

The advertisement is a highly detailed, woodcut-style illustration. At the top, it reads "THE DRY GOODS REVIEW." Below this, the central focus is a large, arched frame containing the letters "BB" in a stylized, serif font. Surrounding this central element are several smaller, tilted rectangular labels, each representing a different type of wool. These labels include "BEE HIVE SCOTCH FINCERING", "BEE HIVE PETITONAI FINCERING", "BEE HIVE MERINO FINCERING", "BEE HIVE MERINO", "BEE HIVE ANDALUSIAN", "BEE HIVE PYRENEES", "BEE HIVE SHETLAND & VEST WOOLS", "BEE HIVE BERLIN FINCERING", "BEE HIVE SOFT KNITTING", "BEE HIVE BALMORAL FINCERING", "BEE HIVE FLEECY", "BEE HIVE LADY BETTY FLEECY", "BEE HIVE INDIANA", "BEE HIVE DRESDEN WOOLS".

Below the central "BB" logo, a large banner reads "BEE HIVE WOOLS". Underneath the banner, the name "J. AND J. BALDWIN" is prominently displayed in a decorative, outlined font, with "MANUFACTURERS" written in a smaller font below it. At the bottom of the advertisement, there is a detailed illustration of a factory or mill complex with multiple buildings and chimneys. Below this illustration, the text "CLARE BAYNE HILLS, WAIPAPA" is visible. The entire advertisement is framed by a decorative border with repeating geometric patterns.