with fabrics for between season hats. Pretty, too, are some of the models which feature just a few touches of straw braid. Soutache straw in an allover pattern gives a charming finish to one jaunty shape. Another little brown Chin Chin design deserves comment, not so much because of the facing of fancy straw braid on the brim, but because of the elongated bow of brown gros-grain ribbon perched on the side back and finished with a tassel, which ends about the middle of the back.

Spring color cards now out indicate a prevalence of bright shades for 1920. Yellows come first, then greens of the turquoise tinge, then coral to cherry, azure blues, mahogany and jade green.

Prices show absolutely no sign of reduction. With silk increasing $1 to $1.75 a yard in the last six months on every piece, and straw braid promising to be scarce, there is no doubt that the high prices of this season will become almost popular prices next Spring.

NOVELTY "STRAWS" FOR 1920

"Cellophone"—mentioned before in DRY GOODS REVIEW—used last season to some extent in the most exclusive millinery trade in New York.

"Taffetaphane"—of a similar fibre but exhibiting a tiny rib—four rows sewn together to make the braid, which is about ⅝ in. wide.

"Lisophane"—A ribbed braid with a bias effect—scarcely distinguishable from lisere straw when sewn on a hat.

"Chanyre"—a straw fabric resembling hemp cloth.

The Van Raalte Company, Inc., New York City, has been formed by the merging of E. & L. Van Raalte, Glonersville Silk Mills, Niagara Silk Mills, Boonton Hosiery Co., and the Clark Textile Company; under the control of the executives of the E. & L. Van Raalte and Niagara Silk Mills.

CHINAWARE AND POTTERY

An unprecedented scarcity is reported in the china trade. This is due to a large extent to the rapid growth of the demand since the war ceased. People, it seems, were doing without a certain amount of the china that they would normally use, partly because it is a luxury to some degree and little social entertaining was being done. Many, it seems, endeavored to get along with as little as possible while times were abnormal. Consequently stocks in private houses as well as in hotels and institutions were pretty low at the beginning of this year.

Replenishing Has Been General

Now the situation is reversed. The public in general is indulging in all sorts of luxuries, beautiful and expensive china included. Then, too, an epidemic of social entertainments is spreading with rapidity.

Add to this the fact that production in practically everything is subnormal, chinaware no excluded. Some orders placed in 1915 have not yet been filled, although notification of a 10 per cent. advance in price had been received over a year ago. Popular-priced goods such as Haviland and Limoges china are "as scarce as hens' teeth," and one can be sure that merchants and dealers are taking extra precautions against losses by breakage.

One buyer went to the States with what he considered a large order even for his firm; he also had instructions almost to purchase the pottery outright in order to obtain his requirements. But the manufacturer—a personal friend—just greeted him with a wry smile and showed him an order over twice as big as his for a New York hotel which they were working night and day to complete but could not deliver inside of several months.

Orders Are Apportioned

Fine china is being apportioned just as a great many clothing and fabric dealers are compelled to divide their stocks with their customers. It sounded almost like a joke when the Toronto agent for Crown Derby announced joyfully to a firm that he had received a shipment and was going to be able to supply his best customers, numbering less than a half dozen, with an equal number of pieces, namely, one cup, three plates, and one teapot each!

In the face of this serious situation dealers are well nigh frantic, and some of the largest china retailers in the city admit that they will have to go out of the business if the outlook does not improve before Spring.

Art Pottery Novelties

In art pottery the demand is not so great, and although business is splendid and deliveries slow, matters are not nearly so grave.

Staffordshire in England appears to have been rather hard hit during the war as regards casualties. Added to the consequent shortage of men, labor difficulties prevailing there as elsewhere, and the unemployment dole, abolished to a certain extent within the last month, kept the potteries operating below normal. Just imagine the conditions in one small town where a pottery fairly cried for help, when four hundred pople who might have been at work were counted recently lined up outside of a motion picture house waiting to see a Charlie Chaplin movie!

Fancy Goods and Notions Advancing

A buyer of these lines now in the States writes that fancy goods and notions are almost being given away in this country at present, considering the figures asked for new goods. Celluloid is particularly scarce and high-priced, and several other changes will be noticed in prices at the beginning of the year.

A further advance in fingering yarns is promised, but there is no sign as yet of advances in the finer art wools such as Shetland. Judging from the sale of books of instructions, knitting is proving itself more popular at present than crochet work. The Christmas season, though, has seen a considerable volume of trade done in both lines. Grandmother has been knitting mittens for the children, mother has been making father a scarf, and sister has been crocheting a filet pullover for her girl chum in a good many Canadian homes.

Embroidery work on tan and natural color linens in colored silks is still a bigger item, in the opinion of dealers, than white embroidery on white linen. The most popular patterns in this colored work seem to be butterflies and baskets—old-time favorites that people never seem to tire of. A newer design which should prove attractive for next season is a cornucopia from which flowers and fruits tumble out in gay profusion.

Seeds and beads are still selling in enormous quantities. Since the vogue for bead trimmings on gowns is receiving a new incentive in Spring models, beads will be an important item in the fancy goods trade for 1920.

Beaded bags at prices up to $250 are selling at present, while $25 is quite a popular price to pay for them. And now, just while beads are so prominent, out comes a new fan of painted chiffon with intricate motifs of beadwork enhancing the luxuriousness of it.

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An Attractive Group

Very chintzy looking is this pottery with its pink roses and black bandings. Shown by Geo. Borgfeldt & Co., Toronto.

A New Item for the Notion Counter

On the notion counters of a number of leading stores in Charlottetown, P.E.I., is a new labor-saving device for dress makers. Fitted dress linings may now be had ready made in standard sizes. The saving in time and material for professional dressmakers and the convenience to those who sew at home will no doubt give these linings a strong appeal. They are made of different materials and finished with rustproof tape, hooks and eyes.

The firm name of Messrs. Reiling & Schoen, Inc., New York, has been changed to Carl Schoen Silk Corporation.

Mr. Gordon Ingram, of Smallman & Ingram, London, Ont., has been elected director of the London Chamber of Commerce.

Mr. Jean Million, of Million & Co., makers of dynamo malines, Lyons, France, is paying a visit to his Canadian friends.

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Handkerchief Outlook Bright

Ranges for 1920 Now Being Prepared in Europe are Interesting and Novel—Prices no Higher Except for Linens—Some Lines to be Lower—Colored Prints Very Popular.

Report comes to DRY GOODS REVIEW from buyer who is "on the spot"

Mr. R. C. Wickware, of Lace Goods Co., Ltd., Toronto, who has been touring Europe for the past couple of months, writes from Paris, France, to DRY GOODS REVIEW the following interesting outlook on the handkerchief situation for 1920.

"The three sources of supply of handkerchiefs for the Canadian buyer are England, Ireland and Switzerland, or, to localize, Manchester, Belfast and St. Gall. Manchester produces only staple lines, such as plain lawns, mercerized and printed borders. Belfast rivals Manchester in the same lines, also specializing in linens and hand-embroidered goods, both on lawns and linens. The St. Gall article is confined to fine machine embroidery, Venice lace goods and many novelties, which I will detail later, nearly all being made on sheer lawns and mulls.

Buyers Will Revel in Cottons

"The buyer for the coming year need have no fear concerning either the price or variety that will be offered early in 1920. Owing to the great scarcity of linen, the more popular-priced lines are being produced on cotton fabrics, which are shown in such a variety of styles and designs that they are sure to command the leading place on the handkerchief counter.

"Colored prints are much in favor, and all manufacturers are featuring these lines. They are made in dainty colorings, with hand-embroidered corners. Others in all-over designs in every color from the delicate blue, pink and mauve, to the very dark tones in grey, taupe, marine, brown and even black, to match the same colors prevailing in dress voiles which will be one of the leading fabrics for smart Spring and Summer wear.

"Linens of all kinds will be higher than last season. The price of flax to the farmer has been fixed until next October, the same as last season, namely, 45 shillings per stone. Wages and bleaching are 75 per cent. higher than in 1918. In the counts of linens from 2,000 upwards, there is practically none to be had. These finer counts are made from Belgian yarns, which have been off the market since 1914, and any fine sheer lines in these higher counts we have been successful in securing, are only small lots which have been carried in stock since before the war.

Good Ranges for Men

"In men's lines particularly, the manufacturers have produced such fine weaves in cotton, both in white and printed borders, and in such varety, that the popular-priced linens of pre-war days will not be missed, and the men's departments will be able to show more attractive styles than for many seasons past.

"Being one of the first buyers to visit St. Gall, we found there, as in Belfast, that the manufacturers are very optimistic regarding the outlook for next season. In this market, prices are considerably lower than last year. This reduction is due solely to the lower price of cloth. In November, 1918, when the armistice was signed, the price of cloth dropped suddenly, and continued going down until the month of April. These proved hard times for St. Gall. Business was almost at a standstill, and it seems as though the whole embroidery industry, on which the district of St. Gall practically depends, was driving towards a catastrophe. However, in the early Summer business began to recover. The change came almost in a night, and in a short time St. Gall was again in full activity. Many of the manufacturers, of course, procured plenty of cloth during the depressing time, and are now able to offer for the coming year their product much below last year's figures, and here I found a most extensive range.

Scalloped Borders and Novel Corners

"The hemstitched corner-embroidered goods are still leading. Patterns are small and dainty. They are embroidered either in white or in a light grey shade, which produces an effect very similar to real Appenzell hand embroidery. We are confident that colored embroidered handkerchiefs will continue in favor, and there are many beautiful and new combinations in soft and dainty colorings. Shadow and block effects are extremely tasty and novel-looking. A leading firm is bringing new combinations in raised Pompadour effects, such as rosebuds, marguerites, baskets, butterflies, etc., which are applied by hand and worked up with the machine in a most clever and attractive way.

"Scalloped handkerchiefs with corner embroidery, which have been somewhat neglected in the past few years, are coming forward again and are shown in good assortments, both in Madeira blue and in colors.

"Much attention has been given to the mull and linen handkerchiefs with Venise lace borders. This most important line is being shown in an extensive variety of new patterns, both in all-round and corner effects, from the cheapest up to the best. A very striking novelty has been added to this range. It is a combination showing colored medallions in various shapes worked up in white lace corners, which make an exceedingly pretty handkerchief.

To Sum Up

"To sum up the situation, linens will be higher; plain staple lines in lawns and men's prints, practically the same as last season; many novelty lines lower; ladies' and men's colored prints very much in favor; and I predict a big season in these goods for Easter and early Summer business. Altogether, a more attractive and varied line has not been shown heretofore."

This comprehensive and detailed report on the handkerchief situation in Europe comes very timely for the Canadian buyer, and provides many points for him to keep in mind when placing his orders for next year.

LETHBRIDGE STORE REMODELLED

A distinctive addition to the store itself, and to the appearance on 5th Street, on which it is situated, is the new frontage of the dry goods establishment of Rylands & Co., at Lethbridge, Alta. This frontage is larger than formerly, owing to the firm having acquired the store adjoining.

There is considerable space added to the interior of the store, with many alterations, making it an ideal daylight store. It now measures 50 x 100 feet, and contains 65 square feet of plate glass. The glass is surmounted by prisms, which diffuse the light within. Marble and copper also enter into the scheme of the frontage. There are two main entrances to the store, and an additional one leading to the offices, all approached from the main street. These entrances are paved with tiled mosaic, and relieve the fine display fronts on either side.

The interior of the store has been altogether renovated, giving it an imposing spaciousness and serving to display goods to the best advantage. Show cases are mirrored. The interior will be further beautified by a metallic ceiling and electroliers.

Ladies' Rest Room

On the first floor are the offices of the company, and here the comfort of customers has been regarded by a well-appointed ladies' rest room. The pillar arrangement of the main floor of the store is so made that it does not in any way interfere with the movement of customers, and at the same time accentuates the wide space, and affords easy access from one department to the other.

Only Fine Neckwear Wanted

Several Novelties in Medici Style Shown—Ostrich Appears in Various New Designs—Ecru Nets and Laces the Newest Fashion—Frillings Likely to be Used Again For Spring.

THERE is a slight lull in neckwear at the present moment, but it is expected that in a week or so a big volume of Christmas trade will be turned in this direction.

Net and lace collars in Tuxedo and round styles continue to be the staple article. There are, though, some gilets and high collars appearing in colored satins or silks with ostrich trimming. A dainty ostrich boa about to be put on the market is made of King's blue in a simple round effect—two rows of curled ostrich joined by inch-wide silver ribbon with streamers and tassels of the same. Brushed silk in smart colors is being shown in some of the Toronto shops. These are in flat collars or vestees with cuffs to match, sometimes with little black satin revers.

The vogue, for some time noticed in New York for high Medici collars, is just beginning to reach this country. Some are seen fashioned completepletely of fine lace wired at the back and ending at the throat in front, or maybe finished with tiny revers. Others are merely a square piece of shirred net and lace slightly wired, which stands up at the back of the neck. With fur collars these Medici effects lend a pleasing soft finish and the prices range from about $2.50 to $5.00 apiece retail.

It is the opinion of some dealers that pleatings and frillings will come back into favor in the Spring, yet they are being shown very little at present.

Although about 90 per cent. of well-dressed New Yorkers are wearing ecru neckwear, the bulk of Canadian trade is in white. A great many people do not seem to appreciate the softer finish and richer appearance that is given by a collar of ecru net or lace on a dark serge dress than by one of white. Just as an experiment, take two collars, one of white and one of ecru, of the same value, and, if possible, of the same design, and see which you think lends the smarter touch to a dark dress.

Practically nothing but neckwear of the better sort is being sold to-day. Very fine lace and real lace are more fashionable than cheaper, coarser stuff. One manufacturer sent out a number—a simple neck finish at $2.95 a yard, and the traveller brought it back with the message that the trade considered it too cheap. So the maker followed up immediately with another design at $4.00 a yard, and the sample returned from its first trip with a large order.

Christmas Neckwear From Toronto Stores

1. An importation from France of nut brown satin with machine-silk ostrich edging and touches of hand embroidery in bright colors. From T. Eaton Co.

2. Just imagine this neck piece on a black velvet dress! It is of white brushed silk finished with black ostrich and small black buttons. Shown at the Robert Simpson Co.

3. Of white Valenciennes insertion and lace is a flat collar with unusual outline. From Murray-Kay.

4. Here is a collar and jabot that should add a smart touch to the throat of some fur-coated person. It is of cream net and imitation filet. Shown by Fairweather's.

A Dictionary of Dry Goods Terms

LACE—MANUFACTURED

Barmen Machine.—So named from "Barmen" in Germany, where it was principally made. It is a development of the "dolly" or braiding machine and produces a clever imitation of "Torchon" lace. In its latest improved form the production can scarcely be distinguished from the "real" article. Manufacturing centre, Nottingham.

Bobbin Net.—This is made upon the twist machine as invented by John Heathcote, 1809-11. It is a hexagonal shaped net in imitation of Brussels and has one system of threads traversed diagonally in both directions, with the result that it does not run when cut. Centres of manufacture, Nottingham, Tiverton, Chard. (Sometimes incorrectly spelled "bobinette.")

Brass Winding.—A term used for brevity and signifying the process of winding brass bobbins, 60, 80 or 100 at once.

Breadth.—Any width of lace less than a "web" that is complete in itself.

Brussels Lace.—Also called **Point d'Angleterre**—Perhaps the most representative of all laces for quality or beauty of design which changes with the fashion and always keeps up to date. It was first made in the fifteenth century and about 1626 the city of Brussels had attained such proficiency in the manufacture as to be the envy of the concerned districts. Nearly every known stitch or method may be embodied in Brussels lace, as the principle of manufacture lends itself to distinctive treatment and the various objects in filling the different varieties of ground are made separately, each by the worker most skilled in her particular department, and afterwards combined.

"Burnt Out" Lace. — Imitation guipure and similar lace made upon the embroidery machine. A woollen foundation is used to build the lace upon, this foundation being afterwards burnt or dissolved away in a solution of caustic soda or other chemical, leaving the lace design free.

Combination.—A term used in the manufacture of lace curtains signifying that a more complex movement of the threads has been necessary than in the case of ordinary curtains.

Curtain Machine.—A twist lace machine especially adapted for the production of lace curtains. The particular feature is its capacity for the reproduction of design on an extensive scale.

"IVORY"

White Ivory—It is really celluloid. Called ivory, ivorine, ivoroid, etc. Comes to the manufacturer of ivory in sheets and in tubing for round articles.

Rod.—Thick round solid pieces of this material used for solid parts of the manufacture. This depends upon the day for making. On a bright day the ivory will be white. The ivory made on a dull day is not likely to be so clear a white.

The celluloid is made of cotton chemicals and a large amount of camphor. This comes mostly from Formosa and is controlled by Japan. It is difficult to obtain.

Synthetic camphor is being manufactured here as a substitute for camphor and keeps the price of camphor regulated.

Many manufacturers are trying to do without camphor at all. Ivory has been made without it and looks just the same as the other article, but it has not yet been tested out as to how it will wear.

(To be Continued.)

Veilings are Selling

Demand is Steady—Spring Prices Likely to be Higher—Novelties Come From Paris and New York but Goods by the Yard and Scarfs Are Wanted Most.

VEILINGS by the yard are said to be leading in this line of merchandise nowadays. Large meshes are still good, either in octagon or hexagon style, so say the Canadian wholesalers.

The two best designs seem to be the all-over dotted pattern of chenille and embroidered scroll design, almost completely covering the face. The border veil and plain mesh with a single spot design are not quite so good as formerly. A number of novelties are selling which show a scroll pattern over the lower part of the face or with a dot design, but with the upper section over the eyes quite plain.

In New York there is a noticeable tendency reported for the veilings with fine mesh and a tiny little French dot, and there, too, the veiling is more active than the made-up numbers. Taupe and brown meshes are in particular demand. In Canada, these two shades, together with navy blue, are also popular, though navy, on the whole, is perhaps a little less in evidence than it was a season ago. Some novelties shown in New York have the broken mesh lines with colored dots. Some of these dots are quite bright, including jade, American beauty, rust, royal blue and Alice blue; the last-named being quite noticeably popular. A large mesh, called the dash, which is irregular, is considered very smart. The radio also has quite a large mesh and a novel pattern to it, while the wireless veil has little wheels scattered through it on an octagon mesh.

A Gift Suggestion

Separate veils are ready sellers in the large Canadian shops—as compared with previous seasons—for gift purposes. The Canadian trade, as a whole, has not yet taken up veils as a prominent Christmas gift line of merchandise. One merchant, however, cuts off veiling lengths of the goods by the yard and ties four or five of them together, with dainty Christmas ribbon, into a little packet, and puts them in a box with a greeting card, thus making a very neat suggestion to the customer looking for a gift for women friends. There, doubtless, are many possibilities at the veiling counters for suggestions for this season of the year, and especially do they appeal as "last-minute" articles.

A certain number of the novelty veil scarfs are selling in some quarters. These have been described from time to time in DRY GOODS REVIEW, and new novelties are continually appearing. These combined veilings or whole veils with malines or lace or even sometimes with ninon, chiffon, Georgette, or taffeta, form scarfs for automobiling or make flowing drapes for the hats.

There is no prospect of anything other than higher prices for veilings in the Spring. The reason is not only the higher wages paid to labor in France, due to the decreased purchasing power of the franc, but also the coal shortage makes it difficult to run the factories. Buyers from all over Canada and the United States are going over to France every few weeks and picking up whatever is available, and with this increased traffic there is no doubt that a certain number of novelties will be shown in the Spring. It is unlikely, of course, under these circumstances, that any one style will have a particular run, but since veilings, and lace and draperies of all sorts are fashionable, and are likely to be for another year at least, there is every reason to expect that next year should roll up a good turnover in veilings of whatever kind is procurable.

RIBBONS

The big call which has come to the ribbon trade for making fancy goods of all kinds has resulted in a real shortage in a great many quarters of sufficient supplies to carry through the holiday season. Especially are those houses which make up the ribbon novelties short, since the demand for these goods has been very keen this season. Ribbon jobbers, too, have scarcely been able to get enough goods of the popular type to supply the immediate demand.

Swiss manufacturers have suddenly seemed to come to life and deliveries are beginning to come in this month, both in broad silk and ribbon merchandise, including moires, taffetas, and satins. Yet these no sooner reach the wholesaler than they are gobbled up by his anxiously waiting customers. Inside of a day after the delivery of a large shipment of Swiss ribbons, one dealer was unable to fill a single order in full.

A New Utility Ribbon

A new item is a ribbon specially designed for fancy work having what is

Dainty Ribbon Conceits

A novel flat boudoir cap is shown here made of ribbon and lace with long streamers. There is a dome fastener which secures the bandeau around the head.

One of the new sachet pillows is also illustrated. Note the dainty shirring, lace edging and tiny flowers. These are all hand-tinted.

A camisole of white Georgette made simply with narrow shirred ribbons and four shirred bow knots and posies cannot be beaten for daintiness, as this one above indicates.

From the new lines featured by the Ribboncraft Co., Toronto.

called an "Oriental" edge—a cord edge which may be caught in the fingers and the ribbon shirred to any desired fullness without the use of needle and thread. This comes in a wide range of colors and widths and should prove a boon to women who make many little "fussies," as well as to the professional makers of ribbon novelties and trimmings.

Whites and pinks seem to be rather difficult colors to obtain and to a lesser degree pale blues and lavender shades. The probable reason is that buyers were timid of departing from these "bread-and-butter" colors during the uncertain times of war and the supply has consequently been absorbed.

Among the European novelties promised us this Spring is a ribbon which looks so much like ostrich that when it is placed beside a feather on a hat it can scarcely be distinguished from the feather.

Some buyers who have recently returned from Europe speak favorably of a vogue for velvet ribbons for Spring. They will include a pretty full range of colors and widths, though narrow lines are given some preference. Narrow, shiny ribbons will doubtless continue, though metallic effects will not likely outlast the Winter to any important extent.

Metallic ribbons are still stocked to advantage and from all indications handsome bags of a combination metallic ribbon and velvet, and camisoles of heavy dark flowered satins and taffetas are going to be unfolded from many holly-decked parcels this coming Christmas morning.

High-Priced Gifts Sell Readily

There is a most interesting range of ribbon novelties featured this season.

Continued on page 114

Bags For Christmas

As a holiday number, bags are proving very strong this year. All the varieties described in earlier issues of DRY GOODS REVIEW this Fall are having their "day." Stocks are already being reduced in the stores with remarkable rapidity. The cretonne variety does not seem to be so much in demand as the fancier bags of silk or velvet with celluloid handles. Bags of imitation patent leather are also disappearing from the counters. The probable reason that the useful cretonne bag is being ousted is because women this year are not as much occupied with knitting socks as with going to receptions. Sister Susie is no longer sewing shirts for soldiers, but is more interested in having a fussy bags for some war veteran to carry her dancing pumps in.

New bags from Japan, shown at Eaton's, are made of shot taffeta in a large square design caught up at the corners and ornamented with an Oriental embroidery.

Novelty and fine leather goods are exceptionally good.

An Evening Confection

Made in coral faille ribbon with matching ostrich, silver tassel and cord. Shown by the Dominion Ostrich Co.

FANS

Ostrich fans in all the most gorgeous of this year's evening colors are selling almost as fast as they can be delivered. American beauty, turquoise, sand, jade, flame, sapphire, and coral are some of the shades most quickly picked up. The vogue seems to be even stronger than was predicted at the beginning of the season. Probably the notice given by the press to the ostrich fans of several of the favored debutantes who danced with the Prince has had something to do with their popularity.

These fans are good both in the small single plume variety or cluster of plumes on single stick of celluloid with a ring finished as described last month, as well as in the larger kind with perhaps five or more feathers each on individual stems.

Ostrich, however, cannot be said to have increased to the same extent by any means as have other accessories. During the war, of course there was a slump and goods that cost $15 a pound then are now being sold for $125, yet the general price level now is just about the same as that maintained in 1913, and when one considers the decreased purchasing power of money, values are even less than at that date. Individual fans are now being sold at prices ranging from about $10 to $150 retail.

In New York was seen a fan of rare beauty made of blue chiffon with a delicate hand-painted design of a gallant gentleman and lady, the design being outlined with beads in matching colors.

LACES AND EMBROIDERIES

Laces are continuing to hold their resurrected place in the realm of essential dress trimmings. The demand for gold and silver laces in all widths has not abated, and deliveries are reported fair. Some mere men consider it remarkable that women will pay $1 to $10 a yard for a bit of narrow gold lace to encircle a fur hat or edge a simple evening gown; but women know that this same bit of lace must be bought at any price when Fashion adds her seal to its own intrinsic beauty.

An extreme shortage is beginning to be felt in nets. This was noted in last month's DRY GOODS REVIEW, but the scarcity is growing worse instead of better. Dealers are out to get nets anywhere, at any price, and yet customers are turned away dissatisfied almost daily. Prices, too, are advancing, and manufacturers of embroidered nets are in a quandary as to what to try to offer next, for no repeats can be replaced at original prices, nor can they depend upon getting similar materials a second time.

Quite a range of embroidered voiles is being placed on the market for Spring. These include colored effects, as well as all white, and some with motifs of lace inset. It is found that the rural trade in certain districts—especially Quebec province—take these up readily. The daintily colored lines sell exceptionally well for Summer frocks when consumers have not yet given in to the ways of Georgette crepe and the other high-priced sheer silks to which the Fashion centres are addicted.

Nottingham laces are coming over in fair quantities, and yet the shortage in these is felt everywhere—so keen is the call for them. Shipments are irregular, but yet they are welcome whenever they arrive. Prices are extremely high.

There are almost none of the heavy linen laces obtainable, but these are not wanted so much for dress and lingerie trimmings as are the finer silk and imitation filet and Valenciennes laces.

Arrivals of laces of various sorts from the United States are reported a little improved during the past month, but the coal situation is liable to interfere again with the production from that source.

Buyers who are able to get any orders accepted for Swiss laces and embroideries, consider themselves fortunate, and buying in that market is advantageous just now, owing to the exchange situation. The difficulty again, in Switzerland, is the curtailed supplies. A number of the Swiss manufacturers are thought to have disposed of practically all their output to the very eager German purchasers. There is, too, a smaller number of small manufacturers in that country than before the war, owing to the fact that many of them had to go out of business when they were unable to dispose of their goods during the war.

Ready-Made Profits For *You!*

SOCIETY Sport Veils—***sell on sight.*** Because their meshes are flattering — their prices reasonable — their uses many—and because they are packed in a unique "self-selling" counter cabinet.

And then—to add to their already easy salability—they are nationally advertised. Four color, full page newspaper messages—and compelling insertions in the leading magazines the year around—will bring new, quick profits to "Society" dealers.

Here's a ready-made business for you.

Sold through wholesale distributors only.

HERBERT B. LEDERER CO.
A CORPORATION
Manufacturers and Importers
91-93 FIFTH AVENUE, NEW YORK CITY

Evening Gown—Purple Satin and Net, trimmed with "J. C." Butterfly Pattern Jacquard Tinsel Brocade Ribbon.

Designed by C. May Bassler.

The illustration tells the story of the amazing and varied design possibilities of ribbons—in particular of the widely preferred

"J. C." RIBBONS

Their original and highly distinctive design and color conceptions give strength and individuality to all dress creations. Their lasting beauty and unusualness help to create a profitable desire of ownership.

J.C. AMERICA'S BEST RIBBONS

"J.C." are AMERICA'S BEST RIBBONS—there's one for every need—buy them by name—

LADY FAIR
A new double-faced Satin ribbon. There is only one genuine Lady Fair Ribbon—"J.C." LADY FAIR. Be sure the name appears on every bolt you buy.

SATIN DE LUXE
Best Satin and Taffeta Ribbon.

VIOLET
Ideal lingerie ribbon in pink, blue and white.

TROUSSEAU
Rosebud and Polka Dot lingerie ribbon.

SANKANAC
Popularly priced Satin and Taffeta rib on.

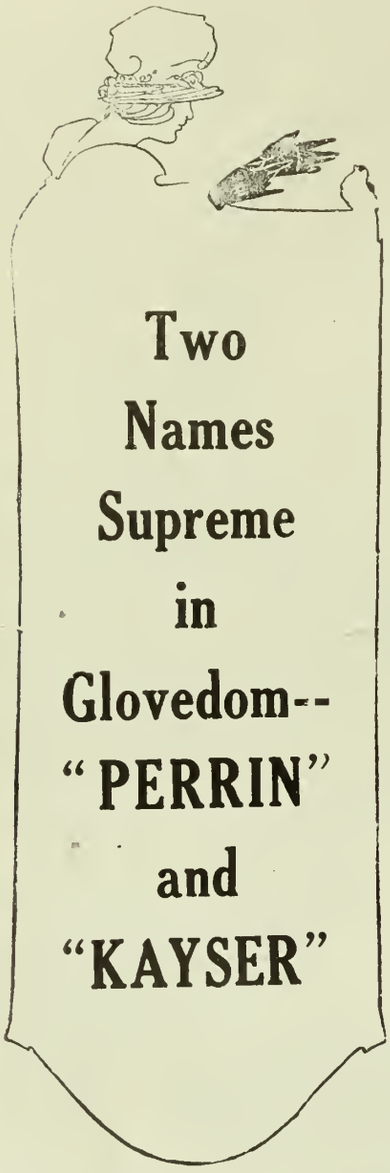
DEMOCRACY
A grosgrain ribbon "For the people."

(All registered trade mark names)

JOHNSON, COWDIN & COMPANY, Inc.

"America's Best Ribbons"

40 East 30th Street New York



Two Names Supreme in Glovedom--"PERRIN" and "KAYSER"

PERRIN'S GLOVE

Evidence

The ever-increasing popularity of these two well-established brands of Gloves is certain evidence of their superiority.

Everywhere these names are known to be synonymous of genuine value and ultra-smart effects.

Dealers from Coast to Coast are recognizing the many advantages in stocking these reliable lines. The name in each case speaks for itself. Every sale means a satisfied customer.

"Kayser" GLOVE
REAL CHAMOISETTE
MADE IN CANADA

P. K. COMPANY, LIMITED

Successors to

PERRIN FRERES & CIE

Sommer Bldg., Montreal

Ostrich Feather Fans to Match Every Gown

QUITE THE SMARTEST THING THIS SEASON

In a large variety of irresistible designs and a perfect galaxy of beautiful colors. "THE PRINCE OF WALES" and "THE DEBUTANTE" Fans are particularly in favor. They make an instant appeal.

HAVE YOU SEEN OUR NEW DANSANTE HANDBAG?

DOMINION OSTRICH FEATHER COMPANY LIMITED

78 Wellington St. West — TORONTO

Christmas Greetings

We cordially extend to our patrons and friends a most hearty Yuletide greeting and a sincere wish that the New Year will bring with it unalloyed prosperity, good health and a full measure of happiness.

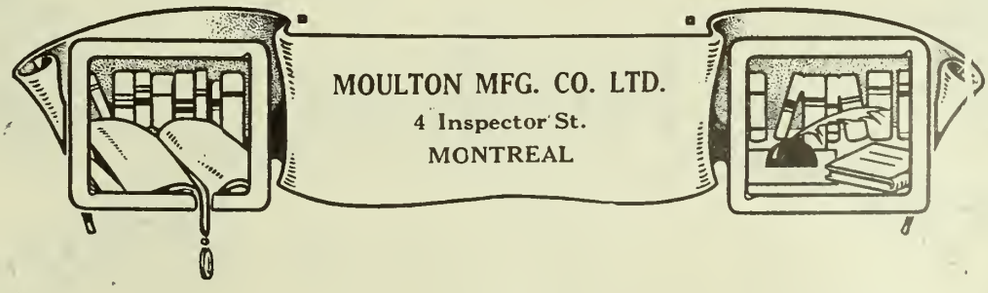
84-86 WELLINGTON ST. W.

CANADA VEILING CO. LIMITED

"UP TO THE MINUTE"

TORONTO

Braids
Soutaches
Tinsel
Tassels



MOULTON MFG. CO. LTD.
4 Inspector St.
MONTREAL

Girdles
Cords
Buttons
Ornaments

To Our Clients: Wishing You a Prosperous and Successful 1920

Only The Early Buyer Will Meet The Demand

THE merchant or manufacturer who gives his order now for a full assortment of our Silk Threads and Laces will be acting wisely as the demand is increasing very largely for our products. Our plant is working on double shift to keep up with the greatly increased call for our lines.

We are showing new colors in the various lines.

Independent Silk

Limited

350-360 St. Paul Street East, Montreal

Greetings To Our Many Friends

May your Christmas Day
be merry,
All your New Year
happy, very,
January to January

This is the earnest wish of

Phoenix Novelry Company

TORONTO

154 Pearl Street

GIRDLES

The Latest Novelty

You will find us first always with new effects in

Girdles **Fringes**
Braids **Tassels**
Cords, etc.

Our range of Furriers' Supplies also includes:
Buttons, Crochet and Celluloid Chains,
and all fur novelties.

Samples and prices on request

Canadian Braid and Trimming Co., Limited

39 Dowd St., MONTREAL
Toronto Branch—96 King St. West
L. B. Ellis, Representative

We Specialize in

BIRLEY

Patent Folding Suit and Costume Boxes

We also manufacture all kinds of Folding Boxes

QUALITY and SERVICE

Dominion Paper Box Co.

LIMITED

Toronto **Ontario**

CHAMO SUEDE DUPLEX CHAMO SUEDE AND SILK

Griffin Gloves TRADE MARK

Distinctive **Dependa e**

ChamoSuede REGISTERED

Made in **Canada**

Griffin Gloves

They speak for themselves!
See them!

The Season's Greetings
To You

Griffin Gloves Limited

TORONTO

Sole Selling Agents:
Richard L. Baker & Company
84 Wellington Street West, Toronto

Windows That Sold the Goods

Mary Goes a-Shopping and Succumbs to Displays Based on Economy, Reverence, Chinese Philosophy and Contrast.

MARY was out to buy a dress. In front of a department store window she stopped, for there was just what she wanted. It was a midnight blue taffeta, with rose-lined cuffs, a soft vest of the same colored Georgette, and lots and lots of tiny buttons.

The dress was marked $40. It was the only one in the window, but there were other things, now that Mary could get her eyes from the dress, and notice them. Why—for goodness sake! A sewing machine! Well, what is the idea? Then she looked again.

On the floor, about the machine, lay the different portions of a dress, cut from taffeta exactly like that in the dress that she so much admired with the pieces of pattern pinned to them, just as the scissors had left them; the front and back of waist, two skirt portions, cuffs and rose linings, and a piece of rose Georgette, tucked in the form of a vest. On the machine in the sewing basket, were several cards of buttons, the exact counterpart of those on the dress.

Why Not Save a Few Dollars

A large card stood beside the basket. It read: "Blue taffeta, $3.50 per yard; five yards, $17.50. Rose taffeta, $2 per yard; one-half yard, $1. Georgette $3 per yard; two-thirds yard, $2. Buttons, 75 cents per dozen; two dozen, $1.50. Thread, 20 cents. Pattern, exact size, 25 cents. Total $22.45."

Mentally, Mary deducted $22.45 from $40 and found that she would save $17.50 by doing the work herself. That, if accomplished in twelve hours, would be paying her $1.45 per hour, or about $11.60 per day. Figures have a fascination for Mary, so she just went ahead to figure out that the woman with less ability than she had might consume twice the time in making it, and still be earning $5.80 a day. This was indeed a case where "a dollar saved is a dollar earned," as the merchant pointed out with his show card.

Mary went in and bought the goods and pattern. The man who arranged that window had helped her a little way in solving the problem of the high cost of living, as well as successfully advertised his yard goods, which was his specialty.

A Bible Scene in the Jeweler's Window

Walking on, Mary next stopped in front of a jewelry store. She wanted to make a present of jewelry, but everything was so high. It must be a really good present, and to spend so much money on a bauble made her feel guilty. But, at Christmas well, let's see what they have here. But Mary had to look twice to see the jewelry on display.

Instead, the window looked like a miniature scene from a Bible play. The floor was covered with fine, white sand; in the centre was a tiny bark stable, while about it grew palm trees.

The front of the stable was open, showing the wee Christ Child in the hay-filled manger, with Mary and Joseph kneeling beside it. Just before the stable knelt the seven Wise Men each bearing a gift of jewelry. Above all was the Star.

Other than the pieces presented by the Wise Men, no jewelry was shown save a single tray of rings, brooches, crosses, etc., and this was set aside, in full view, but apart from the picture

So much ingenuity and tact had been used in the display that despite the fact that the figures were of china, a wave of reverence enveloped one. It seemed the only right thing to do, to make presents at this time. One did it, of course, not because it was the custom, but because it was the only right and natural thing to do.

So that is how the jeweler reached at least one customer.

A Dutch Girl Displaying Flowers

Some friends were pausing here, and they walked on together to the next corner. There they stopped in front of a florist's to drink in just a moment of the wonderful array of bloom. Not that they intended to buy, for flowers were a luxury, and it happened to be a time that they were not indulging in luxuries.

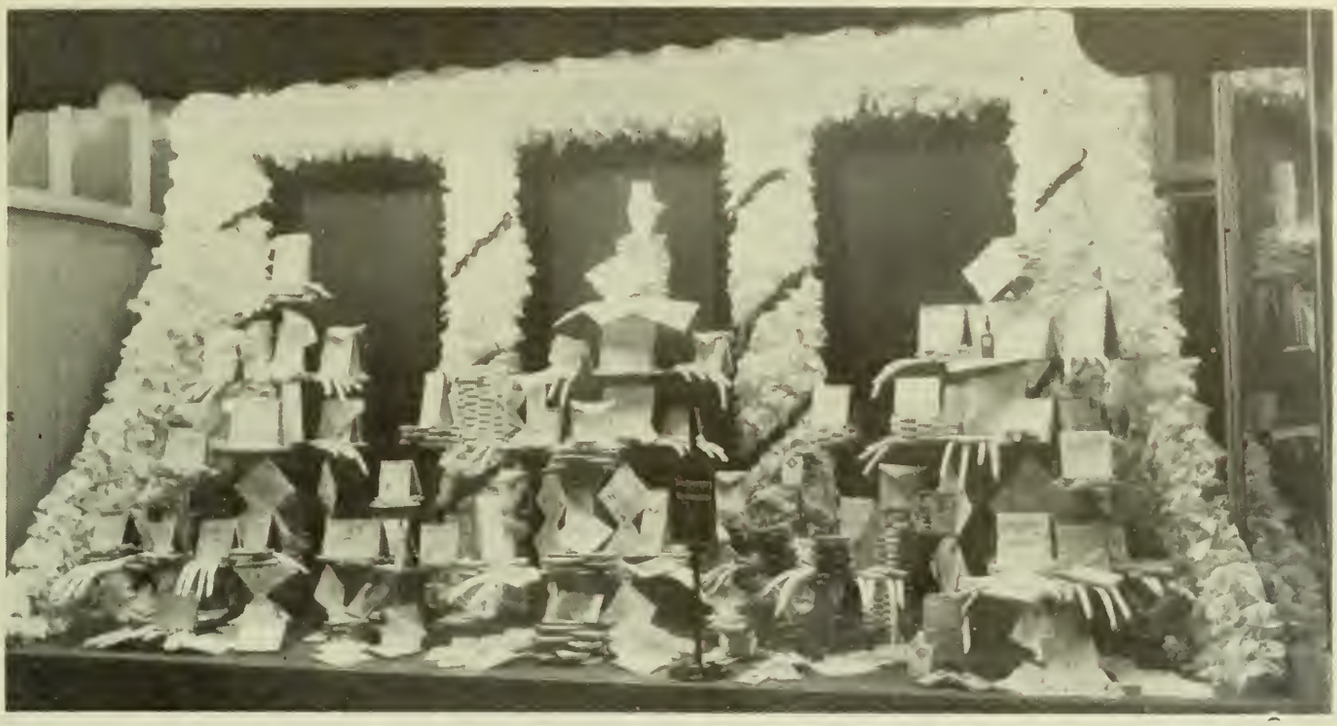
The colors featured in the window were gold and green and blue, in hyacinths, tulips and jonquils. Nothing is more effective in giving a window "life" than a really fine model (and nothing more detrimental to results than a poor one), and the one shown in this window was of the best. It represented a Dutch girl, with pink cheeks and flaxen hair. Her voluminous dress was of crisp blue print, her kerchief of rich, warm yellow, with cap and apron of white. Wooden shoes were on her feet, of course.

Across her shoulders was the bar or handle supporting two huge copper pails, which hung on each side of her, the old Dutch custom of water-carrying.

But in the pails was not water, but flowers; great masses of blue hyacinths

A Seasonable Display

The background is the most striking feature of this window of J. H. Gould, Ltd., St. Thomas, Ont., and is quite in keeping with the studied arrangement of garments.



An Excellent Handkerchief Display

Here we have a window which cannot fail to back the message of the one show-card which reads in neat lettering, "Headquarters for Handkerchiefs—Men's, Women's and Children's." Note the novel decorative effect achieved by rolling the kerchiefs from corner to corner into long fingers. Fancy boxes, embroidered corners and ropes of evergreen and holly provide color relief. For a small store one section of this display could be used to good advantage.

and yellow jonquils that just cooled one's very soul to look at.

A frame for the window picture was made by a stiff row of blue hyacinths, then yellow jonquils, and back of them white tulips.

Even then they might have gotten by, Mary affirms, but what made them succumb to the temptation of buying was the little, unobtrusive sign down in the front of the window: "If you have two loaves, trade one of them for a hyacinth—Confucius."

From there Mary set out to buy a hat and suit. Her shoes would do. She decided they were not really new, but good.

At length she found just what she wanted in a tailored suit, with hat to match. These she ordered sent home, then strolled along looking into the windows, satisfied with herself and the world and seeing nothing shown in the windows that suited her better than what she had chosen.

Contrast Sold These Shoes

She stopped casually in front of a shoe store. But her interest was instantly aroused. There was a wax model in this window, and she had never seen that in a shoe display before.

But there she was, a smiling model in the latest and niftiest of blue serge suits, with a tailored black hat to match, and on her feet—shoes that were neither late nor nifty; good shoes it must be admitted, but used, rather loose looking. You couldn't tell exactly what it was, but they just didn't fit in with the suit and hat at all. In fact, the whole outfit was ruined, while the window was filled with footwear that would have redeemed it and given it the note of perfection.

The originator of the window had been wise in sensing the fact that showing the wrong thing to people, in contrast with the right thing, would incline them to the latter and letting results take care of themselves.

So Mary went in and bought a pair of shoes—and again a wise merchant scored.

Misleading Statements Invite Dissatisfaction

AN advertising practice, which is so destructive of public confidence in retail stores that it is remarkable that it should still be prevalent, was described in a recent bulletin of the Better Business Bureau of Detroit, says the National Vigilance Committee of the Associated Advertising Clubs of the World, with which the Detroit bureau is affiliated.

"One purpose of advertising," says this Committee, "is to sell goods, to be sure, but it must go further than that before it can pay as it should. It must also be an influence toward the building of good will, and if an advertisement helps sell goods to-day on such a basis as to destroy confidence, it is a poor advertisement, whatever the volume of sales created to-day."

The bulletin from the Detroit bureau follows:

"In the course of our work, we have learned that it is a usual practice among buyers to have small quantities of a highly-desirable article in a lot of merchandise, and in advertising this lot for sale mention the more desirable articles prominently in the advertisement, without stating that there is a limited number to be sold.

"This practice will destroy public confidence in a store, because those purchasers who call at the store early on the day of the sale and select the most desirable varieties of a lot, will be few compared with those who follow and are disappointed at not finding the desirable items as advertised.

"This should be avoided, and when advertising such a limited lot, this should be plainly stated, so as to eliminate any displeasure on the part of those who call later in the day and find that the items are exhausted."

Rudolph Schreiber, New York, who specializes in the manufacture of jersey cloths, has completed a new dye plant which is expected to be in full operation by November 15th. They claim that this new asset will insure an output three times in excess of that previously turned out and will also provide a more uniform quality with quicker deliveries.

Merits of the Comparative Price

Advertising Manager of One of the Largest Department Stores in Canada is Strongly in Favor of the Use of the Comparative Price—Discretion Must be Used in Order to Gain Confidence of Customers—The Other Side of the Question Was Discussed in October Dry Goods Review.

By JAMES A. ORR, Advertising Manager, The Robert Simpson Co., Ltd., Toronto

I HAVE been asked by the editor of the DRY GOODS REVIEW to say a word or two anent comparative prices in retail advertising.

I favor the comparative price—the plain, unadorned truthful, comparative price. At the same time I am widely awake to the numerous abuses of the policy which provide opportunities for rebuttal in arguments for and against the use of comparative prices. When you go to the foundation of the relation between comparative prices and reduced prices, you find yourself obliged to concede the wisdom of the policy which advocates the comparative price.

As long as the cardinal virtues of advertising are attracting attention, arousing interest and creating desire, just so long will the genuine comparative pricing of merchandise hold a place in the advertising pages of retail stores.

Misrepresentation

The cussedness and carelessness of the occasional advertiser who does not hesitate to make a sport of veracity when using comparative prices does not disprove the rule that comparative prices are beyond criticism as a whole. The advertiser who puts comparative prices in his ads. like so much sugar in coffee, has purchased a one-way ticket to the place General Sherman compared with war.

One cannot impeach the means and methods of successful stores. And it is pretty generally known that the greatest and most successful stores on the continent have real reasons why comparative prices are being used in their advertisements.

Here in Toronto, all of the big stores favor comparative prices. And Toronto's stores are managed by men possessed of keen business capacity and sound ethical principles. One could not desire more carefully-planned and truthfully-told advertisements than the work of Toronto advertisers.

The store which is interested beyond the original purchase of a customer, and which realizes that its permanent success depends upon future patronage, will adhere strictly to the facts when quoting comparative prices.

Some advertisers take an implacable stand against the use of comparative prices, but continue to suggest the original values indirectly. But what is the generic difference between

"WOMEN'S $50.00 COATS AT $25.00"

and

"A SPECIAL HALF-PRICE OFFERING OF WOMEN'S COATS AT $25.00"?

A certain advertiser who is averse to using comparative prices says: "Many are taken from our own regular stocks and reduced." It would ill become that advertiser to disparage the comparative price policy. The tone of his advertisement is pitched to create the same impression as if the comparative prices were quoted. To boast of never using comparative prices while resorting to such statements is something to which I must decline to subscribe. Then again,

"18,000 WOMEN'S VESTS AT 39c
Regularly 65c, 75c and 85c."

is perfectly correct, when upon actual comparison, based upon cost of production, the vests are really worth the comparative prices. Chances are the vests were made in the store's own factory from materials purchased most advantageously. Isn't it good business to state the quality of the garments through the medium of comparative prices, knowing what women have been accustomed to pay for vests of similar grades?

Since it is part of the exigiences of business to sell dependable merchandise as cheaply and efficiently as possible, it devolves upon advertisers to use every praiseworthy endeavor toward that end. And if, through the judicious use of legitimate comparative prices he can obtain better results, it would seem unbusinesslike to forego this prerogative.

The discriminating shopper can "spot" the questionable advertisement as easily as "Shag" can "spot" a natural ball player. The advertiser who oversteps the mark and misrepresents values makes a pitiful attempt to get business which cannot be gotten that way.

The comparative price is a good thing. It enables the customer to associate reduced merchandise with goods at regular prices prevailing, and to form some idea of the style, quality and genuineness of the article.

The Simpson Store

In Simpson advertisements, comparative prices are used with the utmost discrimination, and customers are assured they will find values as represented. The store's sales policy printed on the back of every sales check is the customer's guarantee of entire satisfaction in every purchase:

> "Our intention is that this bill shall record a transaction so satisfactory in all respects to the customer that confidence in and friendship for this store may be established.
>
> "If, for any reason we have not succeeded we will thank you if you call our attention to the shortcoming. Please be assured we will promptly rectify any error or omission on our part."

Clearance Sales

At certain periods of the season, clearaways of merchandise must be effected. This is most satisfactorily accomplished through radical reductions from regular prices. Goods which have remained in stock their allotted time are ticketed with prices sufficiently alluring as to compel immediate dispersal. It is the only way, and it almost invariably means the use of comparative prices.

The Utility Standpoint

Some advertisers take exception to comparative prices and make the strange commentary that as soon as an article is reduced it is no longer worth its original price—that a $100 coat selling for $75 is no longer a $100 coat. Perhaps if judged from the standpoint of diminishing utility the coats might not be worth $100 to the advertiser if the sales were held near the end of the season.

A detailed discussion upon the question of the place of the comparative price in retail advertising was taken up in the October issue of DRY GOODS REVIEW by one of the best known advertising men in Western Canada, Mr. James Burt Malette, of Millan's, Saskatoon.

This month, readers are privileged to peruse the views of the advertising manager of the Robert Simpson Co., Ltd., Toronto, Mr. James A. Orr, who differs from the opinion of Mr. Malette.

Mr. Orr substantiates his arguments with facts as to the success of the Simpson methods and points out the pitfalls of careless advertising in any form.

This is the fourth of a series of special articles on problems for the retail store's advertising policy.

But the coats (unless damaged), would still contain the materials and findings which commanded the former pricing of $100, and they would be correctly represented if advertised as "$100 coats at $75."

Examples without number could be cited to illustrate the universal practicability of the comparative price. In fact, the prevalence of the policy in advertisements of the leading stores is overwhelming testimony of their worth. The subject is not wanting in arguments to tip the beam the right way.

It is my own opinion that the average advertiser is doing his utmost to inspire the public with confidence in his offerings. One meets with an occasional announcement which seemingly errs on the side of unbelieveableness, but the majority know for themselves the wonderful advantage in truthful advertising.

The advertiser who sets out on the advertising sea rigged with sails of sound plans, sincere copy and good merchandise, coupled with intelligent service, has everything to win and nothing to lose. On the other hand, he who feels it necessary to throw unwarranted sale announcements into relief by the flaming torch of "fake" comparative prices, has only himself to thank for flat failure.

Understate Values When Advisable

The dependable store of to-day—the store that is forging ahead, is the store that is serving the public. And that is the kind of store which will understate its values rather than attempt to make its patrons believe something almost incredible, although really true. For instance, in the great special selling of linen napkins at — per dozen, the store knows that these napkins could not be bought in the market at anything like the sale price. But if this fact were stated in the advertisement, many would feel inclined to doubt it. That element of doubt is something the advertiser has to reckon with—he must speak in plausible terms and understate where the matter warrants it.

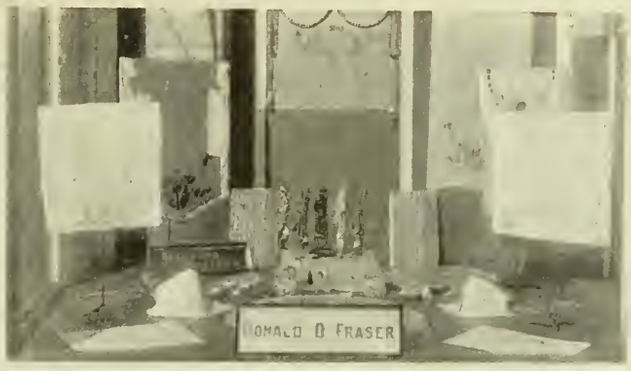
A prominent advertising man is authority for the following:

"Advertisements are like men. External appearance tells you what they are. When I see a fake advertisement it reminds me of the couplet:

"The lightning bug has brilliancy
but he hasn't any mind,
"He struggles through existence
with his headlight on behind."

In conclusion I say again that genuine comparative prices are a good thing, both for the advertiser and the customer and are in strict accord with good business sense.

Following on the recent talk about leather gowns and trimmings in Paris and New York, leather substitutes are appearing in a great variety of weights and colors. Of course, the cost is considerably less than for real kid or leather.



A Small Window Well Arranged

Here is a neat, uncrowded display of fancy goods in the window of Donald D. Fraser, Stratford, Ont. The store, also, is small, but is commendable for its orderly appearance throughout.

A Large Window of Merit

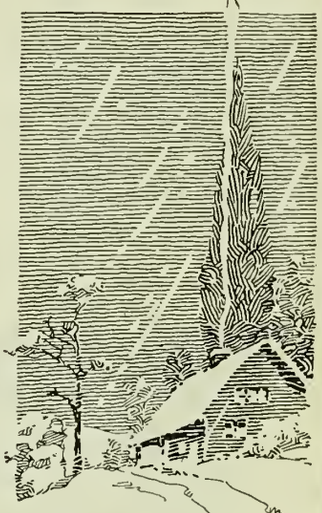
So careful is the arrangement in this window of Chapman's, London, Ont., that in spite of the quantity of garments shown an impression of spaciousness prevails.

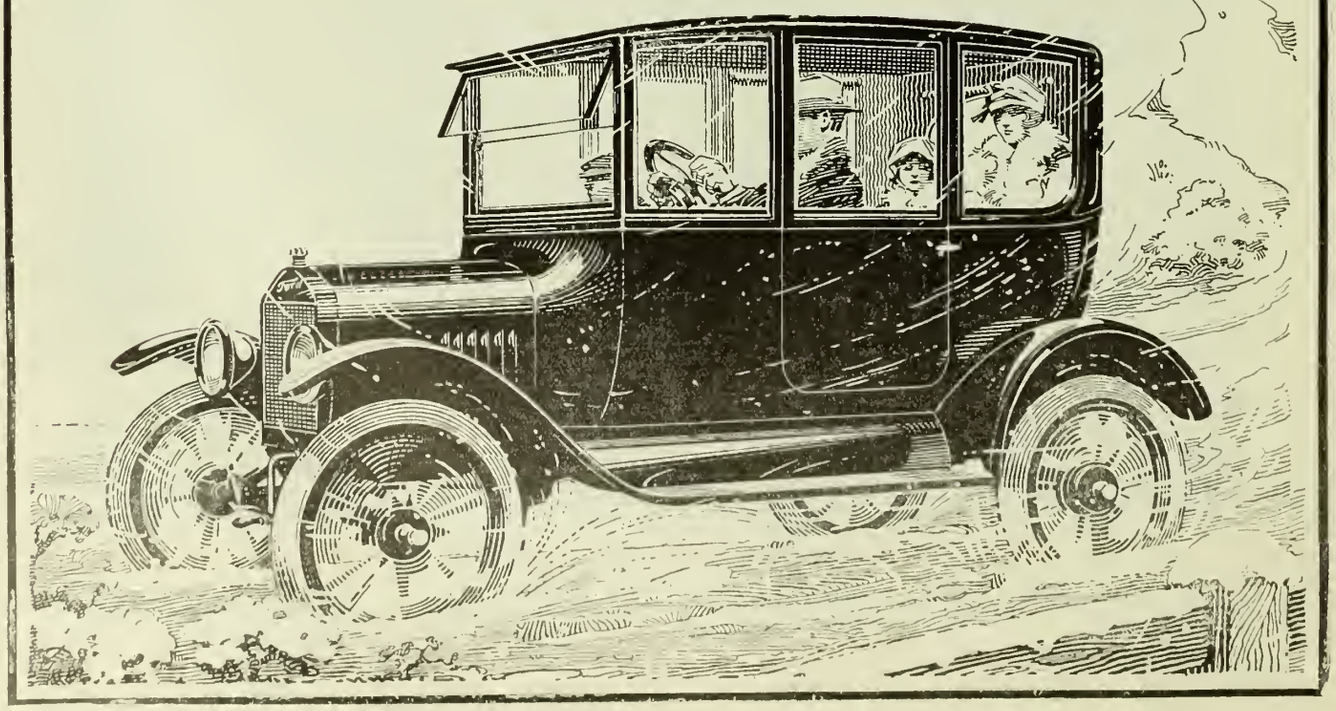
Ford Motor Company
OF CANADA LIMITED
FORD, ONTARIO

A Lasting Christmas Gift

The Ford Sedan will be a constant source of pleasure in the years to come.

Make this Christ-mas the beginning of a long season of happiness by pre-senting the Family with a Ford Sedan—the car of comfort at a reasonable price.





DON'T WORRY about— that "EXTRA" HELP at CHRISTMAS

With the approach of Christmas, "extra" salespeople and cashiers are added to the force.

To the merchant whose store is equipped with a Lamson centralized system

(*whether wire line, electric cable or pneumatic tube carrier*)

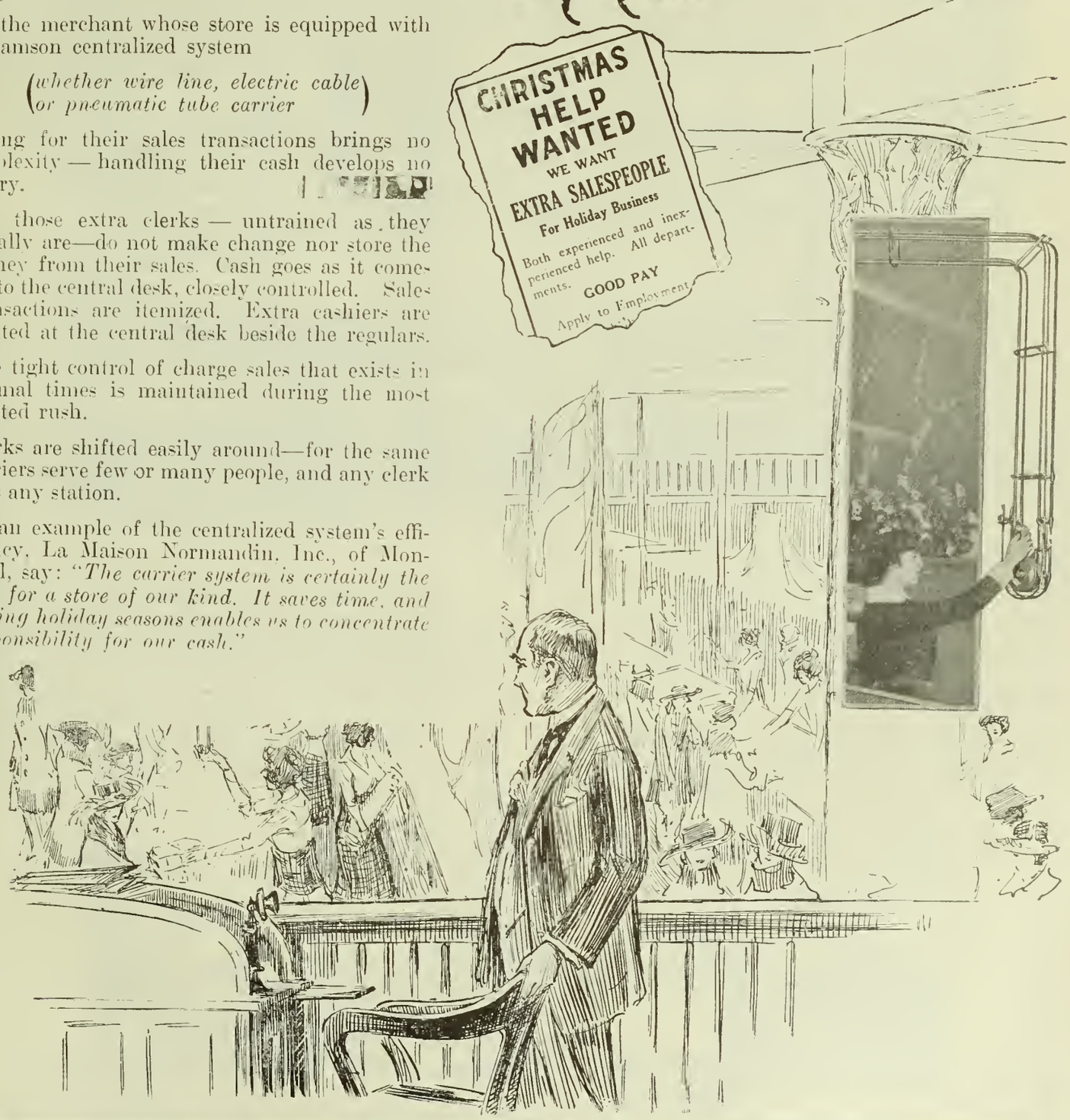
caring for their sales transactions brings no perplexity — handling their cash develops no worry.

For those extra clerks — untrained as they usually are—do not make change nor store the money from their sales. Cash goes as it comes in, to the central desk, closely controlled. Sales transactions are itemized. Extra cashiers are located at the central desk beside the regulars.

The tight control of charge sales that exists in normal times is maintained during the most excited rush.

Clerks are shifted easily around—for the same carriers serve few or many people, and any clerk uses any station.

As an example of the centralized system's efficiency, La Maison Normandin, Inc., of Montreal, say: "*The carrier system is certainly the best for a store of our kind. It saves time, and during holiday seasons enables us to concentrate responsibility for our cash.*"

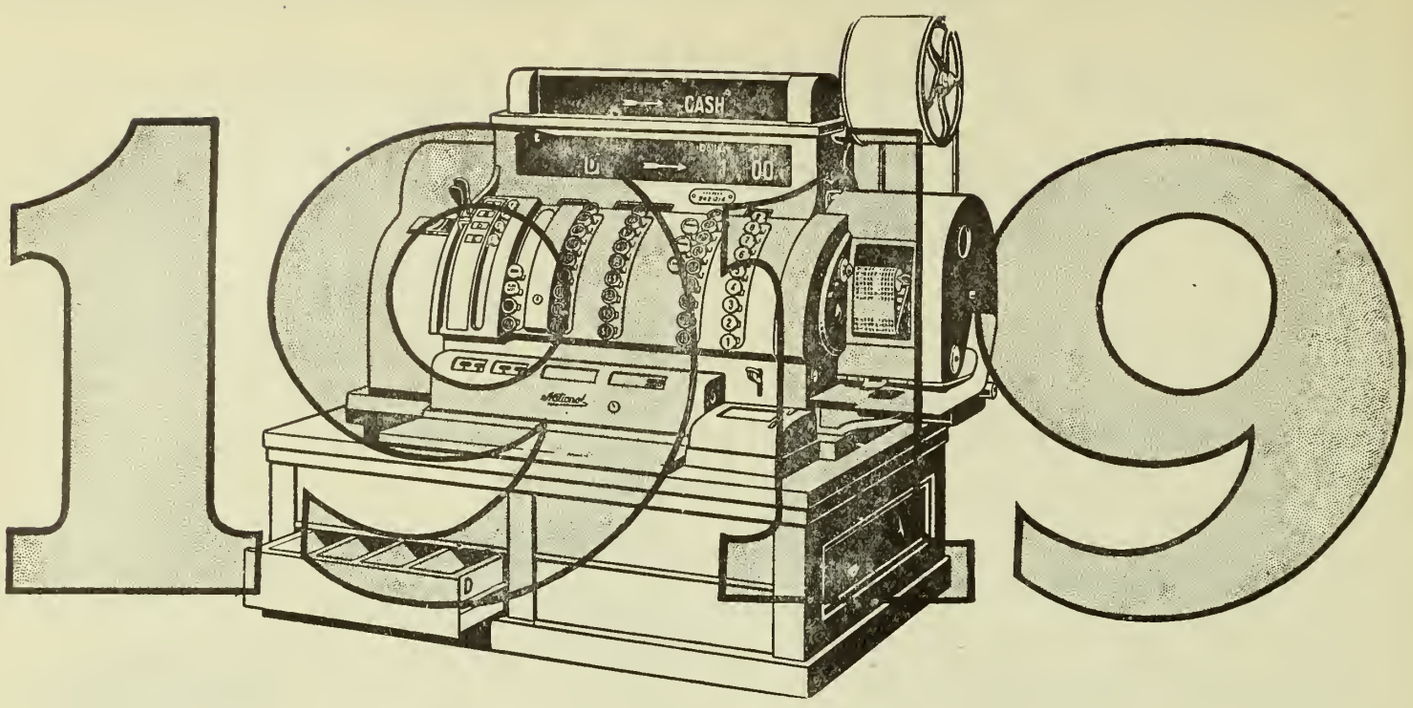


THE LAMSON COMPANY

LAMSON SERVICE

136 SIMCOE ST. TORONTO

General Offices at Boston, Mass.



Our business doubled this year

WE did twice as much business this year as we did during any other year in our history.

This shows that merchants realize more than ever before that they should get their store records quickly and economically by machinery instead of by the slow, expensive hand method.

It shows in the best way possible that up-to-date National Cash Registers are helping merchants solve their problems most satisfactorily to themselves, their clerks, and their customers.

It is the very best evidence that our efforts to build a labor and time-saving machine are appreciated by merchants everywhere. It shows that up-to-date National Cash Registers are meeting the needs of retail stores in every country in the world.

Up-to-date National Cash Registers are a business necessity

The National Cash Register Company of Canada, Limited

BRANCH OFFICES:

Calgary.....714 Second Street, W.
Edmonton.....5 McLeod Bldg.
Halifax.....63 Granville Street
Hamilton.....14 Main Street E.
London.....350 Dundas Street
Montreal.....122 St. Catherine Street, W.
Ottawa.....306 Bank Street
Quebec.....133 St. Paul Street
Regina.....1820 Cornwall Street
Saskatoon.....265 Third Avenue, S.
St. John.....50 St. Germain Street
Toronto.....40 Adelaide Street, W.
Vancouver.....524 Pender Street, W.
Winnipeg.....213 McDermot Avenue

FACTORY: TORONTO, ONTARIO

"Kent-McClain Again"

"Kent-McClain Again"

Sectional Fixtures

It is nearly, if not quite true,
that a business is what
its fixtures make it

Kent-McClain

(TORONTO SHOW CASE CO.) Limited

WRITE FOR PARTICULARS

CLATWORTHY & SON, LIMITED

Established 1896 TORONTO Incorporated 1908

Manufacturers of

Dur-Enam Display Forms

and

the most complete line of **DISPLAY FIXTURES AND ARTISTIC WAX FIGURES** made in Canada.

No. 265. Rack.

No. 264. Skirt Rack.

To Our Customers and the Trade

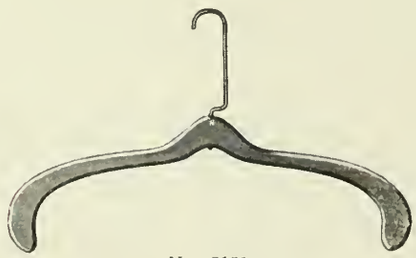
We wish a
Very Happy Christmas
and
Prosperous New Year

Clatworthy & Son, Limited

No. 1589
Extended shoulder model, mounted on black enamelled base and standard.

AGENTS:

M. E. Hatt & Co., Mercantile Bldg., Vancouver, B.C.
O'Brien Allan Co., Phoenix Block, Winnipeg, Man.
E. O. Barette & Co., 301 St. James St., Montreal, Que.
D. A. Gorrie, Box 273, Halifax, N.S.



No. 5151

No. 590

No. 1574.
Venus de Milo Form — with Dur-Enam bust and limbs, white Jersey covered body.

To
Our Friends
from
Coast to Coast

Health and Happiness
and
All Your Heart Desires
this
Christmastide
Be
Yours

The LACE GOODS CO., Ltd.
"The Handkerchief House of Canada"
64 Wellington St. W. Toronto

IMPORTERS AND MANUFACTURERS AGENTS

OW

Consumer Advertising

During the coming year the Irish Linen Society's Advertising will deal with merchandising, rather than general publicity.

The various forms of household articles and wearing apparel in which Irish Linen reaches the consumer will be featured, both pictorially and in copy.

Seasonable thoughts will be employed — Fashion elements stressed, and throughout the campaign a basic theme, that for these various stated purposes there is no substitute for the True Irish Linen.

This campaign will have an effect of sending customers into your departments asking for specific articles of true Irish Linen. Your stocks should be prepared with this in view.

In our trade advertising announcements, notice will be given in advance of each new consumer message, and the merchandise emphasized.

the IRISH LINEN SOCIETY'S 1920 PROGRAM WILL HELP YOU

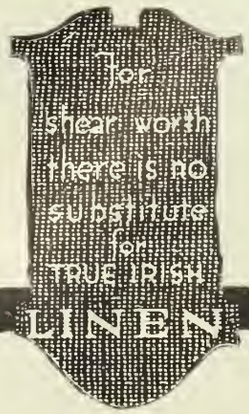
Watch these and take the opportunity of linking up this national advertising with your own particular department by local advertising and window displays. In this manner you will concentrate the selling force of the general linen campaign on your store, insofar as your locality is concerned.

* * * * * * * * * * * *

Unfortunately the flax shortage still continues to exist. This results in great restrictions in manufacturing, making it practically impossible to increase the production of True Irish Linen commeasurate with the constantly growing demand. This in turn, makes it highly advisable to make arrangements, with all possible speed, for next season's supply of True Irish Linen for the various departments interested.

The IRISH LINEN SOCIETY
BELFAST IRELAND

AMERICAN OFFICE AND INFORMATION BUREAU
231 West 39th Street New York City



PRIME AND RANKIN, LIMITED

To our many customers throughout Canada, we express our hearty appreciation of the generous business entrusted to us during 1919—and extend our

Best Wishes

For Christmas and the New Year

And may we here state that in the New Year and for many more to come, we hope to serve you even better than in the past.

Selling Agents in Canada for
McLintock's Unrivalled Down Quilts

One of our good lines and well known to the best trade for Style, Values and Satisfactory Deliveries.

John Brown & Son, Limited
Madras Muslins

A complete new range of these desirable lines will soon be here to take care of the increasing demand for Madras Muslins.

PRIME AND RANKIN, LIMITED
74 York Street -- Toronto

Christmas
Greeting
Ribbons Limited
TORONTO WINNIPEG

Christmas 1919

Greetings!

Never have the Christmas chimes pealed out so joyously, so exultantly as now. Never has Christmas seemed so bright with hope and promise for the days that are to come.

This season will indeed be a festival of peace and good-will, finding deep echo in the hearts of all of us.

In true sincerity we extend to you and yours all good wishes for the approaching season.

The Julian Sale Leather Goods Co., Limited

Wholesale Factory and Sample Rooms

600 KING STREET WEST

TORONTO

The
CANADIAN
CONVERTERS'
COMPANY
Limited
MONTREAL
Underskirt
No. 4901
Our stock of **Silk Underskirts** for **Immediate Delivery,** for Xmas trade, is Now Ready.
We specialize in Taffeta and Jap Silks, comprising all shades in a large range of "up-to-date" styles.

Greeting

CIRCLE BAR
REGISTERED
HOSIERY

To Our Many Friends

We Extend Our
Heartiest Wishes
for
The Best Christmas Ever
and
Happiness and Prosperity
throughout the Year 1920!

THE CIRCLE-BAR KNITTING CO.
LIMITED
KINCARDINE - ONT.

Manufacturers of
Circle-Bar Hosiery
[for]
Men, Women and Children

Christmas 1919

Circle Cross

Wishing You

A blessing-bearing, gladness-sharing

CHRISTMAS

and a

NEW YEAR

full of health and happiness

Cole-Whitaker, Limited

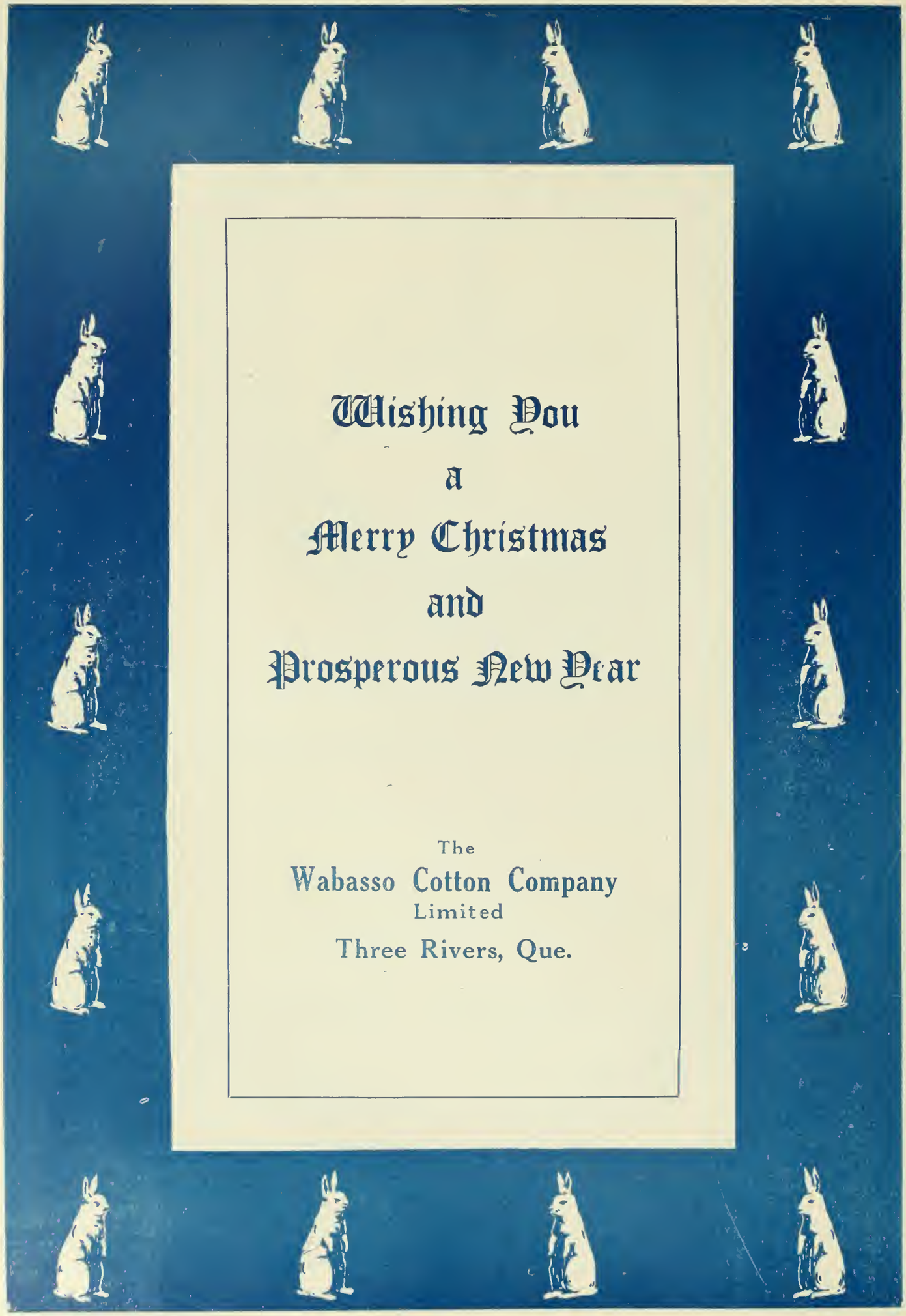
292 St. Catherine St. W. Montreal

CIRCLE

Middies
Sport Skirts
Smocks

CROSS
REGISTERED

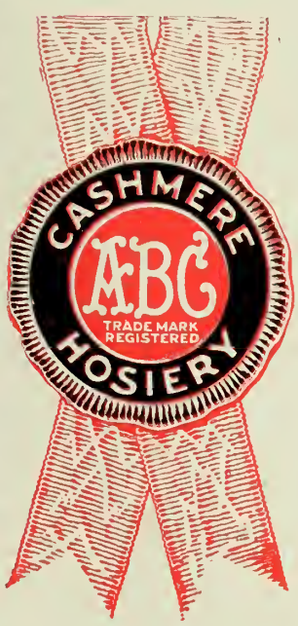
Nurses,' and Maids'
Regulation
Uniforms


Wishing You
a
Merry Christmas
and
Prosperous New Year
The
Wabasso Cotton Company
Limited
Three Rivers, Que.

A. B. C. HOSIERY

FOR CHILDREN

Made in all sizes.
4 to 10 inches.
1 and 1 Rib.



Also
complete range
for
MEN
and
WOMEN

BEST
For Children
BEST
For All

We cordially wish you
"The Compliments of the Season"

Allen Bros. Co., Limited
883 Dundas St. East -- TORONTO

"CANADIAN GOODS ARE BETTER"

All Colors

To Our Friends Everywhere---

We extend our very best wishes for a Happy Christmas and a Bright and Prosperous New Year.

The Wilson Mfg. Company
934 Gerrard St. East Toronto

"CANADIAN GOODS ARE BETTER"

Better Deliveries of Rugs and Linoleums

Conditions Improve in Canada and in Import Trade — Prices at Peak? — "Specials" Take Year to Deliver.

CONDITIONS are a little more promising in regard to supplies of rugs and carpets, as during the past month word has come over from Scotland of an improvement in production. One importer for a large department store showed DRY GOODS REVIEW a large shipment he had just received from overseas, all of them goods that had been ordered since the first of March last. He said he looked for regular deliveries from now on in the case of a number of firms. As to prices, he said that he did not care to mention "such a thing." The subject had better be considered as "taboo." Indeed, for some little time past it had been a sort of "gentleman's agreement" not to refer to the matter of price. He could sell the goods provided they were the right quality, no matter what the price.

Improved Colorings

Buyers are noting an improvement of late in the colorings of the carpets that are being turned out in Canada, Great Britain and the United States. In a lot that came from overseas a few weeks ago, one buyer declared that the colors were the finest he had seen for several years. He was willing, he said, to stake his reputation on their being equal to the best that Germany ever turned out. He knew that the dyes used were the product of British dye works, and he had come to believe that from now on—for evermore—there would be as good dyes made in England as ever were turned out in Germany. He had been over to the United States recently and had come in contact with South American dyes that were held now in high favor there.

A buyer who has a number of orders to fill for special rugs for wealthy customers, tried to get an order filled early in December and cabled his order to a house in Scotland. The reply came within a week—not so slow for a congested cable service—that they could not guarantee delivery until November, 1920. Almost a year, this was, but when it came to send over staple lines this same mill was ready to deliver within a couple of months at most, and had sent some goods in less.

Special Patterns for Canada

There is a feeling among the trade in Canada that the British manufacturers have come to a rather different view of the Canadian market and its requirements. On a number of occasions it has been pointed out in DRY GOODS REVIEW that efforts were being made by Canadian importers to persuade British houses to pay special attention to the needs of this market; that is, to recognize that what takes in England does not necessarily suit the people of Canada, where fashions in the main come much closer to New York than London. In the matter of linoleums one buyer received word this month from overseas that some fifty new lines had been designed for the Canadian trade, and that these would be available in a few months for delivery. This condition will be welcomed by the trade in Canada as one of the best pieces of news that has come overseas in years, for in almost every line in the dry goods store Canadian buyers have been striving to persuade the mills over there that a distinct set of patterns in some lines is required for this market. This, of course, does not mean that nothing that is sold for the British trade is acceptable to Canadian stores, but that certain lines are not acceptable and that substitutes would be a good business move on their part.

Big Strides in Canada

So far as the Canadian mills in carpets and linoleums and oilcloths are concerned a growing optimism exists among buyers. Credit is given the domestic manufacturers for great strides in advance during the war, and an intelligent and persistent effort to cover the needs of this country as fully as possible by improving the quality of the goods and the smartness and attractiveness of patterns, and so on. This object has been achieved to an extent that is surprising those who often held the view that influenced them to buy outside and scorn Canadian-made goods.

Prices?

When it comes to a prophecy as to prices in rugs and linoleums, few are willing to venture to make any predictions. The general feeling among buyers, so far as this could be learned, was that there would not be much further advances in either; that the peak had just about been reached. There is little disposition to expect any reduction, on the other hand, during the year 1920 or the earlier part of 1921. After that—well, in these days prophecies are very dangerous affairs with which to experiment.

Meantime, the housefurnishings departments as a rule are reporting very satisfactory sales in spite of high prices; some are running exceedingly high, and the outlook for next Spring at the present time is quite promising.

For the Traveller

Cosy rugs in tartan, plaids and plain colors, such as grey, blue, green, camel, navy, silver and helio. Shown by Greenshields, Ltd., Montreal.

The S. & D. Dress Company, Montreal, has dissolved partnership, the business being taken over by L. S. Daniels, a former member of the firm, who will have associated with him his son, J. J. Daniels. Commodious new factory and warerooms have been secured at 142 Peel street.

To celebrate the completion of their new fur department, Nolan's, 122 Rideau street, Ottawa, have made a special sale featuring furs. This business was established in 1873 and has kept well to the front ever since.

Wallpaper in the Making

A Visit to a Modern Factory — Finishing Processes Add Lustre or Dim Colorings.

A REPRESENTATIVE from DRY GOODS REVIEW was recently given the privilege of a short trip through one of the most up-to-date wallpaper factories in Canada and saw the various processes whereby wallpaper is prepared, printed, and embossed.

The paper, coming from our own Canadian pulp mills, is first "grounded" with a preparation made from real Cornish clay. This is the same material used in chinaware and is necessary to protect the paper from heat and moisture. The paper is carried over rollers and the preparation is applied and rubbed in with a series of brushes. Then the paper is caught up in loops by wooden sticks and dried.

Thence it is carried back to the printing machine where the pattern is applied. All the colorings, numbering sometimes as many as 12, are put on in one process. The designs, one for each color, are made by copper markers hammered into rollers. These markers are kept at an even height by covering the roller first with several thicknesses of paper, hammering the markers tight to the surface of the paper and then tearing it away. The same machine that prints the paper cuts the edges so that they may be trimmed by the paperhanger by just knocking the roll against a hard surface, and also cuts out border.

Designs are purchased from artists in several centres of art, so that great originality and variety is obtained. Paris, possibly, provides most of the high-class patterns used on Canadian papers.

After the paper has been printed and again dried it is examined for defects as it passes to the machine which, in the case of cheaper qualities, rolls and binds the paper for shipping.

Better papers are embossed and treated maybe with a gilt, "intaglio," or "over-print" finish. The embossing is done on rollers, one twice as large as the other, the smaller one measuring from 17 to 28 inches in circumstances. This is the upper one and is made of steel, on which the design to be embossed is made in relief. The lower roller is made of a disc of manila paper strung on a steel cylinder and pressed down with hydraulic power. This paper is moistened so that as the paper passes through the pattern is indented into the surface and makes a counter die.

In the case of embossed wallpapers, the cutting of borders is not done until the embossing is completed, but the necessary appliance is, in such cases, attached to the embossing machinery. The paper is then drawn up over rod, from which a light is hung so that the operator can see at all times if the cutter is working accurately.

Some Modern Finishing Touches

To give what is known as the "intaglio" finish, coloring matter, carefully selected according to the pattern of the paper, is applied by a cylinder into the minute crevices of the embossing. This tends to heighten the colors and also to blend them into each other. According to "Gilt and Glimmer," the house organ of Staunton's, Ltd., at the Toronto Exhibition, a woman was overheard to remark when looking at a room exhibit showing paper with the "intaglio" finish, that it was not wallpaper at all, but French cretonne stretched tightly over the wall in one piece, for, she claimed, she could see the weave.

Another method is the veiling of the pattern by an "overprint" which softens the colors, subduing them to such an extent that two papers, one with the overprint and one with the "intaglio" on the same design, when placed side by side, look almost like different patterns.

This over-printing, which, by the way, can now be done by one machine, where formerly three were necessary, was originally created to tone down the designs on papers for home consumption. The bright colors, it was found, sold better on the export market, because the damp, misty atmosphere of England required that rooms should have as light wallpaper as possible. Strange to say, though, it has been found recently that the home market has begun to take considerable interest in the brighter colorings and papers of the "intaglio" finish are having a ready sale.

Wallpaper in the 21-inch width have recently been introduced in Canada and is being manufactured along with the standard 18-inch variety. The 21-inch is new in this country, but has been standard in England and France for some time. With this paper, 1-7 less is required for a room than with the 18-inch and a consequent reduction in the paperhanger's time is noticeable.

Mr. Robert Kennedy, who has been covering the West to the Coast for the late Allen Mfg. Co., Ltd., of Toronto, has joined the Ideal Whitewear Co. and is covering Western Ontario, his old territory.

NEW MANUFACTURING PLANT

Canadian Linoleums and Oilcloths, Ltd., Organized by R. E. Kingsley

A charter was granted during the latter part of November for a new company to be called Canadian Linoleums & Oilcloths, Ltd., with a capital of $1,000,000, to manufacture in Canada. The company is being organized by R. E. Kingsley, who was formerly comptroller of Dominion Oilcloth Co., Ltd., now the Dominion Oilcloth & Linoleum Co., Ltd. Mr. Kingsley has had a wide experience in the manufacturing line, and has been associated with the Dry

R. E. KINGSLEY

Goods trade for some twenty-five years. He was with the Dominion Oilcloth Co. for over 15 years, and previous to that was engaged in the cotton manufacturing business, both in Canada and the United States. Plans are under way to build a plant for the manufacture of oilcloth and linoleum in Montreal, and it is hoped to get production in these lines in a few months. The company has opened up an office in the Southam Building, Montreal, in charge of Mr. Kingsley.

TRADE PROSPECTS GOOD

British Manufacturers Interested—Investigate Cotton Plants

British business men are said to be turning to Canada for trade openings and for several months the number of industrial representatives from the United Kingdom, investigating the market in the Dominion, both as buyers and sellers, has been noteworthy. Among those who visited Canada recently was a party of six members of the Managers' and Overlookers' Association of Bolton, Lancashire, who are interested in the cotton industries. They visited the plant of the Montreal Cotton Company and were in Toronto for a day. They are now in the United States. Their trip was made under the auspices of Lord Levehhulme, head of Lever Brothers, Limited.

CANADIAN DRAPERIES LIMITED

QUALITY

NOVELTY CURTAINS

SATISFACTION

MANUFACTURERS OF

Scrim and Marquisette Curtains

Buy Canadian Draperies made in Canada. Quality and satisfaction guaranteed.

The art of choosing artistic draperies will be easily acquired if you select from our lines of irresistible charm and beauty.

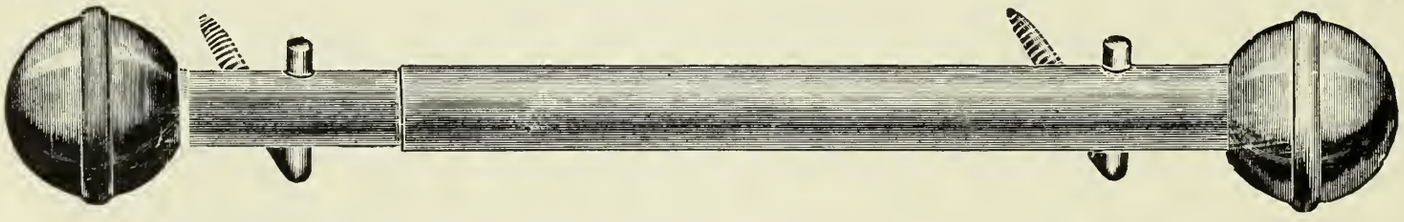
See our traveller and let him show you our range. They are sure winners.

145 Wellington St. West

Toronto

Telephone: Adelaide 4708

A Special for Your Spring Trade From the *Dalmor* Hardware Line



Extension Rod, No. 72—24 to 44 inch extension, 7/16 inch brassed tubes, polished brass ends, 1 inch in diameter.

Weight, 40 lbs. per gross.

1 Dozen Lots, $1.25 per dozen. 3 Dozen Lots, $1.20 per dozen.
1 Gross Lots, $13.75 per gross. 5 Gross Lots, $13.20 per gross.

DRAPERY, UPHOLSTERY, CABINET AND CARPET HARDWARE

Daly & Morin, Limited, Montreal

ACME
TRADE MARK

High Grade
KNIT GOODS

You have but to see our Spring, 1920, samples to realize that we are showing goods you will want to have early and in quantity.

We urge immediate placing that you may not be disappointed.

FINE GLOVES

ACME GLOVE WORKS, Limited
MONTREAL

Operating: Five Factories—Two Tanneries

Spring Lines for Tots Almost Ready

Prices Go Up But Qualities Are Good—A Bit of Color Characterizes Even Infants' Dresses—Few Long-waisted Designs Used.

SPRING lines in infants' and children's wear are just about ready and becomingly pretty are the garments designed for the small girl, smaller and smallest.

Prices are noticed to be about 50 per cent. higher than last year, but nothing but material of good quality is used and a quantity of hand embroidery brings the cost of making higher. In girls' sizes fine voile and muslin numbers will retail from about $5.50 up. The plainer school dresses of ginghams and chambrays will sell for $4.00 up. Smaller sizes will be priced slightly less.

English lawns are seen in some numbers, but the supply of this fabric is very low and manufacturers are going to have to curtail their orders to some extent. Large shipments of Swiss muslins are coming in and numerous dainty garments are seen both in the plain material and the dotted. Dotted Swiss was worn considerably at Southern resorts last season and for this reason it is expected that it will be much in fashion for 1920. Voiles are good, both white and colored, the soft material lending itself admirably to smocking and fancy colored stitching. Ginghams and chambrays, of course, can not be replaced for neat and serviceable school dresses.

"Chateau" Suiting New

A new material being adapted to dresses for this coming season is "Chateau" suiting, a coarse weave, but not so coarse as pongee or repp. It is of light weight and dyed in such a manner as to give a sort of mottled effect of light and dark. Blue, grey, and sand shades appear to advantage in this fabric; and it promises to be attractive to the trade on account of its durability.

As mentioned above, a great deal of hand work is being put on these little dresses and rompers. There are quantities of French knots and smocking and running stitch designs and darning stitch on the pique collars and cuffs which are, by the way, about the only form of trimming outside of the hand work. Generally, the embroidery alone in harmonizing shades of silk gives all the ornamentation necessary.

A new stitch was noticed resembling slightly the chain stitch, except that the chains are about a quarter of an inch apart and joined by a single strand of silk. This stitch in white, with a knotted pink centre in the chain and little touches of green between, makes the rose wreath design, and truly does look like a tiny rose wreath in miniature.

Yokes and Straight Lines

As regards styles, there is little to remark. Few long waisted effects are shown. Most of the models are cut on straight lines, with the skirt hanging from a yoke. Fullness is often added under the arms, which does not mar the straight line. On older girls' dresses, coatees are very good and pleated skirts are shown largely on the gingham and chambray models. Sailor dresses and middy suit styles are staple and always find a ready sale.

A few lace-trimmed dresses are selling, but mostly in the one and two-year sizes. In these sizes, too, organdies seem to be best. One dainty little frock was of flesh colored voile with a white pointed collar edged with Valenciences and blue French knots. A high waist was joined to the skirt by an inch-wide hemstitched beading, ornamented with the same blue knots and run with blue satin ribbon. Another of blue chambray had a three-quarter narrow belt finished with large pearl buttons and joined in the front by a band of heavy smocking and colored embroidery.

Pin tucking is seen to advantage on a number of garments. One good effect is obtained by having the tucking made into one large two-inch tuck on the skirt on a junior dress.

For the Little Girl Going South

Frock of white linen embroidered with pale blue flowers. Belt passes through slashes at front and back, fastening behind in a bow.

A Touch of Color for the Baby

In baby clothes, flouncings and scalloped hems have always been good and should continue to sell well by reason of the many attractive designs now being offered in them.

"Surprising, isn't it," said one dealer to DRY GOODS REVIEW, "a few years ago, little girls' white dresses had to be all white, except for the sash? Now, even in baby clothes it is often just a touch of color in silk embroidery work that sells the dress."

The sash, though, is still prominent and is sometimes matched by a narrower ribbon run through the collar of the dress, and the sleeves, which are usually short, with bell or frilled cuffs.

In rompers, the skirt style is good, with big pearl buttons around the waistband and darning stitch on white pique collars and cuffs, or maybe a tiny frill of the hemstitched lawn. Embroidery touches are seen here, too, so that even children's play clothes share that touch of distinction which is given their 1920 clothes by the profuse hand-work just described.

One smart little romper has patch pockets shaped like ducks, each facing towards the front. Another has flower pots for pockets, and so on. The touch of hand embroidery outlines these pockets, of course.

RIBBONS

Continued from page 83

They include many things for babies and nurseries, but makers of this class of merchandise state that almost their whole time is taken up just now with supplying high-priced gift articles. Consequently, we see in the shops, sachet pillows retailing at $5.00 each; camisoles at $7.00 and $8.00; opera bags at almost any figure, and so on. These articles, of course, are very daintily fashioned and hand-tinted, but then, "people who buy these things don't care what they pay for them," one was heard to remark, and so retailers who make a good showing of these goods are finding them quickly taken up.

The 1920 World Convention on advertising will be held in Indianapolis, June 6 to 10. Preliminary plans have already been submitted. The officers of the advertising association plan that "brass tack" discussions of advertising and selling problems shall be the subject of every address at the Indianapolis convention. The convention, both in its general sessions and its departmental meetings, will get down to the problems of distribution and study them intensively for the four business days of the meeting.

Midwinter Styles For Girls

Winter winds will not weaken the joys of girls so se asonably clad in warm and stylish coats and becoming hats. The beautiful white beaver at the left has a band and streamers of grosgrain ribbon; next is a bright green broadcloth hat with velvet top; a stunning little black and white tam and one of white Worumba chinchilla are both fascinating; at the right is a more dressy plush and velvet model.

Children's Millinery

For small ladies, milliners are preparing some very charming styles to be worn when they put away their woollen toques and sleighs and hunt out their roller skates.

Girlish faces in Spring 1920 are going to be framed in poke shapes; not the poke of the Victorian era, with a high stove-pipe crown and a three or four inch windshield almost concealing the countenance, but a shape with a medium-size dome-shaped crown and just a "pokey" sort of droop to the brim.

Trimmings are going to be far from elaborate, generally a band of gros-grain or taffeta ribbon with a tailored bow at the back and very, very long streamers. Perhaps a tiny cluster of ribbons will add a touch of color to the side front.

Black continues to be the favored shade for school-girl millinery, although there are numerous of the seasons' brightest shades found in the straw hats that are on the market.

Straws Demand High Prices

The scarcity of straw braids is going to send prices up still higher for the coming season. There is a shortage, too, of help, and when there is a demand for increased numbers of the hand-made shapes of fancy braids another factor is added to keep prices high.

Some of these latter shapes are very pretty when made in an interlaced effect. Made of ribbon and straw braid interlaced, the result is quite pleasing and a saving of straw is also effected.

For two and three-year-olds, fancy braids are used almost exclusively in the straw hat line. They are created mostly in exaggerated bonnet shapes and trimmed with satin rosettes and hand-made flowers of satin.

Babies' bonnets will change little from their usual lines. Lawn and lace, organdie and embroidery, pique with colored piping, and silk poplin are all good.

NEW YORK HATS AS SEEN BY A BUYER

Mrs. Allan J. Smith, 744½ Yonge St., Toronto, upon her return from New York recently, stated that the quantity of brown hats being worn was really remarkable. The same color was seen, too, in evening dress, and many of the hats, of course, were theatre hats or tea hats designed to be worn at informal evening and afternoon affairs. Navy and silver, or black and silver were other good color schemes noticed.

These tea hats are very much worn and are created from tissue, gold lace, and maline. They are of a medium size and are sometimes trimmed with fur or brocade. They are the nearest thing to dress hats that is being worn. Large hats are seen scarcely at all.

Another noticeable feature is the quantity of paradise that is being worn. It does seem as if there must have been heavy supplies of these feathers in the country when the ordinance came into force forbidding its importation.

On the streets, Mrs. Smith remarked, draped turbans were seen, and this soft effect, she believes, will continue throughout the Spring in the folded and sectional crowns.

When asked what she noticed of fashions outside of hats, Mrs. Smith answered: "Well, there was tomato red for instance, in waists and gowns, but outside of that I can tell you little. You see, unless I am looking for something for myself, I really don't notice anything but hats. The first thing I see about a woman is her hat, and I'll remember it when I haven't the faintest idea what sort of a dress or suit she wore"—and so you may be sure she sees the right thing in hats.

BEADS

Very charming are the French necklets which have appeared in Toronto stores just in time for Christmas trade. They are of small colored beads woven in strands ¼ to 1 inch in width and finished with a woven pendant exhibiting the same design as is on the strand in an enlarged form. The motifs are varied and intricate, some of Chinese and Egyptian origin. A card attached to some of these ornaments gives the name of the wounded soldier who did the work, also when and where he was wounded.

New Modes

It is thought in fashion circles that the close-fitting flaring jacket with slightly flaring skirt will typify 1920 Spring suits, especially those for misses. This one, already shown in New York, is of covert cloth, trimmed with narrow brown braid. The hat is of beaver.

Four separate flounces each bordered with four fine tucks and satin piping, are a novel feature in the attractive tricotine gown illustrated. The sleeve, too, is distinctive.

Keeping Clear of Extremes

The Style Committee of the National Cloak, Suit and Skirt Manufacturers' Association at their meeting in Cleveland, Ohio, on December 6, gave few arbitrary rulings in regard to styles for 1920. This may possibly be because they feared to set the seal of their approval on any fabric which they would be unable to obtain later in the season or it may possibly be an effort to foster individuality of style in every woman's wardrobe.

Certain it is, that a wide choice will be offered the women of America during the coming season, so that they may express their own personalities in clothes without offending Dame Fashion.

SUITS

For the conservative woman is the strictly tailored suit with possibly a ripple back or distended pockets on the hips. For the debutante, sub-deb, or flapper types, jaunty Eton suits will be a la mode. Most of these shown were of the practical navy or beige.

The sleeves are generally long, and snug-fitting, set-in or raglan. Often they flare at the cuff. On the "foxy jackets" or Eton models, three-quarter bell sleeves will be good.

Belts there were, of narrow leather and trimmings of fringe, stitchery, braid or buttons.

The skirts of these suits are cut on high bodice lines with often a sort of bib in the front which simulates a vestee under the coat and gives a three-piece effect.

SKIRTS

Skirts will be short, but not scant. The one outstanding tendency of the whole convention was a desire to avoid extremes. Thus, for misses, skirts will be about 10 inches off the floor and as a woman's years increase, the number of inches decrease, making it about 7 inches off for the matron. Suit skirts show an inclination to follow the line of the coat. Peg top effects were shown with wide belts and some distended pockets. The slightly bouffant hip was a noticeable feature, particularly in misses' lines.

COATS

For sports wear the short hip or three-quarter length jacket of woolly material in particular has returned. Some are tight to the hip line with a ripple back. Many checks and plaids were exhibited in high shades of rose or blue. Taupes and browns were also prevalent.

Redingote effects are vogue for the woman who wishes a full length dress coat; but the Dolman wraps are expected to continue in favor even through the Summer months.

The keynote of the Style Committee's report was a desire to avoid exaggerations and to emphasize the motto—"A style for every woman and every woman wearing her own style."

Suits and Coats

The Short Sport Coat Comes Back—Spring Ranges to Show Covert Cloth and Tweed in New Separate Short Styles—Novelty Silks for Southern Suits—Labor Conditions Continue a Problem.

THE most important item of news about coats is that the short sports coat, which had such a tremendous vogue about five years ago, is making its appearance again. This will be doing its "bit" in reducing the H. C. of L. to a fractional degree on account of the smaller amount of material used in comparison with the dolman effects of recent seasons. These new coats will be made of covert cloth or tweed. More conservative styles in the regulation length will be created from those same materials, plus gabardines, velours and silvertones.

In suits the situation shows no change from reports in the last issue of DRY GOODS REVIEW. Skirts are to be again 8 or 10 inches from the floor and in straight line effect. Tailored styles are best and button trimmings the most noticeable. Jackets will be shown in straight lines, in flaring effects, some bloused designs and with plenty of provision for waistcoats.

"Prices have not yet reached their peak," is the verdict of suit manufacturers, as well as others. Deliveries of materials are poor and especially from Canadian mills, which are so small that the unprecedented demand has simply overwhelmed them. Owing to the shortage of help, too, it is going to be necessary for the manufacturers to apportion orders to their customers just as the mills are doing to them; that is, giving them each a certain percentage of their order of the previous year. Thus it behooves all concerned just to take what they can get and be thankful for it, which is rather unfortunate when other conditions all point to a splendid year in ready-to-wear apparel.

Labor Continues to be a Big Difficulty

The help problem continues to be just as unsatisfactory as ever in the coat and suit, as well as the dress manufacturing business. By actual observation, one maker claims that his help do no more than 7 actual hours' work a day and are getting more than double the pay they received a year ago.

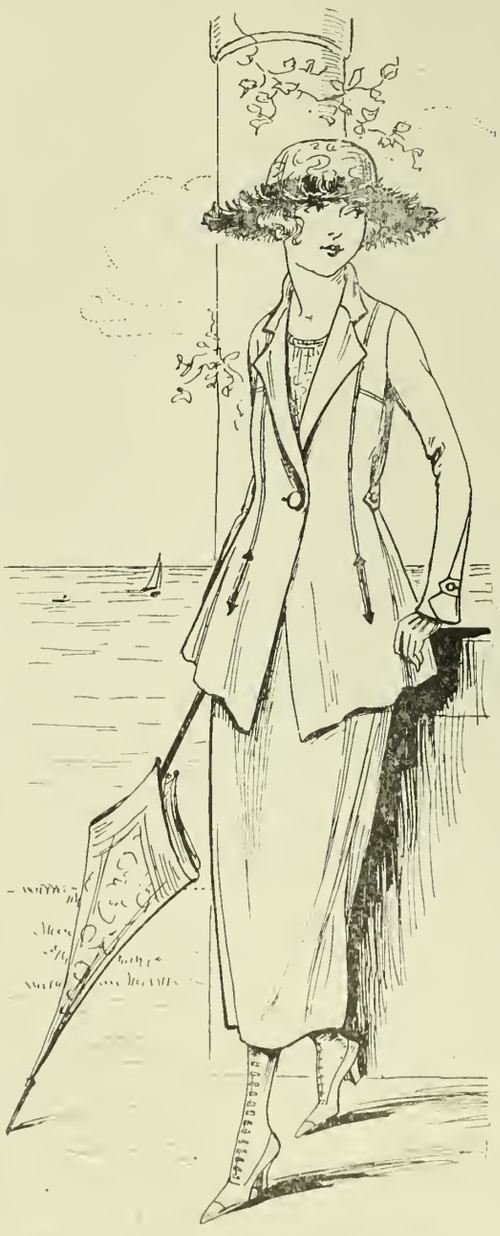
Moreover, the employer does not even know how many employees he can count on from day to day. One day there will be five operators taking the day off; the next day maybe only three will argue, "Why should life all labor be?" The day after pay day there may be ten away. The manufacturer feels that he is quite under the management of his help.

Consequently the buyers will be fortunate who are able to get their orders in early and have them filled in time for the first part of the season's business.

Suits of Heavy Silk Popular

For Southern wear, buyers state that silk suits are proving very favorable and that they will be worn by fashionable folk next Summer. These silks will be mostly the heavier, novelty weaves. Silk serges and ribbed silk are shown in practically every collection of suits coming over from France and from New York. Tricolettes, jerseys, tonkin (a heavy rajah in oyster shades) are all mentioned as good sellers for the South.

Just now there is a new brushed wool fabric on the New York market. This has a long pile and is toned to resemble muskrat. It is made up with jaunty short coats in the new styles, which have loose sleeves of the dolman cast and a 6-inch band, which holds them in snugly below the hips.



Misses' Palm Beach Suit

Blue linen is featured in this smart suit for the Sunny South.. The fashionable flare to the jacket and the simple straight lines of the skirt give a new and dignified silhouette which is liked in early styles.

BLOUSES

In blouses Georgette continues in the lead although there is some talk of net coming strongly into vogue at the beginning of the new season.. Already this Fall those manufacturers who have shown numbers in net have found quite a ready sale for them, but some towns take them up more readily than others. Nets in ecru with lace are in especial favor in New York just now.

In both Georgette and crepe de Chine the blouse manufacturers are about at their wits end to procure sufficient material to work with. The wholesalers and jobbers alike have nothing to show, and only an occasional few yards here and there can be picked up for sorting business. The largest wholesale houses are finding the same difficulty in getting sufficient quantities of silk to make up the orders which retailers require. For this reason it is quite likely that the Spring ranges of lingerie blouses will be prepared a little in advance of the usual time.

Manufacturers of cotton blouses in fine grades who use Swiss embroidered fronts have been receiving some of their shipments, and already ranges of these blouses are to be seen. Travellers who start out in January with this new line will have little to show in the way of silk blouses.

Some of the lingerie and the more dressy silk lines are featuring the short sleeve. Manufacturers however differ in their opinion as to just what extent the short sleeve will be taken up for Summer. Some of those who cater to the more exclusive trade are making almost all their newest designs with short sleeves, while others vary from just a few short-sleeved models to 50 per cent. in that style.

Tuckings, frillings, pleatings, embroidery, beads, and to an increasing degree, lace, are the characteristic trimmings.

NEW INCORPORATIONS

D'Allaird Mfg. Co., Ltd. Capital $500,000, divided into 5,000 shares of $100 each. Chief place of business, Montreal (Private company).

W. J. Westaway Co., Ltd., Hamilton. Capital $200,000, divided into 2,000 shares of $100 each.

Congoleum Co. of Canada, Ltd., Montreal. Capital $1,000,000, divided into 10,000 shares of $100 each.

Montreal Fur Auction Sales Corporation, Ltd., Montreal. Capital $500,000, divided into 5,000 shares of $100 each.

For the Dainty Debutante

Two-toned satin and malines make up the very modish dance frock at the left. It is trimmed at the hips and over the shoulders with frayed ruffling. Silver grapes enrich the bodice.

In the centre is a distinctive new design in jersey cloth—a frock trim and pretty for winter days.

Black taffeta, crisp and youthful, is used for the gown at the right. The ostrich feather ornaments have old blue centres and the girdle is of jet.

These are three brand new Peggy Paige models from New York.

GLOVES

The situation in regard to leather gloves still remains a difficult one, and each month seems to create a greater scarcity. So far as a supply of kid gloves from France is concerned, Christmas shoppers are finding a great dearth. One Canadian importing house stated to DRY GOODS REVIEW that they received only 15 per cent. of the orders that they had given for delivery this Fall of goods for the Holiday season, and their order given earlier in the year had been cut down much over that of last year. The reason for that was that the strike lasted between eleven and twelve weeks in France, and it was impossible, after it was over, to get the goods through in time to make delivery for the Christmas season.

The general opinion is that fabric gloves are having a very good run, due probably to the price of kid. Silk is good but does not quite keep pace with chamoisette.

In both fabric and kid gloves the vogue is for the long wrist, whether straight or in gauntlet style. The straight wrists are ornamented with little pleated frills placed in single or double rows—not a new design by any means, but a very appealing one nevertheless. Then others are finished with pin tucks, often stitched in a contrasting shade. Lace insertions, fagot edged, is another trim. In chamoisette bands of contrasting color make an interesting wrist.

A deep V inset in the gauntlet wrist of either silk of chamoisette in a harmonizing shade gives an attractive touch. For cold weather there is a neat glove of chamoisette lined with silk, duplex sewn, now appearing on the market to be retailed at about $1.75.

Favored colors in fabric gloves are buffs, modes, sands, browns, and chamois.

The Stanley Mills Co., Hamilton, Ont., have purchased the Myles Building at the corner of Main and Hughson Streets. It is a 6-storey and basement fireproof building, 70 x 70 feet, in the heart of the city. It is the firm's intention, as soon as they get possession, to rent the three lower floors for offices, retaining the basement and three top floors for their reserve stock of merchandise.

Miss Grace Tryon, of the National Cash Register Company, paid a special visit to Bryson-Graham, Limited, Ottawa, and gave an interesting lecture to the managers upon "Salesmanship and Store Service."

Harrison's, ladies' tailors, 389 Cooper St., Ottawa, are going out of business and are selling out their entire stock.

New York's Social Season Well Away

Consequently a Gorgeous Showing of Fashions—The Prince of Wales an Honored Guest at the Metropolitan and Horse Show.

NEW YORK, November 29.—Several important social events this month have contrived to keep everybody very much "dressed up." First there was the visit of the Prince of Wales, who won his smiling way to the hearts of New York and Washington society just as easily and completely as he captured the devotion of Canadians. He was entertained at the Metropolitan Opera, Horse Show, the Hippodrome, and at numerous select dinners and dances in both cities. He himself gave a dinner to his American hosts on board the "Renown."

In his honor, Lord and Taylor's decorated a window showing a tableau of President Wilson, King George, and the Prince, the background being draped with the Stars and Stripes and the Union Jack. Huge crowds admired this display during its whole appearance. Of more particular interest to fashion devotees was another window, in which was shown a blouse named the "Prince of Wales." It was made of duvetyn in "Prince of Wales blue," with his feathers embroidered in the front with grey wool. It had short kimona sleeves and round neck edged with grey wool stitching. The narrow tie girdle was lined with grey Georgette and the short peplum was finished with scallops.

Evening Togs at the Metropolitan

There was the Metropolitan Opera itself, of which the opening night brought forth a crop of gorgeous new evening gowns and wraps. Green seemed to be the prevailing shade for gowns in the jade and peacock hue especially. Some brown was also seen. Chantilly lace was in evidence for trimming, and next to it, jetted and pailletted effects prevailed.

The gowns were cut with long, tight skirts, often draped up towards the back. Many had long, narrow trains trailing perhaps a yard behind. Few were the hip draperies and bouffant effects, and confined generally to the younger members of society. Ostrich fans waved in almost every box, but there was one fan noted of black paradise, which looked stunning carried with a dress of white chiffon.

A New Color Combination

And speaking of evening gowns, Altman's had a window of charming models, of which the most worthy of note was one composed of a delightful blending of yellow and grey. Maize silk covered with yellow net, in turn shrouded with grey net embroidered with steel beads showed a delicate mingling of the two shades. The front and back were straight panels while the sides were formed by tiny puffs of net one above the other, held in place by a string of steel beads.

A similar color scheme appeared in a window of blouses at Best's which attracted attention. One of the simplest, but nevertheless one of the prettiest, was of grey crepe covered with crepe in a mustard shade. It had a wrinkled girdle which tied on in front, round neck and kimona sleeve.

Real Lace in Blouses

Irish lace, however, tends to be the leading feature of blouses at present. McCreary's had one on sale for $28, made entirely of Irish lace in a neat design following the pattern of the lace with round neck, elbow sleeves and back fastening.

Other waists were seen made of combinations of real laces in almost a patchwork effect. Dyed lace, too, is used to a great extent for bandings and insertions. Franklin, Simon & Co. showed a model of black net edged with black lace about 4 inches wide and designed to simulate an elbow length cape coming to a V at the waistline in front and fastening at the back.

Overblouses are still being worn, many coming below the hip-line but judging from French models recently brought over, the tendency is for the peplum to become shorter and fuller.

The Mary Walls Shop

A new specialty shop of interest was opened this month by Miss Mary Walls, for some years a buyer for Wanamaker's. At her opening the many beautiful models displayed were somewhat in the background compared with the interest centred around Miss Walls herself, who received innumerable calls and floral tributes from her friends and well-wishers.

Colder weather has brought a rich array of furs on the Avenue, and sable, it seems, is the most popular. But there is also an abundance of squirrel, beaver and skunk. Coats are by far ahead of sets in milady's favor, but some of the snappier days saw a good many muffs out taking the air. At the Ritz it was noticed that light-weight suits are being worn under the fur coats. Navy tricotine with frilly blouse made several attractive costumes.

Beautiful Bags are Seen

There is no end to the variety of handsome bags carried with street costumes. Batik decorations are considered quite fashionable. Bead and brocaded materials, too, are seen in abundance. A stunning bag noticed in a specialty shop was made of a Paisley shawl with the design worked in beads of matching colors.

One can easily imagine the attractiveness of such a bag with an afternoon gown of velvet—the favored material for both the more youthful and the more matronly of the female sex. One striking model was seen carried out in cadet blue. A simple tight-fitting waist with round neck and very short kimona sleeves had two silver insertions one inch wide down the front. These insertions were continued the length of the straight overskirt and two more were introduced at each side. A little ripple basque was held in place at the side front with a "'Jenny" bow. The most unusual feature of the frock was a "drop" of grey squirrel at the bottom.

Suits Worn Very Little

One notices that suits are being slightly neglected in favor of coats these days. Nevertheless, some fashionable misses have been seen wearing them at the Horse Show and the rugby games, made with a wide crushed girdle and a large buckle fastening on the left side. For Spring, indications point to the revival of Eton jackets. Few vests will be worn, and those in a blouse effect, while skirts promise to be a trifle wider and shorter.

Sports Clothes at Palm Beach

Judging from clothes shown for Palm Beach wear, the leading fabric for sports clothes in the Spring will be sports angora. John Wanamaker has been showing a varied collection of suits made in striped and plain combinations or checked and plain. Another effect is obtaiend by using a jacket of the angora with a skirt of baronette or tricolette trimmed with bands matching the jacket. Favored shades in these garments are canary, amethyst, blue, and emerald.

In the matter of bathing suits there is not much to remark. Costumes of black silk are being trimmed with nosegays of brilliantly-colored wool. Knit suits are featuring narrow belts rather than sashes.

Bright Hues at the Horse Show

Gay colorings were the feature of the wraps worn at the Horse Show. Rose. French blue, jade, American beauty, and violet were prominent. Materials were velvet and brocade, with possibly preference for brocade. High fur collars finished the wraps, chinchilla and white and black foxes being to the fore. One particularly splendid model was of jade green satin having a deep band of white mongolie around the hem. Two rows of lacy ruchings outlined the shoulders, from which hung Chantilly lace in a poppy design reaching to the hem.

In the little hats worn with fur coats, high colors, rose and flame shades predominated. There were some small draped turbans, too, of gold cloth.

Mrs. Vernon Castle was seen here one evening in a very noticeable costume. Under a draped cape of black brocade deeply collared with kolinsky she wore a plain black satin frock with round neck, short sleeves, and collar and cuffs

of eyelet embroidery. The whole was topped by a high draped turban of firefly silk with high waving clusters of paradise crossed in front and held by a rhinestone arrow.

An Alice Blue Gown

Probably the most "dressy" play which opened during the month was "Irene" at the Vanderbilt Theatre. The plot itself centres around a dressmaking establishment of Madame Lucy—a male couturire. Much of the conversation and lyrics is concerned with a certain Alice blue gown. The latter finaly makes it appearance on the stage underneath an attractive coat. The dress itself is of Alice blue chiffon banded with flying squirrel. The pelts run on the bias and some fur edges the short sleeves and tiny pockets placed high on the skirt.

Handsome Wraps for Children

It is remarkable what beautiful and luxurious garments are being worn by the smallest tots. At any children's party fur wraps may be seen rivalling in quality those of the little wearers' mothers. Tailless ermine seems especially favored, and grey squirrel also. "Sub-debs" wear combinations such as Hudson seal and squirrel or beaver.

Furs are seen, too, by way of trimming on some very smart little dresses. One of red duvetyn had inset of tucked bands of self with the neck and sleeves outlined with grey squirrel. Hand embroidery is still prominent on party and school dresses. Braid ornamentation receives attention, too. Franklin, Simon & Co. were showing a dainty frock of blue satin with a red satin bolero meeting at the neck and edged with looped braid, the points finished with tassels. The cuffs and distended pockets at the sides were also of the red satin, and looped braid touches up the pockets as well.

SILK UNDERWEAR

Silk underwear is selling well and there is little sign of silk and cotton mixtures taking any definite place as a substitute in the Canadian trade. Japanese, Italian, and glove silk weaves are the best and flesh is the color most favored. Only to the most exclusive trade are shown Georgettes and satins in the fanciful colors one hears about in American shops. Wash satin has a ready sale here in flesh and white.

The camisoles of dark colored ribbon are going strong as a Christmas item.

A scheme is under way to establish a textile school in Toronto. At a joint meeting of the technical council of the Canadian Woollen Manufacturers' Association and the council of the Canadian Textile Institute, an endowment fund was started. The idea is to found a school for woollen workers in Toronto immediately, and later one for cotton and silk workers in Montreal. The committee in charge has already approached Sir Robert Falconer and Brig.-Gen. Mitchell, of the Faculty of Applied Science. It is understood that the school in Toronto will be under the wing of the University.

NEW INCORPORATIONS

The John D. Ivey Co., Ltd., Toronto. Capital $500,000, divided into 5,000 shares of $100 each.

The Superior Knitting Mills, Ltd., Mount Forest, Ont. Capital $100,000, divided into 1,000 shares of $100 each.

For the Southern Trousseau

The hat, scarf, bag and skirt at the left are of turquoise blue Fan-Ta-Si, a beautiful, heavily corded silk in two tones. The skirt has novel accordeon-pleated side panels.

In the centre the same material but in "honey dew" shade—a new Spring color described in an earlier issue of DRY GOODS REVIEW—is used for the simple device of a sleeveless over-blouse and skirt.

Sunset Fan-Ta-Si is used for the smartly designed sport skirt at the right.

Photos by courtesy of A. Migel Silk Co., Inc.

Dresses

Full Skirts in Extreme New Models—They May be in Vogue Next Fall—Short, Tight Sleeves And Petal Collars for Ultra Smart Folks—White Satin Dinner Gowns a New Feature—No Nipped-in Waists for Summer.

STYLE changes as noted in advance Spring lines are very slight and yet they bear the elements of importance. Skirts will be a trifle shorter and a trifle fuller. There will be only a suggestion of the bouffant hip effect, developed by means of distended pockets or a wide panel effect extending out at each side. The fullness at the side will continue and some cartridge pleats are being shown. There is a feeling among those closely in touch with designers and fashion tendencies that while the extremely full skirt is by no means with us, there are indications that it is on the way. Some of the recent arrivals from Lanvin's creations point that way. Canadvance Spring numbers already show the very full skirts in a few of the extreme models. Especially do Jeanne Linvin's creations point that way. Canadian buyers, however, do not look upon these extreme styles as indicative of anything characteristic of next Summer, but it is possible that by the Fall of 1920 the really full skirt will be quite noticeable. For the early season, however, the tight skirt is giving way to a comfortable fullness, which has the appearance of being narrow on account of the full sides and distended pockets mentioned above.

Short, Tight Sleeves

The short sleeve is expected to arrive for sure, but a number of long sleeve models are being shown as well, and these will no doubt continue to find ready sale throughout the country generally, but should the weather be favorable the advent of the short, tight sleeve will be made the more easy. Quite a number of the day dresses being shown particularly for the South have short, tight sleeves—little straight affairs. The neck line has been altered not at all, but relief is shown in dainty touches and vestees. One neat little finish which is seen on some of the French dresses is the petal collar. This done in pink or white is quite a dainty little touch on a number of the dresses, as well as blouses. One blouse noted was of brown Georgette with shell pink petals around the neck line and the cuffs.

Novelty Silks in Advance Models

A number of the novelty silks are being taken up quite readily in the advance purchases. A noteworthy feature is the favor given to white tricolette and also to white minuette; the latter of these is a fine tricolette, really a silk jersey. Fan-Ta-Si, which became a fashion note last Summer, is being featured again in such shades as peach, light blue, rose, green, lavender and purple. Lavender and purple are spoken of very highly as Spring colors. Another feature which will be interesting to buyers of garments for fashionable people is the tendency towards white satin for dinner dresses and house dresses. A year ago the bulk of the dinner dress trade was done in black with lace and net and a touch of color, but this year the trade is tending towards the all white dinner dress, and this is found, as stated, to win much favor as well for house dresses.

Taffeta and Georgette Frocks

Taffeta is always good for Spring and is expected to fulfil its role of giving satin a little rest in the beginning of 1920 for general uses. Georgette, however, will be very strong again, and in this material a slight basque effect with a sash tying at the back of soft material is considered good. Taffeta is also good for indoor dresses and for traveling. In navy blue especially is it going to be stronger than ever for traveling purposes. All manner of designs are being created, featuring filet and chantilly laces for dinner and evening frocks; dance frocks are featured in net with pale shades of silk. A number of afternoon and day dresses are being made up with Madeira open-work in white and ivory to give relief to the neck line and frequently, too, in developing a vest. This touch is especially good on navy, black, brown and taupe silk frocks. There are smart trains on most of the Spring evening gowns.

For the ultra smart dresses during the past season, beading has been just a trifle passe, but on the new frocks coming out for Southern wear and advance Spring styles the milk white beads are quite prominent and are considered very new. There is some of the twisted shoestring embroidery again and a great many buttons in fancy and colored pearls and also in silk for trimmings.

Accordeon Pleated Skirts Good

Combinations of harmonizing Georgette, or Georgette and taffeta, have not ceased to be attractive, neither have overbloused nor circular overskirts. Accordeon pleated skirts are gaining in importance, and especially in white are these considered a strong feature for Spring. A number of new designs have deep accordeon pleated flounces on elbow sleeves. The low and comfortable waist line is characteristic for dresses. "There will be no nipped in waists for next year," said one of the largest buyers of exclusive dresses in Toronto.

HOPES HIGH FOR EUROPEAN SILKS

A buyer in a wholesale silks department, who has just returned from Europe, told DRY GOODS REVIEW that he was elated over the bright prospects for the rapid return of the Swiss goods into the Canadian field. He has placed large orders for Spring, and expects that good deliveries will be made. These lines include paillettes, duchesse, charmeuse, and taffetas. The second and third on this list, he believes, will be very strong; he is inclined to think that taffetas will not be as good as they were, and welcomes this weakening, from the point of view, of course, of the uncertainty in the wear. Prices are higher than ever, but he is inclined to think that they have about reached the pinnacle.

Speaking of conditions of manufacture in Switzerland as they obtain at the present time, he ascribed the improved position to two reasons. One was the fact that during the latter part of the war there had been an embargo in England against the importation of silks, for purposes of national economy, and the natural result had been that shipments to Canada were greatly curtailed. Another reason was that for some time the Germans were having shipped into that country the "schapp" or filling material for the Swiss silks, and were using this for munitions when their cotton supplies went short. As soon as the Allies heard of it the supplies of schapp were cut off from the Swiss, and the result was that comparatively little in the way of medium-priced goods were manufactured. Now they have all the supplies that they want, their operatives are back in full force, and the country is flooded with orders from all over the world.

So far as French goods are concerned, this buyer looks for a period of nearly six months to elapse before there is any great improvement. The silk mills were completely disorganized during the war; it is impossible yet to get skilled operatives in anything like the number that are required; there are constant labor upheavals, with almost impossible wages being demanded, that have forced prices of French silks in many cases to almost

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Urging Garment Buyers To Spread Out Purchases

Montreal Cloak and Suit Manufacturers' Association Eager to Bring Spring Buying Back to November and December—A Successful Banquet.

THE first annual banquet of the Montreal Cloak and Suit Manufacturers' Association, held at the Windsor Hotel, Montreal, was such a success as to guarantee a repetition of the affair year after year. Besides a large attendance of the members of the association a number of guests were present, including the chief guest of honor, F. W. Stewart, past president of the Montreal Publicity Association, and general manager of the Canadian branch of Cluett, Peabody & Co., Limited; P. B. Glickman, A. Cooper, D. R. Campbell, L. J. Robinson, D. Freeman, Geo. E. Fraser, A. Snyder and S. C. V. Pellig.

The president, I. Greenberg, in his address dealt with the past history and the promising future prospects of the Association, and was able to point to many services it had been able to perform for its members and the general interests of the trade. F. W. Stewart spoke of the many advantages of trade co-operation, and was able to base his argument on pointed illustrations from his own wide experience. The secretary, H. K. S. Hemming, brought up a vital question to the whole trade in the scarcity of labor, and the necessity for instituting some system of apprenticeship, or trade teaching. Closely associated with this was the desirability of extending the working time of the manufacturing year so as to have the employes busy as nearly as possible for the full 52 weeks instead of the present average of about 32 weeks only. He urged that a campaign should be organized to elicit the support of the buyers throughout the country, so that they might be persuaded to place their orders for Spring goods in November and December of each year, and their fall goods in May and June instead of concentrating their buying within a couple of months close to the selling season.

This spreading out of orders would enable the manufacturers to extend the working time by one-third in each season, which would result in much more satisfactory deliveries. Not only so, but the quality of the goods would be better, and the work would not be rushed as it had been done under present conditions. A third advantage would be that the goods could be sold to the retailers at more reasonable prices as the hands would not be so insistent on making unreasonable demands for increases in wages to cover the limited portion of the time during which they worked. With these views the gathering gave evidence of being thoroughly in accord.

During the evening presentations were made of gold and silver fountain pens to the president, Mr. Greenberg and the secretary, Mr. Hemming, in warm appreciation of their services to the Association. Mr. Greenberg was re-elected president, with Milton Felson, vice-president, and Mr. Hemming, secretary. The Executive consists of S. Medina, S. Lande, J. C. Zacks, E. Lazare and W. C. Bishin.

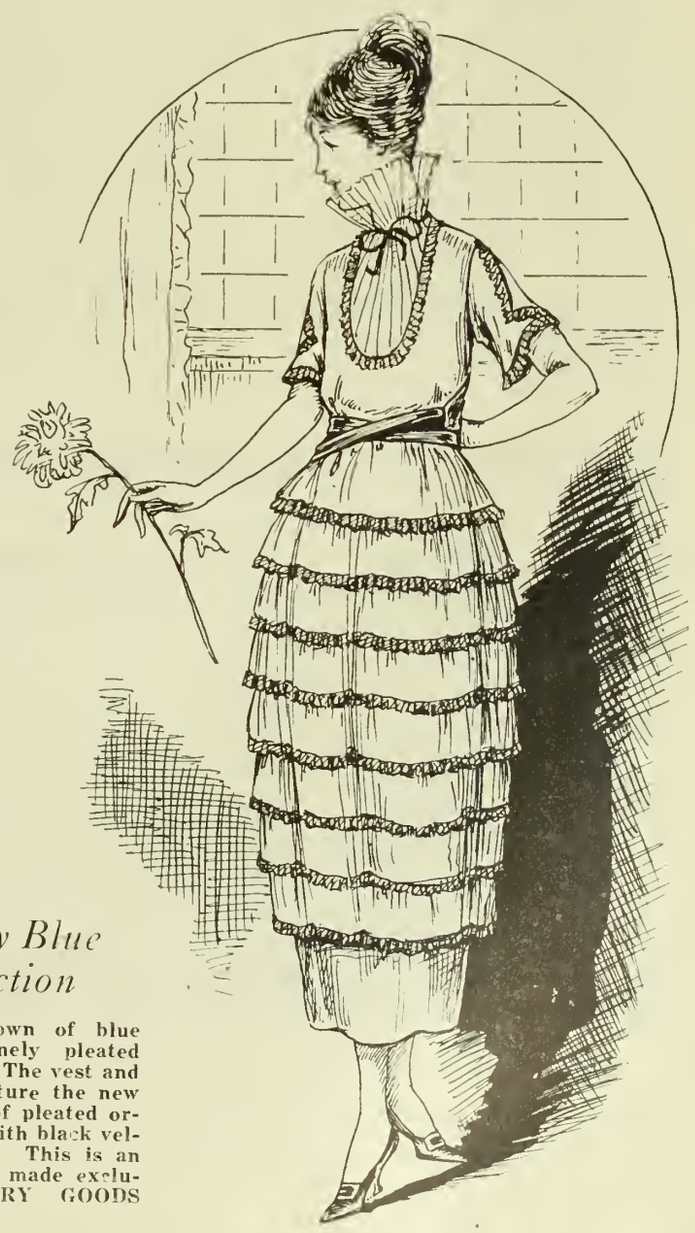
HOPES HIGH FOR EUROPEAN SILKS

Continued from page 122

prohibitive heights. But this will regulate itself in good time, and there is already a spirit manifest among the French working men that promises a sane attitude on the question of wages and a broad view being taken of the interests of the worldwide markets for their products in the face of Swiss and other competition.

For the time being the Swiss goods are still the cheapest, but in short time he believes that the world will be going back to France for those typical French goods, Georgette and crepe de Chine.

The Merchants' Record, of Chicago, has just published an attractive catalogue of "One Hundred Good Displays of Women's Ready-to-Wear," showing fine halftone illustrations of original show-window displays which have appeared in their journal during the past year. The catalogue is printed in sepia on coated paper, with buff cover, and sells for $1.00. Copies may be had at that price by writing to DRY GOODS REVIEW.



A Navy Blue Attraction

Afternoon gown of blue serge with finely pleated navy silk frills. The vest and high collar feature the new French style—of pleated organdie or net with black velvet ribbon tie This is an original design made exclusively for DRY GOODS REVIEW.

The Art of Corsetry

Mrs. McMichael, of the Canadian Gossard Co., Charms Women Designers—Corsetry too Ethereal to be Known as a "Science."

MRS. McMICHAEL, of the Canadian Gossard Company, held the fascinated attention of the Women Designers' Club on Wednesday, December 10, at the Laura Matilda Tea Rooms, for a short hour and a half, when she gave a talk on corsetry, illustrated with living models. The first point she brought out was that she objected to the use of the phrase, "Scientific corsetry." To her mind scientific seemed to infer very deep study, which should not be associated with anything "so charming and so much the essence of femininity as a woman's corset."

Corsetry should be an art rather than a science and as she said, "The essence of art is to have it so well expressed that it remains a mystery how it was attained." The musician and artist founds his work on fundamental laws of technique which are unapparent to the ordinary observer in the finished work. In the same way the "science" of corsetry should be kept in the background. Mrs. McMichael prefers to use the term "right" or "correct" corsetry.

Three Important Points

Three things are necessary in attaining the ideal of correct corsetry. First, a uniformity of ideas and a standardization of aim among designers and fitters; second, a distinction must be made between the work of the designer and fitter. The aim of the designer is not to create a decorative corset to mould the body as one might a "sack of meal," but to create a support for a living anatomy —a support that makes a woman appear to be wearing no corset at all. The aim of the fitter is to put on the wearer the correct corset designed for her figure; third, there should be a well-expressed purpose in the whole art of corsetry, and that is to make women sure of themselves, to give them poise. The reason why men do not have to wear corsets is because their muscles are harder. A well-poised figure reflects a balance of mind which women are often accused of lacking, that can be attained in no other way. The woman who knows that her gown is perfectly fitted is sure of her appearance no matter in what company she happens to be, and her mind is that much more at ease.

Basis of Fitting—the "Anchorage Line"

By fitting different types of corsets on living models, Mrs. McMichael demonstrated the cardinal points of corset fitting. There is a naturally defined anchorage line on the body, and if the corset is not made secure at this line it will seek its own anchorage line at the waist or at some other point which will harm the wearer. "Correct design makes this anchorage line the basis of support; correct fitting makes it secure."

The classification of corsets worked out by Mrs. McMichael is according to the difference in measurement between the waist and the hips. It has been found impossible to fit corsets judging purely from the waist measure. If the bones are properly laid by the designer on a naturally poised figure, by the use of correct corsets a poorly-poised figure may be gradually conformed to its right proportions. The one danger from wearing properly fitted corsets is the danger of overheating the body. This can only be overcome by the use of light-weight material.

Corsets Harmful if Not Rightly Worn

Mrs. McMichael's final point was the necessity for adjusting one's corset properly when putting it on. "The doctor," she said, "can prescribe a remedy for a sick person, but unless it is properly applied it will be useless." Thereupon she explained carefully the lacing and fastening of the corset, so that the anchorage line should be held permanently in position.

An important scheme that Mrs. McMichael is working on at present is the standardization of measurements so that corsets can be sold over the counter without being fitted. Any one in the trade will realize what a difficult thing this is, but which, if accomplished, will save an immense amount of time and minimize corset exchanges.

Mrs. McMichael is leaving the Canadian business of the Gossard Co. this month, to the great regret of Canadian friends and business acquaintances. She expects to go to California for a vacation during the Winter, and after that her plans are indefinite. W. G. Rook, formerly president of the "Canadian Home Journal," is to take over her work here, as mentioned in a previous issue of DRY GOODS REVIEW.

Curtains of Quality

Very rich looking are these curtains of marquisette with linen lace insertion and motifs. The insets are of silk Swiss embroidery on fine net. Shown by Canadian Draperies, Ltd.

Several novelties are coming on the market made of composition, which should have good business as substitutes for higher-priced materials. One is an imitation brass made into candlesticks and book rests. Another a line of statuary somewhat resembling bronze. A number of clever designs are featured appropriately named "Sapho," "Girl with Cart," "Gretchen," "Hulda," "Pensive Cupid," "Coquetterie," etc.

A tiny bulldog, too, has been created of a substance polished to represent marble. The base is about one and one half by two inches in size, and the puppy himself is an exact replica in miniature of the "Nobody loves me" dog.

Bonwit, Teller & Co. have added to their holdings on 38th Street, New York, adjoining their present building, by the purchase of the five-storey dwelling at 16 East. With the latest purchase, Bonwit, Teller & Co. control a frontage of 300 feet on 38th Street.

READY-TO-WEAR INDEX

The McElroy Mfg. Co., Ltd.
MAKING
Royal Royal Garments
REGISTERED TRADE MARK
FAMOUS FOR THEIR
Fit, Cut, Style, Hang and Finish
HEAD OFFICE:
47 Simcoe St. - Toronto

Star Skirt Company
436 St. Catherine St. W.
Montreal
Skirts

WAISTS
Voile, Silk, Crepe de Chine, Georgette.
Samples on request.
D. H. Cummings
EVERYTHING IN WAISTS
1187 Mt. Royal Ave., Montreal

Thanking you for your liberal patronage in the past and wishing you a Merry Xmas and a Prosperous New Year.
OUR SPRING LINE OF Cloaks and Suits
now in the hands of our salesmen is well worth seeing.
Lazare & Novek
CLOAKS & SUITS
605 St. Catherine St. W., Montreal

Ready for
Immediate Shipment
Misses' and Ladies'
DRESSES
Garments with the punch that get the business
$6.50 to $42.50
New York Mercantile Co.
24 Wellington St. W., Toronto

Silk Muslin Underwear
Manufactured by
LONDON LADIES' WHITEWEAR
Also complete range of Children's Dresses for **immediate shipping.**
OFFICE AND FACTORY:
41 Craig St. East, Montreal

THESE ADVERTISING SPACES

FOR SALE

TO READY-TO-WEAR

MANUFACTURERS AND JOBBERS

AT $5 PER INSERTION BY THE YEAR.

P. C.
Corsets

provide youthful, graceful lines, correct in every detail—unhampered freedom of movement—and highest standard of quality in materials and workmanship.

The Season's Greetings to You from

Parisian Corset Mfg. Co.
LIMITED
Quebec Canada

BRANCHES:
Toronto: 76 Bay St. Montreal: 329 Craig St. W.

Western Representative:
C. H. BUTLER, 24 Sylvester Wilson Building, Winnipeg

The Best Yet!
Our Spring Samples will delight you. Wait for one of our Travellers!
COATS, SUITS DRESSES

That you may enjoy A Merry Christmas and Prosperity throughout the New Year is our Christmas Wish to all our friends

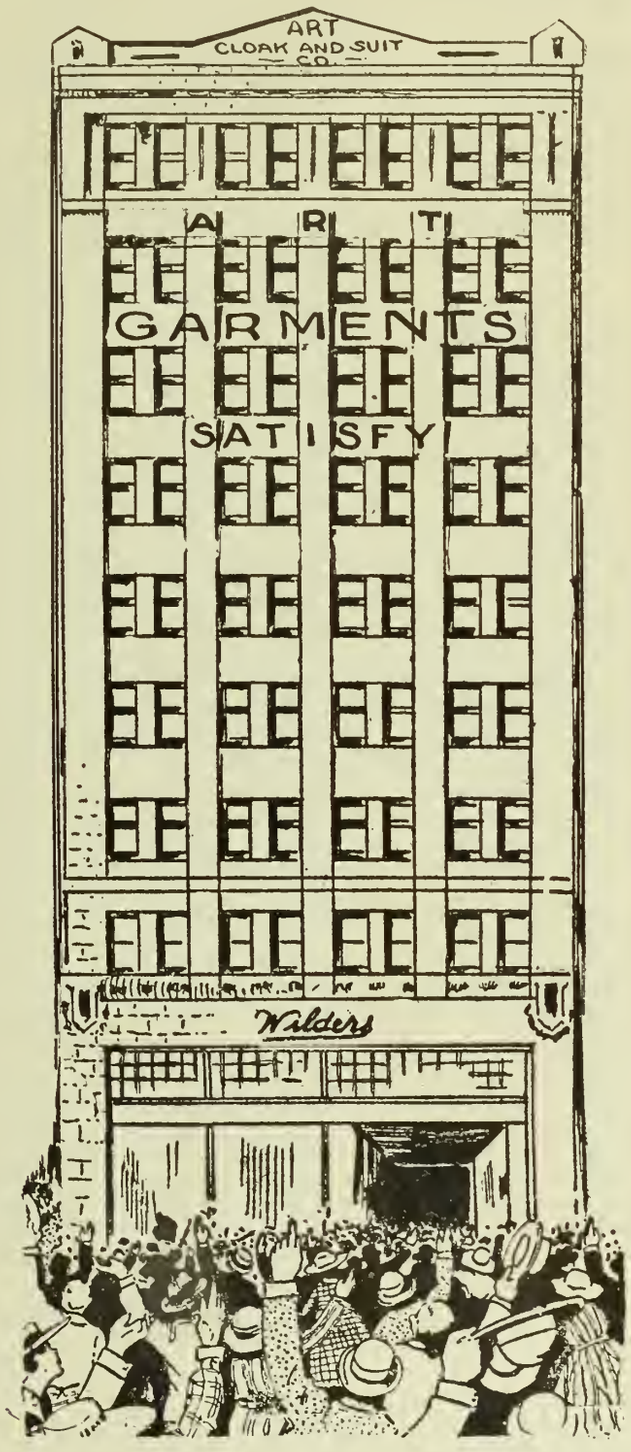
Exclusive Ladies' Wear
Limited
Head Office and Factory:
Blumenthal Building, 207 St. Catherine St. W.
Montreal
Toronto Show Rooms: 33 Richmond St. W.
Winnipeg Show Rooms: 114 Hammond Bldg.
In the heart of the business section.

Featuring Children's Dresses

You will be delighted with our smart styles, attractive materials, and the general utility shown throughout in our different lines —sales-inviting features that are sure to mean more business for you.

G. F. Reid & Company
Brampton, Ontario

Art Garments Satisfy



Our New Home

We have taken possession of new and larger premises in the

NEW WILDER BUILDING

325 BLEURY STREET

(In the heart of the uptown shopping district)

With increased capacity and every modern convenience we hope to be able to give an even better service than in the past.

Our salesmen will shortly be on the road with a most interesting range of Spring models.

DRESSES
SKIRTS

in all the newest styles and materials.

Ontario Showroom
Kent Bldg., Toronto
H. M. NASH

Quebec Showroom
Brunet Bldg., Quebec
R. DIONNE

Western Provinces
302 Hammond Blk. Wpg.
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Maritime Provinces
B. R. ETTENBERG, JR.

Montreal, C. ROSE

ART CLOAK & SUIT CO., LTD.

325 BLEURY ST. MONTREAL

Bankers Take Confident View of Outlook in Canada

Bank of Montreal Annual Meeting

Sir Vincent Meredith, President, Points Out Manner in Which Many of Present Difficulties Can be Overcome—Favors More Equitable Distribution of Taxation, so as to Cover All Classes Who Are Able to Pay—Sir Frederick Williams-Taylor, General Manager, Draws Attention to Fact That Bank Was Never in a Healthier State and Deals With Manner in Which Exchange Between Canada and United States Can be Corrected.

MONTREAL, DEC. 13th—SPECIAL

The annual meeting of the Bank of Montreal, held at the head office, was marked by important references to the main problems which the Dominion of Canada has to solve during the period of reconstruction. The world is passing through a period of very peculiar conditions, and in dealing with many of the problems both Sir Vincent Meredith, the President, and Sir Frederick Williams-Taylor, the General Manager, pointed out how many of them might be overcome and what Canada should do in order that the financial conditions of the country should be maintained in a healthy state.

Sir Vincent Meredith, in addressing the shareholders, stated that the feeling as to the future was less optimistic than it has been, but that the great pressure on our agricultural and manufactured resources, caused by home and foreign demand, shows no sign of abatement.

He attributed the high cost of living very largely to the pressing demands of European countries for commodities of every nature. He considered that in Canada it might be possible to look forward confidently to a reduction in all commodities, both at home and abroad, after another harvest.

The Gold Reserve

Sir Vincent dealt particularly with the change in opinion that had developed as regards the relation of gold reserve to note circulation. He expressed the view that it might be a part of wisdom to depart from the old notions of the rigidity of the gold reserve and recognize that we are justified in enlarging our note-issuing powers to respond to all legitimate business demands in periods of great trade activity or emergency, provided such expansion is based on self-liquidating securities.

The president also pointed out that it was vitally important that the unoccupied areas of Canada should be settled and made productive with as much rapidity as possible, the future prosperity of the country and ability to meet our debts being largely dependent on increased production.

The question of taxation in Canada also received particular attention and Sir Vincent expressed the view that trade was being hampered by a somewhat penalizing excess business profit tax. Furthermore, enterprise and expansion are stifled and foreign establishments deterred from entering the Canadian industrial field. He expressed the view that Canada should do away with many exemptions and impose taxation on all classes of the community who have the ability to pay and at the same time place a higher tariff upon imported luxuries, which would cause little hardship and at the same time considerably ease a strained financial situation.

Difficulties to be Overcome

Sir Frederick Williams-Taylor, the general manager, dealt more particularly with the record of the Bank during the past year, but also touched on many of the developments outside of the country which had a bearing on the situation. Sir Frederick stated that it was no reassuring reflection that the United States has already reduced her war debt by some $800,000,000, while Canada was confronted with an increase of $600,000,000 for the current year.

Sir Frederick took occasion to point out that it was a matter of sufficient importance to bear repeating that there had been no profiteering whatever by the banks of Canada, for the price of money had not been raised. Alone of all commodities, the cost to the borrower of loanable funds of the banking institutions of the country had remained unchanged. Not only was this the case, but speaking for the Bank itself, it was only proper that the shareholders should know that in handling business entrusted by the several governments during the war and since, the policy had been to charge only the narrowest of commissions and minimum interest rates. In many instances, where the services were of a war character, the Bank had acted free of charge.

Sir Frederick also dealt particularly with the position of exchange as between Canada and the United States. He pointed out that the repayment to Canada of the monies aggregating $420,000,000 owed us by Breat Britain and the Allies, would quickly cause the premium in question to disappear. Referring to the financing which the Dominion Government had carried out in New York, when it secured $75,000,000 for refunding purposes, Sir Frederick stated that the terms paid by the Government were onerous but unavoidable. Evidence that the price of issue was in keeping with the American market conditions is furnished by the fact that there has since been no rise in the quoted price. Incidentally it could be mentioned that Canada secured as good terms as in the case of the recent British loan of $250,000,000 in the same market.

A satisfactory sign of the times in Canada was the increase in buying power for first-class securities. This is a healthy and desirable condition, induced by Government war loans and war savings certificates. It is vital that Canadians should recognize the virtue of saving, as between production and thrift, though they go hand in hand, the latter is fundamental and leads naturally to the former.

Dealing with the affairs of the Bank, Sir Frederick stated that he had no hesitation in expressing the belief that they had never been in a healthier state. Domestic business was expanding satisfactorily, and foreign branches and connections had been adequately extended to meet the developments of the country's trade. Altogether he felt that the Bank was well prepared to meet any conditions and contingencies that might arise.

General Trade Active

Sir Vincent Meredith, in his address to shareholders, said in part:

"General trade in practically all branches had been active and profitable during the war and the Bank has participated in the general prosperity. The balance sheet shows profits in moderate proportion to the resources employed and yet, I trust, not unsatisfactory to the shareholders. That reaction from the feverish activities and high prices produced by the vast conflict, which so many apprehended, has not occurred, nor can it be said to be impending. The feeling as to the future is less optimistic than it has been, but the great pressure on our agricultural and manufactured resources caused by home and foreign demand shows no signs of abatement.

Three Indispensable Factors

"There are three indispensable factors to the upbuilding of Canada—immigration, production and exports. Immigration during the last five years has been negligible, owing to the war. In the first seven months of the current fiscal year, new arrivals numbered 82,893, of whom 42,377 came from Great Britain and 35,949 from the United States. While these figures do not represent a large movement as compared with several pre-war periods, they show a gain of 51,734 immigrants, or about 166 p.c., over the corresponding months last year. After-the-war emigration of foreign-born has taken place in fairly large volume, the exact figures of which are not obtainable.

"With regard to the subject of foreign trade, it is only a matter of time before increased production will overtake domestic demands, and, unless preparations are made in advance for finding markets overseas for our exportable surplus of raw materials and manufactured goods, our uninterrupted prosperity may be checked. The needs of foreign countries are great and pressing, and profitable business awaits the Canadian exporter, but it cannot be acquired unless long term credits are provided.

"Our Government has been far-seeing in giving assistance in this direction, and, no doubt, is prepared to extend fur-

Continued on page 136

WHERE CAN WE BUY...?

You buy service when you subscribe to DRY GOODS REVIEW. We have facilities for procuring information about new goods, novelty lines, unusual requirements, etc., and the Service Department is always at your disposal. If the information you seek is not to be found in our Buyers' Market Guide, or in the advertising pages of this issue, cut out the coupon below and fill in your questions. Every day these are coming in and they are welcome. We are glad to be of any possible assistance to our readers. Following are just a few of the enquiries received during the past month:

(The Buyers' Market Guide, next page, contains many addresses of use to you.)

Spats

Burford, Ont.—Please tell me where I can procure spats for women and girls?

Answer—Addresses were sent.

Beads

Vancouver, B.C.—Please tell me where I can procure small beads for trimming blouses, etc.?

Answer—Names of firms were forwarded.

Window Trims and Show Cards

Lethbridge, Alta.—Please tell me where I can procure books on window trimming and advertising, also show card supplies, etc.?

Answer—Names of books and addresses of firms were sent.

Halifax, N.S.—Please tell me where I can procure a good book dealing with window trims and show card writing?

Answer—Names of publications were forwarded.

Underwear

Ottawa, Ont.—Kindly let me know the name of the firm that handles Wolsey underwear?

Answer—The agent for Canada is D. F. Baird, 64 Wellington W., Toronto.

Millinery Journal

St. Boniface, Man.—Requests a sample copy of a good millinery trade journal.

Answer—The millinery department in DRY GOODS REVIEW *is the only Canadian publication of this kind, but* THE ILLUSTRATED MILLINER *of New York is generally subscribed to by the Canadian trade.*

Machines for Button Covering and Pleating

Toronto, Ont.—Please tell me where I can procure in Canada, a button covering machine and moulds to fit, also a small pleating machine?

Answer—Addresses were sent.

Dictionary

Edmonton, Alta.—I am compiling a Dictionary of Dry Goods terms and would like to know something of the cost of having it published?

Answer—Names of possible publishers were sent who would have to secure full information on the size and type of the book before stating terms.

Paper Boxes

Peterboro, Ont.—Please tell me where I can procure paper boxes covered with glazed white paper and heavy corrugated packing boxes?

Answer—Names of manufacturers were forwarded.

Fur Journal

White River, Ont.—Please tell me where I can procure a publication dealing with raw furs?

Answer—Addresses of several journals dealing with the fur trade were sent. There is no publication devoted solely to raw furs to our knowledge.

Fancy Goods

New Liskeard, Ont.—Will you kindly give me addresses of some good fancy goods firms?

Answer—Addresses were sent.

Fixtures

Port Greville, N.S.—Kindly advise me where I can get show cases, fixtures, etc., suitable for dry goods lines?

Answer—List of firms was forwarded.

Gum Labels

Sault Ste. Marie, Ont.—We are desirous of getting a gum label, 3 in. by 4½ in. stamped with a Christmas design.

Answer—By the time this enquiry came to hand, firms which stock such lines had been sold out; and lithographers who might make them to order were filled up until Christmas.

THE DRY GOODS REVIEW
143-153 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE_____ 191

PLEASE TELL ME WHERE I CAN PROCURE_____

_____

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NAME _____

ADDRESS_____

BUYERS' MARKET GUIDE

The Thompson Lace & Veiling Co., Limited

Laces, Veilings, Georgettes, Ninons, "My Lady" Silk Hair Nets, Princess Pat Human Hair Nets, Sport Veils.

Cor. Wellington and York Sts., Toronto, Canada.

CHICAGO MERCANTILE CO.

Importers, Manufacturers, Jobbers of

WHOLESALE MILLINERY

Write to-day for

Our Latest Catalog of New Styles

159-161-163-165-167-169-171 No. Michigan Ave.

Chas. A. Stonehill, *Pres.* CHICAGO, ILL.

TORONTO, ONT., Show Room, 30 Wellington St. W.

Infants', Children's, Girls' and Misses' Dresses

We are Specialists in these lines

H. L. WATTS, LIMITED

400 Richmond St. W., Toronto

T. H. Birmingham & Co.

LIMITED

93 to 99 Spadina Ave., TORONTO

Makers of

Women's High Grade Neckwear

"The Exclusive Neckwear House"

"EVERYTHING IN SILKS"

M. Ascher Silk Corp.

Distributors—Iroquois Silk Mills

102 Madison Avenue, New York

SKIRTS ARE ECONOMICAL

LATEST STYLES IN TWEEDS, SERGES and POPLINS

at lowest prices.

In case our travellers do not reach you write for samples.

ROYAL SKIRT COMPANY

1440 St. Lawrence Blvd., Montreal

References: London, Eng.—New York—Montreal

FRED. BIRKS

Commission Dry Goods

14 Phillips Sq., MONTREAL, Can.

Tel. Up. 388. Covering all Province.

GERSTENZANG BROS.

Popular Priced Flowers and Feathers

670-674 Broadway, NEW YORK CITY

A great number of Canadian merchants are anxious to resume their pre-war trade relations with Belgium, and a list of the Belgian lines of manufacture in which at the present time the Belgians are able to resume business with foreign markets, will be of interest. As submitted by the Consulat General de Belgique au Canada, they are as follows:

Window glass, plate glass and glassware, cement, clay products, earthenware, electric insulators, chinaware, firearms, chemicals, colors, paints and varnishes, matches, woolen yarns and woollen fabrics, leather articles, rabbit hair, paper articles, prayer books, furniture, toys, cotton sewing thread, artificial silk thread and fabrics, telegraphic and telephonic wires, nails, rods, screws, rivets, enamelware and hardware, electrical supplies, chocolates and biscuits, rubber tires, iron and steel pipes, rolling stock for railways and tramways, cream separators, cutlery and surgical instruments, laces.

—

Montreal is to hold another motor show. The dates fixed are from January 10th to 17th inclusive. The exhibition will be held at Almy's building, the spacious floor space there being ideal for such an affair. The success of the past six annual events, will no doubt be enhanced, as the direction will be in the hands of T. C. Kirby, who, at previous shows, has filled a similar capacity.

—

At a recent investigation into the cost of living before the Board of Commerce, the question of standardization of school children's clothes was discussed. The middy and skirt was pointed out by officials of the I.O.D.E. as the correct dress for the young school girl, and this has become so universally worn of late that it is almost a standard.

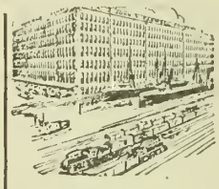
—

Recent despatches in the press announce the fact that the French Government has started an investigation into the high cost of women's furs. Encouraged by the success of its campaign to check rising prices of other necessities, the Government expects to bring the pelt of the beaver and mink down to fit the purse of the thinnest-clad "grisette." French women, although it is now approaching mid-winter, wear knee skirts

VEILINGS and SILK NETS

HODGES & LETTAU

232 McGill St. Montrea



Write for our latest

Special Catalogs C 1919

To Dealers only.

John V. Farwell Company CHICAGO

Wholesale Dry Goods and General Merchandise

Pyjamas for Style and Quality

THE FOSTER MFG. CO. Ltd.,

Parkeston, Essex, England

Canada's Largest Makers of Cotton Flags

Write for Prices

THE COPP, CLARK CO.

517 Wellington St. West Toronto

"HOOSIER"

The best 36-inch brown domestic in America

Buy it by the bale; sell it by the bolt

Indiana Cotton Mills

Cannelton, Ind., U.S.A.

LARGEST MANUFACTURERS

Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our Catalogue. It's free for the asking.

The Botanical Decorating Company

(Incorporated)

208 W. Adams St., Chicago, Ill.

BALLOONS

Printed with your advertisement at small cost. Brings the mothers and children.

L. G. BEEBE,

53 Yonge St., Toronto

Real HARRIS, LEWIS and SHETLAND HOMESPUNS

Direct from the makers. Special lightweights for Ladies' wear—all shades.

Patterns and Prices on Application.

S. A. NEWALL & SONS, Stornoway, Scotland

State shade desired and whether for Ladies' or Gents'

BUYERS' MARKET GUIDE

Kent-McClain Again

New Glasgow, N.S. — Messrs. McCulloch & Company, the dry goods people, also have installed the Revolving Wardrobe system in their clothing department, increased volume of business making the change necessary. The contract went to Kent-McClain, Limited (The Toronto Show Case Co.).

WRIGHT'S BIAS FOLD TAPE

Advertised for 20 Years
Known to Home Sewers Everywhere.
"W & N", Monarch and Meteor brands. Reliable fabrics cut on a true bias; full elasticity retained; selvages trimmed; seams opened and pressed.

WM. E. WRIGHT & SONS CO., *Mfrs.*
315-317 Church Street New York

SPOTLESS SHRINKER AND FINISHER

Shrinks and finishes Woolens, Wash Goods, Silks, etc.

Remnants, window and ledge displays are made saleable at full price.

Write for De Luxe Catalog.

THE SPOTLESS SHRINKER CO., CLEVELAND, O.

RIBBONS OF DISTINCTION

J.C. AMERICA'S BEST RIBBONS

'J-C" Ribbons have peculiar charm. Widely advertised to the consumer under their trade-mark names for the protection of the dealer.

"SATIN DE LUXE"
"TROUSSEAU"
"LADY FAIR"
"SANKANAC" "VIOLET"
"DEMOCRACY"

JOHNSON, COWDIN & CO., 40 E. 30th St., New York, N.Y. Made in U.S.A.

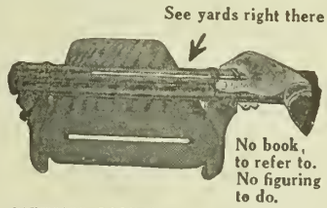
D. TROMER TOTTENHAM LONDON.N.15.ENGLAND.

HAIR GOODS MANUFACTURER,
HAIR-FRAMES FOR PRESENT FASHIONS
WHOLESALE & EXPORT ONLY.
CABLE ADDRESS: TROMEROLO.LONDON.

Putnam's Improved Cloth Chart

See yards right there

for Inventory Without Unrolling



No book, to refer to. No figuring to do.

Write

THE A. E. PUTNAM COMPANY, Washington, Ia.

For REAL VALUES in COATS and SUITS

Mail orders to or call on

The G.B.G. Mfg. Co., Inc.

15 East 26th St., NEW YORK CITY

500% Profit

can be made covering buttons to order of same material of garment with a Menkin Counterbalanced Button - Machine which is easy to operate.

S. MENKIN, Inc.
41 W. 28th St., N. Y. C., U.S.A.

in Paris, that is—transparent silk hose and dresses of the sheerest decollete. This, in the opinion of the Government, renders it absolutely necessary that they have some warm over-garment, and since the women want furs the Government has decided they shan't be overcharged in buying them.

—

Before the war, according to Government figures France's fur sales were not more than 300,000,000 francs annually. Now it is estimated the trade will reach half a billion francs.

—

According to a Canadian correspondent, England controls cotton. She has 57,000,000 spindles, considerably over one-third of the total of the world. New machinery is not now to be obtained except at high cost and with great difficulty. Textile machinery is 250 per cent. dearer to-day than it was at the outbreak of the war. All the machinery makers combined cannot do more than make good old losses during the next year or two. In this fact, the correspondent points out, is the opportunity for British industry, with its machinery unimpaired, to get into its old stride before the effects of any addition to the war machinery can begin to be felt.

—

The world demand for flax for the manufacture of linen during the war made itself felt in Western Ontario. From a position of no importance, flax-growing rose to great prominence in agriculture, and the close of war saw covered with flax almost ten times the total area devoted to that crop at its commencement—a ratio of increase equalled by no other field crop in Canada. Nor has the advent of peace altered this situation; indeed, the peace-time expansion of the science of aviation will maintain at almost its highest point the demand for flax products that was brought about by the war.

—

In the vicinity of St. Marys a concrete illustration of the faith entertained by certain citizens of that town in the future expansion of the flax industry in Ontario, even under the deprivation of military demand, is found. There are in St. Marys two thriving flax mills and of these one was estab-

I Specialize in Boot Laces

for the wholesale trade, in the better grades.
Banded in pairs, in gross boxes.
Fancy Cabinets, 100 pairs, banded in pairs. These are more profitable than bulk make-up. Also

LEATHER LACES, all kinds.

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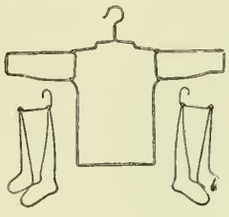

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lished since the termination of hostilities. This concern, known as the St. Marys Flax Company, actually began operations in April last, when it seeded, on contract, some four hundred acres on farms adjacent to the town. At that time, things were not too promising, owing to the backward nature of the season and the protracted period of rainfall.

—

Three hundred thousand workers in cotton and woolen mills in Massachusetts and thousands of operatives in other Eastern States are to receive higher pay.

The advance, which almost generally was announced at 12½ per cent., marks a new high level for textile wages. It is estimated that it will add slightly less than $1,000,000 weekly to the pay rolls of New England mills.

—

A fur auction held recently at Le Pas, Man., realized $75,000. There were skins put up and muskrat for the first time at this point brought as high as two dollars and sixty cents. In 1915 these skins were a drug on the market at thirty cents each. Red fox brought a strong price, the average paid being $35. Beaver was picked up at $20, ermine at $150, otter, marten, skunk and other furs averaged about the same price as last season. The auction was held by the Booth company and was for the purpose of testing out the market. It is believed that a strong buying market will endure throughout the winter. The fur situation in Northern Manitoba is more promising than in any previous year owing to the fact that there are three thousand trappers in the field.

—

The annual statement of P. and J. Coats, makers of cotton thread, England, shows profits for the year ending June 30, 1917 at £3,360,950; for 1918 they were £3,171,795, and for 1919 they are £3,995,149. These figures are exclusive of excess profits' duty. Issued capital amounts to £10,000,000, and

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reserves amount to about £11,300,000. The thread which used to sell at three half-pence is now sold for over sevenpence.

—

The DeLong Hook and Eye Co., which had intended going to Montreal next Spring on account of their increasing business and the lack of sufficient help, has made arrangements to open a factory at Woodstock as soon as it can be got ready. If things turn out satisfactorily in Woodstock the firm will permanently locate there, and possibly still continue their plant there, because, owing to the proximity of St. Marys and Woodstock, Mr. Eggleton, the local manager, could manage both factories. The building the firm has secured is a well-constructed brick building with ample floor space.

—

The official statement of wool supplies in England at the end of October, including estimates of the new clip, shows 770,000 bales of New Zealand and 2,680,000 bales of Australian. Great Britain's stocks are 800,000 bales afloat and 270,000 ashore. It is expected that the disposals to the end of 1920 will include the auctioning of 3,150,000 bales and shipments to the Continent, America and Japan of 840,000 bales, leaving a surplus of 530,000 bales of Government wool by the end of 1920. It is intended to make every effort to adhere to this programme, thereby assisting the resumption of private handling.

—

Markets are very firm on staple furs of all kinds. Muskrats are commanding 2c% owing, it is said, to the reports from some sections that the catch of muskrats will be short this year. Mink and raccoon are selling actively. Opossum and skunk are bringing good prices. Skunk is especially sought as a special feature for Spring, although this has not yet affected the price of the raw furs because the advancing tendency is more emphasized in the case of oppossum than skunk. Wolf, beaver, and in fact all the northern furs are promising well as to prices for the January sales.

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Continued from page 128

ther aid, provided exporters, who reap the benefit, will assume a proportion of the risk.

"Self-interest alone would seem to dictate that credit facilities be extended to those countries who can demonstrate their ability to pay if given reasonable time, and we would thus avoid the possibility of abrupt changes in industrial conditions and bring about a gradual return of international trade equilibrium.

"I cannot close without voicing what, I am sure, is the feeling of every Canadian—that the recent visit to Canada of His Royal Highness, the Prince of Wales not only gave abiding pleasure to every class of our population, but rendered a great and memorable service to the Empire in strengthening the Throne in the affection and confidence of the people, and by drawing still closer the ties which bind the commonwealth of nations over which he is destined to reign."

Many Problems to be Solved

In addressing the shareholders of the Bank, Sir Frederick Williams-Taylor, the General Manager, said:—

"The economic and financial difficulties that confronted the country during the war have changed in nature, but have not disappeared by any means. There is an aftermath of problems which Canada must face and in which bankers are vitally concerned. At present there is great trade activity; yet our national debt grows apace, with attendant ills. Therefore, even with a full measure of faith in our country, I find the near future difficult to visualize. We derive a measure of consolation in comparing our lot with that of countries worse off than our own, but contiguity and ambition direct our eyes towards that country to the south which has benefited so vastly by the war.

Problems of Exchange

"The premium on New York funds, the increase in our national debt and in our Canadian currency circulation, are matters of deep interest and should be studied by all.

"The purchasing power of the Canadian dollar in the United States has decreased, as reflected in the premium on New York funds. A year ago it cost two dollars to send one hundred dollars to the United States of America; to-day the cost is four dollars.

"Exchange is now a subject which, as an English authority states, 'insists on bringing itself to the attention of all kinds of people who hitherto regarded it as a sort of mysterious cryptogram with which they had no practical connection.' In elementary terms, more money continues to flow out of Canada than comes in, thus creating a net balance against us after taking all transactions into account. New York being our natural clearing house for transactions with Great Britain and the rest of the world, it is clear that the present extraordinary cost of sending money to the United States would not exist but for the fact that we cannot spare the gold with which to pay the net balance in question against this country, while, in common with all countries, our legal tenders are naturally not current abroad. We should have precisely the same conditions between our own provinces, were it not that our legal tenders and bank notes are current throughout the Dominion.

"It will interest you to know that on my recent trip to the Pacific Coast, when I travelled nine thousand miles in visiting various branches of the bank, I met some 110 of our managers, and returned more than satisfied with the personnel, the intelligent loyalty and devotion of our ever-increasing staff of officers.

"Such meetings are advantageous to the bank and an inducement also to close relations between the bank and its friends at distant points.

"It is impressive and satisfying to view the Dominion's greatest quick asset, the rich wheat areas of our three Western Provinces, at harvest time. While this year the yield was not up to the mark, the Western farmers had much to be thankful for.

"In British Columbia, one is struck by the confidence of the people in the future of their rich and beautiful province, with its wonderful climate. It is a healthy sign that the men of affairs in the West hold such sane views concerning the outlook locally and for the Dominion at large.

"I hope that time may presently permit me to visit other divisions, as I did British Columbia and the Northwest.

"In concluding, I have no hesitation in expressing the belief that the affairs of the bank have never been in a healthier state. Our domestic business is expanding satisfactorily, our foreign branches and connections have been adequately extended to meet the development of the country's trade, and, what is most important, we are well equipped in point of staff. Altogether, I feel that we are well prepared to meet any conditions and contingencies that may arise."

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"Made-in-Canada" Raincoats

are a quality proposition that will interest every dealer who is looking for a complete line of Raincoats that are absolutely waterproof.

"DOMINION RAYNSTERS" are so well made and so carefully made that it is a pleasure for a dealer to recommend these Raincoats to customers.

"DOMINION RAYNSTERS" make money for every dealer who carries them and make friends for every store in which they are sold.

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When your clients see the EMPIRE mark on a rug they know you are offering them the most perfect rug produced, both as regards enduring quality and beauty of colour and design.

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