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THE DRY GOODS REVIEW

CANADA



VOLUME 1
NUMBER 1
JULY 1909

FREDERICK WYLL,
President

ANDREW DALL,
Vice-President

A. W. GRASETTI
Director

R. D. MALCOLM
Secretary

The **Wylle, Grasetti & Dall** *Co. Limited.*

Respectfully solicit a careful inspection
of their **Fall Samples**, now in the hands of
their Travellers.

STAPLES

Our samples are pronounced by the keenest buyers to be
the most attractive and "up-to-date" range we have ever
offered. Prices will be found to meet all competition.

LINEN DEPARTMENT

In addition to a complete range of **staple linens**
we show fine ranges of Handkerchiefs, embroidered,
initialed and plain, in **British, Swiss, and Irish**
Goods; Fancy German and Irish
Linens; Damask Cloths with Napkins
to match; Sideboard Scarfs, etc.

DRESS GOODS

Newest effects in Black Fancies, and
every variety of Plain Costume Cloths,
Serges, Cashmeres, etc.

Other Departments will be found completely assorted with newest goods.

Imported Woollens, Smallwares,
Men's Furnishings.

The **Wylle, Grasetti & Dall** *Co. Limited.*

GREENSHIELDS, SON & CO.
 MONTREAL
 ...AND...
 VANCOUVER

MEN'S FURNISHINGS

PRINTS, LININGS

STAPLES, COTTONS

LINENS, WOOLLENS

SMALLWARES

PRIESTLEY'S DRESS GOODS

PEWNY'S KID GLOVES

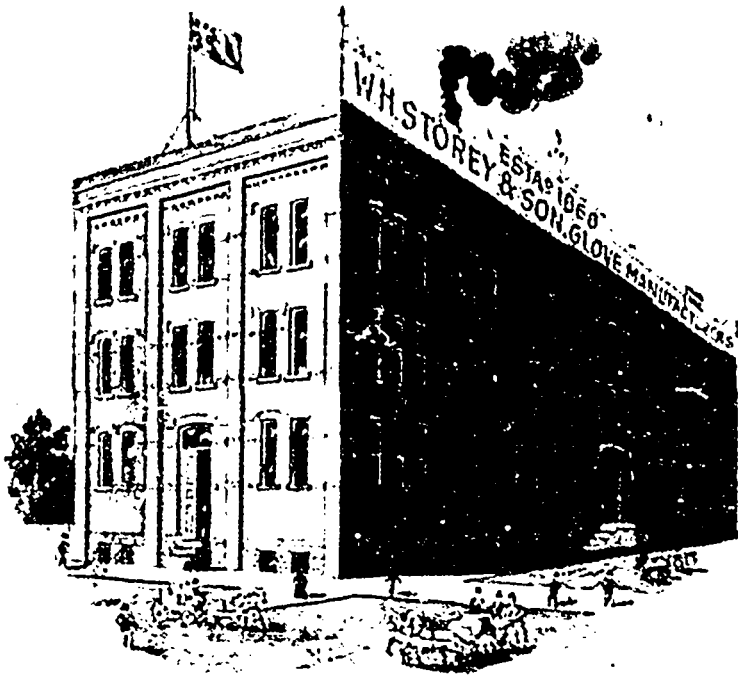
UNLIMITED

CARPETS, NOTIONS

DRESS GOODS

HOUSE FURNISHINGS

Careful attention given to LETTER ORDERS.



FACTORY.

ESTABLISHED 1868.

FOR FALL TRADE



Gloves and Mittens
Moccasins and Shoe Pacs
Travelling Bags

During the 30 years success of our business, we have always been at the front in all that pertained to improvements in the production of Gloves and Mittens. We have brought out new ideas. We have given the Trade splendid values—goods which have possessed style, given satisfaction and long service.

Our representatives will call on the Trade in due season. Make it a point to see our samples before placing your orders. We guarantee satisfaction, and the maximum in value at the minimum of cost.

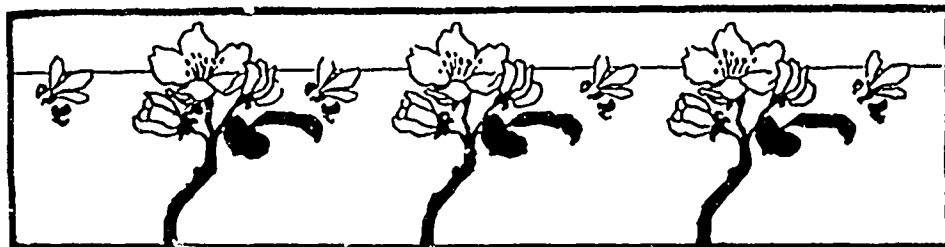


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W. H. Storey & Son

THE GLOVERS OF CANADA.

AGTON, ONT.



Wall Papers.

Staunton wall papers—for Spring trade of 1900.

Our travellers are headed your way with the most complete line of samples we've ever started them off with.

The assortment is the largest—the designs and colorings most advanced—an individuality and certain salableness about them that we believe will “fasten” you to them if you're anxious for popular, quick sellers at a good profit.

We emphasize—brown blanks, white blanks, glimmers, bronzes, embossed bronzes, ingrains and flitter friezes and ceilings, blended borders, tapestries, etc. Every line a good one, and the very things you'll want.

If you stock with Staunton wall papers you can meet any competition.

M. STAUNTON & CO.

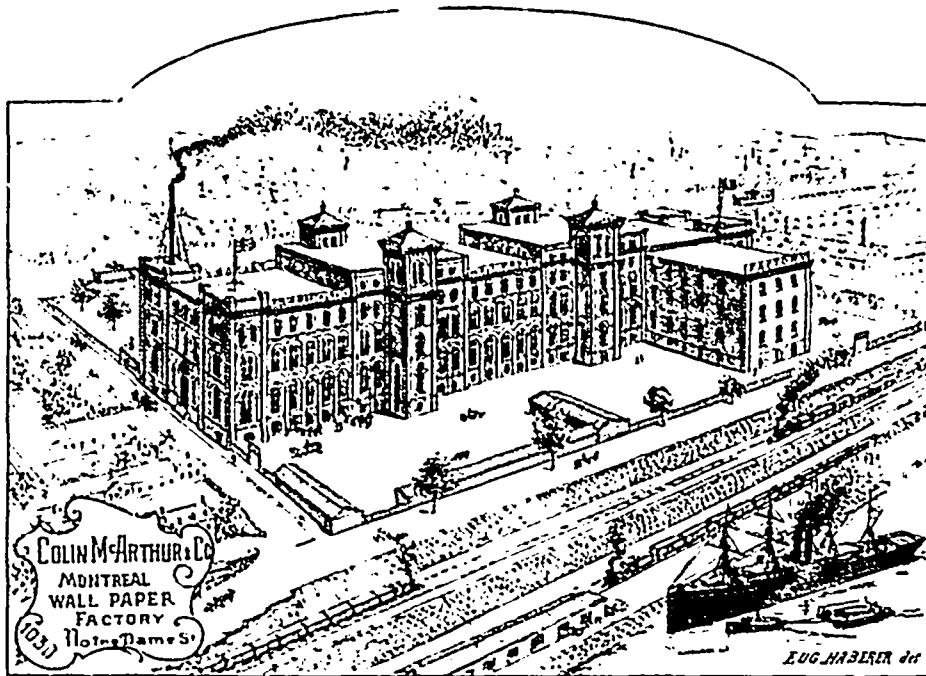
WALL PAPER MANUFACTURERS.

TORONTO, = = ONT.

COLIN McARTHUR & CO.

are turning out the
finest line of

**Artistic,
Money-Making**



WALL PAPERS

that has ever been
produced in Canada.



Get a copy of their
New Book . . .

“The Manufacture of Wall Paper”

ILLUSTRATED

COLIN McARTHUR & CO.

1030 Notre Dame Street, ——— Montreal.

OIL CLOTH

The Dominion Oil Cloth Company

An inspection of the lines manufactured by us will be interesting and profitable to every buyer of Oil Cloth.

FLOOR OIL CLOTH

No. 1 Quality.—Our Standard Line — in widths of from 4 $\frac{1}{4}$ to 10 $\frac{1}{4}$.

No. 2 Quality.—The medium and leading grade, also made in widths of from 4 $\frac{1}{4}$ to 10 $\frac{1}{4}$.

No. 3 Quality.—It meets the popular want for a moderate priced, good wearing Oil Cloth, in widths of from 4 $\frac{1}{4}$ to 8 $\frac{1}{4}$.

A variety of the most select designs are now offered—finest colorings and best finished goods on the market.

TABLE OIL CLOTH

Our sample-book contains a selection of pretty, taking and original patterns; these goods have long been noted as reliable and quick sellers

Enamelled and Carriage Oil Cloth

The most substantial and best finished goods offered to the trade; recommended as being, without doubt, second to none as regards price, quality and finish.

WE ALSO MANUFACTURE

**Floor Oil Cloth---in widths of four yards,
Oil Cloth Mats or Rugs,
Cotton and Duck Back Enamelled Stair Oil Cloths,
Canvas and Painted Back Stair Oil Cloth.**

OUR FALL SAMPLES are now in the hands of the Wholesale Dry Goods Trade—all of whom handle our goods.

Office and Works,

St. Catherine and
Parthenais Streets,

Montreal.

The R. J. Smith Co. of Ottawa, Limited

268 Sparks Street

OTTAWA, ONT.

WHOLESALE MANUFACTURERS

OF . . .

Men's and Boys' Clothing.

Cutting, Making, and Trimming merchants' own
cloth a specialty.

Pewny's Kid Gloves.



Latest Styles,
Latest Shades,
Best Qualities,
Fresh Stock,

Combine to make these gloves the best
in the market. Stock of leading lines
always on hand.

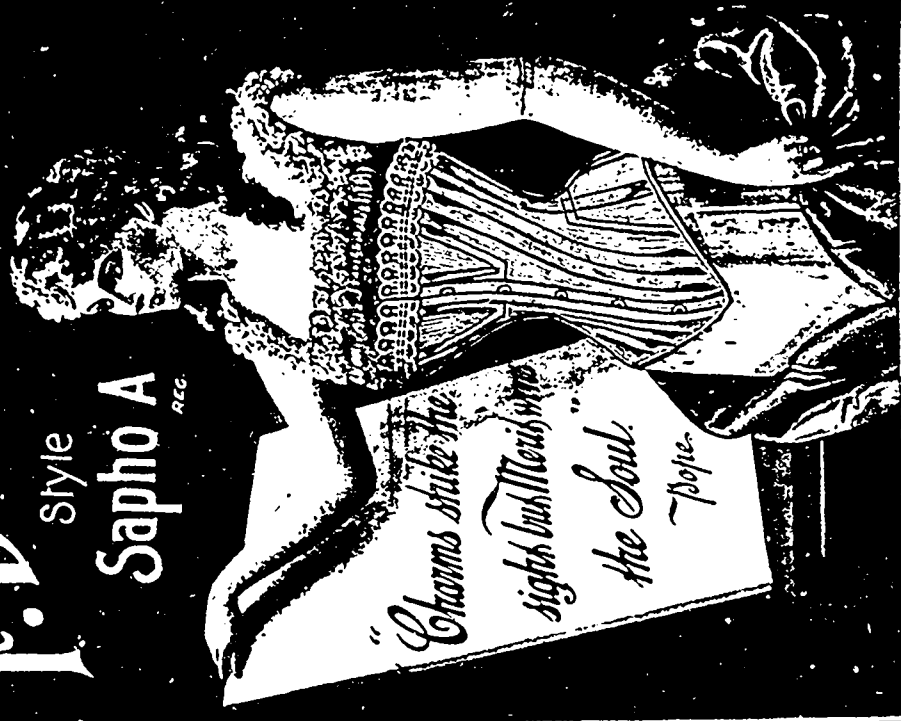
All orders will receive prompt and careful attention.

S. Greenshields, Son & Co.

Agents for EMIL PEWNY & CO.,
GRENOBLE, FRANCE.

P. D. CORSETS

Style
Sapho A
REG.



*"Charms strike the
sight but never strike
the soul."
- Pope*

The celebrated **P. D.** Corsets combine the Maximum of Durability and the Minimum of Weight. These corsets are sold in all civilized countries, and are considered everywhere the standard of perfection.

No corset department should be without them.

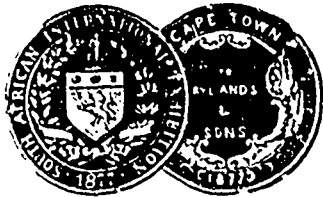
KONIG & STUFFMAN, 11 Victoria Square, MONTREAL.

Messrs. Rylands & Sons

. . . Limited

Manchester, England.

CAPE TOWN



BRUSSELS



THE ONLY GRAND PRIZE FOR COTTON FABRICS, PARIS, 1889.

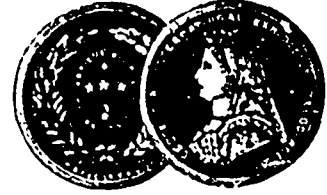


WAS AWARDED TO RYLANDS & SONS, Limited.

ADELAIDE



MELBOURNE



Cotton Spinners, Manufacturers, Merchants, Bleachers and Dyers.

Makers of the Celebrated Dacca Calicoes and Sheetings.

. . . WORKS : . . .

Manchester
Heapey

Gorton
Swinton

Wigan
Crewe

Chorley
Bolton

Capital, \$14,500,000

Employees, 12,000

LIST OF DEPARTMENTS :

Plain Dress Goods, British and Foreign
 Fancy Dress Goods, British and Foreign
 Silks and Velvets
 Velveteens
 Irish and Scotch Linens
 Table Damasks, Towels and Tray Linens
 Muslins, Curtains and Handkerchiefs
 Prints and Cretonnes
 Bleached Calicoes and Sheetings
 Flannelettes

Oxfords, Harvards and Galateas
 Hosiery
 Dyed Linings
 Flannels and Blankets
 Quilts
 Floor Oilcloths
 Umbrellas
 Gloves
 Ribbons
 Laces
 Haberdashery and Trimmings
 Smallwares

The Celluloid Company

30, 32, 34, 36
Washington Place

NEW YORK

ORIGINAL and ONLY
Manufacturers of

"CELLULOID" Interlined Waterproof
Collars and Cuffs . . .

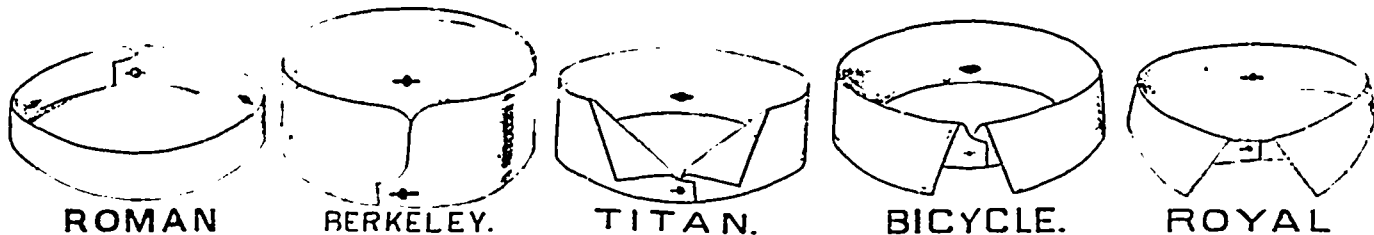
All goods made by us are stamped as follows :

Absolutely No



Others Genuine

Positively waterproof. When soiled simply wipe off with a damp cloth or sponge.



ROMAN

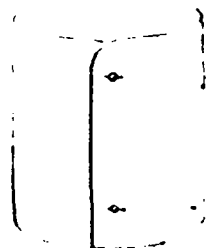
BERKELEY.

TITAN.

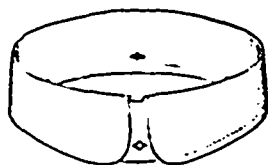
BICYCLE.

ROYAL

Roman, Cardinal and Bishop Collars may be had plain
or with either three or five button-holes.



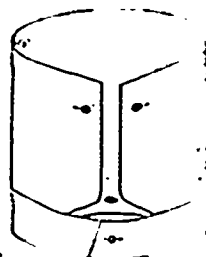
EXCELSIOR.



SAVOY

CAUTION

Having come to our notice that certain manufacturers are producing and advertising imitations of our goods under the name of "Celluloid" we hereby notify the trade that the word "Celluloid" is a registered trade mark and our right to its exclusive use having been upheld by the courts we shall hold responsible not only such manufacturers but also all dealers for selling our goods either in our name or under the name of "Celluloid"



The Celluloid Company

FIFTH AVE

THE FOLDED PAPER CARPET LINING . . .

ALL PAPER AND A YARD WIDE.
IT HAS NO EQUAL. . .

Sanitary, Vermin-Proof, Warm, Durable, Deadens Sound, Saves the Wear of the Carpet, and makes it feel Richer and Chicker.

* Not used completely but used with
the folded paper lining of the carpet.

STAIR PADS

In Three Sizes—5 $\frac{1}{2}$, 3 $\frac{1}{2}$, 7 $\frac{1}{2}$

WE ARE THE SOLE MANUFACTURERS
FOR CANADA. SEND FOR SAMPLE.

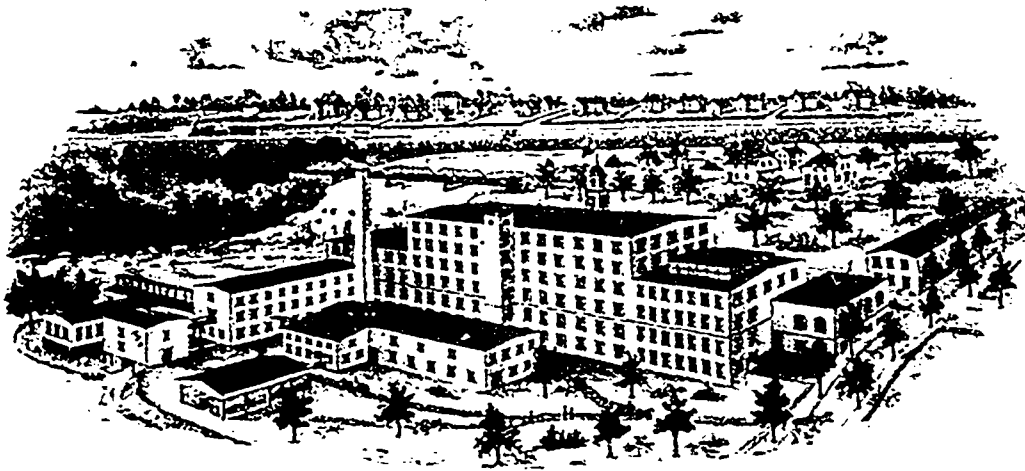
For sale by best carpet dealers. If your
dealer will not supply you, it can be ordered
direct from the factory.



S. A. LAZIER & SONS

Belleville, Ont.

ALL=WOOL



Suitings
Coatings
Pantings
in both
Tweed and
Worsted
Indigo-
Dyed
Serges
Meltons
Beavers

We have an excellent variety of patterns now in the hands of the wholesale trade for Spring.

They are up-to-date in style, colors, and fabric, equal in every respect to the imported, in the same classes of goods, and **cost you less money.**

We can produce goods **right**, because we keep abreast of the times, both as to skilled help, material, and most modern equipment.

All the leading wholesale houses in Canada handle our productions. Ask to see them. If your supply house does not keep them we can direct you where you may see them.

Remember, we make all-wool goods, and use **no cotton** whatever.

We make to order, and sell to the wholesale trade only.

ROSAMOND WOOLEN CO.

Almonte, Ontario.



**There is only one man who has reached the
SUMMIT in the DYEING LINE.**

Every nation has a ruler, every business house has a head to rule it, every school has its principal. So it is in our business

*Louis Hermsdorf
Dyer*

has been head in this department for years, and, while many are following in the footsteps of the principal, none have as yet been able to match his work.

When you sell Gloves and Hosiery stamped

*Louis Hermsdorf
Dyer*

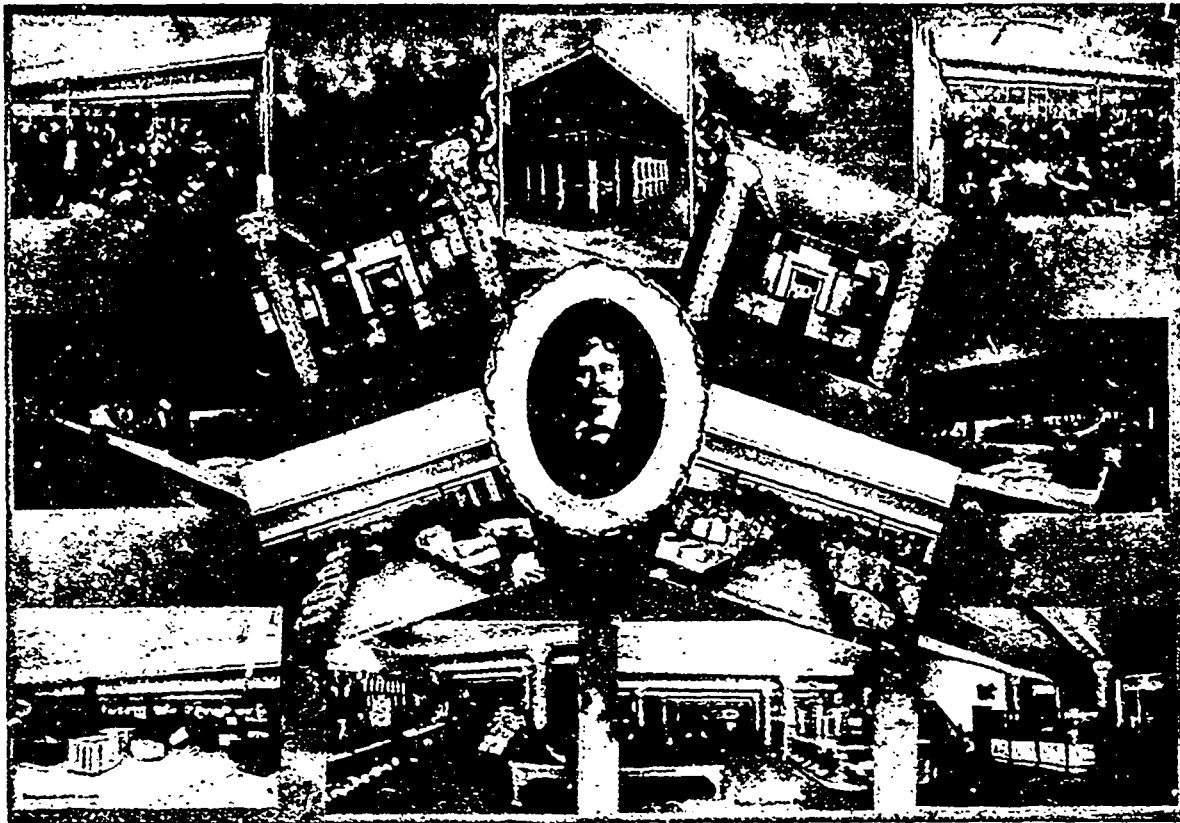
you are handling goods that cannot be equalled. The colors are fast.

ALL WHOLESALE HOUSES
CARRY THEM IN STOCK.

American Bureau of Louis Hermsdorf

78-80 WALKER ST., NEW YORK.

The Home of "Tiger Brand" Clothing—E. Boisseau & Co., Temperance and Yonge Sts.



CLOTHING



"Tiger Brand"—every garment we sell is made on these premises.

"Tiger Brand" employs more labor under one roof than any concern of its kind on the continent. "Tiger Brand" is at the top for style, fit, quality, and finish. Better can't be made, and this label is your guarantee. Suppose you investigate "Tiger Brand."

E. BOISSEAU & CO., TORONTO

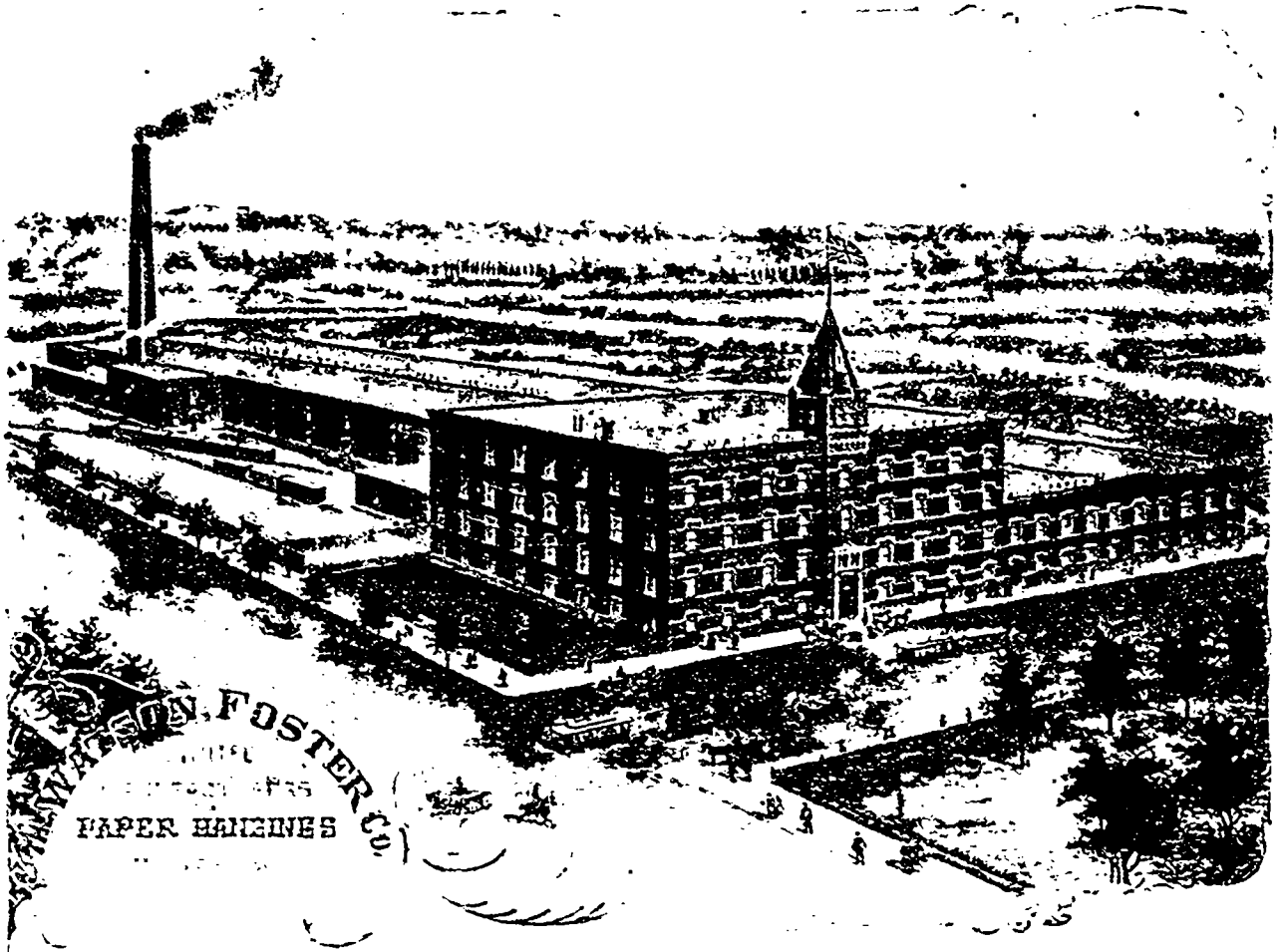
The Watson, Foster Co.

Limited

Montreal, Canada

Manufacturers of every grade of

WALL PAPERS



THE WATSON, FOSTER CO.
 MANUFACTURERS OF
 PAPER HANGINGS

Among the Special Features may be mentioned:

To the Trade:

We have a large stock of
 all the latest styles of
 wall papers, and are
 prepared to supply
 orders at short notice.
 Our prices are
 very low, and our
 quality is guaranteed.

INGRAINS—Most complete assortment of shades with the largest number of match Flitter Friezes in blended effects ever shown in Canada.

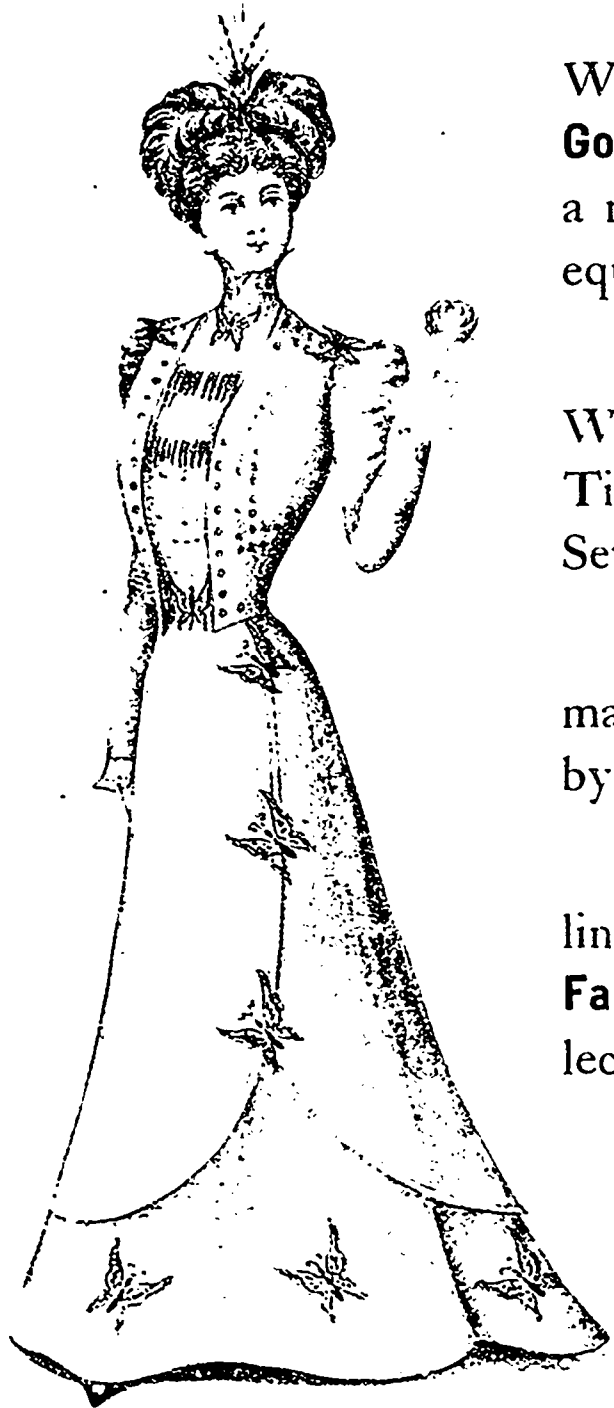
21-INCH PAPERS

In flats, Plain Varnish Golds, Embossed Varnish Golds, on 14, 16 and 24-oz. stock.

Embossed Pulp Effects - A neat novelty specially adapted for dining-rooms, halls and libraries.

Note.— In order to put all our Ontario customers on an equal footing as to freight we have decided to equalize freight with Toronto for towns West of Belleville, and West and North of Toronto

Fancy Dry Goods



We are the only exclusively **Fancy Dry Goods** house in Canada, and we show a range of specialties in our line unequalled in this market.

The popular Trimmings for Fall and Winter will be in Braid, Sequin, and Tinsel effects. Braid Skirt and Waist Setts, Sequins in allovers and applique.

DRESS GOODS in the newest materials and latest designs are shown by us in great variety.

A Full Assortment of the numerous lines comprising a **complete sett** of **Fancy Dry Goods** is shown in the collection carried by our travellers.

Letter Orders

Receive Special Attention.

KYLE, CHEESBROUGH & CO.

16 St. Helen Street

MONTREAL.

THE NEW IDEA

PATTERN



10¢

Will Draw People to your Store.

The **STYLE,**

The **PRICE,**

The **FIT,**

HAVE NO SUPERIOR.

NEW YORK:
636 and 638 Broadway.

CHICAGO:
233 Fifth Avenue.

TORONTO:
77 Victoria Street.

K. Ishikawa & Co.

TORONTO



MANUFACTURERS OF

Ishikawa Silks
Colored Habutai
Silk Handkerchiefs
Art Embroideries
Windsor Ties
Rugs and Mattings

20 and 27-inch HABUTAI SILKS
in all Colors in Stock.

SAMPLES SENT ON APPLICATION.

It is the same in every line, one
make is better than another.

So it is with

Linen Threads.

FINLAYSON'S

embodies all the qualities that go to
place an article at the top of the
ladder.

**Full Length, Full Weight,
Uniform, Smooth and Strong.**

Agents for Canada

John Gordon & Son
MONTREAL.



CANADA is a country full of surprises, its resources, its hidden riches, its fertility, its scenery and the actual extent of its realized wealth are imperfectly known even to its own people. This is not so strange as may appear at first. Both in Europe and in North America the attention of capital and the emigrating classes

has been absorbed by the wonderful material advances of the United States. The republic had a long start; it was better equipped for material development by this very fact, so that people, even Canadians, who wanted the shortest cut to prosperity naturally went to the United States. This was inevitable. It could not, humanly speaking, have been prevented. In consequence, Canada has been, to some extent, overlooked. This may seem inexplicable, but the want, until recent years, of proper internal communication, by rail and water, prevented Canadians from exploiting their own possessions, and British capital had already—from 1850 onwards—thoroughly developed the United States and provided the openings which youth and vigor always seek when they start out in life.

There is the misapprehension of Canadian climate which must be patiently overcome. It is generally supposed that Winter is our typical season. Yet, at any time during that period of the year an area as large as England is bare of all snow. There are persons who honestly believe that you can cross the great lakes on the ice, although these bodies of water never freeze over. The most absurd mistakes and sometimes malicious humor are to be found in highly respectable authorities. Sir Francis Head, who wrote more than one book about Canada, and who was Governor of the Province of Ontario for a time, records in one place that as he sat writing in his library the ink froze on his pen! The "Encyclopædia Britannica" gave the opening of navigation in Toronto harbor as June! A United States general who outlined a military campaign against Canada counted upon bringing his troops across Lake Ontario on the ice! And yet Baron Munchausen is dead. The

Baron's story of the horse that was cut in two while drinking at the trough, but (being unaware that the rear portion of his body had fallen to the ground) went on drinking as if nothing had happened, is not distinguished by a more remarkable flight of fancy than some stories told of the Canadian climate. The photographic scenes of this country nearly always represent us during the comparatively brief period when the weather is cold and the snow abundant. There are few people who would believe that in Toronto sleighing for any length of time is a rarity, that ocean steamships are unloading their cargoes in the harbour of Montreal during the month of November, and that British Columbia has a milder climate than that of England.

As a matter of fact, the typical season in Canada is the long Summer and Autumn—truly the most delightful in the world. In that season you are always sure of a period of dry, fine weather, with plenty of sunshine and usually a cool breeze. It is difficult to imagine a trip more delightful than a leisurely tour from ocean to ocean through the Provinces of Canada.

If a man starts, as he ought to do, with the Maritime Provinces on the Atlantic coast, through the central portions of Old Canada, and on to the prairie till the rich and mountainous Province of British Columbia is reached, he will find along the route enough of variety to absorb the attention of the least impressionable traveler. There is Nova Scotia first of all—with its great coal regions, which make this portion of the coast of so much strategic value to England; with its fine agricultural and grazing lands, its fruit regions producing apples famous the world over, and its iron and gold deposits. Crossing to Prince Edward Island, this charming little Province with its fine cultivated areas and pretty scenery, the traveler finds that trade and industry go hand-in-hand with a quiet enjoyment of life. In New Brunswick, the farming and lumbering are striking features of a Province that contains some of the most contented and prosperous people in the world. Then, by Government railway, or if you like, up the River St. Lawrence, into the historic Province of Quebec, where Cartier and his successors founded a new State for the old Kings of France and planted a thriving

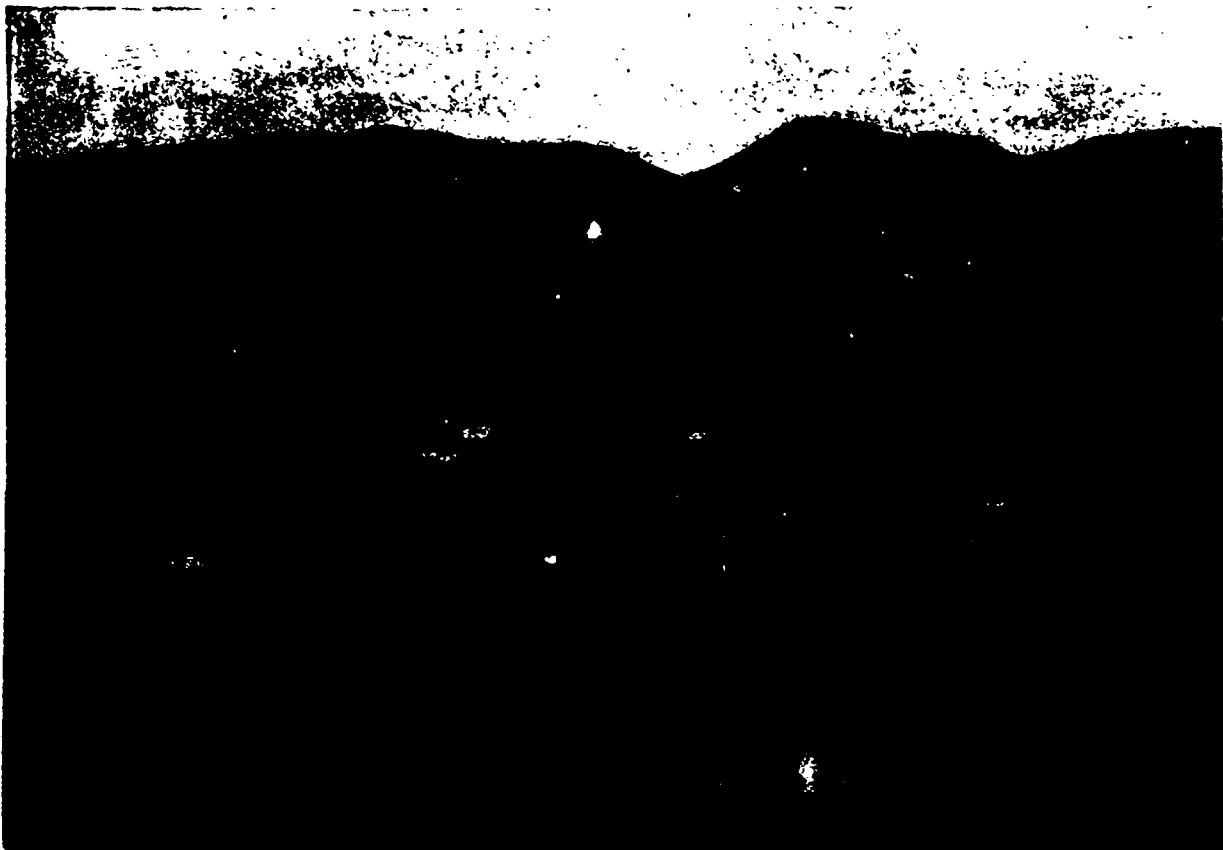
colony of French, now grown into a little nation of themselves, all loyal and industrious subjects of Queen Victoria. Quebec Province, with its extensive lumber trade and well-developed manufactures in cottons, iron, woollens, etc., forms a highly advanced portion of the Dominion. It contains the city of Montreal, with its large ocean-going trade, centralized capital and solid strength. Then, on into Ontario—the home of over two millions of people not surpassed anywhere for the intelligence with which agriculture and manufactures are carried on, and the high standard of comfort which prevails amongst them. Manitoba and the Prairies! What visions these names call up of agricultural operations on a scale of magnitude that would have amazed our grandfathers! "I wish," said a man the other day who knows western Canada well, "we could see the West one hundred years hence, for its certain prospects, if outlined now, would sound like a fairy story. We are leaving to our grandchildren the richest heritage, I believe, to be found anywhere on the globe." Then, lastly, into British Columbia, where are stored every sort of wealth that men covet, and which for its scenery attracts admiring visitors from widely separated continents. One may be deemed guilty of overstrained eulogy in describing Canada. In point of fact, it is a sober narrative of fact. Remember that we have here half a continent, stretching from ocean to ocean, with every variety of resources, with shipping interests on the Atlantic and Pacific, with direct railway connection from shore to shore, and possessing what is always a factor in the upbuilding of modern states—good laws and free government.

What sort of person would be uninterested and unimpressed by a visit to the Canadian Dominion? Suppose him to be a sportsman. Is his specialty salmon fishing, deer hunting,

partridge or wild duck shooting, or the pursuit of big game? He will find all these and other sports to be had in abundance. Suppose him to be merely a dilettante tourist, with a languid interest in historical plans and an artistic eye for natural scenery. When he has seen the mountains and lakes, the wooded valleys and quiet streams, when he has wandered to some of the points made famous in the pages of Parkman and Kingsford, he will not turn away from Canada with a weary and unsatisfied longing. Or, suppose he is a politician with an eye to the economic conditions that prevail and the relations between the laws and the welfare of the people, he will find plenty of interesting data. One central fact will impress him. That wealth in Canada is more generally diffused wealth than in other countries, for the rich are not, as a rule, too rich, or the poor very poor. And suppose he is a capitalist himself, or the confidential agent of capital, and desires to know something about investments. In this respect it will be found that Canada is only at the beginning of her career, and that it offers many safe openings for legitimate investment. Many a million has been diverted to other portions of the world by "fairy tales" from remote regions, and the owner of the money will never see it again.

In the pages of a commercial journal it seems natural to devote more attention to those financial and trade considerations suggested by Canada's position than to other matters. Yet, one cannot overlook the fact that scenery, climate, proximity to the old countries of the world bear directly upon the development of a new region. Men and women, especially the latter, will never go as readily to a bare, remote and uninteresting place, far from all the associations of early life, as to a congenial

and attractive country nearer home. Distant emigration has almost invariably been produced by "fairy tales." A large portion of the world's capital has been risked—and lost—on "fairy tales." In regard to Canada, however, the truth is easily known, and a rather curious feature about it is that in the history of the country the worst has always



"Canada from Ocean to Ocean."

A Placer-Mining Creek in British Columbia.

been known. This may be due to several reasons, some of which it would not be civil to mention, such as the inaccuracies of chance visitors, the prejudices of disappointed politicians, or the agents of a powerful and envious neighbor.

At this particular time, it must be confessed, a rather favorable opinion of Canada obtains abroad, and it seems fitting to acknowledge the friendly feeling, and to show that it is well

obtained, there is no reason to doubt the result. We have the labor, the resources, the climatic and other conditions necessary to insure success and it "must follow as the night the day" that it will come.

It has happily been proved that Canada is specially noted for the quality of its productions. For some of this reputation we are undoubtedly indebted to an excellent climate—the clear,



"Canada from Ocean to Ocean."

Scene among the Thousand Islands, St. Lawrence River,

founded, as far as the Dominion's material stability is concerned. For example, there is what is familiarly called "foreign trade," the outward and visible sign of a community's commercial place among the nations. An aggregate foreign trade of \$300,000,000 in 1898 (that is, \$60, or £12 per head of population) is not a bad showing. An export trade of \$165,000,000 (£33,000,000) in 1898, or \$33 (about £6) per head, indicates a thriving commerce. It is also significant that the export trade does not depend on one department of production, and is not confined to three, or four, or six different staple articles. Canada is able to supply a demand for food products, raw materials, or certain specialties in manufactures. This gives to Canadian industrial life a variety that tends to attract various kinds of emigrants—some preferring mining, some farming, etc. The surplus products that are exported make up as miscellaneous a list as you will find anywhere—cheese and lumber, bicycles and butter, ships and pork, gold and potatoes, wheat and coal, iron ores and homespuns, fruit and pulp, fish and copper. This means a wide diversity in commercial and industrial occupation. Capital is often needed to enlarge the industries already established, but the ear of the investor abroad once

dry, healthy atmosphere imparts a quality to grain and fruits that is appreciated abroad. The accident of nature has a share in the credit: the quality of the timber, the superiority of coal deposits to those in other regions, the attraction which northern waters have for the fish are also conditions which Canadians certainly did not create. But they have made practical use of them, and if the foreign capitalist were wise, he would get a larger share of the profits.

But Canadian industry has not been idle in turning natural advantages to account. The making of cheese has become a science, as witness the export last year of 200,000,000 lb., valued at about \$18,000,000 (£3,600,000). Canadian whiskey is sold all over the world, owing to the skill with which it is made. Canadian agricultural implements go everywhere, being a proof at once of the advanced methods of agriculture in vogue here, and the great magnitude of the farming operations. Farms of 1,000 acres with one man as owner are only regarded as of very moderate dimensions on the Western prairies. Local demands have called into existence a number of industries that demand skill and intelligence, and wherever the capital invested

in these has been adequate and well directed, they have succeeded.

"The Canadian fisheries—the largest in the world," that is the official statement. That means a great deal besides the money value of these resources, great as it is. It means a seafaring population, a hardy race of men. In Nova Scotia more than 25,000 men are engaged in this industry, for the in-shore

selected to set forth the typical scenes of Canada. Consequently, persons abroad find it hard to realize that the Dominion is, essentially, a fruit country. The dry climate gives to some fruits, like apples, melons, grapes and small fruits, a taste that is only to be compared, in market value, to their keeping qualities. In Ontario, grapes and strawberries are field crops. The vineyards in that Province cover 6,000 acres. The Niagara district is noted for its peaches, grapes and all small fruits. In this region,

unimproved fruit farming land sells for £100 per acre. Peach trees are planted in orchards just as apple trees are. The apple region in Nova Scotia, along the Annapolis Valley, is another of the "gardens of Canada." Its apples go to Europe, and are steadily securing a wider market there. Tomatoes in Canada ripen in the open air, as do melons, grapes, and all vegetables and fruits that ripen best under a warm sky and in rich soil.

Fruit is no lux-



"Canada from Ocean to Ocean."

Unloading the Salmon at a Pacific Coast Cannery.

fisheries are very rich, and the proximity of deep-sea fisheries, as well, encourages men to pursue this time honored career. Throughout Canada about 75,000 men are employed in the fishing industry. The inland fisheries in the great lakes and rivers are practically inexhaustible, and their value has been preserved by regulations which make certain methods of taking fish illegal. There is hardly a stream or lake across the Canadian continent which does not teem with fish. The salmon fisheries at the Pacific Coast are very valuable, but are as yet only partly developed. The canned salmon industry has grown to a position of importance. Last year, more than 40,000,000 pounds of it were exported, while the home consumption is large. The Canadian salmon goes (in cans) to every part of the world—to Great Britain, Australia, India, Chili, China, France, etc. When alive, he stays in Canadian waters. The whole fishing fleet of Canada numbers 35,000 vessels and boats.

In pictorial illustration—just as in history, geography or other branches of knowledge—the unusual or the exceptional attracts attention most. The warmest fur garments, the wildest snowstorms, the strangest freaks of King Frost have often been

ury in the Dominion; it is within the reach of the poorest, and we are apt to forget this. The orchard, except in large cities, is a common enough possession of a small householder, while every farm has its fruit garden, even when the cultivation of the fruit is no special occupation of the landowner.

In Canada, the homes of those who in Europe would either be agricultural laborers, working for a low wage, or tenant farmers on a small scale, indicate a very comfortable style of living. In fact, country life in the Dominion has very many attractions. Agriculture is still the chief industry of the people, and, notwithstanding the movement of population to the largest centres of activity, a movement that has been felt in every country, farming will probably continue for a long time to occupy the first position. On the Western prairies, where farming is carried on on an extensive scale over immense areas, the opportunities for men with capital and experience are very great. The modern farm, with its comfortable, well-built house, its garden, and orchard, its fine barn, its live stock, etc., gives a good idea of the lot of the agricultural community. One or two illustrations in this issue will indicate the comfort and prosperity which,

in the case of any competent, energetic man, is the lot of the Canadian landowner. For those who like country life it is almost an ideal existence.

Many a fortune has been made in the lumber industry of Canada, and it continues still to be one of the most important investments in the country. The industry employs a great number of people, who are either engaged in cutting the trees in the woods, bringing them down the lakes, rivers and streams, or cutting them into logs, or partly manufactured lumber, in the mills. The group of mills situated on the Ottawa river just above the political Capital of the Dominion furnish a good illustration of the extent of the industry. New Brunswick's forests make the lumber trade a great factor in the commerce of that Province. The forests of Quebec are also extensive, and from the old city of Quebec the export of square timber to other continents is still an extensive trade. The immense trees of British Columbia and the vast areas of timber there point to an ever-increasing trade from the Pacific Coast ports of the Canadian continent. There are over \$100,000,000 (£20,000,000) worth of capital invested in the lumber industry of Canada, and the value of the annual output is believed to be over \$125,000,000 (£25,000,000). In 1898, the value of forest products exported by Canada was \$27,000,000. Of this total, over \$16,000,000 went to Great Britain and her colonies, while of the \$9,000,000 credited with going to the United States, a portion,

trade indicates that the spruce forests are going to promote a new industry which will greatly add to the wealth of the Dominion. Nova Scotia and New Brunswick are rich in spruce. Pulp mills are building there fast, and in Quebec and Ontario, some extensive enterprises of this kind are under way. The great pulp mills at Sault Ste. Marie, Ontario—of which an illustration is given in these pages—are but one example of the mechanical plants which will soon give Canada a leading place in supplying the pulp-needs of the world. The pulp and paper industry is, therefore, a natural industry in the Dominion, one for which Nature has specially fitted her.

In such avenues for the investment of capital, the enormous extent of the water-powers of Canada is a very noteworthy element. These, under modern conditions, can be used with vast results in the erection and distribution of electricity, so that the Dominion is favored not alone with resources of the richest kind, but with the power to develop them. The Niagara Falls, known to the world of sightseers as a natural wonder, are but one of many waterfalls that may be, and are being, utilized. The flow over Niagara is estimated at 2,500,000 horse-power. The rapids along the River St. Lawrence, at various places between Brockville and Montreal, are capable of becoming great factors in every kind of manufacturing industry. The innumerable falls that are to be found all over the Canadian continent constitute a valuable asset to the Dominion.



"Canada from Ocean to Ocean."

Range Cattle in Southern Alberta.

it is known, passes at once to other countries being shipped from New York and other United States ports.

The much prized pine timber was long regarded as the staple of our forest wealth, but the rapid growth of our pulp

Allied closely with agriculture is the live stock industry—another natural and national industry which once more illustrates the exceptional richness of Canadian resources. There is no Province in the Dominion not adapted to stockraising of some kind. Prince Edward Island is noted for horses, and

cattle for dairy purposes are numerous. Nova Scotia possesses numerous areas for stockraising, and in certain parts sheep grazing can be profitably developed. In New Brunswick, the

their products" form a "fat" item in Canadian commerce. The home consumption is immense, since the poorest people live on a meat diet. The surplus goes abroad. Except some of

the most distant countries of Asia and Africa, it would be hard to name a country which does not demand some one or more of the products of Canadian animals or the animals themselves. The total value of this class of exports in 1898 was \$45,000,000 (£9,000,000). The Englishman eats



"Canada from Ocean to Ocean."

Timber Cove near Quebec.

hay-land valleys have contributed to the expansion of stockraising with excellent profits. Quebec and Ontario are rich in this respect, Ontario furnishing at present the largest amount of stock and animal products sold abroad by Canada. Manitoba, though essentially a wheat-growing Province, is equally adapted for stockraising. On the prairies, in Assiniboia and Alberta, are the great ranches of Canada. Before the white man ever saw this region it was the chosen home of the buffalo and other wild cattle, and they passed the Winters here no matter how far north or south they might roam at other seasons of the year. The bright sun, dry air and fine pasturage accounted for this. As you go towards the Rocky Mountains the warm "Chinook" winds help to temper the cold of Winter and provide a region specially marked out by nature as the home of a stockraising industry of the most extensive sort.



"Canada from Ocean to Ocean"

The Lumber Industry at Ottawa.

Statistics are often wearisome, and are only required when one—having described a country rich in flocks and herds—desires to show what part they play in the industrial and commercial life of the people. "Animals and

many a pound of Canadian beef and mutton, although for local trading purposes it may be confidently labeled "prime English." The United Stateser finds nothing sweeter than

Canadian lamb, although it pleases him to tax it, or rather himself, heavily before eating it. Canadian butter can be found in Great Britain, Germany, China, Belgium, the West Indies,

statistics tell us anything, and this is certainly a moderate estimate. But the half has not yet been told. Of wealth to be got out of the ground, Canada seems to possess, of almost every



"Canada from Ocean to Ocean."

A Bathing Party in Manitoba.

South America and elsewhere, its improved quality, not its strength, taking it so far afield. Of Canadian cheese, what more need be said, except that when the North Pole is discovered probably some Greenlander will be found perched on top relishing a morsel of "MacLaren's Imperial." Dairying in Canada has been a paying investment. It is the "manufacturing" side of agriculture, and, notwithstanding its present proportion, promises soon to become, from Nova Scotia to British Columbia, a still more extensive industry. Canadian bacon, like Canadian cheese, has won for itself a famous reputation. Last year, not less, but more, than 75,000,000 lb. of it were sold abroad, while the home consumption is even greater, for it happens to be one of the "prophets" who have honor in their own country.

But, perhaps, the export of food products might decrease in the next few years, and still Canada would go on growing rich beyond the dreams of avarice. How could that be? Why, by the multiplication within the Dominion of a population who always buy and never produce their own food—a mining population. After discoursing upon agriculture, the fisheries, the forests, the manufactures, the live stock and other industries of Canada, one finds still another, and that, possibly, the very richest of all to deal with—mines and minerals. This wealth the country always possessed, but only in very recent years have people begun to realize the extent of it. True, Nova Scotia and British Columbia have down to date produced in gold alone the tidy little sum of \$75,000,000 (£15,000,000) as far as imperfect

kind, an inexhaustible supply. The principal metals are gold, platinum, silver lead, copper, nickel, iron, while the non-metallic minerals include, coal, asbestos, mica, etc. Nova Scotia, Quebec, Ontario and British Columbia are perhaps the richest in these respects, although the coal deposits in the prairies are of great economic value owing to the fuel requirements of a region which must one day contain, as it can now support, a large population.

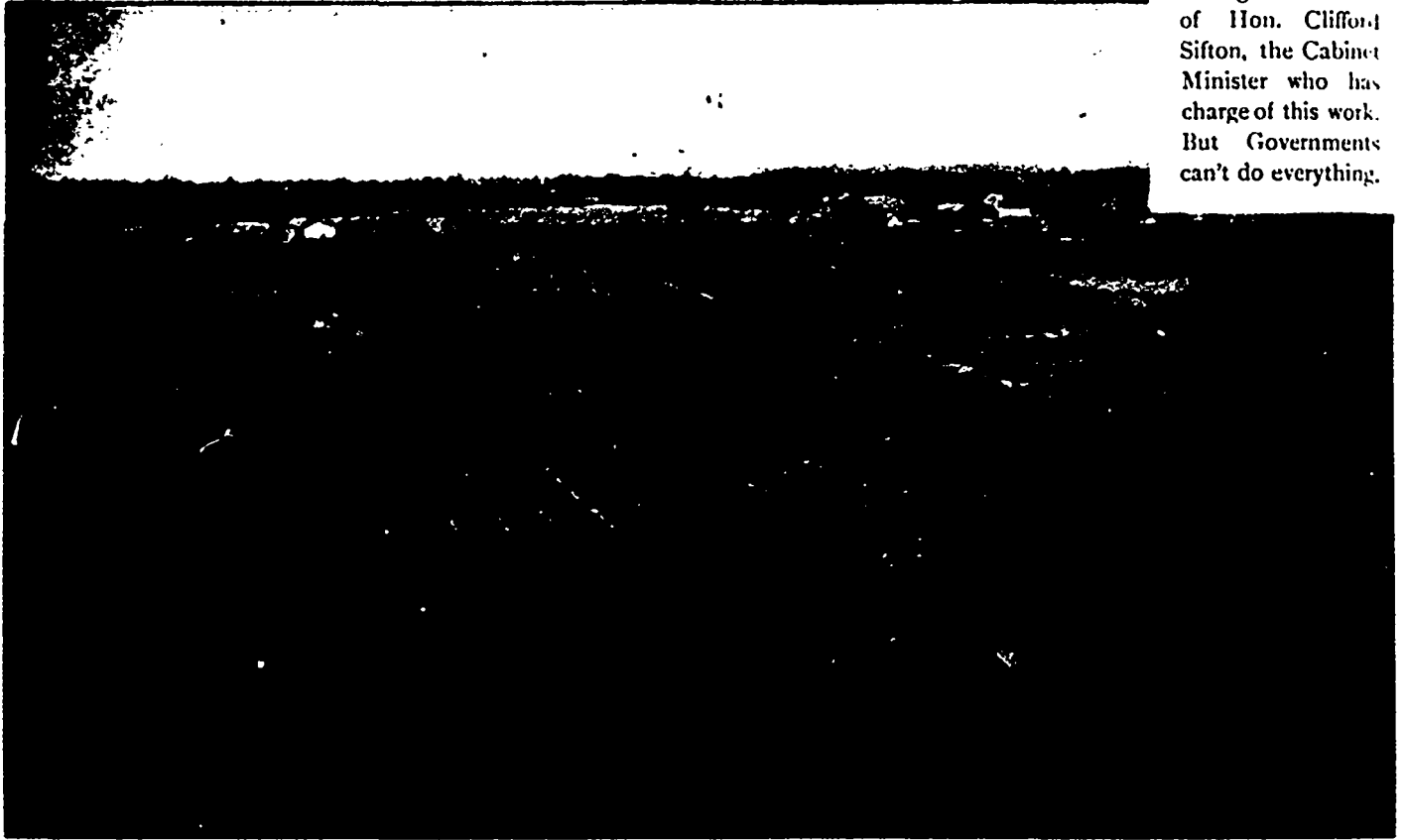
The gold discoveries in California, Australia and South Africa brought those regions before the world, as no other form of advertisement seems to be able to do. So with the Klondyke gold fields. The inaccessible nature of that far off part of Canada has, doubtless, confined the emigration to the most intrepid gold seekers. The wealth of the region has, probably, not been overstated. Millions of gold have already come out of the Klondyke, and unnumbered millions are still to come. But, as has been said, the emigration there will not be indiscriminate, but consist of picked men. However, the Klondyke has had this effect: it has drawn attention to the gold deposits in the nearby and easily accessible parts of the Dominion.

Take Nova Scotia for an example. The Province is rich in gold. The gold fields there, the geologists tell us, are in quartzites and slates, and while the quartz is not high-grade it is plentiful. Gold mining can be carried on cheaply in Nova Scotia, and, in some instances, the mining and milling of the ore have not cost more than \$1.65 per ton. It is estimated that during the last 30 years over \$12,000,000 (£2,400,000)

have been taken out. Of late years the lower grade ores have been successfully treated, so that Nova Scotian gold mining is both a practical and a paying industry. In Quebec Province

nickel, iron and other deposits of great value. To develop these rich stores, men and money from abroad are needed. During the past two years, immigration has increased through

the vigor and ability of Hon. Clifford Sifton, the Cabinet Minister who has charge of this work. But Governments can't do everything.



"Canada from Ocean to Ocean."

The Niagara Peach and Grape District.

gold has long been known to exist, and placer mining has, to a certain extent, been pushed. Interest in the districts known to contain gold is now reviving. In Ontario the gold is got by quartz mining. Only during the past four or five years have the fields been at all seriously worked, and the annual yield is now assuming respectable proportions. For men with capital there are, beyond question, fortunes to be made from gold mining in Old Canada.

For the moment British Columbia is the cynosure of all eyes. The enterprising Yankee has dropped in, as he always does when he sees a good thing. The British investor has followed suit, and a great deal of Canadian money has gone into mining properties. The whole region is, of course, the continuation of the gold and silver belt which has already yielded so richly in the Western States. The great authority upon it is Dr. George M. Dawson, F.R.S., the head of the Canadian Geological Survey, whose writings are trustworthy and informing. Placer mining, especially in the Cariboo district, yielded large quantities as long ago as 1860. A few years ago the rich quartz deposits began to be treated by means of hydraulic mining, and the result has been another revival in mining. The "camps" exist all over the Province, and the illustrations give an idea of the regions. Canada also possesses silver, copper,

It is the duty of Canadian merchants and the Canadian press to bring the truth before people abroad. By means of letters,



"Canada from Ocean to Ocean."

A Farmer's Modern Barn and Stables.

of articles, and of personal intercourse much may be done. The country is young and not well known abroad. If Canadians will try to promote national interest something may be accomplished.

You Want Our Goods, We Want Your Trade,
result—mutual benefit.

We are prepared to carry out all our
promises for Autumn and Fall 1899.



We want to impress this **fact** upon you, that we have the largest range of **handsome dress goods**, Costume Cloths, Silks, Satins, Silk Velvets (over 70 shades in Silk Velvets), and Velveteens, **at old prices**, that it has ever been our pleasure to offer **to the trade.**

Some of our Specialties :

Black Embroidered and coloured Embroidered Robes, handsome novelties.

Silks, in evening Broches, Spun Checks, Printed Fancies, Roman, Ombre and Fancy Stripes, Coloured Tamoline also Coloured Glace, Satins, Surahs, Pongee, Broches and Bengalines. Some very pretty checks and figures in Silks.

In our **New Dress Goods** you will find Zibeline Plaids, Silk Stripes, Striped Satin Raye, Radiant Glorias, "Pirle" Mixture Twills, Corduroy Melange, Sirdar, Atbara, Kordofan and Crepoline Black Cloths, All

Wool and Silk Warp Melrose, Royalettes and Henriettas, Electric Cashmeres, Repps, Cords and Poplins, Black Lustre, Mohair and Silk Crepons, Black Satin and Mohair Figures, Black Mercerized Figures, Black Drap Alma, Drap de Paris, Drap de Ferme and Drap Victoria.

Sedan Covert, Stripe Covert, Covert Coating, Covert Amazon, Fancy Tweeds, Mixture Tweeds and Costume Check Suitings.

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MONTREAL.

TECHNICAL EDUCATION IN CANADA.

TECHNICAL education as a means of inducing greater skill in the industrial arts is meeting with an increasing number of advocates in all commercial countries. While in Canada it has not received the attention it has in certain other countries, Germany particularly, yet the efforts put forth in Canada in this direction, and the results that have been achieved, show that this country has by no means been asleep in regard to this matter.

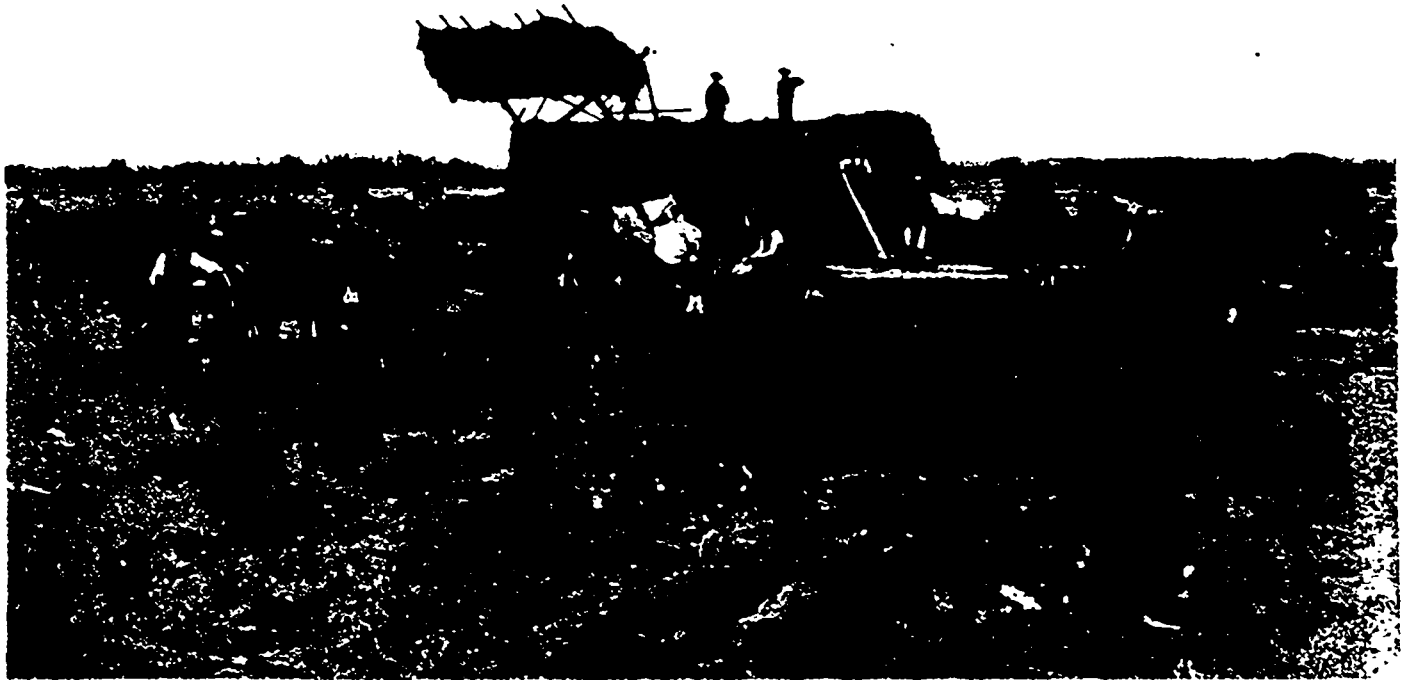
In the council-room of the Toronto Board of Trade recently was an exhibit of some of the specimens of work done by pupils in the

LOTS OF MATERIAL

and machinery for turning out doctors, lawyers and professional men, but when it came to the practical work of equipping those who desired to follow an industrial calling they seem to be sadly deficient.

Mr. H. Cockshutt, of Brantford, said technical training was a necessity in Canada at the present time as much as in any country in the world, and no time should be wasted in grappling with the subject. In Brantford they had considered the question from several aspects, including the desirability of introducing it as an adjunct to public and separate school elementary training; the desirability of establishing two or more purely technical central schools for the Province, and technical night schools for mechanics, free of charge. As regards the ways and means, they held that the responsibility rested with the Government.

Hon. Geo. W. Ross followed. He said that the young people



"Canada from Ocean to Ocean."

Putting up Hay on a Large Farm.

technical schools of Toronto, Ottawa, Hamilton and Whitby. Covering the four walls of the room were pen-and-ink sketches, water-color designs for carpets, linoleums, cathedral windows, public and private buildings, drawings of engines from models, etc. On the long table which adorns the council-room were specimens of modeling in clay, wood carving and painting on china. The exhibit was most creditable.

The exhibit was opened when a convention representing the different boards of trade in Ontario was held in the rotunda of the Board of Trade building for the purpose of discussing the question of national technical education. President Kemp occupied the chair.

The chairman, referring to technical education, said that in Canada they seemed to have

of the country were disposed to prepare rather for the professions than for industrial pursuits. He did not know that the schools were altogether to blame for this; the social conditions had, he thought, a great deal to do with it. He referred to the provision in the School Act giving boards of trustees the option of introducing manual training in the schools, and agriculture in the case of rural schools. The city of Kingston was the only case where the former provision had been taken advantage of. There were only very few instances where rural school trustees had ordered the teaching of agriculture in the sense that it could be taught in schools. He now proposed to take

STRONGER MEASURES.

if Parliament would assist him, and he believed they would, and make the teaching of agriculture in such schools compulsory.

Think of the Goods on Your Shelves as well as the New Goods coming in



All interest in Fall trade, for which large preparation is being made, ought not to centre solely on the new goods that will soon arrive.

What of many lines on the shelves, the outcome of former purchases?

They have not sold as you expected—just as some of the new goods will not take when shown. The colors have not caught the popular fancy. And, whilst they cost you good money, they do not count as a very important asset in their present condition.

It is not our place to sell you new goods. The manufacturers and wholesalers have that field. But we are making thousands of dollars for the merchants of Canada in dyeing unsalable goods and making them as new, bright-looking and salable as the most popular goods that will come out of the new season's importations.

We have the experience, methods and appliances in the right amount to do this work successfully.



We dye your Dress Goods that are off color.

We dye your Ribbons to give them the fashionable color of the season.

We dye or clean or curl your feathers, so that there are no dead stocks in these lines in your Millinery Department.

Our works are the largest and most perfectly equipped in Canada. A necessity—on account of our constantly growing trade among the merchants of Canada—we are this season erecting a new addition that will give us about 7,000 extra feet of floor space.

Enquiries are carefully answered. Further particulars, as need be, will be sent you. The work in all cases is not only done well, but promptly.

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All of which

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INCLUDING

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VANCOUVER.

UNLIMITED

Mr. Ross said that Canada exported a vast quantity of raw material which should be manufactured in Canada, and imported goods which should be made in the country from the material so exported. In the last 20 or 30 years, he said, thousands of Canadians had been compelled to seek work in the United States. But increase in manufacture from raw material,

SOUND TECHNICAL TRAINING

to workmen, and education in agriculture would go a long way to put a stop to this. Dealing then more particularly with the subject of technical training, he laid down the principle that it should be based on a first-class elementary education. Up to a certain point, the training in Canada went as far as that of Germany, and there halted. He thought that when a boy of fifteen or sixteen years of age had passed the public school course he should be passed on to the technical school, there to study the elements of all branches that contribute to the industrial wealth or education of the country. That would be the first step in the direction of the end desired to be reached.

A technical school in Toronto, to meet the wants of the people of the county, should be largely under local control. Such schools of necessity betook largely of their local surroundings. It might be under the management of the board of trade or a joint committee of the city council and board. It should be aided by the Local Government, and he had no hesitation in saying that such a school would be aided by the Local Government. In Hamilton, a manual



"Canada from Ocean to Ocean."

Shipping British Columbia Timber at Burrard Inlet.

held that the system should be a national one. He referred to Belgium and Switzerland as countries whose prosperity was due, in a large measure, perhaps wholly so, to technical training. During the course of his remarks he expressed the opinion that the large influx of foreigners into Canada would result in more evil than good to the country.

Mr. Preston, of Brantford, did not think the question was one for the Dominion. They would accomplish much more in far less time by taking the question up in a Provincial way. In conclusion, he asked Hon. Mr. Ross if the Government were prepared to give financial aid to school boards, municipalities, or boards

of trade who undertook to establish a training or technical school; whether the Government would give aid to technical night schools, and on what basis such aid could be given?

Hon. Mr. Ross replied that he would not, and he did not think the Government would support any system which did not provide for night schools. The other questions he had answered, so far as he was able, in his address.

Mr. R. Y. Ellis suggested that the meeting appoint a representative committee, who should discuss the question. A further general meeting could then be held, and some action taken on the committee's report.

Mr. John Hoodless, of Hamilton, expressed the opinion that technical training should be commenced in the public schools, along with the academic branches of education. Such a course had been found most beneficial in United States schools.

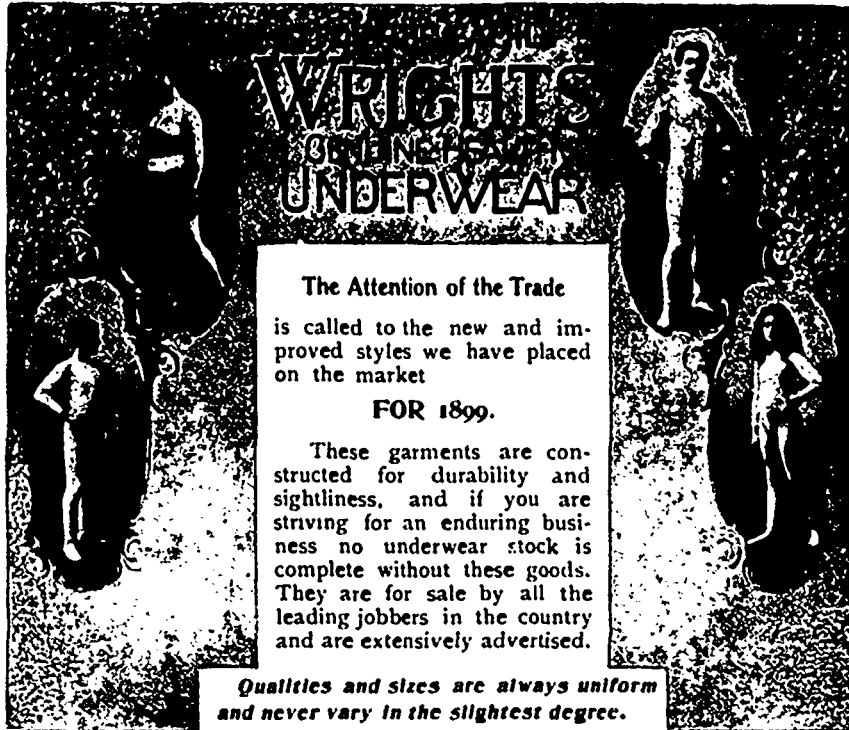
TRAINING SCHOOL, FOR GIRLS

particularly, was being aided to the extent of \$1,500. What amount would be given to the Toronto school he could not say, but it would be reasonable and proper. Above all things, they would require at the head of such a school a broad-minded, practical man, who thoroughly understood the theory and practice of technical schools.

Mr. C. Ross, of Ottawa, deplored the lack of industrial training in Canada. No one, he thought, doubted the necessity of it, but what they were chiefly concerned about was the method of commencing the work. So far as he was personally concerned, he

The following resolution was carried: Moved by Mr. Burton, seconded by Ald. Lamb: "That this meeting most heartily endorses the movement in favor of a broader and more thorough technical training in all its branches in this country, and pledges itself to forward the movement by all means in its power, and that the chairman do appoint a small committee as a nucleus." The chairman appointed the following committee: Messrs. J. D. Allan, W. H. Burton, Ald. Lamb, A. M. Wickens, T. A. Hastings, Toronto; T. H. Preston, Brantford; W. F. Cockshutt, Brantford; John Hoodless, Hamilton; C. Ross, Ottawa; O. C. Anderson, Woodstock.

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ROCKWOOD

Manufacturers

**"Harris Frieze"
Homespuns and
Yarns.**

Special attention is called to our **HOMESPUNS** and **LIGHT-WEIGHT FRIEZES** in the latest shades for **LADIES' COSTUMES**.

Samples furnished to the trade only—on application.

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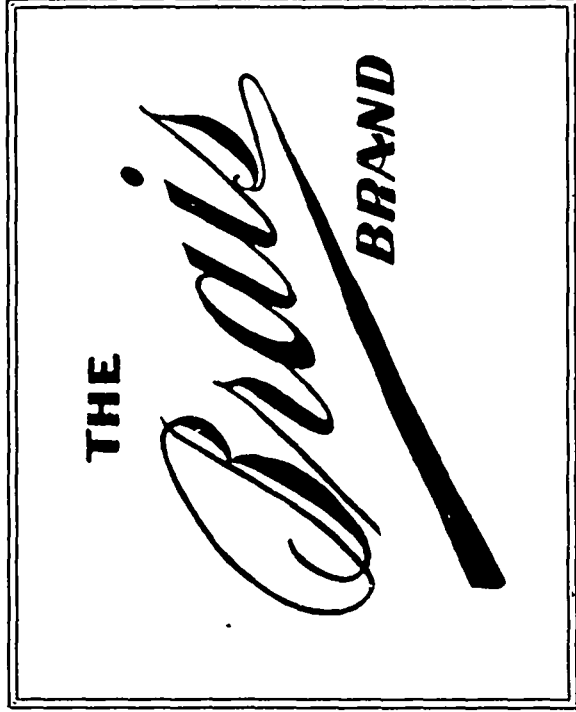
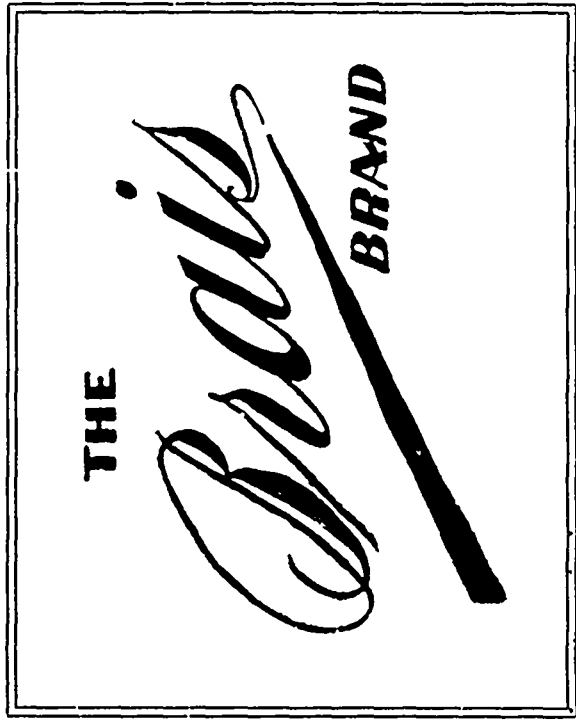


The Montreal Baseball Team consists of 13 players. They travel the circuit, and last year finished the season

❁ CHAMPIONS ❁

This year they are again THE LEADERS.

We have 13 men on our TRAVELLING STAFF selling



and, like the Montreal Baseball Team, they are LEADERS. Our competitors are like the other teams, striving to win, but



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GLOVER & BRAIS - - MONTREAL

The Largest Importers of Men's Furnishings.

A USE FOR CREPE TISSUE.

MERCHANTS who handle crepe tissue will find that it is coming more into demand for decorating furniture. Old dressing cases, or pieces of bedroom furniture that have seen their best days, can be very tastefully decorated with colored tissue. A contemporary says: Suppose a faint shade of lavender-colored paper has been chosen for the dressing case drapery, some white being used with it. It is better if the mirror has a perfectly plain frame, for over this the paper may be fastened smoothly with glue. Violets, clematis, wistaria, purple morning glories or sweet peas may be glued here and there on the paper upon the frame, which is fluted by running the edges through the fingers.

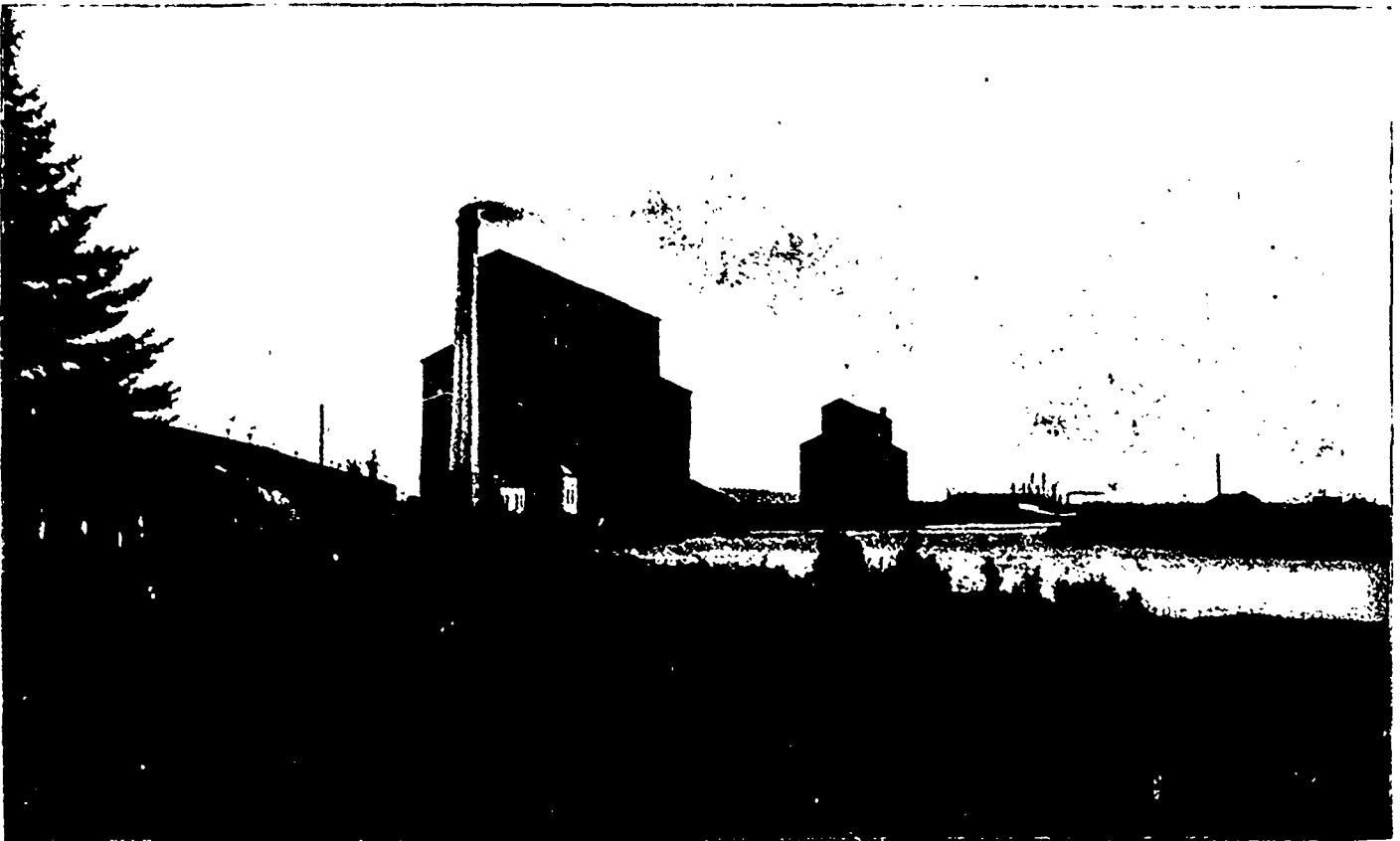
The dressing case is quite covered with the crepe paper. On each end are two deep flounces of the lavender paper. Each of the drawers, too, is covered by a flounce of the paper. The top is covered by a flat piece, the edges being hidden by the fluted

with silk in the same shade, and toilet accessories so far as possible in harmony with this, the artistic effect is one to be greatly admired.

In much the same way a brass bedstead may be provided with a pretty canopy of crepe paper. When the bed and the dressing case are in the same room, of course the same sort of paper should be used. Otherwise, green or violet paper is supposed to be best for the eyes.

The Montreal Quilting Co., Limited, are applying for a charter to make quilted goods, stair pads, carpet linings, etc. The capital stock is \$50,000, and the provisional directors are H. E. Stearns, P. E. Hayes, M. Koch, Emile Ilg and Robert Henderson.

The Ontario Government have granted incorporation to Harris and Company, Limited, of Rockwood, manufacturers of woollen goods. The share capital of the company is \$25,000, and the provisional



"Canada from Ocean to Ocean."

Grain Elevators at Fort William, on Lake Superior.

border of the flounces, which are rather full and are secured by tacks. On each corner of the dressing-case is placed a large bow of purple satin ribbon, the bows being united by a piece of ribbon that falls over the front of the case. Instead of ribbon, crepe paper bows and a strand of crepe paper ribbon may be adopted. The paper in the bows should have wire glued to its under surface in order to make it stand out. The edge of the crepe festooning should be given fullness by fluting it through the fingers.

The draperies about the mirror are hung from a loop, the ends of which are attached to the mirror. A roof of the crepe paper is made over the hoop, and from its sides fall curtains, bordered with narrow fluting. The hoop is concealed by a deep ruching of the paper, the centre of which is a narrow band of satin ribbon to match that used below. With a pretty lace scarf over the top of the dressing-case, a white and lavender pincushion, bottles covered

directors are Mrs. Marianna Harris, Wm. Harris, and Miss Rebecca S. Smith.

The Standard Rubber Works, of Quebec, are considering the advisability of removing their works to Montreal. The manager has been in the latter city making inquiries as to site, etc.

Letters of incorporation have been granted to The Berlin Rubber Manufacturing Company, Limited, of Berlin. The share capital of the company is \$95,000, and the provisional directors are George Schlee, Louis S. Weber, and Jacob Kaufman, all of Berlin.

The Dominion Regalia Company, of Toronto, Limited, have been incorporated under the Ontario Companies Act. The share capital is \$20,000, the provisional directors being C. E. J. Hemming, H. K. Symonds Hemming, and C. A. Masten.

GOOD BETTER BEST

The Best Always the Cheapest.

No dry goods store can afford to be without the best. When your customers get the best you are sure to hold their trade.

BE SURE YOU GET

MORSE & KALEY SILCOTON
 MORSE & KALEY SILCOTON EMBROIDERY
 MORSE & KALEY TURKEY-RED EMBROIDERY
 MORSE & KALEY KNITTING COTTON
 VICTORIA CROCHET THREAD, etc., etc.

BATTING

You can't knock them out. They win every time.

North Star, Crescent and
 Pearl Cotton Batting

The best at the price. Made of good pure Cotton—not of shoddy.
 Ask for North Star, Crescent, and Pearl Batting.

ROBERT HENDERSON & CO.

Dry Goods Commission Merchants

181 and 183 McGill Street

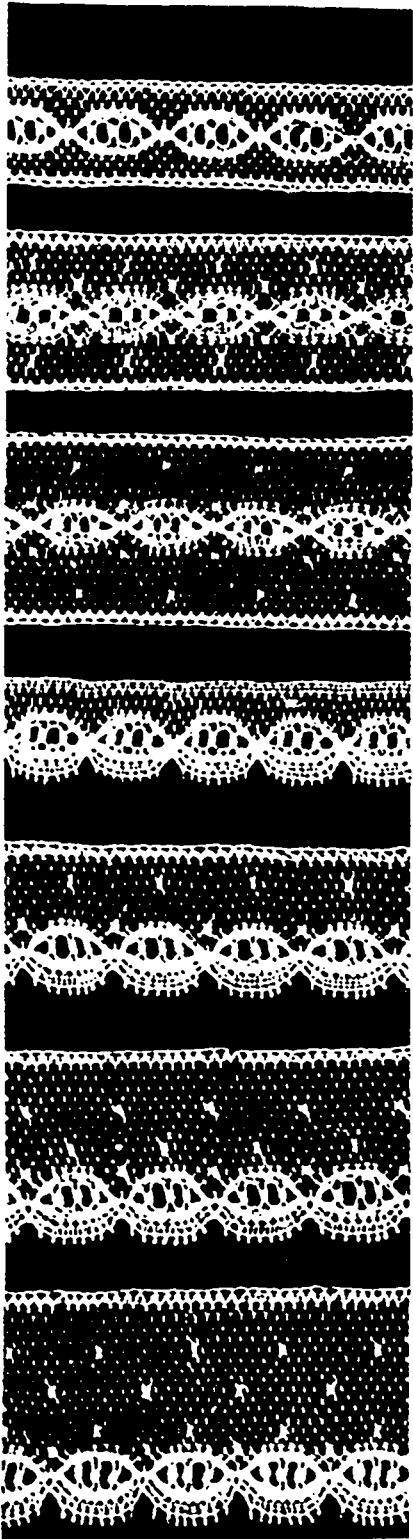
 MONTREAL.

F. ROBERTSON & CO., Lacemen, Toronto.

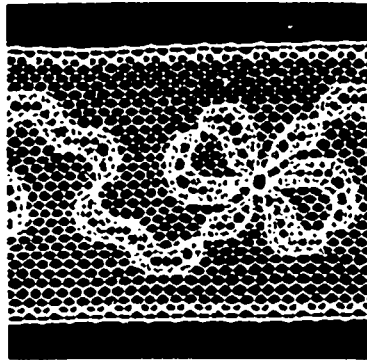
Fine Laces for immediate delivery. We believe our assortment to be the finest in the trade.

20/99

"HONITON" VAL.

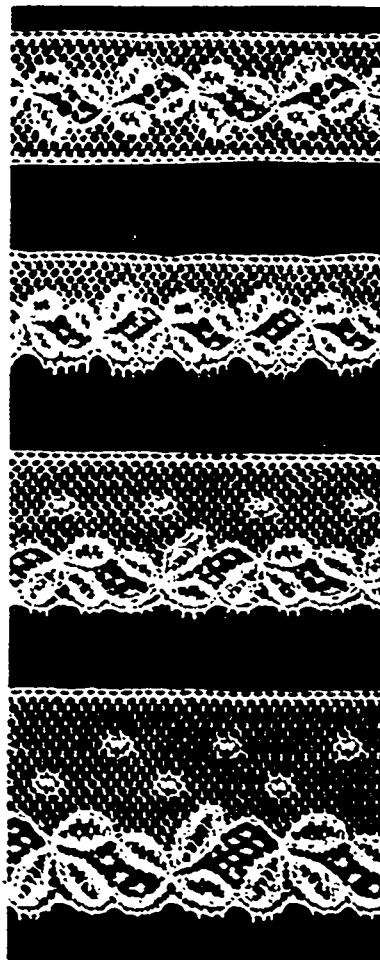


"POINT D'ESPRIT. Insertion to Match.

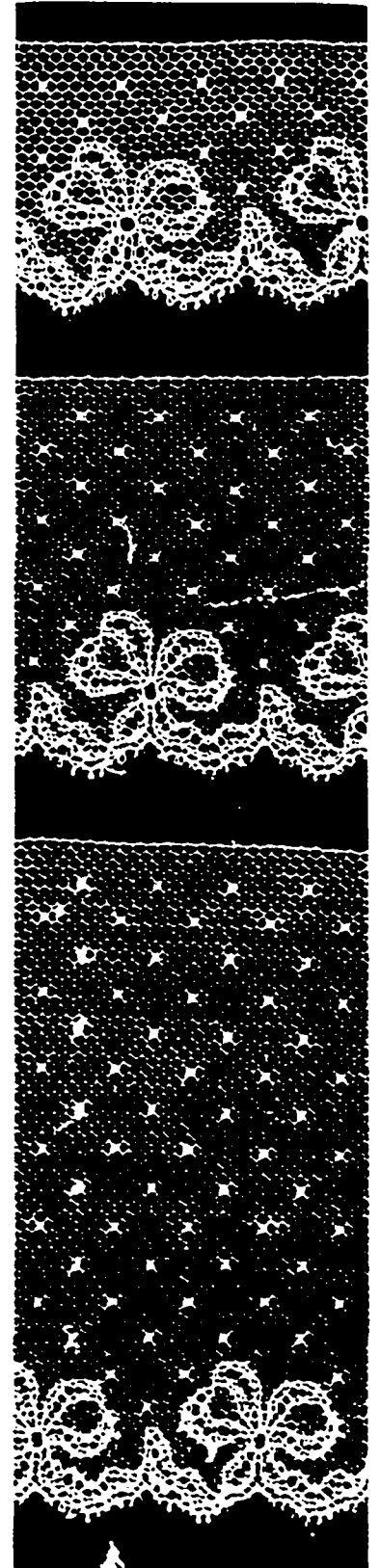


We illustrate three of our most popular ranges, and will send a copy of our illustrated **CATALOGUE OF LACE GOODS** to any merchant on receipt of post card.

"SHAMROCK" VAL.



POINT D'ESPRIT.



F. ROBERTSON & CO., 20 Front St. West, Toronto.



TOOKE BROS.

TAILOR-MADE



Suitable for . . .

PARIS
WAISTS

Autumn, Evening, and
Winter Wear

A CHAT ABOUT THE SILK MARKET.

MR. K. ISHIKAWA, of K. Ishikawa & Co., Yokohama, has lately arrived from Japan at the Toronto branch of the firm, and brought the latest news about the raw silk and manufactured silk markets. As to raw silk, the new crop has proved about a normal one, but, the stock of raw silk being small, the market for the new crop has opened just as high as it was two months ago, after having received advices from the inland of China and from Italy, where prices may go down or keep to the present quotations, which are the highest in 20 years.

This has been a very good silk season, but is dull at the present moment, on account of wash fabrics, such as piques, etc., having come to the front, wash silks having given way to printed cottons. But silk orders for Fall are satisfactory, and this house are making larger preparations than for any previous Fall. The orders placed show that stripes in all weaves are foremost, dresden

Eagley Mills, Bolton. The deceased gentleman caught a chill while in Manchester on business, pleurisy set in, and he died after a short illness. He was the fourth son of Mr. Robert Hyde Greg, of Norcliffe Hall, Cheshire, and was born July 17, 1835. He commenced his business career with Messrs. J. and N. Philips, of Manchester, and before he was twenty years old took up duty at Eagley as resident partner in the firm of Messrs. James Chadwick and Bro., the well-known thread firm. In 1892, when the concern was formed into a limited liability company, with Mr. James Chadwick as chairman, Mr. Greg was elected managing-director. Twelve months later, when Mr. Chadwick died, Mr. Arthur Greg was appointed chairman of the company, and in 1896, when the firm, along with others in the same line of business, joined the great combination initiated by Messrs. J. and P. Coats, he retained his position as chairman and managing-director of Messrs. James Chadwick and Bro., with a seat upon the board of Messrs. Coats, positions he held up to the time of his death.



"Canada from Ocean to Ocean."

A Smelter at Nelson, Kootenay, B.C.

effects in light colorings being in demand for evening costumes, while brocaded silks are expected to come into favor later on. Checks and plaids are expected to take second place in future.

As to colors in plain silks, blues in all shades are still good, cardinal and cerise will hold their ground for some time to come, while grey, tan and brown, which are reported to be the fashionable shades for Autumn in Paris, have not been much favored here to the extent Paris styles usually are. This firm have just received eight cases of 20-in. habutai silks, for 25c. retailing. This class of goods has been out of stock for some time, and retailers will be glad to hear of the new shipment, which includes white, cream, blues, pinks, reds, violets and purples.

DEATH OF MR. ARTHUR GREG.

The death took place in England lately of Mr. Arthur Greg, J. P., managing-director of Messrs. James Chadwick and Bro.,

Mr. Greg was highly respected in commercial and other circles, and on the announcement of his sudden demise flags floated at half-mast over the town hall and other public buildings at Bolton, and over the extensive mills of the Chadwick company. He was an alderman of the county borough of Bolton, and a county magistrate. The funeral was very largely attended. Mr. Greg had visited Canada frequently, and he was highly thought of by many Canadian friends, among them Mr. Robert Henderson, of Montreal. The news of his sudden death has been heard with great regret, not only in England, but throughout the countries where his firm does business.

Charles H. Bayley, of London, Ont., was married last month to Miss Evelyn Swift. The good wishes of many friends follow Mr. Bayley, who is a successful drygoodsman in the city of London.

Dominion Hose and Underwear Mills

In addition to our well-known lines of Hosiery and Knitted Goods we have added Ladies' Fine Ribbed Underwear.

A. BURRITT & CO., Mitchell, Ont.

HIRAM JOHNSON

IMPORTER AND EXPORTER

Wholesale Manufacturer of all kinds of



FURS

For Gentlemen, Ladies and Children.

OVERCOATS CAPES
CLOAKS ROBES

Makes a specialty of exporting Furs. The best market price will be paid for all kinds of Raw Furs.

CONSIGNMENTS SOLICITED. RETURNS MADE PROMPTLY.

N.B.—The best price paid for Beeswax and for Ginseng.

494 St. Paul Street - MONTREAL

REFERENCE—Bank of British North America.

DYEING DRY GOODS and MILLINERY

Dress Goods, Cloths, Tweeds, Drills, Ducks, Cottons, and Velveteens, Hosiery, Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP.

Also Feathers, Silks, Velvets, Ribbons, Laces, Etc.

And Garmert Work of all kinds.

BRITISH AMERICAN DYEING CO.

Technical, Chemical Dyers and Finishers.

JOSEPH ALLEN, Managing Partner.

Principal Offices—215 McGill St., Montreal.
257 Yonge St., Toronto.

123 Bank St., Ottawa.
47 John St., Quebec.

CROMPTON CORSETS

are money-makers.

Every up-to-date dealer in Canada recognizes this fact, knowing that his stock is incomplete without these stylish lines.

Queen Moo, Victoria, Contour, Magnetic, Quebec, and Yallsi Corsets, and the famous Crompton Hygeian Walsts.

Manufactured by

The Crompton Corset Co., Limited, Toronto



THE CANADIAN COLORED COTTON MILLS COMPANY

Cottonades, Tickings, Denims, Awnings, Shirtings, Flannelettes, Gingham, Zephyrs, Skirtings, Dress Goods, Lawns, Cotton Blankets, Angolas, Yarns, etc.

Only Wholesale Trade supplied.

D. MORRICE, SONS & CO., AGENTS
MONTREAL and TORONTO

WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE
AND
MARINE

Head Office

Toronto,
Ont.

Capital Subscribed -	\$2,000,000.00
Capital Paid Up -	1,000,000.00
Assets, over -	2,320,000.00
Annual Income -	2,300,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

The Toronto Patent Agency

Limited

CAPITAL, - - \$25,000.

W. H. SHAW, Esq., President.

Jos. DOUST, Esq., Vice-President.

J. ARTHUR McMURTRY, Sec.-Treas.

79, 80, 81, 82 Confederation
Life Building

TORONTO, ONT.

General Patent Agents in procuring Home and Foreign Patents and all matters pertaining to Patents and Patent Causes, also the buying and selling of Patents, and the organizing and promoting of Joint Stock Companies. List of 500 inventions wanted and list of Canadian Patented inventions for sale, mailed to any address free, address

Toronto Patent Agency, Limited, - Toronto, Ont.



Manufacturers
of
SUSPENDERS
and
**COVERED
BUTTONS**

The
**J. R. Stouffer
Mfg. Co., Limited**
BERLIN, ONT.

"Forget Me Knots" "Cut to Order"



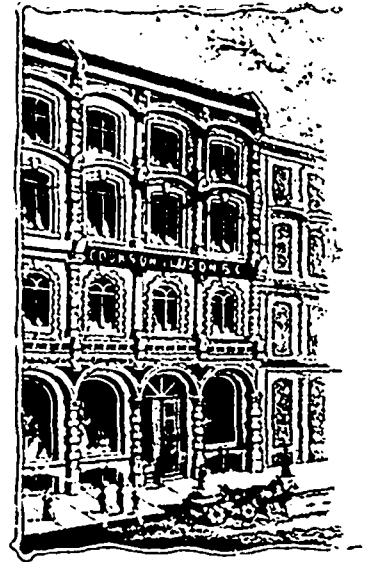
"NEAR TO NATURE'S HEART."

COOKSON, LOUSON & Co.

"Neckwear Florists"

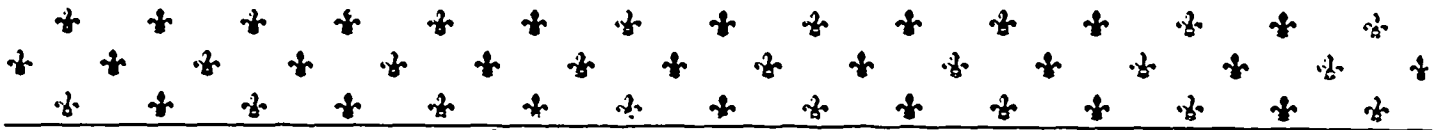
MANUFACTURERS AND IMPORTERS OF MEN'S FURNISHINGS

... MONTREAL.



14 St. Helen Street
MONTREAL

"FORGET ME KNOTS"
Cut to Order.



"To the Trade."

Dear Sir,

We make everything in Men's and Ladies' Neckwear out of the nattiest silks and designs manufactured. Give us a trial in this department. We will please you.

In stock we keep the following lines of up-to-date Men's Furnishings. As you run over the lists you may notice some lines you may need to sort up with or secure for later shipment. No trouble to show goods, and we will do our best to interest you in values. Kindly tick off what you would like to see in the following samples, so as to save time. Write direct or see samples.

Mail orders promptly attended to.

Give us a trial. "DINNA FORGET."

NECKWEAR

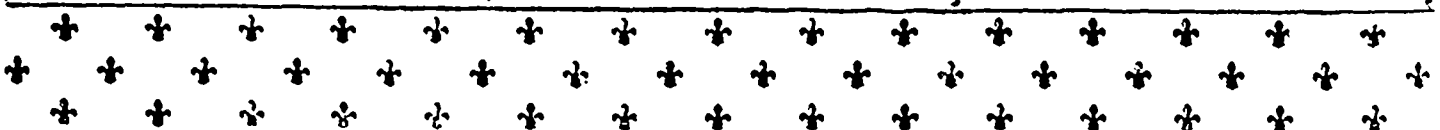
"Our Hobby."

- ARMLETS
- BRACES
- BELTS
- BATHING SUITS
- CAPS
- CUFF HOLDERS
- HALF-HOSE, all kinds
- HOSE SUPPORTERS
- HANDKERCHIEFS, all kinds
- MUFFLERS, all kinds
- NECKWEAR, Our Specialty
- OVERALLS
- RUBBER COATS, best makes
- SWEATERS, all kinds, also made as desired
- COLLARS, all kinds
- CUFFS
- CUFF BUTTONS
- COLLAR BUTTONS
- GOLF HOSE
- GLOVES, all kinds

SHIRTS

Endless Variety in

- WHITE SHIRTS
- REGATTA
- SOFT FINISH
- BLACK SHIRTS
- OUTING
- TOP
- UNLAUNDRIED SHIRTS
- SHIRTS and DRAWERS
- all kinds, for all seasons
- SCARF PINS
- TOWELS
- TIE HOLDERS
- TIES (We shine in these)
- WALKING STICKS
- UMBRELLAS, All Prices
- Etc., Etc., Etc.
- NOVELTIES OUR FORTE.



COOKSON, LOUSON & CO., Montreal

HUTCHISON, NISBET & AULD

TORONTO

FALL 1899

**TAILORS'
TRIMMINGS
AND**

FINE WOOLLENS

Fashionable Woollen Fabrics for

Ladies' Tailor-Made Garments

Our range for the coming season is characterized by a very complete assortment of

BRIGHT GOODS in
CHOICE STYLES at
KEEN PRICES.

Selling Agents for Oxford Homespuns.

Hutchison, Nisbet & Auld.

To the Fine Dry Goods and Ladies' Tailoring Trade:

Oxford Costume Cloths

are the leading homespun suitings in Canada.

* * *

This is no stereotyped expression. They are now pretty well known from Atlantic to Pacific. You see them on the best-dressed ladies on city thoroughfares—people appreciative of quality and style.

* * *

One gown sells another. You keep a stock. The goods help to do the selling.

* * *

Our Fall '99 styles are right. More in them for you and your customers than in imported stuffs.

* * *

Few Facts: All our fabrics are pure wool, expensively dyed, thoroughly shrunk; use or abuse hurts them little; price moderate.

~~~~~

Full range at . . . .

HUTCHISON, NISBET & AULD'S  
TORONTO



LATEST PARISIAN FALL '99 FASHION.

  MADE ONLY BY  

Oxford Mfg. Co., Limited, Oxford, Nova Scotia



**A NEW MODERN WAREHOUSE.**

Boulter & Stewart, manufacturers and wholesale dealers in fancy dry goods, women's and children's wear, etc., Toronto, have been again compelled to move into larger premises.

This firm was organized by H. C. Boulter and W. H. Stewart seven years ago, when they opened up a sample-room about 20x30 feet on Yonge street. In the year following they moved into premises at 31 Wellington street east, where they had 40x100 feet of floor space. Here their business increased so that in 1897 they were using three floors each 40x130 feet. The progress of the last

with paper and writing materials will be placed at the disposal of customers wishing to do business of any nature while in Toronto. The other three storeys will be used for factory, storage and shipping purposes, and will be furnished in keeping with the modern ideas picked up by Mr. Boulter in recent trips to New York and other centres.

**NEW TEXTILE DIRECTORY.**

The fourth edition of "The Canadian Textile Directory" is out. It gives a list of the manufacturers and dealers in textiles, and of tanners and curriers throughout Canada, statistics of the



"Canada from Ocean to Ocean."

New Pulp Mills at Sault Ste. Marie, Ont.

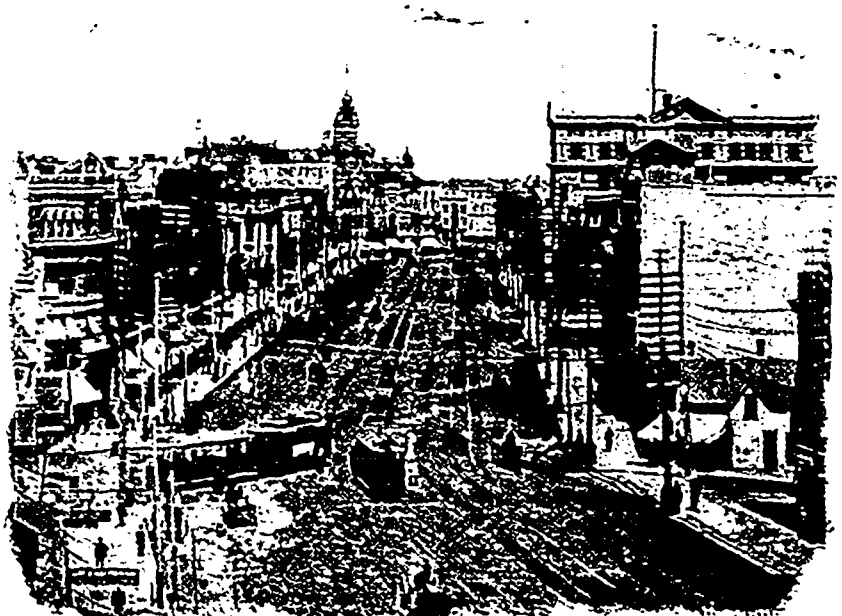
couple of years, however, has made this space insufficient, and compelled their removal to Front street, where they have four floors each 40x160 feet. In this building, together with outside help, the firm will employ about 125 hands during the busy season. Five travelers are now on the road, and, with the addition of a sixth when the season opens, the firm will be able to easily reach their customers, who are everywhere from Victoria to Halifax. The personnel of the firm has remained the same since the beginning, with the exception of the change made in January last, when W. M. Campbell, financial manager, was admitted into partnership.

The showrooms that are being fitted up by this firm are up-to-date to a unique degree. They are on the ground floor, and consist of four distinct sample rooms, each electrically lighted and beautifully finished. In the first of these, ladies' suits and skirts will be shown; in the second, blouse waists and wrappers. In the next, ladies' underwear, children's coats and headwear will be kept, and the fourth will be devoted to art draperies, curtains, etc. Instead of the goods being displayed on tables or stands, where the customer needs to search through all to satisfy himself, the goods are kept in cupboards. In each room chairs and a table are provided, and the salesman brings the goods to the table, where the customer can, with comfort, examine each article closely. This is the method followed by many of the New York houses, and is one likely to prove satisfactory to their customers as well as to Boulter & Stewart.

In addition to the two business offices, and the private and working offices, the firm are furnishing a good-sized office for the convenience of their customers, especially those from a distance. Here, besides chairs, tables, etc., a roll top desk,

imports of textiles into Canada, the tariff items of Canada, Newfoundland and the United States affecting textile manufacturers and dealers. All this useful and valuable information is well put together in a nicely bound book. The publishers are Biggar, Samuel & Co., Montreal and Toronto.

Messrs. Charles and James have decided to concentrate their efforts on the business in Perth, Ont., and the branch store at Smith's Falls, which has been under the management of Mr. James, will be closed.



"Canada from Ocean to Ocean."

The City of Winnipeg.

# Canada

is said to be the "Brightest Jewel in the British Crown."

# The West

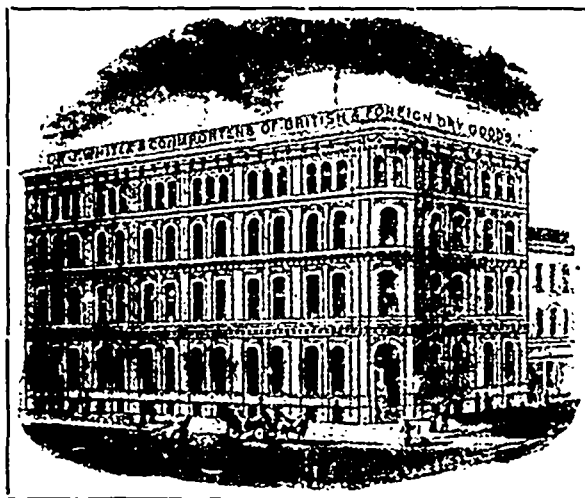
is conceded by all to be Canada's Hope . . . . .

In 20 years we have never seen brighter prospects for trade. We have made great preparations for

## FALL 1899

*Nov 2/99*

# Our Five Great Departments



## ARE FULL OF NEW GOODS

specially selected by buyers familiar with the wants of our country. Our travellers are now showing their big range of samples.

**Wait for Them. See Them. Buy from Them.**

Join in the prosperity of the country by placing your orders with

# R. J. WHITLA & CO., Winnipeg

Do Not Forget We Fill Letter Orders Carefully.



## PROGRESSIVE STOREKEEPING

A MONTHLY ARTICLE ON THE PROPER MANAGEMENT, SYSTEM, ETC., OF AN UP-TO-DATE  
RETAIL BUSINESS

Specialty written for THE CANADIAN DRY GOODS REVIEW

By Charles F. Jones, New York.

### Don't Put Things Off.

System is of great advantage in any business and most especially so in the dry goods business, where the details are very numerous and where it becomes necessary that everything should be done promptly and to the entire satisfaction of the customer.

Some merchants, through lack of system, get into the very bad habit of putting off things from time to time. They are thus nearly always behindhand. It is never well to leave from one day to another any business transaction. Make it a point every night before you leave the store to see that everything is in order :

by being systematic and punctual in every duty of your own which you may have to perform. There is nothing like a good example. In business, as well as in war, a great deal of enthusiasm is added to the cause where the general leads the army instead of simply commanding them to go.

### Raising the "Cheap" Cry.

A great many dry goods stores have gotten in the habit of always harping on the cheapness of their goods and saying nothing else, dwelling on that subject so much that in order to give variety to their state-



"Canada from Ocean to Ocean."

A Farm Scene in Sussex, New Brunswick.

that everything that could possibly be done has been attended to. Do not put off until the morning any duties that could conveniently be attended to that day.

It is this putting off of some things until the next day which will crowd out other duties which come up and cause these in turn to be put off until the day following, and in this way keep you always a little behind in your business.

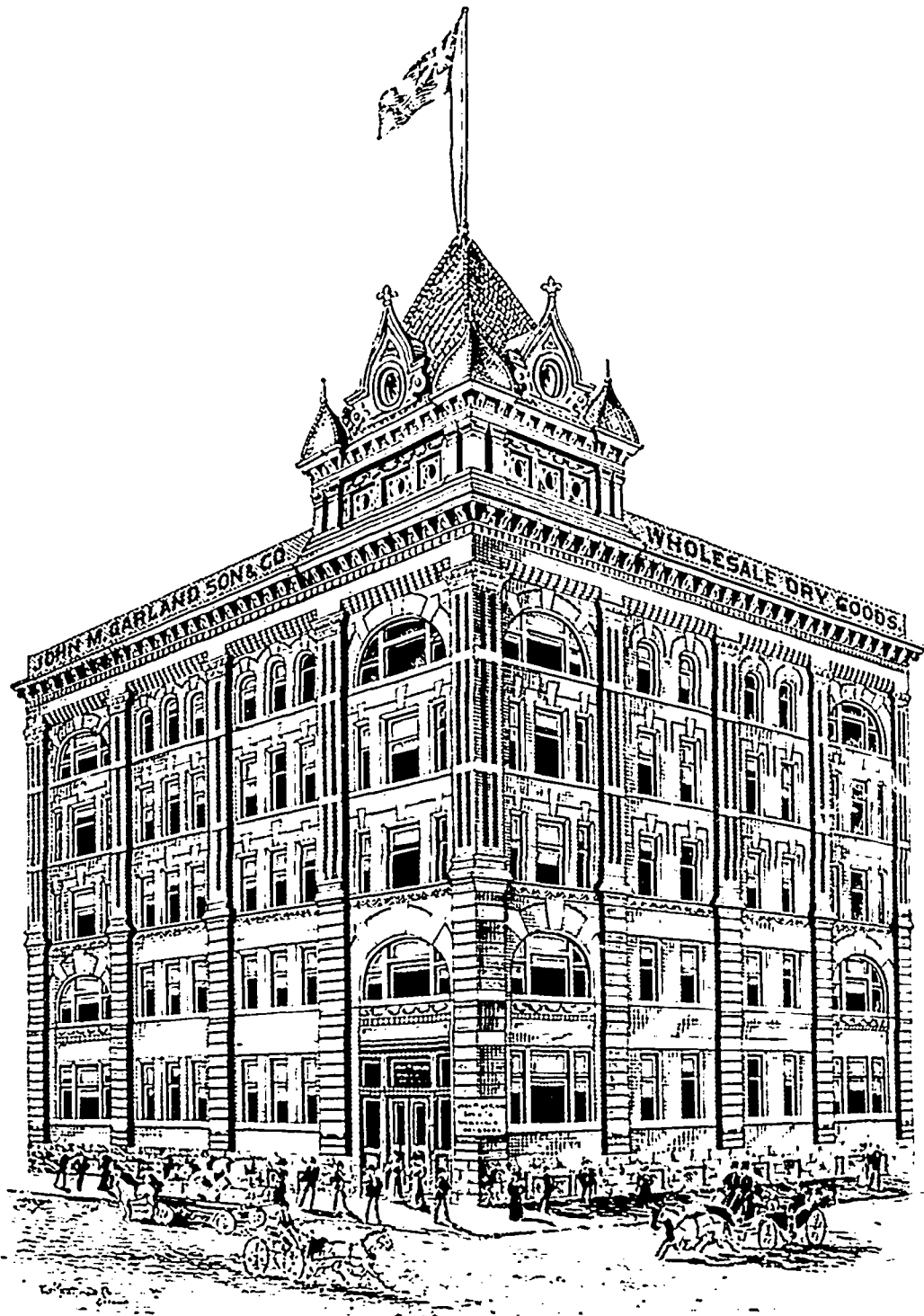
By making it a point to finish every day's business before the store is closed there is never any trouble the next day to take up any new line of business that may come up. Each day brings for itself plenty to do and each day should attend to its own business.

This can only be done by having a system and by adhering closely to it. Have each person in your store understand distinctly what are his or her duties and when is the time to attend to them. Not only see that this is done, but set your employes the example

ments, they are sometimes compelled to say things that are not altogether true in regard to the prices at which they sell. They seem to be continually laboring to induce the public to believe that they are always in the position to give them goods for nothing.

Now "something for nothing" is not business and never will be as long as there is business. Everybody recognizes the fact that a business man is not in business either for the love of it or for fun, but to make money. He cannot possibly sell goods for less than they cost, or even for what they cost, and exist for any length of time; and yet we have advertisements thrust upon us every day in which people are claiming practically to give you \$2 worth of goods for \$1.

The fact of the matter is that no good merchant ever gives anybody \$2 worth of goods for \$1. He sometimes may give you more than your money's worth, simply as an advertisement, or to



# John M. Garland, Son & Co.

WHOLESALE DRY GOODS

DEPARTMENTS

- A—Staples.
- B—Colored Cottons, Prints and Linens.
- C—Cloths, Tweeds and Tailors' Trimmings.
- D—Dress Goods and Linings.
- E—Men's Furnishings.
- H—Smallwares, Hosiery and Ribbons.
- T—Carpets and House Furnishings.

... INSPECTION INVITED.

146, 148, 150 and 152 QUEEN ST.,  
45, 47, 49 and 51 O'CONNOR ST.

## Ottawa, Ont.

Up-to-date Warehouse. Up-to-date Stock. Right Prices. Liberal Terms. No Charge for Packing.  
See our Samples, or better still, see our Stock in the Warehouse.

particularly attract a crowd on any special occasion, but he does not even do that as a regular thing. All that can be expected of a merchant is that he will give a fair value for the price. The public have a right to expect that he does not ask more than a thing is worth, and he has a right to exact from the public every cent that the thing is worth.

This habit, in which a great many houses are indulging, of claiming so much more than they really give, is one which is bound in the long run to react upon their business. They soon lose standing with the public in general, because it is easy to learn that such statements are false, and people who love the truth, and even those who do not, are more likely to patronize a store in which they believe that they will only be told the facts.

Some years ago, someone offered a prize for the best window sign which could possibly be written. A large number of persons all over the United States entered into competition and sent their window signs to the paper offering the prize. A number of competent judges were selected to make the award, and out of the lot

they are not needed; but do not, under any circumstances, let your stores be dark. You will find that the extra amount of goods which you sell by having a cheerful, light store will more than pay for any expenditures in securing this light.

Not only is it a good plan to have light in your store, but, if your place of business is on a thoroughfare where there is considerable passing, it is well to have light outside, to show at night. The advertising value in having a well-lighted front is worth more than the expenditure.

#### Handling a Customer.

How carefully a salesman ought to handle a customer! Within the first few minutes after they enter the store, by his treatment of them, and by the manner in which he shows goods, he can either make a good impression for himself or for his store, or a bad one, which will act against him and probably cheat him out of making a sale.

If he gives the customers the impression that he is glad to wait on them and glad to show them what they wish to look at, it will



"Canada from Ocean to Ocean."

Queen's Square, Charlottetown, P.E.I.

the one adjudged to be the best, said "These shirts are worth \$2; our price for them is \$2." It was unanimously agreed by the committee that the novelty of selling goods for just what they were worth, and presenting it in this crisp way, was certainly the best thing that could be gotten up for a sign.

#### The Value of Light Stores.

A great many dry goods merchants injure their business through a false system of economy in not having enough light in their stores. Where natural light can be obtained, of course it is the best, and the merchant is foolish indeed who will allow his store to be dark when he can lighten it by going to any expense in making windows or supplying artificial light.

Where natural light cannot be obtained, do not stint yourself in artificial light; have plenty of it, but use it on all occasions. Of course, I do not mean you should burn gas or electric lights when

have a better effect than if he appears to be indifferent to their interests.

In showing goods, there is another point in which some clerks make a serious mistake, and that is in trying to give the impression that they are over well-informed about the goods which they are selling, when they are not. If one is fully satisfied that he knows all about the goods and is sure that what he is going to say is correct, then it may sometimes be well to enlighten the customer about the different qualities and the points on which they differ from other goods; but, unless one is positive, it is not well to volunteer a statement upon a matter of which the customer may know more than he does, and thus find that one is trying to convey information upon a subject with which he himself is not acquainted.

It is not necessary to more than mention the fact that under no circumstances should the clerk deceive the purchaser in any way. The truth should be told about the goods and no imperfections

# FALL 1899

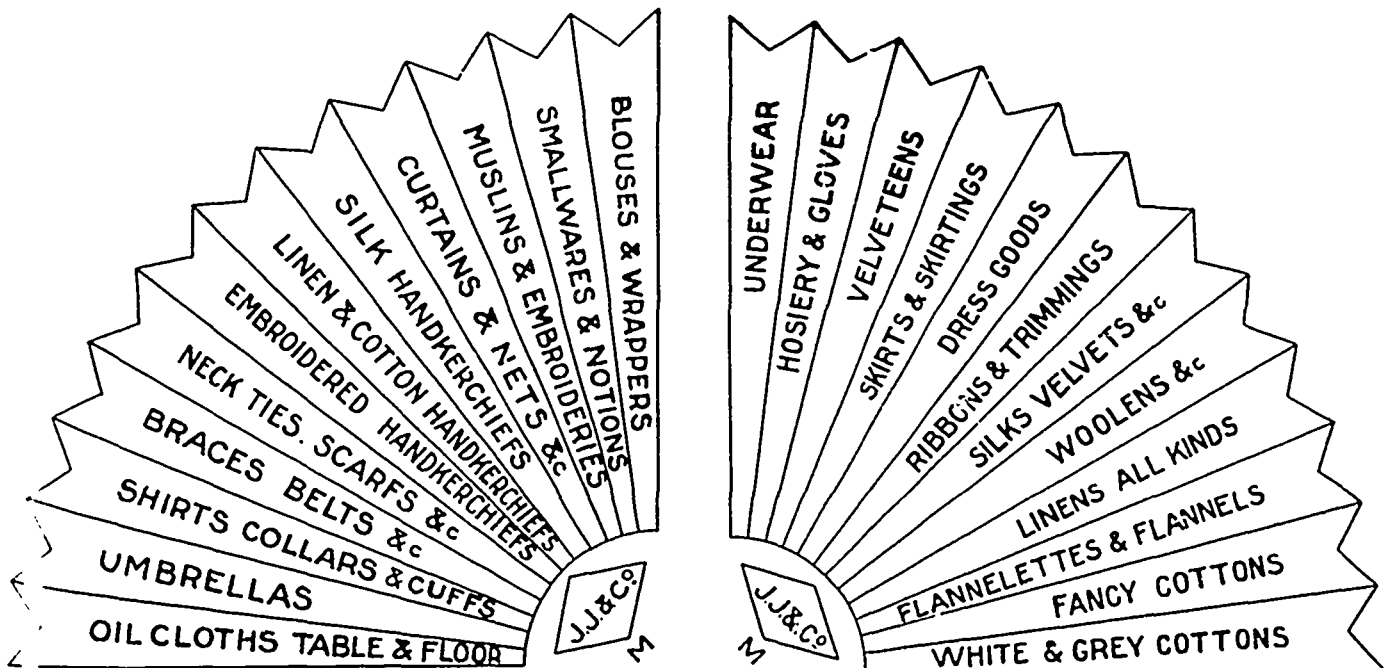
## James Johnston & Co. - Montreal

### WHOLESALE DRY GOODS

Are now in full swing for the Fall Trade. Our Travelers are in the Field with an exceptionally complete range of Samples from all Departments, including all the Latest Novelties.

It will pay you to see them before placing orders. We pay special attention to letter orders.

## DEPARTMENTS



concealed. If there is any doubt in the customers' minds about any point, either about purchasing the goods or about anything connected with the store, it is well to be sure that the truth is fully understood, and explain to them every point carefully and precisely.

The purchaser should never be persuaded into taking anything which she does not exactly like. It is often better even to lose a sale than to lead the customers into purchasing goods with which they will afterwards be dissatisfied. Do not, under any circumstances, try to use persuasive powers in inducing them to buy when they are not exactly satisfied to do so.

It is the merchant's duty to sell the customer just the article that she wishes to buy, although he may at times use his knowledge of goods to the customers' advantage by giving them truthful advice when they seem to desire it, but, if the advice is not asked, it is usually well to withhold it, unless it is seen that the customer is about to make a serious mistake in her selection.

A clerk should be most particular regarding the manner in which he treats persons who are usually known by the name of cranks. A crank is an exceedingly hard person to wait upon, and it requires a good deal of tact in order to make her a customer, but, when the clerk has gotten on her good side and secured her trade, he will find that he has practically secured one friend forever. With such persons as are hard to please it pays to use extra endeavors in order to win their trade.

#### Initiating Suggestions.

One of the most valuable ways in which clerks can serve their employers is by showing special interest in the store and trying to sell goods by their personal efforts. By this is meant that very often, while waiting on a lady for some particular thing, one can suggest to her mind something else which is new or which she might also like to purchase at the same time.

This means of personal introduction of goods not only shows an interest in the house, but to some extent is pleasing to customers, who like to have attention paid to them when they are buying.

There is no way in the world to sell goods which remain on the shelves undisplayed. The only way in which a sale can ever be made is by showing the material itself, and if there is something new and attractive that the customer has not yet seen, show it to her, and it will often result in a sale which was not expected. If it does not result in an immediate sale, it will very often lead to a purchase at some future time.

#### LADIES' GOODS NOW IN DEMAND.

Now that blouses are being worn so full in front, an article of dress that is much in vogue is the dress distender. In order to meet this demand Brush & Co., Toronto, are showing the "Peerless" dress distender, which is made of white net with adjustable shoulder straps, and can be sold at popular prices. The demand for this article is unusually good this season.

Special attention should be directed to other specialties which Brush & Co. are showing. For example, the line of "Comfort" waists is now being made in graded styles, from the child's size to the woman's. The sales of bustles are decidedly on the increase and have been freely ordered from general stores all over the country, which indicates that our country cousins are as much up to date as city people.

#### SPECIAL DRIVE IN HANDKERCHIEFS.

Brophy, Cains & Co. have bought several thousand dozen, in five special lines, of white handkerchiefs. They can be retailed at 50c., 60c., 80c., \$1.00, and \$1.20 per dozen, pay a handsome profit and be a great help to your handkerchief trade. Samples free on application.

#### A BIG FIRM ENLARGING.

AS the natural result of continued success and steady growth The Gault Bros. Co., of Montreal, are making several extensions to their already large business.

Their shirt and tie department has grown to such an extent that it was found necessary to give it much greater space, so, in May last, the warehouse next door on St Helen street, previously occupied by James Hutton & Co., was rented, and the factory moved thereto, occupying the three upper floors of this large double warehouse, the two lower floors being used to accommodate the firm's staple department, which was too cramped in its old quarters. This addition gives the company what is practically four warehouses, and makes it one of the largest and most complete in the Dominion.

The recent trip of A. F. Gault and Mr. Rodger throughout the West, where they found business in a thoroughly satisfactory and healthy state, has resulted in the establishment of a branch house in Vancouver. A commodious warehouse has been rented there, and a moderate stock of all lines will always be kept on hand, preparations being made to enlarge as business will warrant.

While not yet officially decided upon it is most probable that a branch house, or rather a separate establishment under the firm's name, being managed locally, and independent as to buying, risks, etc., will shortly be started in Winnipeg, which city will, in Mr. Gault's opinion, soon occupy a more prominent position than it does even now as a distributing centre for the West. A site has been purchased and if present intentions are carried out two splendid warehouses in stone and brick will shortly be started, with sufficient room for a third if occasion requires.

Mr. Gault and Mr. Rodger both speak very highly of the West and its business prospects, of which they have had ample opportunity to judge during an extended trip to all its principal points.

#### THE MERCHANTS DYEING AND FINISHING CO.

This concern have been making alterations and additions the past month or two and are now putting in a number of new machines; some are especially for silks. They have done a large business in Japan silks, and are now going to take up the dyeing and finishing of satins. Other machines are specially for finishing amazons, sedans, broad cloths, etc., on which they are expecting a large business.

The best retailers are getting to see more and more that there is a better profit in having the right shade at the right time than in any other item. The firm state the case thus: A man buys, say, 50 pieces of dress goods at 37½c., containing 40 yards each which - 2,000 yards, at a total cost of \$750. He expects to get 50c., or \$1,000, being a profit of 25 per cent. on his turnover, but he sells only 30 pieces at 50c.; 10 pieces he has to sell at, say, 35c. and to clean the bad colors out he probably has to sell the last 10 pieces at 25c. The case stands thus:

|                                      |       |
|--------------------------------------|-------|
| 30 x 40 = 1,200 yards @ 50c. = \$600 |       |
| 10 x 40 = 400 " " 35c. = 140         |       |
| 10 x 40 = 400 " " 25c. = 100         |       |
| Total                                | \$840 |

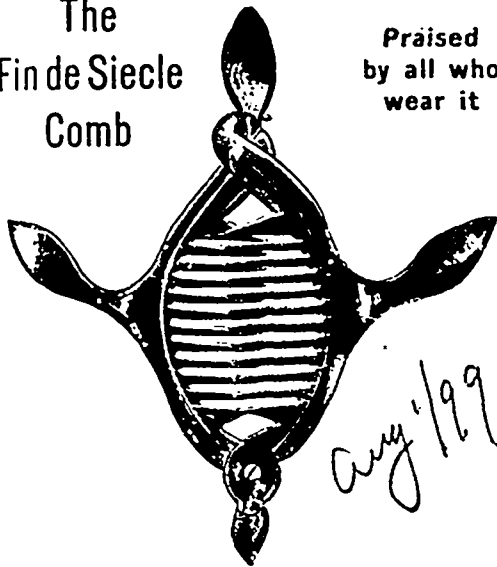
Or a profit of barely 11 per cent. on his turnover, instead of 25 per cent as he expected. The profit goes into a bag with holes, and leaks out.

The firm are prepared to take bulk orders, dye up part early, and the rest as required. They have made large preparations in plain cloths of various makes—black figured dress goods from 20c. to \$2.50 per yard, and choice styles in striped, checks and fancy cloths.

Their hosiery and glove department is as large and choice as ever. They have had large stocks and contracts, and have given their customers the full benefit in the present rapidly rising market, but their supplies cannot last indefinitely.

The  
Fin de Siecle  
Comb

Praised  
by all who  
wear it



THE \_\_\_\_\_  
**Fin de Siecle Comb**

ALL THE WORLD HAS ITS  
EYES ON THE LEADER.

When Fashion says "so and so," you are a fool if you try to ignore her.

When Fashion said chignons, they were worn: so were hoopskirts, bustles and princesses. Lots of people tried to offer something "just as good," but Fashion had her way as she always does.

The Fin de Siecle Comb is Fashion's fad just now, and all the leading stores in the United States and Europe keep it.

**YOU CAN GET THEM FREE OF DUTY IN CANADA  
AND AT THE RIGHT PRICES.**

WRITE \_\_\_\_\_

**THE PARISIAN COMB CO.**

PARIS.  
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530 Broadway, NEW YORK.

**MERCHANTS BUTTON CO.**  
WATERLOO, ONT.

We are showing you the largest range of

**BUTTONS**

to select from:

- |                                               |       |                          |
|-----------------------------------------------|-------|--------------------------|
| Staple Pearls                                 | ~~~~~ | Tailors' Ivory Buttons   |
| Fancy Pearls                                  | ~~~~~ | Tailors' Covered Buttons |
| Mantle Pearls                                 | ~~~~~ | Tailors' Pant Buttons    |
| Tailors' "NAME" Ivory and Metal Pant Buttons. |       |                          |
| Fancy Vest Buttons, Buckles, etc.             |       |                          |
| Silk Covered and Ivory Dress Buttons.         |       |                          |
| Coat Labels, Braids, Brush Bindings.          |       |                          |

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Moulds for Button Covering Machine. 20 Front St. W. . . . TORONTO

The Irving Umbrella Co.

Limited.

**LETTER  
ORDERS**

FOR \_\_\_\_\_

Ladies' and Gents'



**Sunshades**  
AND  
**Umbrellas**

at all prices, filled carefully and  
shipped same day as received.

# Hat, Cap and



# Fur Trade.

## The Autumn Outlook.

Both in retail and wholesale circles there is a cheerful tone. The city dealers have not sold so many straws as usual, the sailor being almost exclusively a woman's hat this Summer. The wholesale importers say that the sales of hats for Fall deliveries have so far been satisfactory, and that when the Fall imports come in during August and September the increase will be observable. Retailers have shown their confidence in a good Fall business by placing fair orders. The tendency in ordering has been in the direction of the low crown in stiff hats, and, although the fedora continues to have its votaries, the feeling generally is towards the stiff hat.

In Winter-weight caps, no radical changes from last season are reported. The falkirk shape, with the slip or sliding band, still seems to prevail, although, of course, other shapes sell well. As to light-weights for early Fall wear, the golfer in Scotch effects will doubtless be the feature. The banded golf cap will be shown in quiet colors—navy and black serges. The leather peak for quiet colors is still in some demand. Caps of larger and brighter patterns will have the peak of the same material.

We have seen three or four very taking shapes for early deliveries, before the imported goods come in. The shapes are stylish, in low crown stiff hats, and they will be shown in black colors. They are for early Fall trade. These hats are of Canadian make, and are a credit to this country, the finish being high-class in every respect. Needless to say, they have no mark or sign of Canada about them, being labelled English hats, a superior line of which they undoubtedly resemble.

## The Market Reports.

The leading Canadian buyers have been in England for several weeks picking out Spring samples. Advices received in Canada lately from abroad not only go to sustain the higher prices paid for rabbit fur, but also report an advance in cloth felts, the material used for making tamis and similar headgear. A few orders, we learn, were placed by Canadians for cloth felts before the 10 per cent. advance took place, but this does not cover all supplies. Advices show that the tendency of goods is upwards, and prices will be stiff. Whether the manufacturers will grade qualities so as to retain prices at the old figures remains to be seen. Certainly, for the old values higher prices must be paid.

## Activity in Fur Sales.

Better times have had their effect on furs. Dealers are buying freely for next Fall and Winter. A great deal of made-up stuff has been ordered. It is evident that retail fur dealers expect—and the expectation is not ill-founded—that whether next Winter is cold or not, purchases of furs as luxuries will be large. The sales of grey lamb, persian lamb, electric seal, astrakan, alaska sable and other furs have been good in this market.

A feature of the June sales in London was that larger quantities of continental stuff were offered. Of racoon, there were 120,000

skins, as against 58,000 in June, 1898; of mink, 70,000, as against 50,000. Of skunk, 120,000 skins were offered, as compared with 126,000 in June last year.

The price of grey lamb has advanced. In fact, its price is considered phenomenally high.

## Sleigh Robes Dearer.

Owing to the decrease in the export from China of goats whose skins are used for sleigh and carriage robes in Canada, the price of this class of stuff is expected to go up. Some are skeptical about this, but the figures are significant. The export season is from January to the end of April, and this year the number of skins exported was 32, compared with 120,000 skins during the season of last year. This shortage will, it is argued, have its effect on prices in this market this season. The cause in the falling off of exports is variously explained. For several seasons the low price of silver made it possible to bring out a good many of these goat skins from China, but the exporters finding that results netted poor profits to them have apparently diminished their efforts.

## A Foreign Visitor.

A distinguished figure in the European fur trade was in Canada last month. This was Mr. Adolph Lodde, of G. Gaudige & Blum, Leipsic, Germany, one of the largest fur houses in Europe, and immense purchasers at the London fur sale. Mr. Lodde, who was accompanied by Mrs. Lodde, came to this continent on his first visit, and, after visiting the New York house of the firm, came on to Canada. He spent a few days in Toronto, being shown about by his friend Mr. James D. Allan. In reply to inquiries, Mr. Lodde said he regretted not having come to this continent 20 years ago, for, without in any sense underestimating themselves in Germany, he had found many new ideas that, grafted into their system, would be an improvement on both. He thought the accounts of Canada which had been given him were not exaggerated, and he was especially pleased with Toronto. After being taken about the city, he expressed the opinion that the citizens seem<sup>d</sup> scarcely to realize the possibilities of beautifying the place still further at no great cost. He considered High Park, even in its rude state, as wonderfully beautiful, and believed that with a small expenditure it could easily be made to surpass Central Park in New York. Mr. Lodde sailed for home July 4, on the Kaiser Wilhelm.

## The Muff - 400 Years Old.

The present year sees the celebration of the 400th anniversary of the necessary and useful adjunct to a lady's Winter toilet, the muff. This comfortable article first saw the light in Vienna in 1499, says The Draper's Record, and was exactly the reverse of what it generally is at present, the smart and fashionable muffs of those days being generally covered with a rich and costly brocade and a fur used as a lining instead of being outside. In other parts of Europe

# JOHN FISHER, SON & CO.

Cor. Victoria Square and St. James Street

MONTREAL.



## Woollens and Tailors' Trimmings

Letter orders receive prompt attention.

101 and 103 St. Peter Street, QUEBEC.

ESTABLISHED 1878.

# Richard Roschman & Bro.

WATERLOO, ONT.

Manufacturers of all kinds of...

Fine Ivory Buttons,  
Staple Pearl Buttons,  
Fancy Mantle Buttons  
in Ivory, Pearl and Horn.

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FRED. H. CRAGG

11 and 13 Front Street East,

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# Acetylene Gas

MADE.

The best Machine made.

CONSTRUCTED ON  
NEW PRINCIPLES.

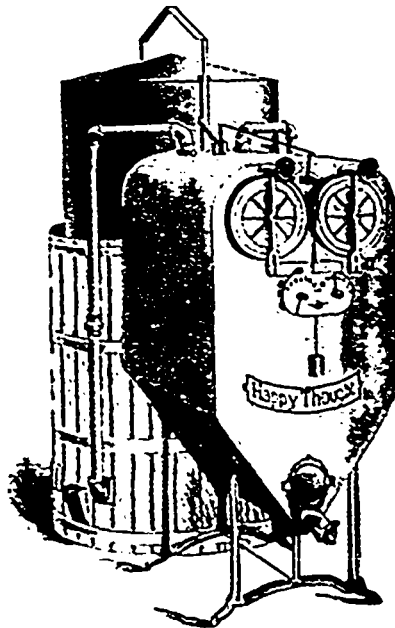
We take the Carbide to  
the water. No waste or  
smell.

Special  
Approval  
From Fire  
Underwriters

having passed their New  
Regulations.

SEND FOR  
CATALOGUE.

Satisfaction Guaranteed.



The Guelph Acetylene Gas Co.

GUELPH - ONT.

Limited.

IT PAYS



TO SELL

# STANFIELD'S UNSHRINKABLE UNDERWEAR

(REGISTERED)

Pure Nova Scotia Wool. Wears like iron.



Stanfield's Unshrinkable Underwear is warranted to be pure wool, guaranteed not to shrink in the washing, and to retain its elasticity and softness. Immaterial how laundered.

For further information and the goods, write

The Truro Knitting Mills Co.

Sole manufacturers  
for Canada.

Truro, Nova Scotia.



**HATS AND CAPS- Continued.**

it became a universal article of use in the 17th century, and was carried not only in the streets in Winter, but also in the house, and at all sorts of entertainments, often taking the most eccentric forms. At the Coronation of Frederic III. of Prussia, in 1701, at Konigsberg, muffs were carried by the ladies as part of their Court dress.

HOW A SILK HAT IS MADE.

Why the permanence of the silk hat? Its most ardent devotees cannot claim that it is a "thing of beauty, and a joy forever," says Gavin Macdonald in *The Harmsworth Magazine*. It is hot in the sun, cold in a frost, inconstant in a wind, and in raintime it ruffles its feathers like a petulant peacock.

We anathematize it, ridicule it, and criticize it mercilessly. Yet its will-being is our constant care. It is groomed till its ribs shine like the coat of a well-conditioned racehorse.

When we so far forget ourselves as to lay a wager, it is mostly in silk hats, because, if we win, it is the thing above all others that we can do with.

Surely the topper is an anomaly. It is very human. It moves in sets, and you may judge a man by the company his topper keeps. You may be considered respectable in a well-matured half-a-guinea silker. A guinea specimen with a local maker's name inside may entitle you to rank on the extreme outside fringe of society; but should you wish to be numbered among the favored few in the social bullseye, your hat must bear a name.

"A rose by any other name will smell as sweet," does not apply to hats. A Lincoln and Bennett by any other name will be just as stylish and comfortable, but, as the name itself has become a guarantee of the very best of headgear, so it is as well to see that their name, or that of one of the few other fashionable firms, is in the well of each stove pipe lid, as the Americans call it.

Desiring to know just how a silk hat is made, we enlist the help of this eminent firm, and, by their assistance, we are able to tell our readers exactly how the best Lincoln and Bennett, as worn by the crowned heads of Europe, is constructed. A hat is much like a suit of clothes. To obtain the best results one must be fitted for it, and it must be especially made in conformity with the individual's cranial peculiarities.

To this end three preliminary processes are essential. Firstly, the measurement of the head is taken with a lead band covered with leather. This operation is conducted by an expert, and great care is exercised in obtaining the exact shape of the head. The band is now laid on a sheet

of paper and a pencil is run round the inside of the band, thus transferring the shape to paper. The superfluous paper is cut away and the shape is pasted up on to pieces of gossamer welded together by heat. From this "cast" a wooden block is constructed on which the hat is made. The measuring band, cast, and hat block are shown in the accompanying illustration (No. 1).

Once your shape is taken in this fashion, you have only to order a hat and you may be certain of obtaining a perfect fit.

Now for the actual making of the hat. The basis is cambric, steeped in a strong solution of shellac. This operation over, the cambric, which is now of a light brown color, is stretched on a rack. The rack goes into a drying-room, and, in a temperature of from 130 to 140 degrees the cambric is soon ready for conversion into a silk hat. The hatter has the block ready, and on this he models the prepared cambric in the shape of a cylinder; the lid is cut out and fastened on by means of a strip of the same material.

In this style the hat resembles a levathan yellow coffee-canister. The model is now ready for the brimmer. He cuts a hole exactly the size and shape of the cylinder in a large square of the cambric. It is then fitted over the top and gently pushed down the hat into position, and then fastened on in similar fashion to the lid.

We have now a perfectly shaped yellow linen body, with a large square untrimmed brim. This brim may be cut into oval shape by means of a machine or by hand.

There is a great art in the whole of this process. The slightest error, and the whole style of the hat is destroyed.

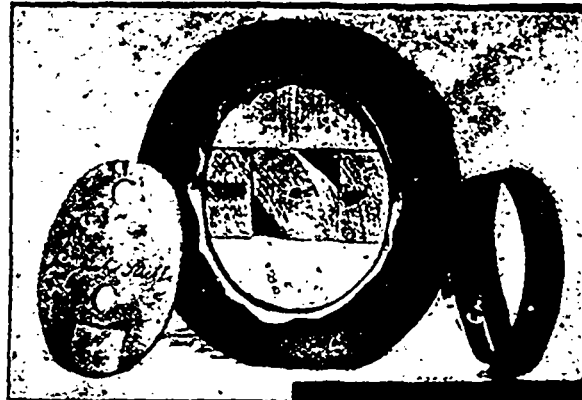
However, the workmen who undertake this operation are highly skilled, and have a vast experience behind them. One of the assistants in this department has been with the firm over 40 years.

The next process is the silking of the hat, and this is an operation requiring great skill. The silk is in reality a most expensive description of silk plush. A bale the size of a folded tablecloth costs anything between £25 and £30.

One single piece of this material covers the body. It is stuck on by means of a special composition, and is then ironed into place. One of the great arts in this process is to avoid showing the seam. The ends overlap, and the workman irons them in such a way as to completely destroy every indication of a join.

The brim is next silked, the under part of the brim is finished, and the hat goes off to have its brim curled. This is artist's work.

The brim is first heated, and the workman does the rest with his index finger and thumb. How, it is difficult to say, the operation takes place so quickly. However, he appears to give it two or three pulls towards him, and the curl appears as if by magic. It looks simple, but it takes years to learn. The



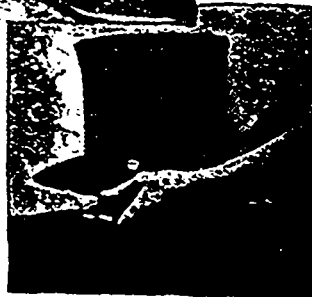
1 On the right is the head measure, on the left the head block. The centre picture shows the hat block on which the shape is made.



2 Putting the brim on the hat.



3 Ironing the brim.



4 Cutting the brim.

# A. W. LEITCH

Selling Agent in  
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New York and Boston Dyewood Co.

MANUFACTURERS OF

DYEWOODS AND EXTRACTS FOR  
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Manufacturers of

Woolen and Union Blankets.

WRITE FOR QUOTATIONS.

# Chesley Woolen Mills

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Manufacturers of

HIGH-CLASS WOOLEN GOODS

MADE FROM CANADIAN FLEECE WOOL.

Our Buckskin and Heavy Twills are Standard Canadian  
Tweeds, and great wearers.

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DUNDAS, ONT.

Manufacturers of

GLOVES

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WE ARE THE LEADERS IN KNIT  
WRIST GOODS.

We manufacture for the wholesale trade only, and will be pleased to  
submit samples on application.

# Waterhouse & Bradbury



WOOLEN  
MILLS

Ingersoll, Ont.

Manufacturers of THE BEST DOUBLE and TWIST TWEED.  
Equal to Scotch.

Special lines of Sheetings and Blankets.  
Samples on application.

# Excelsior Knitting Works

ROCKWOOD, ONT.

HOSIERY—Heavy, Medium and Fine Worsted, all with  
spliced heel and toe and double knee.

MITTENS—Fine black children's and ladies' full  
fashioned Mittens.

Glove Manufacturers' Supplies a Specialty

Such as Fine Wool full fashioned Glove Linings, Mitts for  
Covers, T Backs and Wrists.

J. T. WOOD.

# Men's

WOOL SOCKS . . . . .

HEAVY PURE WOOL MITTS

Leather Covered

Joseph Beaumont

Manufacturer. GLEN WILLIAMS.

CANADIAN OFFICE & SCHOOL FURNITURE CO. LIMITED PRESTON, ONT.

OFFICE, SCHOOL, CHURCH & LODGE FURNITURE

FINE BANK OFFICE, COURT HOUSE AND DRUG STORE FITTINGS A SPECIALTY

SEND FOR CATALOGUE

**HATS AND CAPS Continued.**

hat is now all but completed. There is one more journey into the trimming-room. A white lining is slipped into place, bearing the coat of arms of a Royal purveyor and the magic name of the maker. The brim is braided, the band is put on, and, heigh presto! you have your finished Lincoln and Bennett.

There are some points of interest about a top hat little likely to be suspected. For instance, an ordinary topper weighing four or five ounces is extraordinarily strong. The silk hats made for hunting possess even greater strength, and you may stand on these with ease. Many a hunting man owes his life to this fact, and it is no uncommon thing for the firm to receive a crushed hunting hat for repair with the statement that its owner came off on his head and was saved from injury by his headgear.



5 Putting the silk on the hat.

In order to test the strength of a nine-ounce hunting hat, we subjected it to several severe trials. The test made it support a platform of boards and an office stool on which was seated a youth weighing over nine stone.

You may perform a very amusing if not very novel trick with an ordinary topper. Most people have an exaggerated idea of the height of a silker.

Ask a friend to look at your hat and put a finger on the wall where he thinks it will reach. Now place the hat on the ground, and it is more than likely your friend will be six or seven inches wrong. Try it.

Messrs. Lincoln and Bennett have some thousands of their customers' shapes stored away at their factory and at their retail house at Sackville street, Piccadilly. They form a most unique collection, including the heads of many eminent men in all departments of life. These include the heads of H.R.H. the Prince of Wales, the Duke of Cambridge Prince Christian, and Lord Kitchener.

A glance at these significant little pieces of pasteboard reveals some curious differences in the contours of illustrious craniums. Perhaps Lord Kitchener's will be of more especial interest just now. His head is of a most extraordinary shape. Phrenologists will doubtless ascribe his success to the possession of this peculiar contour.

Whether or no we believe in phrenology, it is a striking fact that the heads of the two great generals, Lords Roberts and Kitchener, resemble each other very closely in many particulars.

Again, the cranial contours of the Prince of Wales and the Duke of Cambridge contain a striking resemblance.

It may interest those people who are never happy

unless they are changing their headgear, in order to keep pace with fickle fashion, to know that His Royal Highness keeps religiously to one style of silk hat. No matter how abruptly the fashion may change, he is unaffected by it. The prince prefers ease and suitability to the discomforts produced by constant change.

Messrs. Lincoln and Bennett were the inventors and original makers of the silk top hat. They have recently introduced a silk bowler hat. Whether it is going to catch on or not is a matter time alone will decide. It certainly looks very dressy.

It may interest our readers to hear that there is still a demand for the quaint Welsh hat, and occasionally the firm are asked to make a beaver hat. The latter, however, is a costly article, and is practically extinct.

One of the most interesting blocks in their possession is that of the head of the famous midget, General Mite.

Under the head of Plaited Straw Hats. Under the head of plaited hats are included several distinct genera, as we might call them, some of which have species differing in important details, either of weave, or material, or both.

The city of Panama has given its name to a class of hats shipped from that port, and the name is indiscriminately applied by the public to all hats which seem to be of similar fibre and construction. The Panama hat is made of the leaves of the screw pine, one of the many useful members of the great pine family. These leaves are large, sword-shaped and very strong. They are cut by the natives before they unfo'd, and, after the ribs and coarse veins are removed, cut into shreds. They are exposed to the sun a few days, then immersed in boiling water and hung in the shade several days to bleach. To produce the finest hats great care in selecting the fibres and a long time in plaiting are necessary. Several weeks are sometimes spent on a single hat, though some are made in two or three days. As the manufacture is sporadic, the work of individual natives without direction or supervision, there is little uniformity in shape and proportions of the Panama hats, a fact which hinders their sale, as well as the high cost of the better qualities. Many are so loosely knit as to be flabby and with a drooping brim. They should



6 Curling the brim.



7 Cutting the cloth for the under part of the brim.



8 Inserting the lining.



Silk Hats Ancient and Modern.

# W. E. Sanford Manufacturing Co.

LIMITED

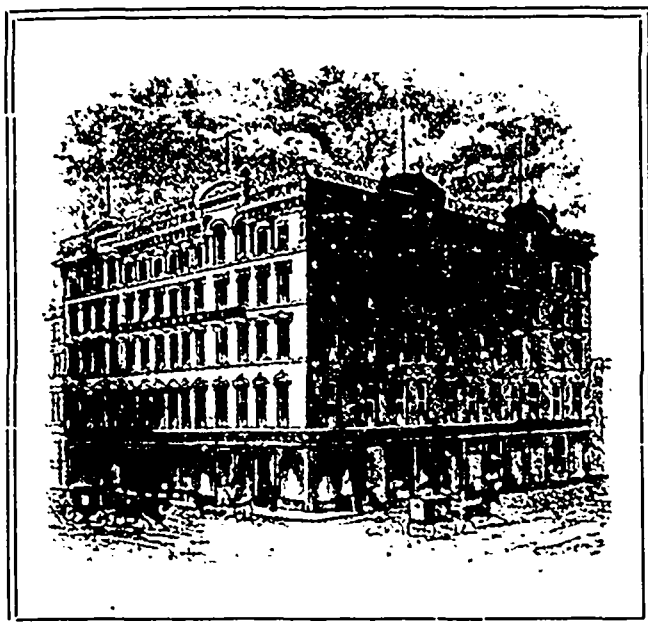
HAMILTON, ONT.

Wholesale Manufacturers of

**CLOTHING**

*Correspondence Solicited.*

**Samples and Quotations  
Cheerfully Submitted.**



47 Bay Street,

**TORONTO.**

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Cor. Princess and Bannatyne Streets,

**WINNIPEG, MAN.**

53-55 Douglas Street,

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## SPECIALTIES



**Woollens.** Our specialties are Canadian and Imported Woollens and everything in Tailors' Trimmings. Foreseeing the present high market, Mr. H. Levy made an early trip to England in April, and secured for present trade large assortments in above lines.

**Italians.** We are particularly well supplied with Cotton and Worsted Italians in wide ranges; also

**Sleeve-Linings** in all prices, and tasty designs for Suits and Overcoats.

**SILICIAS, FRENCH ELASTIC CANVAS, HOLLANDS,  
PANTINGS, TWILLS, WORSTEDS, Etc., Etc.**

Write us for samples and quotations, and see if our goods, prices and methods of doing business won't lead to advantageous dealings.

**Overalls for the Expressman  
Overalls for the Workman  
Overalls for Everyone**

We manufacture the **BEST**, the **LARGEST** and the **CHEAPEST** lines of Overalls, Jumpers, Sateen Shirts and Children's Clothing in the Dominion of Canada.

Wait for our Travellers or drop us a line for Samples.

**H. LEVY,**

St. Paul Street

**Montreal**

**HATS AND CAPS—Continued.**

be of firm texture, needing no sizing, with the brim strongly edged. So made, and of generous proportions, and worn with and without a band, the Panama hat is a noble creation, a fit adjunct to the belongings of wealth and leisure.

There are at least two other varieties, commonly called Panamas. Their inferiority is accounted for by saying that the leaves of which they are made grow on the lower lands, and are, therefore, less hardy. The better grade of the two is named after Maracaibo, in Venezuela. The best Maracaibos are hard to distinguish from genuine Panamas of the common makes, if, indeed, there is any real difference in the quality. Those of the lowest grade are called Curacoa, after the Dutch West India Island, whence they come. They are chalky, spongy and flabby, and of little worth, though somewhat tough and leathery.

Manila, in the Philippine Islands, is the source of the hats called by its name, though it is to be feared that some products, similar but inferior to the genuine Manilas, are sold under that name. The fibre is variously described as a grass, a leaf, and the split stem of the Manila tree. We believe it is the latter. It is a flat, smooth, woody fibre, very strong, and but little affected by moisture. Some of it is light colored, other specimens are quite dark on one side and light on the other. This fact would not be known to those who see the article after it is made up into a hat, since Manila hats are plaited double, the same as two hats connected, or rather continuous, at the brim edge and one turned inside the other. This double texture gives the hat stability, while leaving it still quite light. The weave differs from that of the Panama in the tip, but otherwise is the same. The fibre being flat, however, produces a more distinct and seemingly different plait. Of course, the qualities vary widely, the finer specimens costing as much as some genuine Panamas, owing to the scarcity of some choice material. For the best grades importers place their orders a long time in advance.

Java hats are closely similar to Manilas in appearance, being made of a fibre of the same form though it is said to be an entirely different plant, growing, as the name would indicate, in the Island of Java. Javas are put together in a similar manner, being double, and are nearly of the same weave as the Manilas, but are inferior to the latter. So close is the general resemblance, however, that retailers who are not well up in the matter or overscrupulous may possibly sell them for Manilas.

One of the curios of the straw hat trade is the Jeddo hat. It is made of straw, but not braided. The structure is, in fact, a spiral, since a single course of straw, starting from the centre of the crown, is continuous until it ends at the edge of the brim. The strands of straw are kept in place side by side by means of threads woven in at right angles to them and knotted after each straw. It is easy to see that these hats must be woven the exact size and shape they are to be, and they come to this country in that condition, requiring only to be trimmed. It is impossible to stretch them, or materially to alter their shape, which they retain remarkably well. They are exceedingly light and abundantly ventilated, in which particulars they excel nearly all other straw hats. They have been known to the English hat trade for many years, but they have spells of great popularity and then retire for a time. Contrary to the inference naturally to be drawn from the name by which they are commonly known to us, they are not a product of Japan, but are made in the mountains of Switzerland.

The palm, palmyra or palmetto tree, is wonderfully useful to mankind. It is of many varieties, more than 500 being known, and to slightly paraphrase the Scripture account of the tree of life, we may say of the palm, that "its leaves are for the cooling of the nations." Whether they do this more by fanning or by screening

the head we need not conjecture. The leaves are slit into narrow strips and plaited into hats, the material coming from Spain, Mexico and elsewhere. It is one of the articles in the trade for farm service. But the palm tree in its infinite variety produces material capable of being worked up into hats of very high grade. This has been demonstrated in the "French palms," which at first sight bear considerable resemblance to the Panama. The weave is quite similar to the latter, but the fibre is of different form, being flatter, more like a fine Manila, though not identical with it. The French palm is not a double texture, like the Manila, and is, therefore, lighter and more airy, and the shade is a pearly white.

In reality all the differences as to plaiting that exist between Panamas, Manilas, Javas and palms are in the mode of starting the tip and of introducing there the additional strands needed to widen the structure. Panamas, Manilas and palms are not always made in exactly the same proportions. Forms vary with seasons. Even the Jeddo hat differs in height of crown and width of brim, and we have seen Jeddos with round crowns. Color also plays a striking part in almost all straw hats; as fashion wills from year to year.—English Outfitter.

**The Fez Cap.**

The fez cap, the little round close-fitting red cloth cap with long tassel, is not much sold for children's headgear in Canada now, although the taste may come in again. For men's use it is chiefly in demand here for members of certain organizations, being part of their regalia. The fez caps are made in great quantities in Austria, where a trust of the principal manufacturers has recently been formed. These Austrian factories turn out over 5,000,000 fez caps annually, and the seat of the manufacture is at Srakonitz, in Bohemia. Last year the Turks bought \$200,000 worth of these Austrian caps, and as prices, owing to the consolidation of the factories, have advanced 15 per cent., it is suggested that English capital go into the manufacture of fezes for export to Turkey, etc. The machinery for making them is got from Chemnitz, and is similar to that used for hosiery making. The wool employed is Australian. The fashion in fezes seldom changes. The color of those worn in India is usually green, but throughout Turkey and Egypt the staple is red. The red fez is not only compulsory on all civil officials and the infantry of the army, but it is almost universal both among Mohammedans and Christians.

The staff of W. J. Hammond, hats and furs, Winnipeg, has been increased by the arrival of O. J. Willie, an expert fur cutter, formerly of Montreal.

**IN THE FACTORY—AND OUT.**

The factory employes of Brice, Palmer & Co., London, Eng., manufacturers of the "Eminent" waterproofs, etc., which are now gaining such a footing in Canada, had a very jolly outing at Epping Forest on the last Saturday in May. The party numbered about 45, and went to Chingford by rail, thence to the forest in landaus. There is perhaps no better picnic ground within a radius of many miles from London than the famous old Epping Forest, and manager Bull brought his party to "The King's Oak" for tea and an evening of dancing and singing. It was an "eminently" successful affair, as of course it should have been.

E. McCarthy, of Regina, has been enlarging his premises and has taken in a full line of general dry goods. He has at present three stores under one roof, making a total of 16,000 square feet. One store is devoted to groceries, next to boots and shoes and clothing, third to general dry goods, which is in the best of order. In fact, the whole place speaks of good management.

Fall 1899

.. THIS IS ..

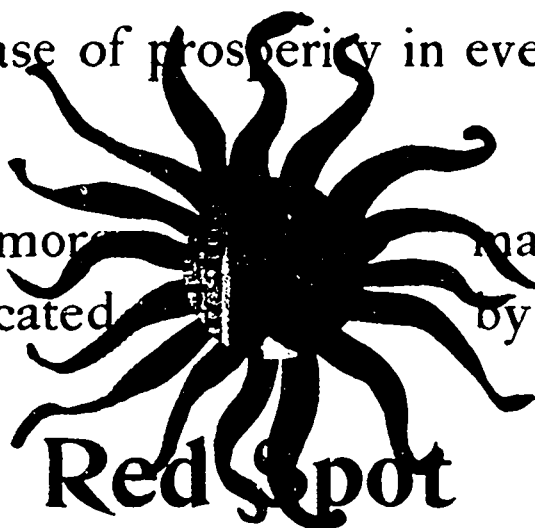
# “The Growing Time”



THROUGHOUT CANADA

showing a steady increase of prosperity in every branch of trade and business.

Nowhere is it more marked than  
in the place indicated by

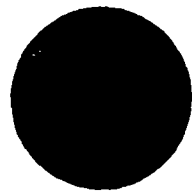


## The Red Spot

on the next page, where every effort is strained to present to the live hundred-cents-on-the-dollar dry goods merchant the newest and most up-to-date goods from the governing markets of the world, with all the advantages that purchasing for **CASH** entail.

Stock continually changing and always assorted to meet the varying demands of fashion.

# The W.R. Brock Company, (Limited)



## SPECIALISTS IN

Canadian Staples

Domestic and Foreign Prints

Wash Fabrics, etc.

Linens and Dress Linings

Canadian and Imported Tweeds

Tailors' Trimmings

Carpets and House Furnishings

Hosiery, Gloves and Underwear

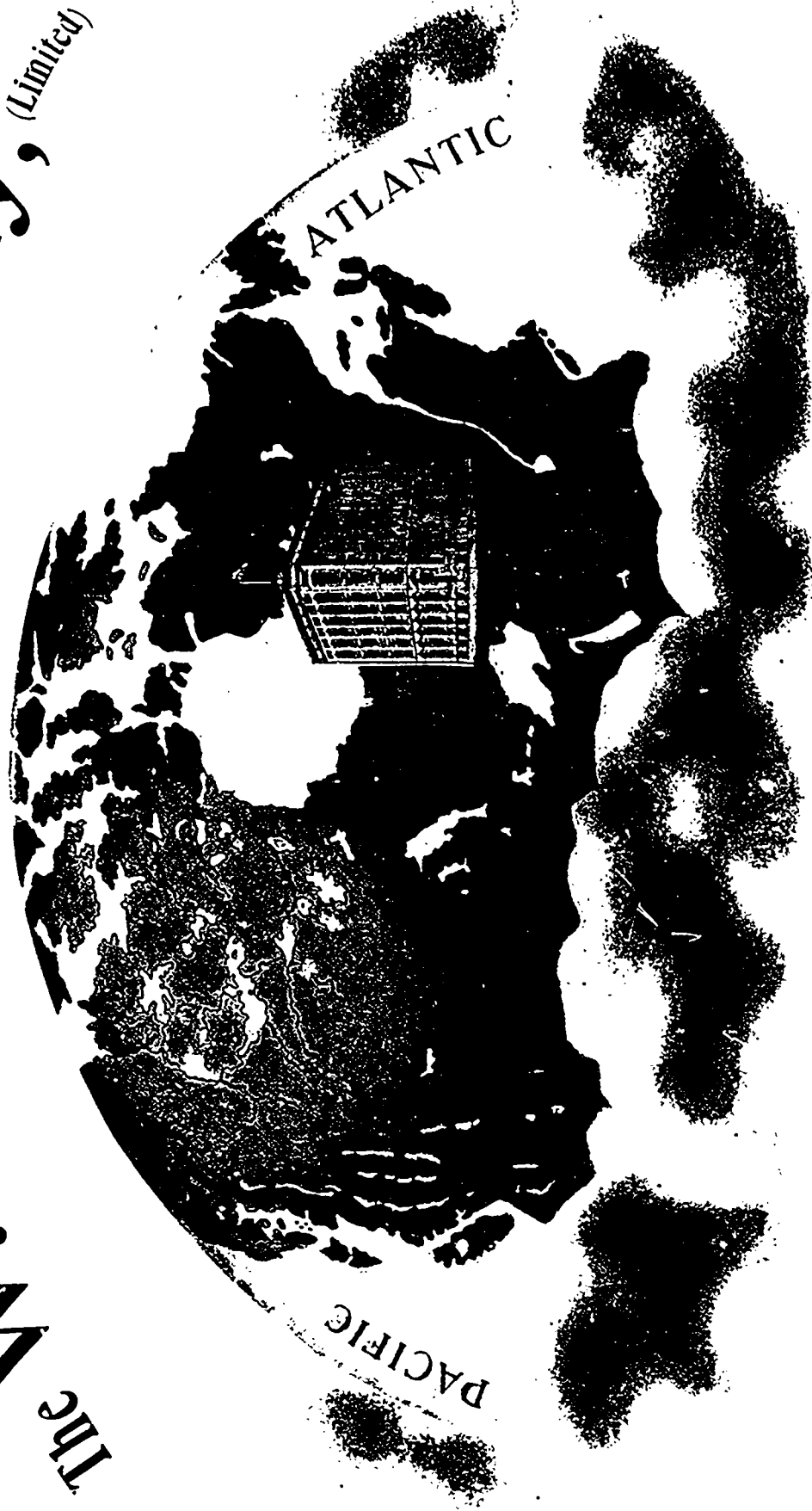
Men's Furnishings

Dress Goods and Silks

AND THE PROMPT AND ACCURATE  
EXECUTION



**The W. R. Brock Company, (Limited)**



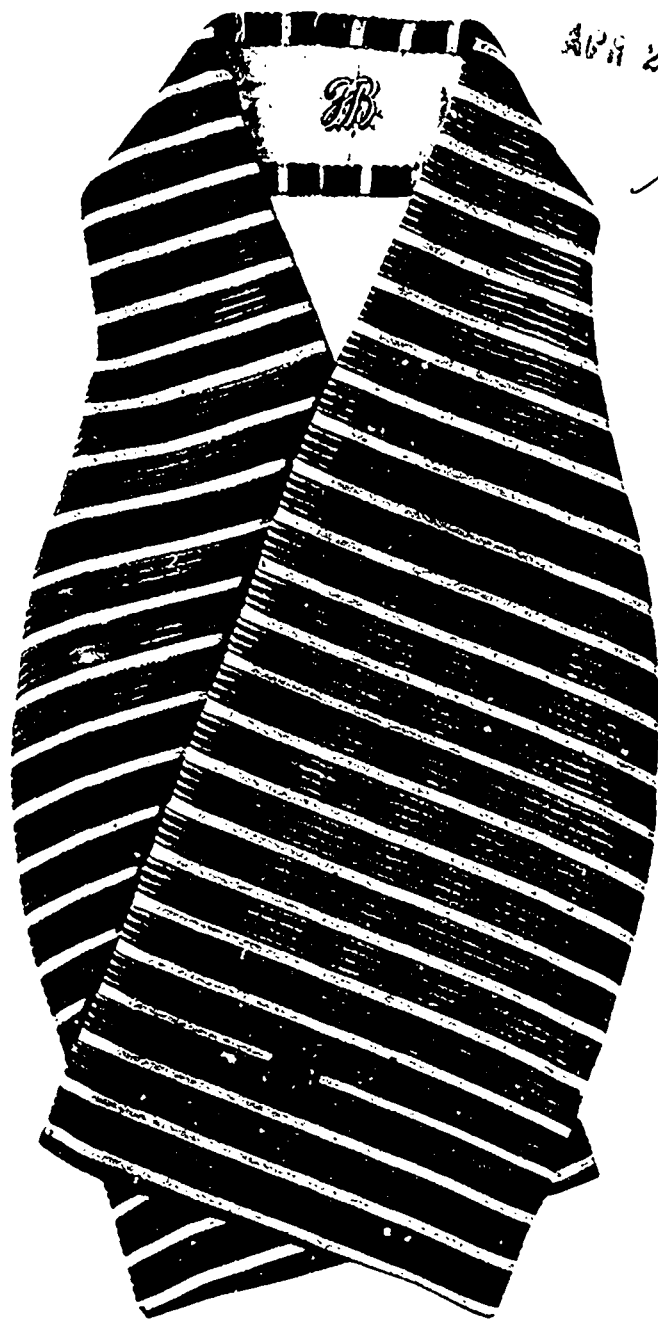
**DISTRIBUTE ALL CLASSES OF DRY GOODS FROM OCEAN TO OCEAN.**



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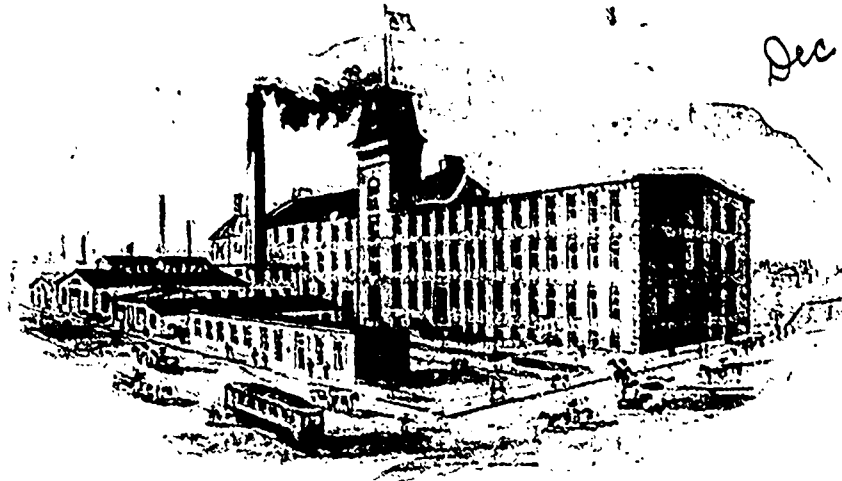
THE "KITCHENER" MUFFLER.

Manufactured by

TOOKE BROS.

Dec 6/99

1859



1899



**TURNBULL'S**

# Perfect-Fitting Underwear

In Ladies', Men's, Children's and Infants.

**GIVES PERFECT SATISFACTION, IS A PERFECT FIT,  
WHICH MEANS PERFECT COMFORT,**

**AND THAT IS WHAT YOUR CUSTOMERS WANT.**

Made in Silk, Cashmere, Natural Wool, Gauze, Merino and Lambs' Wool. All our Full-Fashioned Goods bear this trade mark:



**THE C. TURNBULL CO. of Galt, Limited.**

Goulding & Co.,  
27 Wellington St. East, Toronto.

Joseph W. Wey,  
7 Bastion Square, Victoria, B.C.

# The Merchants Dyeing <sup>AND</sup> Finishing Co.

OF TORONTO

Limited

SUCCESSORS TO

CALDECOTT, BURTON & SPENCE

## Enlarging, Improving

We are adding new machinery, some specially for Silks and Satins. Some specially for Sedans, Amazons, Broad Cloths. **We keep abreast of the times,** and if any new cloth comes into favor **we are at it.** We have surprised the trade with our Black Raised Novelty Figures---excellent fast black---Brightness and Touch A1. Value the best in the Trade. Some of the knowing ones said we could not do them---**but we have.** Why should Canadians be behind anyone else? There is no need for it. We can give you the Right Cloths, the proper colors, and the lowest prices. We cannot describe the variety in an advertisement. See the samples.

## DRESS LININGS

A large range of the best articles. Tuxedo Canvas---the best in the trade. We are the sole Agents for Canada.

## SILKS

This is a very large and complete Department with us. We believe we carry the best assortment and keep the colors most up-to-date in the trade.

## RIBBONS, Laces, Trimmings, Embroideries, Dressmakers' Requisites.

A well-assorted stock kept up all through the season.

## HOSIERY, GLOVES, UNDERWEAR

We are prepared with Cotton, Lisle, Silk, Plated Hosiery and Gloves for the Summer sorting; or for Cashmere Hose, Cashmere and Ringwood Gloves---Import Orders for Autumn.

Your Orders will be much esteemed and receive our best attention.



## The MacLean Publishing Co., Limited

President, JOHN BAYNE MACLEAN, Montreal.  
Treasurer, HUGH C. MACLEAN, Toronto.

PUBLISHERS OF TRADE NEWSPAPERS THAT CIRCULATE IN THE PROVINCES OF BRITISH COLUMBIA, NORTH-WEST TERRITORIES, MANITOBA, ONTARIO, QUEBEC, NOVA SCOTIA, NEW BRUNSWICK, P. E. ISLAND AND NEWFOUNDLAND.

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MONTREAL and TORONTO, JULY, 1899.

**WHEN WRITING ADVERTISERS  
PLEASE MENTION THAT YOU SAW  
THEIR ADVERTISEMENT IN THIS PAPER**

### OUR SPECIAL FALL NUMBER.

IN this, the Fall trade issue of THE DRY GOODS REVIEW, will be found a number of special articles and illustrations that can hardly fail to attract attention.

In "Canada from Ocean to Ocean," the design has been to set forth some of the characteristics of the national industries and resources. Canada is very remarkable for its possession of natural riches. It is desirable that the Dominion's preeminence in these respects should be better known. The illustrations are selected with a view to showing how the natural wealth of the country is being utilized. Our British readers, and those in Australia and other colonies, may learn some things with which they were not previously familiar concerning the openings for investment here.

In the article on "Building a New Store," by Mr. Heriot, an architect of standing and success in Montreal, our merchants will doubtless find much to interest them. The valuable plans which

accompany it were specially drawn for this paper. Mr. Heriot, who has made a careful study of the subject, will contribute some additional articles in future issues.

"Store Management," by Mr. Chas. F. Jones, of New York, aims at expounding in a practical way those principles of business which have brought success and fortune to many a merchant in a great city, and which are capable—according to circumstances—of application in our own trade centres.

The modern merchant is forced to employ the latest advertising methods, and Mr. F. James Gibson, a successful Canadian, in his series of articles on "Good Advertising," explains how the best use of newspaper space may be made. Our readers are invited to ask Mr. Gibson's advice, through these columns, on any points which arise connected with their own advertising.

The special course on "Window Dressing" is conducted by Mr. Hollinsworth, who has won fame by his artistic knowledge and skill in this work. In the present issue, he deals with suggestions for Summer trade. The illustration is a display of whitewear, which was trimmed by a competent hand.

The designs of the new Canadian wall papers for the season of 1899-1900 are described in this issue.

The outlook in millinery, preparatory to the Fall openings, which will take place towards the end of August, receives attention.

A special article on "How Silk Hats Are Made," with illustrations, is an interesting and amusing sketch, and the information regarding the hat trade will be found up-to-date.

### SEATS FOR STORE ASSISTANTS.

IN the large stores in our cities, the practice of providing seats, during leisure time, for girls who wait upon customers is encouraged both from the kindly feelings of employers and because it is good policy. An assistant who has to stand all morning is not nearly so fresh and bright in the afternoon when there may be much work to do.

In fact, we would strongly recommend all merchants to show the greatest possible consideration to their employes, partly because a capable, trustworthy employe is part of the good will and profit of a business. It ought not to be necessary to pass laws to provide seats, or, indeed, to make compulsory any special treatment of merchants towards their clerks. This rushing to Parliament for statutes affecting either commercial methods or social habits is rather to be deprecated than encouraged.

This, it is to be hoped, was the cause of the defeat in the British House of Lords of a measure providing for seats for shop-girls, rather than any want of sympathy with the girls who labor so energetically and intelligently in many commercial establishments. Those who defeated the bill, therefore, ought to be foremost in promoting by private assistance and encouragement a movement which affects the welfare and bodily health of the great army of clerks.

There are occasions where legal enactments are necessary, but cooperation among members of the trade is a better method. Only when it utterly fails, after persistent action, should laws be resorted to.

## NEW SETTLERS.

THE large number of Doukhobors and Galicians who are now settling in our Northwest is the subject of a great deal of discussion as to whether they are a good class of settlers for Canada.

Several Western business men who have been interviewed stated that they are a most desirable class of people, and suggested that instead of keeping them inclosed, as it were, in one section, they should be placed in various sections, so that they would intermingle with our other settlers. This would lead to intermarriage, and, while this generation would be foreigners (as far as they are concerned), the coming generation would be Canadians.

This would bring about in time what we all so strongly advocate: "Canada for Canadians." It is a point which the authorities at Ottawa should keep in view, since it is far more desirable that new settlers should be assimilated into Canadian ways than that they should grow up in separate communities, retaining distinctive ideas and habits, and resisting the tendencies which are common to us all. The power of absorption is great in Canada, because our institutions are liberal, our laws are good, and our social customs friendly. But the power is reduced to a minimum if new settlers, speaking a foreign tongue, are largely grouped together over large areas of country.

From the business standpoint, as well as the national, we want to see new settlers intermingle with our own people. They insensibly acquire the higher standard of living that prevails here, as compared with that practised by the European peasantry. This means direct increase of trade. Frugality is a virtue, it is true, but there are certain expenditures for better clothing, better food, etc., which unquestionably make for a higher civilization.

Anyone who is disposed to cavil at some of our new settlers should bear in mind the fact that—directly or indirectly—every man or woman added to the population increases the amount of trade done. No matter how primitive the habits of Russian or other European peasants may be, their emigration here increases the sum total of Canadian wealth. While, if the suggestion we have made of dispersing the settlers rather than encouraging the process of segregation is carried out, the value to Canada, both now and in the days to come, will be very materially enhanced.

## OLD STAND, BUT NEW METHODS.

Everyone in the dry goods trade has heard of Howell & James, Regent street, that famous London store. The business is now owned by a company. At the meeting of the shareholders the other day a discussion took place upon the methods to be put in force to make the coming year more profitable than the past one has been. It is interesting to note that a shop of this kind, so old and well known as almost to be historic, requires just the same methods to keep trade brisk as if it were a new business. The shop is to be improved within and without. The front of the premises is to be made more attractive by improving the windows and leveling the pavement. Some lines of cheap goods will be cleared out at a July sale. This, the owners feel, will increase trade. They are not too proud to adopt the new ways of making business profitable.

They do not say: Oh! Howell & James are so well known we need not advertise or keep up with the times, people will come to us anyway. There is a moral here for any merchant where trade is dwindling away owing to dry rot.

## BUOYANT WESTERN PROSPECTS.

IT is always a pleasure to talk with merchants from Western Canada: they speak so hopefully, have plenty of ideas, and seem full of vigor and enterprise. THE REVIEW had a chat the other day with Mr. Robinson, of Robinson & Hamilton, of Moose Jaw, and learned some interesting features of the trade in that district.

Moose Jaw is a flourishing place, between the wheat belt and the ranching country, and, as the land under cultivation is divided into large farms, the growth of large towns is necessarily retarded. But a merchant can do a letter-order business for miles around, southward along the line towards the Sault, and westward nearly as far as Medicine Hat. On this account, a basis of 30 days, instead of strictly cash, is found more feasible. City department store competition is felt less than it was three or four years ago, although that competition has, doubtless, had its effect in forcing the cash system in the West generally. Business has been better in Moose Jaw this Spring than last, notwithstanding the fact that there are three new stores. Mr. Robinson went west from Newmarket, Ont., 25 years ago, and speaks confidently of the future of our great Western country.

Another Western man who has been in the East lately is Mr. Fairley, of Carberry, Manitoba, who is in the business with his father, Mr. John Fairley, and his brothers. There are several departments in the store, dry goods, clothing, groceries and glassware. It is found possible to ship certain food products as far west as the British Columbia mining region, and the opinion prevails that the expansion of mining in the Pacific Province is going to benefit traders a long way towards the east. Mr. Fairley spoke with enthusiasm of the fine climate of Manitoba, especially the Winters, which are so healthy and invigorating.

## THE TRADE PAPER.

A few years ago, the trade paper was an innovation. To-day, it is a necessity. New conditions create new needs, and the trade paper is one.

The merchant requires to know what others are doing, what goods are selling and what are the latest ideas which are being put into practice by his live competitors.

Even the town or village store, when conducted on right lines, is unable to get along without the trade journal, because the day of catalogues has arrived, and the local merchant is forced to face competition in his own town from big city-stores hundreds of miles away. To meet this successfully, he wants to know the newest things, and the cheapest and quickest way is to read a trade paper.

THE REVIEW finds, by experience, that live merchants always read the paper. Where they are too busy to do so, they pass on to the clerks, who utilize the ideas it contains, after consultation with the head of the firm. This is a useful practice, because it acts as a spur to the whole staff.

**A CONVENIENCE TO THE TRADE.**

THE town and country merchants can save the wholesale dealers quite a large sum every year if they would only take a little trouble, which we feel sure will be appreciated by the wholesaler. It is customary when making payment for any account, no matter how small the account may be, to send a cheque on which the wholesale house has to pay 25c. exchange. All banks and express companies are now issuing money orders at a very low rate, as can be seen by the appended table, which is being sent out to their customers by the Corticelli Silk Co.

|                      |      |
|----------------------|------|
| \$1 and under.       | 3c   |
| Over \$3 to \$5..... | 4c.  |
| " 5 " 10.....        | 6c.  |
| " 10 " 20.....       | 10c. |
| " 20 " 30.....       | 12c. |
| " 30 " 40.....       | 15c. |
| " 40 " 50.....       | 18c. |
| " 50 " 60.....       | 20c. |
| " 60 " 75.....       | 25c. |
| " 75 " 100.....      | 30c. |

It will be noticed that the merchant can buy a money order for 15c. covering the amount of \$30, and other amounts at proportionate figures. If he sent a cheque for this amount to the wholesale house, they would have to pay 25c. to have the cheque cashed or placed to their credit in the bank.

This does not amount to much on one cheque, but when the merchant takes into consideration the hundreds of cheques that pass through the wholesaler's hands in the course of a year's business, it will be seen what a large sum the retailer can save his wholesaler. No doubt a great many retailers would say: "It does not cost me anything, the other man has to pay that"; but we hope the merchant who would say that is an exception. The wholesale house to-day take every interest in the retailer and expect some return for it.

If the retailer meets such suggestions as the above, the wholesale house are very ready to appreciate it and would make ample return for the same by giving close prices on some lines and in every way looking after their customer's best interest. This is truly a case when the motto may be used: "Do to others as you would be done by."

**TECHNICAL EDUCATION.**

What interest has a merchant, it may be asked, in such a subject as technical education? Well, a merchant is not limited in his horizon to the extent of his sales and purchases. What affects the prosperity of the country affects him. Hence we congratulate those business men who are taking an interest in the move towards technical education, because, directly or indirectly, they are working for us all as well as themselves.

If Canada is to develop she must have people who can handle that development. They must be educated in a scientific and yet a thoroughly practical way. That might involve a complete overturning of our present school programme. But what of that? It was good in its place, but new conditions have sprung up and we must be alert to meet them.

The necessity of men being well grounded in practical things is daily becoming more evident. It will have many good effects, beside making men more capable. The feeling against manual labor will tend to disappear. The inventive faculties will be stimu-

lated. We shall begin to comprehend the large part science plays in modern industrial life.

To put a case: How much better qualified a man would be to sell dress fabrics if he had some knowledge of textiles? This is, perhaps, not exactly what is meant by technical education, but that indicates the direction which education would take under new conditions, rather than that young people should be crammed full of knowledge which they are not taught to apply and which often has no application to our daily life.

**A BUSINESS WORKING UP.**

THE Australian merchant, Mr. Brocklehurst, whose visit to Canada is referred to elsewhere, declared that trade between the Dominion and Federated Australia ought to expand when the colonies there united to form one country. That is an interesting subject for speculation. As matters now stand, we sell the Australians about \$1,500,000 worth of goods each year. A great deal of that originates with British Columbia, such as canned salmon and lumber. But there are undoubtedly openings which have yet to be worked in all kinds of manufactures. Even at this preliminary period of our Australian trade, we send them carriages, implements (a very large item), bicycles, clothing, cottons, glass-ware, rubber goods, machinery, boots, organs and pianos, wall paper, furniture, neckwear, etc. The list will, no doubt, expand. The commerce on the Pacific is going to help the development of our British Columbia ports. Trade goes a long way in these days when the facilities for it exist. Manitoba merchants are shipping food supplies into the British Columbia mining districts. Our Maritime Province people are selling more to Quebec and Ontario. Trade follows the flag.

In connection with this, our readers will notice that a Sydney firm, Messrs. Kaye, Fielding & Co., are inviting Canadian exporters to exploit the Australian markets. They believe that a rapidly-increasing dry goods trade can be done between Canada and Australia, and that the prospects for Canadian high-grade manufactures there are excellent. Those who do not feel warranted in sending out an agent of their own, but who would be glad to get Australian business, may care to take advantage of this opportunity.

**GETTING TRADE IN NEW DISTRICTS.**

A Western merchant, whose business was situated in a new district where the people were chiefly newcomers, found that issuing a nice calendar paid him. He got his name into the homes of the people. He thus describes his plan to a contemporary: "The number of people who live within a trading distance of our town has increased five fold in the last two years. For this reason we find calendars especially good. We get a quantity of them at a time, so that the expense is not large, and we find that nearly every family which trades in our town is glad to have one of our calendars. Of course, this is a very different character of advertising from that which quotes prices and announces special sales, but we think both kinds profitable. The calendar is like the sign in front of our store: it serves to keep our name before the people, and tell them what lines we carry. It might not pay in some communities, but it certainly does in ours."

## WALL PAPER AND DECORATIONS.

### NEWEST WRINKLES IN WALL PAPERS.

AS the time is fast approaching when the army of salesmen in the wall paper line will invade the country and do their very best to capture what trade there is going, it will no doubt be of interest to our readers, and timely, to give them some idea as to what the factories are offering this season.

Our representative who called on The Watson, Foster Company, Limited, a few days ago was somewhat astonished at the extensiveness of this company's range of samples, and the enormous expense it must cost to prepare such a complete and remarkably well-assorted collection of rich, neat and up-to-date patterns which they will be offering to the trade shortly. We are informed that this line is the largest they have ever issued, containing 136 combinations, all new. The colorings and grounds are a decidedly new departure and bring out the designs remarkably well.

Among the special features of this popular line of paperhangings for the coming season may be mentioned the following of their best and most striking patterns.

No. 874.—A splendid example of an English style of the XVII. Century, which will recommend itself for its grandeur of drawing, severity and nobleness of forms, making a very majestic effect.

No. 787.—A magnificent Primitive Gothic pattern, with a very fine gold line treatment, in plain and embossed gills.

No. 748.—A pure Francois I. style, reproduced from a drawing at the Chateau d'Anet, remarkable for its elegance and gracefulness.

No. 837.—A very rich effect in flats, embossed gills and tapestries, fine soft colorings; it is a scroll floral pattern of Henry II. style.

No. 832.—A charming reproduction made from a piece of furniture silk taken from the Palace of the "Petit Trianon" by special order of Queen Marie Antoinette.

No. 798.—"Royal Orleans" combination, in plain and embossed gills, an exquisite heraldic pattern, with beautiful shield effect and royal armory; this style is specially fine on grounds of reds, greens, and blues.

No. 841.—A large rose pattern of the Elizabethan period, a style of decoration which is becoming popular and *fin de siècle*; there is a beautiful and rich one band frieze to match the combination.

No. 834.—A French Renaissance pattern of the flowery period; the richness of motif, elegance and majestic aspect of this design will be appreciated by connoisseurs. It is a plain varnish and embossed varnish gilt paper on 21-inch stock; on grounds of cream, white, ivory, cluny, leather oak and pekin red, the pattern is well brought out.

No. 705.—"Czarina" combination, a superb strip pattern, pure example of Russian style in rich and sober tones.

Nos. 844 and 843.—These are two of the many dainty and fancy floral patterns with which this line is replete, there are some very pretty and clever effects in flats and plain varnish gills.

No. 833.—An Empire pattern of the "Malmaison" epoch, commendable for its authenticity of style.

No. 753.—This is a good specimen of the ever popular rose pattern, a particularly remarkable design in natural rose effect and soft natural colorings.

No. 454.—A useful decorative leaf pattern of the XV. Century, in plain varnish golds and up-to-date colorings.

No. 794.—A Venetian embroidery in embossed and tapestry effects, something novel in rich dark and fancy light colorings.

Ingrains.—A large assortment of shades has been selected with friezes which ought to take the fancy of the buyer and excite admiration from lovers of the beautiful. The Watson, Foster Co., Limited's ingrain friezes have attained a very enviable reputation for quality and beauty in the past years, and from what we have seen of the present collection of friezes the change has not been retrograde, but a good move towards still further improvement. It is difficult to draw special attention to any of them, they are all good, but we will endeavor to give a short description of a few of them:

No. 1878.—A very fancy frieze in Royal peony floral design and exquisite natural, living colors, which form a happy and bright combination, giving the purchaser an opportunity to make a hand-painted like decoration of the most charming appearance which would certainly embellish any room decorated with it.

No. 1874.—A very beautiful specimen of English drawing of the XVII. Century producing a grand and imposing effect. This frieze matches to choice, warm shades of ingrain.

No. 1745.—A Ferdinand VII. style of frieze in 10 different, very appropriate and fashionable colorings. This frieze will recommend itself for the high nobleness and authenticity of its style, reproduced from a famous leather pattern of Spanish origin.

No. 1841.—A large rose pattern matching 10 different shades of ingrain, of which three are very rich and high dark colorings.

No. 1850.—"Glory of Dijon" roses. This frieze is especially remarkable for its gracefulness, richness of forms, and high tones. It is one of the best specimens in natural floral effects that has ever been attempted in America. The elegance of drawing and cheerfulness of coloring combine to make it a gem of art.

### A BOOK OF ART.

The Watson, Foster Co., Limited's annual catalogue is now in course of preparation, and will be distributed among their friends during this month. It will consist of 20 full-page illustrations of their leading patterns and combinations. The work will be done in half-tone on the very best quality of paper that can be procured, and, together with the elegant and very artistically arranged cover of the book, it may be termed a work of art which will be well worth preserving among other souvenirs and bric-a-brac. We are requested by the company to advise the dealers that, if, after the present month has expired without their receiving a copy of this book, they will apply for one they will be cheerfully supplied, as it is quite possible some one may be inadvertently overlooked in the rush of distributing them.

### A NEW LINE NOW READY.

The new line of Colin McArthur & Co. for 1899-1900 is now ready, and will be shown to the trade by their nine traveling salesmen commencing June 23. Thirty-five books are required, and this is an increase in quantity over any previous year. But not in quantity alone is the advance, for the quality and character of the designs and colorings have had, if possible, more care than in any previous preparation. They have made a lot of dark, rich colorings, to suit the fashionable taste, and, while catering to the advanced ideas in coloring, have not overlooked the important fact that strong colorings must not be crude, but, on the contrary, to be successful, must be, at the same time, chaste and artistic. The whole line, from ungrounded papers with two and three band borders to the ingrain with 22-inch friezes, have been most critically examined first, in the designs (which, by the way, McArthur buys annually in the New York market in competition with the leading American houses, and spares neither money nor time in order to procure the

best) and, subsequently, during the process of manufacture so that each and every pattern shall be so colored that every one of some colorings shall be quick sellers. The line has been made this year with this idea kept distinctly in view, viz., that the time has come, owing to the general prosperity in our country, that dealers should not hesitate to place goods on their shelves on which a fair profit can be made; that no one should continue the suicidal policy that has been in vogue in some localities of trying to sell goods at cost and living "by faith," instead of on the fruits of their labor.

The rich colorings in crimson, chocolate, dark green, deep blue, and brown obtain, but they have not neglected the popular creams, salmon, grey, light blue, brown, green, and the 42 other shades that enter into their list for the season.

In their neat booklet, just published, they give cuts of four of their new designs, and a brief reference to a few more may be of interest to those of our readers who stock wall paper.

No. 78 is a heraldic design, in all the strong, rich colorings suitable for halls; made in illuminated bronzes, liquid bronzes, and blanks, with plain background, and also set off by fleur-de-lis.

No. 795 is an elegant paper of the "Colonial" character in varnish and liquid bronzes—a floral stripe with a floral wreath of charming effect.

No. 721 is a medallion of such rare beauty that, like gold, everybody will want it, it has been made in 24 different ways, but all in high class goods—most of them at prices that every dealer can reach.

No. 733, a floral rococo in varnish and liquid bronzes, in crimsons, greens, old ivory, rich brown, specially for parlors.

No. 723, a rose of elegance that is admired by all beholders—made only in fine goods.

No. 727 is an artistic pattern of the continental style, produced in many soft shades, with top colors of white predominating, especially suited for those who like chaste and quiet parlors.

No. 729 is a floral design with gilt stripe in all the quiet colors, and is a gem.

No. 118 is a small but strikingly handsome hall pattern in bronzes and blanks, all shades. One very striking effect is brought out by making what the firm call a blended shade, in No. 721, which, when embossed by the newest embossing machine made, which has just been imported, is, as many others of their high-class papers are, rendered increasingly beautiful by this latest addition to their plant.

Their 15 different shades of ingrains, all with appropriate borders, ceilings and friezes to match, and their full line of blanks, glimmers and cheaper goods, the quality of which is well known as sellers, we have not space in this issue to describe, suffice it to say the reputation of this firm in past years, as to style and variety, has been fully maintained. They ought to, and, no doubt will, have the record-breaking year again this coming season.

#### A BOOK OF INTEREST.

Colin McArthur & Co. have published a very neat 72-page book, containing 18 half-tone illustrations, all made from scenes in their own factory, and a description of the early history of the manufacture of wall paper, its subsequent progress, a few bright, practical hints on the suitable colorings and characteristics appropriate for parlor, dining-room, library, bedroom, etc., as well as a short concise history of the founding of the house of Colin M. Arthur & Co., and a description of how wall paper is made in their factory.

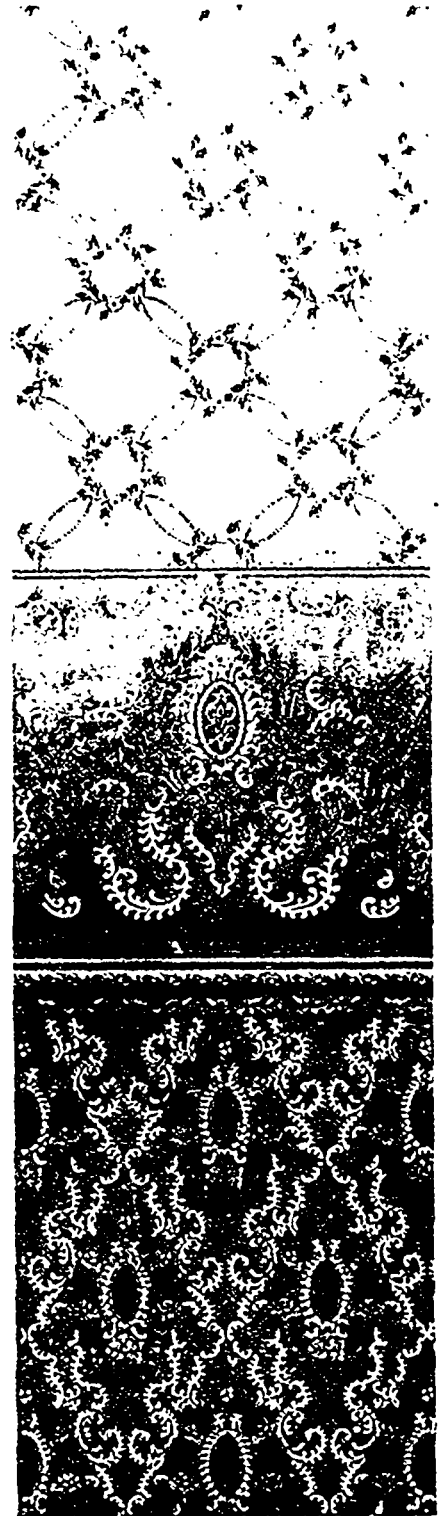
Every man who handles wall paper should get one of these valuable books, which the firm are presenting to all their customers

and to as many more as desire them. Send them a post card asking for one, as the information is condensed, pithy, readable, and covers the ground wonderfully well. It is a book worth preserving and handing occasionally to your most intelligent customers, who often express a desire to know something of how wall-decorating fabrics are made, and the information is written in such a direct style that the uninitiated can form a good idea of the process. Colin McArthur & Co. have, by publishing this brochure, done a real service to the wall paper trade.

#### A WALL PAPER FACTORY BUSY.

As the season for new wall paper lines is at hand, and the manufacturers are engaged in sampling, THE DRY GOODS REVIEW spent an hour the other day in the factory of M. Staunton & Co., and was permitted to inspect the whole establishment. The factory of this firm was erected for the sole purpose of manufacturing wall paper, and is an extensive building, 3 storeys in height and 300 feet long, situated on Yonge street, Toronto. The visitor was first taken to the ample and well-lighted basement, where the raw stock is kept. Then to the ground floor, in the front of which are the offices and sale-rooms. Back of these is the shipping department, and in the rear of this is stored the printed stock awaiting shipment. Going further back, one finds the pattern shop, where the block cutting is done and the prints lathed and cared for.

The extreme west end of the building, conveniently near the printing machines, contains the color mixing department, where the clays and other pigments are made ready for use. This is work which has to be carried out by men thoroughly experienced and

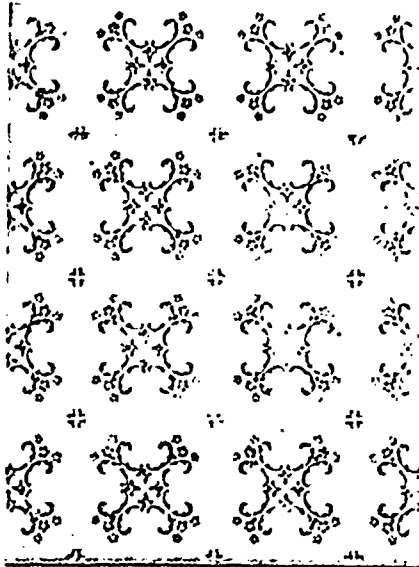


One of M. Staunton & Co.'s New Designs for 1900.



**WALL PAPER--Continued.**

who have undergone a long training to fit them for it. Upstairs is the printing floor. Here one sees an imposing row of machines. The whole of this floor is taken up with printing and rolling the papers. The visitor saw the appliances used to transfer the color on to the paper on the large cylinder machines. The machines



One of Mr. Staunton's New Designs for 1899.

are worked on a tandem principle; after the ground coloring is laid this is run over a line of steam pipes and dried, and brought back to the machine which prints the top colors. The paper is then carried out over the top of the grounding machine to the hanging-up rack that travels the length of the factory, the paper, in the course of its travels, being dried so that it can be rolled up. One of these printing machines is used for varnish work, and the flitter friezes and ceilings, for which this firm are noted, are made on this machine. With it a rack hundreds of feet in length is required. On this rack the visitor saw a beautifully blended flitter border to match one of the new shades of ingrains, which, from the glimpse caught of it, ought to be a good seller. At the east end of this floor the rolling-up of the papers is done. The latest improved style of rolling machinery is used, so that goods can be handled with care and made up into neat rolls. Then they are tied into bundles and sent down to the stock-room. A visit was then paid to the embossing-room, where the finishing touches to the embossed papers are put, by running the goods through calendering machines, on which the design has been engraved on steel rollers. This brief account of the interior of the wall paper factory may interest the dealers, as it certainly did the visitor.

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As may be inferred, the plant of this factory is now at work on sampling, and at present the stock-room on the ground floor is given up to the making of sample-books of the new goods. These books are now in the hands of the travelers, who are on their way to visit the trade, and the firm feel sure that if their goods are compared with others, before orders are placed, they need not fear the result. The firm have a reputation for turning out practical and salable goods, so that the trade have found out by experience that handling Staunton's papers means money in the pocket. They are not resting on their past efforts or successes, and the samples for the Spring of 1899, will, they believe, be found to surpass anything hitherto shown by them. The sales of the past season were very gratifying, and if any proofs are needed of the selling qualities of their papers it was shown in the unprecedented number of repeat orders received during the Spring. No better indication could be afforded of the appreciation of the line by the trade. The announcement of the firm will be found in another part of this paper, and, in connection with this article, a couple of the new designs are shown. To go into any detailed descriptions of the patterns and colorings would take up too much space, and the trade will be given an opportunity of examining the goods by the travelers, who are now taking orders from the Atlantic to the Pacific.

**HUTCHISON, NISBET & AULD.**

One of the most interesting features of the trade in woollens is the improvement in the quality of Canadian worsteds. Oxford homespuns have long been recognized for both their appearance and their wearing qualities. The makers of these goods are meeting with much success following the designs and effects of the Harris homespuns, with the result that a big trade is being done in these goods, especially in somewhat louder patterns and rougher face than heretofore. But for fine suitings there has been a remarkable development in Canadian made worsteds.

Hutchison, Nisbet & Auld are showing a line, which they say, is fully as good in color, and better in wearing quality than anything that can be imported at the price. The color-keeping quality of these goods was recently tested by putting seventy-five samples behind a plate glass from October 25 to May 25. Of these only five faded, a remarkably good showing. The demand for these goods is steadily growing. The tendency seems to be towards smoother-faced goods in the worsteds and to the rougher material in the homespuns. Blue worsted and worsted serges are still favorites. The range carried is larger than ever.

In overcoatings there have been no new developments, rough cheviot effects, vicunas, doufles, beavers and meltons maintaining their positions in popular favor.

**A BOOK FOR IMPORTERS.**

The second edition of a book which is proving of great value to importers, by enabling them to save time and insure accuracy when reckoning sterling advance, has just been issued by Mr. W. S. Becher, accountant for the Hudson's Bay Co., Winnipeg. The volume, which is called "Becher's Sterling Advance Tables," retails at \$1.25 when bound in cloth and \$1.75 in leather. The clever arrangement of the table, which enables the user to acquire desired information with a minimum loss of time and little trouble, repays the cost of the book in a very short time. Mr. Becher's card, which appears on another page, gives full details as to its claims for superiority over books of a similar nature.

George Caldbeck, of Woodstock, Ont., left early in June for the continental market, visiting the millinery and other centres of Europe.

# Fall Samples

of Foreign and Domestic  
manufacture **COMPLETE**,  
and in Travellers' hands.

## IN ALL DEPARTMENTS

will be found lines of special interest to every keen buyer.

**Underwear.** Orders so far for Ladies' and Men's Underclothing **already double** last season's sales. If you have not yet bought, see our samples before doing so.

**American Shakers.** We are the only Canadian House handling these goods extensively.

**Flannelettes.** In all the popular lines.

**Operas.** Seven qualities---full range of colorings.

**Wrapperettes.** Very new and catchy designs at  $7\frac{1}{2}c.$  and  $7\frac{3}{4}c.$

**Dress Goods.** A special feature with us this season. Black and colored raised effects will be much worn. See our range from 17c. to \$1.25. **All the leading shades in French Wool Poplins and Amazons**, at  $37\frac{1}{2}c.$ , 55c., and 60c., also a splendid lot of Tartans and Plaids.

Our largely increased showing in Dress Fabrics will commend this department to the trade generally.

**Hosiery.** We make special efforts to secure the best values to retail at popular prices, viz: 25c., 35c., and 50c.

**Smallwares and Notions.** Stock always kept well assorted.

We swing into line with a more extensive range of well bought goods than ever before, and solicit your trade with confidence this season

Orders through Travellers or by Letter receive prompt and careful attention.

---

# KNOX, MORGAN & CO., Hamilton

**THE WYLD, GRASETT, DARLING CO., LIMITED.**

THAT merchants throughout the country are buying earlier, and in larger quantities than usual is the general verdict of the heads of departments at the Wyld, Grasett, Darling Co., Limited. The advancing tendency in prices, particularly of woollens and linens, has much to do with this, but a better feeling throughout the country is considered a factor in this result.

In the linen department of this house business is particularly brisk. The bulk of goods were purchased before the rise in values, which amounts in some cases to 12½ to 15 per cent., and as repeat orders will have to bear the advance, retail buyers are purchasing early. Special attention is being devoted just now to fancy 5 o'clock tablecovers, sideboard covers, tray cloths, etc. A big demand for handkerchiefs for Fall and Christmas trade has been prepared for by an immense range of these goods.

From the reports of merchant tailors in all sections of the country it is evident that the Fall and Winter trade in woollens will be considerably above the average. For suitings, Scotch tweeds are the feature, and are expected to grow in popularity. Today, The Wyld, Grasett, Darling Co., Limited's buyer states there are more tweeds worn in Great Britain than has been the case for years. The demand here is for greys, the mixture of green and olive maintaining its popularity. Serges, vicunas and fancy worsteds continue in favor with many buyers. For overcoatings, meltons, beavers, vicunas, llamas, are popular, the principal colorings being the Oxford and Cambridge mixtures. The inquiry for quiet patterns in trouserings is steadily giving away to a demand for wider stripes. In vestings, the soft fancy wool goods which were so popular last season are expected to come into favor again for this year.

In the men's furnishings department, a new shipment of neckwear has been opened up. The leaders are puffs and flowing ends, in stripes and checks. An excellent range of fleece-lined underwear for Fall in fine qualities is offered at excellent values.

For July business, a fully assorted stock of ladies' cotton underwear is shown in that department. The range includes all styles in all the popular prices. Some special values in cotton hosiery. Hermsdorf dye, are shown, which would make good leaders at 15 to 25c. One line especially, a black Hermsdorf with split maco soles, to retail at 25c. should prove good for this purpose. In seamless cotton hose, heavyweight, extra value is shown in the line known to the trade as "Best Yet," to retail at 10c. The correct shape in ladies' collars is the straight band, either with rounded or straight corners—a full range of these is carried. In belts, leather, pique, or duck, with harness or self-covered buckles, are in general demand. The big demand for narrow baby ribbons and black velvet and black satins, with draw strings, has been provided for with a complete assortment of these goods.

In the dress goods department, poplins are likely to be a strong feature in the popular colors, blues, greens, cardinal, mauve, and brown. Plain-faced habit cloths, amazons, etc., in the same colors and in a variety of designs, are much in evidence. Black figured dress goods in poplin, crepon, silk, and wool effects, etc., are very popular, as are, also, striped silks in blues, greens, and cardinal. Velveteens, in black, navy blue, seal brown, garnet, peacock, myrtle, and mid-blue are considered good property. Serges, particularly pirlé-finished in black and navy blue, are selling well.

In their staple department, this house make a specialty of creton, and always carry an immense range of all lines. They are showing for Fall a line of ottoman cord creton in a beautiful range of colors in the newest effects. In their range of wrapperettes, they are also showing some superb effects in velour finish, in both reversible and single-faced cloths, in greens, purples, blues, cerise, and all the other leading colors. In flannelettes, two special ranges

of Ceylon flannelette, with a fine finish, are shown in delicate and attractive colorings and the latest designs. These are expected to be even more popular than these goods have proven in the past.

In their factory, The Wyld, Grasett, Darling Co., Limited are turning out a complete range of "Etoffe" pants, full trimmed and finished in best style, which should prove great trade-getters at the price they are put on the market.

**THE BATTENBERG LACE WORK.**

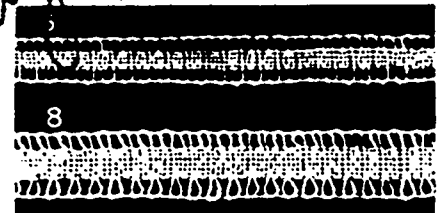
The Rings.

completely illustrated catalogue which is full of information, and may be had by any dealer sending a card for one.

The taste for Battenberg or Renaissance lace work continues to be the reigning fancy, and all reports indicate that the present tendency in needlework is towards lace work, either in the coarse Battenberg style or fine point work. There are some handsome goods at F. Robertson & Co.'s in doyleys, centres, scarves, and tablecovers, which are well adapted to meet the present demand for this class of work. The prices vary greatly, running all the way from \$1.25 per dozen to \$60 per dozen. For the same purpose a large range of braids, rings and designs are kept in stock, and the accompanying illustrations give an idea of the lines of rings and braids much in demand just now. They are used on a special linen with a specially prepared quality of linen thread. The firm have issued a

**A HEAVY PURCHASE.**

S. Greenshields, Son & Co., Montreal and Vancouver, have recently purchased 25,000 pieces of printed cotton goods, comprising muslins, piques, ducks, light and dark fancy prints; also 15,000 pieces of woven goods, including lawns, gingham, shirtings and flannelettes, all of which they are offering at less than manufacturers' prices. Here is an opportunity to purchase low and make money.



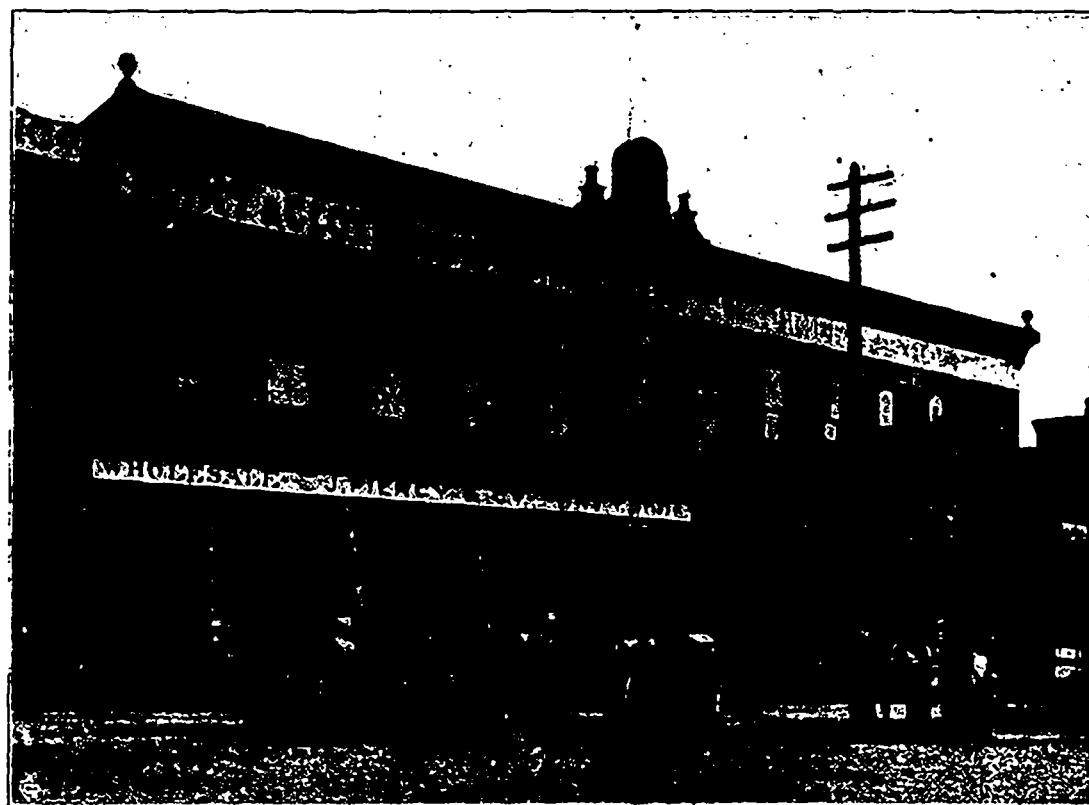
Samples of Popular Braids.

**AN AUSTRALIAN MERCHANT IN CANADA.**

Canada has just had a visit from a distinguished Australian dry goods merchant, Mr. T. Goodwin Brocklehurst, manager for David Jones & Co., Sydney, N.S.W., a firm which has an extensive establishment and does a fine retail trade in that great city. Mr. Brocklehurst decided to return to Australia from London via Canada for the first time, and, after going to New York by the Germanic, he came on to Toronto June 2. After spending a few days in Ontario he went west to take the Canadian steamship from Vancouver. While in Toronto he visited a number of the larger dry goods establishments, and was entertained by a number of leading merchants. He spoke favorably of those Canadian manufactures, such as window shades, furniture, etc., which his firm have been dealing in during the past few years, and considered that a larger trade should be done between Canada and Australia now that the latter was on the point of federation.

# J. PIERCY & CO.

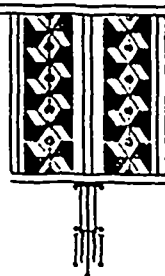
Our Travellers are now on the road with samples for Fall and Winter Trade. . . . .



1899

1900

OUR STOCK OF



**Staples, Dress Goods, Men's Furnishings, Clothing, Small-wares, Notions, etc.,** is fully assorted and complete.

We are sole makers of the celebrated "Ironclad" Overalls.

## J. Piercy & Co., Victoria, B.C.

**DO YOU SELL**  
**Ladies' and Misses'**

# Mantles and Suits?

If so, it will pay you to see our samples  
before placing your orders.

**BECAUSE** *we manufacture on a very large scale, and have  
a very varied assortment of styles to choose from.*

**BECAUSE** *we keep quite "UP-TO-DATE" in styles and  
make perfect-fitting garments*

**BECAUSE** *we manufacture the quickest selling goods, and  
employ only the most skilful operators to manufacture  
them*

**IN A WORD** *we show goods that for style, cut, and finish  
surpass anything on the market, and we sell at prices  
that defy competition.*

**DO NOT** *place an order till our travellers call upon you---it  
will pay you to see their samples.*

CORRESPONDENCE Solicited.

LETTER ORDERS promptly attended to.

**THE CLOAK MFG. CO., OF TORONTO**

LIMITED

18 Front Street East, TORONTO.

# FIRST THEN AND FIRST NOW!



It isn't so long since every Canadian store went or sent abroad for its Mantles and Costumes. The bulk of the cheaper garments came from Germany, and nobody thought of making them over here. We were among the first. Our idea was that Canadian energy and Canadian enterprise was equal in every respect to anything they had abroad, and we put it to the test. The result was, we won and won handsomely, and for four years now we've been discounting our own past at every point of comparison.

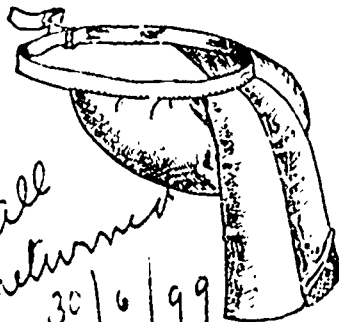
Not only were we among the first to introduce Canadian garments, but the pace we set we mean to keep, plus constant increase. We think we know what's what when it comes to fine tailoring. We leap the bounds of acquaintance and welcome everybody to see the new styles we call our own and the entire range of Fall Jackets and Suits. Comparison must wait until you've seen what we're talking about. Such novelties need to be looked at and known before getting down to plain, prosaic business.

## John Northway & Son

TORONTO, ONT.

# BRUSH & CO.'S SPECIALTIES

IMPERIAL HIP.



*all returned  
30/6/99*

A very popular Bustle. Covered with white, brown or black material

LA MODE.



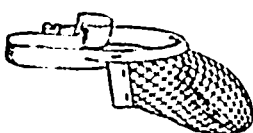
Stylish and graceful, light and comfortable, made of finest quality tempered wire. Covered with white, brown and black material.

GRECIAN.



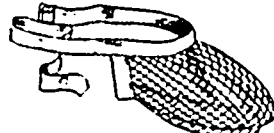
Smaller than La Mode, with but two rolls.

BEAUTY.



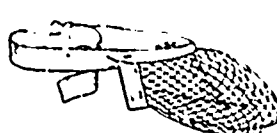
White steel wire, small size

GEM.



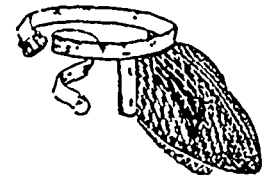
White steel wire, medium size

EMPIRE.



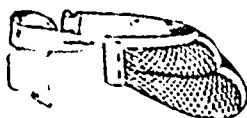
Fine black tempered wire, medium size

PRINCESS.



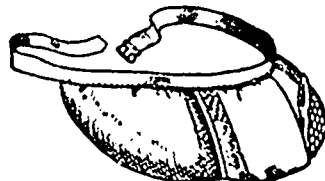
Fine black tempered steel wire, large size.

QUEEN, 2 ROLL.



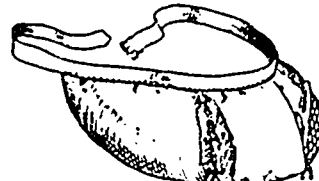
Fine white wire - our latest novelty

COMBINATION, NO. 1.



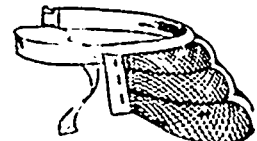
Latest designs in Hip Pads, made of finest tempered braid wire and covered with white, brown or black material

COMBINATION, NO. 2.



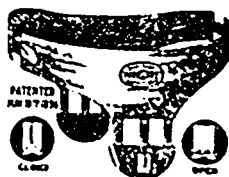
Same as No. 1, but laced, making it adjustable, also covered with white, brown and black material

QUEEN, 3 ROLL.



Fine white wire.

## PEERLESS SANITARY SAFETY BELT.



The merits of this article will be appreciated by every woman. The belt is thoroughly well made on hygienic principles, the special point of merit being that our patented pin clasp is permanently attached. All ways ready, cannot become unfastened by accident. The only belt made that is a safety belt. Made in all sizes. Safety belts should be four inches larger than waist.



## THE BRAIDED WIRE HAIR ROLLS.

For the Latest Styles of Hair Dressing.

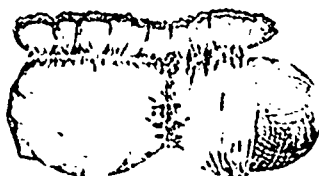
These Hair Rolls are most desirable for the "pompadour," "side roll" and "back puff" effects. They weigh less than half an ounce, are comfortable, cool and cleanly. Made of the finest tempered wire, covered with knitted lace to match any shade of hair. The hair cannot become musty or damp from perspiration if the Braided Wire Rolls are worn. No obstruction to hairpins.

## PEERLESS WAIST AND SKIRT SUPPORTER.



The only supporter made that is complete in itself; holding the skirt up and the shirt waist down, without the necessity of sewing attachments on to the garments. The supporter is concealed by waist and skirt, excepting small sections of the pins which the narrowest belt will cover. One supporter can be used with any number of costumes.

## "HYGIEIA" DRESS FORMS.



Of a fine shape. Made of fine lawn, which may be removed, allowing covering to be washed.



Made in Six Lengths.

4, 5, 6, 7, 8, 9, 10 inch.

## "HEALTH" BRAIDED WIRE DRESS FORMS.

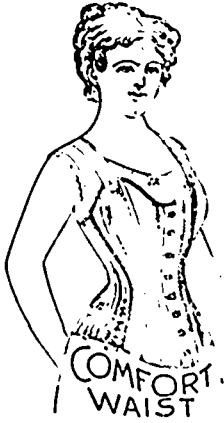


Are the best round forms on the market. Light, cool and cleanly. Covered with fine knitted lace.

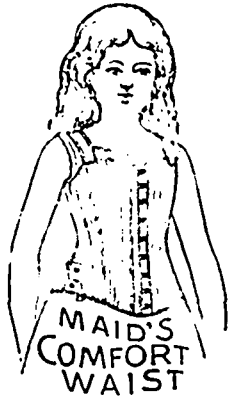
Sample Orders Solicited.

**BRUSH & CO., TORONTO.**

# Brush & Co.'s Specialties



COMFORT WAIST  
Drab, Buff, White Satteen  
Sizes, 18 to 30.



MAID'S COMFORT WAIST  
Drab Satteen  
Sizes, 18 to 26



CHILD'S COMFORT WAIST  
Drab Satteen  
Sizes, 18 to 26



MISSE'S CORSET  
Drab Jean  
Sizes, 18 to 30



BRUSH'S B&C  
Drab and White Satteen, Drab and Buff Jean, and Broche  
Sizes, 8 to 30.



NURSING  
Drab Jean  
Sizes 18 to 30



SUMMER  
Several varieties, White Net  
Sizes, 18 to 30



BRUSH'S ATHLETIC  
Drab and White Satteen, Drab and White Coutil, Drab Jean  
Sizes, 18 to 30



71. Drab Jean, Steel Ribbed  
Sizes, 18 to 30.



80 Heavy Drab Jean, Steel Ribbed  
Sizes, 18 to 30



BALL'S COILED WIRE.  
Drab Jean  
Sizes, 18 to 30



PEERLESS DISTENDER  
To Distend Blouses and Skirt Waists. Made of White Net, with Adjustable Shoulder Straps.

SOLE MANUFACTURERS



CORSETS

Sample Orders Solicited. BRUSH & CO., Toronto



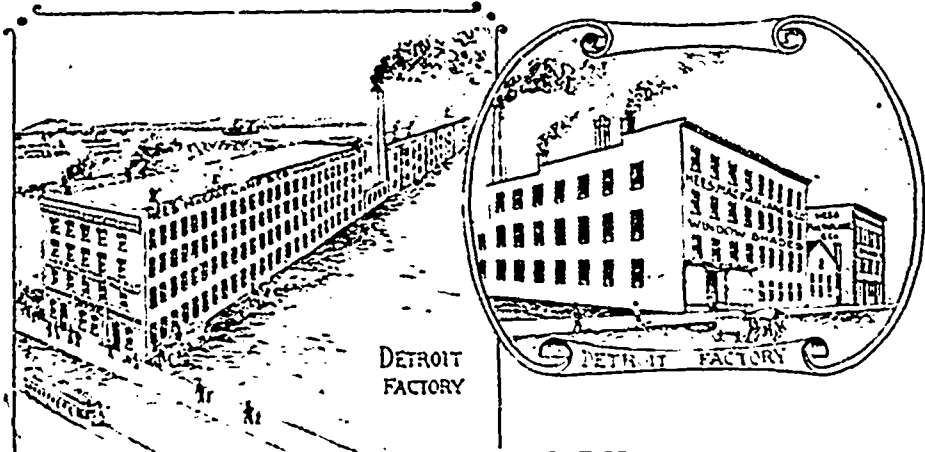
# GEO. H. HEES, SON & CO., Toronto.

## A SURPRISE.

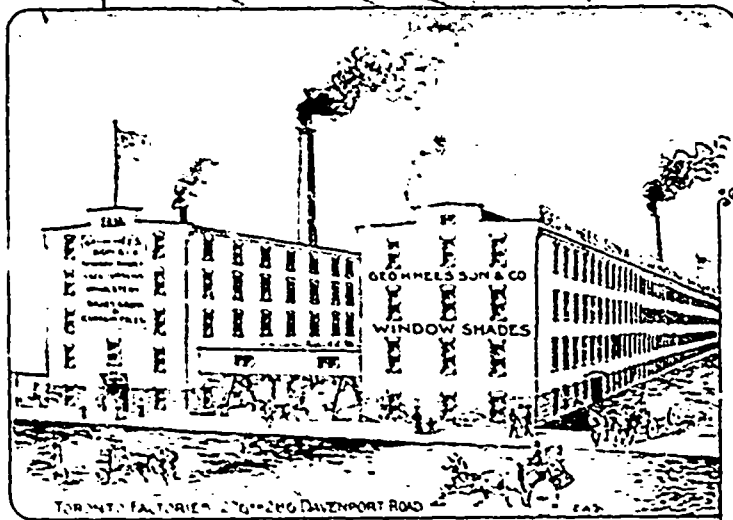
buyers as headquarters in the Dominion for **Lace Curtains, Furniture Coverings, Draperies, Table Covers and Upholstery Goods** in general. It is complimentary to the enterprise and sagacity of Canadian buyers that they have already seen the advantage of buying of a house that carries such an enormous stock of quick selling goods.

Two or three years at least was the time we expected it would take to establish our new department, but already we are regarded by shrewd

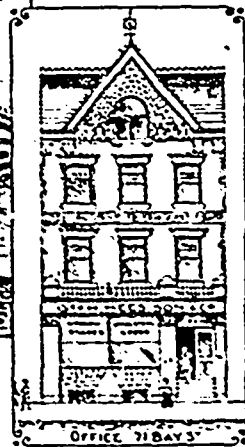
buyers as headquarters in the Dominion for **Lace Curtains, Furniture Coverings, Draperies, Table Covers and Upholstery Goods**



**71  
BAY  
ST.**



**71  
BAY  
ST.**



## WINDOW SHADES.

Our average production of SHADE CLOTH in yards is MORE THAN THREE MILES DAILY.

We manufacture EVERYTHING in the line of WINDOW SHADES, and sell them to the trade at a price that affords them a LARGE RETAIL PROFIT.

## WOOD AND BRASS CURTAIN POLES AND TRIMMINGS.

One of our leading sellers is No. 25, consisting of a 1 1/2 x 5 foot pole, 10 wood rings, 2 ends and 2 brackets, in colors, Cherry, Black Boxwood or Walnut, at \$15.00 per hundred complete. Retailers usually sell them from 25 cents to 35 cents. SEE OUR NEW ILLUSTRATED CATALOGUE.

**GEO. H. HEES, SON & CO.,**

71 Bay Street, TORONTO.

TRUTH



IMPERIUM  
RE MAJESTY'S LOYAL SERVICE

GOVERN ALL

**THE WORLD**

*is our  
Buying  
Market.*

**JUSTICE**

**BRITISH NORTH  
AMERICA**

*is our  
Selling  
Market.*

**TORONTO**

*is our  
Home.*

**OUR BUSINESS**

# To the Trade.



ESTABLISHED  
1849.

Having the doors of the markets of the world thrown wide open to us, through which our buyers have easy access, enables them to procure the best values. Placing these values before The Trade of British North America makes competition blush in the Provinces where it is met.

Our goods not only reach some, but all the Provinces, Territories and Islands, and are used by the Red Indians, Esquimaux, Celt, Anglo Saxon, and all subjects of Her Most Gracious Majesty Queen Victoria.

This is our Jubilee year of doing business in the city of Toronto. Half a century of paying one hundred cents on the dollar and without having a fire or fire sale is a record which gives us great satisfaction. These circumstances, added to the fact of being subjects of the greatest nation on earth, citizens of the most important territory and the city of Toronto our Home, we feel not only satisfied, but secure, from a temporal point of view.

Our travellers are now on the road with a full range of samples for the Fall season's trade. They have never before shown as full an assortment or better value. Our terms are as easy as ever. Our cash discounts are liberal. Our system of doing business is unique. We are ever on the alert to secure and add to our extensive list of customers new ones. We shall be pleased to see any of The Trade in our warehouses. We have many specialties to show in

GENERAL DRY GOODS,  
MEN'S FURNISHINGS,  
HABERDASHERY, CARPETS,  
HOUSE FURNISHINGS,  
WOOLLENS and TAILORS' TRIMMINGS.

FILLING-LETTER ORDERS a Specialty.

## John Macdonald & Co.

WELLINGTON AND  
FRONT STREETS, EAST.



TORONTO.

TRANSACTIONS

# Electro Silver Plated Specialties

... IN ...

Eagle Silver  
Plate Co.

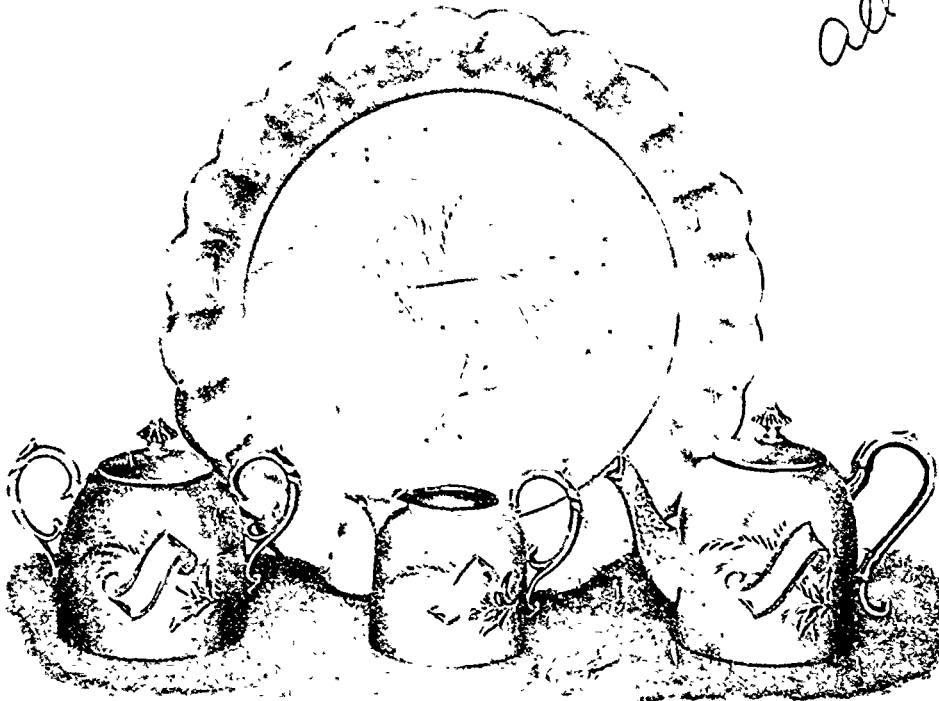


AND  
N. F. Nickel  
Silver Qualities

**TO THE TRADE**

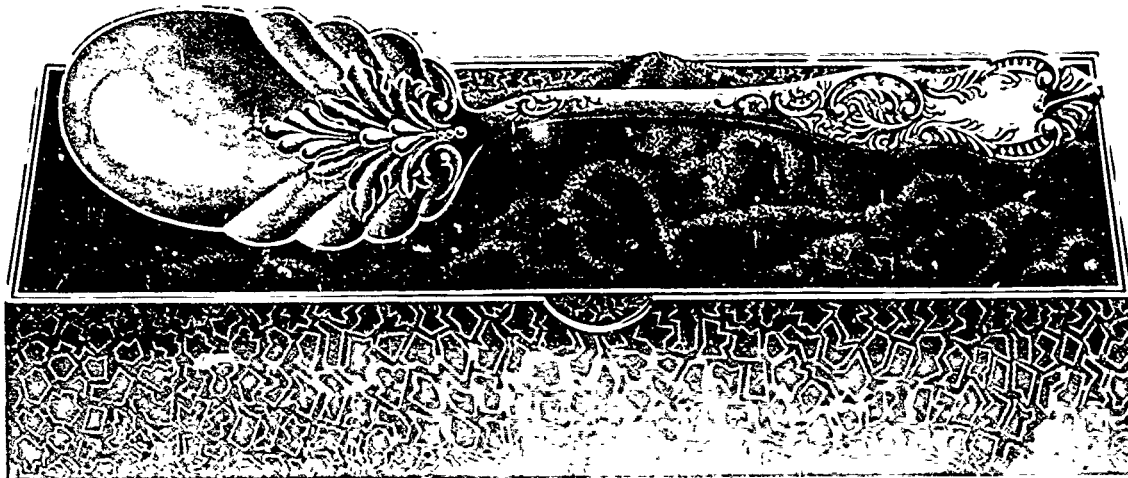
*all returned  
15/7/17*

We shall  
be pleased  
to  
forward  
Catalogues  
and  
Quotations  
on  
application.



Filling  
Letter  
Orders  
..a..  
Specialty.

No. 1375. FOUR-PIECE TETE-A-TETE SET.



HARTFORD BERRY SPOON.

**JOHN MACDONALD & CO.,**

Wellington and  
Front Sts. East,

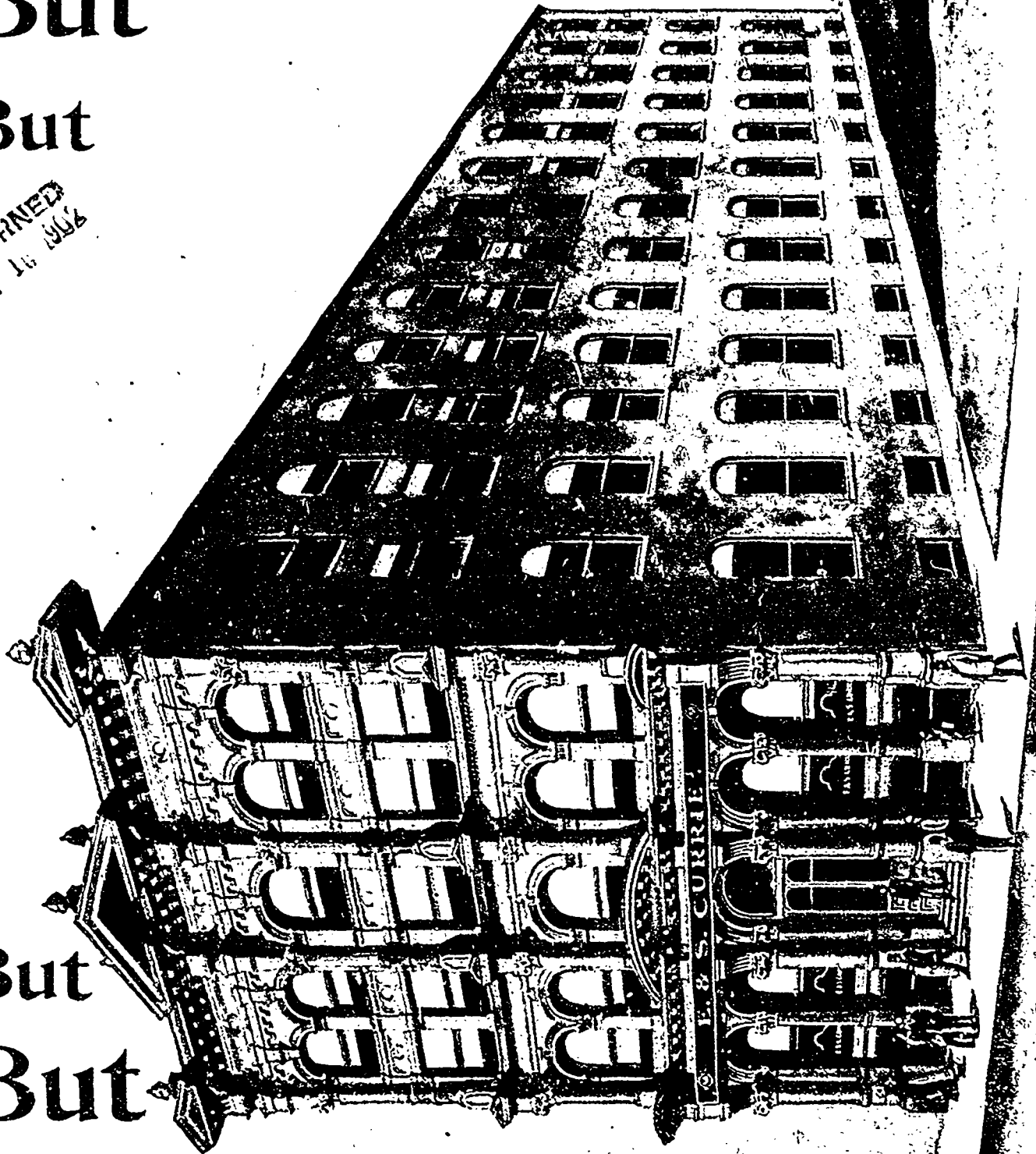
**TORONTO**

# NOTHING

But

But

RETURNED  
MAY 16 1906



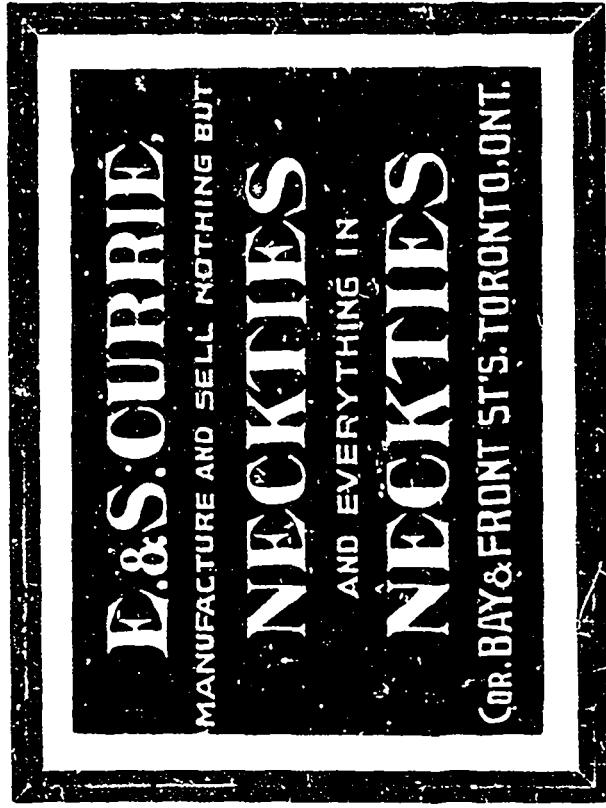
But

But

# NECKTIES

**Manufacturers**

**Nothing But Neckties.**



**E. & S. CURRIE,**  
MANUFACTURE AND SELL NOTHING BUT  
**NECKTIES**  
AND EVERYTHING IN  
**NECKTIES**  
COR. BAY & FRONT ST'S. TORONTO, ONT.

**and Exporters.**

**Everything in Neckties.**

Fall and Winter   
**NOVELTIES**

From . . .

**ENGLISH  
 MANUFACTURERS.**

**YOUNG & ROCHESTER**

Love Lane, Wood St., LONDON.

Factories LONDON &amp; LERRY, IRELAND

Dress Shirts and Collars, Fine Flannels, by piece, or  
 in Shirts, Pyjama Suits, etc. Dressing Gowns,  
 Smoking Jackets, Steamer Rugs

**NOVELTY NECKWEAR**

Young & Rochester's Latest "Flag Ties—Union  
 Jack, Royal Standard, Stars and Stripes, etc." Set  
 ordered by Prince of Wales

**TRESS & CO.**

High Class Hats and Caps.  
 The Tress Hat is favorite English hat in New York.

**DR. JAEGER'S Sanitary Woolen System**

Standard Underwear of the world for Men, Women,  
 and Children. "There is none just as good."

**SPECIALTIES**—Camelhair Belts, Gloves, Knee-  
 warmers, etc

**A. GARSTIN & CO.**

Queen's Sq., Aldersgate St., LONDON.

**FINE LEATHER GOODS**— "Gladstone," "Kit"  
 and "Brief" Bags, Hat Cases, Filled Dressing Cases,  
 Stationery Portfolios, Purses, etc. for Xmas.

Complete Illustrated Price List on application.

**Wreyford & Co.,**

McKinnon Building  
 and  
 85 King St. West.

**Toronto**

MANUFACTURERS' AGENTS and WHOLESALE IMPORTERS.

# CORBY, PALMER AND STEWART

39, 40 and 41 St. Paul's Churchyard

ESTABLISHED 1886

LONDON, E.C., ENG.

Manufacturers of

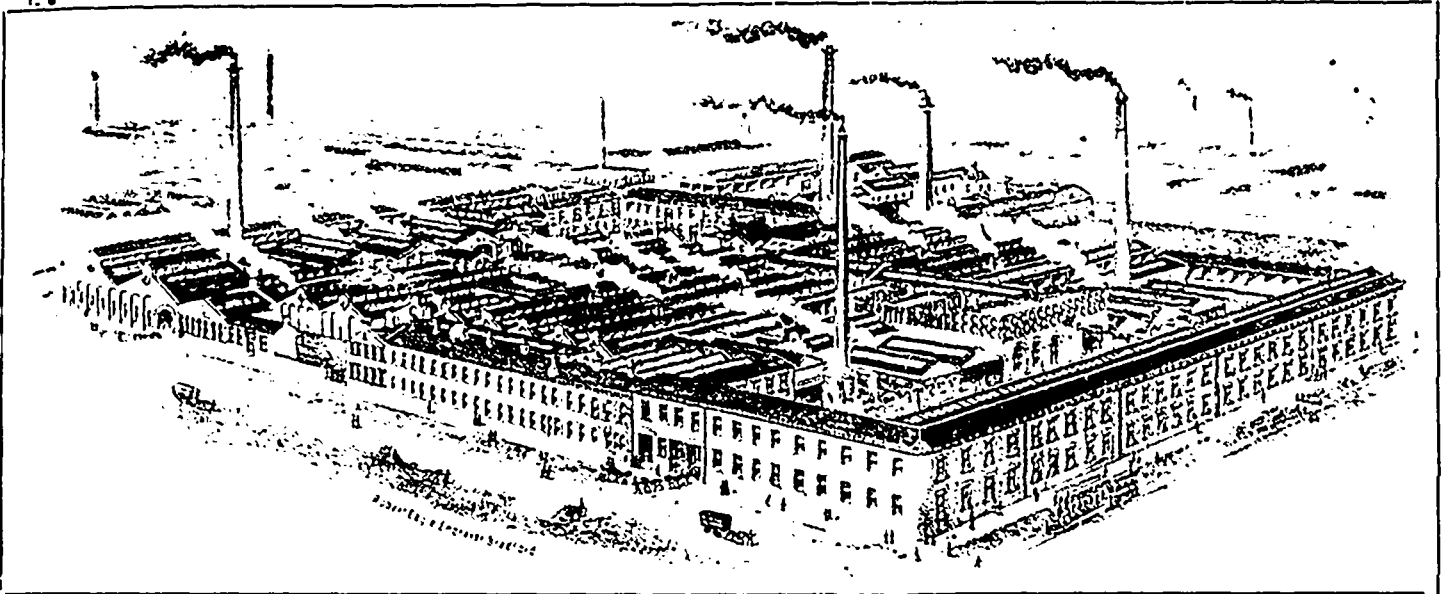
**Ladies' and Children's Mantles,  
 Skirts, Costumes, Jackets,  
 Capes, Mackintoshes, etc.**

**Our FALL PATTERNS**, including the very latest Novelties, and copies of the best French  
 ready. Special attention is being given to the requirements of the Canadian trade, and we will be glad to see  
 Canadian buyers

FACTORY ENTRANCE: 41 ST. PAUL'S CHURCHYARD.



# W. GRANDAGE & CO., LIMITED



## LOW ROYD & BROWN ROYD DYEWORKS

Bradford, England,

DYERS, BLEACHERS, AND FINISHERS of all classes of PIECE GOODS AND COTTON YARNS.

THE ABOVE FIRM MAKE A SPECIALTY OF

**Mercerised Cotton Sateens, Brocades, etc.**

To ensure having the most perfect imitation of Silk. Importers and Retailers should insist on seeing the following Stamp on all such goods:





**The Puritas**

brand of  
Wadded Comforters, so called on  
account of the purity of their ma-  
terial. It is the best comforter  
made, in workmanship and finish.  
If you sold but once to the same  
customer you would not need our  
goods, but the customer who buys  
over and over again will be satis-  
fied only with the Puritas.  
Costs no more than any other  
brand. Insist on getting it from  
your jobber. If he substitutes,  
write us direct.

**Alaska Feather &  
Down Co., Limited**  
290 Guy St., MONTREAL.

# Do you Sell Bedding?

Or, if not, do you use bedding? In either case you should be deeply interested in the "Puritas" Wadded Comforter and the "Alaska" Down Quilt.

Every one of our Wadded Comforters bears a tag with our trade mark "Puritas."

Every one of our Down Quilts bears a tag with our trade mark "Alaska."

Every Jobber and Wholesale Dry Goods Merchant in Canada knows where to get the Puritas Comforter and Alaska Down Quilts.

It is for you to say whether you will get these goods by insisting on them in your order, or whether you will let him substitute some inferior brand, on which he makes a larger profit.

The following Wholesale Houses carry the Puritas Comforters in stock, and your order sent to any of these firms will have prompt attention, but you must specify "Puritas" on your order:

JOHN MACDONALD & CO., - Toronto  
GORDON, MACKAY & CO., - Toronto  
THE WYLD, GRASETT, DARLING  
CO., Limited - Toronto  
THE W. R. BROCK CO., Limited Toronto  
THE GAULT BROS. CO., Limited Montreal  
S. GREENSHIELDS, SON & CO., Montreal  
STOBART, SONS & CO., - Winnipeg

Complete Catalogue of High-class  
Bedding sent to the trade on ap-  
plication.



**P U R I T A S**

We are making the best Wadded Comforters and Down Quilts, that we know how to make. When we say the best, we mean just that. Your comfort trade depends upon the kind of goods you sell. Ours are the kind that you can sell year after year to the same customers. They are the kind that make you friends and keep your friends faithful. To sell the Puritas Comforter and the Alaska Down Quilt is a convincing, money-bringing argument in favor of your store. If you are buying them now, we want you to buy more; if you are not, we want you to begin.

## The Alaska Feather & Down Co.

290 Guy Street, MONTREAL.

Limited

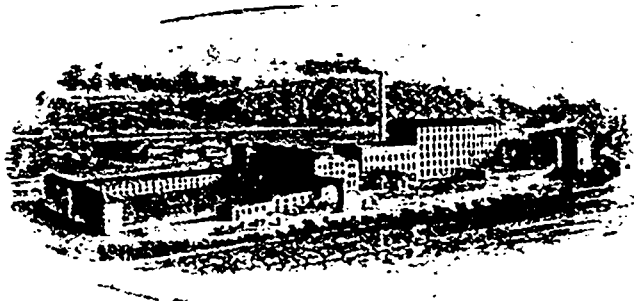
# Foster & Clay

Scotch Fingerings,  
Shetland, Andalusian,  
Petticoat, Vest and  
Shawl Wools.

Cable Cord and Soft  
Knitting Worsteds.



WOOLS MADE SPECIALLY FOR  
HOSIERY AND GLOVE MANUFACTURERS.



HOLLINGS MILLS, SOWERBY BRIDGE, ENGLAND.

Agent for Canada: Wholesale Trade only supplied.

**JOHN BARRETT, 13 St. Nicholas Street, Montreal**

# PATON'S ALLOA KNITTING WOOLS

of Genuine SCOTCH Manufacture.  
Uniform in quality and finish, and

**CAN BE RELIED ON**

to give maximum satisfaction  
in Knitting and Wear.

MAKERS—

**John Paton, Son & Co., Alloa, Scotland**

Agent for Canada—

**PHILIP DE GRUCHY**

Who holds Stock.

26 and 28 St. Sulpice St., MONTREAL.

# DENT'S GLOVES

**Dent, Allcroft & Co.**

**GLOVE MANUFACTURERS**

LONDON: 97 WOOD ST.

NEW YORK: 15 & 17 GREENE ST.

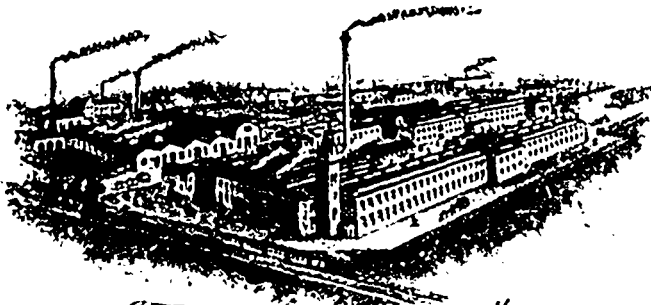
PARIS: 30 RUE DES BOURDONNAIS

Worcester, Brussels, Grenoble, Prague, Naples.

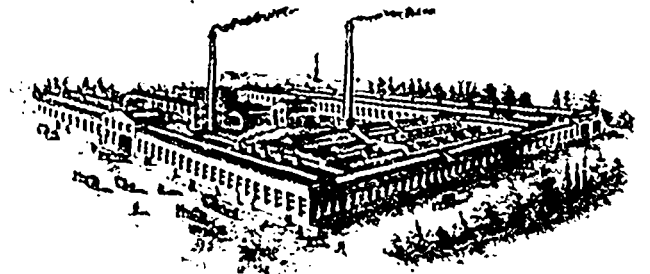
Skin Dressing Yard: OTTIGNIES, Belgium.

Agents in Canada:

**J. T. DONNELLY & CO., 20 Lemoine Street MONTREAL**



*The Towers Dyeworks Low Moor*



*Orchard Dyeworks Heckmondwike*

# The Patent Permanent Silk Finish

ON

## Cotton Italians and Linings.

*By Her Majesty's Royal Letters Patent  
Nos. 10,740 and 15,160.*

The Superiority of Goods finished by this method is in

- 1st.—Appearance and touch scarcely distinguishable from the finest Satins.
- 2nd.—A brilliance and silkiness never before attained on Cotton Italians and Linings.
- 3rd.—Altogether exceptional strength and durability.
- 4th.—No deterioration in appearance however long the Goods may be kept in Stock, thus making them peculiarly adapted for shipment to far distant places.
- 5th.—The fastness, depth, and richness of colour in the Aniline Blacks, which is guaranteed unalterable.
- 6th.—The fastness of the finish, which will not go off under the Tailor's iron.
- 7th.—Its peculiar adaptability for all Lining purposes, Waistcoat Backs, Skirts, Corsets, etc., whilst the strength, brilliance, and permanence of the finish makes it of special value for Dress Foundations and Linings.

Goods finished by this process are absolutely cheaper than in ordinary finish, as the extra cost of finishing is far more than met by the improved value and appearance and greatly increased wearing qualities of the cloth.

**CAUTION.**—In order to secure the genuine finish, see that every piece is stamped with the above Patent Nos., as many worthless imitations are already being offered.

PATTERNS WILL BE SENT ON APPLICATION.

Dyed and Finished  
only by

# JAMES & M. S. SHARP & CO., Limited

The Towers Dyeworks,

AND

Orchard Dyeworks,

Low Moor, Nr. BRADFORD,

HECKMONDWIKE,

ENGLAND.

# CANADA may feel PROUD !

## Her Trade Appreciated

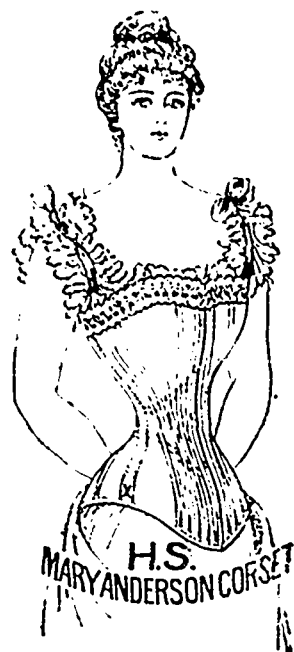
BY THE MAKERS OF  
**THE CELEBRATED**  
**"H.S." Corsets**

UNSURPASSED FOR

*Perfect Comfort,  
Elegance and Durability.*

REGISTERED.

We have been appointed AGENTS FOR CANADA, and solicit inspection of these Superior Corsets.



### Wright Gosselin & Co.,

Board of Trade  
Building,

### Montreal.

# These Umbrellas

WILL MAKE  
A TRADE.

ALL SIZES.  ALL PRICES.

Quality and Workmanship  
defy competition.

SOLE AGENTS FOR CANADA . . . .

### Wright Gosselin & Co.,

Board of Trade Building,

### Montreal.



# J. & J. BALDWIN'S

Established 1785

## Bee Hive

Established 1785

# KNITTING WOOLS

are known all over the civilized world.

*J. & J. Baldwin  
Halifax*



**WHEELING 52**  
 Scotch Fingering Berlin Fingering  
 Petticoat Fingering Soft Knitting  
 Merino Fingering Balmoral Fingering  
 MERINO, ANDALUSIAN, PYRENEES,  
 FLEECY, LADY BETTY FLEECY,  
 Indiana, Dresden Shetland  
 Vest & Silk Vest

**Wools**  
 J. & J. BALDWIN  
 CLARK BRIDGE  
 MILLS HALIFAX  
 ENGLAND

ESTABLISHED 1785

**BEE HIVE FINGERING 5 PLY 52 FAST BLACK**

**BEE HIVE FINGERING 4 PLY 52 FAST BLACK**

**BEE HIVE FINGERING 3 PLY 52 FAST BLACK**

THE LARGEST AND OLDEST ESTABLISHED MAKERS OF ALL KINDS OF KNITTING WOOLS.

Our Brands are especially adapted for Cycle Hose and Sweaters.

We claim that they will knit further and wear longer than any other make.

Wholesale Only.

AGENT

**Duncan Bell**

MONTREAL and TORONTO

Send for Samples.

# Perrin Freres & Cie.

The Glove House of Canada.

Perrin's  
Gloves

ARE THE BEST.



Perrin's  
Gloves

ARE THE BEST.

QUALITY GUARANTEED.

A well assorted stock always on hand in the leading qualities.

Write for Samples.

PERRIN FRERES & CIE.

5 VICTORIA SQUARE

Montreal.

## WM. PARKS & SON, Limited

ST. JOHN, N.B.

Samples for **FALL TRADE, 1899**, now ready.

# FLANNELETTES

Stripes and Checks

Domet Flannels  
Shaker Flannels  
Saxony Flannels  
Flannelette Sheeting

Cottonades  
Denims  
Tickings  
Galateas, Yarns, etc.

Agents . . .  
J. SPROUL SMITH, 39 1/2 Yonge Street Toronto.  
DAVID KAY, Fraser Building, Montreal.  
JOHN HALLAM, 8 1/2 Front Street East, Toronto, Special Agent for  
Beam Warps for Ontario.

MILLS { NEW BRUNSWICK COTTON MILLS  
ST. JOHN COTTON MILLS  
ST. JOHN, N.B.

# YOUNG & ROCHESTER

2 and 3 Love Lane, Wood St., LONDON, ENG.

**FACTORIES:** WATERSIDE, COLERAINE, IRELAND.  
EBRINGTON FACTORY AND LAUNDRY, LONDONDERRY, IRELAND.

Manufacturers of

*Young &  
Rochester*



2 & 3, Love Lane, Wood St., London.

## Men's Goods

### SHIRTS

White Shirts in all qualities. Print and Oxford Shirts in great variety.

### FLANNEL SHIRTS

Night Shirts, Tennis, Cricket, Cycling and Boating, etc., etc.

### PYJAMAS

### VESTS

For Summer, Winter and Dress wear. Silk, Cashmere, Cardigan, Drill, etc., etc.

### COLLARS

All up-to-date shapes, from 2s. 6d. per doz.

### TIES and SCARVES

Varieties in this department continually being shown.

### BRACES and BELTS

### SUMMER SUITS

### DRESSING GOWNS

### SMOKING JACKETS

### PIECE GOODS

Oxford and Print Shirtings, Y. & R's "SANICAN" Zephyrs. A great variety of stylish patterns shown in these goods.

OUR CANADIAN REPRESENTATIVE will have a full line of Samples of Spring Goods in August, and can then show the very latest novelties in all departments.

Agent

C. D. WREYFORD

McKinnon Building,  
Melinda Street,

Toronto



# The Job and Special Lines Soft Goods House of Scotland

Why buy regular goods, when you can get special and **Job** lines much cheaper, and sell quicker?

## BUYERS

when over please call and see our stock. We have always suitable lines for Canadian Trade on hand.

**BROWN, GRAHAM & CO.**  
37 Glassford Street  
**GLASGOW.**

Wholesale Only

One trial Solicited.

WE DO IN

**Handkerchiefs**

All kinds

**Mufflers**

Printed and Woven.

## Piece Goods

Prints

Cretonnes

Chintz Cretonnes

Muslins

and odd lines in almost all classes of goods.

Cash or usual business references with orders.

# LISTER & CO., "Limited"

MANNINGHAM  
MILLS

BRADFORD, ENG.

Silk Velvets, black and colored, 17/18 in., 32 in.

Silk Velours, black, 32 in.

Silk Mirror Velvets, colored.

Silk Collar Velvets, 21 in.

Silk Millinery and Dress Plush.

Silk Fancy Embossed Velvets.

Silk Seals, Lisreine, Rainproofs, etc.

To be had of all leading Wholesale Dry Goods and Millinery Houses.

**PLACE ORDERS EARLY**

and save advanced prices.



## Men's Furnishings

**N**O LINE has been more active during the past few weeks than men's neckwear. The flowing-end tie, with pointed ends and cut on the bias, has continued to be a leader in all city and town trade, and will be one for some time to come. It seems to be the only large tie which goes really well for warm weather, because the material is thin and it looks

very dressy and is stylish when worn with a negligee shirt and an open vest.

Bows and strings are selling well during the warm weather, rather to the detriment of Ascots and puffs, which are better adapted for colder weather.

Our advices from both London and New York go to show that the colors now selling freely, and in probable demand, for a time, at least, are purple—from the dark royal purple to the brightest shades of violet—and blues, from dark navy to cadet, including the national and Yale shades. These, as one authority expresses it, are what people "are gasping for" both in London and New York, and this is an opinion of a man who knows what he is talking about from personal observation.

In patterns, checks and stripes are the leaders. The stripes are on the bias, and in New York they sell no other kind.

The latest novelty, which is selling freely in New York, and is now appearing in Canada, is a two-toned effect scarf, which, in the graduated four-in-hand, is made so that, when tied, the head, or knot, is all satin, while the rest of the scarf is of ottoman cord of a different and contrasting color to the head. This effect is also shown in bows and puffs, strings and lombards, and is having a remarkable sale. The effect is really most tasteful and striking, and for city trade we would feel pretty sure of an active demand.

### What Canadian Dealers are Doing.

There are not many absolutely new things to mention in the way of men's furnishings. The regular lines for hot weather are being shown in all the haberdashers' Negligee shirts of all varieties are having a greater sale than ever. A line of silk-fronted shirts with muslin

bodies are being much worn by the better-off people. These are most comfortable, and present a handsome appearance, varying from the plain white silk front to elaborate colors and designs. One of the most tasty is made with ground of pink, green, blue or heliotrope, and narrow white stripes running up and down, each edge of the stripe being corded, and the distance between stripes being from a half-inch to one inch. These shirts retail at \$1.50 to \$2.

In neckwear, washing goods are the most rapid sellers, the chief shapes being lombards, Ascots and stocks. The latter is rapidly gaining ground with the high-class trade. Kitchen-er blue lombards with white spots and figures continue very popular, and have met with an immense sale.

The flowing end continues to meet with a ready sale, a recent pattern with diagonal stripes being much worn. It is made in grounds of dark and light grey, light green, heliotrope, salmon, etc., with four white diagonal stripes running together and varying in width from a half-inch to a simple narrow stripe of white, the lower edge of each white stripe being corded. Each section of stripes is separated from the next by about an inch and a half.

Some haberdashers are showing handsome French silk and wool underwear in elaborate colors, with deep silk bands and pearl trimmings. These goods come in heliotrope ground with narrow stripes running around, about two inches apart, of a darker shade of same color; also in yellow and green with stripes of red and green. These goods are very handsome, and sell well at from \$5 to \$6.

The popular shades of purple and red are making their appearance in silk underwear. A Montreal haberdasher, who caters to the high-class trade, is just now showing several new shades in these goods, among them being purple, green, deep red, salmon, and corn, with bands of self colors.

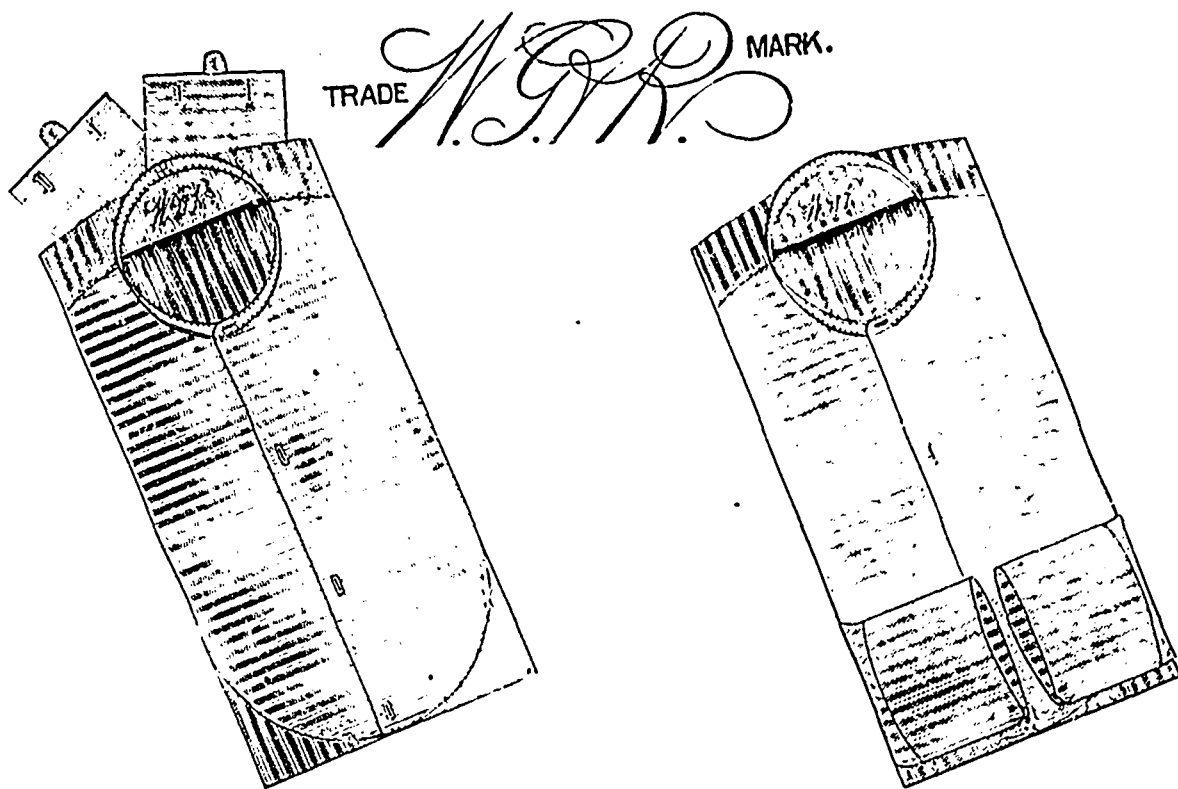
### Opportune Displays.

Brisk competition makes a merchant quick to take advantage of opportunities for special sales. A horse show, a race meet or any such event always affects the windows of downtown furnishers. Some devote an entire window to displays of apparel suitable for wearing to the races, the show or whatever is on the tapis. Some give a portion of the window, and put therein a few smaller articles, such as neckties, hats, colors, etc., with a card such as "We have everything that you can need or want to wear at the races." Others content themselves with a display of colors, and the card. But all make it known in some way or another that they are ready with goods for the occasion.

A rainstorm always brings into the window or a doorway a more or less extensive display of umbrellas, mackintoshes, etc. The favorite price of umbrellas displayed on such a day seems to be \$1. I suppose the reasoning is that anyone caught away from home in a storm would pay \$1 for an umbrella, while he might stick at a higher figure, especially as the \$1 umbrella is a comparatively good article.

Just now some of the furnishers are showing traveling goods. They do not restrict themselves to clothing, but include in their display satchels, valises, straps, leather hat-boxes, etc.

White duck trousers are naturally receiving attention. The method of displaying them varies, but I notice all show them so that



Pictures cannot convey to you our ideas for

# FALL 1899

They are now  
in the hands of  
our travelers.



Printed in **Fast Colors**  
by the best English  
printers.

---

THE . . .  
**Williams, Greene & Rome Co.**  
BERLIN, ONT.

**MEN'S FURNISHINGS—Continued.**

the upper portion of the garment is easily seen. The general price is \$1.

As the holiday season approaches, the attention given to sweaters and soft bosom shirts increases. The finest sweaters I have seen are shown in single colors, black, purple and white predominating. These should be popular with touring bicyclists. For athletic purposes, a sweater horizontally striped in bright, striking colors is likely to have a big sale this season. In negligee shirts there would be great difficulty in picking a favorite line. The range of checks varies from a big, loud, Scotch plaid, to a small, neat black and white. Stripes of almost every size and in every color are shown. The general demand this season seems to be for a higher grade of material than in former seasons.

**The Curiosity of Mankind.**

A force of human nature that can always be depended upon as an auxiliary in window displays is curiosity. Mankind is curious; womankind is decidedly more so. Here we have the reason that some of the most peculiar methods of advertising have proven so prolific in results. A Toronto retailer, some months ago, took advantage of this fact and placed in his window a good display of clothing. Close to the window-front, and reaching across its full width, a representation of a house was built, with small windows serving as a means for the passer-by to see the display. The number that looked through the windows was proof of the curiosity of the average man. This week, an enterprising boot firm opened a branch store on Yonge street. It was advertised well, both in the papers and by window display. But what drew the large crowd that visited the store was the fact that some process of manufacture was shown inside, and the majority went in to see what was going on. Though it is not likely a great deal of business was done at the time with these people, their attention was drawn to the new branch in a manner that in many cases will mean future custom.

**An Exclusive Trade.**

The department stores have taken in almost all branches of business, and, more or less, have succeeded in catering to the wants of the public. However, in men's furnishings they do not seem to hold this class of trade to any great extent. The men's furnishing stores are growing larger and more numerous all over our Dominion. This is a business by itself, and the most up-to-date novelties in shirts, collars, neckwear, etc., are always found at the men's furnishing stores. The ladies, too (bless their hearts), are frequently found at the counters of the exclusive men's furnishing establishments, where they get the very latest in neckwear, collars, etc., for themselves, and sometimes for their brothers, fathers, and, perhaps peradventure, for somebody else's brother.

There are many "ties that bind" around men's furnishing goods, and the ladies sometimes "collar" them.

**What is Worn in London Now.**

The colored shirts, says a correspondent, which are being worn with morning or frock coats, have grounds of blue, pink, mauve, grey or light brown with narrow white stripes. Or you will see thin mauve stripes on a white ground, or thin black stripes on a biscuit colored ground. The stripes usually run straight downwards. The cuffs are white with round corners. With these shirts the sailor's knot is popular. It may be light grey, dark green or purple, which is rapidly becoming a leading color in neckwear.

Business shirts with very small stiff fronts, so that a man can bend over his desk without discomfort, are now in common use. In order to conceal the fact that the cuffs are detachable the wrist bands are made neat and close-fitting.

White canvas boots are increasingly popular, although the best dressed men only wear them with white duck or flannel trousers.

The stand-up-turn-down collar continues in favor and is worn with evening dress, partially because it grips the tie so tightly, and, as men of fashion do not wear made-up ties, they appreciate this quality.

**An Anglo-American Tie.**

A distinct novelty in neckwear has just made its appearance in London, the makers being Messrs. Young & Rochester, and the new tie being called the "Anglo American." It is made of silk flags. Of course the tie may not be worn with a morning coat, or for ordinary dress, but it is expected to be in big demand among yachting men and women. The Prince of Wales is reported to have ordered a number of them. They are made in three styles, Union Jack, Stars and Stripes, and a combination of the two called "The Alliance."

**Present New York Fashions.**

Writing from New York a correspondent says that suits of undervests or shirts, drawers and hose of white English goods, light woollens, are very popular. The weights are almost as a feather and the quality very fine.

The same suits also come in light blue with self bands for the waist of the drawers, or in soft merino in Roman colors, striped blue, white and pink.

All these are in the more expensive class of goods, and would cost from \$5 to \$10 a suit.

Very pretty hose at \$1 a pair are in ciel blue reaching above the ankle.

Silk evening hose are in embroidery and open work; colors, blacks, designs, white. These range from \$5 to \$10 a pair.

**Display Cards.**

There is little necessity now of advocating the use of display cards. Nearly all, if not all, the best furnishers are using them, and use them to advantage, too. "Wheeler's Wearables" is a catch card I noted the other day. It referred to bicycle hose. "You can't beat these, but you can't beat them for 50c." was another. It drew attention to some extremely bright striped silk flowing-end ties. I thought this a remarkably good hit, as I had just been with a fellow who had purchased an Ascot a week or so before, but hadn't mastered the art of tying it. This card must have appealed deeply to such as him. Another bright hit appeared in a window of negligee shirts. It read thus. "It is hot wearing that stiff-bosom shirt. Put on one of these." As this added the force of much logic to a good display it was of unusual value. "Just the Sox for Summertime; two pairs for 2 quarter," was printed in small type, but it increased the value of a display of light-weight balbriggan hose in black and tan colors. "New, neat, novelties; Silk Summer Shirts," attracted attention to a fine display of soft-bosom silk shirts, a line of goods which are steadily increasing in sale in this country. "Easy to wear; easy to buy; 50c." referred to a display of silk four-in-hands and puffs, shown in a comparatively quiet black and white check; a very tasty line.

**What is Worn in the Offices.**

The increasing use of bicycles and knickers has naturally resulted in increased sales of belts. The most popular kind is still the three-piece leather belt, connected by steel rings. With one of these, a light pair of suspenders is generally used, a combination very satisfactory for everyday use, much preferable either to the elastic belt, or the heavy, strong suspenders used separately. With the knickers so sustained, a soft-bosom negligee shirt, generally in a bright check or stripe pattern, is frequently worn. On moderately warm days, the favorite vest is a plain white duck, or a soft cashmere in plain colors, relieved by a small dot. On the hot days,



## SUSPENDERS

**MADE IN CANADA  
GUARANTEE.**

IF THIS SUSPENDER  
STAMPED TRADE D MARK  
IS NOT IN EVERY WAY  
SATISFACTORY AFTER  
YOU WEAR IT, BRING  
IT BACK AND GET  
ANOTHER PAIR IN-  
STEAD.

**D. S. Co.,  
MAKERS.**

Unless you sell your customers Sus-  
penders with this guarantee attached,  
you will not be treating them fairly, and  
some other firm will be selling more sus-  
penders than you of the Trade D Mark  
variety. They are as good as man can  
make or we would not guarantee them.

Our Fall line is now ready and the  
novelties are the "President," "Zypher,"

"Elite," "Manila with Jap Ends."

## NECKWEAR

A month or so ago we advised you that Blues were in vogue. Now it's Purples, and our Fall line is just loaded with them in most novel combinations made to our own exclusive designs. This way of doing the necktie business is fast and furious, different from the old way of twice a year buying from the Jobbers. If you intend to remain in business you must buy often—as often as our traveler calls.

Our latest shapes for the present (but which are liable to be changed soon) are "The Minto," "The Marchand" Puffs, Beveled Imperials and Four-in-Hands.

*Dominion Suspender Co.  
Niagara Neckwear Co., Limited*

NIAGARA FALLS

Manufacturers for fine retail trade.

MONTREAL OFFICE:  
PHILIP DE GRUCHY,  
307 ST. JAMES STREET.

**MEN'S FURNISHINGS—Continued.**

even this is often discarded in the office. The flashy, striking tie has, to a certain degree, displaced the quiet tones even for office use, so that, on a hot day, the average clerk or business man is quite brightly attired. But, as a general rule, their attire is the nearest approach to comfort possible on such a day.

**A Proverb and an Application,** The Orient has furnished us with many wise sayings and useful proverbs. One of the most pithy, as well as the most intricate, we have gotten from that source reads thus :

He who knows not, and knows not that he knows not, is a fool ; shun him.

He who knows not, and knows that he knows not, is ignorant ; teach him.

He who knows and knows not that he knows, is asleep ; wake him.

He who knows, and knows that he knows, is wise ; follow him.

Every man who has had even a limited experience with salesmen will not fail to recognize the incisive truthfulness of this classification. We have all met the clerk who is content to make a bluff at knowing. Ask him about the styles. The fund of misinformation that he has gathered is often astonishing. Ask him about the wearing quality of goods. The answer is always fluent and decisive. But how often it is wrong. Ask him how an article would suit the buyer. His opinion is always ready, but generally worthless. The very positiveness of his answers helps him to make sales to those unacquainted with styles or qualities, but even they learn his knowledge is "bluff," and their patronage is often lost.

We have all become acquainted, too, with the young clerk who has not become fully conversant with the goods he is handling, but who has sense and candor enough to say he does not know when he does not. Notwithstanding the ignorance thus confessed, we somehow get a confidence in such a clerk that gives him an influence, which, when he becomes better acquainted with stock, is going to make him a valuable man. He is worth teaching.

There is, on the other hand, the more mature clerk, who has been in the business for years, and who has by reason of this experience become acquainted with values so naturally that he is unaware of his knowledge or lacks enough confidence to express a decided opinion, especially if a doubt is expressed by the customer. He is worth awakening to a sense of the value of the knowledge he possesses.

Though he is altogether too rare, we sometimes meet the clerk who has not only had good experience, but who has made a study of trade conditions, styles and values, who has not only the ability, but the confidence to gauge the selling or wearing value of an article, what is most suitable for various figures and types of people, and to post one on what is "correct," or "in form." His opinions are never of the bluff nature. They are founded on knowledge acquired by study and experience. He may not be as brisk or as energetic as the majority of his fellow clerks, but customers soon acquire a quiet confidence in him that makes them ever willing to follow his advice.

**Bright Notes Here**

. . . and There.

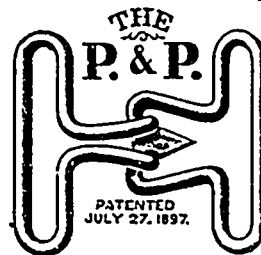
A visitor from England who was in Canada a few days ago, and who was fashionably dressed, wore some of Welch, Margetson & Co.'s shirts. Two were pink, one plain ground in light pink, the other pink ground with small white spots. Another was of blue, a blue ground with a darker shade of blue stripes lengthwise. In all cases cuffs were attached.

A new waterproof mitt, intended to meet Canadian wants, has been patented in this country. It is just being put on the market

for Autumn and Winter sales by Arnold Bros., of the Excelsior Glove Works, at Acton, Ont. The mitt can be retailed for 50¢. The glove business generally is reported brisk just now, and this factory has put in steam power.

Notwithstanding the numerous lines of cheap and job neckwear on the market, we are in a position to know that there never was a time when men's furnisbers were more asked for the better natty lines than now. For example, we have heard of several good orders booked for Canadian manufactured neckwear averaging \$4 per dozen. This speaks well for our own industries.

A satisfactory invention which buyers of suspenders will appreciate is the "P & P" cast-off which does away with the necessity of unbuttoning the suspenders from the trousers. It is one of the simplest and strongest little inventions of recent years. It does away with a fruitful source of annoyance: The breaking off of buttons at inconvenient times owing to their being loosened by constant handling. The "P & P" patent is controlled by The Dominion Suspender Co., of Niagara Falls, and the accompanying illustration gives an idea of its construction. But it must be seen to be fully appreciated.



"Forget Me Knots," on page 40 is good. Happy thought ! associating neckwear with flowers. And why not ? We predict that flower designs will become more popular than ever in neckwear. The "Pansy" series had a great run in the United States recently. The "Fleur de Lis" is now on in full swing and very popular in all shades of silks. "Forget Me Knots" would be pretty, not to speak of the nice sentimental side of the idea. This must follow along with other flower designs in neckwear. "Forget Me Knots" is good. We congratulate Cookson, Louison & Co. upon their original advertisement, and feel assured the same will bring them more business.

Dark purple for Fall neckwear promises to be the leading color, but reds, from a poppy shade to a deep burgundy, will be prime favorites. What is known as the "Kipling" puff will be much worn during the coming season. It is very neat and its popularity will be a matter to be thankful for.

The Gault Bros. Co., Limited, have removed their shirt and tie factory into the building recently acquired by them, next door to their old premises. The factory occupies the three top flats of this double warehouse and gives excellent accommodation for this growing branch of the firm's business.

The Standard Shirt Co., Montreal, are tearing down the dwelling houses adjacent to their factory for the purpose of erecting a new wing to their already large premises. The new building will be used for general purposes, and is expected to enable the company to increase its output by about 15 per cent.

J. J. Hanna, 215 St. James street, Montreal, has recently rented the large store next door (No. 213) to allow of increasing his stock of men's furnishings for which he has earned such an excellent reputation. The new store is the same size as that which he used to occupy, and, as the two stores are now practically one, it gives ample accommodation for Mr. Hanna's growing trade.

The Gault Bros. Co., Limited, who are the agents for Canada for the celebrated "Fownes" gloves, have also added to their range several numbers of lined gloves, under their own trade mark.

All returns  
to Coniffield  
Henderson & Ben  
July 31/99



"IF YOU WANT TO KNOW THE TIME,  
ASK A POLICEMAN."

He will also show you  
the way to our warehouse.

THE \_\_\_\_\_

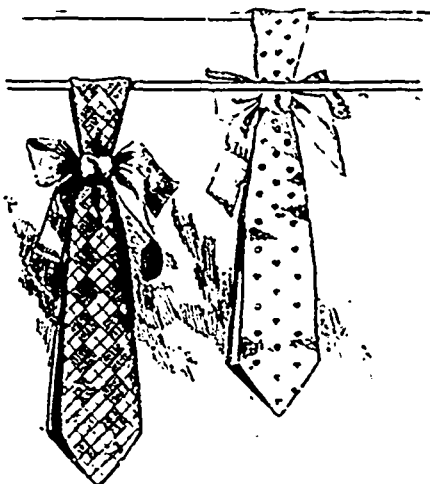
# Great Industrial Exhibition

AT WINNIPEG,  
July 10 to 15

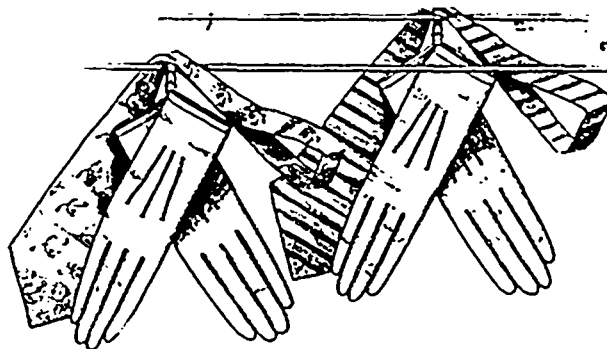


will attract more visitors than ever this year.

IT'S A PROGRESSIVE INSTITUTION IN A PROGRESSIVE COUNTRY.



Every  
General  
Merchant

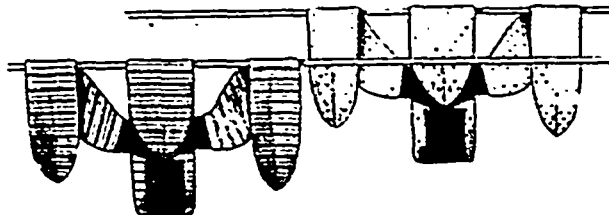


CAN ENLARGE HIS EXPERIENCE BY SEEING WHAT IS  
SHOWN IN THIS IMPORTANT WHOLESALE CENTRE.

We have a display of *Men's Furnishings* now, that, if you have not been already numbered on our list of customers, will awaken your mind to a lost opportunity. It's not too late yet, however.

Call and look through. If a buyer, a moderate bill will save your expenses. You perhaps need nothing! We want to meet you anyway. It will be easy to talk business on a future occasion.

Everything in  
**HABERDASHERY**  
For all classes of trade.



## MYRON McBRIDE & CO.

The Wholesale Men's Furnishers of Western Canada

Cor. Princess and Bannatyne Sts.

WINNIPEG.

**MEN'S FURNISHINGS—Continued.**

"Crescent" brand. Though these are made to retail at \$1 and under, they are of the finest cut and finish. This firm are also putting three special lines of suspenders on the market at \$1.50, \$1.75 and \$2.25 to the trade. There is good profit in these lines.

A glance at the range carried by The Gault Bros. Co., Limited, will convince the most sceptical that their claim of being specialists in underwear is well founded. They report a very large business done in fleece-lined shirts and drawers and a steady increase in popularity of their special imported unshrinkable underwear.

There is a unique feature about the English hand-sewn braces that Matthews, Towers & Co., Montreal, are putting on the market, which will commend itself to all wearers of braces. As may be seen in their advertisement in this issue, the buckle is improved by two small rings which fit underneath the leather button-strap, thus greatly lessening the friction and wear of the latter. As the button-strap is often the weak place in braces, this feature is an acceptable one.

All furnishers strive to have a special line of white shirts to retail at \$1. The Gault Bros. Co., Limited's "P" line, with full-dress front, either with cuffs or bands, in pure linen, satisfies such a demand. In neckwear, too, this firm are giving great satisfaction. The great care taken by them in their neckwear factory has resulted in putting their "Crescent" brand ties in the first rank, because of their style and make, and in keeping their factory taxed to the utmost to keep up with orders, in spite of the large increase in their capacity.

Cookson, Louison & Co. are getting out new styles in neckwear, among them being the "Teck," which resembles the "Kipling" in get up. It has a prominent puff and single apron, and is very neat and attractive in appearance.

The furnishing stores are evidently finding that fancy jackets, dressing gowns and vests form an important branch of their business. The Gault Bros. Co., Limited, who carry a nice range of these goods, state that the demand for them is greater than ever this season.

Cookson, Louison & Co., Montreal, are very busy just now on Fall orders for neckwear. They report business as very good, especially in the West, from which part of the country they are receiving a good share of business.

George E. Breton, merchant tailor, Quebec, has opened a men's furnishing store, which he is well qualified to make a success.

Cookson, Louison & Co. are showing a fine line of ties to retail at 25c. They are made in a variety of colors, principally with a dark background. These goods are well made, and look to be worth even more than the price asked. They are also putting on the market a new knot, to be known as the "Kite" knot; which should meet with a ready sale at 50c. It is a made-up tie, so put together as to represent a neatly-tied flowing end. A variety of colors and designs are used in the make-up of these goods, but dark colors predominate.

The furnishings department of John Macdonald & Co. is a very interesting place to drop into just now. The full stock of Fall neckwear is being received, and includes derbies, flowing ends, puffs, bows, lombards, etc., in attractive goods that are staple sellers. Two notable features in half-hose are clearly worth further inquiry. One to retail at 25c., in black cashmere, 2 lb. to the

dozen, is extra value and is known as No. M 103; another is a line of double sole black cashmere, called the "Walk Easy," and retails at 50c.; it is a decidedly new line, and has had a splendid sale, so far. In fleece-lined underwear, fancy mixtures and fancy stripes are features. A special line of umbrellas of levanteen cloth, to retail at \$1, is being shown.

In the Brock Co.'s warehouse may be seen several lines of shirts for warm weather. A line made of flannelette called "Picnic," with patent reversible collar, to retail at 50c., is a rapid seller. The same is true of "Tokio," "Yukon" and "Waldorf," their silk front shirts, to retail at \$1, \$1.25 and \$1.50 each.

Young men are very particular about the details of their dress now. They want comfort as well as style. For this reason the sales of automatic buttons for the trousers, of cuff links to make the detached cuff set well at the wrist, and of cuffholders to keep the edges of cuffs clean, have become very large. In the sale of many of these small articles there is a good profit. One furnisher told me he believed he made more money by encouraging these sales than in his shirt trade—and he does well in shirts. A variety of these goods are made to catch the natty young man. There is the "Derby Link" cuffholder, No. 2, which is made to fit round cuffs as well as link cuffs, the "Star" cuffholder, the "Climax," the "Tip," the "Slide," which can be adjusted without moving the coatsleeve, etc., and each holder has its votaries because young men have their fancies in these matters and will prefer the kind they are accustomed to. Then, in scarf retainers, too, a large trade is done, and the use of one is almost universal now that neckwear runs to knots, puffs and flowing ends. The "Au Fait" scarf retainer has thus become a great favorite. Then, in the matter of the automatic bachelor button, which can be put on without a needle, and is a boon for young men, to bring it to the notice of those who go off on fishing, camping and other Summer tours, is doing them a service. Who wants to use needle and thread in camp, when a button can be put on without trouble? While these goods are made by J. V. Pilcher & Co., 916 Mason avenue, Louisville, Ky., they can be had of all recognized jobbing houses.

**THE UNITED STATES COTTON MARKET.**

As in other classes of trade the cotton markets in the United States have steadily strengthened. Prices were much depressed for a long time and the interest that fact had for us in Canada was not due so much to the possibility of importations as to the index it furnished of unsatisfactory trade within the republic itself. Occupying the important commercial position it does on this continent, depressed trade in the republic is apt to affect Canada. The demand for our staples falls off and every line of business here feels the difference. However, trade has very considerably improved during the past year. As to cottons, a table has been compiled in New York illustrating the advances in the various lines of goods between October, 1898, and June, 1899. It is as follows:

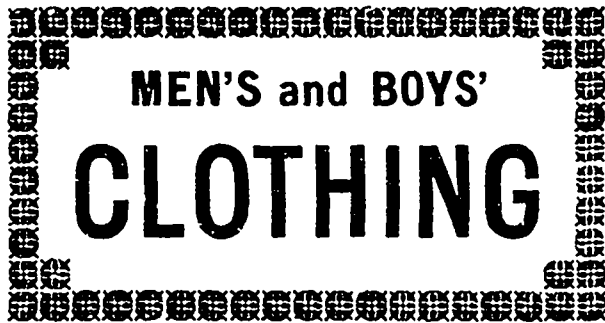
|                                | —Advances— |       |
|--------------------------------|------------|-------|
|                                | Actual     | Per   |
|                                | cents.     | cent. |
|                                | Per yd.    |       |
| Printcloths, extras.....       | 1/2        | 37    |
| Greycloths, 68x72.....         | 1 1/16     | 34    |
| Greycloths, 80x88.....         | 1 3/8      | 47    |
| Standard sheetings (So.).....  | 3/4        | 19    |
| Four-yard sheetings (So.)..... | 1/2        | 22    |
| Bleached standard 4-4.....     | 1/2        | 13    |
| Prints, staples.....           | 3/4        | 21    |
| Ginghams, staples.....         | 3/4        | 10    |
| Denims, 9-ounce.....           | 1/2        | 6     |
| Cotton, middling upland.....   | 1/2        | 17    |

Printcloths and grey goods, it will be seen, have shown the heaviest gains.



# Halifax to the Front

in the manufacture of



**MEN'S and BOYS'  
CLOTHING**

The largest factory in the Dominion of Canada. Some large stock lines in Men's and Boys' Suits, Pants, etc., offering at clearing prices.

Will be pleased to submit Samples.

## CLAYTON & SONS

*Manufacturers of Boys' and Men's Clothing.*

**HALIFAX, N.S.**

# A. A. Allan & Co.

50 Bay St., TORONTO

## MANUFACTURING FURRIERS

WHOLESALE

Our stock is now complete. Buyers in search of Fine Fur Novelties will find exclusive styles, in all the popular Furs.

|                  |                       |
|------------------|-----------------------|
| <b>Jackets</b>   | <b>Collarettes</b>    |
| <b>Capes</b>     | <b>Scarfs</b>         |
| <b>Caperines</b> | <b>Fancy Neckwear</b> |

in great variety. Values attractive.

Letter Orders receive special attention.  
An inspection of our samples solicited.

## What's in a Name?

name when it stands for something, and the name

There's a great deal in a

# TIGER BRAND

## UNDERWEAR

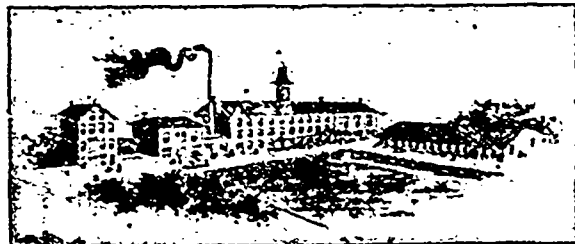
stands for **THE BEST**. There is keen competition these days—nothing but the best will earn for you the profit you should have. **Tiger Brand** underwear will make that profit for you, and save you worry as to how it will suit your customers. It always gives the best satisfaction. Sold to the retail trade only.

Made by

## The GALT KNITTING CO.

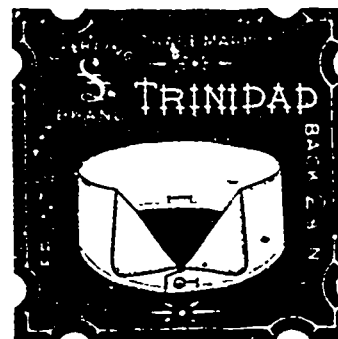
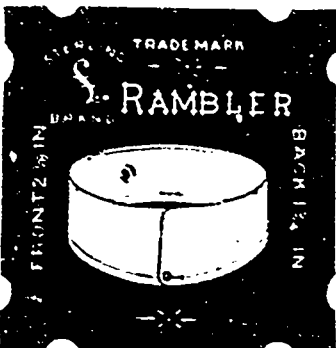
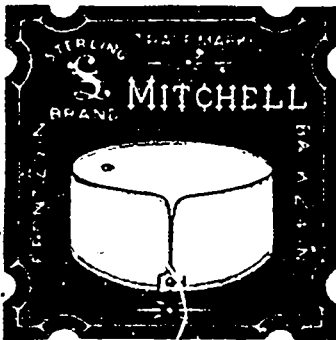
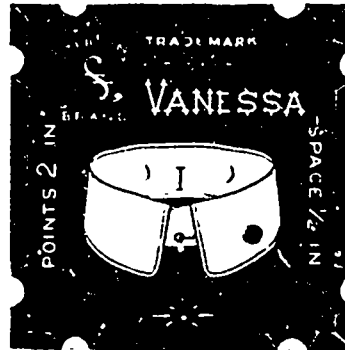
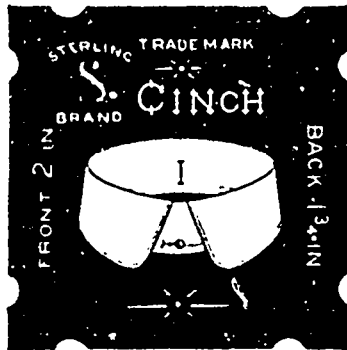
Galt, Ont.

Limited



# COLLARS FOR MEN AND WOMEN

ALL THE POPULAR SHAPES.



Pure  
Irish Linen  
of  
Sound Bleach. **Send for Catalogue.**

The Oldest Collar House in  
America.  
ESTABLISHED 1834.



**FELLOWS & COMPANY**  
TROY, N.Y.

NEW YORK: 699 Broadway. CHICAGO: 230 Fifth Ave.  
BOSTON: 76 Chauncy St.

# JAMES CORISTINE & CO.

Manufacturers of . . .  
 469 to 475 St. Paul St.  
 —————  
 Montreal.

**HATS, CAPS  
 AND FURS**

- Felt Hat Department.** Nobby American Pearl Grey Fedoras, for immediate delivery. Complete line of Stiffs and Fedoras, new Fall shapes.
- Straw Hat Department.** Jobbing off odd lines. Letter orders carefully filled.
- Cloth Cap Department.** An immense range of newest shapes for Fall.
- Fur Department.** Special values in high-class Coats and Jackets.
- Gloves and Mitts Department.** A big range in all lines.

VALUE AND QUALITY UNEXCELLED

## JAMES CORISTINE & CO.



C. K. HAGEDORN, Manager.

# FALL SAMPLES



Now on the road.

We are showing the

## Latest Novelties

— in —

**Suspenders, Buttons and Neckties.**

A trial order solicited. \* \* \*  
 Remember we guarantee satisfaction.



"We Fear Not Poor."

**The Berlin Suspender and Button Co., Berlin, Ont.**

# Men's Furnishings

Matthews, Towers  
& Co.



73 St Peter Street  
Montreal.

Every requisite for a first-class, up-to-date business In addition to lines  
enumerated on pages 105, 106 and 107, we carry a large stock of

**English and German  
Shirts and Collars,  
"Umbrellas," "Rubber Coats,"  
"Sweaters," "Bicycle Hose,"  
"Bicycle Leggings,"  
English Knitted Gloves**

---

## Matthews, Towers & Co.

73 St. Peter St., MONTREAL.

*See also pages 105, 106 and 107.*

\* \* \* FALL, 1899.

Imported

# UNDERWEAR AND . . . . HALF-HOSE

Our assortment in these lines is very strong. Ask to see our well known favourites.

In Underwear

*Nos. 3003, 3015,  
3019 and 3022.*

In Half-Hose

*Nos. 3759, 3760,  
3808, 3810  
and 3812.*

See also pages 104, 106 and 107.

Our large repeats by letter are the best indication of value.

## MATTHEWS, TOWERS & CO.

73 St. Peter Street

### MONTREAL.

English Hand-Sewn

# BRACES

In these goods we stand without a peer, being sole agents in Canada for the **BEST** manufacturer in England.

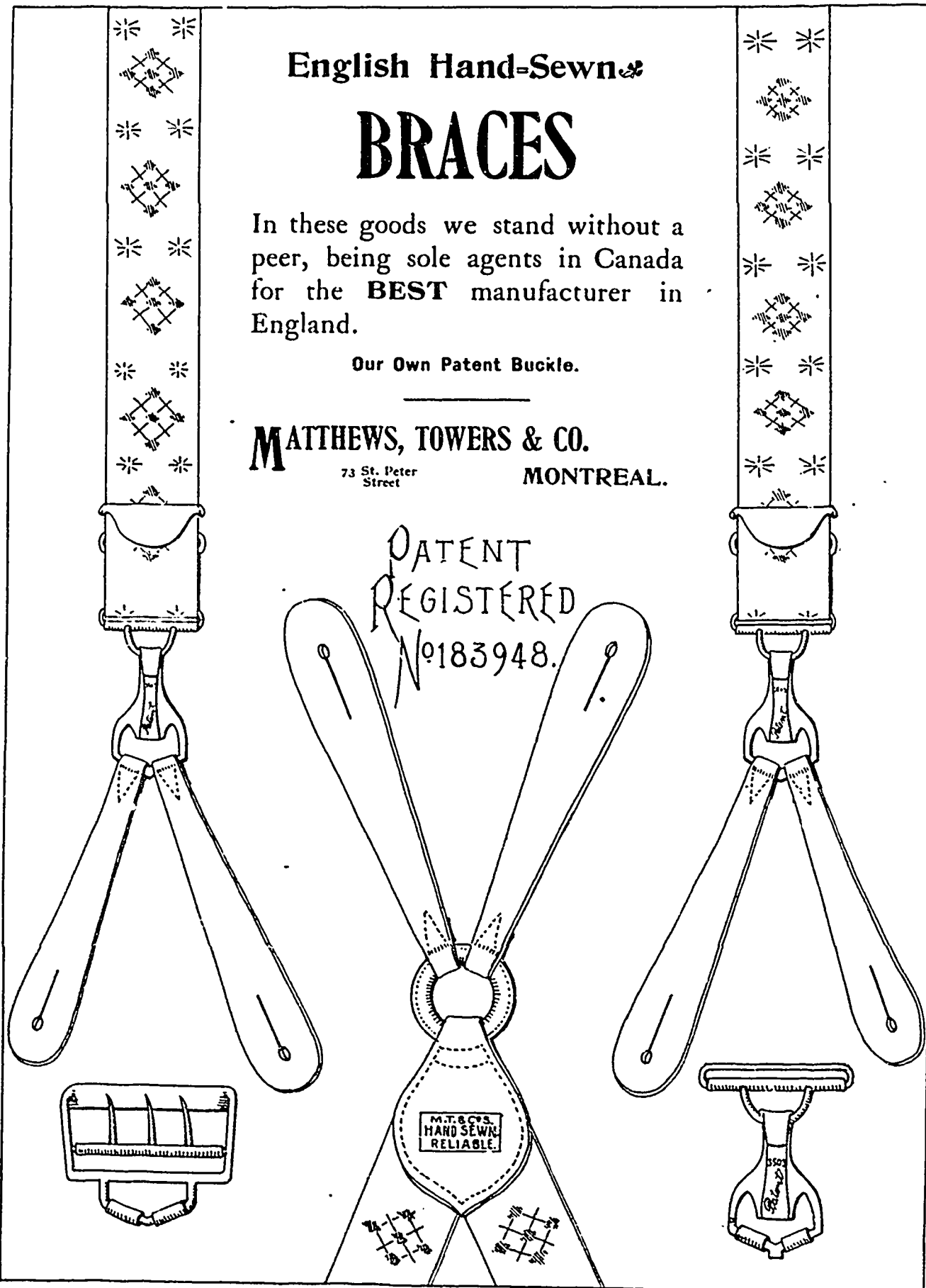
Our Own Patent Buckle.

**MATTHEWS, TOWERS & CO.**

73 St. Peter Street

**MONTREAL.**

PATENT  
REGISTERED  
No 183948.





# TIES

NEW SEASON'S  
... GOODS

Our Travellers are now showing the latest designs in

*Twill Cords*

*Self Cords*

*Baratheas*

*Grey Twills*

*Shot Matts*

*Matt Checks*

IN THE FOLLOWING NEW SHAPES:

*"Rue de la Paix" Puffs*

*"Clarendon" Puffs*

*Corton Bow*

*"New Derby"*

*Imperial "Flowing Ends"*

*Paris Ties*

*"O.S. Bows." etc., etc.*

**ALL ENGLISH GOODS**

---

## MATTHEWS, TOWERS & CO.

See also Pages 104, 105 and 106.

73 St. Peter Street, MONTREAL.

# Dress Goods, Clothing, Woollens, etc.



## THE DRESS GOODS SEASON.

**T**HIS is going to be a good season for dress fabrics. It is probable that in no single department will a brisk Fall trade show itself more satisfactorily than in dress materials. Orders already placed are satisfactory. It is especially a time for pushing the better grades of goods. The fabrics to be worn cover a wide range in plain colors, in tweed effects, etc., and samples of some of the most beautiful goods ever brought into Canada are now being shown the retail trade. It is believed that if Canadian jobbers maintain the variety and expensiveness of the ranges of dress fabrics shown this year, there will be little inducement for even the large retailers to do their own importing, as far as dress goods are concerned.

In looking over Fall samples and discussing Fall prospects with the dress goods buyers for John Macdonald & Co., it was ascertained that orders have been placed freely for plain materials, and black blister effects are running exceedingly well. The sales of plain and striped mercerized fabrics, for both skirts and blouses, have been exceedingly good, while the "Seabelle" serges, both in blacks and navies, prove very popular. The pirlé finish to plain goods is what is demanded, and the plain materials now in demand include chevots, sedans, box cloths, amazons, and royal vigoureux, while tweed effects, colored poplins, and black poplins are also good property. Some fancies are still in demand. It is a season for the better grade of goods, and materials that retail as high as \$6 per yard can be sold without the least difficulty. This firm consider their line of dress goods the finest they have ever sent out to the trade, and their range of black goods, from 37½c. a yard up, is especially worthy of note. A new thing is the wool repina, a fine cord, retailing at \$1 a yard. In silks, the range of plain and colored satins, and whites, creams, and blacks is complete, while in colored silks, the selection shown was never better. There are some beautiful fancy stripes for blouse purposes, which can be retailed at a good profit for 50c. Colored and black surahs, duchesse satins, taffetas, black peau de soie, gros grains, moire, black broches and black fancy striped taffetas are all shown in extensive ranges.

In dress goods, the demand for black goods seems as great as ever. In blister effect crepons in all qualities, Messrs. Briggs, Nestlé & Sons are showing a most extensive range. Their agents in Montreal, S. Greenshields, Son & Co., have a very large assortment in stock of their various lines. They are constantly adding new designs to these popular fabrics as fast as they come from the looms. Nestlé's black poplins and crepoline cord and broadcloth are all having an extensive sale at the present time. The demand

for serges in fine Campbell twill, coating serges, mostly in navy and black, seems to be increasing daily. This may be because, these goods being made from English and crossbred wools, the price has not advanced in the same ratio as the prices for goods made from fine merino wools. The demand for violets, blues and red in plain cloth, such as poplins, boxcloth, whipcord, etc., is very marked. S. Greenshields, Son & Co. report a good demand for velveteens in black and colors. Their well-known range of "Stanley" velveteen is now fully assorted in all qualities at old prices. They also report a good sale for tartan, silk and wool plaids, etc. In silks the fashion seems to be for plain colors. S. Greenshields, Son & Co. have a line, special value, in plain all-silk tamoline, English make, which is selling well.

The W. R. Brock Co., Limited, are showing a more extensive range for Fall in this department than ever heretofore, and report larger sales up to the present than in any previous season. The bulk of the trade is being done in plain goods, but good orders have been booked for fancies in quiet effects and veering more towards plain styles than the extreme fancies which have been in demand in previous seasons. Their line of fancy blacks is a most comprehensive one, including everything in the way of novelties, from the lowest grades to the highest-priced and most exclusive goods, and has met with universal comments of approval as well as large orders. In colors, the demand is strong for blues, reds, purples, greens and browns, in their various shades. This firm predict the biggest dress goods trade in their history. Customers having placed orders early can rely on their goods being looked out and laid aside as they arrive. There are more lines of fancy cotton goods being shown for Fall than in any previous season, owing to the great improvement in the manufacture of such goods and the introduction of mercerizing. In this respect The W. R. Brock Co., Limited, are to the front with a vast range too numerous to indicate, but an inspection of their various lines will be time well expended.

Notwithstanding the tremendous advances in silk goods during the last few months, The W. R. Brock, Limited, owing to their early visits to the French, Swiss, German and Austrian silk markets, are in a position to offer to the Canadian trade their well-known staple lines, such as satins, surahs, peau de soies, glaces, taffetas, meros, tricos, gros grains, royals, etc., at old prices. But they wish it to be understood that this exceptional proposal only applies to present holdings, which, when exhausted, will either require to be withdrawn or advanced to the present standard of the market. In fancies, they have an enormous show and positively claim to



REGISTERED



TRADE MARK

The Tailor who desires to give his customer the best that can be given, can only do so by buying cloth on the back of every yard of which is stamped the

Registered Trade Mark, as above.

This Trade Mark means that the goods are

# Salt's Belwarp Cloths

and are made at the famous mills of

**Sir Titus Salt, Bart., Sons & Co.**  
Limited  
**Saltaire, England**

where the wool is taken in its raw state, and every process thenceforth is done within these mills.

Every quality in the Belwarp Range is made of pure wool only. The dyes will last as long as the fibre of the cloth is left and will never fade. Every garment made can be guaranteed unshrinkable.

The only houses from whom the Belwarp Cloths can be obtained for the Dominion of Canada are,

**The Gault Brothers Co., Limited, Montreal**  
**John Macdonald & Co., Toronto**

both of whom carry in stock a full line of these goods.

# WHOLESALE FANCY DRY GOODS

We are showing the most complete lines of

DRESS . . . .  
TRIMMINGS

to be found in Canada.



For up-to-date

NOVELTIES  
AND  
SPECIALTIES

we are unexcelled.

**Flett, Lowndes & Co., Limited**      61 Bay Street,      **TORONTO**

## IT HAS BEEN OUR CONSTANT AIM

to place before the people of Canada a first-class article, neat in design, of fast colors, and manufactured from pure wool only. Our expectations have been more than realized, showing that the trade in general are weary of shoddy and cotton mixtures.

Our personal guarantee of the quality is on every piece of goods that we turn out.

### WE MANUFACTURE:

**Overcoatings**  
**Venetians**  
**Overcoat Linings**  
**Whipcords**  
**Scotch Suitings**

**Serges, Fancy Vestings**  
**Dress Goods**  
**Steamer and**  
**Travelling Rugs**

in tartan and other designs

ALL MADE FROM PURE WOOL

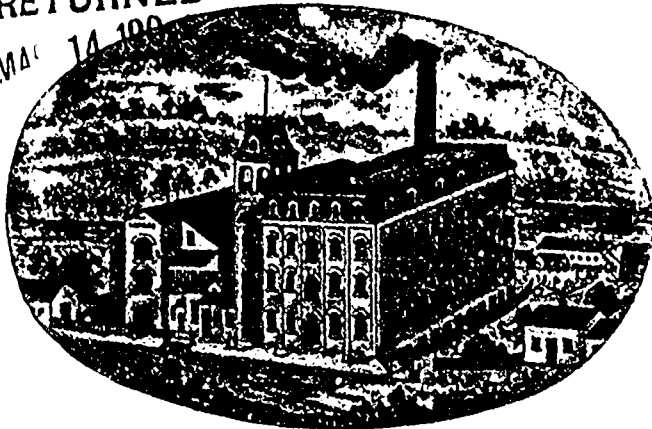
Our travellers are now out with a complete range of Fall designs, and any who have not seen our goods, if they will please notify us, we will have them call upon you.

**BOYD CALDWELL & CO.,**

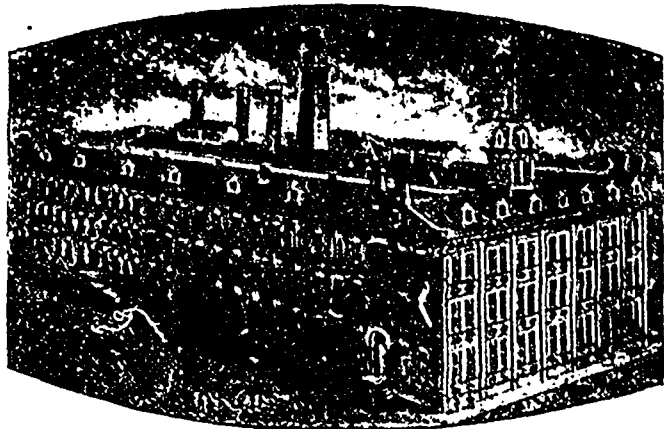
Clyde Woolen Mills,  
**LANARK, ONT.**

RETURNED

MAR 14 1905



MILL NO. 1



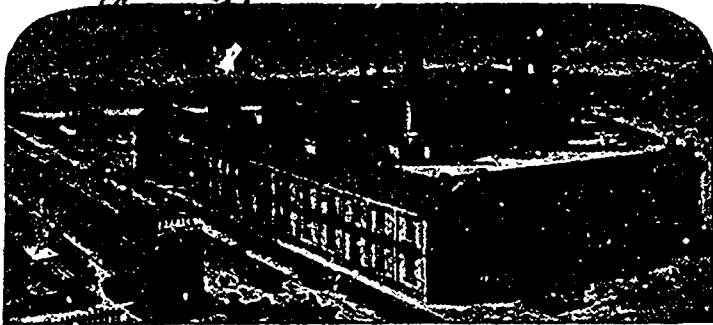
MILL NO. 2

# The Penman Manufacturing Co. Limited

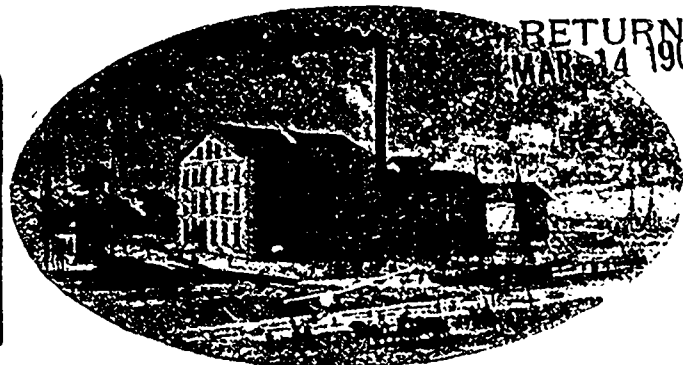
Manufacturers of Knitted Goods of all descriptions, including Ladies' and Gentlemen's Underwear in Cotton and Wool. Hosiery, etc.

Head Office - PARIS, ONT.

RETURNED  
MAR 14 1905



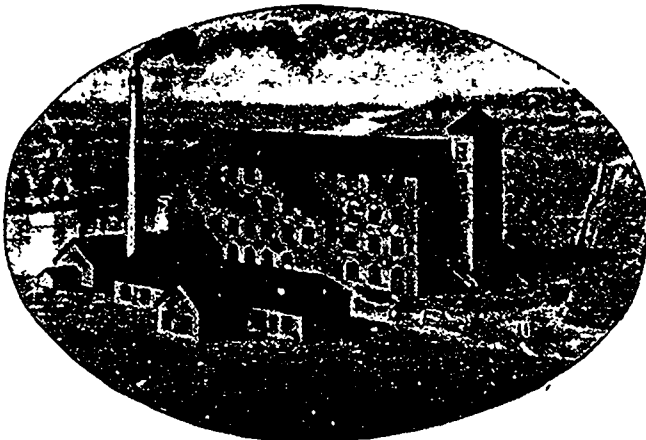
MILL NO. 3



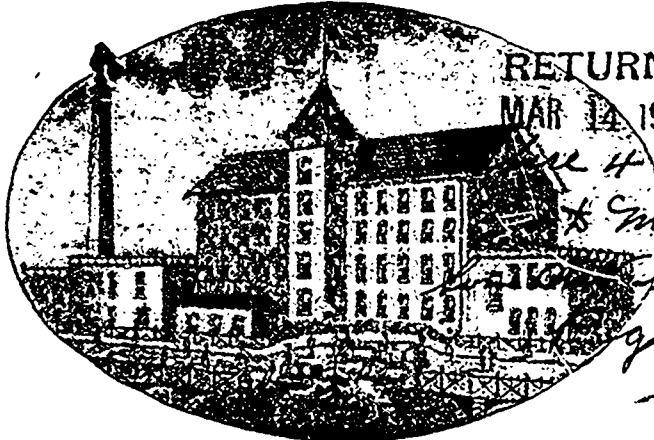
MILL NO. 4

RETURNED  
MAR 14 1905

Full lines of our **SPRING GOODS** now being shown by the wholesale trade.



MILL NO. 5



MILL NO. 6

RETURNED  
MAR 14 1905

*See 4 cuts  
to Morrison  
Book 31  
page 49  
M*

SELLING AGENTS

**D. MORRICE, SONS & CO., MONTREAL AND TORONTO**

**DRESS GOODS, CLOTHING, ETC.—Continued.**

be the cheapest goods ever shown in this market. Certainly an inspection of their silk samples would not be wasted time.

When a house are anxious to show their new line of samples, it is a safe inference that they are confident of the selling qualities and attractiveness of the goods, and, with a thoughtfulness which was appreciated, *THE REVIEW* was invited to inspect Brophy, Cains & Co.'s samples for the incoming season. It was the first inspection granted to an outsider, and, a member of the firm being present, the visitor was better enabled to appreciate the novelties and beautiful lines of goods shown. It would be impossible to speak of each line in detail, in fact, a written description would hardly do justice to the goods, which should be seen to be appreciated. Messrs. Brophy, Cains & Co. say that their handsome range of novelties and rich, beautiful goods this season is beyond anything they have heretofore attempted. A firm that respond to the present demand for fine goods deserve great praise and a successful season's business nor could it be otherwise with such magnificent goods as are being shown.

*THE REVIEW* would draw the attention of its readers to a line of dress goods bearing the registered name of "Victorian," presented for the first time to the Canadian trade. This line comprises all the new and fashionable makes of plain materials for Fall, 1899, including Serges, cheviots, coatings, cashmeres, velours, henriettas, estamines, poplins, sedans, venetians, box cloths, vigoureux, whipcords, etc. Each piece banded with the word "Victorian" is a guarantee of its make, dye, value, finish and wearing ability.

**CLOTHING AND WOOLLENS.**

Richard Harding Davis saw fit to break over the usual formalities of dress by having what has been termed a "blue-serge wedding." says a Chicago contemporary Mr Davis and his men went to the wedding in blue serges, with white waistcoats and derby hats. Some of those who dislike to see the due formalities of dress ignored, ventured the prophecy that few persons would follow the example set by Mr Davis. They brand this as a Chicago innovation, and class it along with the colored collar craze which started at Chicago. It is safe to say, however, that if Mr. Davis has as many followers in his new idea as the colored collars had wearers, he will be a much flattered man. There is no reason why a man should not have the right to be married in whatever clothes are pleasing to himself and his bride, without consulting the world at large on what it would approve. By the way, this incident is not a bad commentary on the popularity of blue serges.

Harris & Co., of Rockwood, Ont., announce a specialty in the friezes for which the mills are noted. They are devoting particular attention to homespuns and light-weight friezes for ladies' costumes, and show them in the latest new shades. It is the intention to keep up with the latest colorings and styles as they come in, and, as the outlook is for tweed effects with a frieze finish in all the fashion centres, there ought to be interest for the Canadian trade in this fact. The sole agents for these mills are E. J. Dignum & Co., Toronto.

That the advance price for high-class wools, with its consequent effect on the cost of materials, has come to stay, is the opinion of English authorities. Minister's Gazette of Fashion says: "The rise in the price of woollens, which has been in the air for quite a twelvemonth, has now become an accomplished fact. At the market, which is now in progress in and around Golden Square, at least 6d. per yard more is asked on the average and easily obtained. Wholesale houses are, in fact, more eager to place orders at that

advance than manufacturers to book the same, as it is fully expected that 9d or even 1s. more will be demanded for repeats. The great and still continuing rise of wool fully warrants this advance on the finished product. We are, of course, speaking of the best and medium qualities, merinos in particular, which are now quite 60 per cent. dearer than in 1895. It is becoming clearer every day that there is a considerable deficiency in the production of this wool, owing to the altered condition of the meat trade in Australia and the Cape; and that it will take several years, and still higher prices as an inducement to growers, to introduce merino sheep."

Overcoats are naturally a universal fashion in Canada, and the remarks of a writer in London Fashion, with reference to those garments in Europe, are interesting: "From a time prior to the invention of the greatcoat, overgarments have been worn in all countries. These have taken the forms of cloaks of various sorts, and even to-day each country possesses a cloak more or less peculiar to itself. The cloak would appear to belong to the Latin races, which it is the fashion nowadays to condemn, and not improbably its ancestry is to be traced to the toga. At any rate, to day, if we except the unsatisfactory Inverness, the only cloaks worth mentioning are those to be found in France, Italy and Spain. The typical French cloak is short and hooded, as its name, capuce, signifies. It has, unfortunately, quite gone out of use among the upper classes in civil life, and may be seen most frequently among the tradesmen and burghers of provincial towns, and in the country. It also forms part of an officer's uniform, the points in its favor being the comfortable hood for rainy or snowy days, and the freedom allowed to the limbs. I was sorry to find that the fine Italian cloak, voluminous, well cut and imposing in appearance, is beginning to follow the capuce into disfavor among the well-to-do of 'United Italy.' The mantello is probably quite the best cloak in the world for cold weather, and especially for riding, driving or railway traveling. Its proportions are little short of noble, and the portion thrown over the left shoulder serves to protect, with a double thickness of material, the chest, lungs and throat. Although it has no hood, the collar (which may be of fur) forms an adequate protection for neck and ears. The light blue mantello of the Italian military officer is much the finest-looking military cloak in Europe.

"While speaking of foreign overwear of a more or less national character, I may refer," he goes on, "to the coats worn by country gentlemen in all parts of France, as worthy of introduction into this country—I mean the coats made of goat skin and wolf skin. Usually made about the length of the old covert coat in England, they are equally suited for walking, riding, driving, shooting, or fishing. They are very warm, and, of course, the skin (which is not fur) turns the heaviest rain perfectly. Farmers usually wear slightly longer coats, made from sheep skins dyed black and lined with red flannel, which is inexpensive if not showy. The small proprietor sports a goat skin coat, in its natural colors, which may be black, brown, brown and white, black and white, or red and white. This is lined with red flannel, and may have a collar of wolf skin or rabbit fur. Its cost is about 100 francs. For 200 or 250 francs the more prosperous country gentleman or noble, a la campagne, may get an imposing wolf skin coat, with a collar of otter or bear, which is handsome, durable, and useful. The more widely one travels, however, the more one is impressed with the fact that Europe looks to London for its fashions, just as the peasant costumes of all nations are rapidly being exchanged for the coat and trousers of humdrum Anglo-Saxon pattern. The best-dressed man in Paris, or Rome, or Berlin, or Vienna, or Madrid, is nowadays the wearer of clothes that would pass with the least amount of adverse criticism in Bond street or the park."

For the...

A complete and extensive range of . . . . .

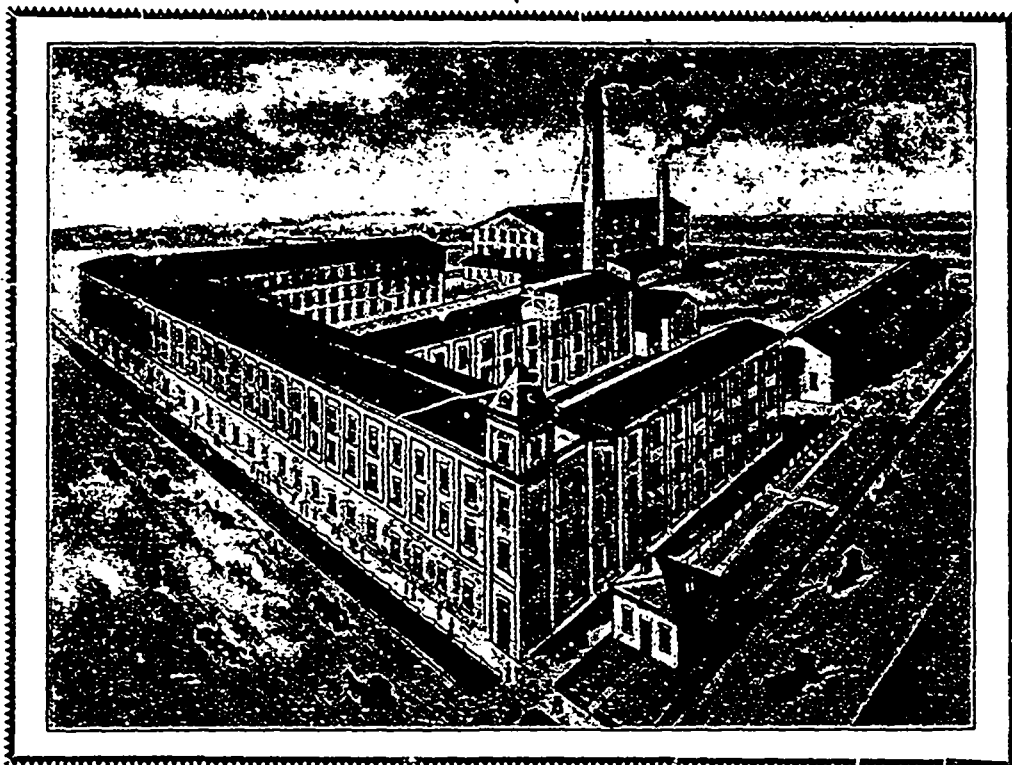
# Fall Trade

## New Designs

—IN BOTH—

# CURTAINS and COVERS.

*Red 9/21/99*



## Table Covers

In following sizes:

4/4 6/4 8/4 10/4 12/4

## Curtains

32-in., 34-in., 36-in., 40-in.,  
44-in. and 48-in.

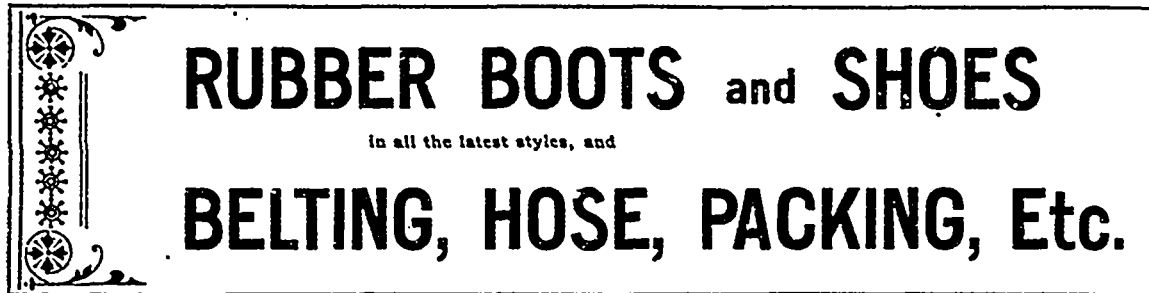
Both in Plain and Fancy.

# HAMILTON COTTON CO.

Hamilton, Ont.

# The Canadian Rubber Co. of Montreal.

MANUFACTURERS OF . . . .



OUR NEW  
SHOE CATALOGUE

is now out, and will be mailed  
on application.

Head Office: MONTREAL.

Branches: TORONTO AND WINNIPEG.

**BEST** { **MATERIAL  
WORKMANSHIP  
RESULTS**

are combined in . . . .

## *Perfection Brand Comforters Cushions and Tea Cosies*

See the goods and  
be convinced.



We have been making this class of goods for 20 years and have a reputation to uphold.

Our Down-filled Quilts are handsome, well filled, and odorless.

Our Cotton-filled Quilts are just what the brand suggests—  
PERFECTION.

Our Wool-filled Quilts are cheap and comfortable.

We have CUSHIONS in endless variety for the Lawn, Boat, and Drawing-Room.

Travellers bow on the road. Should they fall to call, write for samples. It is worth the trouble.

### CANADA FIBRE COMPANY, Limited

Manufacturers of "Perfection Brand" Down, Cotton  
and Wool Comforters, Cushions, Tea Cosies, etc.

**MONTREAL.**

# Geo. H. Hees, Son & Co.

We have the  
"Pick of  
the Market."

## PLEASANT WORDS FROM THE TRADE

"The good in your show-rooms are so well displayed that we can see at a glance the whole assortment to select from. Besides, it is a great pleasure to buy where we can find just what we want."

Time is valuable to the buyer and he saves time buying from us.

## ANOTHER SAYS

Your goods are just what our customers require, up-to-date in styles, of splendid values, and selling them is a pleasure."

## OTHERS SAY

"At last we find the house that can supply goods ready to deliver from stock, and our mail orders you fill promptly."

## LACE CURTAINS FURNITURE COVERINGS PORTIERES, DRAPERIES TABLE COVERS

and a general assortment of Upholstery Goods. The many repeat orders is abundant proof that our goods are quick sellers and profitable to the retailer.

## Window Shades.

Our average production of Shade Cloth in yards is more than three miles daily. We manufacture everything in the line of Window Shades, and sell them to the trade at a price that affords them a Large Retail Profit.

## Wood and Brass Curtain Poles and Trimmings.

One of our leading sellers is No. 25, consisting of a 1½ x 5 foot pole, 10 wood rings, 2 ends and 2 brackets, in colors, Cherry, Black, Boxwood or Walnut, at \$15.00 per hundred complete. Retailers usually sell them from 25 cents to 35 cents. See our new Illustrated Catalogue.

IT IS OUR AIM TO WIN THE TRADE BY  
FURNISHING QUICK-SELLING GOODS THAT  
WILL BRING THEM CUSTOMERS AND PROFIT

## ALL WE ASK

is that you afford us the opportunity of showing you our new line of Upholstery Goods and Lace Curtains, and everything pertaining to window furnishings, you to be the judge of style and values.

# GEO. H. HEES, SON & CO.

71 Bay Street, TORONTO.

PLANS FOR BUILDING A NEW STORE.

Hints and Suggestions which Merchants May Copy or Adapt.

Written for THE DRY GOODS REVIEW, with Specially Drawn Plans, by J. C. A. Heriot, of Messrs. Macvicar & Heriot, Architects, Montreal.

IN studying a plan that is to be devoted to the purposes of a general store, it will be found that the most essential element to be considered is the arrangement of the various departments in relation to each other, so that they will be easy of access.

If the floor space should be so narrow that it would not be possible to place the counter on both sides without crowding the space too much, the entrance might be placed at the corner, as shown in sketch plan No. 1. But in the case of a wide frontage an entrance in the centre, with another on the side street, will allow of a much better arrangement of the floor space (as suggested in plan No. 2), for the reason that in the former plan the corner entrance does not give as good results, and a great deal of valuable space is sacrificed.

The various departments should be arranged according to their importance, and the necessity of having them so placed where they will be convenient to the public.

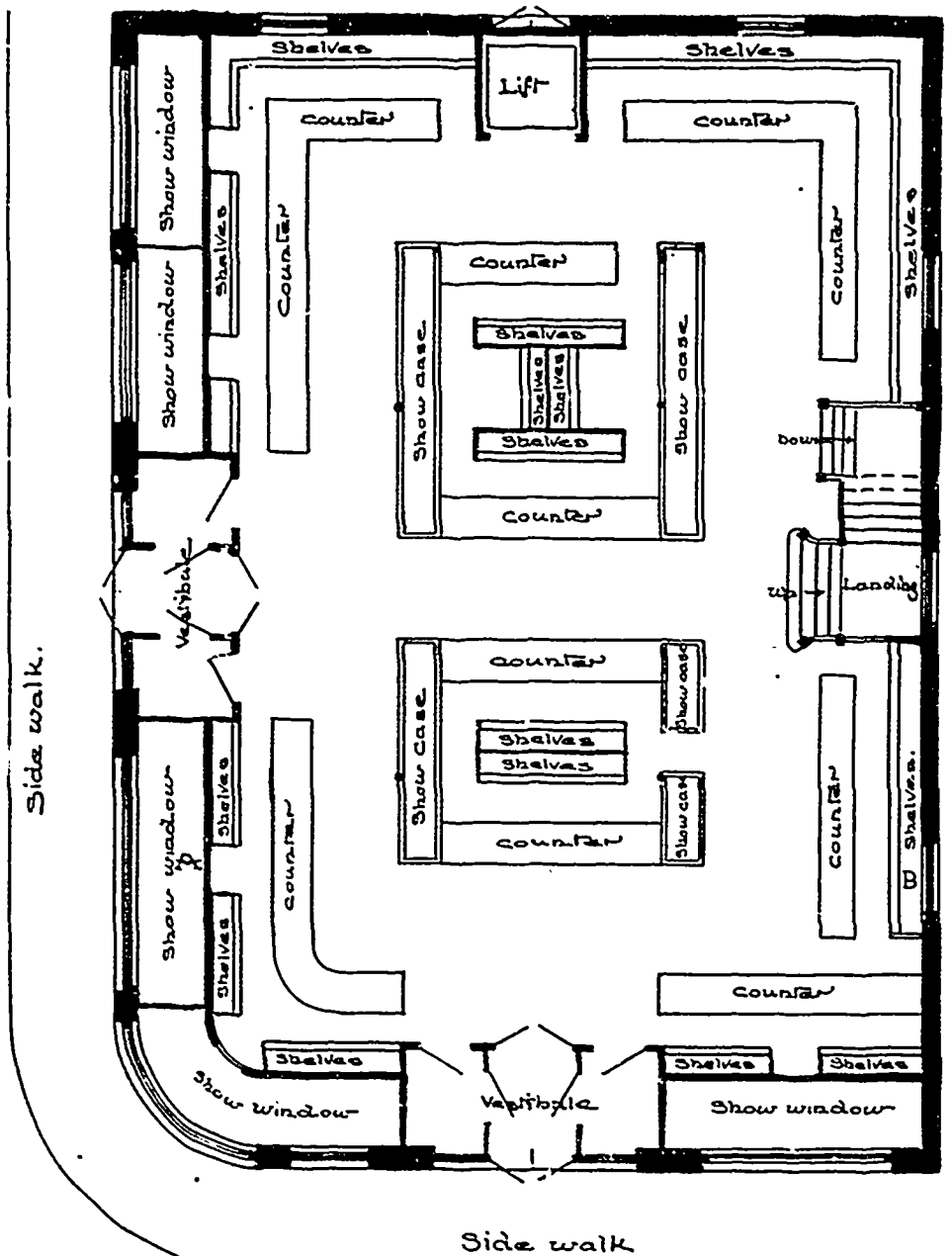
For instance, all the different lines of dry and fancy goods should be placed in the main portion of the building. Groceries should come in for a good deal of consideration, and possibly this department should also be in the main portion of the building. The boot and shoe department could be placed in a somewhat retired place and also the hardware department.

The cellar or basement, provided that it is well lighted, can be used for those lines of goods that require to be kept in a cool place, such as oils, paints, etc. When it is not possible to use the basement for such purposes these goods should be kept in the extreme rear portion of the store.

The general store in the country town is a counterpart, in a smaller way, of the departmental stores of our large cities, and the same principles in regard to plan might be applied to both with certain modifications. In the smaller store the floorwalker has to be dispensed with, and, for that reason, the various departments should be placarded with a sign, which will be readily visible upon entering. This is a point that may seem quite unnecessary, but anything that tends to save time and assist in the economical working of

the different departments will, in this case, be a convenience to the public.

In taking the various departments in the order in which plan No. 1 is a suggestion, it might be well to first consider what class of the community are the best customers of the retail merchant. It will be found to be the case generally that women are the great shoppers in every community. In arranging the various departments it will be necessary to give those the preference where the articles which women are in the habit of buying most extensively are to be had. Such a department might contain the various lines of fancy and



Sketch Plan No. 2—General Store on a Lot having a frontage of 50 ft. Scale, 1/4 in. = 1 ft.



SYDNEY and MELBOURNE,  
AUSTRALIA.

## Kaye Fielding & Co.

Moore Street,  
SYDNEY.

Manufacturers' Agents and Indent Merchants.  
Bankers, Commercial Banking Co., of Sydney, Limited.

We are prepared to handle with advantage:

|                              |               |
|------------------------------|---------------|
| Galateas,                    | Flannelettes, |
| Denims,                      | Flannels,     |
| Shirtings,                   | Underwear,    |
| Cottonades,                  | Drillings,    |
| Sheetings,                   | Linens,       |
| Coatings, Worsteds, Woolens. |               |

CORRESPONDENCE INVITED.

## Kyle, Cheesbrough & Co.

# Scarce Lines.

We have just put into stock a shipment of **Plain White Piques** and **Schiffli Embroidery Insertions** secured before the recent advance in prices.

LETTER ORDERS  
CAREFULLY EXECUTED.

## Kyle, Cheesbrough & Co.

16 St. Helen Street, Montreal.

## Wm. Taylor Bailey

27 and 29 Victoria Square  
..... MONTREAL

Upholstery and . . .  
. . . Drapery Goods

Selling Agents for

E. F. Timme & Son, Plushes,  
Velours and Corduroys.

Jaeger & Schmiedel, Fancy  
Silk Villosart Plushes.

Stead & Miller, Fine Silk Tapes-  
tries, Draperies, etc.

# Fall Samples

Our travellers are now on the road with a full range of Fall Samples. It will pay you to see our range of

Dress Goods, Linens,  
Wrappers, Blouses,  
Hosiery, etc.

Don't miss seeing our Number 68  
Ribbed Hose, at \$1 50 per doz

A. B. BOAK & CO.

HALIFAX, N.S.



# BE SURE YOU HAVE THE BEST.



## Knox's Linen Threads

have been in use for over **100 years** by all the **Best Tailors** in the **World**. **Quality** has been **always right**.

## Dewhurst's Cotton Threads

**All Cords and Finishes.**  
**Guaranteed Full Length.**

## Millward's Sewing Needles

**are the best known for quality.**

## Paton's Scotch Boot and Shoe Laces

"BEAT ALL GERMAN IMITATIONS."

Cotton, Thread, Wool, Silk, Leather and Porpoise Hide.

(SEE NAME ON EVERY BOX.)

Sole Agents for Canada. 

# GEO. D. ROSS & CO.

24 Wellington St. West, **TORONTO.**

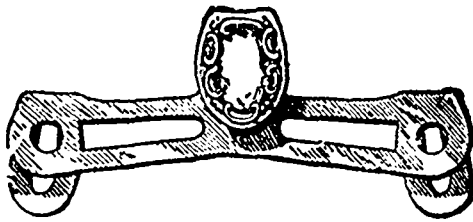
648 Craig St., **MONTREAL.**

The  

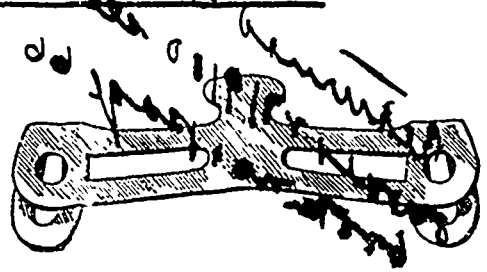

# Triplex...

Patented  
 Aug. 30th, 1898.

## Skirt, Waist, and Belt Lock



With Belt Clasp.



Without Belt Clasp.

Adjustable  
 in a  
 Few . . .  
 Seconds

**A**N entirely new idea. Does away with pins, hooks and eyes, clamps, and iron rust. Nothing to injure the waist nor skirt. Only one required for any number of garments. Ladies who have seen it will not use any other.

**RETAIL PRICE, 25cts.**

Large Discounts to the Trade.

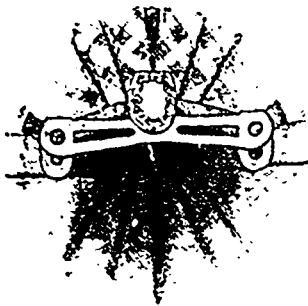
For particulars address

# The Triplex Manufacturing Company

Cable Building

621  
 Broadway

NEW YORK.



Skirt and Waist Locked, ready for Belt.

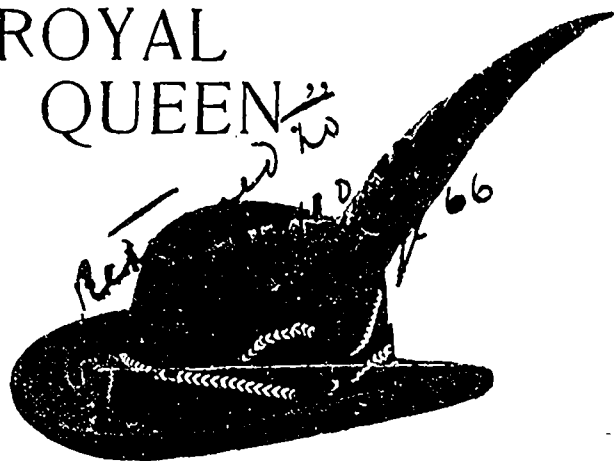


Skirt and Waist Locked, invisible when Belt put on.

LADIES' FINE  
Fur Felt Fedoras

Latest Styles, Latest Colors.

"ROYAL  
QUEEN"

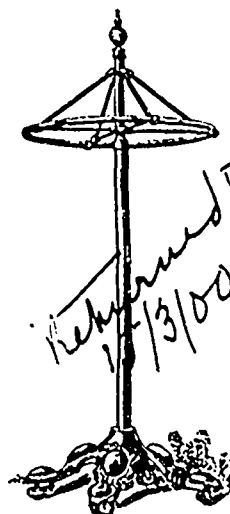


MADE BY

The Royal Hat Co.  
HAMILTON.

Oil Cloth Bindings

IN BRASS, ZINC AND ALUMINUM,  
FOR THE SEASON OF 1899-1900.



Window-Store Display  
Fixtures of every description  
in Nickel, Brass and Iron.

Brass Signs and Letters.

Gas, Electric, Combina-  
tion and Oil Fixtures.

Globes, Reflectors, etc.

**Chadwick Brothers**

Manufacturers of all kinds of Metal Specialties

182 to 190 King William Street

Send for  
Catalogues and Prices.

HAMILTON, ONT.

Hamilton  
Cotton Co.

HAMILTON.

We are now manufacturing a complete  
range of . . . . .

CHENILLE CURTAINS  
AND  
TABLE COVERS

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent

W. B. STEWART

27 Front Street West, TORONTO.

Celluloid

Collars, Cuffs and  
Shirt Bosoms

Your customers "want" the best.  
You must "have" the best.  
OURS "are" the best.

ALL GENUINE GOODS are  
stamped with our  
Trade Mark.

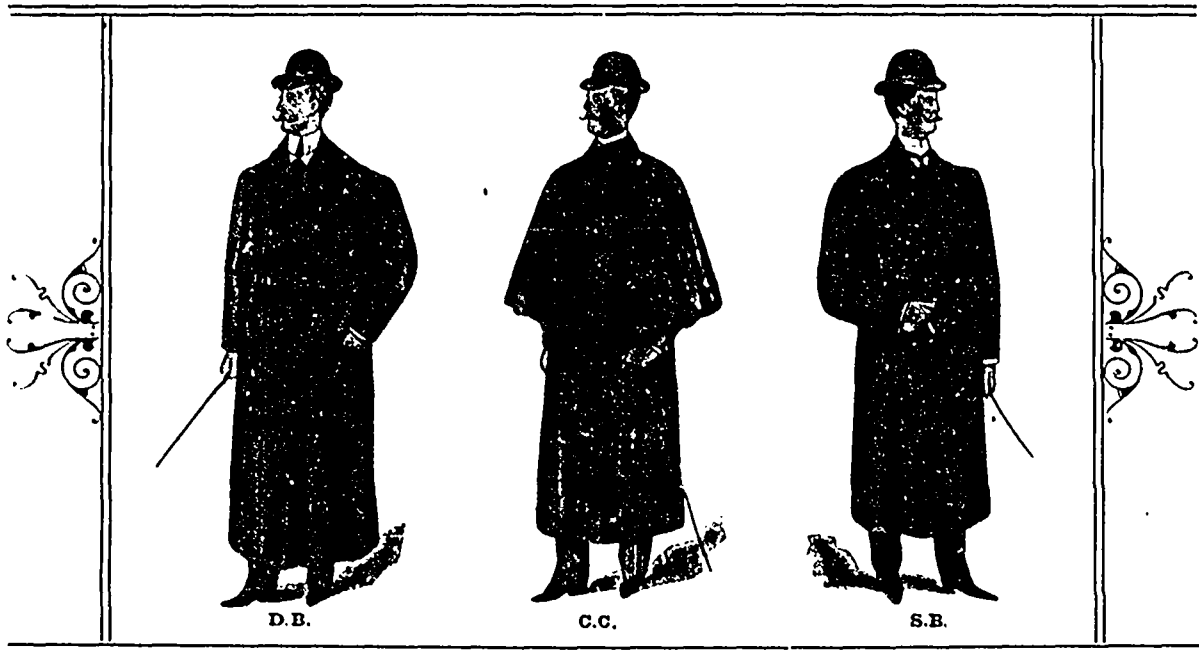


The Miller Bros. Co., Limited

30 DOWD STREET, MONTREAL

Toronto Agent :

G. B. FRASER, 3 Wellington St. East.



## Canada for Canadians

**G**OODS manufactured in Canada should be given preference to all others when quality and price are equal. Our "Beaver Brand" Waterproof Coats, manufactured by us, for **STYLE, FIT, and FINISH** cannot be beat.

You may get Waterproofs at a higher price, but they will not be as good as ours. We absolutely guarantee our Waterproofs thorough Waterproof, and **NOT TO HARDEN.**

We now offer "Beaver Brand" Mackintoshes as follows:

|                                                                                   |                   |                                      |
|-----------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Cashmerette, Blue or Black, Check Lining, Double or Single Breasted,              | -                 | \$ .75.                              |
| Covert Coatings, Double or Single Breasted, Velvet Collar, guaranteed fast color, | \$3.50 to \$7.50. |                                      |
| Paramattas, Blue or Black, Double or Single Breasted, Velvet Collar, from         | -                 | \$3.50 to \$6.00.                    |
| Paramattas, Blue or Black, Coat with Cape                                         | - - - - -         | \$4.25 to \$7.50.                    |
| First-class Box Cloths, Double or Single Breasted, Silk Velvet Collar, our price  |                   | \$9.00, other houses charge \$15.00. |

Send us a sample order; if you do so, it will be to our mutual benefit. You will have reliable goods that you can guarantee to your patrons, and we will have your steady patronage.

We can give you American Cheap Waterproofs at \$1.85 spot cash. The Wholesale Houses Charge \$2.25 for this same Coat.

## THE BEAVER RUBBER CLOTHING CO.

1490 Notre Dame Street

MONTREAL

**"Dressmaker-Made"  
Garments.**



Perfect  
Fitting.

Latest  
Designs.

ARE THE

**"Maritime" Wrappers**

Do not fail to see Samples before placing  
your "Fall" Order.

**The Maritime Wrapper Co., Limited**

WOODSTOCK, N.B.

Ontario Agency, 46 Toronto Arcade—J. H. Parkhill, Agent.

**NOW IN STOCK**

**American  
Hats . . .**

LATEST STYLES.

**Chiffon and Tulles**

in all the newest shades.

Send your orders early.

**CAVERHILL & KISSOCK**

91 St. Peter Street,

WHOLESALE MILLINERS.

MONTREAL.

**SPECIAL**

To the Clothing Trade.

We are showing extra values in :

**Men's Odd Pants . . .**

**Men's Suits . . . . .**

**Boys' Suits . . . . .**

**Black Satteen Shirts**

**Black Worsted Suits**

Special Twill.

Write for samples, also price list for  
manufacturing cloth.

THE . . .

**G. A. Thorpe Mfg. Co.**

Wholesale Clothing Manufacturers

57-59 Bay Street, - - TORONTO

**MILL YARNS**

is a line of which we  
have a very large out-  
put. We make them in

**WHITE**

**SHEEP'S GREY**

**LIGHT GREY**

**MEDIUM GREY**

**DARK GREY**

**BLACK**

put them up in ¼-lb. skeins,  
6 lb. in a spindle, and guar-  
antee all our pounds to have  
sixteen ounces.

Will be glad to send samples and quote  
prices for any quantity.

**Eureka Woolen Mfg. Co.**

Limited

EUREKA, N.S.

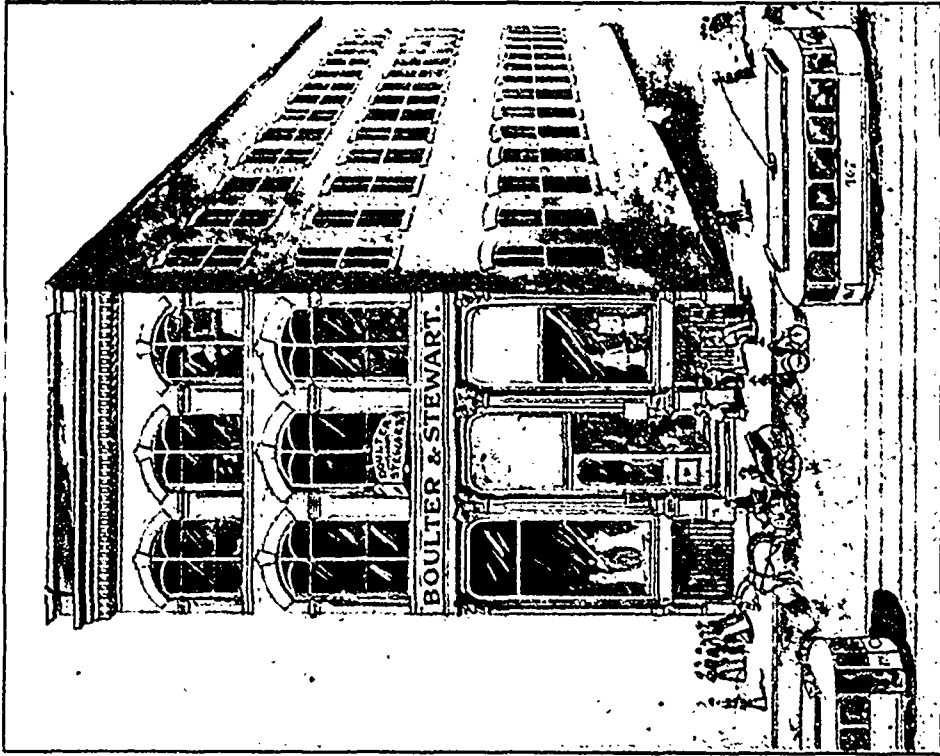
# OUR NEW HOME — WE HAVE MOVED

13 Front Street West

## Increasing Business

Made it a necessity to enlarge our factory.

We now occupy four flats, each 40 x 169; employing 150 hands.



## Increased Demand

FOR OUR

STYLISH

PERFECT-FITTING

GARMENTS

MADE US MOVE.

FACTORY AND WAREHOUSE

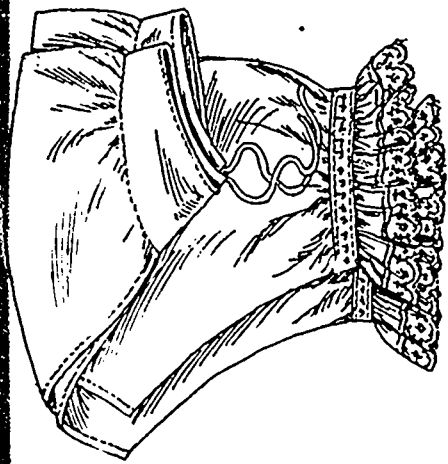
**WE ARE NOW READY.**

MANUFACTURING EVERYTHING IN

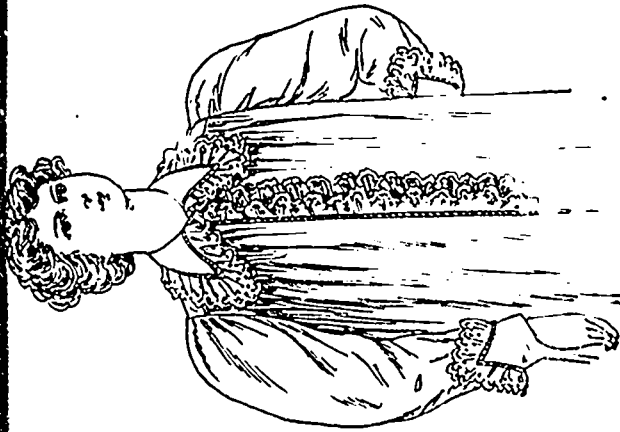
Ladies' Ready-to-Wear Garments.

FLANNELETTE UNDERWEAR, 100 STYLES.

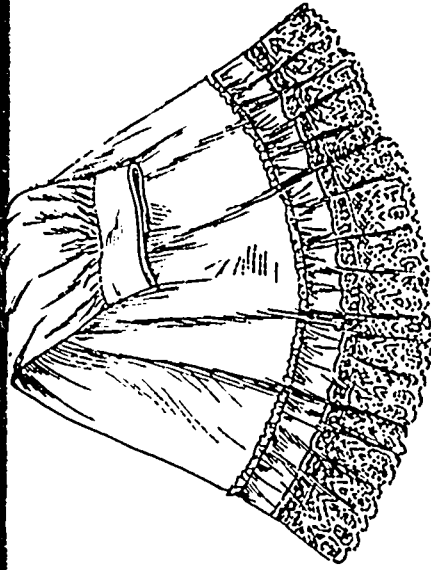




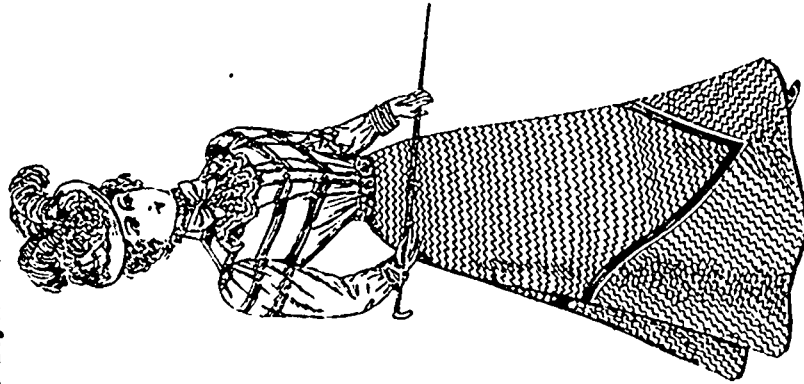
25 Styles—\$2.00 to \$16.50 Doz.



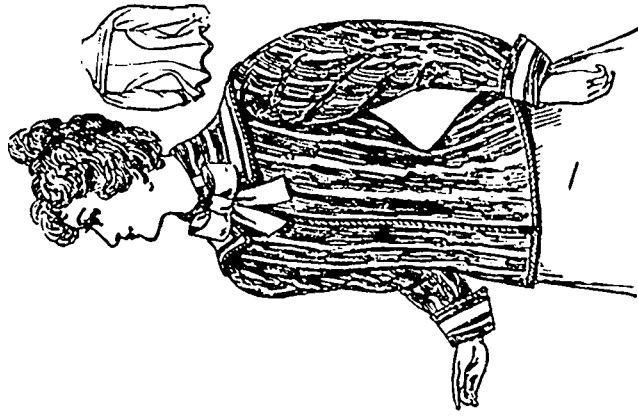
65 Styles—\$4.00 to \$24.00 Doz.



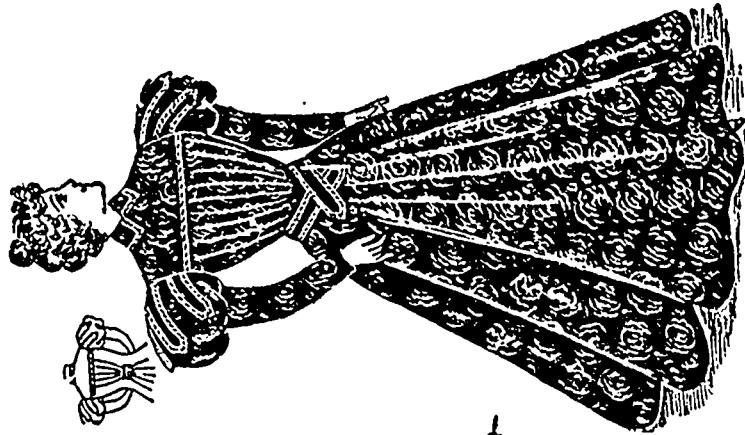
15 Styles—\$3.00 to \$21.00 Doz.



Waists, 50 Styles—\$9.00 to \$72 D. z.  
Skirts, 22 Styles—\$15.00 to \$94 Doz.



6 Styles—Tailor-Made—Fancy Elderdown.



25 Styles—\$10.50 to \$36.00 Doz.—Flannelette.

*All returned  
Sept 7/99*

# **BOULTER & STEWART, Manufacturers, Toronto.**

## Carpets, Curtains and Upholstery.

### THE CANADIAN TRADE.

RETAILERS have placed good orders for Fall in carpets, curtains, and house decorations generally because the Spring trade has been good, and there is a general expectation that the Autumn season will see a great deal of new business. People are undoubtedly better off. Improvements in the home have been on an economical basis for some years. With better times, the disposition to buy new carpets, new curtains, window shades, etc., and to go in for new wall paper, is very general. Should the expectations of the trade be realized—and they seem to have a fair measure of basis for their belief—retail stocks will move rapidly between August and December. A good business is being done now, especially in goods appropriate to the Summer season. Considerably more money has been spent on carpets, mattings, etc., for Summer cottages than usual. The outlook all round, therefore, is favorable.

The large Canadian jobbers have done an increased trade this year. Their importations were larger, and the increase seems warranted. Orders have been placed with Canadian houses this year that used to go direct to the manufacturers abroad. The Canadian carpet mills are doing well, and extensions of their capacity in several instances are reported.

Advices from the United States say that business is good there. United States oilcloths have advanced in price.

### CARPET EFFECTS IN MATTINGS.

The matting trade has become a feature with all carpet houses, and this year a number of firms have handled Japanese mattings for the first time. The statistics show that the imports of Chinese and Japanese mattings into Canada have doubled this season as compared with last. It is supposed that the matting trade has taken a definite position in Canada, just as it has in the United States. Some very handsome designs are being shown in this market this season, Mr. Ishikawa, of K. Ishikawa & Co., having lately brought with him from Japan a range of samples which show what perfection the Japanese have attained in the art of dyeing the straw. The new samples are characterized by bright colors and tasteful combinations of color. The carpet pattern effects, in two tones, are exceedingly handsome. They are being shown on this continent now for the first time, being specially intended for Canadian trade. Several of the patterns are ornamental squares, and similar figures in reds, greens, etc., while one line in diagonal stripes, white and light green, is very taking. Some five or six hundred styles, in all grades, are being shown, and travelers are already on the road with them.

### CONFIDENCE REWARDED.

When Geo. H. Hees, Son & Co. ventured into new fields, by adding to their old established business of manufacturing window shades that of lace curtains, chenille and tapestry curtains, furniture coverings, tablecovers and upholsterers' supplies, they went into it whole-hearted and invested a large sum of money in these new lines. They visited the foreign manufacturers and by purchasing enormous quantities secured the control for Canada of the very pick of the markets. Confidence in the venture has been more than justified by the very large and surprising sales they have made, and the many repeat orders which have been steadily pouring in for their quick-selling goods. One of their firm has just returned from Europe, and many of their heavy purchases are already

beginning to arrive. It will be to the advantage of readers that they become interested in this progressive firm's new lines of goods. Their new illustrated catalogue can be had on request, and samples, when practicable, will be furnished the trade.

In the line of curtain poles and trimmings one of the leading sellers is No. 25, a 1½ × 5-foot pole with ten wood rings, two ends and two brackets, in colors, cherry, black, boxwood, or walnut. They sell at \$15 a hundred complete and the merchant sells them retail at 25 to 35c.

So extensively have these manufacturers gone into the making of window shades, that it will surprise people to know that the daily production of shade cloth at their factories is, in yards, more than three miles long. They, therefore, make everything in window shades, and sell them so that they can be retailed at a large profit.

### THE PROGRESS OF EMPIRE CARPETS.

As announced in last issue, the manufacturers of the "Empire" brand of ingrain carpets and art squares have removed to their new factory, where they are now comfortably settled, with all departments running overtime on orders for the sorting and Fall trade. The additional space secured in their new premises has enabled the company to largely augment their plant, and the latest appliances for scouring, dyeing and finishing their products are among the additions made thereto. New looms of the most improved type have also been put in, and their mill is now in all respects the equal, at least, of any similar establishment in the Dominion. This gratifying position of The Empire Carpet Co. has been attained by the earnest supervision and practical application of the individual members of the company, who are men of extended experience in the manufacture of ingrain carpets.

Commencing in a small way, many years back, with a limited local trade, the business has grown with each year, until, at the present time, their output is handled by the leading carpet dealers throughout the whole Dominion, and no carpet department, no matter what its pretensions may be, is considered complete without a liberal range of Empire carpets and art squares.

It is an interesting fact that Canada, according to population, is the largest user of wool carpets of any country in the world, and this happy result can be largely attributed to the really artistic effects and reliable colorings brought out by The Empire Carpet Co., who are the pioneers of this important industry in this country.

One very important feature in their production is the close attention given to the thorough cleansing of all fibres from natural grease and mineral oil before being dyed. The formula used by the Empire people positively removes all the objectionable matter from both the wool and jute yarns, which enables the dye to penetrate the fibre, thus procuring the two great essentials in the finished product, viz., fast colors and bright effects. It is pleasant to note the substantial progress being made by this enterprising company, and we will be glad to hear of their continued success. Our readers who are handlers of carpets, and not already customers of The Empire Carpet Co., will be consulting their own interests by looking through the line when the travelers call. They are now on the road with the Fall designs, and a card to the mill will bring them at any time.

### THE NEW FACTORY AT GRANBY.

The Hugman Window Shade Co., which recently removed from Montreal to Granby, Que., is now turning out large quantities of excellent shade cloth. The town of Granby gave the company a site and exemption from taxation, and has shown in every possible way its appreciation of the value of a factory of this kind within its limits.

# THE STANDARD CAP CO.

14 and 10 Front St. West

Wholesale Manufacturers  
of all kinds of

... TORONTO

## Cloth Hats and Caps

Society and Uniform Caps  
A SPECIALTY.

All goods Guaranteed.  
Sell direct to the trade.

### SECOND EDITION.

Importers! Save Time and Money and Ensure Accuracy by using  
**BECHER'S STERLING ADVANCE TABLES.**

This book is acknowledged by all to be a vast improvement on the "Importer's Guide" because:

- 1 The calculations are based upon the legal standard par of exchange of to-day, instead of the obsolete Halifax currency.
- 2 By the arrangement of the tables, each rate per cent. of advance having a separate page, as many costs as required can be found without turning over a page
- 3 It has a greater range, and many useful rates not to be found in the other book are given.
- 4 The information given at end viz.: Exchange Tables, Weights and Measures, etc., makes the book an invaluable companion to the merchant, his bookkeeper and his buyer

Retail Prices—Cloth, \$1.25; Leather, \$1.75.

W. S. BECHER, Accountant.

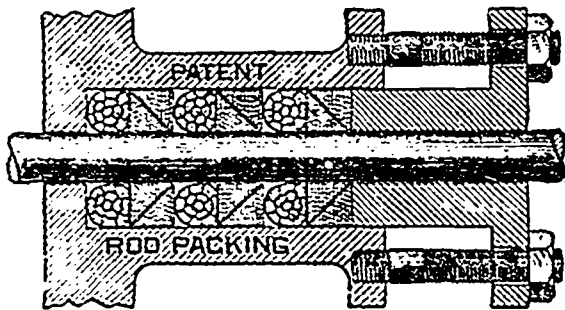
Hudson's Bay Company, - Winnipeg, Manitoba.

# DOMINION METALLIC PACKING CO.

Phone 1124.

Office:

Engineers' and Mill Supplies. 35 John St. North, Hamilton



Diagonal Oil Cushion Packing, the best known fibre packing for high speed. . . . .

Fac-Simile of label on our regular goods.



# STAG... Dominion Hair Cloth Co.



JAMES PRIOR, Prop.

St. Catharines, Ont.



Manufacturers of all kinds

HAIR CLOTH CRINOLINE  
FRENCH BLACK, BLEACHED AND GREY  
TAILORS' PADDINGS  
FURNITURE SEATING AND COVERING

ESTABLISHED 1830.

# BENNING & BARSALOU

Oldest Auction House in Canada  
Trade Auctioneers and Commission Merchants

86 and 88 St. Peter Street, MONTREAL, Can.

REGULAR SEMI-WEEKLY SALES OF

## Dry Goods, Clothing, Boots and Shoes and General Merchandise

Best Opening in Canada for Manufacturers and Merchants wishing to dispose of surplus stock. Liberal advances made on all kinds of Merchandise consigned to our care.

REFERENCES—Bank of Montreal. La Banque d'Hochelega

Correspondence and Consignments Solicited.

# STAGG HAIR CLOTH CO.

Manufacturers of . . .

All kinds of Hair Cloth,  
Crinoline, and  
Hair Cloth Seatings.

ST. CATHARINES - ONTARIO

# THOMAS MEALEY & Co.

Manufacturers of

Wadded Carpet Lining,  
Stair Pads and Mattresses.

MEALEY STAIR PAD.



HAMILTON  
ONT.

Office:

24 Catharine St. North.

**CARPETS AND CURTAINS—Continued.**

Ample capital has been put into the business by parties interested to assure its thorough success, and judging from the samples shown and the orders already received there is little doubt but what it will soon become a large and flourishing business. A new building of about 185 feet in length has been erected, and the latest and most up to date plant installed. The class of cloth made will be high-grade, and will be sold through W. Taylor Bailey, Victoria Square, Montreal, who is sole selling agent for the company.

**NOTES.**

T. P. Williams, buyer for the carpet department of S. Green-shields, Son & Co., has gone to Europe to purchase goods for the Spring of 1900.

The new buildings of The Dominion Carpet Co., at Sherbrooke, Que., are being rapidly got into working order with machinery, enlargements, etc.

Thomas H. E. Thirington, manager of The Empire Carpet Co., is spending a month with the carpet designers in New York and Philadelphia selecting designs for their next Spring samples.

C. E. P. Hughes, of Kidderminster, has been visiting the Canadian customers of Edward Hughes & Son. Mr. Hughes, it is said, will shortly marry an American lady. He, like his father, is well known in Canada.

By the issue of letters patent the name of The Talbot Brussels Carpet Co., Limited, has been changed to The Dominion Brussels Carpet Co., Limited, its capital stock has been reduced from \$200,000 to \$100,000, and the place of business removed from Montreal to Sherbrooke.

Frederick B. Hayes, of The Toronto Carpet Manufacturing Company, went lately to Philadelphia and bought supplies for the new mill in Toronto. He placed orders for rug looms with The Furbush Machine Company, and bought other machinery from The Crompton & Knowles Loom Works.

John Kay, Son & Co., King street, Toronto, are moving into their new retail warehouse. It is a handsome building, several storeys in height, with an artistic front of terra cotta decorated in fine style. The various floors are well lighted, partly from the natural situation of the building and partly by the aid of the Luxfer prisms. The firm held a special sale before leaving their old warehouse, and extensively advertised it.

**THE CARPET INDUSTRY IN CANADA.**

By Mr. James P. Murray, Toronto

(Continued.)

**II.****Use of Cheap Tapestry.**

Tapestry carpets have the wool yarn on the surface. Their bright appearance and low price created for them a large demand among a class who look for appearance for little money. Here, in Canada, we find them very much in vogue for the parlors of the artisan, the French-Canadian farmer and, for the same reason, with a percentage of carpet users in other Provinces.

The modern methods of dyeing for and weaving ingrain (i.e. Kidderminster or Scotch) carpets having made them a far more desirable carpet for consumers, the demand for tapestry carpets has very much fallen off. The ingrain being yarn-dyed instead of printed, one third wider, and reversible, offers, at the same price, all the merits in appearance and a much superior wearing fabric. The design is brought out by two methods, the system most in use being this. The face warp is drawn over a large slowly

revolving drum, as many ends as there are pieces in the intended print having the colors painted on, according to design. When being woven, the yarn is kept in loop form by means of a mechanism for inserting wires, which are afterwards withdrawn. When tapestry velvets are made the process is the same, but on the ends of the wire is a knife blade, which cuts the loops as they are withdrawn. The other way of producing the design on tapestry is to first weave the carpet in plain yarn, and, by a system of blocks or rollers, print on the colors of design as required.

Brussels carpets are woven on a special loom with Jacquard attachment, which brings to the surface the right color warp thread required by the pattern. Wires are also used in brussels carpet to keep the yarn in loop form. In this carpet, however, the yarn is dyed in skein, and being wound on spools is placed in position in the frame. The carpet is known as a three, four or five-frame brussels, each frame representing a color. In each case only one yarn of the frame is retained on the face of the carpet at a time, the other yarns going to the back of the carpet. The efforts to minimize the useless cost of having from about two-thirds to four-fifths of the yarn held in the back of the fabric have resulted in many schemes, some of which have been improvements in weaving, but many have been at the cost of the wearing value of the carpet. It is within the mark to say that no carpet fabric has so suffered with tampering with its proper standard as has brussels in the last few years.

Wilton carpets are woven on a brussels loom with very slight changes, the cut pile being produced by the same method as in tapestry velvets. Moquettes have made great advancement in the past ten or fifteen years. The smooth surface procurable on the face and the many shades possible to use giving an opportunity to the designer for unlimited scope in design, color and shading. The comparatively low yarns used reduced the price very much, which, in addition to the foregoing, gave to this fabric an unparalleled success. As in many other cases, competition and depression induced tampering, until wearing values were quite eliminated, and in time the lower qualities were driven out of the market. It has also a special loom in which a series of tubes regulate the yarns, bringing the right color to the right place. Except in the best grades, which have had new improvements made in them in the last few years, moquettes have very much fallen out of demand. To save the trade of better qualities, many makers of moquettes have borrowed the name "Axminster" for them, knowing that axminsters are accepted as the best wearing carpet made on narrow looms.

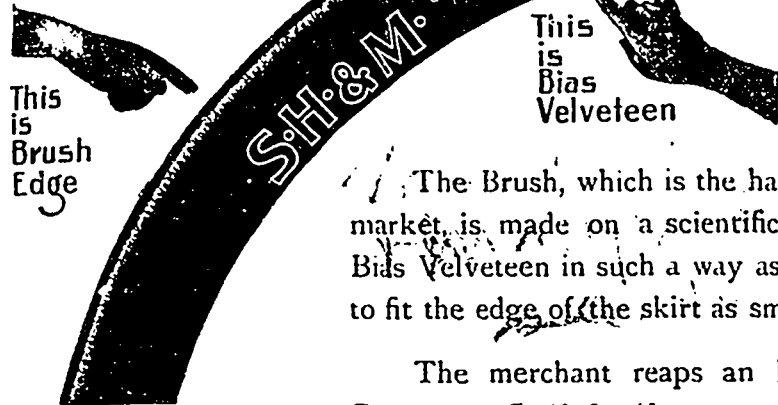
(To be continued.)

**STARTLING OFFER IN SILVERWARE.**

An exceptional offer is being made in regard to a line of silverware this season. Some very handsome goods of this nature are being put on the market, and merchants who want them for premiums or other purposes can get them at exceedingly low prices, considering that the silverware is of modern design, of the finest finish, and in every way of superior quality. John Macdonald & Co., Toronto, have been appointed agents for this line of silverware.

A beautiful catalogue, containing large engraved reproductions of the various sets and articles comprised in the line, has been issued. It contains engraved photographs of tea sets, breakfast sets, water pitchers, etc., in fact, every kind of silver tableware, so that the merits of the goods can be seen almost as well as if the samples were before one. A copy of the catalogue will be sent to any reader who drops a card to John Macdonald & Co., Toronto. The prices given in the printed list are retail prices, and there is a heavy trade discount, so that those who wish to know the cost price to the trade should inquire when sending for the catalogue. It is a surprisingly good offer.

THAT GRACEFUL CURVE  
PROCLAIMS THE  
BINDING.



**S·H·&M·**

**Bias Brush Edge  
Skirt Binding.**

*U.S. Patent No. 621089. March 14, 1899.  
Canadian Patent No. 62044. Dec. 13, 1898.*

The Brush, which is the handsomest and most durable of its kind on the market, is made on a scientific principle and is joined with the S. H. & M. Bias Velveteen in such a way as to form a **Natural Curve**, which causes it to fit the edge of the skirt as smoothly as though a part of the fabric itself.

The merchant reaps an **Excellent Profit**, while the customer has **Supreme Satisfaction**.

**NO STOCK IS COMPLETE WITHOUT THIS ARTICLE.**

Sample Cards and prices mailed upon application.

**THE STEWART, HOWE & MAY CO.**

Originators and Manufacturers of S.H. & M. Skirt Bindings.

24 Front Street West, TORONTO, ONT.

MANCHESTER, Eng. NEW YORK BOSTON CHICAGO ST. LOUIS CLEVELAND SAN FRANCISCO, U.S.A

THE - - -

**Bagley & Wright Man'f'g Co.**

318 St. James St., MONTREAL.

Special line of Cretonnes, at 5¼c. per yard.

Extra Values in Cashmere Hosiery.

Some good clearing lines in Table Damasks  
and Towels. . . . .

**10,000 dozen Handkerchiefs**



— at ridiculously low prices.

# W. TAYLOR BAILEY

..MILL AGENT..

## *Upholstery and Drapery* *Fabrics*

### UPHOLSTERING GOODS

This department being the first started, our stock is always complete with every requisite required for upholstering.

### DRAPERY FABRICS

This line starts with inexpensive but effective double-faced effects in Cotton, and embraces a full line of the finest Silk Damasks. A special for Fall Trade will be 50-in. Velours, in all shades. This will be particularly lustrous as it contains mercerized yarns.

### LACE CURTAINS

We have proved the life of our business to be Novelty, and we profess to show New Sets every season.

### FRILLED MUSLIN CURTAINS

These are effective and smart for window hangings. The muslins embrace various makes, including Harness Colored and White Madras.

### PRINTED LAPPETS

Notwithstanding the considerable competition for Printed Goods, we are told on all hands that for design, coloring and get-up, OUR PATTERNS LEAD THE WAY.

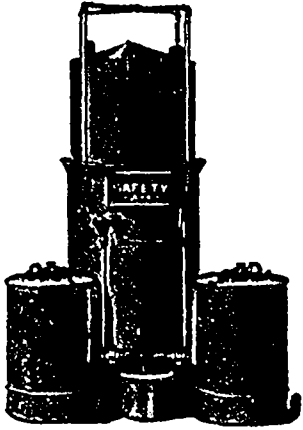
### WINDOW SHADES

Our latest addition will be a full stock on hand of STANDARD HAND-MADE OPAQUE SHADE CLOTH, in 50-yard lengths—leading Colors and widths. Also plain, dado, laced and fringed Window Shades, mounted on Hartshorn Spring Rollers.

The New Factory for the HUGMAN WINDOW SHADE CO. was completed at Granby, P.Q., on May 1st. We have adopted the latest American improvements, and we are now making Shade Cloth equal to the best on the market.

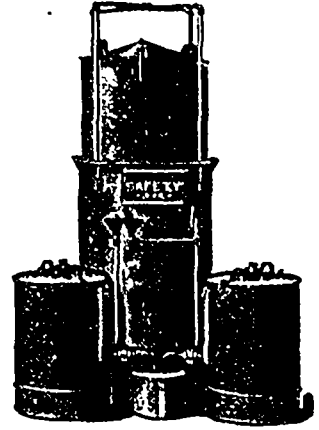
27-29 Victoria Square,

**MONTREAL.**



# THE SAFETY

## Acetylene Gas Machine . . .



. . . WITH . . .

CLIFF-WARDLAW GENERATORS.

Acetylene Gas is not the "light of other days," it is the **LIGHT** of to-day and of the future.

THE "SAFETY" HAS THE FOLLOWING GOOD POINTS:

**Safe.**

All joints are water-sealed and the seals are self-sustaining.

**Simple.**

So easy to manage and operate that church sextons have no trouble, and they can be cleaned and recharged in ten minutes ---and there is no mess nor bad odor.

**Economical.**

The automatic means by which the ash is removed from the carbide, so that both are left dry, prevents over-generation, and the maximum quantity of gas is obtained from the carbide. It is made cool and twice washed.

**185.**

An accident has never occurred to a "Safety," and there are 185 in successful operation in Canada.

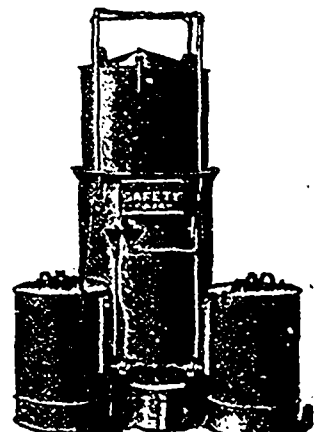
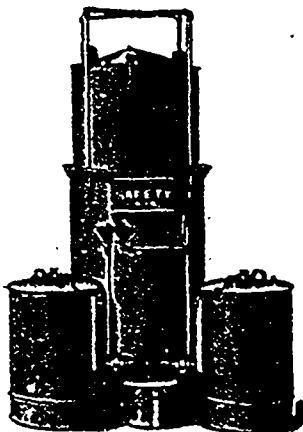
Send for booklet, price list and testimonials.

## Safety Light & Heat Co.

DUNDAS, ONT.

Sole Agents for Canada for

The all Metallic "Durable" burner.



# W. J. REID & CO.

LONDON, ONT.

We would call the attention of the trade  
to our magnificent assortment of :

**Wholesale Crockery, China and  
Glassware, Fancy Goods, Lamps, etc.**



## Crockery, China Glass, Lamps and Fancy Goods

FOR THE FALL SEASON.

Never before in the history of our house have we had such a complete and carefully selected line of goods, including the latest novelties from all markets.

Our new designs and shades in Dinner, Tea and Toilet Ware, and Fancy Goods, have all been carefully selected by our Mr. W. J. Reid, who spent Winter and Spring in Europe.

**Re Fancy Goods**—Our assortment is very large and most complete. We have given special attention to original packages of fancy articles at a moderate price.

Our assorted packages of unselected White Graniteware, both figured and plain, and assorted crates of printed unselected in a variety of colors, our magnificent assorted packages of Lamps of the latest and newest designs in crystals—solid colors in printed and decorated—are put up especially to suit the trade. The variety will be found most extensive, and style and designs of the very latest.

**Letter Orders will be given our Particular Attention.**

Our representatives are now on the road with a full line of samples, and any orders entrusted in their care will have our careful attention.

W. J. REID & CO..

London, Ont.



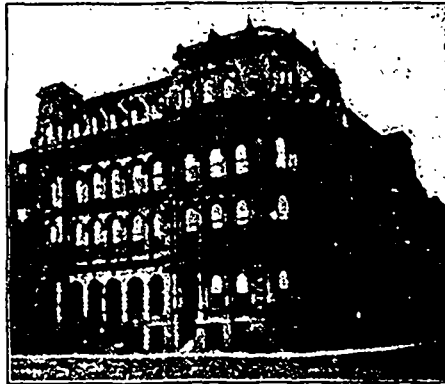
# The Empire Cloak Co.

## Bull Cuffe

and



W. BULL



20 FRONT ST. EAST, TORONTO



T. E. CUFFE

Manufacturers of

Ladies', Misses' and Children's

# CLOAKS AND SUITS.

The men to look for when you require the latest novelties, perfect fitters, and in every way up-to-date garments at reasonable prices.



W. P. KING, Jr.



W. P. KING, Sr.



H. G. POOLER

Our later novelties for Fall being too numerous to describe individually, we invite you to call and see them together with our replete line of Ladies' Fall Suits.



W. H. VAUGHAN



F. W. BULL



E. W. MONKHOUSE

*Red*  
*10/7/1919*

### RUNNING THE GAUNTLET AT NEW YORK.

FOR months past persons entering the port of New York by ocean routes have had rough experiences. The Customs regulations governing passengers' baggage have been so stringent as to be intolerable and oppressive.

The rule restricts incoming passengers to \$100 worth of personal effects, everything in addition is subject to duty. The passenger has to make a sworn declaration in detail of the number and value of articles purchased abroad, then, the trunks and bags are opened and ransacked. The ordeal is especially painful in the case of women. The New York Life satirist, whose drawing we produce, hits off this feature of the situation.

Imagine the position of a refined woman forced to state the

Forced by the outcry from indignant people the authorities made some change in rules, but they are in essence the same and subject passengers to a condition of things which is hard to realize in a free country.

As the examination at Canadian ports like Halifax, St. John, Quebec and Montreal is reasonable and only, to deter smuggling, passengers can travel via Canada with a degree of comfort unknown to those who have to run the gauntlet at New York.

### SOMETHING ABOUT "SYLKESSE."

"Sylkesse," the imitation of silk in cotton goods, has recently been carried to so high a degree of perfection that further advance in that direction seems impossible. On the principle of "out-heroding Herod," there would seem to be a likelihood, if British dyers and finishers continue in their efforts to obtain a more and more silk like appearance in the cotton goods they manipulate, that these imitations will become more silky than silk itself. The mer

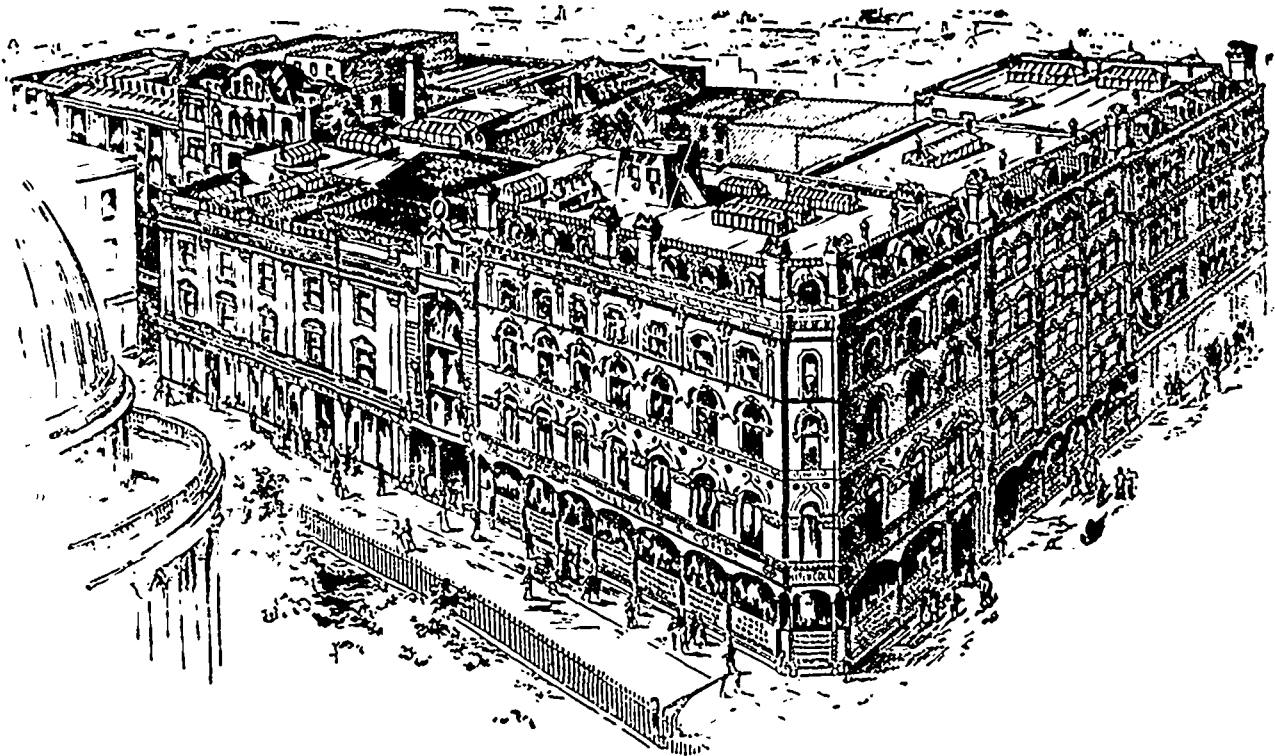


"American Customs." (New York Life.)

number of corsets, garters, undergarments she has in her possession. Imagine her blushes when trunks are opened out and all her secret apparel is spread out for the satisfaction of a gaping crowd. Questions like the following are put to the victim: Have you bought anything abroad? Do your purchases exceed \$100 in value? Have you bought any clothes; if so, state how many suits and the cost of each, or how many dresses and their cost? Have you bought any and what underwear? (This question is put by male inspectors to lady passengers.) And so on through the list. A more oppressive, insulting and uncivilized system can hardly be conceived of. If a passenger is a foreigner some allowance is made, but the restriction is there notwithstanding, and when it becomes thoroughly understood abroad its effect in diverting travel from the port of New York ought to be a grand success.

cerizing process and its later developments have worked wonders, and now all-cotton dress fabrics and linings are obtainable with the brightness, lustre, and touch of silk. Prominent among the most successful of these imitations are goods stamped "Sylkesse," which are dyed and finished by W. Grandage & Co., of Bradford. This firm have introduced improvements in the mercerizing process, and, by means of special machinery, have scored a signal success. "Sylkesse" is produced in materials for dress purposes and blouses, and also for high-class linings, in plain and brocaded satens. In addition to black and white, "Sylkesse" goods are obtainable in all colors. Only goods of the better grades of cotton can be treated; in fact, we believe that the process is only applicable to goods of good Egyptian cotton, and this in itself, is a guarantee as to the quality of any cloth stamped "Sylkesse."

# Hitchcock, Williams & Co.



Sir G. Williams  
F. G. Williams  
H. Williams  
A. T. Williams

WAREHOUSES: { 69, 70, 71, 72, 73, 74 St. Paul's Churchyard.  
43, 44, 45, 46, 49, 50 Paternoster Row.  
1, 2, 5, 6, 7, 8 London House Yard.

*Manufactories, Warwick Lane and Paternoster Buildings.*

**Canadian Buyers** should not fail, when in London, to call in St. Paul's Churchyard. We are essentially a **FANCY HOUSE** and Our aim is always to show the latest novelty in all departments.

Our Specialties are: **MILLINERY AND MILLINERY MATERIALS, FANCY LACE GOODS, BLOUSES, CHIFFONS, FANCY COSTUMES, MANTLES.**

We shall be glad at any time to show you round our warehouse, and trust you may favor us with a visit.

**HITCHCOCK, WILLIAMS & CO., LONDON, ENG.**

## CUSTOMS DEPARTMENT AND DRY GOODS IMPORTERS.

THE QUESTION OF SEIZURES AND THEIR SETTLEMENT—RESOLUTIONS OF THE TORONTO AND MONTREAL DRY GOODS SECTIONS  
—CORRESPONDENCE OF THE MINISTER OF CUSTOMS.

THE Dry Goods Sections of the Toronto and Montreal Boards of Trade have passed resolutions protesting against the settlement or compromise of cases arising out of the seizure of goods for undervaluation or other infractions of the law. They arraign in the strongest terms the policy which has been in vogue in Canada for many years of having these cases determined by the Department itself rather than by the courts of law. A lengthy correspondence has taken place over the question, and, in order that the facts, as far as they are known, may be placed before the readers of THE REVIEW, we publish herewith. (1) The resolutions of the Dry Goods Sections of the Boards of Trade, which have already appeared in the daily press. (2) the reply of the Minister of Customs, published by his consent, given through THE DRY GOODS REVIEW; (3) the further statement of the Dry Goods Section of The Toronto Board of Trade; (4) the statement of the New York firm whose case caused the dry goods importers to take action.

A perusal of all these documents makes the position taken by all the parties to the controversy very clear. The protest made by the Dry Goods Sections of the Boards of Trade is not a new departure. The grievance is an old one, and the two cases which have led the importers to reopen the controversy are not more important than the principle involved. Regarding the Montreal case, which is before the courts, where suit has been entered against the firm on behalf of the Customs Department, we fully agree with the Minister of Customs that any discussion of its merits would be inadvisable while litigation is pending. But the case has been dragging along for some time, and, notwithstanding the necessary delays that often occur in legal proceedings, we believe that the importers are only asking for what is fair and reasonable in urging a speedy trial.

With reference to the other case, that at Toronto, we publish the firm's own statement which, it will be observed, declares that the firm neither intended nor committed any wrong in the entry of the goods, and goes on to assert that, in the firm's opinion, the Customs authorities should not have refused the lower tariff accorded to British goods, because the shipment in question happened to have been in bond in New York, reshipped to England and then sent to Canada. We disagree with the firm in this, and consider that the Customs decision not to allow the lower rate of duty was correct. We note also that the firm omit to deal with the specific charge that there were two invoices, one for \$4,179, and another for \$2,100, and that the Customs officials were not shown the former until they asked for it. Until a full and authorized statement is made by the Customs Department, it is difficult to clear up the discrepancies existing between the resolutions of The Dry Goods Sections of the Boards of Trade and the explanation of the firm. It is reported that the Minister will be asked to give full particulars in Parliament, but up to the date of this writing (July 3), we have seen no reference to it in the House of Commons. In his letter to the importers the Minister of Customs declares that they appear not to have had all the facts before them when the resolutions were passed, and that "in one salient particular at least the allegation of fact made by the board is contradicted by a testimony furnished in the case." Now, what point is this that is contra-

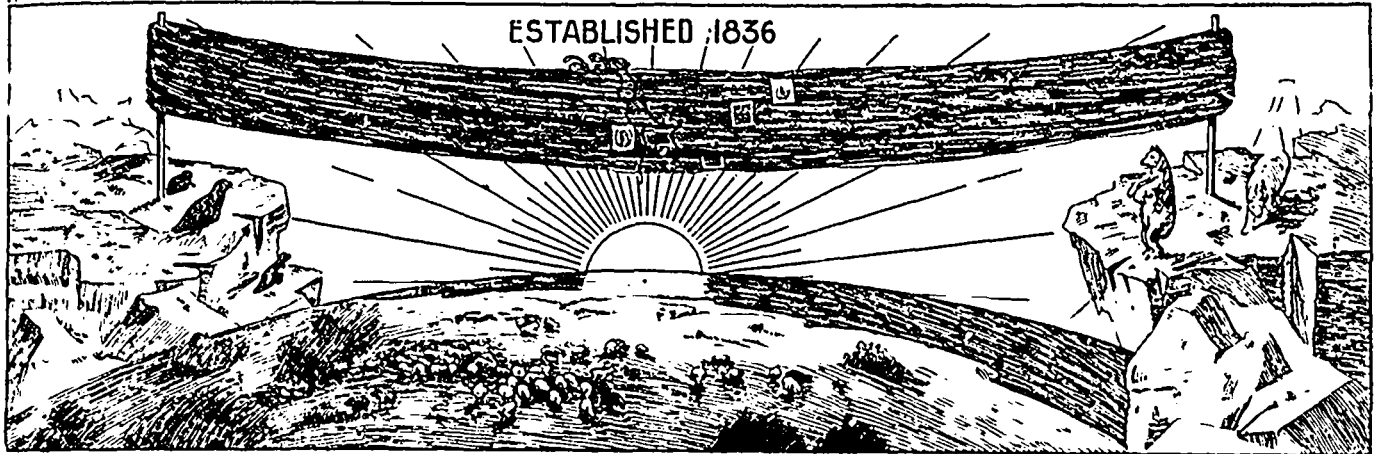
dicted by testimony? We do not know and the Minister does not tell us. How much more satisfactory it would have been for all concerned if the case had been sifted in open court, with both press and public represented, so that no conflict of testimony, no doubts of the justice of the decision could afterwards arise? This seems to us a strong argument in favor of the position assumed by the Dry Goods Sections of the Boards of Trade.

The Minister objects to THE REVIEW'S use of the term "compromises" as applied to decisions in connection with Customs seizures. We use the term as it is commonly understood, and without any insinuation directed at the present Customs authorities. Surely, it is quite clear that where legal offences are charged offences involving the most serious consequences to the trade of the country—the word "compromise" will continue to pass current for "decision" as long as the decision is rendered by a Minister sitting in secret, with the public excluded from a knowledge of the evidence adduced, and kept in ignorance even of the decision itself, unless it happens to be made public? Any Minister of Customs—even the present Minister, who possesses the confidence of the trade, and whose integrity, good faith, and capacity we consider above question—would be the better of a change in system, so that all the proceedings would be of a regular judicial character, open to the public, and possessing all the convincing authority of the ordinary courts.

We cannot admit that any conflict of testimony, such as has arisen now, weakens the force of the arguments advanced by the leading importers, speaking as they do, not as individuals, but in their official character as organized bodies. Their contention does not rest upon one or two isolated charges of fraud which, owing to the difficulties of getting at the facts, might be well or ill-founded. In the history of the trade there have been the grossest violations of the Customs law, and those who committed these frauds could, under our system, settle for their offence by payment of money, and continue in business to the serious detriment of honest traders. As the Minister states, it is often difficult to prove fraud. All the more reason why the evidence should be sifted in public in the usual way, especially in any case that may arise in which the evidence is tolerably clear. Publicity is a wonderfully effective deterrent to crime of all sorts.

It would, of course, be unfair to overlook the efforts which the present Minister has made of his own motion to protect honest importers. The trade recognize these efforts, and their resolutions show that they realize the honesty which has inspired him throughout. But, as they are still dissatisfied with the working out of the system, we do not see how their wishes can be met without relegating all disputes about seizures to the courts of law. Could any system be more disastrous to honest regular trading than one under which foreign firms, who have no warehouses here, who have no large interests at stake in Canada, could undervalue importations with an impunity due to the security which their immunity from serious loss gives them? Is it fair to pit our importers—who carry large stocks, whose reputation and credit are at stake every day of the year, whose operations are a pledge that they are obeying the law and doing business on an honest basis—is it reasonable to pit our importers against competition of this kind? There can be but one answer. The present plan of procedure may have been in force a long time, it may be administered with the best intentions, but we cannot regard it as satisfactory. Not only are a number of

# FROM POLE TO POLE



*Baldwin & Walker's*

## "LADYSHIP" YARNS

*Are in Constant Use.*



**IN INVITING**

**ATTENTION,** to our yarns, we claim for them the OLD WEARING PROPERTIES combined with the modern improvements in **QUALITY** and **FAST COLOUR**.

### THE LADYSHIP SCOTCH FINGERING

The Original Makers of

**THE HIGHLAND SOFT KNITTING WOOL** {CORD SPUN}  
 {FOR WEAR}  
**THE HALIFAX FINGERING, LADYSHIP VEST WOOL**  
**THE LADYSHIP SUPER X FINGERING**

Mills:

HALIFAX, England.

Canadian Agents: McIntyre, Son & Co.,

13 Victoria Square, Montreal.

**CUSTOMS—Continued.**

extensive importers protesting, but we believe that every importer, wholesale or retail, feels that his interests are directly threatened. If a premium be placed on dishonest undervaluation, will not the trade pass inevitably into the hands of unscrupulous persons, since men of integrity could no longer profitably engage in it? For many years to come, the bulk of the public revenue is likely to be collected by means of Customs duties, and we regard it, therefore, as a matter of prime importance, from the public as well as the commercial standpoint, that the basis of punishment for Customs frauds should be taken entirely away from political connections and be relegated entirely to the courts. Let the procedure go like clockwork, without the possibility of any sinister influence intervening. As long as these things are done in the dark, suspicions will arise. These suspicions may not be justified, but they prove continual sources of embarrassment to a Government, and ought, therefore, to be avoided.

It is not sought, we are sure, to turn the present agitation to political uses. Certainly, those who have raised the question cannot be charged with that. They speak strongly because they feel strongly. They are not specially directing the attack against the present Government, as the authors of the system of "compromises," because the system has not originated with them. But the present Government undoubtedly have the power to institute a radical reform and will certainly be held responsible if they do not. It is not sought to single out the Minister of Customs, whose energy and integrity are, as we have said, beyond dispute, but he must recognize that a serious duty devolves upon him, and, while at the proper time he may furnish an explanation of the cases now being dealt with by the Dry Goods Sections of the Boards of Trade, he can not answer for the future, and it is against a continuance of a wretched system that our importers are now protesting.

**RESOLUTIONS OF THE DRY GOODS SECTION, TORONTO BOARD OF TRADE.**

A meeting of the Dry Goods Section of the Toronto Board of Trade was held June 5, and the following resolutions were passed:

Whereas, it has been a matter of notoriety that efforts are being continually made to defraud the Customs revenue by undervaluations and false invoices, and whereas it is necessary for the protection of the honest importer that in all such cases where there is an evident intention to defraud the utmost penalty of the law should be inflicted and no compensation be made, the Dry Goods Section of the Board of Trade beg to call the attention of the Government and Customs Department to the following:

That these frauds usually come from foreign firms having agencies here but having no domicile or available assets, real or personal, of any consequence, which the Government could seize.

That their business is mostly done on orders taken and delivered direct without carrying any or much stock.

That, therefore, unless the Customs detain and hold all goods the entries of which are doubtful as to the declared values until the matter is finally settled and the full duty and penalty which the law demands is exacted, there is little chance of the offenders being punished.

That the wholesale houses who have to contend against this recently unfair competition carry heavy stocks varying from \$200,000 to \$700,000, which could be attached to pay for any frauds which they might commit, and that this is a sort of hostage for their good behaviour, which the Government have not had reason to suspect.

That therefore as citizens owning property and having a large stake in the country employing a large number of people and contributing largely to Dominion, Provincial and municipal revenues, they are entitled at least to the fullest measure of protection which the law allows against foreigners and aliens, who are not content to compete on equal terms.

That we regret that the case against Fitzgibbon, Schaffelittin & Co., which has been in the Exchequer Court since last October, has not been settled, either in the way of acquitting them, which should have been done if they were innocent, or in exacting the full penalty if they were guilty and we reiterate our former recommendation that in all these cases no compromise should be effected, but the cases decided by the courts in public, when all parties can have fair play.

That we have heard with great regret that the Government have compromised a case of undervaluation lately, the facts of which are as follows: The agents of a New York dress goods firm sold to a wholesale house here goods at certain prices, duty paid, delivered in Toronto; on one consignment of eight cases, the invoices, according to the prices which the wholesale house had to pay, amounted to \$4,179, and they instructed the wholesale house here to pay a certain amount of duty on the goods, but when they saw what a small amount it was they refused to make the entry, therefore the New York firm got a broker to make it. The Customs officers here, who are on the alert, suspected something wrong, and, as the amount of invoices offered by the broker was only \$2,100, they asked for and saw that the invoice furnished for the wholesale house

amounted to \$4,179; it was, therefore, evident that a deliberate fraud had been attempted. Further, the goods had been first sent to New York in bond, but in order to get some of the goods which were of German manufacture passed off as British, they were returned to England and re-shipped and declared as British manufacture, so as to come under the preferential tariff. As the law says distinctly that the value for duty shall be the value at which the goods are sold in the open market of the country of export, and allowing for freight and duties at the usual rate, the value for duty would be about \$3,100, or about \$1,000 more than the invoices presented by the broker. Now, here was a double fraud, viz.: Undervaluations by false amounts and again by representing as British, goods of foreign manufacture, and these frauds have been compromised by the Department for the sum of \$118. Now, the firm in question has no stake in the country beyond an office, and, as it was their deliberate intention to defraud the revenue and enable them to make a profit out of such a fraud, to the detriment of the regular trade, it is a matter of great regret to us that such a compromise was made.

It is well known to the Government how difficult it is to get information and proof of such cases of fraud. That if aliens, having nothing at risk in the country, can pass entries through a broker, giving only two-thirds of the proper dutiable value, and escape the full penalty of the law, the extra profit thus made can only have the effect of encouraging others to do the same, and in a measurable time put all the importing in the hands of dishonest men, as the next time it will not be so easy of exposure, they taking care that the goods shall have passed the Customs before the invoices are furnished to the purchaser of the goods.

It is, therefore, only in justice to ourselves, the revenue and all honest traders that we call upon the Government to let the law take its course and effect no compromise.

Resolved, that a copy of the foregoing be sent to the Premier, the Minister of Customs and the members of Parliament for Toronto, requesting them to take action on the same; and also that a copy be sent to the Boards of Trade in Montreal, Ottawa, Kingston, Halifax, St. John, Hamilton, London, Winnipeg and Vancouver, for their action and support, and that it is further recommended that no entry for an amount of over one hundred dollars (\$100) be accepted by the Customs from any broker or other party than the owners of the goods, unless the broker or agent assumes the responsibility of the said entries, and is a responsible party in case of action being taken by the Government.

**RESOLUTIONS PASSED IN MONTREAL.**

At a meeting of the Dry Goods Association of the Montreal Board of Trade, held June 12, at which were present. Messrs. A. Racine, president; E. B. Greenshields, Jonathan Hogsdon, A. W. D. Howell, James Rodger, James Slessor, R. L. Smyth, the question of the compromising by the Government of frauds on the Customs was considered, and, after some discussion, the following resolution was unanimously adopted:

That the Wholesale Dry Goods Association of Montreal has learned with surprise that another serious case of undervaluation has been settled by the Government. This, they are informed occurred in Toronto and the facts are stated at length in the circular of the Toronto Board of Trade, dated June 5, 1899. The firm referred to have largely advertised the Gold Medal dress goods as extra value and cheap. It now appears that they are being undervalued at the Customs, and in some cases German goods have been passed as English to obtain the rebate in the duties.

That the dry goods trade expects the Government to protect the members who honestly pay the full duty, and not to leave them open to unfair competition of unprincipled persons who do not pay the proper duty.

That this association protests in the strongest way against the Government compromising any case in which fraud is suspected, and hopes that the policy pursued in the future will be never to compromise any such cases.

Copies of this resolution were communicated to the Minister of Customs and the Toronto Board of Trade, and the Montreal Board of Trade was requested to endorse the association's action and make representations to the Government in support thereof.

**LETTER FROM THE MINISTER OF CUSTOMS.**

Editor THE DRY GOODS REVIEW:

DEAR SIR: I beg to acknowledge receipt of your letter of June 26, and to thank you sincerely for the spirit of fairness which prompted you to offer to publish the views of this Department, in respect to the Resolutions of the Boards of Trade of Montreal and Toronto, in regard to the penalties imposed by this Department for fraudulent undervaluation, etc.

While I appreciate your kind offer, I do not deem it advisable to enter into a newspaper discussion.

In my reply to the Boards of Trade of Montreal and Toronto, I discussed the question of fraudulent undervaluation in a general way and defined the policy of the Department in respect thereto. If the boards have no objection to the publication of these replies I will offer none.

In conclusion, I desire to make an observation respecting the term "Customs Compromises," which you use in your letter. The true definition of the word "compromise" is to adjust by mutual concession or to settle a matter by mutual agreement. If the word is used in this sense, I desire to say that it is not applicable. Each case that comes before the Department is carefully considered with the evidence pro and con and a decision rendered under the law without fear or favor.

Again thanking you for your kindness, I remain, faithfully yours,  
Ottawa, June 29, 1899.

WM. PATERSON.

**THE MINISTER'S LETTER TO THE DRY GOODS SECTION.**

Edgar A. Wills, Esq., Secretary, Board of Trade, Toronto, Ont.:

SIR:—I beg to acknowledge receipt of your letter of June 7, transmitting copy of a Resolution of the Dry Goods Section of your Board, with reference to undervaluation and false invoices.

I have carefully perused and considered the resolution.

On the general question of fraudulent undervaluation I would assure the board that I am in sympathy with the opinions they express. It is very desirable, not only in the

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NOVELTY OF THE DAY.

# Charles's Patent Advertising Mirror.

THE latest Novelty for Advertising is a Mirror, framed in any style, suitable alike for Shop Windows, Restaurants, Show Cases, Theatres, Railway Carriages, Omnibuses, etc., through which, by means of electric or gas lamps, the Advertisement is flashed; and when not in use, only an ordinary Mirror is to be seen. It is immaterial whether the Advertisement be in black or colours, or whether it be a picture, trade mark, or merely letter-press. The Mirror may be had any shape and any size.

Nothing of the kind has ever before been seen, and the Mirror is fully protected by Letters Patent. The great advantages of Charles's Advertising Mirror are as follows:—

- 1.—The, comparatively speaking, very moderate cost. from £7 7s. each, complete, ready for instantaneous use.
- 2.—The Mirror can be made any size or to fit a show case, or in some prominent corner or particular space in a window, door, etc.
- 3.—It can be instantly connected with the existing light supply, without any structural alterations.
- 4.—The lighting and extinguishing of the Advertisement is done automatically by means of clockwork or motor, so that the Advertisement can be made to appear for  $\frac{1}{2}$  a minute and is extinguished for  $\frac{1}{2}$  a minute, entirely according to the necessity of the advertiser.
- 5.—The advertisement, when working, appears, on the face of the Mirror, or, to speak more correctly, is flashed through the Mirror; but when not working, only an ordinary Mirror, decorative, is to be seen.
- 6.—For the Advertisement any number of colours can be used, or portraits, trade marks, etc., can be reproduced.



### A FEW PRESS OPINIONS:

**THE DAILY NEWS** says: "Mr. Charles's new Mirror consists of what at first sight may appear an ordinary Mirror but by some special process, and the help of light and clockwork, it exposes from time to time the most attractive of advertisements."

**THE STAR** says: "A Mirror ingenious enough to rank with some of Maskelyne's illusions."

**THE MORNING LEADER** says: "When next you dine in a mirrored room do not show alarm if all kinds of pictures appear and disappear on the surface of the Mirror. If you ask the waiter he will tell you it is Mr. Charles's latest advertising scheme."

**THE UNIVERSAL PROVIDER AND SHOPPING NEWS** says: "Holds the irradiated Mirror to a gaping age. An ingenious advertising device calculated to draw attention and to secure patronage. . . . The Mirror, which some fair passer-by may be innocently consulting as to the tidiness of her back hair, is suddenly metamorphosed into, say, the following brilliantly set announcement:

"Of golden locks, or grey or brown,  
Hinde's Curlers make a bounteous crown."

**A WELL-KNOWN ADVERTISER** says: "The best advertising dodge of the nineteenth century. I have never seen anything to equal it."

## F. CHARLES,

Cable and Telegraphic Address:

"UNWRITTEN, LONDON."

A B C and A 1 Codes used.

A Responsible Buying Agent Wanted in every Province of Canada.

36-39, Maiden Lane, Strand, London, W.C.



**CUSTOMS—Continued.**

interests of the revenue, but in the interest of the very many honest importing firms, that frauds by way of undervaluation of goods should be severely punished. In the administration of the affairs of the Department I have endeavored, not only to bear this in mind, but also to follow it as a sound principle. It is not always an easy matter, however, to determine when fraud enters into a transaction. Each case has to be fully considered on its merits and in the light of the evidence furnished pro and con. Without knowledge of all the evidence an absolutely correct conclusion cannot be arrived at. I have endeavored to give my very best consideration to all the cases brought before me and to administer the law, as I understand it, fairly and equitably to all parties concerned. While, as I have stated above, I hold it to be a sound principle that fraud (sufficiently established) should be severely punished, I have recognized that probably the best way to put a stop to frauds is to prevent their commission, if possible, and my best efforts have been directed to that end. Many preventive measures have been adopted of late which are operating successfully. As you are no doubt aware, a change was made in the form of certification of invoices by exporters, under which exporters are now required to show the home consumption price on the invoice when list prices vary from the invoice price.

I would also point to the fact that the oath required to be made by a foreign owner of goods shipped to Canada on consignment, has been made more binding with the object of preventing frauds such as your board complain of. Further better methods have been adopted for the collection of reliable information as to values and for the systematic distribution of such information among officers of Customs. The aim of the Department is to post its officers as thoroughly as possible as to foreign values.

As to the particular cases referred to in the resolution, I can only say to you that I am not at liberty to discuss them in particular terms. The reason for this will, I am sure, be obvious to the board on consideration.

The board are aware that the Fitzgibbon, Schaffelstein case is now before the court. When a case is in the courts discussion of it seems to me to be highly inadvisable.

Respecting the other case particularly mentioned, I desire, with all due respect to the board to say that it does not appear to me from the resolution that they were in possession of all the facts in the case when they arrived at their conclusion. In one salient particular at least the allegation of fact made by the board is contradicted by a testimony furnished in the case. I do not object to criticism unless where it appears, as in this case, to be founded upon an insufficient knowledge of the actual facts.

In view of all the circumstances the Department feels (not unreasonably I think), that in this case the board has treated it unfairly, and more so by such wide publicity having been given to the resolution, emanating as it did from such a highly responsible and respectable body.

Ottawa, June 12, 1892.

Yours truly,  
WM. PATKINSON.

**FURTHER RESOLUTION OF THE DRY GOODS SECTION.**

At a further meeting of the Wholesale Dry Goods Section of the Toronto Board of Trade, held June 19, the following resolution was passed:

Be it resolved, that the receipt of letter from the Hon. Minister of Customs is hereby acknowledged, which is in reply to resolution passed by the Dry Goods Section of the Board of Trade.

We are very pleased to have the assurance of the Minister of Customs of his sympathy with the views expressed and his determination to punish frauds by way of undervaluation, or otherwise, which can be detected. We are quite sure it is the personal wish and intention of the Minister to administer the law in a fair and just manner, and to conserve the interests of the honest importers. At the same time, we have felt that an expression of opinion showing the feeling of the trade upon the matter would strengthen the hands of the Minister in the discharge of his duties. We are also very well aware of the difficulty of proof of fraud, and would suggest that in the interests of the revenue and the trade it would be as well to consider not always whether the Department can win the case in a court of law, but whether it has good presumptive evidence for proceeding to the full extent of the penalties involved.

With the general trade who are domiciled here and carry large stocks, and have a good deal at stake in the country there has been upon the whole, we believe, no cause for complaint, but with the experience of how Customs entries are made in New York, with the details of which the Customs Inspectors of Canada are fully conversant, we wish especially to be protected against the introduction into Canada of the system carried on there, which has made it impossible for the general houses to import goods from the manufacturers and pay the duty on the price at which they purchase these goods, in competition with goods consigned from manufacturers to agents or brokers and invoiced at prices which are not the current value. If this thing is not checked now the only result can be that the importing trade will be thrown into the hands of these people, with the result that not only will the revenue be defrauded, but the whole trade demoralized.

With regard to the resolution that exporters be required to show the home consumption price, when that varies from the invoice price, while admitting that the intention of this clause is good, it is valueless, because they simply print on the invoice the words which are required by the Department and make declarations accordingly, without regard to the truth of the statement. This may seem a broad statement to make, but it is one that is well known to the trade, and we feel that there is only one way of preventing these fraudulent entries, which is that whenever a clear case has been made out, the utmost penalty of the law should be exacted.

We would remark that the trade is at all times willing to assist in any possible way the appraisers in the determination of values and to furnish samples and costs independently of knowing who may be involved in the investigation.

With regard to the Fitzgibbon, Schaffelstein case, the trade feels somewhat sore at the delay which has taken place in its adjustment. This has been so ventilated already in the papers by The Shareholder and The Montreal Herald that the facts have been before the public since last December, and we have reason to believe that the Department, through the special agent who was sent to Berlin, are in possession of sufficient facts to enable them to form a decision. In the meantime, nothing is done and these people are continuing in business to the detriment of honest trading. When a firm not only declines to show its books, but says they are destroyed, as was the case with these people in Berlin, we think it is pretty strong evidence of fraud, and we naturally think that greater promptness should have been shown in the matter. That this feeling is

shared in by others is very well proven by the fact that a deputation of the leading merchants of Montreal waited upon the Government last March and urged for a speedy settlement of the case.

Respecting the case of Levison Bros. & Co., of New York, as the particulars in which it is said we are wrong are not pointed out, we cannot enter into the question on that particular point. We think it cannot be denied that a compromise was effected. The amount paid over as a compromise, \$418, was either due to the Government or not due. If not due, they had no right to it, and Levison Bros. & Co. are too shrewd to pay more than they could help. If, on the other hand, the Department had a right to exact \$418, it is perfectly clear that this could not be the full penalty which the law directs. The amounts stated in our former resolution are vouched for by a wholesale house here as being correct.

With regard to the amount for which the seizure was compromised, we would refer you to order issued by the Department on the subject.

With regard to the publicity given to the facts, it is not our wish to embarrass the Department, but, as it is a matter which affects the trade throughout the entire Dominion, and as it is often difficult to get facts which can safely be published, we felt that this was an opportunity which should not be lost and where action should be taken. At the same time, we appreciate the wish of the Minister that the honest trader should have every protection afforded by law, and appreciate his endeavors to see justice done, and further think an expression of opinion from the various trade centres throughout the Dominion are possibly the best means we can have to strengthen his hands.

**THE FIRM'S EXPLANATION.**

Editor DRY GOODS REVIEW:

DEAR SIR,—We beg to acknowledge receipt of your communication of the 15th inst. in which you ask us to state our side of the case in reference to the resolutions passed by the Board of Trade of the City of Toronto, and by the Wholesale Dry Goods Section. As we are more than anxious that justice should be done, and, as your paper is the only one that has asked us for a statement of our side of the case, we herewith gladly give it.

At the outset, we desire to inform you that our concern has done an unimpeachable business for the past 25 years, which can easily be verified, and, being one of the large importing concerns of this country, we feel that if the Board of Trade of the City of Toronto had desired that each party should receive equal justice, they certainly would have sent a representative to us, to whom we would have stated our side of the case, and the resolutions passed by them, mentioning our name, would evidently never have been passed at all, as we are misrepresented to a very great extent. Following is a true synopsis of the case:

A representative of a jobber called on us, through no solicitation on our part, and asked us to show him our merchandise. He placed an order for a number of styles which he said his concern would distribute throughout the Dominion of Canada, and as he desired to have control of our brand, a contract was made between us. We found that certain styles which this representative purchased were in the United States bonded warehouse, but a product of Great Britain. In order to avail ourselves of the 10 per cent. preferential duty which the Canadian Government allows on British product, we felt absolutely positive, there being no doubt whatsoever in our minds, and we are of the same opinion at this time, that we had the perfect right to reship those goods to the country of their production, which was Great Britain, and reship them to Canada. The Canadian Government, after the landing of the merchandise, investigated the matter, and we gave them the above information of our own free will, as there was nothing wrong intended by us, and we have proven beyond a doubt that there was no undervaluation made of the merchandise. The Government being satisfied in this respect, that the goods were the product of Great Britain, had only one question to decide, whether they were subject to the duty of the United States or of Great Britain. The Commissioner of Customs, as we understand it, gave his decision—that since the goods were in the port of the United States, although they never entered the United States territory, we were not entitled to the 10 per cent. preferential duty. While we always obey the laws of all countries, we, nevertheless, doubt the justice of such a law.

The above is all there is to this case, and someone has been trying, perhaps for other reasons, to make a mountain out of a molehill. If the Board of Trade of the City of Toronto would have looked into this case thoroughly, they might possibly have found a reason for giving this case such great notoriety by the parties interested, and if the matter is thoroughly sifted by the trade at large, they will find that competition is the main reason for the extraordinary efforts to destroy legitimate business.

The resolutions passed by that body, and which have been taken up by the press, so far as we are concerned, are uncalled for. Should these proceedings prove in any manner or form detrimental to our interests, we shall then know what steps to take in the matter. However, we have nothing to fear from any resolutions passed, nor from any Government that desires to do justice, no matter under what flag its aliens do business.

Yours respectfully,

LEVISON BROS. & CO.

New York, June 20, 1892.

**A LARGE CLOTHING HOUSE.**

Lailey, Watson & Bond, manufacturers and wholesale dealers in men's clothing, Toronto, extend an invitation to their customers to call at their warehouse, 51 Front street west, when in Toronto. This firm have made great progress in the last few years, and now claim that they are making the best-fitting clothing on the Canadian market.

This contention seems to be borne out by the facts, as the firm's business has increased so largely this season that it has been found necessary to add to their already large warehouse, an extra flat, 75 x 150 ft. This will be used as a cutting and trimming room, and will be one of the largest of its kind in Canada.



**Dolls  
Toys  
Fancy Goods**  
Etc.  
**For Xmas  
Trade**

**FALL 1899**

**Travellers**

will be on the road early in July with the grandest display of samples ever yet shown. **Wait for them.**

For the convenience of busy dealers who have not time to make their own selections we

put up assorted cases of goods, for Christmas gifts, for any amount desired.

Having had many years experience in this business, we know thoroughly the requirements of the trade.

The . . .  
**H. A. NELSON & SONS CO.**  
**MONTREAL.** Limited

Toronto Sample Room, 56 and 58 Front Street West

*The World's Greatest Department Store*

**Staple Department**

Large variety and choice assortment in Domestic, British, and American goods. Keen buyers will find our prices meet competition.

**Smallwares Department**

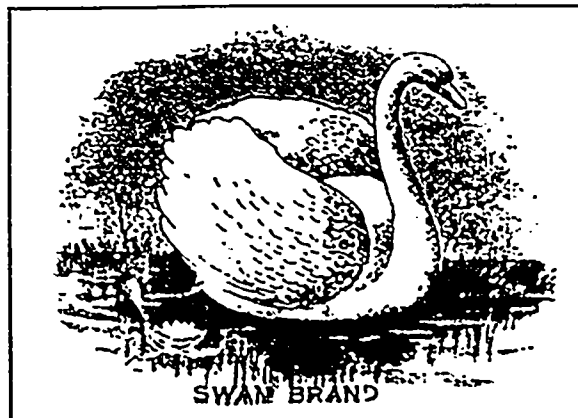
Novelties in Enameled and Steel Belt Buckles, Belt Pins, Beauty Pins; Excelsior Collar Stiffener, 2 and 2 1/2-inch, in white, grey, and black; Valenciennes Laces and Insertions, latest designs.

*The World's Greatest Department Store*

**SWAN BRAND  
DOWN COMFORTERS, COTTON COMFORTERS  
BED PILLOWS**

BE SURE AND SEE OUR SAMPLES.

White Cushions,  
White Cosies,  
etc., etc.



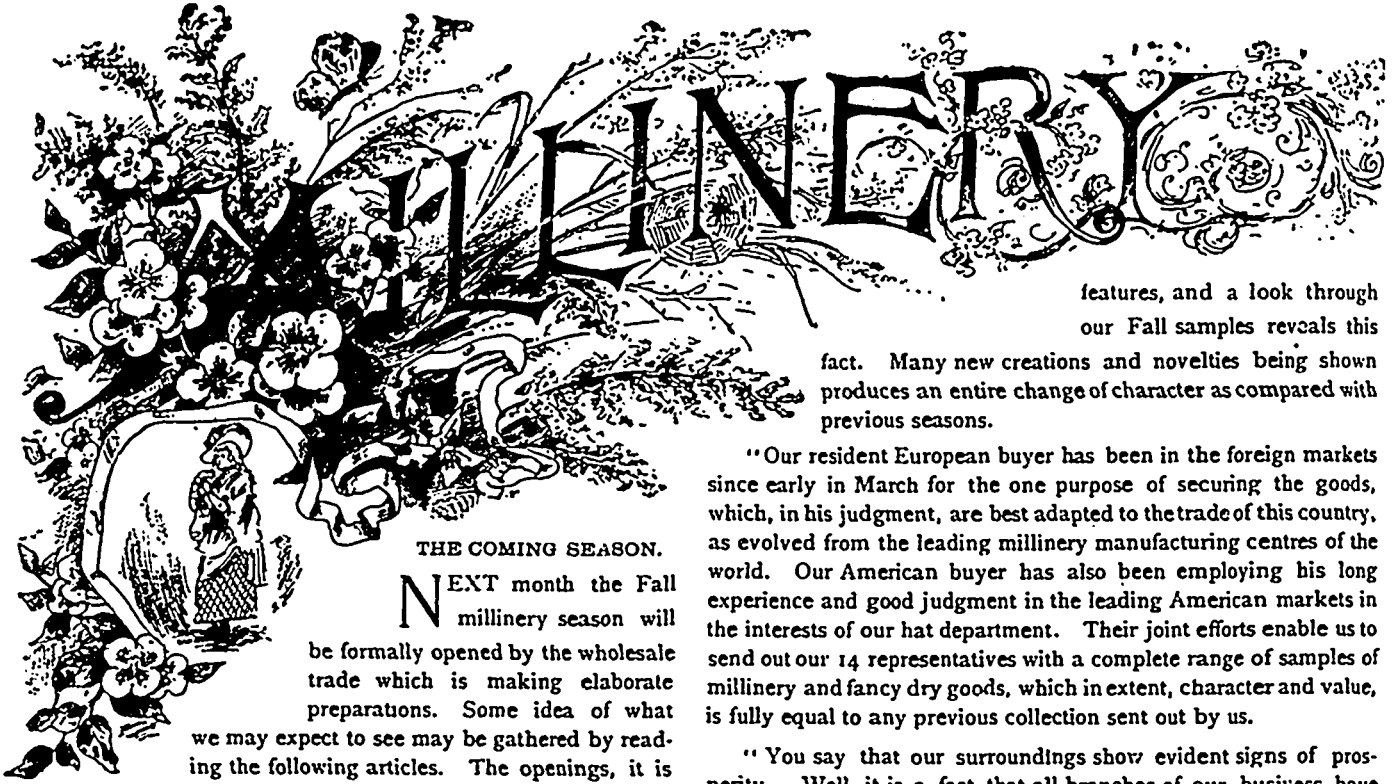
Covered Cushions,  
Cosies and  
Head Rests,  
etc., etc.

Letter Orders Promptly and Accurately Filled. Ask for Price List.

**DOWN COMFORTERS MADE OVER.**

**The Toronto Feather & Down Co., Limited**

Office, Sample Room, Factory, No. 74 King St. West, TORONTO.



#### THE COMING SEASON.

**N**EXT month the Fall millinery season will be formally opened by the wholesale trade which is making elaborate preparations. Some idea of what we may expect to see may be gathered by reading the following articles. The openings, it is supposed, will begin about Monday, August 28.

#### AN INTERESTING CHAT ON TRADE PROSPECTS.

When a representative of THE DRY GOODS REVIEW called upon S. F. McKinnon & Co., Limited, a director of the company spent a short time talking over the past, present, and future of the millinery and cloak trade. He said: "The Summer season is fast drawing to its close, and in reviewing the millinery trade for the past season when taken from first to last we class it as satisfactory. At the time when millinery should have been at its best the weather was cold, which had the effect of slightly retarding the May trade. Although at no time did it rise to an exciting pitch, still, as we have already said, a good steady trade has all through been maintained, which, in our opinion, will show good results when balance sheets are made out at the end of the season.

"One feature of the trade which is becoming more marked each season is the disposition towards careful buying, buyers making selections almost, we might say, from day to day as the season progresses. In these days of sudden change in styles this is the correct way to handle millinery. It must not be forgotten, of course, that sufficient goods must be bought early to create a favorable impression (for with ladies, at least, first impressions are usually indelible) at the beginning or opening season when the ladies begin to realize that the time has come to look through the different millinery establishments within their reach. We said that careful buying had been the rule, which will lead to stocks being well reduced and in a healthy condition when the line dividing the seasons is shown—a condition so much to be desired in these days when everybody is prepared to pay a fair price for correct new goods, but few who will recognize at any price the high rank hat of a previous season.

"As to the present, or July trade, there is not much to be said. Sailors, walking hats, flowers, tips, ribbons, chiffons, taffeta silks and laces will all be in good demand, with the usual midsummer leaning to black, white, and cream. Our stock is replete with all such lines, which can be promptly delivered.

"There is a peculiar fascination in Summer millinery which is always eagerly looked forward to, yet each season brings its pleasing

features, and a look through our Fall samples reveals this fact. Many new creations and novelties being shown produces an entire change of character as compared with previous seasons.

"Our resident European buyer has been in the foreign markets since early in March for the one purpose of securing the goods, which, in his judgment, are best adapted to the trade of this country, as evolved from the leading millinery manufacturing centres of the world. Our American buyer has also been employing his long experience and good judgment in the leading American markets in the interests of our hat department. Their joint efforts enable us to send out our 14 representatives with a complete range of samples of millinery and fancy dry goods, which in extent, character and value, is fully equal to any previous collection sent out by us.

"You say that our surroundings show evident signs of prosperity. Well, it is a fact that all branches of our business have been and are expanding. Our present premises having proved inadequate to meet the requirements of our business, Mr. McKinnon, the president of the company, has commenced to build a large warehouse on the corner of Wellington and York streets, which, when completed, will be occupied by the company. This will give us very much more warehouse as well as factory space than we have previously had. This building is to be up-to-date and thoroughly appointed in every respect, and, although it cannot be complete in time for the Fall trade, it will be ready for occupation by December 1.

"At this date we have covered nearly all the ground with our Fall and Winter jacket samples, and have orders on our books from almost every city and town east and west from ocean to ocean. We have full sail on in the factory and working overtime, as on figuring out what we have to do there is not a minute to spare in order to get all orders out and delivered within the specified time. Our costumes and skirts have been equally successful with the jackets.

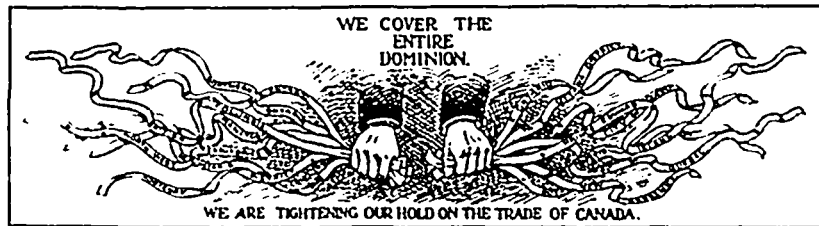
"For the benefit of buyers who may be visiting this market early, you might say that we will have a full range of jackets, costumes and skirts on our tables in good time for early Fall trade.

#### MILLINERY EVEN IN THE KLONDYKE.

Our representative, in making his customary visit to the large wholesale millinery establishment of The D. McCall Co., Limited, was received by Mr. McCall. This firm have had a most successful season's business. In reply to the reporter's query, he said: "The Spring and Summer season of 1899 is now almost a matter of history. It will appear on our record book as the biggest season in every respect we have ever been favored with. Our sales not only show a great increase in the aggregate over the corresponding seasons of the past, but a continuous increase from the commencement of the season every week. Every month was far in excess of the same period heretofore. Our individual increase in sales show that we have not only been doing more trade with our old customers, but have been constantly adding to the long roll in every part of the Dominion, not excepting Dawson City. Yes, sir, we made

# WHOLESALE MILLINERY

## Fall Season



*Red.*  
19/9/99

Kindly Reserve Orders.

# The D. McCALL CO., Limited

## Fall Millinery.



**M**ANUFACTURERS' prices are advancing every day for repeat orders.

Order your Millinery now before we are obliged to raise our prices.

You will make no old stock by buying from our samples. They are right.

Representatives are now covering the Dominion.



# The JOHN D. IVEY CO., Limited

TORONTO, MONTREAL.

**MILLINERY—Continued.**

several large shipments to the Klondyke centre during the past season.

"The prospects for the Fall are unusually bright, notwithstanding the backwardness of the early trade experienced in some sections of the country and the rather unseasonable weather during May, which tended to retard trade somewhat, we feel satisfied the season's business will wind up generally better than the average. Stocks are low and in good shape. Money is much easier than for many years; in fact, every good feature is prominent. Owing to the general advance in all staple lines in the European markets, we expect big early business, and it's only fair to your subscribers to know that our buyers have been on the alert and made their purchases early, thus taking advantage of the lowest quotations."

Before leaving the warehouse, our representative was shown through the firm's trimming department, which has just recently been rearranged. Mr. McCall is highly pleased with the result of the alterations, and claims that it is the largest and brightest trimming room in the Dominion. It occupies the front half of the fourth floor, and it is expected the increased space will be ample to accommodate the hundreds of milliners who make their headquarters at this warehouse each season.

**WHAT PROMISES TO BE POPULAR.**

The John D. Ivey Co., Limited, are making preparations now for the reception of their Fall stock of millinery. Having passed through a very successful Summer season, they feel warranted in expecting a large business for the coming season.

The variety in millinery renders it a continual source of attraction, both in regard to materials, shapes and designs. For the coming season every model seems to have a character peculiarly its own, the richness of materials, designs so unique and shapes so original as to give exclusive styles.

The crowns of the picture hats are higher, and the brims very artistically bent into many effective shapes. Medium-sized hats will be most popular for ordinary wear. Toques are rather larger than usual, and Spanish turbans have entirely displaced those of smaller size. For early Fall trade, felt hats trimmed with velvet and ribbon, introducing some new stylish bows for side trimming, will be much used for ordinary wear.

The leading colors will be mulberry, crimson, wood violet, eminence purple, castor and grey. Brown, blue and hydrangea tints maintain their old positions.

Velvet will naturally be the material most used in the manufacture of Fall millinery, but the variety of weaves—such as moss velvet, terry velvet, corduroy, embroidered, embossed, mirror and plain—makes the assortment of this material very large, and it is used in combination with nets, gauzes, chiffons and tulle.

Ribbons are very rich in design and quality in high-class goods, and these designs are copied in lower-priced ribbons, giving the effect of the more expensive article as nearly as possible. Wings, quills, ostrich tips, paradise plumes and osprey will be the decorations for Winter millinery, while velvet foliage and unmounted flowers will play an important part.

The hat ornaments will be chiefly of the square buckle form or long stick pin, and are of endless variety, such as gold, steel, pearl, rhinestone and jet, either plain or a combination of metal and stone. Chenille and felt braids are as much in evidence as formerly, and are shown in some very novel patterns.

**MILLINERY COLORS FOR FALL.**

The French color cards for a new season are always awaited with interest by the millinery trade. So important a feature is color in millinery goods that much of the value in novelty lines is gov-

erned by the coloring. This being a generally conceded fact, it is then small wonder that much importance is attached by the trade to the color cards as they appear each new season.

The dress goods buyer, unless he be a representative of a house catering to high-class trade, must of necessity be very shy of novelty colorings, but the average millinery buyer finds that much of the success in stock selection comes from having a good assortment of the season's novelty colorings.

It is often necessary to discriminate in making a selection of novelty colorings, and for this reason buyers must make a study of the color tendencies of a season in order to judge of their relative merits.

The millinery card for the coming Fall leads off with a full series of blue tones, somewhat similar to those shown on the 1898 card, only with less of the lavender. This series, in its darkest tone, shades to national.

The color cards of both 1897 and 1898 gave the same prominence to blue tones. But each year there has been a gradual getting away from the lavender tinge, until now there is hardly a suggestion left.

A group of attractive rose tones comes next on the card. The early Spring season gave sufficient favor to tones of this character to make it reasonably sure that their popularity will be renewed in the Fall.

Yellow tones are promised a fair measure of success. As presented they are in lighter, clearer tones than for some seasons.

Green appears in the familiar reseda or sage tones, also bright olive, Nile and emerald, and three tones with bluish caste.

Purple shadings are well represented in both the blue and the red tones. The familiar iris and clematis tones, the fuchsia and two series of pinkish mauve shadings.

Coral tones, from palest tint to deep red, likewise rose pink from the well-known bengal pink to roi, and a new series of flame reds offer a wide range of choice in colorings of this order.

Neutral tones, as beige, dull brown and gray are each represented in a series. There is also a three-tone series of delft blues, a pure turquoise and the usual ciel and forget-me-not blues.

Distributed through the card are to be found here and there single color tones. A novel yellow tone is appropriately named banana; a vivid green is caspienne.

A feature well worthy of mention is the closing series on the card which is made up of six delicate pastel tones, sometimes known as art colorings. There has been some revival of colorings of this character during the present season, and millinery buyers, in making up the color palette for Autumn, will do well to bear them in mind.

The total absence of any fancy color combinations, usually a feature of this card, gives strong evidence that plain colors are to prevail. This being the case, it is more than ever important that the Fall millinery lines contain a strong assortment of novelty colorings that variety in tone may make amends for any lack of new color combinations or unions.—Chicago Dry Goods Reporter.

**FUR ROBES AND COATS.**

The J. H. Bishop Co., whose advertisement appears on another page, are already quite well known to a large part of the Canadian trade as makers of fur robes and coats. Throughout the United States, where their goods have been sold for the past 25 years, their name is synonymous with first-class goods. About January 1, they started a Canadian branch at Sandwich, and are already enjoying a good trade in their special lines, their reputation for making good goods and selling them at right prices making it quite easy to place their goods on the market.

MILLINERY—MANTLES

# Wait For The McKinnons' Man To Get to You

## Fall 1899

**OUR TRAVELLERS** are away with a complete range of samples of all that's to be in demand for the Fall trade. Our policy is always to go the past one better. We've had this idea in making our selections, and we believe it's the finest and widest range you'll meet on the road this year.

**OUR MEN WILL COVER ALL CANADA**, from the Atlantic to the Pacific. There'll be nobody missed, and the trade generally can well afford to wait until our representatives see them. Experience has taught this, and you'll profit by it as a matter of course.

**MILLINERY.**—Our resident European buyer has searched the whole "Kingdom of Fashions" in gathering together the best that could be got in millinery, trimmings, millinery novelties and needs generally, and our extra buyers have been with him to help in the selection of them.

**MANTLES.**—McKinnon-made Mantles have been a year before the people, the trade have tested them, the consumer has tested them, and the evidence of the satisfaction they have given is in the fact that up to date this season orders have increased a hundred fold. They're the best in every way—best styles, best made, best quality, and the biggest profit to the dealer. Full range of samples with our travellers and in the warerooms.

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S. F. MCKINNON & CO., Limited, 71-73 York Street, TORONTO.

## AUTUMN OUTLOOK FOR DRY GOODS IN THE WEST.

TRADE REPORTS FAVORABLE AT WINNIPEG—THE NEW GAULT WAREHOUSE—CLOTHING AND FURNISHINGS—A  
GLANCE AHEAD AT MILLINERY—THE WHITLA FIRM'S STOCK—NOTES OF NEWS  
FROM OUR WINNIPEG CORRESPONDENT.

FROM THE DRY GOODS REVIEW'S Special Correspondent.

Winnipeg, June 30, 1899.

In gathering up notes and news for the Fall number, it is gratifying to find that the wet Autumn of last year, which necessitated the carrying over of large stocks of goods, will not affect the trade of the present season to the same extent as was feared some time ago. It is, of course, still early to pronounce judgment, but, still, almost all travelers have already made their returns of orders for staple lines, and these show that, although in some parts of the Province the stocks carried over have reduced the orders for the coming season, the opening of new districts and the general increase of trade has not only balanced, but gone beyond, this, and to-day the orders for Fall goods are actually larger than at the same period of last year.

Taken as a whole, the past year has been a good one for wholesale merchants, as the erection of large and costly warehouses abundantly testifies.

There is, of course, on the part of houses in the East, a tendency to crowd into the territory and the eagerness to do this will result in some being bitten, without a doubt. There are peculiarities about the trade in the West that require patient study and much and careful observation, and the newly-arrived traveler from the East is not liable to have this information by inspiration, and his house suffers accordingly, and either draws out altogether, or learns wisdom by expensive experience.

### SITE OF THE NEW GAULT WAREHOUSE.

One of the events of the past month has been the decision of Mr. Gault, of Montreal, to erect a large warehouse here. The site chosen is one street west of here, not three minutes' walk from the general postoffice, and in the very heart of the city. The plans are not yet complete, but there is no doubt the building will be in keeping with some of its stately neighbors, Geo. D. Wood & Co., R. J. Whitla & Co., and others. The site is quite historic. Part of it is occupied by a small brick church, which, in the early eighties, before the union of the various Methodist bodies, was erected and occupied by the Episcopalian branch of that church, and was considered an ornament to the then budding city. After the union, the property was sold, and was for years rented to various bodies for religious worship. Prominent among

these were the Holiness League and the Hornerites. The church is, of course, to be pulled down, and soon the shouting of draymen, masons, bricklayers, and the like, will take the place of the Halleluiahs that have been both loud and frequent. It will be quite a year, if not longer, before this building will be occupied.

### CLOTHING AND FURNISHINGS.

W. J. Peck & Co. report the Fall trade very satisfactory in all lines of clothing. Purchases have been heavy, and the class of goods demanded of superior quality. Especially heavy orders have been booked for furs. Mr. Stewart, who has charge of their shirt and tie department, is at present enjoying a well-earned holiday.

Myron McBride & Co. find that the weather has considerably influenced their trade in men's furnishings. The very backward Spring had the effect of leaving many retail stocks almost unbroken until quite late in the season, and this, of course, reacted on the wholesale houses. Notwithstanding this, however, they report a satisfactory increase in the volume of business, particularly from the Territories and British Columbia, and the present warm weather warrants the confident expectation of a very large turnover during the season. Already, many orders for Fall goods have been booked. Their large warehouse is filled throughout its three floors and basement with a very complete assortment of masculine wearables of all descriptions, both staple and fancy. The influence of the bicycle becomes more and more apparent, and the rage for clothing specially designed for riders of the "silent steed" is enormous. The fact that "when Manitoba is hot, it is very hot," makes the demand for light and, at the same time, stylish, clothing, very large. The taste and skill of manufacturers have left little to be desired in lightweight goods. This firm have done much to anticipate customers' wants in these directions, and are meeting with the just reward of their industry.

Mr. Slater, western representative of Robinson, Little & Co., is on the road with Fall samples, and had not returned up to time of writing.

R. J. WHITLA & CO.

R. J. Whitla & Co.'s warehouse was like a hive of bees when your correspondent called. Their buyer, Mr.



COLORED EMBROIDERED ROBE.  
(As shown by Brophy, Cains & Co., Montreal.)

*"THE BEST ARE THE CHEAPEST"*



*Christy's Hats*

*... ARE THE BEST ...*



*Gillespie, Ansley & Co.*

*Travellers now showing new  
collection of samples for Fall trade.*

*Wholesale Agents.*

*TORONTO, ONT.*

# Empire Carpets

Are Clean

Each fibre of every thread is thoroughly cleansed of all objectionable matter before being dyed.

**The Colors are  
Guaranteed  
Absolutely Fast  
In All Grades.**

The values are endorsed by the leading carpet handlers throughout the Dominion.

**"Are you on our list?"** A line to us will bring samples. Our travellers will call if you wish.

MR. J. F. McALISTER, Yonge St. Arcade,  
Represents us East of Toronto.

MR. W. W. ANDERSON, Yonge St. Arcade,  
Represents us West of Toronto.

MR. R. E. COOPER, Victoria, B.C.,  
Represents us from Winnipeg to the Klondyke.

They are looking for your trade.

**The Empire Carpet Co.,** St. Catharines,  
... Ontario.

**AUTUMN OUTLOOK—Continued.**

Campbell, has just returned from the European markets, and says that never in his experience had he to contend with such generally advancing markets. However, as many of the purchases were made very early, a large number of lines were placed at former prices. Of this their customers will get the benefit. Mr. Campbell reports the advance in woollens as very marked. The firm make a specialty of hosiery, and the stock now arriving is exceptionally fine. The third floor display of hosiery and ladies' underwear is well worth seeing. Men's furnishings also are very fully stocked with all leading lines and novelties. The increase of business in the Spring necessitated the putting on of additional travelers, and the firm now have six men covering the territory between Fort William and Central British Columbia. These travelers are just rounding up with Fall orders, and the increased business over that of the same season last year is both encouraging and gratifying to the head of the house. All hands are looking forward to the time when they will be able to move into their commodious new warehouse. The foundation is completed and the brick superstructure is being proceeded with as rapidly as possible. The stone is carried up five feet above the base line, and the basement will be so large and light that it will be quite equal to an additional storey.

**MILLINERY.**

It is rather too early for millinery. Samples of many lines have arrived, but as yet stocks are not complete. Bryce & Co., representing Thomas May, just received their samples when your correspondent called, and they were not in order for inspection. Mr Bryce is absent on his British Columbia trip.

John McRae, of The D. McCall Co., Limited, kindly gave your correspondent a hurried survey of his samples before leaving for an extended trip through the Province and Territories. Of course, trimmed goods are not on hand yet, but the felt hats and shapes are many of them very pretty. The "Templar" is a style sure to be popular. It is a low crowned walking hat with high curving brim covered with fancy haircloth. Round the crown, exactly following the lines of the brim, only about three inches higher, are wired folds of the haircloth. Directly in front is a bunch of black quills, fastened with a steel buckle. The effect is simple but very stylish.

Another pretty hat is the "Unceada," a satin beaver with crown dented deep on the top and slightly at the sides, the brim somewhat wide and rolling, fancy striped satin crush band and white quills. This style comes in seven shades and is equally pretty in all.

The "Waldorf" is a hat with a rather rakish air. The crown is high, rather squeezed in effect and tilted to one side. The brim is high and rolling. It has a tight band and a wing at the side. It is most effective in pearl grey. The "Beresford" is a low-crowned, low rimmed walker, with large wings at the side and full rosette in front. It is most becoming to slight figures and oval faces. The "Athol" is a pretty hat rather resembling the French walking hat of the past season, only the crown is round and flat, instead of vaudeville. In sailor hats, the tendency is to both medium crowns and brims; many of the latter have the tire effect. There is a great range of children's goods in fancy colored felts, stiffened tams and the like.

**TRIMMINGS.**

For feathers, three things predominate: Hackles, angel wings and demi-plumes, and you may, if so minded, have them all on one hat and be quite correct. The hackles are very pretty. Fancy velvets are among the latest things, and some of the patterns are extremely beautiful. A very fine effect is produced by the design in black cut velvet on old rose, lavender, pink, cyrano and blue grounds. In ribbons, the styles seem to run more

to plain than fancy, though many of the latter are shown. Glace satin, in all the new shades, will be used with the fancy velvet. The fondness for black and white effects is still very noticeable. Flowers and foliage will be used to some extent, and the variegated foliage in velvet is very handsome.

**NOTES.**

In the McIntyre block, not less than 17 eastern firms have located their representatives. Their quarters are handsome and convenient, but at the present time nearly every door bears the legend. "Back the first week of July." There will be a general round up of travelers next week, as all houses will endeavor to have their full complements of men in town to wait on visitors during Fair week. Comparatively, very little buying is done at that time, but the train is laid for many a successful deal.

Mr. Wyld, of The Wyld, Grasett, Darling Co., Limited, was a visitor in Winnipeg during June.

Mr A. F. Banfield, of Banfield & Co., had the misfortune to sprain his ankle during the early part of the month, but is now fully recovered.

Mr. Whinnery, buyer for Stobart, Sons & Co., was taken so seriously ill in England that Mrs. Whinnery was obliged to go to nurse him.

**NOVELTIES FOR THE HAIR.**

Every lady is desirous of being able to arrange her hair artistically in a few minutes, and to meet this desire The Parisian Comb Co. has produced a little ingenious mechanism which enables any lady to dress up her hair in various styles, abolishing all hairpins, tyings and ribbons. The patent comb once fastened in the hair, and the coils placed around and under its arms, it is impossible that the hair dressing should become loose without the help of a hand. These devices are rapid sellers, and every dry goods and fancy goods buyer should order them at once. Dealers may write for samples and price list to The Parisian Comb Co., 530 Broadway, New York.



Among the newest creations so far for dressing ladies' hair is the "Martha Hair Tie," which has just been introduced by The Parisian Comb Co., whose marvelous success in selling the celebrated "Shellene" and "Tortoisene" fin de siecle combs is still the wonder of this year. The "Martha" does away entirely with strings or ribbons, which are not only unsanitary, but extremely uncomfortable and are always the cause of cutting or breaking of the hair. Besides these advantages, the "Martha Hair Tie" prevents the constant coming down and getting loose of the hair, and causes a proper circulation of the natural sugars of the hair. In Europe, this hair tie has been almost universally adopted, while high-class papers of fashion, such as The Queen, The Lady, Lady's Pictorial, of London, and La Mode, of Paris, strongly recommend and urge its use. From a retailer's standpoint it will prove a ready and rapid seller. The article itself is well made, easily handled, always in order, and retails at a popular price. It can be profitably sold at 50c. each.

Black linings are now generally preferred for all dark materials. Brophy, Cains & Co. have linings at all prices.

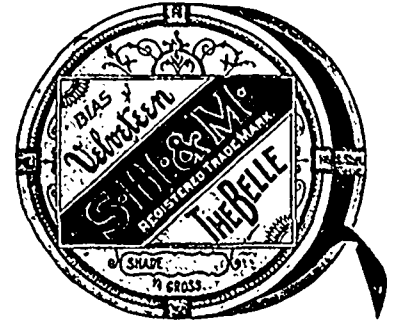
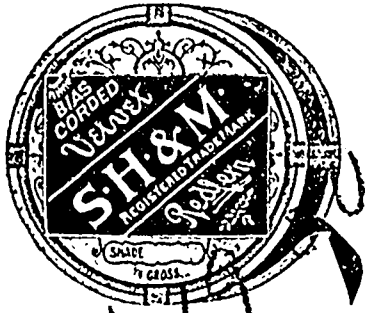




Ask all your friends if they have seen  
The Linings called the Silver Sheen.

It is only by close examination that you are able to distinguish SILVER SHEEN from silk. It is made in all the colors and shades of s.k. The likeness to silk is so perfect that garments made or lined with SILVER SHEEN have even the "FROU FROU" of a silk gown. Many fashionably-gowned women find SILVER SHEEN best for "foundations" for evening gowns. Its worth as a lining for waists and hats is already known.

**THE GILBERT MANUFACTURING CO.,** 380-382 Broadway, **New York, N.Y.**



# S. H. & M. Bias Velveteen Skirt Bindings

These Bindings are world-famed. They are manufactured from Velveteen woven expressly for the purpose, are cut on the bias, and for ELEGANCE, BEAUTY and WEAR are vastly superior to the velveteen bindings cut from the piece, which are not suitable for skirt bindings.

"S. H. & M." stamped on the back is a full guarantee as to quality.

Don't delay in sending for Shade Cards and Prices, which are mailed upon application.

S. H. & M. REDFERN Bias Corded Velvet  
1 3/4 in. wide.

S. H. & M. PRIDE Plain Velveteen  
1 3/4 in. wide.

S. H. & M. BELLE Plain Velveteen  
1 3/4 in. wide.

S. H. & M. WATERPROOF Cord Edge.

**The Stewart, Howe & May Co.** 24 Front Street West. Toronto, Ont.

Originators and Manufacturers of S. H. & M. Skirt Bindings.

Manchester, Eng.

New York

Boston

Chicago

St. Louis

Cleveland

San Francisco, U.S.A.

# The Hamilton Cash Register

Is the National Cash Register with all the latest improvements up to date.

**Registers** of all kinds and makes, Autograph Registers, Cash Carriers, etc., bought, sold, exchanged and repaired.

THE

Hamilton is the Anti-Monopoly Register

UP-TO-DATE.

BUILT ON HONOR. SOLD ON PRINCIPLE.

And backed by a guarantee that means something. Thousands of references by best known merchants in Canada.

Let us give you an exhibition of the Hamilton before you place your order.

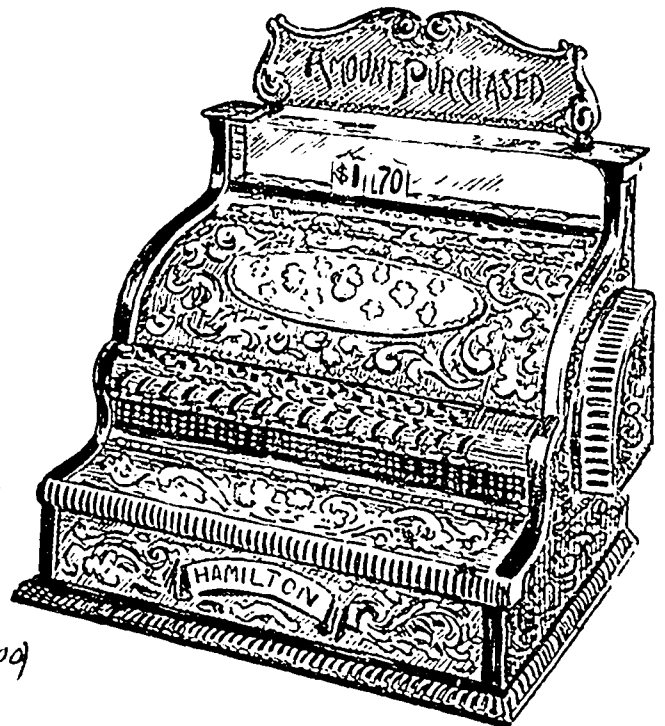
All the latest novelties in store fixtures.

*Mr. Wilson says See Jan. 1909*

**HAMILTON BRASS MFG. CO.**

HAMILTON, ONT.

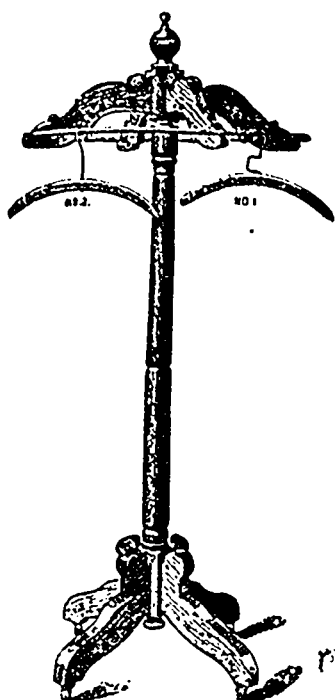
Limited



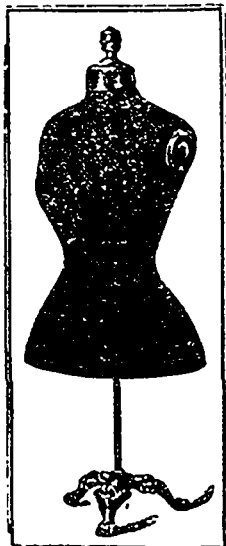
TORONTO OFFICE - 82 King Street West  
MONTREAL OFFICE - 1782 Notre Dame Street  
VANCOUVER OFFICE - 219 Cambie Street  
LONDON OFFICE - 251 Dundas Street

DEC - 9 1901

# ALL KINDS DISPLAY FIXTURES AND FORMS

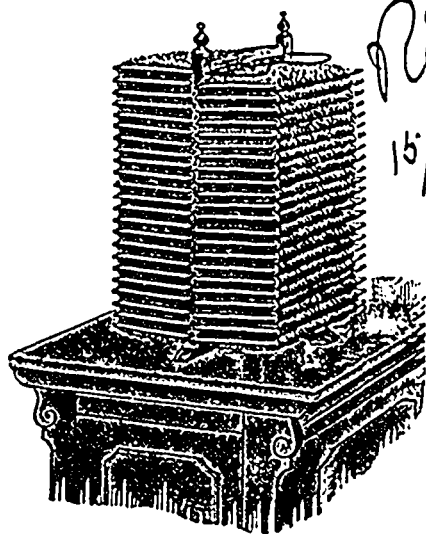


**Revolving Mantle Rack.** Holds three to four dozen garments at once. No other Rack can compare with it.



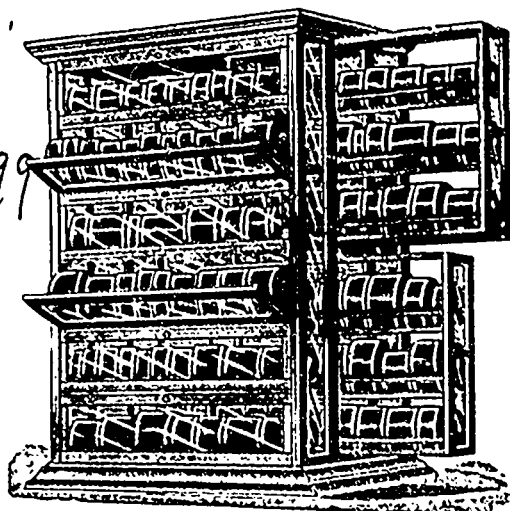
**Wax Figures and Papier Mache Forms** of every description.

Write for catalogue and prices.



**Revolving Velling Counter and Floor Fixtures**  
At Greatly Reduced Prices.

*Red.  
15/7/99*

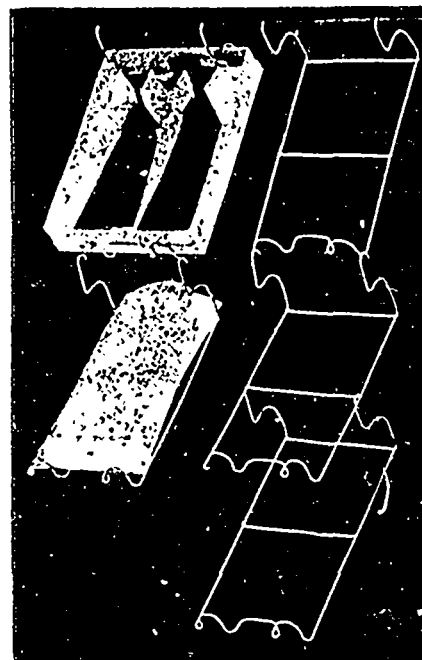


**Ribbon Cabinet.** Made in 6 sizes. Best in the market. Write for Prices.



## WAX FIGURES.

Send Orders now for Fall Delivery.



## DISPLAY RACK.

This Display Rack is the cheapest and most PRACTICAL WINDOW DISPLAY FIXTURE in use.

Beautiful window displays can be made, and any articles in Notion Department may be artistically displayed on these racks. Made of best Bessemer Steel and finished in Nickel or Oxidized.

We control sale of these Racks in Canada.

# CLATWORTHY & CO.

MANUFACTURERS AND DEALERS

46 Richmond St. West

TORONTO

## WINDOW AND STORE DECORATING

Conducted for THE REVIEW by H. Hollinsworth, an Expert Window Artist.

TO DRY GOODS REVIEW READERS. — We shall be glad to receive photographs and descriptions of window displays that have attracted special attention in their own localities, and which would be considered helpful to trimmers generally. Any inquiries or questions on the subject of window dressing will be answered cheerfully, and any information given that may be desired by readers. Queries should be addressed: "Window Dressing Department."

### INDUCING SUMMER SALES.

The heat of the Summer is on and business is likely to drag unless some sort of "tonic" is used freely. There are several

of year have to be induced and influenced to a great extent to make purchases, and it rests with the window-trimmer to do a great deal towards inducing customers into the store to buy.

A little novelty now and again would be right in place—anything in keeping with the dignity of the store to cause a customer to stop and inspect. Perhaps your town may be having a convention or a public gathering of some sort in which you could find an opportunity to give a touch to the window displays that will bring them emphatically to the notice of the people, and perhaps gain as friends for the store the parties who are in charge of the gathering.

Say, for instance, there was a convention of the Order of Odd-fellows. A display of men's furnishings could be gotten up and a



DISPLAY OF WHITEWEAR: Designed for John S. Boles, Ingersoll, Ont., by Harry F. Cole.

kinds of tonics that can be used freely, and not least among these is the window display.

When trade lags a bit there is all the more time to spend in making the show-windows continually bright and interesting. If there is a time of the year when windows require to be extra attractive it is from June to end of September. People at this time

centrepiece could be made in the shape of three links formed in collars, cuffs, or bow ties, etc. A card suitably worded along with this display would be sure to attract the attention of the visiting Oddfellows, and would no doubt effect sales.

The best way to do is to make a thing of this kind the central figure in the display. One good rule to adopt is never to allow

# TO LIVE MERCHANTS.

**H**OLD your orders until our Travellers call and show you a complete range of samples in Gloves and Mitts, including a waterproof double lined mitten, with and without finger, patent applied for, that retails for fifty cents. A sure seller. Your customers will ask for this. Samples forwarded if requested.

**ARNOLD BROS., - Acton, Ont.**



*In all Grades*

Mocha  
 Suede  
 Buck  
 Kid

Calf  
 Horse  
 Saranac  
 Mule

IN THE FRONT RANK  
 OF REALLY SERVICEABLE  
 DRESS GOODS

**PRIESTLEY'S**

ARE UNEQUALLED.

**WINDOW AND STORE DECORATING—Continued.**

anything to crowd out the merchandise feature of a window display. No matter what the design may be there ought to be somewhere in the window a suggestion of the fact that the store is there to supply the public with the necessaries of life. The goods themselves can be worked into the display somehow or other, and they usually tell their own story.

**THINGS TO CRITICIZE.**

If anyone of a critical mind makes a tour of the retail stores and surveys the different show windows, he will find many things that will be contrary to his ideas of good and effective displays. There are many things done in first-class metropolitan stores that are not up to the standard of what is classed good display or good window-trimming.

A breach of good form in display is the piling of merchandise on the sidewalks and hanging goods in the entrance and from the window-posts. This is a form of advertising that is supposed to belong to the four corners store and the business methods of long ago. All enterprising merchants who do this should discontinue it in future. It is a great mistake. Since the advent of plate glass and good show-windows, it is not considered necessary to expose goods outside. There are stores in large and small cities that still cling to this old-time method, but they are not the best stores, and they have yet to learn that the best class of trade is not attracted by that kind of display. As a rule, the goods shown in front of these go-behind stores is poor, cheap material, and, consequently, they suffer from being exposed to dust, rain, and sun, etc. There is no excuse for this treatment of goods, and the sooner the merchants who do this kind of business discard it the better it will be for themselves.

Before getting into the window to make a trim, it is very necessary that the trimmer should know just exactly what he is going to do. Figure out just what you intend the display to be like. Have the principal feature fixed firmly on your mind, and work to it. Many trimmers get into the window, not knowing how they are going to work it out, and trust to luck to evolve something when they get through. This generally means a double amount of work, for goods often have to be taken out several times as the plan changes. If the display is first sketched out, all this extra work will be saved, and the trimmer, who has the idea of his trim well worked out, will arrange all details in accord with the sketch.

**SHOW THE CHOICEST GOODS.**

The windows should always show what the people are most likely to want. If you have any unseasonable goods, do anything else with them, but don't, on any account, put them in the windows. The best policy, I find, is to put the most ready sellers in the windows as they draw people into the store. After they are drawn in, then the salesman has a chance to show the different lines of goods, and, in many cases, dispose of the goods most desired to be cleared out. Many merchants make the same mistake in their window dressing as they do in their advertising. They try to push the goods they are most anxious to sell. They forget that advertising through their windows is intended to get the people in and not simply to sell the article shown. The merchant should bear in mind that his windows are advertising space and should be used to the very best advantage. No goods should be put in merely for filling.

**WINDOW TICKETS.**

Many merchants fail to see the importance of a catchy window card. If this matter was tested, I am sure it would be in favor of the window ticket. If two windows were trimmed equally attrac-

tive, and one had a pretty and catchy card the other none, I am certain the one with the ticket would have more effect on an observer than the one without the card. We here offer a few suggestions for cards in the matter of dictation, and, while they may not exactly suit your style of wording, they may convey an idea that will just fill the bill:

**SUGGESTIONS FOR TICKETS.**

"In the Spring the young man's fancies lightly turn to thoughts of love—and neckties. How are these for 50c.?"

"Great men are men of judgment. Try your judgment on our large showing of men's shoes."

"Quality and quantity go together in these fancy ribbons."

"The old lady kissed the cow because that suited her taste, but we have figured on your having better taste. Notice these organ-dies for 39c."

"Turn to the right at once and you will walk into the store which is up-to-now in everything."

"It's worth something to you to know the style is right, but at our place it costs you nothing extra."

"About five minutes is enough to see those new creations in fancy hosiery."

"One look is sufficient to show that these goods are bargains at the price."

"Dressy dress goods may be had here at popularized prices."

"Something swell in Summer silks and satins."

"'Kan't-wear-out' hosiery for boys at 'Kan't-beat-'em' prices."

"A strong hard-wearing shoe for a strong hard-working man."

"Rest your eyes on these hooks and eyes and the one look will unfasten your pocketbook."

"'Button, button, who's got the button?' We have plenty of them, and at these prices you will soon have them."

"These are not sleeve-holders, they are garters, but don't say it out loud."

"If you want the 'can't see through 'em' kind of curtains, ask to see our line of opaque shades."

"All the new creations shown in the great millinery centres may be seen in our millinery department."

"Could you find anything nicer than these little fellows' suits to bring pleasure to your young hopeful?"

"Muslins such as you are sure to want for your Spring sewing."

"Our Spring stock is more complete than ever before, and our better facilities for buying have made our new showing worth your while to see."

"Not Chinese china, but real semi-porcelain, the newest creation of the potter's art."

"Stylish stationery is a sure sign of a well-informed person. We can show you the newest things."

**A WHITEWEAR WINDOW.**

The illustration is reproduced from a photo of a successful white-  
wear display, trimmed for the store of John E. Boles, Ingersoll, Ont., by Harry F. Cole. Any imperfection in the reproduction is not the fault of the trimmer, as our readers know it is not always possible to get a good photograph. However, the general features come out clear and distinct. The display attracted a great deal of attention. The centre figure was intended to represent the statue of liberty, on each side of which were skirts draped on stands, and white pique costumes on forms, the rest of the floor being neatly arranged with whitewear and parasols. The mirrors at the back and side reflected very effectively and the effect was all that could be desired. The ceiling was draped with allovers and edgings; while at the back, above the mirrors, were draped skirts and nain-sook.

# STOREY Spring Trade.

**Gloves.** New and desirable lines.  
**Travelling Bags.** The latest designs.  
**Women's and Men's Belts.**  
 New patterns and styles of excellent value.

Our travellers will visit the trade in good time with full ranges of samples for Spring business.

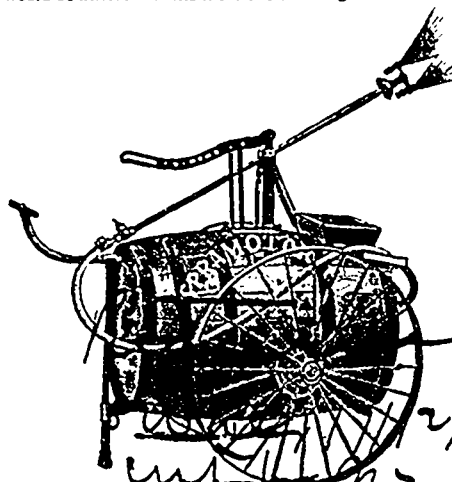
## W. H. Storey & Son

THE GLOVERS OF CANADA  
 ACTON, ONT.

ALL SPRAYING, DISINFECTING, WHITEWASHING AND PAINTING

— CAN BE DONE WITH  
**THE SPRAMOTOR.**

IF INSECTS AND FUNGI could read our Treatise and Catalogue, they never would be killed. It tells the modern fruit grower how they are caught and killed. If you cannot get it from your local dealer, send to us and you will receive a 76 page book, bound and copyrighted this year.



It is necessary to know how to use modern appliances, as it is to have them to use. Our sales this year are TEN TIMES ANY FORMER YEAR. Every mail brings substantial evidence of the SPRAMOTOR'S POPULARITY.

**FARMER'S ADVOCATE NOTICE.**

"A poor workman quarrels with his tools." Why? Because he does not know how to use them. Of course he will achieve better results with the best tools than with the poorest, but after all he must know how. That makes the happy combination, and it is quite as true with regard to spraying as to any other business. Hence we of the SPRAMOTOR CO. of London, Ont., issuing a handy descriptive 76 page Catalogue (Fifth Annual) and treating combined on remedies. An up-to-date spray calendar is given, details as to cost of spraying, etc. Armed with a SPRAMOTOR APPARATUS, the necessary chemicals, and this little volume, the fruit grower will be properly equipped for the war against insect pest- and fungous diseases. The Treatise contains page after page of fresh information not given in previous editions. We would advise our readers interested in this subject, who have not seen a copy of the Spramotor publication, to obtain one at once.

**CERTIFICATE OF OFFICIAL AWARD.**

THIS IS TO CERTIFY that at the CONTEST of spraying apparatus held at Grimsby on April 2nd and 3rd, 1896, under the auspices of the Board of Control of the Fruit Experimental Stations of Ontario, in which there were ELEVEN CONTESTANTS, the SPRAMOTOR, made by the SPRAMOTOR CO., of London, was awarded FIRST PLACE.

H. L. HUTT } Judges.  
 M. PETTIT }

SPRAMOTOR CO., 357 RICHMOND ST., LONDON, ONT.

# Patent Lock Stitch Hose

For MEN, WOMEN and CHILDREN.

10 FOLD KNEES and 6 FOLD ANKLES.

Buy these from the Wholesale,  
 they will Double Your Hosiery  
 Trade. ❁ ❁ ❁ ❁ ❁



Just Think

10 FOLD  
 KNEES



WILLIAMS & BELL - - MONTREAL

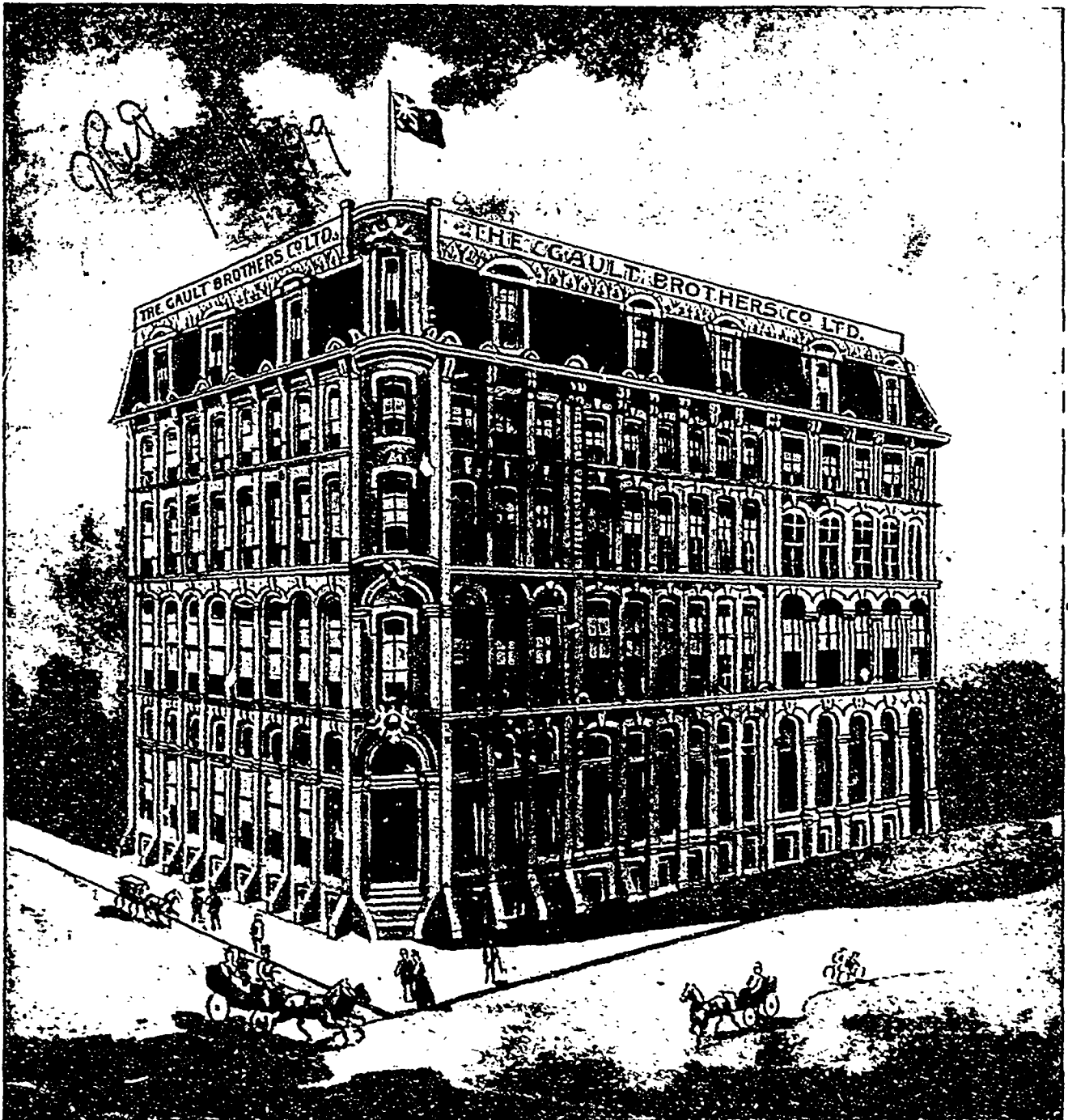
# THE GAULT BRO

4 Minshull Street

15, 17, 19, 21 St. Helen Street

**MANCHESTER.**

**MONTREAL.**



**EVERYTHING RIGHT**



# THE G. BROTHERS CO., LIMITED

Bannatyne Street

Hastings Street

AND

WINNIPEG.

VANCOUVER, B.C.

## CANADIAN ENTERPRISE

### MONTREAL

*We beg to announce that we have secured another large warehouse adjoining the three at present occupied by us, thus giving us four large stone warehouses for our rapidly increasing business.*

*The three upper flats of the new building will be used for the manufacture of Shirts and Collars, and Ties both for ladies and gentlemen.*

*The two lower flats will be occupied by the Cotton Department. They will be the finest in the Dominion, in which will be found all lines usually kept in that department.*

### VANCOUVER, B.C.

*We have just rented a fine warehouse here, where our friends in the Pacific Province will find a well assorted stock.*

*When in either Montreal or Vancouver please call and see us in our new buildings.*

### DEPARTMENTS

DRESS GOODS

LINENS, SILKS

COTTONS

TAILORS' TRIMMINGS

CURTAINS

WOOLLENS

TWEEDS and FLANNELS

FANCY GOODS

CARPETS

*Yours truly,*

*The GAULT BROTHERS CO., Limited.*

**UP-TO-DATE.**

# Good Advertising

## For Wide Awake Retailers

By F. James Gibson.

Our "Good Advertising" department is to help our subscribers to do better advertising. The gentleman whom we have selected as its conductor is well known as one of the foremost advertising specialists of the day. Any of our readers who desire the benefit of Mr. Gibson's criticisms on advertisements or advertising methods, or his advice on any advertising subject, can have it or both entirely free of charge by writing to him in care of this journal.

If correspondents so desire, fictitious names or initials may be used for publication. But all requests should be accompanied by the subscriber's name.

**M**ESSRS. McCURDY & CO., Antigonish, N. S., recently came out with an advertisement which filled nearly four pages of *The Casket*. The ad. is headed "McCurdy & Co's. Spring Catalogue," and it seems to be a very good heading for it. It appears to me though that McCurdy & Co. are overdoing the thing in taking so much space in one issue. I judge that it would pay them better to use less space and use it oftener. I am curious to

know just how this big ad. "panned out," and if McCurdy & Co. will advise me on the point I will be much obliged. As the ad. is attractively printed, and has a good many prices and other particulars in it, I should think that it ought to have been a good "puller." I was struck with the section of the ad. relating to mail orders. It seems to me to be very businesslike. It is herewith reproduced, in part, for the benefit of the readers of *THE DRY GOODS REVIEW*.

### The Advantages of Shopping by Mail.

The design of this Catalogue is to bring to you in your home and place at your disposal the advantages of shopping in one of the largest stores in Nova Scotia. We will save you money—the goods will cost you Ten to Twenty per cent. less than elsewhere. You run no risks, if not pleased you may return the goods and get your money back. Expert shoppers act as your agents, attending exclusively to your interests, and any member of your household who writes will find an ally and helper in the one who takes charge of the order. It only costs Two Cents to send us an order by mail; you will often save Two Dollars by doing so. Try our Mail Order Department.

When money accompanies order we hereby agree to prepay all expressage on parcels amounting to FIVE DOLLARS and over.

### Information for Shoppers by Mail.

**SAMPLES.**—We send samples and prices of our goods free of charge. When ordering samples state clearly what you require, particularly in Dress Goods and Carpets, as we have an immense variety. Give quality, color and price when ordering from Samples. Enclose the sample selected or a part of it with the order, and separate from other samples returned. State if we may substitute in case goods ordered have been sold out. A SECOND or THIRD CHOICE will facilitate the filling of an order in such cases. When returning samples, tie them so that inspection may be made. Do not seal them. If sealed, you will have to pay letter rate of 2c. per ounce, and if not sealed the rate is 1c. for 4 ounces.

**WRITING ORDERS.**—When sending orders, always write your name, post office and Province. Use the prefix Mr. Mrs. or Miss to your name. State exact amount of money enclosed, and whether you want goods sent by Mail, Express or Freight. When having goods shipped to a Flag Station, where there is no agent, charges must be prepaid, and in such cases sufficient must be enclosed for that purpose.

**POSTAGE.**—If goods are to be sent by mail, postage must be prepaid. Enclose sufficient for that purpose and enough extra for registration. It is better to send too much than too little, and if any is over after filling an order it will be returned; whereas, if sufficient is not sent, we will omit something from your order or delay it by writing for

**POSTAGE RATES**—5th class matter—Parcels may be sent by mail at a cost of 1c. per ounce (16c. per pound). The limit in weight is 5 pounds, and in size 12 inches deep, 12 inches wide, and 24 inches in length. Should goods ordered weigh over 5 pounds, they can be put up in 2 or more parcels.

**TERMS.**—Money must accompany all orders unless sent by those who have been dealing with us and whose payments have been satisfactory.

**HOW TO SEND MONEY.**—We prefer that money be sent to us by Money Order. The next best way is by Post-office Order, Postal Notes or Bank Drafts, but when impossible to do this, send by registered letter. Amounts smaller than \$1 may be enclosed in stamps (but not in silver).

#### GUARANTEE.

All goods are guaranteed equal to the Catalogue representation and description, and if unsatisfactory we will cheerfully exchange for other articles or refund the purchase price. What we say about them is truthful and accurate, and we know you will not continue to order from us unless we save you money on the prices you get at home. Every order is filled by careful, intelligent, experienced buyers, whose object is to please you and so induce you to order often. If you return goods address them to us plainly and write your name and address on wrapper with the word *From before* it, and we will know at once who sent the parcel. Always send back the bill

This advertisement of Thompson's is a curious one, but it is really a good advertisement. I took it from the weekly edition of the *London, Ont., Free Press*. It would have been a stronger ad. if the prices of the ovens had been quoted. Asking the reader to bring the ad. with him (or her) is a good idea, as it serves to show

### Any Farmer Can Save a \$3 or \$4 or \$5 Bill if He Reads this Advt.

We sell to farmers (only) any of our  
**PENINSULAR STEEL OVEN**

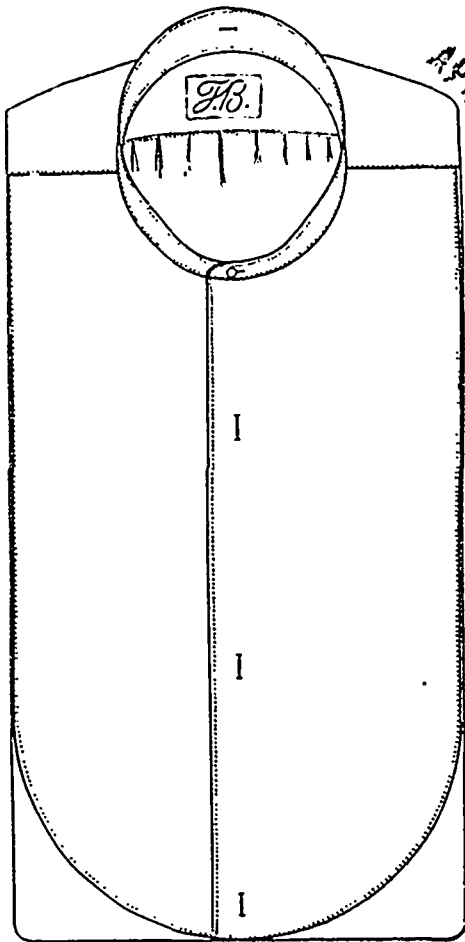
Wood Ranges or Wood Stoves, or Farmers' Feed Boilers at cost price. We do this because our store is out of the way for farmers. This is no scheme. Bring this ad. and see for yourself.

STOVES.  
TINWARE.  
HEATING.  
**Thompson's,**  
424 Richmond St.  
Three doors south of Free Press Office, London.

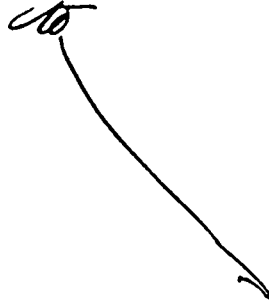
which paper is "pulling." It also impresses on the farmer-reader the importance of the advertisement itself. Another point illustrated by their advertisement is that large type is not needed in order to attract attention.

Most advertisers think that in order to attract attention it is necessary to use big type. The result is

that the average advertising pages of newspapers are wildernesses of display type. They suggest to me a room full of men all shouting at the top of their respective voices. The noise is so great that no one is distinctly heard. But let one of the shouting men cease shouting and quietly get hold of one of the others and speak quietly into his ear, he will at least have one auditor. If he repeats the operation quickly and often enough he will soon have his ground covered. A small-type advertisement among a lot of large-type ones may not be as noticeable as a large-type advertisement among a lot of small-type ones, but it would certainly be more valuable than a large-type ad. among a lot of other large-type ads. The trouble with a good many advertisers is that they pay no attention to where their ads are to be placed. They don't seem to realize that half of the battle for attention is in having a contrast that catches the eye. Here is an advertisement of Von Stan's tablets that is sure to be seen wherever it is placed. The full-face type in it will attract attention, if it is placed alongside reading matter, while the small plain type of which it is principally



RETURNED  
APR 28 1903



# Tooke's Shirts

Are for those who know a good thing when they see it, and will have nothing but the best.

**GOOD ADVERTISING Continued.**

made up, will perform the same service should the ad. be placed among display advertisements.

Below will be found the advertisement of another Canadian advertiser who is "pushing" for mail-order trade. And, judging by the advertisement, which is an unusually good one, I should say that Mr. Scantlebury will get what he wants. No doubt, the wall paper sample books are supplied to Mr. Scantlebury free of charge by the manufacturers from whom he buys. Is there not a hint in this for many another Canadian wall paper dealer? The success of this kind of advertising depends largely on the

booklet sent to people who write in for it, in response to the ad. If Mr. Scantlebury's book "How to Paper" is well written and well printed, and his prices are right, he has, I think, struck a good plan for selling wall paper.

The growth of the mail-order trade is adding another terror and

burden to the lives of the "regular" retail merchant, but it is pleasing to see that, as in Mr. Scantlebury's case, the department stores are not the only ones who have enterprise enough to reach out for their share. If the recent growth of the mail-order idea continues, it won't be long before a great big hole will be made in the over-the-counter business. A postal order only costs a few cents, and the wide-awake housewife (and others too) are finding out that many articles can be quickly,

THE

## Wall Paper King

OF CANADA,

Belleville, Kingston and Winnipeg.

**IF YOU THINK OF PAPERING**

a Residence, Church, Office, Lodge Room, Public Hall, Hotel or Store,

WRITE A POSTAL TO

**C. B. Scantlebury.**

Box 930. Belleville, Ont.

Most of the time you ask for papering, about the price you want to pay, and where you saw this "ad."

You will get by return mail large sample books of choice Wall paper at the lowest prices known to the Canadian trade, and our booklet "How to Paper."

We pay express charges on all orders, and guarantee satisfaction or your money back.

References, Can and Dom Express Co's.

safely, and satisfactorily bought even at a great distance from her home.

The mail-order trade is essentially a trade that must be advertised for. A man may do a local trade without advertising. But, when he wants business from the next county or the next Province, he has to call printers' ink to his assistance. This shows how increasingly important for the retail merchant the study of advertising has become. By-and-bye the merchant who doesn't know how or who doesn't want to advertise, will have to get out of busi-

ness. In the meantime the merchant who really wants to "get there" will, if he be a wise man, absorb all the advertising knowledge that he possibly can.

I have often wondered why so many Canadian wholesale dry goods and other merchants advertise so much in the daily newspapers. Here is an advertisement of Gordon, Mackay & Co's, which I take from a Toronto paper of recent date. The advertisement is evidently directed to the trade alone, as the prices are

## Black Linen Canvas

**Two Lines Job.**

100 pieces at T ¼.

125 pieces at V ¼.

Extra good value at these prices.

Samples on application.

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## GORDON, MACKAY & CO.

LIMITED.

in private characters. The possible buyers out of the total number of readers are so few that I should think it would not pay for the wholesale dealer to advertise in this way. It is to be borne in mind, in connection with this, that the people who put out these kind of advertisements have to pay advertising rates founded on the total number of readers the papers have in which the advertisements are placed. I should suppose a journal like THE DRY GOODS REVIEW would be the best and most economical medium for reaching the dry goods trade. In cases where it is necessary or advisable to reach the trade immediately, and the merchant don't wait for the trade paper's regular date, he would, I think, find either a circular or letter much more advantageous. Very few wholesale merchants in large American or British cities advertise to the trade in daily newspapers of general circulation. And, yet, I will venture to say that the New York and Chicago daily newspapers have a lower advertising rate per line per thousand of circulation than



## Life!

In rosy June,—  
"Pearl of the year,"—

while Hymen's torch burns merrily, be mindful of the truthful saying:—"If the marriage certificate were printed on the back of a North American Life insurance policy, it would be said of more matches that they were made in Heaven."

The best of all that's good in life insurance, which is absolutely the only kind of property you can be sure of leaving to your loved ones under the law as "preferred beneficiaries," is given by the North American Life.

Information helpful in choosing a plan to meet your needs is cheerfully offered by us or our agents—who are almost everywhere.

L. Goldman, Secretary.

Wm. McCabe, Managing Director

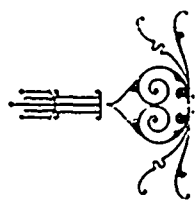
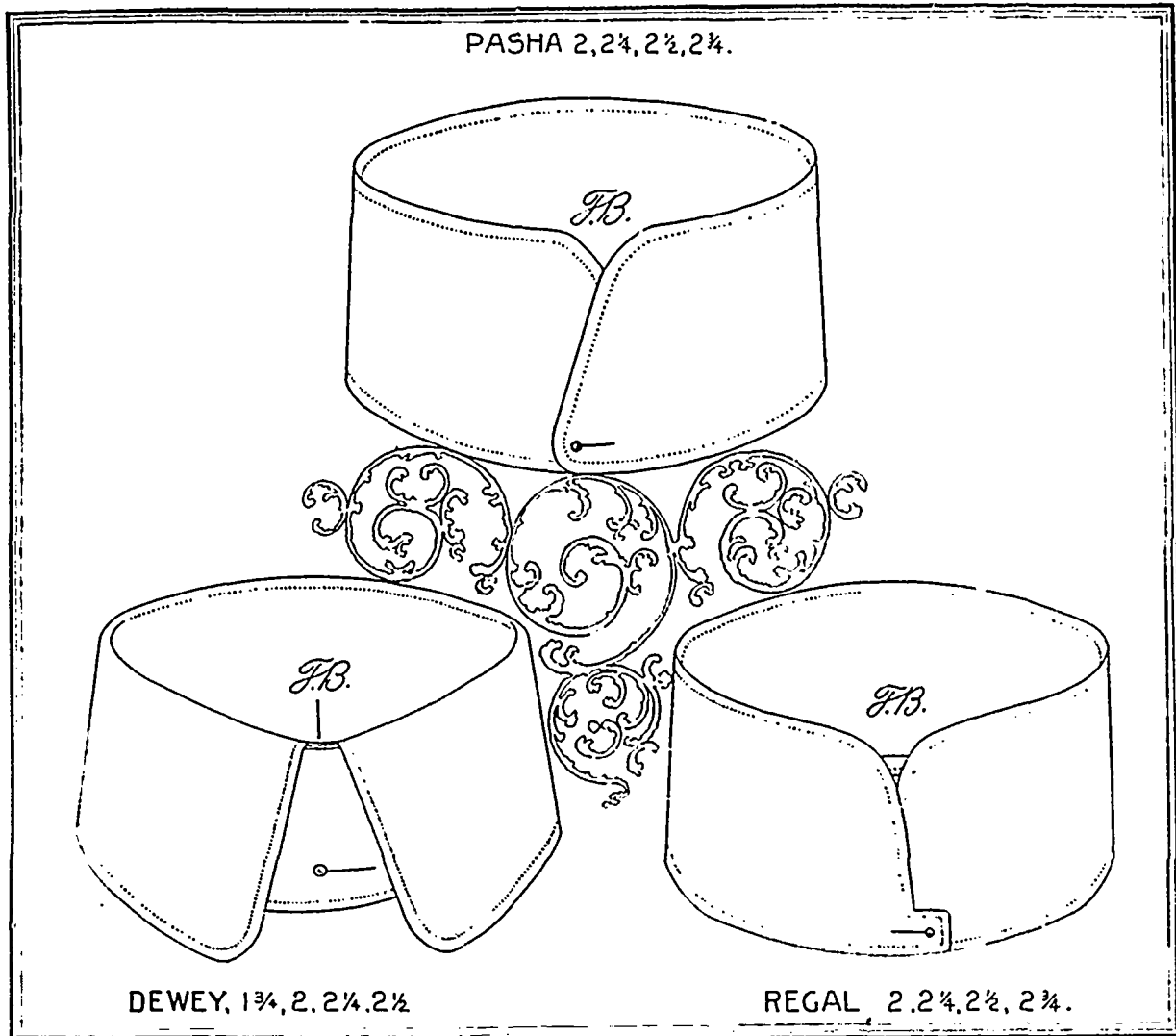
**North American Life Insurance Company,**

112-118 KING STREET WEST, TORONTO, ONT.

have any of the Canadian papers. And the number of possible buyers is probably as large proportionately in the United States as in Canada.

The North American Life Insurance Co., of Toronto, is to be congratulated upon its advertising. I know of no other insurance company anywhere which does anything like such good advertising with the exception of one—The Prudential Life, of Newark, N.J. I reproduce one of The North American's recent advertisements, for the benefit of those readers of THE DRY GOODS REVIEW who admire a good advertisement. I understand that Mr. F. Howard Annes is responsible for this company's publicity department. Mr. Annes seems to be the right man in the right place.

# CONSTANTLY INCREASING



THE demand is constantly increasing for Tooke's Collars and Cuffs, because they have proved to be better fitting, better made and give better satisfaction than any other. Always carry the *F.B.* brand.

## MR. JOHN L. PEACE.

A FAMILIAR figure in the dry goods trade of Canada, and one personally known to many merchants from one end of the country to the other, is Mr. John L. Peace, warehouse manager for John Macdonald & Co., who is equally known and esteemed for his integrity and urbanity. His experience in the dry goods trade has been long and varied. Born in Sanday, Orkney, Scotland, July 31, 1849, he received his education at the F. C. School, Sanday. Entering business in 1864, he served a four-years' apprenticeship to the general dry goods trade in the city of Kirkwell, after which he went to the city of Glasgow, and was sent by the firm of Messrs. Arthur & Co., of that city, to open up a dry goods business for the late Mr. James Young, Fort William. Returning to the city of Glasgow, he crossed the Atlantic to St. John's, Newfoundland, where he remained a number of years and held for some time the important position of foreign buyer for one of the oldest and largest firms in the city, crossing the Atlantic to the British and European markets twice a year. Having a brother in the United States, he was induced to leave St. John's and go to Chicago. But Mr. Peace, being a thoroughbred British subject, could not reconcile himself to becoming an American, and, after less than a year's sojourn in the "Windy City," he removed to Canada and obtained a position as salesman in the haberdashery department of Messrs. John Macdonald & Co., April 27, 1887. Shortly after he was promoted to the position of warehouse manager, which he still holds. He is well and favorably known through the trade, who appreciate his business qualities quite as much as the firm in whose estimation he has such a high place. In religion Mr. Peace is a Presbyterian, in politics a Conservative. He is a Freemason, exalted to the Royal Arch Degree, and a member of several societies. He is an out-and-out Canadian, believes that there is no country under the sun equal to Canada, and is a great advocate for the confederation of Newfoundland, Britain's oldest colony, of which he speaks in the very highest terms.

## JAMES JOHNSTON AND CO.

James Johnston & Co. are showing a very complete range of cashmere and wool gloves, including some pretty novelties of which they have the exclusive control. Their great range of cashmere and wool hosiery, in plain and ribbed, is of extra value. In men's and women's underwear they have some excellent lines, which the trade should see previous to placing orders.

The curtain department has just received a large shipment of new goods, which merit the inspection of the retail trade. This house report the present season as having been the most satisfactory on record in this line.

A beautiful range of trimmings in black and colored silk gimps, jets, ruching, angora and lamb is to be had.

They are showing the latest novelties in trimming buckles and slides, in steel, gilt and enamel effects. This firm have also among their extensive stock the latest things in sash buckles, side combs and hair ornaments, placquet pins and pin sets, placquet buttons and loops.

The public are still calling for poplin dress goods in black and colors, and James Johnston & Co. would call attention to their range of these goods. There is a strong feeling for tartan dress

goods, and the firm are showing a full range of patterns and prices. The demand for crepons is as strong as ever. This firm's great range of metallic stripe skirting is now complete. The demand for ready-made garments for ladies' wear is still growing—a full range of under and over skirts is being shown.

A very large line of handkerchiefs of all kinds has been received—Swiss embroidered, Irish embroidered, plain and fancies and a large line of manufacturer's culls, in 10 doz. bundles, at 40c. per doz., are extra value for the price. There is now in stock a full range of Swiss spot muslins, plain white, black and white, black and colored, white and colored and self black, from 9 to 25c. For the Autumn trade a complete range of black and colored silk velvet, mantle velvet, black faille, taffeta merveilleux, bengaline, surah satin, pongee, duchesse, lustrine, gros grains, peau de soie and satin de lyon are been shown, as also in colored faille, surah, bengaline, pongee, satin gros grain and shot taffetta.

The firm are clearing out a large lot of fancy chiffons at ridiculously low prices. A fine lot of the newest veilings in white and black, jackdaw and magpie, have been received. Also, a complete lot of mourning veilings at all prices.

Their travelers are now out with a complete range of woollen goods of all kinds, infants, bootees, caps, hoods, tams, clouds, cardigans, ladies' "Alexandria" jackets and vests, toques and sashes, in sets and singly; also, muffs of all kinds. The shirt, collar and cuff department is now complete, all the newest styles, and their "Lady Minto" and "Florence" collars and "Minto" and "Warwick" gents' collars are having large sales. The tie department also has just received a fine lot of gentlemen's and ladies' goods.

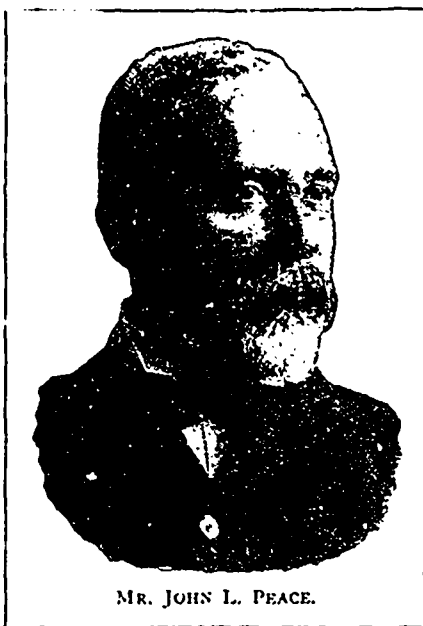
## H. A. NELSON AND SONS CO.

The travelers of the H. A. Nelson & Sons Co. are now on the road with an extensive line of novelties for the Christmas and holiday trade, including a large variety of dolls, albums, dressing cases, fancy brushes, toys, sterling silver and plated ware, and, in fact, almost everything for the notion counter.

The firm are showing a fine line of side, pompadour and back combs, together with a large line of hairpins, to which new goods are constantly being added. For the specialty counter this company are prepared to supply fine celluloid napkin rings, vegetable peelers, can openers, combination tools, hammers, hatchets and an endless variety of the articles required about a home.

They are now handling a parlor game of much merit which is claimed to be better and more interesting than the popular game of "Crokinole." The new game is called "Triangolo," and is played with a set of balls and a cue somewhat on the principle of bagatelle, but superior to and more scientific than bagatelle, yet not so complicated but that it can be played by young people and children with much enjoyment. The board is finely finished, the woodwork being beautifully polished, while the playing part is covered with fine green billiard felt. All novelty and toy dealers should make it a point to see and carefully examine into the merits and selling qualities of this game.

Mr. Hiram Johnston, of Montreal, leaves shortly for Europe for the purpose of purchasing furs, such as seal, persian lamb, grey lamb, China goat pates, etc.



MR. JOHN L. PEACE.

# Finley, Smith & Co.

Importers of . . .

**WOOLLENS** and  
**TAILORS'**  
**TRIMMINGS**

29 VICTORIA SQUARE

WM. C. FINLEY  
J. R. SMITH

**MONTREAL**

Solo Agents for

Trafalgar, Britannia and Royal Navy Serges.

# SYSTEMATIC SAVING

Can be accomplished by taking out an

**Unconditional Accumulative Endowment Policy**

IN THE

## Confederation Life Association

HEAD OFFICE - - TORONTO

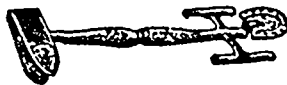
Under this form of Policy a man can obtain complete protection for his family, while capital is built up from year to year, to be used by himself in his old age. The Policies are absolutely free from conditions, and contain liberal privileges as to Extended Insurance, Cash Surrender and Paid-up Insurance.

Rates and full information sent on application to the Head Office, Toronto, or to any of the Association's Agents.

**W. C. MACDONALD,**  
Actuary

**J. K. MACDONALD,**  
Managing Director

Use the "Derby Link," No. 2



Patented Nov. 23, 1888.  
FOR ALL CUFFS.

Use the New "Star" Cuff Holder



Patented.  
For Link and Plain Cuffs

For Sale by Principal Jobbers Everywhere.

Keep your trousers up with the "Automatic" Bachelor Button



WRITE TO YOUR JOBBER.

NO NEEDLE REQUIRED.

**J. V. PILCHER & CO.,** Sole Manufacturers, LOUISVILLE, KY.

The New Automatic



U.S. Patent June 5, 1891. Eng. Patent No. 11631

"Au Fait" Scarf Retainer



Patented.  
Opens Wide at Mouth.

# TRUNKS

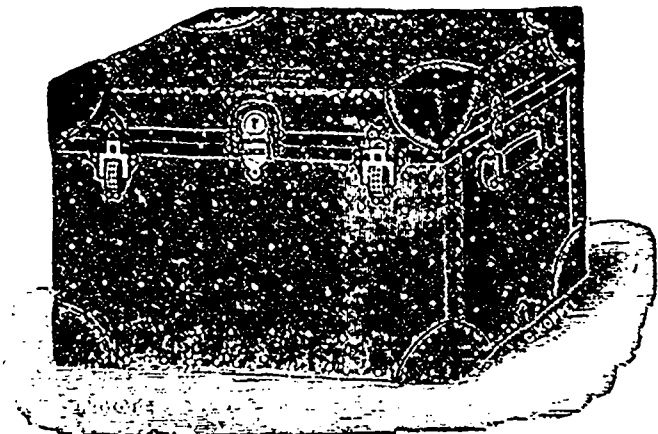
Of all descriptions made to order and to stand the test of the modern baggage-smasher. We make a specialty of Commercial Travellers' Trunks, and can guarantee satisfaction. We make Steel Trunks, Leatheroid Steel Lined Trunks, Kartover Steel Lined Trunks, Enamelled Duck Covered Trunks, in fact any thing in trunks.

**J. EVELEIGH & CO.**

245 St. James St.,

**MONTREAL**

Manufacturers of all kinds of travelling requisites.



## THE W. R. BROCK CO., LIMITED.

In the department of dress linings the Fall outlook is very good, and the W. R. Brock Co. report a large demand for fancy stripes and mercerized high cotton linings, and, as the demand is spreading to the rural districts, it is evident that ladies in the country are adopting the fashions set by their relatives in town in favor of bright skirt linings. In anticipation of this trade the firm have bought heavily in this class of stuff, and show three handsome striped linings in domestic goods, and one American make in a very fine fabric, 36 inches wide, black, tan, navy, royal, and myrtle grounds, with fancy stripes. These they get at 40 per cent. reduction, and are selling freely. Mercerized linings are shown in all colorings, from 14 to 37 1/2c. Also, a large range in silesian, surahs, linenettes, percalines, etc., many in high colors.

There is a big demand for linen crash skirtings, and, having made some large purchases, the firm possess a fairly well-assorted stock at some taking prices. The materials are 36 inches wide, and in rough, smooth, and twill finish. There is a big business in their wide striped piques, and customers report them to be trade-winners. A line of pique travers, 26 inches wide, in pale sky, navy and cadet, black, helio, and cardinal stripes, from 1/4 to 2 inches wide, show handsome effects, and are the prettiest goods shown for many seasons.

In tailors' linings and canvases, sleeve linings, Italian cloths and serges principally interest the merchant tailor. The W. R. Brock Co. were never in a better position in this respect than they are for Fall, 1899. Their well-known makes of canvas and Italians are too popular to need comment; but they draw special attention to their line of mercerized Italians and their magnificent range of sleeve linings, which are attracting big orders.

There are some attractive features in underwear and hosiery this season which demand attention. Arctic underwear has been a tremendous seller for Fall. The trade winners of this firm are: "Best," "Wizard," "Extra Special," and "D" (stripe) to retail at 50c., and "Southdown," "Armor" and "America" for 75c. retailing. "Mottle" is a great line for \$1. The name "Hummer," a boy's line, from 24 in. to 34 in., well deserves its name. The "Right Arctic" is a new line of fine Arctic underwear put up specially, a suit in a box, for The W. R. Brock Co., Limited, and retailing at \$1.25 to \$1.50 per garment. These are a credit to Canada. Keeping pace with the demand for Arctic underwear is the demand for fleeced hosiery, and the firm have a nice range of ladies' and children's hose, also men's socks, in various qualities and makes of fleecing—guaranteed to wear well.

In woollen socks, an important line with the firm, goods are offered that retail from 10 to 50c. per pair. For their three-pounder "Bluenose" the claim is that it has no peer for value and weight. It can be retailed for 12 1/2 and 15c. per pair. The "New Blizzard," the "Scotch" (not hot), "H" and "Beatsall" are other popular sellers. In cashmere socks, three specials to retail at 25c. are: "M. 20," "Pacer" and "Acme," which were bought before the advance, and are still correspondingly quoted as long as the stock lasts. Either of these lines, at to-day's prices, could not be sold under a 30 per cent. advance. A new rib in black cashmere called "Unveda," for 50c. retailing, is a late addition to the department.

The increased trade in ladies' and misses' underwear fully compensates the firm for their efforts during the past two or three seasons to keep in stock what the trade demand. This season, despite the advanced values, their "Startler," "IXL," "Pearl," "All Wool Devaney" are even better than before, while several new lines have been added that have proved sellers, among them the "Brownie," "Beauty," "New" and "Newone," besides a line of scarlet called "Anti-Rheumatic."

As to wool and cashmere hosiery, any good line that cannot be got in this department has yet, they claim, to be mentioned.

The range of plain and ribbed goods, far below to-day's prices, is holding out well in spite of the flank movements the trade have made upon it.

## THE SANDOW PHYSICAL EXEROISER.

In recent years the sales of simple apparatus for muscular exercise have much increased. Instead of resorting to gymnasiums, the custom now is to have some appliance in the house so that any member of the family may take the requisite exercise. For this trade, an apparatus which can be used both for child or adult man or woman, has decided advantages, and the Sandow Developer, invented by the "strong man" himself, meets the want. The accompanying illustration gives a good idea of the device. It consists of detachable rubber strands and dumb bells, so that it can be used for chest expanding, dumb bell and heavy-weight lifting exercises. One machine, therefore, does for a whole family. Messrs. John Macdonald & Co. have been appointed agents in Canada for the Sandow Developer, and the charts, showing the various movements and exercises, which are given free with each machine, fully explain the system now used in the chief schools of physical culture.



Corset covers and every article of ladies' underwear call for ribbon. You can get every style and width of ribbons for ladies' underwear from Brophy, Cains & Co.

A line of waterproof clothing that has caused much excitement in the trade is Brock's black diagonal waterproof coat for men to retail at \$3 or \$5.00. They also carry a large range of men's goods and ladies' cravenette and waterproof mantles.

Black, tan and patent leather belts are popular, but there is a preference for the white leather, as it may be worn with any of the light waists so much in vogue this season. Brophy, Cains & Co. have them in all colors and at all prices.

Kaye Fielding & Co., of Moore street, Sydney, Australia, whose advertisement appears on another page, are prepared to handle several lines of dry goods, underwear, woollens, etc. Here is an opportunity for Canadian manufacturers to open up trade with that country, the above mentioned firm being in a position to handle galateas, denims, shirtings, cottonades, sheetings, coatings, flannelettes, flannel, underwear, drillings, linens, worsteds, woollens, etc.

The true lover's knot, or Louis Quinze bow, seems to have won its way to the Canadian girl's heart just as it did with the ladies of Louis' brilliant court. It is as popular a design for ribbons as it is for lace and millinery. Brophy, Cains & Co. are showing a very large range of handsome ribbons.



# THE REVIEW'S DIRECTORY OF AGENTS.

British, American and foreign firms who are looking for Canadian connections will find in this column the names of leading agents who are eminently fitted to represent them in this country.

**BAKER & BROWN** 43 St. Sacrement Street. **MONTREAL**  
Manufacturers' Agents.

Representing STANFORD BROWN & Co. Bradford, Eng., manufacturers of melton, carriage cloths, ruggings, etc. HENRI COLEMAN & Co. Philadelphia, U.S.A. manufacturers of dress trimmings, fringes and upholstery goods. ARNOLD B. HANE & Co., St. Gall, Switzerland, manufacturers Swiss embroidered handkerchiefs, Swiss embroidered curtains.

**R. H. COSBIE** Manufacturers' Agent Manchester Building, Melinda Street **TORONTO, CAN.**

Dress Goods; Linens and Handkerchiefs; Cretonnes; Corduroy and Mofskins; Irish Tweeds, Serges and Blarney Yarns; Lace Curtains; Leicester Natural Wool Underclothing.

**FRED. R. WILLIAMS & CO.** Manufacturers' Agents  
Representing 246 St. James St. **MONTREAL, QUE.**  
Farnham Corset Co., Farnham, P.Q.

**R. FLAWS & SON** Manchester Bldg., Melinda St. **Toronto**  
Dry Goods Commission Agents.

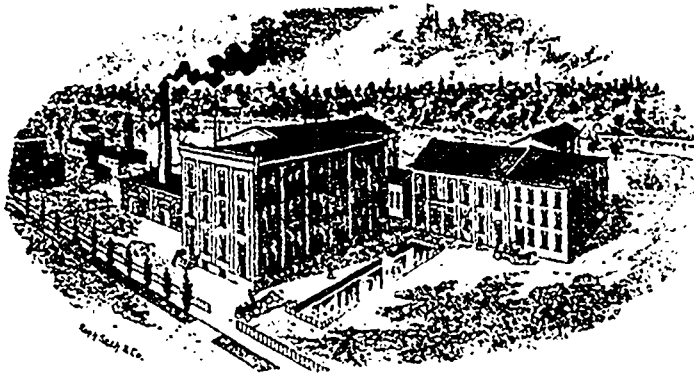
Representing: Wm. SIMPSON, SONS & Co., Philadelphia, Pa., Prints, Linings and Draperies. CARTWRIGHT & WARNERS, Limited Loughborough, England. Hosiery and Underwear. J. SANDERMAN & Co., Leicester, England, Yarns and Warps

**W. E. WALSH** 13 St. John Street, **MONTREAL**

Manufacturers' Agent and Importer of Foreign Novelties  
PURSES, POCKETBOOKS, DRESSING CASES, AND FANCY LEATHER GOODS.

**A. ROLAND WILLIAMS** Manufacturers' Agent, Room 509 McKinnon Bldg 10 Melinda St., Toronto  
J. T. & J. Taylor, Limited, Batley, England Hope St Factory, Limited, Belfast Shaw, Wallace & Co., Belfast. Strauss & Uhlich, Annaberg. Baker & Brown, Montreal

MANUFACTURERS OF  
*All Wool and Union Finicals.*



*Tweeds, Serges &c.*

A.H. BAIRD, SECY TREAS H STROUD, MGR

*The Paris Wincey Mills Co.*  
*Paris, Ontario.*

## WANTED.

A thoroughly competent traveller for a Woollen House to cover the ground of Eastern Ontario. Must have a good connection with Merchant Tailors on this route.

Apply to **FINLEY, SMITH & CO.**

29 Victoria Square, MONTREAL.

## BUSINESS NEWS

of any kind that is of value to business men supplied by our Bureau. We can give you market quotations from any town in Canada, reports from the city markets, stock quotations, etc. You can get commercial news from any Canadian paper through us.

Write us, giving us particulars of what you want and where you want it from and we will quote you prices by return.

"Clippings from any Canadian paper on any subject."

**THE PRESS CLIPPING BUREAU**

Telephone Main 1255. 505 Board of Trade Bldg., MONTREAL, QUE.

## CAPITAL CITY BUSINESS COLLEGE.

A. M. Grimes, M.A., Principal.

Shorthand, Bookkeeping, Penmanship, Telegraphy, Business Correspondence and Proof reading. Pitman's or Munson's Shorthand, per month, \$4.00; White's Phonography per month, \$8.00; Telegraphy, per month, \$8.00. Bookkeeping and Business Practice, per course \$35.00. Bookkeeping and Business Practice, per month, \$5.00; Penmanship, per month, \$7.00. Night School, per month, \$3.00. Private Lessons, each, \$1.00. Address A. M. GRIMES, Principal, Cor. Bank and Sparks Sts., Ottawa.

## HOTELS FOR COMMERCIAL MEN.

|                       |                   |
|-----------------------|-------------------|
| Halifax, N. S. ....   | Halifax Hotel     |
| " " .....             | Queen Hotel       |
| Montreal .....        | Windsor           |
| " .....               | St. Lawrence Hall |
| Quebec .....          | Chateau Frontenac |
| " .....               | Hotel Victoria    |
| St. John, N. B. ....  | Hotel Victoria    |
| " " .....             | Royal Hotel       |
| Sherbrooke, Que. .... | Sherbrooke House  |
| " .....               | Walker House      |
| Winnipeg .....        | Leland            |
| " .....               | Winnipeg Hotel    |
| Ottawa, Can .....     | The Windsor Hotel |

### DISPLAY FIXTURES AND FORMS.

ON another page of this issue will be found the announcement of Clatworthy & Co., 46 Richmond street west, Toronto, who are devoting their whole attention to the manufacture of display fixtures and forms, and, as a result of concentration of effort, combined with practical knowledge, their list now undoubtedly comprises a more complete stock of this class of goods than that of any other firm in Canada.

Commencing business about three years ago in a modest way, to manufacture two or three lines, and receiving satisfactory patronage, they were thus encouraged to widen out the business and add from time to time such well-tried and up to date fixtures as the merchants of the country seemed to require, until to-day their goods are known in every section in Canada and also in Newfoundland. The policy of this firm has hitherto been not to place upon the market goods in the experimental stage of manufacture, but to offer goods that are the best obtainable for the various purposes they are designed to serve, hence there is no accumulation of old or out-of-date stock, but as each season comes round entirely new goods with latest improvements are sent out.

For the coming Fall trade many new lines are being offered which have heretofore not been on their list. Among these may be mentioned: Boot and shoe stands, both costly and of more moderate price; a full line of millinery stands; and, for men's furnishings, hat stands in variety, and a new display rack for which this firm are the sole salesagents in this country.

Particular mention should be made of the "Many Combination Fixture." This is intended for window display fixtures, and is capable of an endless number of changes, according to the fancy of the window-dresser, thus enabling him to produce new window display effects as often as he likes with the same outfit. Full directions for putting together and taking apart are furnished, and an illustrated sheet showing how the fixtures look and how they are arranged is given. The outfit is composed of a large number of steel rods of different lengths, curved rods to form circles, clips, clamps, etc., to hold the various parts together, all of which are highly nickel plated. As this combination fixture suits almost every class of business it is sure to have a large sale in Canada when its moderate price and adaptability are taken into account.

Many other lines deserve mention. Foremost amongst which are their revolving mantle and cloak rack (manufactured in Canada only by this firm), ribbon cabinets (claimed to be the best on the continent), kid glove and umbrella cabinets, floor and counter fixtures for the display of veilings and piece goods, wax figures and papier mache forms of every description, nickel-plated fixtures, store stools and chairs, and, in fact, almost anything in the display fixture line.

Modern methods of showing goods on sale, and keeping stock, render these appliances necessary, and merchants requiring display fixtures will doubtless save money by examining Clatworthy & Co.'s stock or writing for their price list.

### MERCERIZED GOODS.

Brophy, Cains & Co. are showing several lines of mercerized goods. Here is what they say regarding them. Mercerized goods are a triumph of modern progress. The latest novelties in silk weaves are reproduced in these goods. Waists and petticoats are made from them both in plain and Persian patterns. For petticoats they are much more durable than silk and less expensive at first cost. Silk moire weaves in all the fashionable colors, also with satin stripes, are preferable for underskirts, and the goods have just enough stiffness to carry out the silk effect and give outline to the dress without rendering the latter stiffer than fashion requires. Softer weaves of high satin finish make handsome shirt waists. They also make desirable dress linings for most material. The differ-

ence between these goods and the silk weaves in which they are reproduced can scarcely be detected on very close inspection. In violet, grey, changeable and other light shades the beauty of the finish is particularly noticeable. These goods made up look extremely elegant. Petticoats on the wearer look exactly like silk or satin, even to a practised eye.

### THE BEAUTIFYING OF STORES.

#### ART GLASS IMPROVED.

MANY progressive business concerns in the cities and large towns obtain from decorative glass panels an artistic finish to their premises which is not without its telling effect upon the public. That this impression upon customers is of value to business is a point on which there is nothing but strong opinion.

The new style of art glass, known as electro-glazing—a specialty marketed by The Luxfer Prism Co., Limited, Toronto—has decided merits. The toughness of electrically deposited copper is resorted to in order to afford a panel which needs no disfiguring strengthening bars, and which has no cement to work loose with jarring. There is no bagging to the glass—a matter of much consideration. In cost, the improved glazing is practically the same as leaded work, and, therefore, in the end should be much cheaper, repairs being a remote contingency.

The Luxfer Prism electro-glazing lends itself to any class of design; it may be said, in fact, that the more intricate the pattern the better this system is adapted for it. The glazing lines are much neater and finer than in any other, even the most expensive class of copper or German silver bar.

The Luxfer Prism Co.'s field in art glass is rapidly expanding, as it deserves—the latest installation being in the new palatial steamer, Toronto, for The Richelieu and Ontario Navigation Co.

Valenciennes lace in black or white is inserted between alternate strips of tucks and puffs, thus producing a very elegant effect. Brophy, Cains & Co. have the laces at all prices.

Mr. H. Levy, Montreal, has taken advantage of the rising markets for woollens, and has received for present trade a large assortment of Canadian and imported goods and a full line of tailors' trimmings.

Mr. William Anderson, of William Anderson & Co., Glasgow, one of the most popular of the British manufacturers who visit this side, is now in Canada. In Montreal he was the guest of Mr. Leslie H. Gault.

Among the most stylish goods shown for next season in bicycle skirts are the large plaids in pretty fawn and brown colorings, green and heather mixtures. These are made in the three-piece style having single pleat at back, tailor-made finish. Boulter & Stewart are showing these for Fall wear with many other novelties.

Brophy, Cains & Co. say that for chiffons and mousseline de soie this is one of the best seasons on record. The demand for these goods has been very great during the past month, and there is every indication that it will continue. Both are used extensively for millinery purposes, and chiffon holds a prominent place in dress trimming. Shirtings and ruchings of chiffon are in favor.

The Canada Fibre Co. report business very brisk. They have been working overtime for some weeks past, in order to enable them to fill orders as received. They have recently purchased a number of new and attractive designs in sateens for down quilts of better qualities. These cloths are very handsome, and should add to the selling qualities of the company's goods. An extensive line of cheap cushions for boating and other Summer uses are being turned out and are proving ready sellers, from the fact that, while very low in price, they are of good appearance and finish and wear remarkably well.



17 Front Street West,  
Toronto.

## Sorting Season

Our stock is complete in all lines of Bal-briggan and Natural Wool Shirts and Drawers, also Half-Hose and Bicycle Hose in great variety.

Full assortment of Shirts, in Negligee, Soft Fronts with laundried pleat and cuffs.

### White Duck and Linen Clothing.

*JUST RECEIVED*---A large shipment of our *Diana Collars*. We can give immediate delivery of the newest novelties in Tie Silks.

LETTER ORDERS GIVEN PROMPT AND CAREFUL ATTENTION.

Caulfeild, Henderson & Burns 17 FRONT ST. WEST Toronto

Retailers requiring the best values being offered in

## FLEECE-LINED UNDERWEAR

should examine the production of

### The Peterborough Underwear Co.

**PETERBOROUGH**

LIMITED

Manufacturers of

**Men's, Women's, and Boys' Fleece-Lined Underwear.**

The RICHARD L. BAKER CO.

Sole Selling Agents

24 Wellington Street West . . . TORONTO.

## KYLE, CHEESBROUGH AND CO.

MR. KYLL, sr., of Kyle, Cheesbrough & Co., has just returned from a prolonged business trip, and among the many new and attractive things which he has seen and purchased for his firm here the following are worthy of special mention: Buttons in crystal effects, also crystal loop sets, which are the very latest European fads.

Among the very newest trimmings purchased by Mr. Kyle for Fall are sequin butterflies and love knots, the butterflies coming in colors and black. These are used in large quantities as a garniture for walking or evening dresses and are particularly "chic."

The accompanying cut represents one of this firm's extensive range of new dress trimmings, which they have secured in all the latest European and American creations, such as combinations of sequins and silk, black and white silk braids, elaborate mohair and silk combinations, also in plain silks, tussels, beaded mohair and chenilles.

Kyle, Cheesbrough & Co. are showing an attractive range of fine silk laces for special Autumn delivery, among which are several beautiful designs in wave insertions, which promise to be largely worn during next season. They claim that these goods will not be found elsewhere in Canada. Their novelties in sequin and beaded belts are worthy of careful attention. These goods are the latest productions from the continent, and will be most striking in a window or on a counter, besides, the prices at which they are sold are specially low.

The firm's line of silks is most complete, including many fancies for blouses and dress trimming purposes, together with such staples as plain pongees, smales, peau de soie, gros grains, taffetas, and satins in colors and blacks. Their new sequin nets for fronts and yokes of gowns are very attractive, being shown in several styles in plain black and black and silver effects. Attention is directed to their special values in cashmere hosiery and cashmere and ringwood gloves. Their colored lines in ringwood are now rapid sellers.

In drawing attention to their special lines, Kyle, Cheesbrough & Co. ask their numerous customers if they care to have the novelties they buy seen in every store in their town. If not, the firm's range is now sufficiently extensive to permit of their confining special lines to certain individuals. Here is an opportunity of securing something that your competitor cannot get, but to do so you must be the first applicant.

## LINED GLOVES AND MITTS.

The W. F. Brock Co., Limited's glove department never snowed such a large range of these goods as this season. Their

lined glove to retail at \$1 is exceptionally fine, while one special lined glove to retail at 50c., in spite of the advance in leather, etc., surpasses any they have offered before for value, fit and finish. The "Bonanza" lined leather mitt, retailing at 25c., is a marvel.

## TOOKE BROS.' NEW FACTORY.

Tooke Bros. in the near future will move their entire manufacturing plant, warehouses, and offices to St. Henri. They have recently purchased a large tract of land covering between seventy and eighty thousand square feet, on which they are erecting one of the largest shirt factories on this continent.

Their plans have all been approved of and in a few weeks the new buildings will be in course of erection. We understand pressed brick is to be used throughout, all floors to be made of hardwood, and the buildings erected in what is known as "slow burning construction." The entire factory and warehouses will be fitted with sprinklers throughout, and everything in the way of general improvements adopted. For instance, all their hoists and staircases are built in towers attached to each building, so that each flat will have clear uninterrupted space. The factory proper will be built in wings, each 53 ft. wide x 226 ft. long, four storeys high. To give one an idea of the size of this factory it will require about twelve hundred arc and incandescent lights to light the building. The popularity of this firm's goods throughout the entire Dominion is so marked, that their business has increased wonderfully, and the general opinion throughout the trade seems to be that regularity of the value they give in their goods and the excellent fit and finish have built up this business to its present condition.

At present, Mr. Stewart, representing the shirt and blouse department, is on the continent and in England, selecting the newest ideas for the coming Spring. Mr. Edgar is in Germany and France looking after novelties in silks for the neckwear department, and Mr. Arthur Tooke is abroad looking over newest ideas that may be introduced in manufacture. This firm are of the opinion that some ideas yet can be obtained on the old continent, especially in Germany.

THE REVIEW wishes every success to this large and enterprising business, and their many customers throughout the Dominion join in this desire.

## FALL BLOUSE WAISTS.

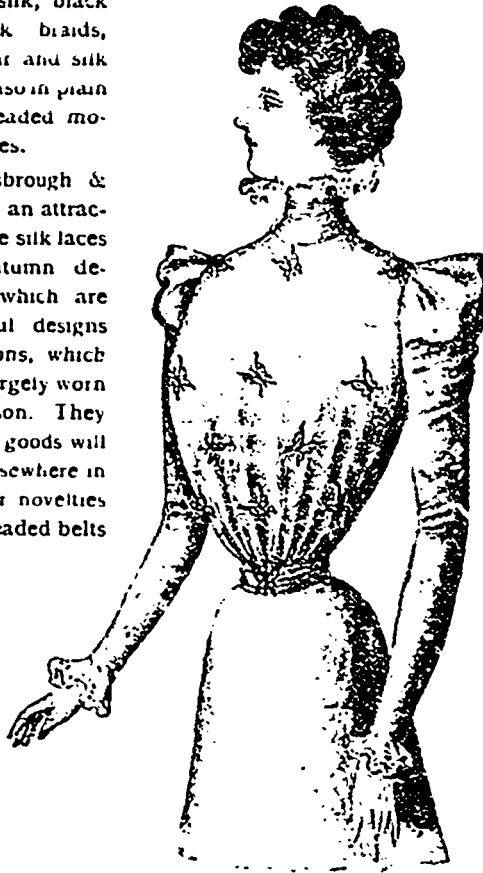
The enormous demand for the shirt waist for Summer trade has created a similar demand for Fall. Boulter & Stewart recognizing this fact prepared a large assortment for this season, showing some 50 different styles. The leaders for Fall trade are assuredly the velvet waist, with pretty corded effect, mercerized sateen, and plaids being also large sellers.

They are showing a large line of pretty plaids and stripes, made with pleat backs and velvet collars, to retail at \$1.

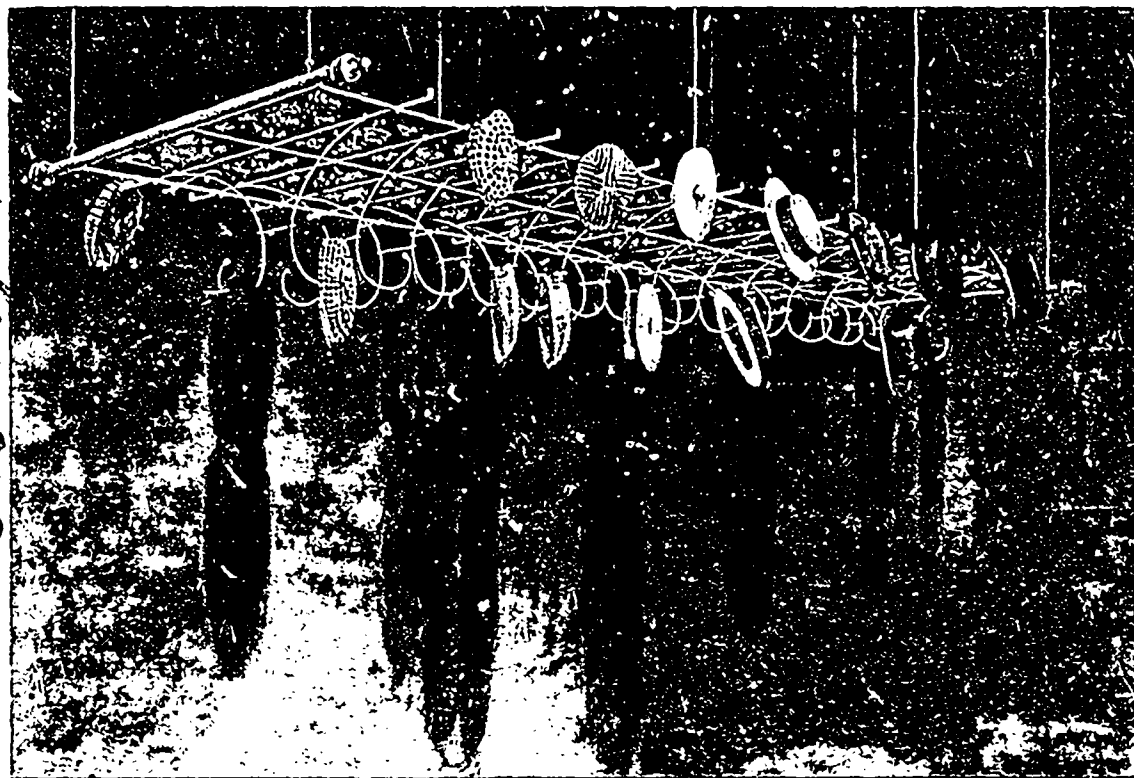
## THE VALUE OF LININGS.

We have made dress goods and linings a study, said Brophy, Cains & Co., and without good linings you cannot have a perfect fitting garment. In these days of sheathlike skirts which cling so closely to the figure linings assume a new importance. Not a particle of fullness is permitted in the fashionable woman's undergarments or dress, so the lining is quite as important as the material of which the gown is constructed.

A new departure for Boulter & Stewart, but a line which completes their ready-to-wear department. They are showing over 100 varieties of flannelette underwear at all prices. Everything in ladies' and children's garments represented is shown at the new factory and warehouse, 13, Front street west, Toronto.



# Kirk's Patent Hat and Cap Rack



Sent to C. L. King Co. of Fort William, Ohio  
 46 Redwood St. Boston, Mass.  
 Oct 27/99

Returned to C. L. King Co.  
 46 Redwood St. Boston, Mass.

## Buy the Latest and Best

Up-to-date Merchants are displaying their Hats and Caps with Kirk's Patent Hat and Cap Rack.

Kirk's Rack displays more goods and to better advantage in less space than any other Rack, as it hangs over a table or floor space. They hang out of the way, using no room required for other goods. Kirk's Rack will also display Ties, Collars, Cuffs, Furs, Socks, Shirts, Underwear and Dry Goods. You can sell more goods with greater convenience by using Kirk's Racks.

THEY ARE MADE FROM 6 TO 16 FT. LONG.

J. L. Boyes, of Napanee. June 16th, '99.  
 E. J. KIRK, Bracebridge.  
 DEAR SIR,—The Hat Rack proves very satisfactory, and is a useful fixture in the store.  
 Yours truly,  
 J. L. BOYES.

Geo. L. Tipping, of Orillia. May 10th, '99.  
 E. J. KIRK, Bracebridge.  
 DEAR SIR,—Am well pleased with your Hat Rack, consider it very cheap.  
 Yours truly, GEO. L. TIPPING.  
 About two weeks later we received an order from Tipping for another rack.

The Jno. King Co., of Fort William.  
 E. J. KIRK, Bracebridge.  
 DEAR SIR,—We find your Hat and Cap Rack so convenient that we have to ask you to send us on another one.  
 Yours truly, THE JNO. KING CO.

Drop a card for circular and all information to

## E. J. KIRK - BRACEBRIDGE

MERCHANTS! Keep this copy for reference, as this Advertisement may not appear again.

## A GROWING INDUSTRY.

As an example of push and perseverance, coupled with a keen appreciation of what is wanted by the public, there are few manufacturers in Canada who can give pointers to R. C. Wilkins, maker of the "Rooster" brand of overalls, shirts, and Summer clothing.

This business which has now grown to such large proportions is situated at 198 McGill street, Montreal, occupying the upper flats of that large building. Starting in 1892 with but one machine, confined to the making of overalls, it was soon found necessary to increase the output, and to take up the manufacture of workmen's shirts, so 1893 found ten machines going to their full capacity. The high quality of goods turned out secured for them such a reputation that success came rapidly, and Mr. Wilkins had in 1894 added pants to the list of articles manufactured, and increased his plant to 25 machines. The following year it was found advisable to enter into the manufacture of Summer clothing for men such as crash and white duck suits, and consequently a further increase in plant and number of employes. The line of ladies' Summer wash skirts in crash and piques, which were put on the market in 1898, have proved so popular that a very fine and well-fitting line of skirts for Fall, in serges, chevots, etc., is now being made and rapidly taken up by the trade, one large concern having recently made the statement that the "Rooster" brand skirt is the best fitting on the Canadian market to-day.

Over one hundred and fifty machines are now kept fully occupied in the manufacture of overalls, shirts, pants, Summer clothing, outing suits, Summer and Fall skirts, as well as a complete line of clothing for butchers, bakers, painters, etc. A special line of clothing for miners and prospectors is also a feature of the business. Although the plant has been increased so materially, including the recent purchase of an electric-cutting machine, which will turn out 1,000 skirts or pairs of trousers in a day, it was found necessary a short time ago to call all travelers in, as orders for immediate delivery could not be filled.

Mr. Wilkins, while yet quite a young man, has built up a business of which anyone might feel proud, and his personal popularity, coupled with the excellent quality of the goods which he makes, assures for him even a greater degree of success for the future than he has met with in the past. THE REVIEW extends its best wishes to both Mr. Wilkins and the "Rooster" brand.

## BRAND A GOOD LINE.

The C. Turnbull Co., of Galt, Limited, are very busy getting out their Fall orders, which are greatly in excess of last season. With their new building, additional machinery, and increased facilities for turning out their underclothing, which has now an enviable reputation from the Atlantic to the Pacific, they are in a position to ship orders early, and be ready for repeats later on. They report great success from branding their full-fashioned goods, many merchants reporting that customers now ask for their goods, and insist on having them with the trade mark: "Warranted, Turnbull's." This goes to prove that when a manufactured article has merit the maker should have it branded, both to protect himself and the public from having other goods sold as his, and also to convince them that goods can be made in Canada equal to any imported. A line of ladies' and men's light underwear in silk natural, which this firm have introduced this season, has been received by the trade very favorably, and has sold very well. These goods are absolutely non-shrinkable, and for Spring, Summer and Fall wear are the most economical in the market. This firm express themselves as being well satisfied with the business being done this season. One of their travelers, writing recently, referred to a customer as follows: "With reference to

Mr. ———, you will notice he has given me a large order. He appears to take interest in our goods, and brings them up prominently before his customers, and says he has made a reputation for them—that his customers will have none other, and look for the name on the garment when they buy."

## AT TIDSWELLS'.

E. & H. Tidswell, 2 and 3 Wood street, London, Eng., are having a phenomenal rush of orders this Summer for their various lines of shirt waists, embroidered robes, muslin blouses and Summer novelties. They can hardly keep up with the demand for white muslin blouses to be worn over colored slips, and they seem to have captured the bulk of the London trade in this particular line. The reigning novelty at the moment is the new lace and muslin sailor collar which is being worn to embellish the waist or blouse, and which is also seen a great deal out of doors on light Summer jackets and coats. It looks its best on a blouse of rather plain design, but it imparts a charming freshness to a waist of almost any kind, even an old one.

Messrs. Tidswell are also to the front as usual with a bewildering range of lace scarves, fancy muslin and lawn collar and cuff sets, silk and chiffon ruffles, cravats, belts, clasps, etc. The collar and cuff sets are selling with a briskness which bespeaks a popularity likely to last for some time.

Crystal buttons are in high favor and are likely to remain so for a time. They are shown in many attractive styles for suits and jackets. Brophy, Cains & Co. have them.

The Canadian Rubber Company is again coming to the fore with several new lines of rubber boots and shoes in the latest styles. It has issued a new shoe catalogue, and a copy will be mailed to any address upon application to the company.

The latest belts are extreme opposites, one being little more than an inch in width, while the other is a broad, soft ribbon drawn through a narrow buckle to produce the crushed effect. Brophy, Cains & Co. have the belts, the buckles and the ribbons.

Arthur C. Burgess, of the men's furnishings department of The W. R. Brock Co., was married June 17, to Miss Sadie Collinson of Rosedale, by Rev. H. J. Cody, M.A., acting rector of St. Paul's Church. Mr. Burgess has the best wishes of many friends in the trade.

The Beaver Rubber Clothing Co. are placing on the market a full length waterproof coat with velvet collar at \$3.50. These are being made of covert cloth in five different shades and should retail at from \$5.50 to \$6 as they are fully guaranteed and of splendid appearance.

Careful buyers can often replenish their stock to advantage by keeping in touch with the trade auctioneer and commission merchant dealing in the lines which they carry. One of the oldest houses in doing this class of business is Benning & Barsalou, of Montreal, who make a specialty of selling surplus or bankrupt stocks of dry goods, clothing, boots and shoes, etc.

Robert Harrower, McGill street, Montreal, Canadian representative for Stewart & McDonald, of Glasgow, informs THE REVIEW that business is most satisfactory. The large range of English, French and Swiss silks and ribbons which this house handles are much thought of by the trade and meet with ready sale. Mr. Harrower is at present pushing the special lines of serges for women's wear which he has on hand, together with an extensive range of lace curtains numbering over 1,000 different exclusive designs. He carries a well-assorted stock, including tweeds of medium and high grades, woollen shirtings in various attractive designs, which are also used for making women's wrappers, materials for making blouses, underwear, etc.

# The <sup>\*</sup>Bishop

NATURAL LEATHER

## Fur Robes and Coats

— FOR 1899 —

are guaranteed to be the best goods, for the money, in the world. Similar goods are made from skins that come off from the same animals, but all skins used by The Bishop Company are Indian tanned or dressed by a process similar to the old Buffalo dressing and used only by The Bishop Company.

All our dyed skins are dyed by a process known only to ourselves, which absolutely does no injury to the fur or leather. The natural color and dyed skins used by The Bishop Company in manufacturing robes and coats will retain their strength, softness and pliability for a lifetime, and will be just as good at the end of twenty-five years as they are when first prepared. The fur, in time, with hard usage, may wear off, but the leather will last, practically, forever.

There are no robes or coats in the world made from these skins which have these advantages, except those manufactured by The Bishop Company. If you want the best article for the money that can be found in this or any other country, buy only the Bishop goods and be sure their name on silk label is found on the article you purchase, whether robe or coat.

These goods are for sale by all the leading Jobbers of Canada and the United States.

## The J. H. BISHOP CO.

SANDWICH, ONT., CANADA.  
WYANDOTTE, MICH., U. S. A.

## The Following

is a partial list of the Goods we Manufacture :

The Sun Lighting Machine.

(sprinkling system.)

The Beacon Acetylene Machine.

(immersion system.)

The Simplex Acetylene Generator.

(the best and cheapest machine made for supplying a moderate number of lights.)

The Duplex Acetylene Machine.

(the only machine that will supply both Light and Heat from one and the same machine.)

Acetylene Gas Stoves and Ranges.

(for use with the above machine.)

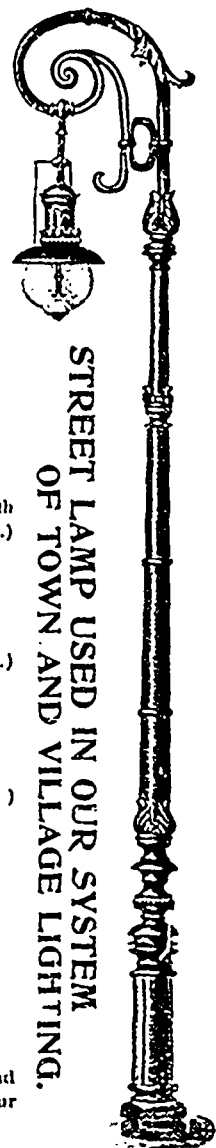
Special Photographic Apparatus.

(beats sunlight for photography.)

The "Crescent" Acetylene Burner,  
Acetylene Gas Meters, etc.



We also make a speciality of lighting Towns and Villages, for which we design special apparatus. Our goods are all guaranteed. Send for catalogue



## THE ACETYLENE MANUFACTURING CO.

LIMITED

Head Office, London, Ont.

CAPITAL, \$300,000.



## JOHN MACDONALD AND CO.

THIS great importing house, with its many departments, complete ranges of goods, and staff of European and continental buyers, is celebrating its jubilee year in 1899, and is, therefore, not likely to be behind its own record of previous years in preparing for Fall trade. In point of fact, the Fall trade has been prepared for in the most thorough manner, judging by the information furnished and the goods now coming in.

In the carpet department, a great number of new patterns are being specially got for the coming Fall. These are improvements on the firm's best sellers of the Spring trade. Several new designs in their celebrated Wilton velvets are also to be shown, and of these they have sole control for the jobbing trade of Canada. A large and well assorted stock of Smyrna, Axminster, moquette and velvet mats is offered, and the stock of goods in tapestry, wools, unions, Axminsters and velvets is now fully assorted. Two special lines in tapestry coverings, much under the regular price, are features, while four lines of tapestry embody new ideas which are exclusive with this department. The Fall order of eight-quarter and sixteen-quarter linoleums which had such a tremendous sale for the Spring trade, has just been opened up. A new printed cork carpet is being shown, which is being largely sold for bedrooms. There is a complete stock of lace curtains, curtainettes, Swiss curtains, nets, scrim and Scotch nets. A special purchase of three numbers in white quilts has been made to retail at 75c., \$1 and \$1.25. Mr. Mitchell, the carpet buyer of the house, is leaving this month for Europe to make Spring purchases.

The woollen department reports prospects for the Fall season better than for years. The merchant tailoring trade is improving and there is a larger demand for higher class goods. The firm placed larger contracts for their ranges of blue and black worsteds and serges, and, notwithstanding the advances in fine wools and yarn, most of the lines may be had at the old prices. In fancy worsted suitings and trouserings a fine range is being shown in all the latest novelties. The very extensive range of Winter overcoatings comprises meltons, beavers, all the new naps, curls, etc. In this line there is a great feeling for Oxford greys. The range in tailors' trimmings is complete in the newest makes in black and colored italians, black and colored mercerized italians, fancy sillesias, pocketings, haircloth and everything required by the tailor doing a high class-trade. In mantlings, the stock of cloths is very large, the leading sellers being plain beaver cloths. Naps, fancy curls, sealettes, and fine covert cloths are also to the fore. Ladies' suitings this season include six-quarter tweeds, friezes, homespuns and plain box cloths. There is a nice line of large shepherd check suitings for ladies' wear. Large orders were placed for "Belwarp" worsteds and serges, and there will be no advance on old prices.

The handkerchief buyer has brought out some decided novelties in silkateen, with or without initials, to retail at 10, 15 and 20c., also a large line of Swiss embroidered. The range of belt buckles includes jet, enameled and steel. A large line of side combs and pompadours to retail from 15 to 50c. Braid goods will be much used for fancy trimming this season, and a large range of fancy mohair braids is on the way to stock.

In laces, a shipment of vals and torchons has arrived with insertion to match. Their "Imperial" velvet is to be had in a full range of colors and in black—a full range of prices. A big shipment of cashmere hosiery, ribbed and plain, contains leaders to retail at 25 to 50c.

The stock department reports very large sales of woollen, union, and cotton blankets. Special numbers in tablings and towings for Fall are being shown.

## BUYING AT LONG RANGE.

British Columbia merchants complain that people in various parts of the Province order goods from Eastern Canada department

stores, especially the Toronto stores, by the catalogues which are sent broadcast throughout the country.

It is not surprising that British Columbia merchants, who pay taxes and do much to promote their own localities, should feel aggrieved at the meanness of their people in not standing by their own towns. Besides, ordering by catalogue can never be as satisfactory as buying in person, and the weakness of people who send off a thousand miles for a small parcel of goods, which they can buy just as cheaply at home, is extraordinary.

However, the existence of this practice is undeniable. In the cities where these stores are situated it is well known that women—some of them are old enough to know better—will spend 10c. in car fare to go into the centre of the city in order to save 5c. on a purchase. And oftentimes, of course, they do not save even the 5c. The department stores can hardly be censured for getting business in this way, they simply profit by a well-known weakness in human nature.

In two ways only can this competition be effectively met. First, by the local merchants emulating the city stores in all that pertains to energy and enterprise. Secondly, by making a strong appeal to the people of the localities to stand by their own merchants. This can be done through the local papers, and the Summer season, when a good deal of this buying at long range goes on, is a suitable time to make the appeal.

Mr. Rosenthal, of The Beaver Rubber Clothing Company, will spend the month of July calling upon the trade throughout the Maritime Provinces, and will devote part of August in seeing his customers in Ontario.

CANADIAN ADVERTISING is best done by THE L. DESBARATS ADVERTISING AGENCY, Montreal.

## S. V. WILLSON

Manufacturer of absolutely pure wool Bed Blankets in Supers and Extra Supers at low prices; also of the celebrated Blanket Mantle Cloth in Cardinal Green, Brown and Black; also horse coverings made and strapped or by the yard, all wool. My Bed Blankets are warranted wool and to wash. Write for sample pairs and prices --- state quantity required. Will ship promptly.

## S. V. WILLSON

ST. THOMAS, ONT.





No. 17

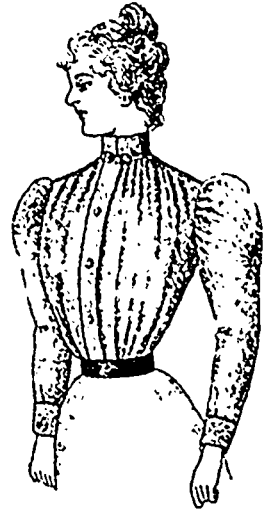


No. 1

*All returned  
2/17/19*



No. 2



No. 16

# 90 FACTORIES

## 10,000 Work People

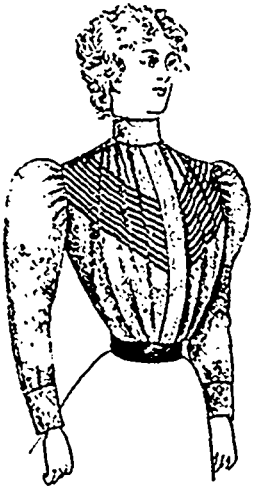
Controlled by "The Clearing House."

The largest collection of ready-to-wear garments ever offered by one organization.

### Sales Over Two Million

We want the Canadian business and use this means to introduce ourselves.

We exhibit here a few popular-priced garments to demonstrate our power. Finer garments comparatively as low.



No. 15



No. 5

No. 1.—Stylish Boucle Jacket, double-breasted, lined throughout, \$1.90.

No. 2.—Six-button double-breasted all-wool Kersey, lined throughout, high-colored mercerized, \$3.15.

No. 5.—Fine Kersey Jacket, double-breasted, 12 buttons, elaborately stitched Romaine-lined throughout, \$4.25.

No. 9.—Ladies' Suit twill mixture, newest shaped tunic, skirt tight-fitting, tailored jacket, fancy braid trimmed, jacket lined good Romaine, \$5.50.

No. 10.—All-wool Homespun Ladies' Suit, gray and Oxford mixed, scalloped tunic neatly trimmed, silk soutache, tight-fitting scalloped jacket, trimmed, lined fine quality satin; price, \$7.50.

No. 15.—All-wool Flannel Waist, pointed yoke, plaited back, fronts trimmed with 9 rows of soutache, \$3.00 the dozen.

No. 16.—Fine Domet Flannel Waist, black and navy polka dots, pointed yoke, plaited back, \$3.75 the dozen.

No. 17.—Elegant Black Sateen Waist, pointed yoke, plaited back 5 clusters tucks, 4 tucks in each, newest cuff, \$15.00 the dozen.



No. 10



No. 9

*Yours Commercially*  
*Martin J. Rogers*

530 Broadway - New York City.

### A NEW IDEA FOR WOMEN'S TRADE.

**A** CLEVER woman, in her efforts to devise some better plan for connecting the skirt and shirt waists, thought of an entirely new idea, which she has just patented and is now putting the device on the market to the great satisfaction of all who have used it. It is known as the "Triplex Skirt Waist and Belt Lock," and is advertised in this issue of *THE DRY GOODS REVIEW*, page 120. This should be a money-maker for merchants. The article retails for 25c. Merchants who demonstrate it will sell large quantities of them at once.

The "Triplex" holds the waist down and the skirt up. No pins to tear waistband or prick the fingers, and is easily adjusted. To us the "Triplex": Sew a piece of tape to the waist one inch above the waist line. Sew each end and the centre, making two loops just large enough for the flat key part to slip in easily. For the skirt, sew a single loop on the band of the skirt that will just protrude above the edge. Take the lock between the thumb and forefinger, insert the knob of the lock into the skirt loop from the outside, take the other end of the lock with the other thumb and forefinger and raise the skirt high enough to set the two keys into the loop of the waist, then you have locked the skirt and waist together so that no amount of strain will separate them, in fact, the more the strain the tighter it locks. The whole secret is in putting the knob through the loop from the outside. There are two kinds of the "Triplex," one with a hook on the knob to slide the belt into and keep it into position. The other is the plain knob which the belt covers completely. The sellers of this novelty have got out a tiny model of the back of a woman's dress and belt so that the working of the "Triplex" can be demonstrated, and the merchant who wishes to investigate can get one of those from the sellers.

### GOING INTO A NEW LINE.

The Dominion Hose and Underwear Mills, owned by A. Burrill & Co., of Mitchell, Ont., are going into the manufacture of ladies' fine ribbed underwear. With this end in view they are building a considerable addition to their factory and fitting it out with the requisite equipment.

### JOHN NORTHWAY & SON.

The cloak and suit firm of John Northway & Son report largely increased business in their line for Fall, and while they have added largely to their manufacturing facilities they find it impossible to keep up with the orders they are receiving. They believe they are showing the nobbiest, best-fitting and best-made garments that have been shown in Canada, and the success of their Fall line, they believe, warrants them in thinking so.

They state that the correct jacket for Fall will be 22 to 24 inches long and, they are being made with fancy shaped fronts and backs, very small sleeves and the better goods are mostly made with the coat collar, although the "Medici" collar will continue in popularity for the Canadian trade. More buttons will be used next season than have been used for some time in 40 and 50 lines and quite a number of the smaller sizes which are used in clusters, and which give a very smart appearance to a garment. They are showing a specially strong line of satin-lined raw edge kersey garments, which are exceptionally good values. The members of the firm thoroughly understand their business and have won an enviable reputation for their house.

The trade for ladies ready-made suits is making very rapid strides and it will be only a short time before that trade will be as important a factor in the cloak departments in Canada as it now is in the United States.

A few years ago the largest merchants went to Europe to buy their mantles, but we find that that is not the case now. The

merchants who handle the Canadian made garments are the merchants who do the business and who are making the money, as they do not have to place an order for all the garments they think they will sell in the whole season and then find themselves stuck with some unsalable lines, as they would have to do in foreign garments, but can place a smaller order and repeat lines that they find are sellers.

We are pleased to note the rapid growth of Messrs. Northway's business and the same certainly proves, without a doubt, that the "Northway" cloak is commanding the attention of the best trade.

### FRINGES COMING IN AGAIN.

Looking back 10 or 12 years, one remembers with pleasure the handsome fringe trimmings which were then worn so extensively on dresses and mantles, but which, in the evolution of fashion, almost completely disappeared in later years. There seems to be a prospect of this form of trimming once more becoming popular, and, in anticipation of this change in fashion, The Montreal Fringe and Tassel Works (Moulton & Co.) are now making handsome line of old-style knotted and plain silk fringes in black, white, black and white, and cream. These are handsome goods, ranging in width from ½-inch to 6 inches.

This company are making a large range of chenille trimmings for mantles and dresses, in plain and knotted patterns, as well as braid, silk and chenille gimp and fancy narrow silk braids.

Special designs in braid for mantle ornaments, barrel buttons, braids and other supplies for furriers, and, in fact, almost everything in the way of fringe and braid trimmings, can be procured from The Montreal Fringe and Tassel Works.

Wright Gosselin & Co., Board of Trade building, Montreal, have recently been appointed sole agents for Canada for a special line of best London-made umbrellas. An extensive line is shown, comprising all the usual sizes, at prices which make them good value.

The Dominion Oil Cloth Co. say that this season's business has been very good, and the demand for their new lines for Fall is most encouraging. A number of new and attractive patterns are being made this year, most of which are now in the hands of the wholesale trade.

There is little to note in the glove business this month, said a prominent dealer the other day. The past season has been fairly satisfactory, and a brisk trade is expected when Spring samples are received. As yet, little is known about the new shades or styles, but not much change is anticipated.

The "Anglo Saxon" towel is a good novelty this season. It is a red-bordered linen damask line, which John Macdonald & Co are showing. The design is a combination of the British lion and the American eagle, with the phrase "One tongue, one purpose invincible in war, triumphant in peace" round it. The goods are of Irish manufacture.

Brophy, Cains & Co. say that as the clinging style of gown is now in vogue, fineness and softness are indispensable qualities in a lining. For canvases, silks, grenadines, cashmeres and all the other materials which are used for home and dinner dresses, a fine lining that may be adapted to the seven-gored skirt, that fits so closely over the hips and flares out wide around the hem is necessary.

The Guelph Acetylene Gas Generator Co., Limited, are putting a new machine on the market which will interest those who are going in for this new and economical system of lighting their stores. It is different in principle from the old style machines and has received the special approval of The Fire Underwriters' Association, having stood the test of the regulations adopted recently by the fire insurance companies.

# S. LENNARD & SONS

## DUNDAS, ONT.

Manufacturers of the Celebrated

# Crescent Brand

Elastic Rib Vests and Drawers for Ladies, Misses, and Infants. Acknowledged to be the best value in the trade.

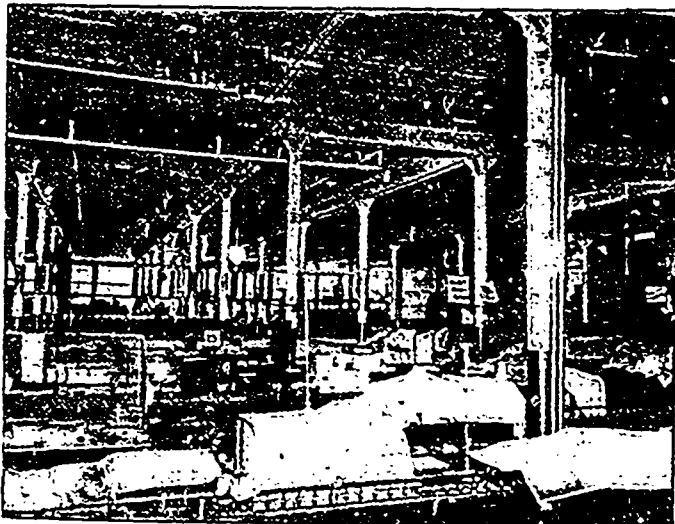
The Richard L. Baker Co.  
Toronto  
SELLING AGENTS.



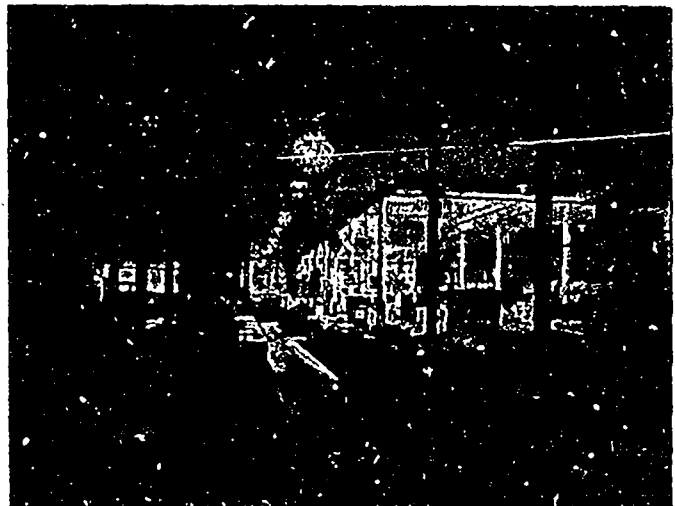
THIS  
TRADE  
MARK  
STAMPED  
ON  
EVERY  
GARMENT

## Cheap Fetchers and Carriers of Inexpensive Daylight.

"Luxfer Prism windows and pavement lights are a boon to progressive and thrifty merchants."



EATON'S—WITH LUXFER PRISMS.



EATON'S - WITH PLATE GLASS.

### WE REST OUR CASE

upon a comparison between the amount required to light your store with Luxfer Prisms and the amount of your artificial light bills.

WRITE TO

## Luxfer Prism Co., Limited.

58 Yonge St., Toronto.

### ENTERPRISING DYERS AND CLEANERS.

IMPORTANT ADDITION TO THE WORKS OF R. PARKER & CO.,  
TORONTO—AN ELECTRIC WAGON PLACED ON THE ROAD.

ESTABLISHED more than 20 years ago, the business of R. Parker & Co., dyers and cleaners, Toronto, has put on steady and substantial growth. Several times within this period the works have been enlarged to meet the increase in trade. This year a further addition is being built that will give 7,000 square feet of extra floor space.

The success of this business is due in a great measure to the thorough knowledge of dyeing and cleaning possessed by the principal, Mr. Robert Parker, who gives careful oversight to the orders entrusted to the firm. On top of this is perfect organization, so far as the workpeople are concerned, the staff numbering upwards of 100 hands, and a system of branch stores, including five in Toronto, as well as stores in Montreal, Hamilton, Galt, Brantford, London, St. Catharines and Woodstock, besides more than 400 agencies extending throughout the Dominion from the Atlantic to the Pacific.

The enterprise of R. Parker & Co. has found further illustration this season in the addition of an electric wagon to the delivery equipment of the firm, already numbering eight or ten wagons. This horseless wagon is being used for the business in Toronto, and is attracting a large share of attention, being the first wagon of the kind used for business purposes, if we except one of the large departmental stores. The Parker wagon was made in Toronto by The Still Motor Co., and, in many respects, is more attractively built than any of the American horseless wagons so far seen on the streets. It is made to ascend a grade of 40 deg., while the best electric wagon of American make advertises nothing higher than an 8-deg. grade.

This firm have been great helpers to the dry goods trade in Canada for a score of years. Goods the merchant has on his shelves that have passed out of fashion or that have become faded or shell worn need not be sacrificed. R. Parker & Co. dyed thousands of yards of dress goods, ribbons and other materials for the dry goods trade of Canada, enabling the merchant to turn to ready cash goods that would otherwise count as dead stock. They also make a specialty of dyeing and cleaning feathers, and get credit for doing this work in a manner that is well nigh perfection. Inquiries of any kind from the trade sent to the head office and works, 787-791 Yonge street, Toronto, always meet with prompt attention.

### PROPOSED AGREEMENT FOR TERMS, DATING AND DISCOUNTS.

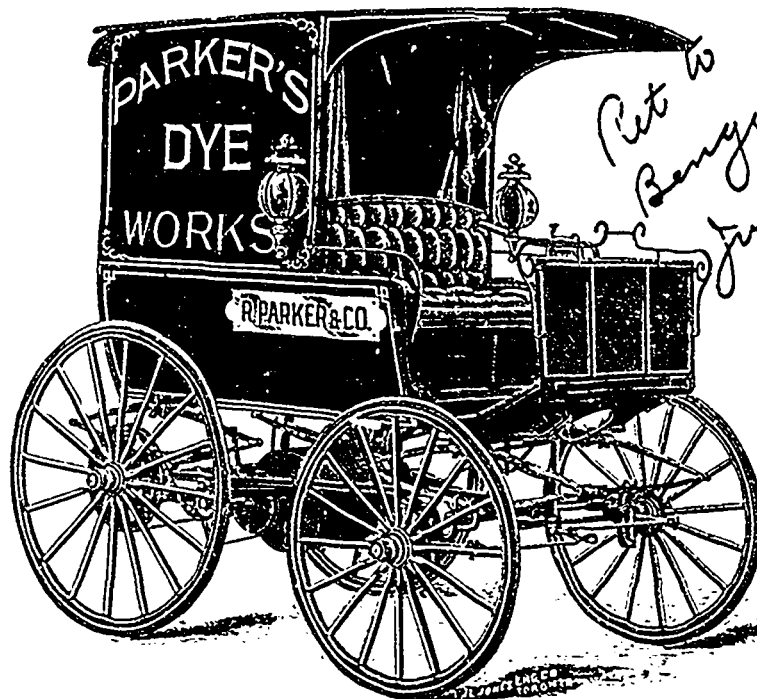
There is a movement on foot among the wholesale dry goods trade to secure the adoption of an agreement or understanding for the better regulation of terms, dating and discounts. The continued

and growing difficulties which wholesale houses experience, owing to the repeated claims, when attempting to sell a customer, that a competitive house is doing a shade better in one or other of the above features of the business, have become so great that there is now an evident general desire on the part of the leading houses at least to come to an understanding whereby these difficulties may be avoided.

A draft agreement has been prepared, and is now in the hands of the wholesale trade in the leading centres, in order that those interested may have an opportunity of fully considering the details thereof.

That such an agreement is most desirable goes without saying, as it would not only enable the wholesaler to feel sure that he could sell his goods on their merits without being met with a request for a longer dating to protect his trade, but the retail merchant would also benefit by the knowledge that his competitor was not getting better terms, dating or discounts than he could.

While, no doubt, there would be many difficulties in the way of the successful carrying-out of such an agreement, yet it is not impossible, as has been proven by both the wholesale grocery and wholesale hardware trades, and THE REVIEW will hail with pleasure the accomplishment of such a step.



HORSELESS DELIVERY WAGON.  
R. Parker & Co., Dyers and Cleaners, Toronto.

### NEW COTTON PRINT COMPANY.

The new Colonial Bleaching and Printing Co. are making rapid strides towards permanent organization and the choosing of a site and erection of a factory. All the shares of stock have been subscribed for at par, and a meeting of the subscribers is called for the first week in July to appoint a permanent board and transact such other business as may be necessary to enable the directors to proceed with the erection of buildings

and the instalment of the necessary plant.

The location of the works will probably be in the vicinity of Montreal, and, so far as can be learned at this writing, will cost in the neighborhood of \$200,000, with an output of from \$650,000 to \$750,000 per annum. The number of employes will be between 150 and 200 to begin with, but this number will require to be added to as the business grows.

The permanent officials of the company are all men who are well and favorably known to the trade, and THE REVIEW hears on all hands expressions of good-will for, and hope for, the success of the new concern.

The W. R. Brock Co. had a letter from a customer a few days ago with this complimentary remark: "Our order through Mr. \_\_\_\_\_ will reach you in a day or two, and we believe this year that you are offering better values than other houses in the trade, and, as you are aware all the Eastern people are after the trade, they are becoming almost a nuisance."

**Nouveautés**

In Dress Trimmings,  
In Silk, Chenille and Mohair.

FRINGES  
GIMPS  
FANCY BRAIDS

**Barrel Buttons, Cords, Tassels,  
Tubular and Soutache Braids.**

Cheaper than ever, notwithstanding the  
heavy advance in cost of raw materials.

All Manufactured by

MOULTON & CO. 12 St. Peter Street, MONTREAL

**Beaver Line**

**ELDER, DEMPSTER & CO.'S**

Regular Weekly Sailings Between  
MONTREAL AND LIVERPOOL

|                    |               |                   |
|--------------------|---------------|-------------------|
| From<br>Liverpool. | Steamer.      | From<br>Montreal. |
| .....              | LAKE SUPERIOR | Fri., July 21     |
| .....              | LAKE HURON    | Wed., Aug. 2      |
| .....              | LAKE ONTARIO  | Wed., Aug. 9      |

RATES OF PASSAGE :

FIRST CABIN—Single, \$42.50 to \$51.00 Return, \$81.00 to \$90.01 SECOND CABIN—  
Single \$31.50. Return, \$61.75. STEERAGE—Outward, \$21.50. Prepaid, \$21.00.

For farther particulars as to passage or freight, apply to any Agent of the Company or to

ELDER, DEMPSTER & CO., MONTREAL.

A. H. CAMPBELL, President.

R. H. TOMLINSON, Manager

ESTABLISHED 1877.

**THE BRITISH CANADIAN LOAN AND  
INVESTMENT COMPANY**

LIMITED

Head Office : 25 Adelaide St. East, Toronto

Capital Subscribed - \$2,000,000  
Assets, - - - - - 2,003,000

**MAKES LOANS** on all classes of Real Estate Securities.  
**PURCHASES MORTGAGES**, Municipal Debentures, etc.  
**ISSUES DEBENTURES**. The Company also receives money on Deposit,  
for which Debentures are issued for three to five years with interest coupons  
attached, payable at its bankers free of expense. Clergymen, trustees, and  
others having money to invest will find these Debentures a handy investment  
—apply to the Manager.

W. J. CHAPMAN

asks you to try  
his

**GLOVES**

Made at

WINGHAM, ONT.



THERE ARE NO LACES  
QUITE SO GOOD  
AS MCGILLIVRAY'S.

**G. A. McGillivray & Co.**

\*\*\*\*\*

**WHOLESALE  
MILLINERY**

and . . . .

Fancy  
Dry Goods



**London**

Canada.

**THE "CLEARING HOUSE" IN THE CLOAK TRADE.**

THE trade in ready-made garments has reached enormous proportions with the firm of Martin J Myers, 530 Broadway, New York. They now handle the output of 90 factories, and each department is complete in itself and distinct from any other. The departments are: Ladies' cloaks, suits, skirts, furs, shirt waists, eiderdown sacques, underskirts and misses' and children's cloaks and suits.

The early efforts of this organization were largely concentrated on cheap and medium grades of garments. This season, however, they have invaded the field of the finer and more exclusive grades, and the same methods and advantages which have brought success in distributing the popular goods will now be applied in the distribution of the finer grades of ready-to-wear garments, the special feature of their product being that they are man-made, the tailoring of each garment being carefully executed, so that it is shaped and fashioned in form by skillful operatives.

The requirements of critical buyers are carefully considered, and the finished garment is so produced that the most fastidious would find same to their liking. Foreign marts have been ransacked for ideas which are embodied in this collection. In it will be found the newest and choicest suggestions that genius has been able to create.

In conjunction with full lines of ladies' and children's cloaks and suits will be found a complete collection of new and attractive dress skirts, as well as an enormous variety of flannel, corduroy, mercerized sateens and exquisite silk waists for dress and street wear.

Special attention has been given to petticoats, in which striking combinations have been produced at prices which have hitherto been unknown. In fact, under this organization, a general collection of garments ready to wear are shown, which exceeds in extent and variety any similar offering on this continent.

**LINENS.**

In this department, The W. R. Brock Co., Limited, excel themselves in their offerings for Fall, and we can confidently recommend every reader of THE REVIEW to either write for samples or request to be shown the following lines, which are stock lots and cannot be replaced at the prices they are at present quoting: M43 15 in., M44 17 in. glass cloth; B18 18 in. huck toweling; M35 54 in., M36 60 in., M37 68 in., M38 68 in., M38 72 in. cream damask tabling; M41 70 in., M42 72 in. bleached damask tabling, No. 1 17x34 in., No. 2 19x40 in., No. 3 18x40 in., P103 18x33 in., B8 20x40 in., P105 18x36 in. huck towels. We also draw attention to their very extensive range of fancy linens in tray cloths, 5 o'clock tea cloths, sideboard cloths, etc., which beautify a stock and induce sales by introduction.

**TIME STAMP WANTED.**

A subscriber, a wholesale buyer, writes us for information as to where he can buy a time stamp. This is a machine with a clock attachment, for stamping the date and time of receipt upon all letters, etc. Can any of our numerous readers furnish us with the information? If so, will they please correspond with the editor.

**"PRIMROSE" NECKWEAR.**

Young & Rochester, of London, England, have scored another success with their "Primrose" neckwear; not only has it taken in Primrose League circles in England, but large orders have been executed for Australia, South Africa and quite a few are selling in Canada. This month, as an outcome apparently of the patriotic feeling now so general, comes the "Flag" tie. These are exact reproductions of the national flags—Union Jacks, Royal Standards, Irish flag, etc., while the Anglo-American good feeling finds

expression in the Stars and Stripes of the United States. As these are rather too bright to be worn with frock coats, they are finding great favor for holiday wear and for boating, etc., by both men and women. The Prince of Wales recently gave an order for a number of these new ties. Young & Rochester's Canadian agents, Wreyford & Co., Toronto, have a full range, and are booking orders for immediate delivery.

**THE GLOVE AND MITT INDUSTRY.**

The expansion of the manufacture of gloves and mitts in Canada is quite appropriate, since this a country where such goods are in demand and where styles peculiarly adapted to national tastes are required. It is not surprising that Messrs. Smith & Baker, of Dundas, Ont., who started in this line in May, 1898, have greatly increased their facilities and output. Beginning with three employees in that year they now employ 40 skilled makers and have orders for four months ahead. The personal supervision of Mr. Smith, the senior partner, who has had 20 years' experience in the manufacture of gloves and mitts, has had much to do with the progress made. The firm make a specialty of fine work for the jobbing trade, and any jobbers who have not hitherto bought these goods would do well to make an inquiry for samples. These are sent on application.

**A LIVE VICTORIA HOUSE.**

Among the wholesale houses in the far west of Canada, none is better known than J. Piercy & Co., of Victoria, B.C. Their travelers are now on the road with Fall and Winter samples. The lines carried include staples, dress goods, men's furnishings, clothing, smallwares, notions, etc. The firm are well known as the manufacturers of the "Ironclad" brand of overalls.

**THEY ARE STILL GROWING.**

In the May issue of THE REVIEW, mention was made of the rapid growth of The Standard Cap Co., Toronto. Since that issue, this firm have been compelled to double their floor space. This has been done by taking in another flat in the large warehouse, 14 and 16 Front street west, where they have been since commencing business. This enlargement will give them a good showroom, sufficient to display to advantage their 200 or more styles of headgear. They invite all their patrons to visit their new showroom.

Brophy, Cains & Co. have just received some very beautiful lines of new scarves, with butterfly ends, for ladies' wear. They are different to anything heretofore shown in this market.

Mr. H. Levy reports having a large supply of cotton and worsted Italians, together with sleeve linings at all prices, and tasty designs for suits and overcoats. His line of overalls, jumpers, sateen shirts and children's clothing is very complete and well worth careful inspection.

The popular retail price in braces being 25c., The W. R. Brock Co. can offer this season, in addition to a large range of prices and kinds, some specials to retail at 25c. There are heavy lines for workmen and farmers, and also fancy white and colored webs that a Minto or a Hutton could wear.

The hosiery department of The W. R. Brock Co., Limited, is continually on the alert to secure lines of plain and ribbed Canadian wool hosiery to compete with a mill trade where deliveries are uncertain, thereby causing the retailer loss. Sample dozens of Brock's ribbed "Pegtop" and "H.M." to retail at 25c. are a good investment, while their plain goods, "Uvanta" and "W.J.C." to retail at 25c. and their "Buyit" for 15c. retailing, are better values than usual. Two other lines are "Holeproof" and "Toeproof."

Ret Aug 15-99

THE DRY GOODS REVIEW

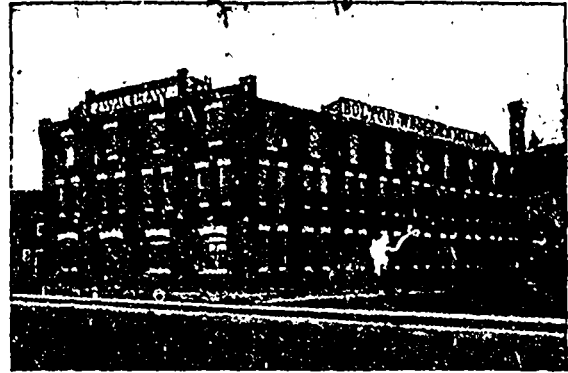
Ret 60  
91. *Guarano.*  
*Bolton Enterprise*  
5-99  
179



### The Paris Lady Corset . . .

Made by us, for fit, style and comfort has no equal. These Corsets are made of the finest material. They are hand-cut and made to suit the latest fash ions.

The . . .  
**Wray Corset Co.**  
London, Ont.



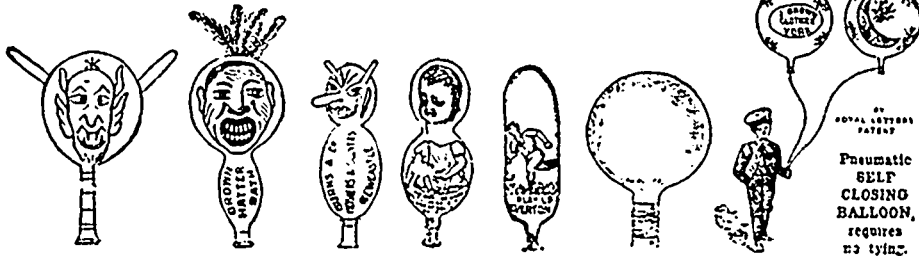
**J. Walshaw** Manufacturer of all kinds of White and Grey. **BLANKETS** BOLTON, ONTARIO.

## Advertising Balloon Co.

**Broadheath Rubber Works, Altrincham, England.**

Largest Advertising Balloon manufacturers in the World.  
Hundreds of various Trade Designs.

ILLUSTRATED CHROMO CATALOGUE SENT ON APPLICATION.



Pantaloon Squeaker

Alabama Coon

Dying Devil

Crying Baby

Squeaker

Squeaker

Pneumatic SELF CLOSING BALLOON, requires no tying.



Pibroch

Samples sent on receipt of 1/- to 5/- crossed P.O. Indents through British merchants only.

Sample Rooms:

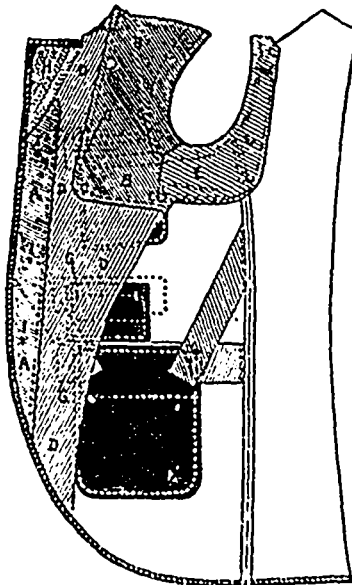
9 Newton Street, PICCADILLY, MANCHESTER.

# LAILEY, WATSON & BOND

WHOLESALE CLOTHIERS

Toronto.

ESTABLISHED 1848.



Ret Aug 9-99 Makers of the . . .

## Best Fitting Clothing

IN CANADA.

In all Sizes and Shapes

FOR \_\_\_\_\_

**Men, Young Men, Youths  
Boys and Children.**

Note the "Vitals"

Our lines are instructive and will interest all shrewd Clothing Dealers.





# ROOSTER BRAND

OUTING  
SPECIALTIES:

Negligee  
Shirts  
Crash Suits  
White Duck  
Suits  
Bicycle Suits  
Serge Coats  
Summer Coats



"I CROW OVER ALL."

## SKIRTS

Tailor-Made  
Irish Crash  
White Pique  
Fancy Duck  
Colored Duck  
Black Alpaca  
Black Sicilian  
Black Serge  
Navy Serge  
Colored  
Cheviots  
Etc., Etc.

PROPER STYLE  
PERFECT FITTING

## Pants, Shirts, Overalls, Jackets

Bar, Barbers', Waiters', Butchers', and Cooks' Coats.

Manufactured by

# ROBERT C. WILKINS, Montreal.

GENTLEMEN OF TASTE & CULTURE

ALWAYS

WEAR

*All color. Do not rub stained to  
fade. B. or 1/2 price 2/12*



THE EARL OF MINTO, G.C.M.G.  
GOVERNOR GENERAL OF CANADA

TOOK'S TAILOR MADE SHIRTS