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Some Practical Hints for Christmas Trade.



VOL. VIII.

MONTREAL AND TORONTO, DECEMBER, 1898.

No. 12.

The Pioneers

of the LADIES' SHIRT-WAIST TRADE are
the well-known Firm

E. & H. Tidswell & Co.

3 and 2 WOOD STREET, LONDON, Eng.

Who manufacture and distribute the following
goods (as well as Shirt-Waists):

WOMEN'S BLOUSES;
LINEN COLLARS and CUFFS;
APRONS, SILK FRONTS, FRILLINGS;
VEILINGS, LACE FICHUS and BOWS;
CRAVATS, FANS and PINCUSHIONS.

Canadian Buyers when in England should call at 3 Wood Street, if
they wish to see Stylish Novelties for the best class of trade.

DOLLS

TOYS and FANCY GOODS.



NERLICH & CO., notwithstanding their immense
Fall Trade, still have an unusually complete assort-
ment, and during the month of December are giving
special attention to MAIL ORDERS. If you have
not a copy of their latest Illustrated Catalogue, drop
a card and you will receive one by return mail.

NERLICH & CO.

35 Front Street West

....TORONTO

Priestley's Dress Fabrics.

CORRECT IN STYLE, COLOR, FINISH AND WEIGHT.

Pewny's Kid Gloves.

"WELL KNOWN—STEADY DEMAND."

S. GREENSHIELDS, SON & CO.

Montreal, and Vancouver, B.C.

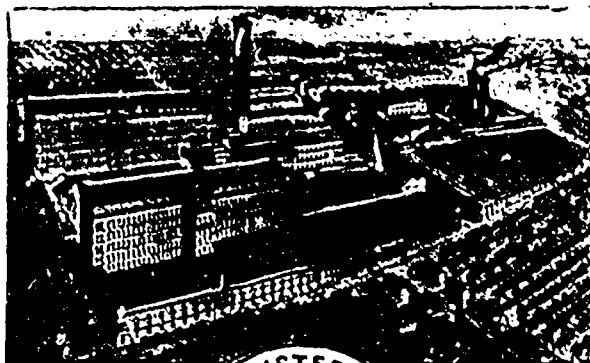
= Sole Selling Agents for Canada. =

LISTER & CO., Limited, Manningham

*Silk
Velvets*

FOR ...

Millinery and
Dress Trimmings.



*Silk
Plushes*

FOR ...

Upholstering,
Etc.

Mantle Velvets
AND
Silk Sealettes

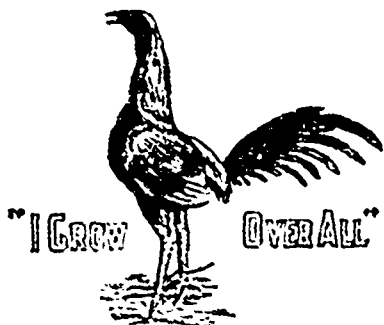


Mohair Plushes

FOR ...

Railway and
Street Cars, Etc.

"Rooster Brand"



Last call this year. Job
prices to clear out heavy

**ETOFFE and
MACKINAW
PANTS and
JACKETS.**

*Tweed Pants and Overalls.
Heavy Top Shirts in Kersey,
Tweed, Flannel, etc.*

Genuine Snaps---Write Early.

Spring Tips—Summer Clothing, in Crash, Duck,
etc. Shirts, Overalls, etc. Tailor Made Skirts in
CRASH, Pique, etc. Positively latest designs.

Manufactured by

ROBERT C. WILKINS

198 McGill St., MONTREAL.

Wyld, Grasett & Darling Linen Department.

Stock well assorted in CHRISTMAS NOVELTIES
in

Linens, Sideboard Scarfs,
Pillow Shams, Tray Cloths, D'Oylies,
Five o'clock Tea Cloths, with Napkins to match.
Irish and Swiss Embroidered Handkerchiefs,
Initialed Handkerchiefs,
Japanese and Fancy Silk Handkerchiefs,
Etc.

WYLD, GRASETT & DARLING

TORONTO.

FANCY DRY GOODS

SMALLWARES
NOTIONS

AND NEWEST EFFECTS IN SILKS

For **CHRISTMAS TRADE.**

FOR SPRING 

OUR TRAVELLERS ARE NOW SHOWING

A **COMPLETE RANGE**

OF SAMPLES

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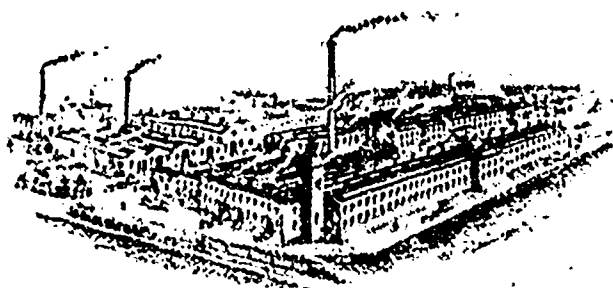
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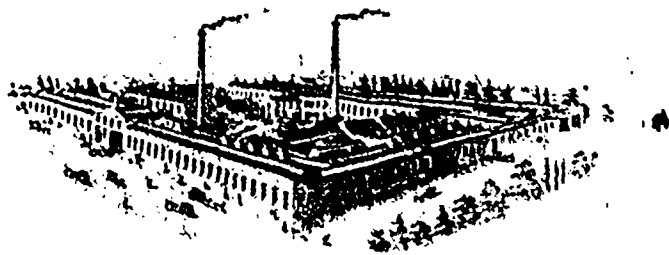
Montreal, and Vancouver, B.C.

SOLE SELLING AGENTS for

{ Priestley's Celebrated Dress Fabrics.
Pewny's Kid Gloves.
Everfast Stainless Hosiery.



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. 16,746 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.

One of **CARTWRIGHT**
AND WARNERS'
CHIEF SPECIALTIES

IS THE CELEBRATED ...



"Premier Finish" Hosiery

Genuine Goods
bear this
Stamp



WHICH
DOES
NOT

"COTT."

Canadian Agents:

R. FLAWS & SON, Manchester Buildings, **Melinda St., Toronto**

THE BAGLEY & WRIGHT MFG. CO.

MILLS:
OLDHAM, ENGLAND

318 St. James Street

MONTREAL

SPECIAL VALUES IN

Cashmere Hosiery

Art Muslins

Cretonnes

We are clearing out a quantity of splendid Sleeve Linings at 6½c. and up. These are best values ever offered. Write us for samples.

FOR \$267.50 I will insert a fifty line advertisement twenty times in fourteen (14) of the best papers, in the 11 largest cities in Canada. A snap for Holiday and Winter trade. All good mediums, representing a circulation of over 100,000 copies per issue. Write at once for details to THE E. J. DONNAN Advertising Agency, MONTREAL.

World Wide Popularity

The Delicious Perfume.



Crab Apple Blossoms

EXTRA CONCENTRATED
Put up in 1, 2, 3, 4, 6, 8, and 16 ounce bottles.

And the Celebrated

Crown Lavender Salts

Annual sales exceed 500,000 bottles. Sold everywhere.

THE CROWN PERFUMERY CO.

177 New Bond St., LONDON, ENG.

By all principal dealers in perfumery.



Medals taken at all Exhibitions.

THOS. HEMMING & SON, Ltd.

Manufacturers of

NEEDLES FISH HOOKS and FISHING TACKLE.

WINDSOR MILLS - REDDITCH, ENGLAND.

Write for Samples, which will be mailed to you free on receipt of Trade Card.

SOMETHING NEW

MADE IN ENGLAND
No connection with any American Corset House.



MADE IN ENGLAND
No connection with any American Corset House.

Thomson's NEW "GLOVE-FITTING" Corsets.

Transformed, re-modelled, and brought up to date, and a delight to all who wear them.

Mrs. W. writes,—"I find your New 'GLOVE-FITTING' Corset perfect, most comfortable to wear and beautifully finished. I can think of no words that would describe its perfection."

Mrs. M. writes,—"I have really never had such a perfect fit before."

Mrs. G. writes,—"I have much pleasure in stating that I have never worn a more perfect fitting Corset than your New 'GLOVE-FITTING.' I shall recommend them to all my friends as being simply perfect."

To be had of all Dealers Throughout the World.
ASK FOR THOMSON'S NEW "GLOVE-FITTING" AND TAKE NO OTHER.

A large stock of these Corsets always on hand at **JOHN MACDONALD & CO.'S, Toronto.**

The Celebrated Oxford

FLANNELETTE and FLANNEL UNDERCLOTHING and BABY LINEN

Factories:

LONDON OXFORD BANBURY CASTLEFIN



"Oxford" Underclothing. 2021.



NEW PRICE LISTS UPON APPLICATION.



"Oxford" Underclothing. 2162.

W. F. LUCAS & CO.
129^a London Wall
LONDON, ENGLAND.

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

Wreyford & Co.

Wholesale Importers

and

Manufacturers' Agents

McKinnon Building

AND

85 King St. W.

Toronto

Now showing latest Spring styles from following English manufacturers :

Young & Rochester

Shirts in Zephyr, Oxford, Silk and Ceylon. Collars, Neckwear and Summer Vests.

Tress & Co.

High-class Hats and Caps. Latest shapes: "Derby" and "Lonsdale."

See next issue DRY GOODS REVIEW.

Always in stock full range

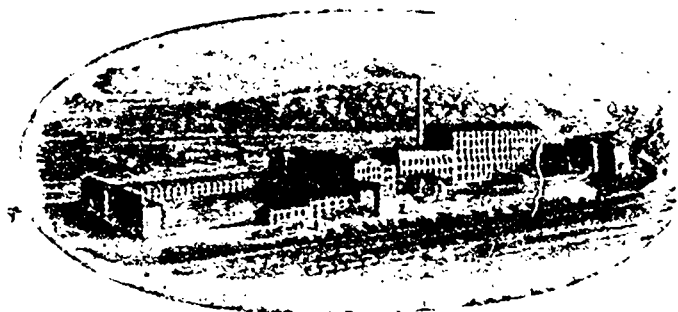
Dr. Jaeger's Sanitary Woolen Underwear,

Camelhair Blankets, Dressing Gowns, Belt Bandages, etc. Men's United Garments a specialty.

Foster & Clay

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

Cable Cord and Soft Knitting Worsteds.



HOLLINGS MILLS, SOWERBY BRIDGE, ENGLAND.

Samples and List of Shades kept in stock in each quality, can be had on application, also List of Wools made specially for Glove and Hosiery manufacturers.

Agent for Canada:

Wholesale Trade only supplied.

JOHN BARRETT, 32 Lemoinne Street, Montreal.

Wm. Taylor Bailey

27 and 29 Victoria Square

..... MONTREAL

Upholstery and . . .
. . . Drapery Goods



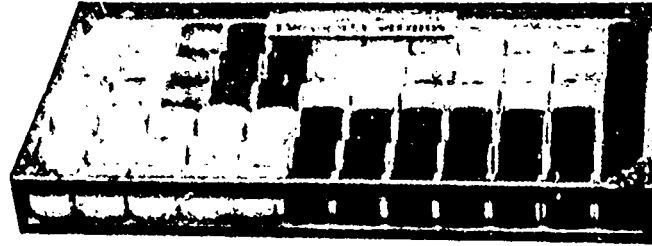
Selling Agents for

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

Jaeger & Schmiedel, Fancy Silk Villosart Plushes.

Stead & Miller, Fine Silk Tapestries, Draperies, etc.

THIS



CUT

Represents a Crystal Cabinet of the

Embroidery M.&K. Silcoton.

Referred to in the November issue of Dry Goods Review.

EMBROIDERY SILCOTON is an entirely new thing and is sure to be very popular. It is a very close imitation of silk and will retain its lustre after long and constant use, and for all purposes for which embroidery silk is used. EMBROIDERY SILCOTON can be substituted at a much less cost, and it will be very difficult to detect the change. It is made from the same stock and finished in the same manner as the M & K SILCOTON that has been so popular for knitting and crocheting the past year, but is twisted so as to be specially adapted for embroidery purposes. It is put up in Glass Cases containing one half gross assorted colors and packed with a duplicate assortment in a paper box, also in one-twelfth gross boxes of a color, so that assortments can always be filled. It is made in the following colors:

101 White,	105 Gold,	109 Light Rose,	113 Light Blue,	117 Heliotrope,	121 Scarlet,
102 Cream,	106 Pale Pink,	110 Rose,	114 Medium Blue,	118 Light Green,	122 Crimson,
103 Light Yellow,	107 Light Pink,	111 Rose Pink,	115 Lilac,	119 Medium Green,	123 Cardinal,
104 Yellow,	108 Pink,	112 Olive Green,	116 Dark Lilac,	120 Dark Green,	124 Fast Black.

It should be used as silk, and washed carefully with pure soap, we recommend Ivory Soap

ROBERT HENDERSON & CO.

Dry Goods Commission Merchants.

181 and 183
McGill Street,

... MONTREAL

SOLE AGENTS FOR CANADA.

"Correct in Style, Weight and Finish"

CRAVENETTE CO'S

Cravenette

Reliable Rain-Proof Fabrics.

"WELL KNOWN--STEADY DEMAND."

JAMES JOHNSTON & CO.

MONTREAL

HOLIDAY TRADE, 1898.

See our Travellers or write for samples of the following:

Black Crepon Broche.

*Silks—Black, White, Coloured, Fancy,
Fancy Checks, Black and White
Checks, Broche.*

Satins—Black, White and Coloured.

Velvets—Black and Coloured.

Silk Blouses (our own designs), and Skirts.

Kid Gloves, Fabric Gloves and Hosiery.

Lace Curtains—full range.

Curtain Nets in Swiss and Applique.

*Handkerchiefs—Linen, Swiss, Silk
H.S., Silk Embroidered, Silk Broche.*

Mufflers—Cashmere and Silk.

*Handkerchief Sachets, Knitted Woollen
Goods.*

FOR SPRING, 1899.

Our Samples are about complete, and represent the best taste and best values of the world's markets.

LETTER ORDERS have at all times prompt and careful attention.

FULL WEIGHT AND FULL MEASURE

are the features that have placed

FINLAYSON'S LINEN THREAD

at the top. In selling it you know that you are supplying your customer with the best article that the highest grade of materials, skilled workmen and years of experience can produce.

There is a good profit in it, too. Why not handle it?

JOHN GORDON & SONS

Sole Agents for Canada

MONTREAL.



The W.R. Brock Company,
(Limited)

O

financial year ended on November 30th.

thoughts are now more occupied with 1899 than 1898.

warehouse has been redecorated, repainted and cleaned, from cellar to garret, and is practically new throughout.

U

Spring stock begins to arrive during this month and will be in each department, the newest and most up-to-date ever shown.

present stock is large and well assorted, and immediate wants can be promptly supplied.

VALUES AND TERMS ARE RIGHT.

R

travellers are on their respective routes, with complete sets of samples for sorting and Spring.

letter order department is ever ready to execute all commands correctly and promptly.

THE CANADIAN GOODS DRY REVIEW

VOL. VIII.

MONTREAL AND TORONTO, DECEMBER, 1898.

No. 12.

THE MANAGEMENT OF A BUSINESS.

THE FIFTH OF A SERIES OF ARTICLES ON THE METHODS OF ADMINISTERING THE OFFICE AND THE STORE.

v.

The Intelligence of Clerks.

I. My attention has recently been forcibly called to the fact that in the great majority of the large department stores, where a variety of goods are kept for sale, very few of the clerks know anything at all, except that which pertains to their own particular counter and their duties. The size of some stores, of course, prevents the salespeople from being as thoroughly acquainted with the various branches of the business as they could be if the store was smaller. But there is no reason why any employe of a store should not know the general features of that business to serve as a guide in directing customers. A lady steps into a store, and very likely does not see any one to whom she can put a question, except some salesperson behind the counter, and, therefore, she will ask a clerk where such and such goods are kept in the store. The salesperson should in all cases be able to direct her definitely just where she ought to go. It seems to me that it must be very annoying to be told to look in the rear of a store and then when she arrives at the rear finds that the goods wanted are in some other part of the house. The difficulty with most of the stores of all kinds, both large and small, is that they do not take the pains to teach their salespeople the correct method of talking to customers. Nor do half of them ever give the clerk any information in regard to the goods which they are to sell. The store where the clerks are posted about the merchandise and other things that the customer wants to know is certainly the one that is going to be the most acceptable shopping-place to the intelligent buyer.

Keeping in Touch with Customers.

II. I very much admire the persistent efforts some stores are making to please their customers, and I think the system could be advantageously applied everywhere with excellent results. I know a store which has a series of post cards which it sends out to its customers on various occasions, all of these post cards making inquiries as to how the store can serve the customer more satisfactorily. Whenever a complaint is made of the failure of a package to reach its destination the matter is looked up and corrected. But this does not end the transaction. A couple of days after, in order to be sure that everything is satisfactory, a post card is sent to the person who made the complaint asking if the correction has made the matter right. These post cards are all printed on a double card with the return side so as to give the party receiving it as little trouble as possible

in answering it. This store takes great pains to keep its stock as nearly as possible as the public would like to have it. It has a post card that it occasionally mails to its old customers, which reads very much like this "Dear madame,—Are you always able to find what you want at our store? Are there any articles in our line which we do not carry which you wish we had? Attached please

find a return post card, on which, we trust, you will kindly answer. We are very anxious to please, and are trying to find out what we lack."

This firm goes still further to find out the desires and wishes of its customers by requiring each salesperson to report, every day, any goods not in the stock which have been called for; any remarks which have been made about merchandise in stock, and any comparisons between the goods of this store and the goods of the competitors, as far as the clerks may personally find out.

Letting Accounts Stand.

III. A retail storekeeper, in one of the principal cities of Michigan, writes to me in regard to credits and collections. He says that he has read a good deal about the beauty of doing business on a cash basis, but his store is one of those which, for various reasons, must necessarily give credit. In fact, his business is largely made up of credit accounts, his goods being particularly suitable to the richer class of people who do not, as a rule, carry money in their pockets when they go shopping. He asks me whether he had better be very strict in collecting his accounts, or whether just to let them take their own time and pay when they get ready.

I do not think the plan of paying when they get ready is a good one because, as a rule, it only helps those persons whose accounts are probably doubtful. I think the majority of city stores that give credit could not put their business on a thirty or sixty days' basis without doing any injustice to their customers or themselves. There are exceptions to all rules, and there might frequently be a time when a credit man would see that it was wise to allow an account to run for a longer time without saying anything about it. However, I do not think it is a good plan to allow your customers to get into the habit of thinking that you are not particular in regards as to when they pay their bills. I think it would be well to have it understood thoroughly when goods are charged that the account is not opened for the purpose of allowing it to be paid any time. Just so, it was finally paid, but with the understanding that there has become a distinct pay day, when the account should be settled, or some acceptable excuse given for not settling it. If this is your rule and you apply to it in all cases, and your customers understand it, none of those whose trade is really valuable are going to take exception to it.

Collections are much easier made at the proper time than if

MANAGEMENT OF A BUSINESS—Continued.

allowed to run beyond a reasonable limit. People who get into the habit of putting off and putting off in settling are apt to be harder to collect from the more you allow them to delay.

Treatment
of the Staff.

IV. I was recently talking to a gentleman who is the owner and manager of a very important business in which it is necessary for him to delegate a great deal of important work to his employes. I know something of this man's business from what I have heard from other sources, and I believe he has the best set of workers that I know about. There is not a man in the entire number who does not seem to be working with his whole heart and soul in the interest of the house.

"How is it," I said, "that all your people are so enthusiastic? They all seem to work together like the wheels in a clock, and I do not believe there is one of them who does not take as much interest in the business as you do."

"Well," replied the gentlemen, "I have a first-class force. Of course, I took a good deal of pains in selecting them at the beginning. I never add a man to the force unless I am thoroughly certain who he is and what kind of stuff he is made of. I hold on to my people and make them good workers by showing my appreciation of everything they do. I do not want people around me who are afraid of me or who have the least hesitancy in saying what they think. I encourage them to give their opinion, and when their opinion is good I say so right out. I do not try to take their advice and bridle it in their presence, and, after putting it into practice, try to palm it off on somebody else as my own thought. When any of my people originate a good idea they get credit for it before everybody. I think they appreciate this, and every one of them is striving to suggest something as often as possible that will really help the business. Then, again, I pay my people all I think they are worth. I have not been but once in two years asked by any of my employes for a raise in salary. I make it my business, if I think the man is worth more than he is getting, to give him a raise. I do not care how small the raise is, my employes appreciate it, and work that much harder for it because I give it to them voluntarily. It is only human nature that a man should appreciate a small voluntary raise in his salary much more than he would appreciate a large raise if he had to ask for it himself."

"Then, again, I do not ask of my employes anything that is unreasonable. I do not expect them to do anything which I myself would not want to do if our circumstances were reversed. When an emergency comes up, and an extraordinary amount of effort is required on their part, I always thank them when they perform their duties faithfully. It encourages them, and makes them more anxious next time to put themselves out for my benefit."

Working up
Trade.

V. I recently heard the experience of a dry goods merchant who now has a large store in Chicago, but who several years ago was running the store in a town of about 2,000 inhabitants. I am going to tell, as nearly as I can remember, some of the ways in which he built up a business from almost nothing until it became the largest in the county in which it was located.

From the opening of the store he believed that enterprise and push were just as necessary in order to obtain the best results in the small town as the same methods are necessary in the large city. He carefully thought out those methods which he believed would be apt to bring success and put them into practice at once. He was already pretty well acquainted with the methods pursued by stores in larger cities. The only question in his mind was how to apply these methods in a smaller town and to get the right kind of results. There were no daily papers in the town where he was

located, but he always had a half page or generally a full page in the local weeklies. They were not the ordinary country advertisements, which simply stated that he was in business and looking for customers, but they were well written and practically displayed and full of price items. Each week he had one or more special sales, and took pains to have his people very well informed about these sales. He trained one of his clerks into the business of window trimming; made that one of the important features of his store. There was nothing very elaborate about the window displays, but they were always neat and attractive and were changed at least once a week if not oftener. He took pains to have price tickets on everything displayed. Every once and-a-while he would have a special sale of goods particularly attractive to country people, and then he would advertise that every person trading in his store on that day, coming from outside towns within a radius of 50 miles, would receive a refund equal to the railway fare one way, and their meals and a night's lodging would be furnished them at one of the hotels. He made a special deal with one of the hotels at which he had special rates, and found the scheme to be a very paying one. If the sale happened in the Summer he would treat the ladies to ice cream in the afternoon, having the yard in the rear of the store fixed up so as to make a very nice Summer garden. In order to secure the refund of half the railroad fares, customers simply had to present their return trip ticket to be stamped, and show that they had purchased goods in the store to at least the amount of the railroad ticket. The merchant said that this method brought the people, and, that during the number of years that he was in this town, he was satisfied it amounted to as much as was made by the other three principal merchants put together.*

THE FASHION IN STOCKINGS TESTED.

She made a call at her usual dry goods establishment to buy some stockings. Taking a seat, she was shown by the obliging young man some very pretty striped articles, but she did not care for them, as she thought they were out of fashion.

The assistant began to wonder how he could convince her that this was not so. A bright idea entered his head.

"Madam," said he, "I will soon prove to you that most ladies are wearing them at the present moment. You see, madam, there are about 10 ladies in the shop. Don't be alarmed when I shout, but keep your eyes on the other ladies' feet."

He gave a knowing smile, and, bounding over the counter, shouted in a loud voice:

"A mouse! A mouse!"

Each lady instantly drew up her dress, with the result that—well, she ordered six pairs of those striped stockings.

LEATHER SPECIALTIES.

W. J. Chapman started business in 1881, at Wingham, as tanner and puller of sheepskins, taking up the manufacture of glove leather later. In 1885, a few cheap gloves were made.

Trade has gradually developed, and this season still finds his extensive and well equipped plant too small, and he is "snowed under" with orders for his special lines of gloves, leather braces and belts.

Notwithstanding the rush, the samples for next season are developing satisfactorily, and should be seen by all shrewd buyers.

The latest addition to Brandon business men is the firm of Dowad & Besharah, who have put in a stock of dry goods and clothing in the premises, corner of Rosser avenue and Sixth street. These gentlemen, a few years ago, came to Manitoba from Syria, and have decided to bid for a share of the dry goods trade in competition with Anglo Saxon traders.

*These hints for merchants are by C. F. Jones, New York, a competent authority.

NEW RULES FOR IMPORTING MERCHANTS.



It is semi officially announced from Ottawa that, with the view of simplifying the forms of Customs entry and of facilitating the ascertainment of true values, new oaths and declarations in relation to invoices and entries have been prescribed by Order-in Council. The old forms of oaths are repealed from January 1, 1899. The new forms may be used between now and that date, but it is imperative that they be used on and after that date.

Under the present form of oath required to be made by importers on making entry of goods they have to swear that the invoice presented at the Customs exhibits the fair market value of the goods when sold, for home consumption, in the country whence exported, which is the standard of value for duty purposes in Canada, while in very many cases the invoices are based upon special export prices, and do not represent fair market value. To meet such cases, and to make the oath fairer to the importer, it has been deemed advisable to make a change in the form.

REPRESENTS THE TRANSACTION.

Under the new form of oath, the importer is required to declare that the invoice presented to the Customs truly represents the transaction, and that the value shown on the entry (not on the invoice) exhibits the fair market value of the goods when sold for home consumption in the country of export. Importers being required to enter their goods at the value as sold in the country of export, it is, of course, necessary for them to declare that such value is the value which they have placed on the entry form. Amongst other things, declaration must be made that "the value for duty of the goods, as stated in the bill of entry, exhibits the fair market value of the goods at the time and place of their direct exportation to Canada, and as when sold at the same time and place in like quantity and condition, for home consumption, in the principal markets of the country whence exported directly to Canada, without any discount or deduction for cash, or on account of any drawback or bounty, or on account of any royalty actually payable thereon, or payable thereon when sold for home consumption but not payable when exported, or on account of the exportation thereof, or for any special consideration whatever."

The importer is required to confirm the bill of entry in all particulars, such as the entry of goods, entry of goods at preferential tariff rates, or the entry of goods for special purposes, and therefore entitled to be admitted free or at a lower rate of duty than would otherwise be chargeable.

EXPORTER MUST CERTIFY.

In addition to calling for this new oath, the department has prescribed a new oath form of certificate to be made by exporters on their invoices. At present all the exporter has to do is to write the words, "certified correct," on the invoice. Under the new regulation he will be required to certify that:

"This invoice is true and correct, and where there is a difference between any of the prices shown therein and the ordinary credit prices at which the same articles are now sold bona fide by the exporter in like quantity and condition at this place for consumption in this country the latter prices are shown on the margin or elsewhere on such invoice," and the certificate must be signed by the exporter, or a partner, official or employe of the exporter having a knowledge of the facts certified to and to be written, printed, or stamped on the face or back of the invoice. The certificate of value required to be made by exporters on their invoices does not apply to

goods sold for entry under the preferential tariff until otherwise ordered, nor does it apply to goods not being merchandise, free goods or goods subject to a specific duty. It is intended that this arrangement shall come into operation on January 1, 1899. It is also intended to furnish copies of these

new regulations for business men to send to the foreign merchants from whom they purchase, so as to insure compliance with the regulations.

AGENTS' DECLARATION SUFFICIENT.

Under the present arrangement, two declarations are necessary when an entry is made by any person other than the importer. When it is made by the agent of the importer, the agent is required to make a declaration that the invoice represents the real value of the goods. In addition to that, the owner must also make a similar declaration. The double declaration is now done away with, upon the ground that the act of the agent binds the importer, and that if the importer does not make the entry personally, there is no necessity for requiring him to make the declaration. An Order-in-Council has been passed providing that the written declaration prescribed in section 46 of the Customs Act, to be signed by the owner, importer, or consignee of goods, and distinctly referring to the invoice, shall be dispensed with. An oath is prescribed, to be taken by the consignee in Canada, or his agent or attorney, where the goods have been exported to Canada on consignment. A special form of declaration is prescribed for small importations of goods not exceeding \$25 in dutiable value. This must be written, printed, or stamped and signed on invoices or pro forma invoices. Oaths are provided, to be taken by the importer or agent on the entry of goods at a lower rate of duty or free for manufacturing purposes, upon entering goods without the production of a duly certified invoice, and upon entering goods for export ex warehouse or in bond.

GOODS ON CONSIGNMENT.

A declaration is prescribed to be made by the foreign owner or exporter of goods shipped to Canada on consignment, before the collector, or the mayor, or other chief municipal officer at the place in the United Kingdom or other place in Her Majesty's possessions abroad, whence the goods are shipped, or before a notary public, and at any other place before any British or other consul, accredited by any established Government, and resident in the country whence the goods are exported to Canada. The person taking this oath must affirm among other things: "If prior to their shipment to Canada the goods have not been sold to any person or firm or corporation in Canada, that the invoice contains a just and faithful valuation of such goods at their fair market value when sold for home consumption in the principal markets of the country whence the same are exported directly to Canada; that such fair market value is the price at which the goods are freely offered for sale in like quantity and condition by me or by dealers therein to purchasers in said markets in the ordinary course of trade at the usual credit, without any discount or deduction for cash, or on account of any drawback or bounty, or on account of any royalty actually payable thereon, or payable thereon when sold for home consumption, but not payable when exported, or on account of the exportation thereof, or any special consideration whatever."

AN ENGLISH FIRM APPOINT AGENTS.

Messrs. Baker & Brown, of Montreal, have been appointed sole Canadian agents for Stansfield, Brown & Co., of Bradford, England, manufacturers of carnage and saddlery cloths, meltons, ruggings and woollens for the clothing trade. This firm are well known in Great Britain, and no doubt they will establish an equally valuable Canadian connection.

WINDOW DRESSING.

Ideas for
Christmas.

In most large stores the window dresser has already planned his Christmas decorations and they may be already in place. Others, however, have put the matter off until the last moment, and now find themselves in a great dilemma because everything has to be rushed and no concerted plan has been thought out.

The window dresser in this position is naturally not in the happiest frame of mind, and so we will try to help him out. Toys, handkerchiefs and holiday novelties of course demand attention first. With handkerchiefs the belated window dresser can do some quick and effective work, for nothing else in the entire range of a dry goods stock lends itself so well to display work.

With handkerchiefs you can make arches, pillars, stars, crosses, crescents, circles, squares, and a dozen other effective figures. You can also construct the time-honored fireplace with Santa Claus just stepping out. The hosiery department will supply you with the stockings, the toy department with dolls and a bed to put them in, and the toys that old Kris Kringle carries in his pack and leaves in the stockings can well be made to represent the resources of the toy stock.

You can burlesque the situation by hanging up some extra-sized stockings and some very small ones, putting the best and biggest toy in the smallest stocking, and the smallest and meanest in the other. The children will soon see the moral, that the greedy boy who puts up the biggest stocking will get the least.

If you can get two or three pretty little girls to play at keeping house in one of your windows for two or three hours in the afternoons, immediately preceding Christmas, you can arrange a very attractive doll display. The window should be arranged as a nursery, with all the miniature furniture, etc., that children are so fond of, and, by coaching the children who are to play house with their dollies in one of your windows, you can blockade the sidewalk.

If you have a number of glove forms a simple and effective display can be made by draping some dark-colored material in heavy folds about two feet from the front of the window and having these forms appear at intervals, properly gloved, and holding out some article that would be appropriate for a Christmas gift, for instance, one may hold a purse, another a belt, another an umbrella, etc. This display will attract a good deal of attention and incidentally help to sell many goods.

If you have the wax figure of a female you can have a window showing the draped figure bending over a low table, on which a variety of holiday goods are displayed. The table may have on it a Christmas tree, decorated and illuminated, and the window should be provided with an appropriate background.

All these ideas are susceptible of lavish or simple treatment, and can be made without a great deal of preparatory labor or expense.

After the
Christmas
Trim.

After the Christmas trim is in the windows and the store handsomely decorated, says The New York Economist, the window dresser usually has a little breathing spell unless he is at once impressed into the selling force to help handle the Christmas customers. How many men take stock of their work during the past year and note the successes and the failures? A window dresser is part of the motive power in the

business; it's his affair to create trade. Has the work of the past year been of an active, business-bringing character?

Can any particular instances be pointed out where this or that department was the gainer of many hundreds of dollars' worth of business in a certain number of days

through the power of the windows? We doubt not that every man engaged in this line of work can point out times when his work did draw trade and a goodly volume of it.

But, on the other hand, were not those effective displays the exception rather than the rule? There should be a constant effort to make every display an active, visible power in creating trade. We except not even Christmas windows, although the holiday season is one when it would naturally be assumed that the store would have all it could handle anyway. A Christmas display may be good, it may draw a big crowd and stimulate curiosity, but it need not necessarily omit the business feature.

In glancing backward the notable displays of the year will pass before the window dresser's mind like a panorama. He will call to mind the effective linen displays in the early year, and how well the underwear sale immediately afterwards was received. The Spring opening show will also come to mind—everyone will have its lesson, and the lessons of the last year should not be forgotten in the practices of the next. It pays to take inventory even of window displays.

An Ingenious
Idea.

Ever hear of an underground show window? A big store on State street has one, and it is attracting a deal of attention because of its novelty.

The window which has been transformed was too small. The versatile window dresser removed the floor of the window, fixed up a space directly underneath, about four times as large, and gained an opportunity to display a much larger amount of goods.

At the sides, the space was boarded up and covered with puffed white cheese cloth, and brilliantly illuminated with incandescent lights.

The display, because of the unique idea on which it is arranged, will prove a drawing advertisement.—Chicago D.G. Reporter.

Power of a
Good Trim.

The power of a good window display was well demonstrated in an incident which came to the writer's notice recently in a large city. While in a wholesale district, an exceptionally attractive store-front was noticed in what was readily seen to be a flourishing retail establishment. It was learned from one of the members of the concern that up to two years ago the business was of a strictly wholesale nature. At that time, only a few goods were displayed in the windows, but the calls for goods thus shown became so numerous as to attract the serious attention of the concern.

The natural question was: If such a meagre display causes so much interest, what would be the result of a first-class front and a well-arranged exhibit? The firm was not long after tempted to add a retail department to its business, and finally went at it in a real up-to-date fashion, putting in fine windows and equipping them with modern devices for the proper display of goods.

As a result, there was a larger list of customers on their books than had been anticipated. Then, extensive alterations of the interior were made, until, to-day, any store in any location might be proud of the business done by this house. Goods were not advertised at "wholesale prices," but the store business was conducted along first-class lines.

In this case, it can truly be said that good window displays were responsible for the successful business. It isn't so much the location as what you make of it. Undoubtedly, good location is very

YOU have not time to read a long Ad. December is your busy month. May it be the best month for business you have ever known.

Your stock for the holiday trade is, of course, complete, BUT you will run short of something in Gloves, in Cashmere Hosiery, in Hankerchiefs, Silk Ribbons, Velvet Ribbons (we have all numbers in stock), Ladies' Scarfs, Lace Curtains, Lace, Embroideries and Trimmings.

You will want a few more Costume Lengths in handsome black and colored goods for Xmas trade.

Velvets and Velvetens are in good demand, and you will have to repeat leading shades.

We can do any, or all, of the above for you. Mail and telegraph orders filled same day as received.

Just a word about **Spring '99 Goods**. It has been our privilege to show you handsome goods in the past, but we, nor any other house, have ever shown you such a grand range of goods as it will be our pleasure to submit for your approval for Spring and Summer, 1899.

We have specialties in Black Goods, Plain and Fancy Dress Goods, novelties in Silks, beautiful designs in all classes of Muslins, White Goods and Cotton Wash Goods, Handsome Lace Curtains, new ideas in Ribbons and Gloves.

We have made contracts with Underwear and Hosiery Manufacturers that will enable us to fill all orders early in the season.

Brophy, Cains & Co.

23 St. Helen St., Montreal.

WINDOW DRESSING—Continued.

important, but, during the past year there have been not a few instances which have proved that the right kind of display in the windows and interior is as important a factor as location.

These instances in mind were stores started in locations which have been generally considered as undesirable, but which, by wide-awake management, have been able to turn the tide their way.

On the other hand, some stores in locations considered to be the best, complain of "no business," etc., but they show plainly the need of wide-awake ideas and effort in the line of display.

No matter what your location, you need good window display and an attractive interior. Without these, you have no right to expect good business.

Attend to Backgrounds. No point in a window is more important than the background, and, though much has been said on the subject, a poor background is a general fault in show-windows to-day. This fault is much more noticeable during the Fall and Winter months than at any other time, on account of the dark color of the goods then displayed. Many concerns attempt to trim without a background, and wonder at not being able to show their goods to advantage.

A background of glass casing, such as is used in most windows for protection from dust, etc., should always be draped. Even mirrors do not make a successful background, except in a few instances. Many object to the draping on account of the attendant darkening of the store. By using light materials, such as cheese-cloth, in white, cream and light tints, very little light is obstructed, and the enhanced effect of the window is sufficient to amply repay for any other inconvenience.

Some Practical Directions. The first step toward dressing a window well is to have it thoroughly stripped. Never patch or piece.

Clear the space out and begin to build upon rock bottom. Be sure that everything is clean—clean glass, clean woodwork, clean fixtures. Dirt is a destroyer of beauty, as well as a sign of inefficiency. The richest goods will not hide smudged woodwork or cast a glamor over stained fixtures. Impression in window art is everything; the impression made upon an observer who looks through dirty glass is never an agreeable one.

One of the main points to be kept constantly in mind is that what you exhibit in the window is for sale. It is not there solely to be looked at by the curious. You do not labor to attract idle gazers, but to draw customers. You are seeking to entice those who have money to spend, you are advertising your goods by exhibition. Here is where the price-ticket has its field. It comes in as an auxiliary, and as an exceedingly valuable one, but be careful not to allow this able adjunct to have too liberal a display.

Do not be afraid to illuminate. Light inspires confidence; darkness or dinginess invariably creates distrust. An ill-lighted window gives a bad impression. It looks as if you had something to hide; it is like a veil over the face, a thing worn not to conceal beauty, but to hide disfigurements. Light always adds to the effect of colors, and, as color is the life of all displays, particular attention should be paid to this point.

Select the goods that you are going to use, and get them together where they are directly under your eye and hand. Have everything prepared beforehand, and there will be no vexatious delay, no running to get this or that to fit or to fill with. It is better to have too much than too little to work with. First, plan out carefully what you are going to do; second, prepare your materials; third, go ahead.

The window dresser should be familiar with the class of people who will be his customers; he should know them thoroughly,

know what they buy, how they buy, and when they buy. He should know the stock from end to end, and have a full list of it at his finger tips, but, above all, he should know his windows, study their shape as a sculptor studies the form of his model, plan out their possibilities of arrangement as a general does the position of his forces on the field of battle. Look at them from every point and master their most minute vantages and defects.

The card in the show-window is by no means an insignificant particular. It is, or should be, the finishing touch to every well-arranged display. You are using your windows as an advertisement; people who see them want to read a description of what is displayed before their eyes. It should be there for them to see, but, at the same time, present in a modest way, as auxiliary to the exhibition of goods. Make the cards small, the wording short. Let everything be to the point.

Buying Window Fixtures. Following the recent article in THE REVIEW on cheap window fixtures, the views of The New York Economist writer will be interesting. A salesman once entered a good-sized store which was evidently in need of the goods he was offering—store fixtures. In an interview with the window-dresser he was urged to make strong efforts to induce his employer to look over the goods and buy certain devices. The salesman presented his card to the proprietor, who quickly returned it with the abrupt remark, "Don't interest me at all, sir."

"But," said the salesman, "I have an excellent line of goods, and your window-dresser informs me that he is desirous of securing something of the sort."

The merchant only replied in a gruff manner, "It makes no difference, young man. I don't want them, and if you offered me \$100 worth for \$5 I wouldn't take them. Is that plain enough for you?"

The salesman, not easily phased, replied, "Well, Mr. —, that is rather decided, but it seems to me quite a broad statement, and one that would justify me in asking your reason for assuming such an attitude towards such necessary articles as fixtures."

The merchant calmed a little, and said: "Well, if you want to know, I'll tell you: I find the investment a waste of money. If I buy a lot of fixtures, they come in and appear very nice for a week or two; then they are taken out of the window, thrown into the basement, and probably smashed."

The salesman, recognizing a hopeless case, merely added: "Mr. —, if that is your experience, I can only say I am sorry for your management." Whereupon he picked up his kit and departed, leaving the short-sighted merchant and his unfortunate window dresser to plod along in the same old makeshift manner.

This little incident has a moral. The proper care of fixtures is a very important consideration and requires the cooperation of employer and window-dresser. In the first place, the employer should furnish a suitable room for the exclusive use of the window-dresser—one sufficiently large to accommodate all his decorative paraphernalia. Fixtures not in use should be kept in this room, and the window-dresser held responsible for their condition and appearance. Fixtures thrown from one room into another and never cleaned cannot be expected to last long. They require as much care as any other store equipment.

Another important point is the selection of fixtures. The average merchant, when considering the purchase of fixtures, seems to think of nothing but the price—quality is not considered.

This is a serious mistake, as there is just as much difference in quality of fixtures as there is in any other commodity, and it pays to buy the best. Some concerns waste many dollars in trying to construct their own fixtures of wood, brass curtain rods, etc. Besides the cost of material, there is the expense of carpenter work or the time of other help, which, in the aggregate, would go a long

way toward paying for a first-class article. The difference in the effect and actual results in business is far greater than the difference in the cost of the homemade and the modern devices to be found in the market.

A store was noticed recently which had been newly fitted-up with a homemade device for display. It was composed of white enamel curtain poles and wire. A large quantity of stock was used up in its construction, and in its appearance it was decidedly clumsy. It lacked strength and stability, however, and failed to do the work for which it was designed. It was learned that the fixtures had cost 75 per cent. of the price of good metal fixtures, and it is safe to add that a year's service will find them in a condition unfit for use. Is this economy?

DEATH OF MR. R. L. SMITH.

THE death of Robert L. Smith, member of the dry goods firm of Macaulay Bros. & Co., took place at his residence, St. John, N.B., Oct. 29, and was deeply regretted. The deceased was a son of the late Francis Smith, one of St. John's old time shipbuilders, and was 45 years of age. He entered the dry goods business at an early age with John Armstrong, and later was in the employ of the London house, and since 1879 has been a member of the firm of Macaulay Bros. & Co. Mr. Smith was a vestryman of Trinity church, and a member of Court Martello, Independent Order of Foresters, and was particularly active in Masonic circles. Mr. Smith was one of the best known among the younger business men of the city. He thoroughly understood the trade in which he was engaged, and was recognized as a man of the highest integrity. In all circles of life the deceased won the respect and esteem of those who met him, and his bright, cheery ways brought him friends everywhere. The funeral was largely attended, the pall-bearers being: A. L. Law, J. E. Fraser, A. E. Campbell, Charles Masters,

Frank L. Tutts, and Dr. Draper. Following the chief mourners were: Alexander and B. R. Macaulay and D. J. Brown, and the whole staff of Macaulay Bros. & Co. Among the floral tributes was a large standing anchor of white flowers from the employes of the firm, and a beautiful broken wreath from his partners.

PAY YOUR TELEGRAMS.

Editor DRY GOODS REVIEW:

Sir,—Some merchants—we hope they are few—have a habit when sending telegrams, of sending them "collect."

This, to our mind, is a small way of saving a few cents. We get orders by wire, we are pleased to get the orders, but if a merchant neglects ordering until he thinks he must do so by wire, in place of by mail, he ought, at least, to pay his wire, and not expect others to suffer for his neglect.

Yours, etc.,

November 25, 1898.

MANUFACTURER.

THE COMMERCIAL TRAVELERS.

The fact is, says The Vancouver Province, that the commercial travelers of Canada to day are a splendid body of men, sober, industrious, shrewd and good citizens in every sense of the expression. Time was when the commercial traveler was a rollicking blade given to conviviality of a somewhat pronounced type, but that time has long since gone by. Take the commercial travelers who make their headquarters in Vancouver as an example. Will any one say that they are not regarded as among the most desirable dwellers in the community? Will they not compare favorably as a class with the men who follow other pursuits, professional or commercial? There are so many travelers here that it seems a pity that they do not organize a Pacific Coast Association to work in harmony with the associations of the other Provinces of the Confederation.

Repeat Orders

Placed by us early in the season are now coming in. Stock is in splendid shape. Best selling lines in following seasonable goods in stock:

SHIRTS AND DRAWERS: \$3.50, \$4.50, \$6.00 and \$9.00. Plain and Fancy. Knit Top Shirts, \$4.35, \$5.75, \$6.75, \$8.00, \$9.00 and \$12.00. Flannelettes and Saxonys, at all the popular prices.

SHAWLS: Single, at 65c., \$1.00, \$1.25, \$1.65 and \$2.25. Double-Longs, in Tartans and Plain Greys, \$2.25, \$3.00 and \$4.00.

HOSIERY: Men's Heavy Sox, \$1.15, \$1.35, \$1.50, \$1.80 and \$2.25. See our No. 325 at \$1.80. Ladies' Wool Hose, 22.25 lines, very special. Ladies' Cashmere, \$2.25, \$3.00 and \$3.75 lines, extra value.

GLOVES: Cashmere Gloves. Our \$2.25 lines in S.W., W. and O.S. worth buying.

MITTS: Wool and Leather. Assortment complete. Buy our Klondike Mitt at \$4.50. It is in constant demand.

Letter Order Department

Guarantees satisfaction in filling Letter Orders.

◆ ◆
DO YOUR SORTING WITH US.

KNOX, MORGAN & CO., HAMILTON, ONT.

NEWS OF WINNIPEG AND THE WEST.

From THE REVIEW'S Special Correspondent.

WINNIPEG, Nov. 21, 1898.

WINTER is on us with a rush; all Saturday night and Sunday the snow fell without ceasing. Monday morning brought a drop in temperature and a steady biting wind from the north, and Winnipeg in general put on furs to stay until next Spring. The change is unusually severe for the season, and Thanksgiving is likely to be kept with weather suitable for Christmas.

The first ball of the season will be held on Thanksgiving night, at the Manitoba Hotel. Usually the Rowing Club ball is the first of the season, but this year the cricketers are first in the field, and all things point to a very delightful gathering. Some very pretty gowns will be worn, judging from preparations now going forward. It would be difficult, in fact, to have anything but pretty gowns this season, as both the materials offered and the styles lend themselves particularly to effective evening dresses.

RETAIL TRADE.

In retail trade, business is very good. Christmas shopping is already being attended to, and the season being somewhat delayed, has made buying very brisk now it has commenced.

In the wholesale trade, business is of two classes: Assorting trade for Christmas, and orders for Spring goods, and in both business is very good. In fact, wholesale houses are working nights and Saturday afternoons. Many of the buyers have returned from European markets, travelers are out with full lines of samples, and everyone is busy making up for the time lost over our unusual and unwelcome wet Fall.

CLOTHING.

Trade is reported good in this line, although collections are still a little slow.

J. W. Peck & Co. report business very fair, but have no special news to offer. Myron, McBride & Co. report business good. The demand for fleeced underwear has been specially heavy. Fancy German sweaters of fine quality, and ladies' golfers in bright tartans, have proved ready sellers. There has been a lively trade in all lines of wool hats and caps, and indications for Spring are that the linen hats of a better quality than shown last season will, to a large extent, supersede straw hats during the season of 1899. A new feature, and one likely to be popular here, is a padded hockey suit, consisting of duck knickers and a sleeve-

less waistcoat, both warmly padded. Hockey is such a popular sport here that anything calculated to add to the comfort of players is pretty sure to find a ready sale. This firm make a special feature of neckties, and are showing some very choice basket weaves, in bright plaids, stripes and checks, in large flowing "Imperials," "Four-in-hands," "Tecks," puffs and "Ascots." "Ascots" are growing in popularity here.

D. McCALL & CO.

Mr. John McRae reports an excellent season. The west went wild over velvet hats this season, and this is, no doubt, one reason why the millinery trade has been good, as it has kept up the trade in assorting orders. In felt hats, no line has been quite so popular as the pearl fedoras with colored bands. Later lines are shown with

a large fancy buckle pinned in the front of the band.

Just now the McCall's are showing a very pretty line of blouse velvets. The groundwork is plaid, in such combinations as purple and green, moss green and pink, coque de roche and blue with raised stripes of black. The effect is extremely pretty. Mr. McRae expects to have his Spring samples this week.

R. J. WHITLA & CO.

Mr. A. S. Burns and Mr. Campbell have just returned from trips to Paris and London.

When your correspondent called, Mr. Campbell was just superintending the unpacking of a large stock of fans for Christmas

FUR CAPES.



GILLESPIE, ANSLEY & DIXON, TORONTO.

HOLIDAY GOODS

... IN ...

JAPANESE WARES

HEMSTITCHED SILK HANDKERCHIEFS.
EMBROIDERED SILK HANDKERCHIEFS
INITIAL SILK HANDKERCHIEFS
SILK MUFFLERS
SILK CHAIR SCARFS
EMBROIDERED SILK DRAPES

COLORED HABUTAI SILKS
in all colors

DANTSU RUGS
in all sizes and styles.

NEW BLOUSE SILKS
for evening and street wear.

Mail Orders Promptly and Carefully Filled.

K. ISHIKAWA & CO. . . . TORONTO

ALWAYS RELIABLE.

“Perfection” Brand

**Down and Wadded Bed Comforters,
Cushions, Tea Cosies, Etc.**

In ordering the above brand you take no risk whatever, as all goods so labelled are fully guaranteed by us, and, if not correct in every detail, can be returned (without expense to the purchaser). **THIS IS A FAIR OFFER**, and we make it because we have full confidence in our goods. **IF YOU WANT THE BEST VALUE FOR YOUR MONEY** place your order with us and you will get it.

GOOD QUALITY. HANDSOME DESIGNS. LOWEST PRICE.

Mail Orders given our best attention.

CANADA FIBRE CO., Limited

Manufacturers of Down, Cotton and Wool Comforters; Cushions and Tea Cosies of every description.

OFFICE AND WORKS: 582 WILLIAM STREET, MONTREAL.

WINNIPEG AND THE WEST—Continued.

trade. There is a very marked change in the style of these articles this year. The large fluffy fans of last season seem to have entirely disappeared, and small fans, with ivory frames and covers of gauze, lace, hand-painted silk, and the like, are now in season. These fans are very dainty, and add just the right touch to a pretty toilet, but woe to the weary chaperone who dares to yawn with one of these airy nothings as a shield!

Sash ribbons are much worn, and are very beautiful in both color and design, fancy brocades, moires and plain taffetas taking the lead. Narrow ribbons, with drawing cords in the edge, are shown in a great variety of shades, and continue to be a very popular style of decoration both for skirts and waists.

BLOUSES.

Blouses are still with us, and prettier than ever, both as to material and design. Black checks, and stripes running around instead of up and down, are leading patterns. This style of stripe will be popular with slight figures, but stout women, if they value their peace of mind, will do well to let it alone. Self cuffs are shown on nearly all blouses, and most of them have adjustable collars of the material of the blouse. The collars are all standing, with rounded points. In colors, lavender and white and blue and white are favorite combinations.

NOTES.

Mr. Robt. Bryce, of Bryce & Co., is traveling with Spring samples to the Coast.

Mr. Whenery, of Stobart, Sons & Co., is expected back from a four months' purchasing trip in Europe, early in December.

Mr. J. H. Glass, traveler for J. A. & M. Cote, of St. Hyacinthe, Que., and Mr. G. Glass, traveler for Lawson & Jones and Fraser & Co., London, Ont., were both so unfortunate as to lose all their samples and most of their personal effects by the burning of the C. P. R. depot at Virden, Man., on Sunday, Nov. 20. Mr.

J. H. Glass sustained severe frost bites in attempting to save some of his effects.

WOMEN AND FASHION.

"Why do women love a new fashion?" asks a writer in Scribner's Magazine. Because "she loves to set herself off from other women, or to emulate other women by her dress, as men are forced to emulate other men, or to distinguish themselves from the mass of men by force or by intellect. The end pursued by both is singularity—that is to say, distinction from others, and with women, distinction by beauty." Hence it is that women love a new fashion. The writer elaborately explains how great Paris dress-makers build up their dresses.

A project accepted by the dressmaking house is there submitted to a corps of trained critics, who judge its artistic and commercial merits, and command the necessary changes. It is then passed over to skilled dressmakers,

cutters and seamstresses. The work of the latter is minutely specialized, one person making always sleeves, another always skirts, another bodice trimmings, in which way each detail becomes a masterpiece.

On the perfectly-made gown no one can say afterward how the sleeve was formed, or how the skirt. It is a work of decorative art, and is to be judged by art laws. The lines and colors play into each other, and lose their separate existence. No part of it imposes; it is a whole; it has the repose and mystery that belong to beauty. This does not describe every high-priced gown, but this is the ideal gown.

It ought to greatly interest our London houses to

learn that the French Ministry of Commerce reports that the exportation of made-up articles of women's dress has increased 750 per cent. in the last 25 years. On the registered list of exportations, London and her colonies rank first.—London Draper's Record.

John W. Pigot, senior member of the firm of Pigot & Bryan, London, died suddenly of apoplexy Oct. 30. Mr. Pigot was a resident of London for many years, and his firm one of the principal business houses in the city.

FUR-LINED CAPES.

GILLESPIE, ANSLEY & DIXON, TORONTO.

Just One Thought

We have prepared for your consideration
54 Models of

Ladies' Wrappers and Tea Gowns

The correctly made and perfect-fitting kind.
Don't fail to see our **Cotton Covert Skirt**,
No. 508, at \$20.00.

The Maritime Wrapper Co.

J. H. PARKHILL
46 Toronto Arcade, Toronto.

Limited

Woodstock, N.B.

Kid Gloves

IN STOCK

and to arrive 1st DEC., for
Christmas Trade.

NEW BLUES
MYRTLES
OX BLOODS

Several ranges of
assorted packages

ROYAL PURPLE
BEAVERS
TANS, Etc., Etc.

2 clasp, fancy backs

\$9.00, \$9.50, \$11.50

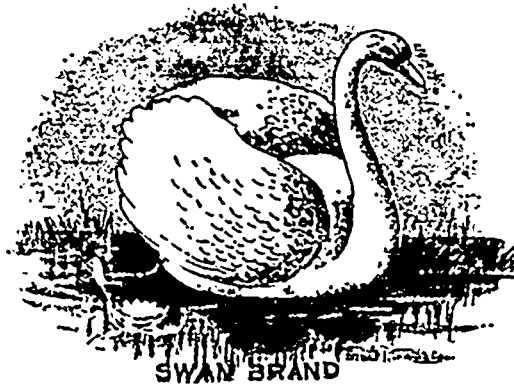
EUGÈNE JAMMET'S FRENCH
Kid Gloves.

FITZGIBBON, SCHAFHEITLIN & CO.
MONTREAL.

Christmas Trade Specialties

Down Comforters, Cushions, Cosies, Head Rests, etc.

SATIN COMFORTERS
SILK COMFORTERS
SATEEN COMFORTERS



SATIN CUSHIONS
SILK CUSHIONS
SILK COSIES, Etc.

LETTER ORDERS PROMPTLY AND ACCURATELY FILLED.

Beautiful and exclusive designs in Silk and Sateen Chair Backs and Head Rests.

The Toronto Feather and Down Co., Limited

Office, Sample Room and Factory, No. 74 King St. West, TORONTO.

ELKHORN'S BUSINESS FIRMS.

THE local paper of Elkhorn, Manitoba, states that there are few towns where merchants carry larger or better stocks than the merchants of Elkhorn. Some account of these merchants is given:

First, the firm of Wilcox & Clingan, who conduct a large general store, carrying all lines of general merchandise—in fact, there is no store in Western Manitoba where a larger and more varied stock is carried. The premises are commodious, yet there is no corner but what is well filled with goods. The store presents an attractive appearance, everything being nicely arranged. Among the lines carried are dry goods, clothing, boots and shoes, rubbers and overshoes, hats and caps, millinery and fancy goods, staple and fancy groceries, hardware. Going upstairs, one beholds an extensive and beautiful display of crockery and glassware, a large furniture room, well stocked with furniture and housefurnishings, handsome parlor suites, sideboards, lounges, chairs of many kinds, bedroom suites, writing desks, book-cases, etc. The display of furniture would certainly do credit to a town of much greater pretensions than Elkhorn. A dressmaking department is also carried on in this store. Messrs. Wilcox & Clingan are most enterprising merchants, and have a large and rapidly increasing trade. The store is under the management of Mr. Clingan. Mr. Wilcox also conducts a large general store business at Virden.

The A. McLeod Co. are the owners of the "Pioneer" store—the oldest established business in Elkhorn—having been first opened in 1882. The firm do a large trade, and attend promptly to business. Their store, from top to bottom, upstairs and down, is literally packed with goods. Choice groceries, dry goods, clothing, boots and shoes, hats and caps, rubbers, overshoes, glassware, crockery, hardware, a fine display of millinery, drug sundries, flour, etc. Their assortment of goods is tremendous, every line is kept, and their trade has increased with the increase in population. The millinery department receives special attention, and the latest styles are always to be seen.

G. W. Marsh is well-known throughout this country, having been in business for the past 10 years. Besides his large general store in Elkhorn, which he opened last Fall, he owns a general store at Beulah, and enjoys a large trade in both towns. He had his store here fixed up in elegant shape; the counters and shelves are groaning beneath the weight of goods—dry goods, groceries, clothing, boots and shoes, rubbers, moccasins, overshoes, hats and caps, crockery and glassware, hardware, millinery, etc. The

upper storey of the building is also filled with goods of various kinds. Mr. Marsh carries a very choice stock, and is building up a good business.

CHANGE OF FIRM NAME.

A quarter of a century is a long time, and yet for nearly that length of time (almost twenty-four years) the name of Pratt & Watkins has been, as it were, a household word to the people of the city of Hamilton. Frederick W. Watkins, who has been the exclusive owner of the business carried on at 14, 16 and 18 James street north, now for nearly ten years, has decided that in future the business shall be known by his own name, rather than by that of Pratt & Watkins, as in times past. In future, all persons having business dealings with this firm should address all correspondence to Frederick W. Watkins.

Mr. Watkins intends that his business shall be known in the future, as in the past, as a live, progressive, up-to-date concern. He is now constructing a large new warehouse at 18, 20, 22 and 24 James south, which he expects to move into on or about March 1 next. His intention is to have the new store modern and up-to-date in every respect. Purchases are now being made for the new stock for next Spring. Mr. Watkins' European buyer expects to leave for the British and foreign markets about the middle of December.

NEWER WESTMINSTER.

New Westminster, B.C., is rising from the ruins made by the fire. Operations were being rushed at a good rate on the Guichon, Armstrong, Ellard, Curtis, Fales, Dunn and Dupont blocks. The Ellard block will be the first brick building finished on Columbia street, and will be occupied by H. L. DeBeck & Co., Mrs. Wm. Rae, and D. Lyal & Co. This block is a great improvement on the old structure and will have a much better effect on the general appearance of Columbia street. The Bank of British Columbia building, judging from the plans, will be one of the handsomest buildings of the newer Westminster, and will add much to

the general appearance of the main street, which is now among the handsomest in the Province.

The Trusts and Guarantee Co., Limited, of Toronto, executors, sold the stock of dry goods belonging to the estate of James Hart, of Picton, amounting to \$24,000, at Suckling & Co.'s warerooms for 27½c. on the dollar. The purchaser was George Hart, a son of the deceased James Hart.

"DEWEY."



GILLESPIE, ANSLEY & DIXON, TORONTO.



DOWN QUILTS

are a profitable line to those who handle them rightly, and who handle the right brand of quilts.

Tell your salesmen not to talk cheap prices so much as good quality. A Down Quilt is not bought for a single season. Its wearing qualities are of the utmost importance. Write us for samples any time you have a special enquiry which you cannot fill from stock. Our immense assortment of designs and colors is sure to suit the most fastidious. However large your order, we can fill it promptly.

The Alaska Feather & Down Co. Limited

290 Guy Street, MONTREAL

The Lace Warehouse of Canada

THANKS GIVING

In thanking our numerous friends for their kind and liberal support during 1898, we beg to announce that our ten travellers will very shortly be on their respective routes with our full line of samples for **1899**, comprising the latest novelties in Laces, Lace Curtains, Silks, Trimmings, Ties, Belts, Gloves, Hosiery, Dress Goods, and the many various lines which are included in the largest assortment of **Fancy Dress Goods** to be seen in this market.

Kyle, Cheesbrough & Co. - - Montreal.

THE NEW SECRETARY OF THE TRAVELERS' MUTUAL.



FEEL undone. I undertook, a few days ago, to interview Mr. Blaney H. Scott, the recently appointed secretary of the Commercial Travelers' Mutual Benefit Society, and, for the first time in my newspaper experience, I came away humiliated with the thought that it was Mr. Scott who had interviewed me and not me Mr. Scott, or, perhaps more correctly speaking, that we had been interviewing each other and that he had been doing most of the interviewing.

I ascended to his office at 51 Yonge street, Toronto, introduced myself and made known the object of my visit.

"Sit down," said Mr. Scott, politely.

I sat down and prepared to bombard, but I had reckoned without my host, for, before I had applied a question, he reached forward to a table, picked up a small card, and handed it to me with the remark :

"Do you carry any life insurance?"

"A little."

"How much?"

I told him. Then he threw one leg over the other, turned toward me, and, with the ardor of an evangelist seeking conversions, dilated upon the advantages of insuring in the Commercial Travelers' Mutual Benefit. He punctuated his arguments with vigorous fist exercise upon the palm of his left hand, and grew eloquent. I began to forget the object of my visit, and when I did think about it, I could not get a word in edgeways. And, as he reasoned of insurance and of man's duty to his family, I thought "almost thou makest me a convert—or victim," while I eventually managed to remark: "I'll think about it."

Mr. Scott is an Irishman, and a North of Ireland man at that, which accounts for his "gift o' the gab," no doubt. He is middle-aged, and one of his earlier ventures in life was as a clerk in Burns' well-known grocery store, Queen and James streets, Toronto, where he served for five years. Then an uncle came along who had a desire for travel, and who had money to gratify that desire, and he and young Scott took a leisurely tour of the United States, covering some 28,000 miles. On his return to Toronto, Mr. Scott started up in the grocery business on his own account. After about two years in business, he sold out, and traveled for T. Kinnear & Co., Toronto.

Six years ago Mr. Scott took the step which launched him into a life insurance career. As a member of the Independent Order of Foresters, the officers of the supreme council, recognizing his fitness for insurance and organization, sent him to Ireland to start the society there. Their confidence was not misplaced, for, during the year and ten months he was in that country, he organized 25 courts, and a high court as well. One of the charter members of the first court he opened was Rev. W. J. McCaughan, afterwards the pastor of St. Andrew's church, Toronto, and now pastor of a church in Chicago. A handsomely illuminated address and a well-filled purse of sovereigns were presented to Mr. Scott on leaving Ireland for Canada.

Shortly after returning to Toronto, Mr. Scott started an insurance brokerage, which he carried on until his recent appointment as secretary of the Commercial Travelers' Mutual Benefit Society.

Mr. Scott has had what few insurance men have had, namely, practical experience in all three systems of insurance—fraternal, endowment and assessment.

What struck me most forcibly, in my conversation with Mr. Scott, was his enthusiasm for his work. And it struck me so forcibly that I have been moralizing ever since. I only wish that those who have but little enthusiasm, or no enthusiasm at all, would have a talk with him; I am sure it would build them up in this most necessary quality, without which no one can make life a success.

OMAR.

AS TO BRAIDS.

Braid manufacturers and importers are working day and night to fill the large orders for braid which have come in from all parts of the country. Owing to the impossibility of getting skilled labor sufficient to perform night work, all the factories are behind on orders, and working extra hours cannot be accomplished with any regularity.

The difficulty experienced in securing labor evidences a far better condition of affairs than has existed since 1893. During a few seasons back it has been only too easy to get relays of workmen for day and night employment in manufactories, but now there seems plenty of work for all, and consequent scarcity of extra labor. In view of this fact, numbers of braid orders have waited since September 1 to be filled.

Tailor-made effects, a general trimming season and military fashions have all tended to make the Fall and Winter season in braids an especially large one.—Textile America.

GERMANY'S LITTLE GAME IN SOUTH AMERICA.

The advent of the United States into the ranks of the great powers is bound of itself to raise some important questions. We have already several times pointed out that her system of industrial protection is one of them, and that it will require to be greatly modified to meet the new conditions. Another and equally important one is the Monroe Doctrine, by which the United States has assumed that all the American continent is her sphere of influence. If she, however, claims the right to annex territories anywhere on the face of the globe where she can get them, she will have to withdraw from those reservations and admit the same liberty to other powers. We have more than once asserted, and we repeat it, that though not yet publicly discussed, Germany contemplates the acquisition of wide territories in South America, particularly in Brazil. Now, if the States annexes the Philippines, an Asiatic archipelago, it will be difficult for her to warn off Germany, or, indeed, any other European power, from the badly used territories of the South American continent. These questions are not likely to become acute at an early date, but that they will come up is almost inevitable.—English Textile Mercury.



Mr. Blaney H. Scott.

SPRING SAMPLES

... of ...

COLORED SHIRTS

IN EVERY STYLE AND PRICE.

Self Body, soft fronts,
White Body, colored fronts,
Self Body, collar attached,
In Boys', Youths', and Men's.

Neat, Chaste Patterns,
Noisy Patterns,
Nobby Patterns,
All Prices.

Underwear . .

Every price in Balbriggans.

All prices in . . .

Plain, Fancy Tints and
Ventilated,
Natural Wools,
Fancy Tint Wools,

Medium and light Weights. Popular Prices.

Half-Hose . .

Seamless Heels,
Hermsdorf Dye.

Plain, Black Cottons,
Tan Cottons,
Fancy Plaids.

*No. 3756. Black Cotton with Split
Natural Wool Foot, "Seamless Heel,"
"OUR SPECIALTY."*

Bicycle Hose . .

Boys', Youths', and Men's.
Fine Range.

FRESH LINES FOR SORTING
TRADE IN EVERY DEPARTMENT.

MATTHEWS, TOWERS & Co.

73 St. Peter Street, MONTREAL.

CANADA'S NEW INDUSTRY.**The Merchants Dyeing ^{AND} Finishing Co. ^{Limited}**

D. H. BURTON, President.

TORONTO

R. W. SPENCE, Vice-President.

SUCCESSORS
TO**CALDECOTT, BURTON & SPENCE**

Warehouse, 42 Front Street West. Telephone 137.

Importers, Wholesalers and Specialistsin every class of Dress Fabrics, Dress Linings, Dress Trimmings
and all Dress Requisites.**Tailor-made Skirts and Underskirts,***Leading Lines. Large Variety.***Laces, Embroideries, Ribbons, Veilings,
Hosiery, Gloves, Underwear.**

Devoting our undivided attention to the above Departments, we believe we can excel, and give you the best possible value, and colors and styles quite up-to-date.

Our Travellers' and Department Salesmen also paying special attention to their customers' needs and interests while noting also the changes of fashion, will be able to give the best possible service and opinions.

M. D. & F. CO.

42 Front Street West

TORONTO

Our orders have been coming in very well indeed during November from all quarters, and it is now recognized that every dealer in the above lines should see our samples. We think we have a very competent, obliging and trustworthy staff of representatives—give them a trial.

Our Works, situated on Liberty Street, Toronto, are 216 ft. front by 86 feet deep, fitted-up with special French, German and British machinery, for the purpose of preparing, converting, dyeing and finishing all classes of Bradford, French and Saxony Dress Goods that can be dyed in the piece.

We are the only house in Canada that can buy Dress Goods in the rough state as they come from the loom, and dye and finish them ourselves. Thus saving in the first cost, saving in the duty, and saving in the losses from bad shades, as we dye constantly the colors that are in demand.

Japanese Silks, our own dye and finish, lead the trade. We re-dye bad shades for wholesale and retail trade, but only piecegoods, such as woolen or half-wool dress goods, cloths and cloakings. Good goods are the most profitable to re-dye, not low rubbish. Write for particulars on Re-dyes to the Works, Liberty Street.



The MacLean Publishing Co., Limited

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JOHN BAYNE MACLEAN,
Montreal.

Treasurer,
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Toronto.

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CANADIAN BUYERS IN GREAT BRITAIN.

Canadian buyers and subscribers may have their letters addressed to the London office of THE CANADIAN DRY GOODS REVIEW, 109 Fleet Street, E. C., London. Letters so directed will be kept or forwarded according to instructions.

MONTREAL and TORONTO, DECEMBER, 1898.

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

OUR SLOW OFFICIALS.

THE LONDON NEWS says that THE DRY GOODS REVIEW must be very unsophisticated if it refuses to believe that the delay in issuing our official figures of trade and commerce is due to political reasons. The truth is, we are just as suspicious of politicians as our contemporary, and quite as ready to believe that they manage statistics (or any other detail of administration) to suit themselves rather than the public interest. But, in this case, the cause given does not seem adequate. Monthly returns of imports and exports are seldom issued until the 20th of the following month. This is probably due to the slowness of the various Customs houses throughout the country in sending their returns to Ottawa to be totaled up. In the same way the yearly figures take a long time to verify and add up, practically, we feel sure, because the officials are slow and not because the Ministers instruct them to delay. Whoever is to blame, the delay reflects discredit upon the administration. For the statistics of an important country like Canada to be so stupidly handled that details cannot be got for six months after the official year has closed is enough to cause people to despair of ever getting the public affairs managed as a merchant would manage his own business.

THE CHANCES OF RECIPROCIITY.

THIS is what a merchant said to THE REVIEW the other day: "It makes me sick to think that a lot of politicians have to deal with our commerce." This was during a conversation relating to the reciprocity treaty now under discussion at Washington between our Commissioners and those of the United States. Our Commissioners are men of ability, and will, doubtless, uphold the case for Canada with patriotism. On every subject except trade they are well posted, but what on earth do they know about commercial questions?

Sir Wilfrid Laurier, Sir Louis Davies and Sir Richard Cartwright are all lawyers or professional politicians. Mr. Charlton is a business man, but he is only one among the five Canadian and British Commissioners. Lord Herschell, who represents the British Government, is, of course, a lawyer.

What chance does a purely commercial question stand of being intelligently threshed out by a Commission of this complexion? A very poor chance; and if no treaty is secured, one of the reasons will be because politics rather than commerce played a leading part in the discussion.

We venture to say that two commercial men could sit down and consider all the interests likely to be benefited or injured by reciprocity, and, after three months' consideration, could draw up a treaty which would commend itself both to Canada and the United States. But the politicians on both sides of the Commission are the real obstacles to a satisfactory conclusion being reached.

As long as our commercial affairs are to be regulated by lawyers and professional politicians, we stand to be disappointed, on many different occasions. And, if what one reads about the Washington discussions in the daily press is true, reciprocity stands a very poor chance of being adopted.

THE MAKING OF LINENS IN CANADA.

For several years there has been a feeling in some quarters that certain classes of linens might profitably be made in Canada. It was suggested in these columns, by a correspondent, not long ago, that some of the unused cotton mills might be employed for this purpose.

The other day it was stated that Mr. McGowan, of Alma, Ont., who was enlarging his flax mill, intended to put in machinery for making linen. This, it appears, is an error, since Mr. McGowan writes THE REVIEW that there is no truth in the report. But he adds: "At the same time, I think there is an opening in that line, but it would require a strong company, rather than a private individual, to enter into this field, as a large capital would be necessary."

Since the passage of the Dingley tariff in the States, several steps forward have been taken there to manufacture linens, but, in Canada, although our duties have been left pretty high, no one seems to care to invest money in trying to make linen manufacturing pay. We grow the raw material. We use the linen goods—last year we imported \$1,500,000 worth of them, paying duty at the rate of 22½ per cent.—and yet we make no attempt to manufacture any of them here.

THE PARCEL BOY.

THE Christmas season is one of festivity, of good cheer. It is the time when those who can delight to gather round the home fireside and forget the trials of life, the worries of business.

This season is also one of business activity. Rush is the watchword in the general stores throughout the land from eight in the morning till late in the evening. Much work and long hours is the lot of every employe, from the head clerk down.

And, in many cases, especially in the large towns, the employe who realizes most thoroughly the activity of business at this season is the boy, who, about eight o'clock in the morning, starts out to deliver parcels, his steps elastic and his heart atune to the merry whistle with which he lightens the hearts of many not so full of life as he, and who, after continual walking, with but two intermissions at dinner time and supper time, comes back to the store about eleven o'clock hoping that no more parcels are to be taken. The shutters are down, the clerks gone home with one exception. This solitary clerk has been told to keep open till the boy comes back, and help him fill up his cart again, with the usual injunction: "Tell him to be sure to deliver them all right, and to keep his cart at home overnight. Then you may go home." The cart is filled, and the boy, generally about sixteen years of age, starts out on the almost deserted streets to walk one or two miles more, footsore and often hungry, yet afraid to leave any parcels till the morning, as he might lose his \$2 a week, which is so welcome an addition to the family resources. About midnight he reaches home, and is met at the door by his mother, who has waiting for him a basin of warm water to bathe his tired feet, and a humble, but nourishing meal to appease his boyish hunger. This picture may, to some, seem overdrawn, but it is not, the experiences have been realized to the letter.

Christmas is the season of peace on earth, good-will to men, the time when we look about us to see how our brothers live, to see if those about us are as happy and prosperous as ourselves.

How was your parcel boy treated last Christmas? If you have not thought about him read Dickens' "Christmas Carol," and remember that it is not too late to profit by the experience of "Old Scrooge."

DIRTY PAPER MONEY.

Complaints, long and bitter, are made by merchants to THE DRY GOODS REVIEW on account of the dirty, filthy bills which the banks and the Government of Canada insist on keeping in circulation.

These bills carry disease, are ugly to look at, and they give foreigners a very low opinion of our paper money, which, although you would not think so from its appearance, is worth its face value in gold. In fact, our whole currency is on a gold basis, but who would think it from the vile, ill smelling paper notes which are circulating all over this country?

The issue of Government bills, two's and one's, amounts to \$25,000,000, authorized by Act of Parliament for circulation. The Dominion Government make a good profit on this money, and they

can afford to give us clean bills. The chartered banks are rather more careful in this matter, and, for their own credit, have, in recent years, got up some exceedingly handsome new cuts.

But the dirty bills of the Dominion Government are a positive disgrace to the country, and must tend, sooner or later, to bring paper money into disrepute. In that event, the use of gold would grow up, which would be very inconvenient, both for the banks and the Government, since the country is now saved the expense of coining its own gold by using British sovereigns and American eagles as standards of value, few, if any of them, being actually in use.

If the Department of Finance does not set on foot a reform in this matter, the commercial and financial newspapers of the Dominion will begin an agitation which will bring the officials to their senses.

TAXING COMMERCIAL TRAVELERS.

The Act of the Prince Edward Island Legislature imposing a tax on commercial travelers continues to arouse a great deal of criticism, both from the other Provinces and within the Island itself. The tax, of course, must be due to the desire to raise money, and, if so, it is a very questionable means of raising the wind. If any dry goods merchant carried out a policy of that kind in his business he would very soon be looking out for something to do.

The tax is impolitic, and probably does not raise much money.

The best suggestion we have yet seen for getting around the obnoxious Act is the proposal of The Toronto Globe that the Act should be disallowed by the Dominion Government, since its aim is to curtail trade between one Province and another, a subject on which the Dominion authorities

alone have, under our constitution, the right to legislate.

The Minister of Justice should be pressed to give his immediate attention to this phase of the question, and we do not believe that anyone's feelings will be hurt by the disallowance of the law except the politicians who passed it. We have not heard that Island merchants are lying awake at night anxious to keep the law on the statute books.

A BUSINESS MAN CHOSEN.

We beg to congratulate the Dominion Government on its most recent appointment to the Canadian Senate. Mr. John Yeo, who has been named to fill the vacancy in Prince Edward Island, is a prominent business man of Prince county, P.E.I., who is well-known and respected in his own part of the country, and a practical man. If the Conservatives were to make an equally good appointment we would be prepared to speak as well of it as we do of this. It is not a matter of politics at all, but when a Government recognizes the value of business men in public life that Government is entitled to praise for doing so. As a shipowner and merchant, Senator Yeo has been a successful man, and even if he does not make long speeches in the Senate, his opinions, when given, will carry weight, and his votes, when recorded, will be those of a man who understands commercial interests and knows that they should always come before party politics.

Spring Trade Number (January issue) to be published end of December. Forms closing now.

OUR IMPORT DRY GOODS TRADE.

WE have now four months of the preferential tariff to estimate from. The official figures from July 1 to Nov. 1 are now available, though the countries from which the goods are imported are not given, so that we have no certain means of knowing exactly how the new tariff has benefited British goods.

It appears, however, that the total imports into Canada during the four months (compared with the same months in 1897) have been, in round numbers, as follows:

TOTAL IMPORTS OF FOUR MONTHS.		
	1897.	1898.
July.....	\$13,000,000	\$22,000,000
August.....	17,000,000	20,000,000
September.....	17,500,000	19,000,000
October.....	14,500,000	17,000,000
	\$62,000,000	\$79,000,000

This increase of \$17,000,000 worth of imports during four months is not alarming, although considerable, and is largely accounted for by the abnormal purchases brought in during the month of July, when continental as well as British goods enjoyed the preference. The month by month increases in imports seem to have been: July, \$10,000,000; August, \$3,000,000; September, \$1,500,000; October, \$2,500,000. These are, excepting July, little more than a time of business prosperity would account for, and there will, we hope, be no tendency to over import.

We have again compiled a table of dry goods imports containing the principal items that concern our own trade, and the details are as follows:

FOUR MONTHS' DRY GOODS IMPORTS.

	July, 1898.	July, 1897.	August, 1898.	August, 1897.	Sept., 1898.	Sept., 1897.	October, 1898.	October, 1897.
Cottons, not dyed.....	\$ 47,811	\$ 20,057	\$ 37,362	\$ 25,452	\$ 46,187	\$ 41,227	\$ 37,312	\$ 19,572
Bleached or dyed cottons.....	321,902	169,339	274,103	163,747	217,705	170,300	146,335	130,021
Cotton clothing.....	47,459	26,134	29,344	24,175	32,853	22,800	17,691	16,949
Cotton threads and yarns.....	26,145	28,490	23,600	24,972	32,499	8,231	27,334	21,263
Cotton thread on spools.....	43,979	41,112	40,170	29,702	29,323	23,172	24,370	31,141
Other cotton goods.....	140,691	61,344	89,625	65,385	65,456	74,637	51,303	47,956
Brands, fringes, etc.....	102,998	41,724	62,931	57,228	63,859	65,338	23,867	29,010
Laces, collars, neckties, etc.....	67,931	26,225	37,122	42,747	46,533	70,327	27,091	34,059
Fur manufactures.....	101,713	33,603	37,523	36,921	48,261	37,032	36,611	35,001
Gutta percha goods.....	33,207	23,234	40,007	32,763	39,007	31,236	31,618	23,462
Hats and caps, all kinds.....	60,500	60,519	173,850	151,457	111,925	127,811	56,373	59,607
Boots and shoes.....	27,463	17,345	36,329	32,808	44,318	32,957	36,780	37,819
Silk manufactures.....	811,563	193,657	237,635	266,333	272,168	289,103	192,174	170,101
Carpets.....	72,812	20,521	90,143	45,161	97,453	67,103	53,228	23,629
Woolen clothing.....	211,646	23,802	101,379	157,327	156,319	240,777	68,471	80,823
Worsted, coatings, etc.....	153,923	200,946	349,119	315,847	246,958	218,975	169,503	191,734
Woolen dress goods.....	901,327	434,945	303,267	390,831	234,630	302,217	103,902	125,300
Woolen knitted goods.....	91,027	28,714	66,781	43,092	63,357	46,513	31,431	33,918
Woolen shawls.....	23,275	10,364	6,291	5,900	9,190	3,795	2,204	2,204
Woolen yarns.....	62,002	23,926	19,633	18,112	19,940	19,449	17,637	17,639
Other woolen goods.....	141,339	46,127	60,971	41,143	78,506	74,615	60,615	43,290
	\$3,868,306	\$1,519,702	\$2,115,767	\$1,992,812	\$1,924,766	\$2,055,701	\$1,156,371	\$1,100,263

The October imports are only slightly over those for October, 1897. The total for the four month period is: 1898, \$9,000,000; 1897, \$6,500,000. In other words, during the past four months of trade activity, Canadian dry goods importers have only brought into the country \$2,500,000 more worth of goods than in the same four months of 1897. We do not consider this over importation and imagine that the increased consumption will digest it rapidly.

We might warn merchants who read political newspapers that any positive attempt to determine the effect of the preferential tariff on British goods is premature. The British figures which are being quoted are not satisfactory. We must wait some time yet before we know exactly.

DOING BUSINESS WITHOUT PROFIT.

The wholesale trade should try and be consistent. They are always declaring that a merchant should get a profit on his sales or else he is not in the right way of doing business.

We hear that a Canadian jobbing firm sold some colored cottons to a large retail establishment not long since at exactly what they

had purchased them from the mill. Unless our information is astray, the mill made no profit on this particular lot, the jobber did not, and as the retailer is a man who cuts prices, we expect that he will not. Now, just trace this whole transaction from start to finish, and consider what loss (to some one) must have ensued

This supplying the public with goods and getting nothing for your trouble is a poor system. Better at once turn your business into a benevolent institution and serve out soup, and clothing for the distressed and the needy. That would be charity on a proper basis. But selling at cost is neither business nor charity.

OVERPRODUCTION IN THE UNITED STATES.

CANADIAN buyers who have lately been in the United States report rather unfavorably of the market there, and the supposed revival of trade. The drop in cottons, an increase and then a drop in oilcloths, and other price fluctuations in dry goods, indicate no very satisfactory state of affairs.

In conversing with one buyer who had lately been in New York, THE REVIEW found that he attributed the depression of trade in the United States to the practice which some manufacturers have of offering low prices on large lots, so as to induce jobber and dealer to take a larger quantity. This induces overproduction. It is easy to see how it works. The mills are kept working with feverish energy, the jobber is induced by a special price to handle more than he ought to, and the dealer is loaded up with a line which,

perhaps, does not capture public taste, and which brings down prices.

One case is mentioned of a manufacturer who held two large trade sales to get rid of his surplus. The trade attended for the purpose of not letting the market get demoralized, though they were not feeling hungry for goods. They bought, and went home "full up." A short time elapsed, and a third trade sale was announced. But the trade had had enough, and it was called off. This bespeaks overproduction, a very bad permanent condition for any country.

What our neighbors should do is to find larger markets abroad, as the surplus must go somewhere, and the home demand does not seem to warrant the present rate of manufacturing. They steadily look away from reciprocity with Canada, forgetting the value of a market near at hand composed of people with similar tastes and wants to themselves. Something must be done, as the expansiveness of the home market seems to have about reached its limit.

HEAVY IMPORTS OF STAPLES.

We understand that the month of December will see large withdrawals from the Customs House, for wholesale firms, of consignments of British goods. These are Spring goods, which are still in bond. The consignments are said to be unusually strong in staple cottons, colored goods especially, and some interesting, though not necessarily destructive, competition may result. There is some curiosity in the trade to see how Spring importations, if as large as they are reported to be, will affect the prices of Canadian staples.

AN INTERESTING CONTROVERSY.

ATTEMPT TO MAKE DRY GOODS PAPERS REFUSE
THE ADVERTISEMENTS OF COMPETITORS.

From The N.Y. Dry Goods Economist.



CONTROVERSY of very considerable interest to dry goods men, both as merchants and advertisers, has just been advanced a long step toward settlement by a decision rendered in the Supreme Court of New York State in the case of J. W. Goddard & Sons against The American Queen. The grounds of the controversy are stated in the October 22 issue of The London

Draper's Record as follows:

AN ADVERTISING DISPUTE.

"A very important struggle between a journal called The American Queen and J. W. Goddard & Sons, manufacturers of a brush skirt protector, is taking place in New York. The facts are as follows: Eighteen months ago the firm offered a contract to The American Queen on condition that that paper would not publish advertisements of any article competing with the Goddard product. D. J. Kelley, secretary of The American Queen, declined this proposition, but offered to refuse the advertisement of all infringers of Goddard & Sons' rights. Upon this basis a contract was made. Last July, after the question of renewal had been discussed, Mr. Kelley signed what he supposed would be construed as a contract like the first one. He soon learned that Goddard & Sons believed that they had committed him to a promise not to accept the advertising of any other skirt binding than Goddards'. Mr. Kelley lost no time in explaining that he could not accept the advertising on these terms. The Goddard advertising did not appear in the September number of The American Queen, but an advertisement of another skirt binding did appear. Now, the Goddards have brought an action in the Supreme Court to compel The American Queen to publish their advertisement in every issue up to March, 1900, inclusive, and to reject for that time all other advertising of goods that compete with Goddard & Sons'. There are special reasons why American newspapers cannot refuse advertisements in the manner suggested. But, in any case, it seems to us that any such procedure would act most detrimentally upon the interests both of sound trade and of newspaper advertising. A fair held is the right motto for respectable advertisers as much as for other people."

Shortly after they first introduced Feder's skirt protector the Goddards conceived the idea of retarding the introduction of any competing skirt binding by an attempt to monopolize the means of advertising communication with both the trade and the public, as well as by requiring retailers and jobbers to sign exclusive contracts with them providing that in the establishments of the contractors no other brush binding should be sold. The argument by which this attempted monopoly was justified by the Goddards was that, if the field were left open, the result would be that all sorts of cheap imitations would rush in, prices of all brush bindings would be cut, and the whole industry rendered unprofitable all the way down from the manufacturer to the retailer.

The Messrs. Goddard urged The Dry Goods Economist to enter into such an exclusive contract with them, but, as they insisted that the exclusion should not be confined to infringers, but should include competitors of all kinds, The Economist did not feel that its relations with the dry goods trade would permit of its entering into any such arbitrary, exclusive arrangement, even though it might be decidedly to the pecuniary advantage of the paper to do

so, and it declined to accede to the extremely flattering proposition submitted, whereupon the Goddards withdrew all business from The Economist.

In other quarters, this firm were more successful in making exclusive advertising arrangements, but when they endeavored, under the circumstances set forth in the above-quoted paragraph, to compel the publishers of The American Queen to throw out the previously contracted advertising of The Stewart, Howe & May Co., they carried matters too far, and apparently only succeeded in knocking the corner stone out from under their own attempted monopoly. They first went to court and obtained an ex parte temporary injunction against The American Queen and The Stewart, Howe & May Co., whom they joined as co-defendants.

But, upon the hearing of the motion to make the injunction permanent, Judge Dugro promptly denied the motion and dissolved the injunction, throwing the costs of the action upon the Goddards.

While this result does not necessarily end the litigation, it apparently foreshadows the outcome of any further effort which the Goddards may make to coerce The American Queen or any other publication which has entered into a contract in restraint of trade. The whole matter has been brought to the attention of the Postmaster-General's office at Washington, with every prospect that a ruling will be made excluding from second-class mail privileges any publication making an exclusive contract on the lines required by the Goddards. From this time on it will be, to say the least, imprudent for any publisher to refuse the advertisement of any reputable firm manufacturing any article which is not prima facie an infringement on some similar article.

This whole episode has been a very interesting one, and its further development is well worth watching. The exclusive rebate contract with distributors is on trial, as well as the exclusive advertising arrangement. The argument by which both of these schemes were originally, and

probably are still, defended by the Goddards, is not without plausibility, but it does not seem to successfully sustain the test of practical experience.

A WELL-KNOWN BRITISH NOVELTY HOUSE.

Tidswell & Co. have made for themselves a pre-eminent name in the British shirt-waist market for the way in which they have specialized this trade from the time of its inception, and they claim to have been the first firm to introduce the soft fronted shirt-waist.

They are also keeping up their reputation for high-class novelties in ladies' blouses. Their range is very extensive, and comprises some lovely designs. Evening bodices are largely to the front, and there are also some choice things for day wear.

Messrs. Tidswell's range in collars and cuffs contains the best selling shapes in guards and turndown detachable shapes. There are also habit collars and fronts, as well as tucked and hemstitched novelties, to be seen at this warehouse. Frillings in chiffon, brilliant, lace, lisse, and ombre ribbon effects are shown in great variety. Tidswell & Co. are also showing some pretty lace and chiffon bows and fichus, trimmed with narrow ruffled ribbon, as well as novel designs in women's lace scarfs, principally in ivory and butter shades.

In another part of this warehouse will be seen a splendid selection of fans, in gauze, lace, sequin, hand-painted and various other styles, also ostrich, marabout, and coque feather designs, at reasonable prices. They also have a nice selection of pincushions, handkerchief sachets, and other seasonable novelties. There are many new things in women's belts, in sequin, velvet, satin and other styles, but space will not permit us to say more than this—that a visit to Messrs. Tidswell's warehouse would repay any one.

Forms for our big Spring
Trade Number are now
Closing.

Important to
MANTLE BUYERS VISITING ENGLAND

Call at

A. STEDALL'S

2 CANNON ST., LONDON, E.C.

and see his Early Specialties in

New Spring Jackets
Capes, Mantles and
Tailor Made Costumes.

UNEQUALLED

for correct style, first-class workmanship
and sterling value.

YOU WILL FIND

it to your advantage to see
these goods.

**A. STEDALL is the Largest Mantle and
Tailor Made Costume Manufacturer in
the United Kingdom.**

Has eight factories fitted with the most up-to-date appliances, exclusively for the manufacture of these goods, and makes **special ranges for export to all markets in the world**, in materials suited to the various climates, and in the season, has from 10,000 to 20,000 garments in stock to select from, at his

Wholesale Warehouse, 2 Cannon St.
LONDON, E.C.

Woollens and Clothing.

STYLES IN CLOTHING.

THE new coats this season, says an exchange, whether frock, or sack, or reefers, are following the English cut. This shows a decided waist, and this effect is secured by cutting the sides under the arms so that the garment will fit perfectly the figure and at the same time will not wrinkle. The idea is not original with the British tailor, but it is the adaptation of the London coat by the American. The shoulders are normal and not padded or square. A very smart reefer was shown last week, at a leading tailor's, with this cut. It was of dark blue cloth, double-breasted, and it buttoned high in the neck. It fitted the figure like a glove, but the sides were so cut as to give the effect of a long waist, but still a manly figure, nothing like the French absurdities of a few years ago.

Leading tailors have again restored the outside breast pocket. There are two reasons for this. Although the handkerchief should never show, yet there must be a pocket for it, and to put it in any other would destroy the set of the coat and be very inconvenient to the wearer. The ready-made clothing people are having all their coats manufactured without outside pockets. Hence, also the change of the smart tailor.

Gray tweeds, in broad, striped patterns, have been much used for morning coats. The new sack is something of a cutaway, and, with its long waist and tails, resembles that garment very much.

THE ORIGINAL CLAYS.

J. T. Clay & Sons, the celebrated worsted manufacturers of Rastrick, England, recently brought suit to restrain a merchant tailor, of New York city, from advertising or selling as Clay's diagonals, Clay's twills, or Clay's cloth, any fabric not made by the firm. The firm of J. T. Clay & Sons was established in the 18th century, and their worsteds have long ranked so high that the term of Clay's has become synonymous with excellence in twill and serge fabrics. This fact has led some woollen merchants and tailors to deal in imitations of the genuine goods as the genuine.

READY-MADE SUITS FOR WOMEN.

A notable feature in the retail business of Toronto is the increase in the number of stores for selling ready-made clothes for men. This business has grown wonderfully within the past few years. The same tendency is manifesting itself in the supply of tailor-made suits for women. Especially is the ready-made tailor suit for women coming to the front in the American cities. The New York Commercial refers to the increase in this business in New York, where ready-made garments for ladies sell for one-half the price of those which are made to order. Our contemporary says that the ready-made garment is conceded to be superior to the one made to order. Some of the most beautiful and elaborate creations seen at the horse show, theatres, and other places of amusement in New York, we are told, were ready-made garments.

WOOLLENS MADE IN NOVA SCOTIA.

The development of woollen manufacturing in this country is illustrated by the growth of the Oxford Woollen mills in Nova Scotia. The mills were established in 1877, over 30 years ago, and at first made half a dozen shades of grey cloth. Now by the addition of new machinery and new methods, they turn out hun-

dreds of patterns in the latest colorings and designs. The management report a most satisfactory season's business. They are now working on Fall samples for 1899 and at present executing orders for next Spring. Their customers throughout the Dominion may look for something to far surpass

all previous efforts in the designs now being produced. Their specialty in summer goods is chiefly plain and fancy homespuns in light weights and colors; and as the leading woollen trade journals indicate that homespuns for next year are to be in very great favor, it will be well for Canadians to look about themselves and appreciate home manufactures to the extent of being strictly up-to-date, by having their tailor secure the Oxford homespuns in the new styles for 1899.

The Oxford mills are having an electric light plant installed now for their own special use, and other new machinery and improvements are in contemplation.

TAILORING FIRM FAIL.

Cheyne & Co., who formerly conducted a tailoring establishment on King street east, Toronto, have assigned. The business was run by Miss Cheyne, and the stock is valued at about \$7,000. Some time ago the stock of Cheyne & Co. was transferred to The Sanford Company, of Hamilton. Some of the creditors, who were dissatisfied with the transfer, carried the case to the courts. The lower courts upheld the transfer, but the Supreme Court decided against it, and this is the reason for the assignment.

A VISIT WEST.

Wm. Chalcraft, of W. E. Chalcraft & Co., wholesale clothiers, of Toronto, has returned from a visit to the Pacific Coast. Mr. Chalcraft makes only an occasional trip to size up Pacific Coast business. He is much pleased with the outlook in the west, and especially with Vancouver.

NOTES.

John Fisher, Son & Co., of Montreal, have removed from 442 St. James street to fine warerooms at the corner of Victoria square and St. James street. Their new home is centrally located, and the interior arrangements are everything that good management could make them.

The Moore Patent Pocket Co. has been incorporated, with a capital stock of \$50,000. The members of the company include John Moore, W. A. Magor, L. H. Gault, and W. C. Finley.

A new departure with John Northway & Son is a line of men's clothing, which is being shown for Spring. The firm are manufacturing a line fully equal to custom work in men's, youth's and children's suits. In these garments many distinctively new ideas are embodied, the coats all having the full French shoulder facings, stylishly cut, well trimmed and perfectly tailored throughout. It is a moderate-priced line as well.

REDUCTIONS IN WHITE COTTONS.

AS THE REVIEW is in the press (Nov. 29) a reduction in some lines of Canadian white cottons is reported. It is understood that The Merchants' Cotton Co. are reducing prices from 5 per cent. to 10 per cent. on white shirtings, cambrics, and cheesecloth. Unbleached goods are not affected, nor are bleached sheetings.

The Dominion Cotton Co. have not, so far as learned, yet made any reductions on these goods.

The fall in price, coming unexpectedly, as it does, is attributed to American competition, the duty of 25 per cent. not being able to keep out American goods, owing to low prices prevailing across the line.

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.

NEW GOODS IN WHOLESALE HOUSES.

THE H. A. NELSON & SONS CO., LIMITED.

THE H. A. Nelson & Sons Co., Limited, are showing a large line of new style hairpins, both in celluloid and horn, the wide top, with narrow, diverging points, being greatly in demand, both in short and long lengths. A sample cut of the new line of back combs exciting so much attention at present will be found in their advertisement on another page. This is commonly called the Empire style, and is most effective. Minute discs of brass and steel are let into the celluloid or horn-back comb, placed together in such designs as to form pretty patterns at the top of the comb. Aluminum hair dressing, fine, and pocket combs are at present enjoying a boom. Some beautiful and truly artistic styles are to be seen among the lines in The H. A. Nelson & Sons Co., Limited's, samples.

This house is also carrying for import, and will be ready to deliver next January, the celebrated "Lightning" needle packet—a neat envelope of stiff, black paper, with a transparent celluloid front, containing 25 needles, assorted sizes. The "Lightning" needle is now becoming widely known, as its principle becomes apparent. The needle, being made larger in the centre than at the point or eye, needs but one push, and that only to the centre of the needle to get it through the fabric. No tugging to pull the balance through; it slips through without any effort whatever. Besides being a new article, it has the stamp of reliability to recommend it, as they are made of the finest quality steel. This packet retails at 10c., and is a sure and quick seller at that.

The H. A. Nelson & Sons Co., Limited, carry a complete line of smallwares, and the dry goods man's list of calls is not complete without the name and address of this firm (either in Montreal or Toronto) on his address and order-book.

S. GREENSHIELDS, SON & CO.

S. Greenshields, Son & Co. report a special job in purses suitable for Christmas trade. Prices exceptionally low. They have also opened up and put in stock a large shipment of golden draperies at a very close price.

The carpet department is now full in curtains, Swiss, Nottingham and Scotch; curtain nets all makes and qualities; cretonnes, art muslins, etc.—all new goods opened up for holiday trade.

The dress goods department will show a full range in black peau de soie, black satins, black broches, surahs and black glace silks. Also some special lines in checks, stripes, etc., suitable for blouses, etc. In colored silks, the assortment is now complete in all shades of surahs, pongees and Japanese silks. In cashmeres, the assortment is complete in cream, pink, blue, etc., and all evening shades—also a further shipment of new blue, brown, green, etc., in plain box cloths.

For Spring, they have some special ranges in black lustres, mohairs, etc., in plain and broches. Their travelers are now sending in some good orders for these goods. In coverts, box cloths, bengalines, etc., the trade is opening up well.

The firm have taken early delivery of their new lines of plain and fancy chiffons, veilings, pleated as well as plain, and fancy ribbons for Christmas trade. Customers ordering now will get immediate delivery.

Amongst lines just received for holiday trade is a full assortment of bibs in low and medium goods, as well as novelties in silk and satin goods. The firm also show a complete range of fancy embroidered handkerchiefs, as well as other fancy handkerchiefs, including Japanese and brocaded silk handkerchiefs. They have now on the way several cases of the very newest lines of Swiss embroidered handkerchiefs for Christmas trade. These goods are the very latest designs turned out by the best manufacturers in Ireland and Switzerland. In plain cambric and linen handkerchiefs they

show a most complete range, amongst which is their special line of hemstitched goods in cambric and linen. In these hemstitched goods they have the new open hemstitch, which gives the handkerchief a cleaner and better appearance.

The firm have taken early delivery of their new Spring designs of valenciennes, maltese, guipure, Spanish and oriental laces. Their travelers are showing these new samples, and customers ordering now will get goods at once for Christmas trade. There is always a large quantity of baby ribbons sold for Christmas trade, and these goods are scarce. The firm have just received a full consignment in all widths, shades, and qualities.

KYLE, CHEESBROUGH & CO.

Kyle, Cheesbrough & Co. have just received samples of a newly-invented dress material, which is certain to make a stir. It consists of two thicknesses, the outer of which is transparent. When the dress is made up, this gives it the appearance of rich watered silk. The material, which is known as "Irogonal Glystre," has just been placed on the market in Paris, and is taking the trade there by storm.

Mr. Kyle, of Kyle, Cheesbrough & Co., who returned from Europe last week, brought with him samples of many new lines for Spring. In trimmings, jets, sequins and braids seem to predominate in the assortment shown THE REVIEW. Blouse ties and belts, in many brilliant colors, which will be in demand next season, have been selected with great care, and the house has secured a special set of ties, with belts to match, in the new color, "coquelicot," which is sure to meet with approval from the fair sex. In dress goods, the house will show a larger range than ever, particularly in blacks. Blouse silks will also be a feature with them. Austrian jet, sequin and elastic belts, in all styles and prices, are among the specialties which the firm's representatives will show for Spring.

JOHN MACDONALD & CO.

New shipments of lace, Swiss and muslin curtains, sash nets, sash muslins, scrim, film muslins, Swiss spot with worked edge curtain muslin, pillow shams, etc., will be received the first week in December, for Christmas trade. Some American novelties, such as white and fancy curtain muslins, white, cream and fancy scrim, mats, rugs and quilts, are now coming in.

In men's furnishings, the Christmas neckwear includes flowing end puffs, graduated derbies, bows and knots. Braces are boxed for holiday trade, to retail from 50c. to \$1.50 per pair. Handkerchiefs, in fancy boxes, embroidered Swiss handkerchiefs, scarf pins, cuff buttons, etc., are among the other new goods. Umbrellas, with fancy handles and leather covers, will retail from \$2.50 to \$5. Christmas fancy goods include jewel boxes, shaving sets, traveling cases, workboxes, inkstands, pincushion, blotters, albums, brooches, bracelets, fancy belt buckles, purses, and a great variety of fancy ornaments for the hair.

Items of interest for Christmas trade in the dress goods department at John Macdonald & Co.'s, include white, cream, blue and pink muslin ties, with lace and plaited ends, point d'esprit ties with lace and plaited ends, veilings, chiffons, white lamb boas, caps and collarettes, and a nice assortment of evening shade silks. Also Japanese silk, Lyons finish; a novelty in silk-lined kid gloves; ladies' parasols, fancy handles, to retail at \$3.50 each.

The "Gold Medal" dress goods, and "Seabelle" serges, which are creating a marked sensation in the trade, are a strong feature in the department. The firm's regular and special travelers are covering Canada with samples of these two lines, of which they have secured control in the Dominion. The black dress goods known as "Gold Medal" are largely and favorably known in the European and American markets, and it is claimed for these goods

The —
Gault Bros. Co.

LIMITED

MONTREAL.

A very...

Merry
Christmas

*to all our good friends
in The Trade.*



NEW GOODS IN WHOLESALE TRADE—Continued.

that they are the best black dress goods manufactured, and include a very large range of all the most fashionable textures.

THE W. R. BROCK CO., LIMITED.

The firm have their samples of Spring dress goods complete and on the road, and are looking for an exceptionally good trade, not so much in the larger number of yards and pieces sold as in the character of the materials in demand. Medium and high-priced stuff, with a special tendency toward the latter, will sell well, while really cheap goods will be a dead letter.

Satins have been in great demand for the past six weeks, and some lines the trade have been unable to supply. This applies particularly to blacks, creams, cardinals, whites, and blues. Being used for such a variety of purposes, it is hard to keep a supply on hand, but the firm have been able to do so thus far, and, through recent shipments, hope to be able for some time, but advise early ordering.

In linens, fancy lines for Christmas trade include doyleys, 5 o'clock cloths, tray cloths, sideboard cloths to match in fringed, hemstitched, and open work. Also a small lot of bleacher's seconds in damask table linens, which are being cleared out at about 50 per cent. below price of regular perfect goods. The goods, though not perfect, are a very fair lot. A nice Christmas present is a box containing a tablecloth and a dozen napkins, to retail at \$4. Also, two special lines of German knotted fringe toweling.

Anticipating a scarcity in ladies' underwear, the firm placed large contracts last March, and passed into stock last week 50 to 75 cases of ladies' and misses' ribbed vests and drawers, men's arctic shirts and drawers, in their various well-known goods. Merchants can have their orders filled from stock.

For holiday trade, the firm have stocked a various assortment of suitable goods, such as embroidered Swiss handkerchiefs, silk

handkerchiefs, linen and cambric handkerchiefs, fancy ribbons in tartan, ombre, roman stripes, in 5, 9, and baby widths. These are much in demand; also purses and other fancy articles.

In the firm's enlarged department for men's furnishings are a number of acceptable Christmas lines, including cashmere and silk mufflers, neckwear in puffs, ascots, knots and bows, wool, and lined kid gloves, etc.

S. F. M'KINNON & CO.,

S. F. McKinnon & Co. take pleasure in informing the trade that their representatives are now out on their respective routes with a convincing collection of Spring samples, and cordially invite the trade to inspect their range. Fancy ribbons will be a big feature of millinery trimming for Spring, and the firm say that, in their collection of Spring samples, are many choice makes and new designs which they can highly recommend.

Silk velvets have been a leading trimming all season, and are likely to continue strong throughout December. The firm are showing exceptionally desirable brands at popular prices. Particularly do they call attention to their famous "Peerless" brand, which, at the price, has no equal; all leading shades in stock. Attention is invited to their black silk velvets, and they claim that their brands are unequalled in the trade for trimming purposes. They will be pleased to respond to requests for samples of these goods.

In the hat department, a full range of newest Spring ideas are in the hands of travelers. Special attention of the trade is directed to the ready-for-wear ideas, which promise to be a prominent feature for the coming season. A full range and best selection of child's and misses' muslin and silk goods; also latest productions in straw shapes, both plain and fancy shapes. Braids in plain and fancy will be correct for next season. The firm's selection comprises the choicest patterns to be found in Swiss, Italian and American manufacture.

To Lady Cyclists (and others)

INDISPENSABLE FOR
OUTDOOR WEAR.

A "PIRLE" Costume

Always looks Fresh.

It is unharmed by dirt or rain, it does not "mark" or "shrink," and when dried and brushed

Looks as good as new.

MADGE in "Truth" April 7, 1898, says:

"When you are choosing materials for dresses, be sure to ask for those with the 'PIRLE' finish. Don't forget the word, which is an unusual one. It means a finish which not only enables the fabrics to which it is applied to retain their gloss for ever so long, but preserves them from the ill effects of a shower of rain."

From the Leading Drapers, or full particulars from

E. RIPLEY and SON,

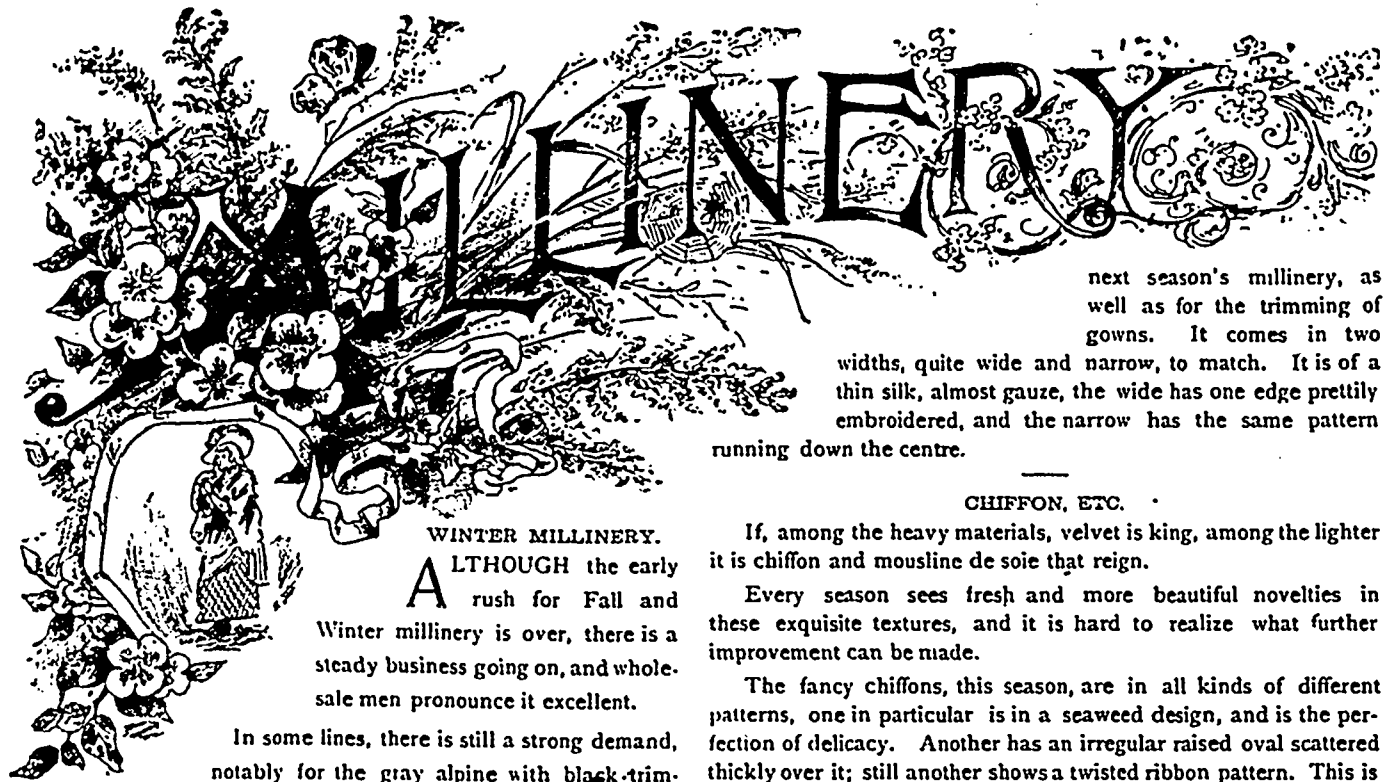
100c Queen Victoria St., LONDON, ENG.

As we are going in for high-class clothing exclusively, we are clearing out the balance of our present stock at cost.

A good chance to buy 1,000 sample suits just returned from our travellers, to be sold at a large discount.



A. S. CAMPBELL & CO.
MONTREAL.



WINTER MILLINERY.

ALTHOUGH the early rush for Fall and Winter millinery is over, there is a steady business going on, and wholesale men pronounce it excellent.

In some lines, there is still a strong demand, notably for the gray alpine with black trimmings. This line cannot be supplied in sufficient number to the trade.

All the styles to be worn this winter are in evidence now, but the one most in demand is certainly the "Halo" hat, with quantities of plumes or wings. It is not possible, apparently, to overload a hat this Winter with feathers, and, certainly, the present fashion is most picturesque and becoming. Some hats that are worn more over the face have a large rosette in the front with a heavy plume falling away on either side, and a loose crown of velvet, trimmed with spangles, or crossed and gathered baby ribbon of a contrasting color. Others have the plumes put on a la amazon. This is a very favorite style and most becoming. Then, there is the full-crowned toque, caught up at the side with torsade, wing or bunch of plumes, and always with the handsome buckle and pins.

The polka dot, as predicted, has only a limited run. The style has been taken up and used on a poor class of goods, the ready-trimmed sailor and alpine, and, one may say, its doom is sealed. The polka dot feather, as well, is not seen on the best class of goods, and there will soon be but scant call for them.

White feathers of all sorts have a good sale, and in some wholesale houses they are completely sold out.

VEILINGS.

A new veiling which promises to be an excellent seller, and which is a Paris novelty, is of the very finest net, and has a dot on it either large or small, close or wide apart, black or white and sometimes a very small dot in both black and white close together. Another new veil pattern has the dots in distinctly marked rows, instead of the irregular lines as heretofore. This is a decided novelty.

A silk gauze veiling in white with black spots, all white, and the same in black, with a rich scalloped and embroidered edge is very handsome, and sells wholesale at from 40c. to \$1 per yard.

The other styles in veils are the endless varieties in Tuxedos, with dots of all spaces and sizes to suit the tastes of the most fastidious customer.

Fancy ribbons are being very little used, but one new line is being taken out by travelers which promises to be a good seller for

next season's millinery, as well as for the trimming of gowns. It comes in two widths, quite wide and narrow, to match. It is of a thin silk, almost gauze, the wide has one edge prettily embroidered, and the narrow has the same pattern running down the centre.

CHIFFON, ETC.

If, among the heavy materials, velvet is king, among the lighter it is chiffon and mousline de soie that reign.

Every season sees fresh and more beautiful novelties in these exquisite textures, and it is hard to realize what further improvement can be made.

The fancy chiffons, this season, are in all kinds of different patterns, one in particular is in a seaweed design, and is the perfection of delicacy. Another has an irregular raised oval scattered thickly over it; still another shows a twisted ribbon pattern. This is strikingly pretty. There is every width of silk stripe, from the full inch to the narrow thread line. Some have a crinkled moire effect and others again are in colored designs on a plain ground, or are all in iridescent colorings. They are 48 inches wide, and wholesale at about \$1.60 a yard.

Goffered chiffons are being shown in more elaborate designs than ever, and sell from 60¢ up; 21 inches in width. There is a large demand for these for all kinds of bodice trimmings.

Black chiffon is being shown made up in frills, with a taffeta ruffle edging, this is very new and comes directly from Paris. There is also an open net frill with double ruffle. These frillings are from four to five inches in width.

Chiffon will be much worn for overskirts to silk gowns, and a very fine line comes with a large occasional silk dot, and wholesales at \$1 a yard.

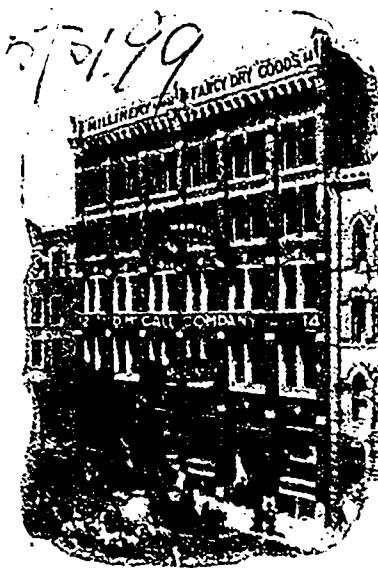
MILNINERY OUTLOOK FOR SPRING.

S. F. McKinnon & Co. say that business for the past month has been healthy and steady from beginning to end, and, as viewed by them, this statement applies to the Dominion in general. "Not only has it been a good millinery month, but in such goods as silk velvets, velveteens, silks, ribbons, satins, and ladies' jackets, our trade has been the best and our turnover the largest in ten years. There are several reasons for the steady increase in our business this season as compared with previous ones. No one can help noticing a return of prosperity and confidence to our borders, which bids the business man go forward and venture beyond what he would have been justified in doing two years ago. As far as the business of November is concerned, our big lead is largely due to our early prognostications that certain goods and colors would be in big demand, and which have worked out to the letter.

"Everyone knows in the trade that it was a phenomenal month for silk velvets and velveteens, particularly in national and royal blue, cense, navy, purple, green, and dark garnets. Also, that there has been an exceptional demand for satins, and black, cream, white, and colors as above, and all as truly know, or should know, that our stock has been, and is now, replete with these strong-selling lines and colors, and, by the way, let the trade know

WHOLESALE MILLINERY.

Spring '99.



Fall '98.

Our travellers are out with complete range of samples.

We are prepared to meet the wants of the trade in all the popular lines.

KINDLY RESERVE ORDER.

We have a number of odd lines in each department to clear.

The D. McCALL CO., Limited



NEW LIFE FOR OLD FEATHERS

The correct cleaning, dyeing and curling of Ostrich Feathers is an art. It requires a high degree of skill, scrupulous care, the best appliances and methods and long experience.

We don't believe anybody is in a position to handle Ostrich Feathers more intelligently and satisfactorily than we do. We have the experience, the methods, and appliances and the right men.

We dye feathers in the very latest Parisian shades—the only correct colors. They have a lustre, a bloom and a distinctive elegance that cannot be surpassed—that can be equalled by few dyers and manufacturers in the world.

We make to order, out of your own or supplied plumes, feather boas, fox tails and ostrich fans of the very finest kind.

Our prices are low. We will be glad to have you ask for details and figures.

R. PARKER & CO.

Head Office and Works:

MONTREAL BRANCH:
1958 Notre Dame Street.

787-791 Yonge St., TORONTO.

MILLINERY—Continued.

that satins have not yet reached their full strength, and may not before the Spring, but they are going to have a successful inning.

"Yes, ribbons have done well. Of course, it is generally acknowledged that we carry the largest stock of this class of goods in the Dominion, and also that the stock contains colors and shades to match any seasonable fancy or requirement. Notwithstanding our being able to supply all these high-class shades, in addition to the more staple colors, it is daily demonstrated that our prices are as low as the lowest. I had almost overlooked one feature in connection with ribbons which the trade should know of, it is only in its infancy and will be a big feature for the balance of the season and a greater feature for Spring, namely, narrow widths for drawing and using as a trimming, also as a braid for making designs in crowns and edgings. You might add that we have this novelty in all colors for present delivery.

"As to McKinnon-made jackets, the season's trade has certainly exceeded our most sanguine expectations. The stylish women of Canada are, to-day, in the majority of cases, wearing McKinnon-made jackets, and we are justly proud of our new enterprise. Our factory is kept steadily busy, even at this advanced stage of the season, in turning out numbers which are pronounced sellers to the end, and, as it is our intention not carry to over one jacket, odd lines in this department are being closed out at reduced prices.

"With regard to Spring styles, we could already write a book, but as you have neither time or space for such a lengthy sitting, you might inform an expectant trade that our representatives are now out on their respective routes with a range of millinery and general Spring lines which, in extent, character, value, and selling strength, will outweigh any previous collection offered by us, and, if only as an educator for Spring, should be seen by every merchant who has the interests of his own business and that of the lady population at heart.

"Flowers are again showing in great abundance, and, if possible, truer to nature than ever. Buyers need have no fear of making liberal provision along this line.

"Plain and fancy ribbons will be in high favor for Spring. Many entirely new designs are showing, which will blend in perfect harmony with velvets, satins, and flowers, presenting a charming and ladylike effect, when on bonnets.

"Chiffons have not lost in favor. Many rich lines in plain, fancy spots, and other designs, are showing, which present a richness peculiar to their class.

"Ladies will hail with delight the fact that ostrich feathers are likely to be in greater demand than for years, particularly in large singles, flats and tips, etc.

"In further support of what we have here said regarding our business and trade generally, and on account of the success which has attended our new enterprise of manufacturing ladies' jackets, costumes and skirts, etc., and our rapidly increasing millinery business, we have had to add to our staff of travelers. A still more substantial proof of prosperity is the addition to our already large and thoroughly equipped warehouse, which is in course of erection, and will be pushed to completion as quickly as possible."

BRIEF NOTES OF PRESENT AND FUTURE FASHIONS.

Jetted net for vests.

Double skirts next winter.

Cashmere shirt waists with tucks.

Walking jackets with cutaway fronts.

Fancy buttons imitating minatures.

Ribbon neckwear with velvet ribbon in a trellis over it.

Black dress goods in crepon, travers, poplin, tucked and friese effects.

Embroidered linen collars with lace edges.

Hat ornaments of rhinestone and turquoise.

Camelshair effects in crossway effects.

Black lace ruchings over white chiffon.

Shirt waists of colored flannel with white woven dots.

Velveteens are out; velvets are in.

Flower fans with mirror backs.

Narrow chiffon ruchings on bodice, skirt and sleeve.

Lawn handkerchiefs with valenciennes lace insertion and edging.

Cream wash veils with fancy borders.

Eagle, condor, vulture, pelican and turkey buzzard quills for hats.

Linen collars with points on either side.

Close-fitting skirts fastened down the back with six buttons.

Plain cloth basques with skirts in fancy effects.

Sheer linen handkerchiefs embroidered with flowers of the current season.

Fichus and bolero jackets of real lace.

Long lace scarfs are passed twice round the neck, tied in a large bow and held in place by a white silk band, to which they are pinned by fancy pins.

Chiffon scarf strings for children's hats.

Pheasant breasts and tails, either natural or dyed, on many hats and toques.

Colored and white tucked velvet stocks, with black or white chiffon or veiling ties.

Light tan and fawn shades as well as grey for smart street gowns.

NEW GOODS IN THE WHOLESALE HOUSES.

JOHN NORTHWAY & SON.

In the cloak department of this house all the garments are designed by the junior of the firm, and the present season's business is much the largest they have done. Mail order repeats have kept them fully employed up to the present, which fact speaks volumes for the sale of their garments. The travelers are just out with Spring samples, showing an especially fine range of jackets that have all the new ideas as to sleeves, cutaway fronts, etc.


A complete range of capes is also being shown, in cloth and velvet; separate skirts in a large range of materials and patterns; also a line of costumes in box cloths, coverts, and tweed effects.

J. M. Hamilton, of Almonte, has purchased the dry goods and grocery stock of the big store of The Rathbun Company, at Deseronto, Ont., and has entered upon possession of that establishment.

Anyone sending a post card to The Auer Light Co., Limited, Montreal, and mentioning The Canadian Grocer, will receive, free of charge, a useful brass-edge ruler.—The Canadian Grocer.

"Friday Is Bargain Day" is the legend which stares one in the face in every part of one of New York's big dry goods stores. No matter where one turns in this establishment the same reminder is seen. The question naturally arises, "If Friday is bargain day, what are all the other days of the week?"

In order to remove any possible misapprehension that may have been caused by the report, relating to the retirement from business of the Halifax (N.S.) firm of Murdoch's Nephews, I have pleasure in stating that it was by no means intended to convey that this in any way applied to the well-known London and New York houses. London is the headquarters of the firm of Murdoch's Nephews, and the Halifax business is being closed on account of the death of the late senior partner of the firm, who alone was interested in that business. The firm will, in future, devote the whole of their energy to the London and New York businesses.—Manchester correspondent of The Draper's Record.



S. F. M^{CK}.
T.

Our Travellers are on the road with Spring Lines

and we think it is one of the most comprehensive ranges ever carried by our representatives.

Our resident European buyer is keeping close tab on the foreign markets, and is keeping us posted on what is and what is to be style in Millinery, Millinery Novelties, Trimmings, and as rapidly as new ideas are created we have them.

WE ARE BUILDING.

Increasing trade has demanded greater selling space—the contract is let and building operations have commenced on a new wing to our already large premises, which will about double our selling and manufacturing space, and will make the McKinnon warehouse the largest selling area in our line in the Dominion of Canada—trade has grown because we've merited it—and the premises have had to grow to keep pace.

S. F. McKinnon & Co.

71-73 YORK ST., TORONTO.

The Hat and Cap Trade.

THE SPRING HAT AND CAP TRADE.

THE report of Canadian hat importers regarding Spring business is surprisingly favorable. It seems that retail dealers feel a confidence they have not had for some years, and have placed larger orders. The jobbers, having made larger sales, have had to send repeat orders to the manufacturers, and there is an all-round belief in a good business the coming season.

Since our last issue, some later samples of linen hats have made their appearance in this market. They are quite attractive and should be salable. One line of men's linen boaters, in linen, pique and fancy checks, promises to suit the tastes of the Canadian market well.

As neither British or American hats are much pushed by name in Canada, the native hat is getting quite a boom. The sales of Canadian hats this season have been larger than before, and the purchases of American hats correspondingly less. The Canadian hat is now so well made and such good value for the money that it must be only a question of time when brands are adopted and openly pushed as Canadian. In caps, there are being made in Canada now some very stylish tams for children. They are wire goods and very up-to-date in appearance. Some nice English caps have been sold for Spring and will be ready for early delivery. This season, the range of English caps to retail at 25c. contains some attractive numbers.

EFFECT OF INCREASED COST OF HATTERS' FUR.

The average buyer seems to have some difficulty in realizing that the increased cost in the manufacture of hats is a solid fact, and not a trade bluff. The mere statement of a rise in the price of hatters' furs conveys to no one but a hat manufacturer its real meaning, particularly when the rise is based upon conditions that mean permanency, and not upon a temporary shortage of supply or a sudden increase in demand.

To bring this matter plainly and forcibly to the attention of buyers, we adduce a few plain statements, taking a soft felt hat of average price for a basis.

A 24-dozen lot will require 82 lb. of stock. The average rise in price for 1 lb. of this stock is 60c., which makes \$49.20 to be added to the cost of 24 dozen hats, or \$2.05 per dozen. It makes no difference whether a manufacturer has stock on hand bought at the old prices or not. This is the actual rise in the price of the material he now uses, and, by all the laws of business sagacity and prudence, he should make his selling price accordingly. Upon this same process of reasoning, the jobber and retailer should advance their prices and reap, in their turn, the advantage of a rising market. Furs will not be lower, and hats will be higher.

It should also be borne in mind that the present apparent rise in hatters' furs is not in reality a rise, but a return from abnormally low prices to what may be considered a normal level.

It is stated that buyers are holding off in their purchases in the fallacious belief that the rise in fur is due to a combination on the part of the fur cutters, and that by holding back and limiting the demand the price will fall, so that in December or January they will be enabled to get goods at the old prices. They won't. And for

this reason: Hatters' furs have been lower during the past four years than at any time in the history of the trade. As a consequence, buyers have had better hats for less money than was ever before possible. With the return of fur to its normal price, hats will return to their normal values, and \$12 hats will be \$12, and not \$15 value.

All these arguments apply with even more force to the manufacture of stiff hats in the lower grades, as the rise in the price of stock used in these hats is 90 and even 100 per cent. It is almost a certainty that the manufacture of the very lowest grades will be discontinued entirely.

The American Hatter has no interest in the rise of prices in hatters' furs, and no axe to grind with manufacturers in raising the price of hats. Its interests are vested in the trade as a whole, and it is to the interest of the trade as a whole, that the facts presented above should be accepted as facts and acted upon accordingly.—American Hatter.

AN OLD HAT MAN GONE.

The death took place October 30, of John Bardsley, one of St. John, N.B.'s, oldest and most respected citizens, in his 86th year. Mr. Bardsley, a native of England, was, for many years, employed with C. & E. Everett, in their hat department. During the latter part of his life he was afflicted with blindness, but his general health was good until a few days before his death. He leaves two sons, Robert Bardsley, of St. John, and Joseph Bardsley, of Lancaster.

THE FAIR MAIDEN AND RABBIT'S FUR.

At the Mechanics' Fair, which is an annual industrial exhibit regularly held in Boston, there is a most interesting mechanical exhibit, showing the method of felt-hat making, from the fur to the completed hat. Naturally the exhibit attracts a crowd, who, perhaps, never before had even an inkling of how a derby or soft hat was made.

Soon after the fair was opened, the gentleman in charge of the exhibit was explaining to the uninitiated the modus operandi of hatting. Incidentally he called attention to the rabbit fur of which the hat was made.

Later, a young lady who had been an interested listener, earlier in the evening, came up to our friend in charge and in a hesitating manner finally said: "I've been thinking of what you said, sir, and I want to know, do you really make hats out of rabbits' fur?" Being assured that such was the case, she continued: "I've been wanting one of those 'Rough Rider' hats, oh, so much, and I've got five rabbits home. If I bring them to you could you make me one of those broad-brimmed hats with the funny puckered up band on?"—American Hatter.

FOR CANADIAN MERCHANTS.

A weekly fashion sheet, with copyright designs of costumes, jackets, capes, etc., will be sent free on application by A. Stedall, 2 Cannon street, London, Eng., to Canadian merchants who handle these lines. THE REVIEW has received one or two of these fashion sheets, which are large, handsomely printed, and instructive.

The establishment of A. Stedall is one of the largest of its class in the world, possessing eight factories for making the mantles and costumes, and a wholesale warehouse with a stock of 10,000 to 20,000 garments to select from. The firm are accustomed to send goods to almost every market abroad, and handle the more costly lines, as well as the moderate priced goods.

A special offer to the Canadian trade is the preparation of Canadian patterns, suited to this market. These will be ready Jan. 20. Now that penny letters will, in a short time, go to England from Canada, writing for these fashion plates will be easy.

THE GREATEST EXHIBIT EVER MADE IN SKIRT BINDINGS



*Sends
them Toronto
of fine 1/2/98*

(DESIGNED BY W. S. SETTLE.)

The **S·H·&M·** Exhibit at the ST. LOUIS EXPOSITION, October, 1898
 Dimensions: Base 15 feet square; diameter of globe, 8 feet;
 dancing figure on top, 5 feet; entire height, 25 feet.

"THE WORLD'S GREATEST BINDINGS":

S·H· & M· Bias Velveteen and S·H· & M· Bias Brush Edge Skirt Bindings,
 Amazon Brush Edge Skirt Protector.

STEWART, HOWE & MAY CO.

Originators and Manufacturers of Bias Velveteen and Other Skirt Bindings.

24 Front Street West, TORONTO, ONT.

MANCHESTER, Eng., NEW YORK, BOSTON, CHICAGO, ST. LOUIS, CLEVELAND, SAN FRANCISCO, U.S.



TIES and RELATIONS

(generally speaking)

are closely associated at **Xmas, New Year's, and Easter.** They meet and look their brightest.



Our Ties and Relations

meet at these festive seasons also. They bring brightness and pleasure always. Have

"You" seen our **TIES**, Collars, and Men's Furnishings? Travellers on the road. Write us any time.

Cookson, Louson & Co.

14 St. Helen St.

MONTREAL.

SPRING MILLINERY



Our travellers are now out on their respective routes with a full range of samples for the coming Spring and Summer seasons. Hold your orders till you see what we have to offer you.

The **JOHN D. IVEY COMPANY** Limited
TORONTO MONTREAL.



"SECURITY."

WE WATCH our customers' interests, and you can watch your customers' interests by supplying them with **HOSIERY** and **GLOVES** that you can guarantee **FAST BLACK**. When you sell them goods bearing this stamp

*Louis Hermsdorf
Dyer*

it is equal to a Government Bond, the best security anyone can get.

The American Bureau of
Louis Hermsdorf

78-80 WALKER STREET

NEW YORK

LAST MONTH

We told you something about Novelty Blouse Waists, Wash Suits, and Separate Skirts.

THIS MONTH



We wish to remind you that we are showing for Spring **50** designs of Nobby, Stylish Wrappers, in Navies, Blacks and Fancies, full skirts, fitted inside waists, made to fit like a dress.

To retail 75c. to \$3.00

Everything to complete your wrapper department.

NOTICE

The universal success of our ready-to-wear goods has kept our men longer on their outside trips than usual. But don't think we have forgotten you, we will be there, and it will pay you to

WAIT.

ALSO

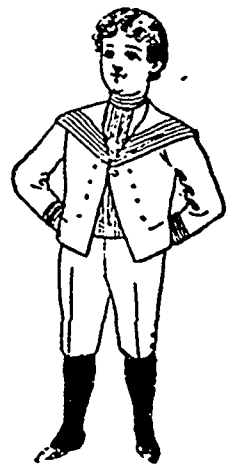
over 60 designs in Boys' Wash Suits and Separate Blouse Waists.

Suits to retail 50c. to \$3.00

Waists " 30c. to \$2.00

NEW YORK'S LATEST

There's money in this department because few give it a place.



Boulter & Stewart

Manufacturers

 TORONTO

Never Lose an Opportunity

We never do, and take this one of thanking our customers, one and all, for their patronage of the past year, also to place before them a few substantial and profitable facts.

If you are not already one of our customers, it will, at least, repay you to give us a trial. Why?

Because we only offer you goods that have a ready sale, at a good profit. To enumerate our many lines, space will not allow. We, however, content ourselves with a few.

Overalls, Jackets, Etc.

Our own make. The lines are well known. Their chief points are full sizes, style, strength and durability.

Shirts.

Our own manufacture. We show a full range of Boys' and Men's, in Cotton, Navy and Grey Flannel, Black Sateens, Colored Neglige, with Reversible Collars and Collars attached, also Sateen Bands, Colored Shirts with Self Bodies, White Bodies with Colored Fronts, Soft Bodies with Starched Pleats, all made with Attachable or Detachable Cuffs and Collars. Also many other lines too numerous to mention.

Collars and Cuffs.

Our range comprises English, German and Canadian makes in all styles, sizes and heights.

Rubber Coats.

In Diagonals, Paramattas and Meltons.

Belts.

This season we are showing exceptional value in English leather goods, also the new American P. & P. Hook and Eye Belt.

Braces. Every description and make. See our Samson and Holdfast makes. They have a large sale. Our Travellers are now out with a full range of Spring Samples, and will solicit your inspection.

Neckwear.

We now manufacture everything in this line we sell. The advantage being apparent, as we show a large and varied assortment, our customers can choose their own designs, thus having different styles to their neighbors. Most of our Silks are confined exclusively to us.

Summer Clothing.

Our Own Manufacture.

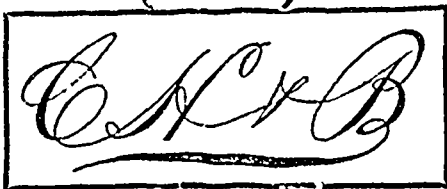
This is a growing trade, one far exceeding our anticipations, in fact, during the past season we were unable to supply the demands of our customers, but hope to be in a position this coming season to meet all requirements, and ask intending purchasers to place orders early. The list comprises:

Bicycle Suits . . .
White and Fancy Ducks,
Cheviots, etc.

in a variety of designs, and at prices within the reach of all.

COME

HERE



AND

BUY

Hosiery.

In Cotton, Cashmere and Natural Wool. Plaids and Vertical Stripes are the correct style.

Golf and Bicycle Hose.

A good assortment.

Underwear is what we give special attention to, comprising Balbriggan, Natural Wool, Merino and Cotton, in Self Colors, Stripes and Derby Ribs. We would advise you to see two lines, viz.: Our French Balbriggan, made of the best Egyptian Yarn, and our Fine French Natural Wool.

LETTER ORDERS CAREFULLY AND PROMPTLY FILLED.

CAULFEILD, HENDERSON & BURNS,

17 Front St. West
TORONTO

A. A. ALLAN & CO.

51 Bay St., Toronto.

English Felt Hats

Extensive preparations made for the Spring trade. Our styles and values ahead of all competition, embracing the well-known makes :

WAKEFIELD
LESLIE CO.
ROYAL BRAND
EXOELSIOR
STARLIGHT

These names are a guarantee of excellence.

When our travellers call have a look at their merits, or write for samples.

Letter orders promptly attended to.

Star Shirt

Established 1870.

WHITE
SHIRTS

FANCY
SHIRTS

NÉGLIGÉ
SHIRTS

NIGHT
SHIRTS

There is unequalled value in every number.

Prompt deliveries are guaranteed.

E. Van Allen & Co.

Hamilton, Ontario.

It May Interest YOU to Know

that we are showing for the spring trade the finest line of samples of **Felt Hats, Cloth Caps,** and **Straw Goods** ever submitted by us for your inspection.

Our representative will call on you in due course, and we will be pleased to receive your valued orders.

JAMES CORISTINE & CO.

HAT, CAP, AND FUR MANUFACTURERS

469 to 477 St. Paul Street,

MONTREAL

Perrin's Gloves



PERRIN FRÈRES & CIE.

5 Victoria Square, MONTREAL.

Manufacturers
and ..
Importers of

KID GLOVES

of all Styles
and ..
Qualities ..

Our travellers are now out with new samples
for Spring trade.

William Agnew & Co.

Specialties in
Dress Goods and Silks.

WILLIAM AGNEW & CO.

Specialties in
Dress Goods & Silks.

SPECIAL VALUES
IN

**Black Crepon
Brochés** at

55c., 65c., 75c., 95c.,
\$1.10 and \$1.25.

Blouse Silks

In Newest Designs
at

37½c. and 55c.

WILLIAM AGNEW & CO.

Specialties in
Dress Goods & Silks.

William Agnew & Co.

Specialties in Dress Goods and Silks.

305 St. James St - MONTREAL

WM. PARKS & SON, Limited

ST. JOHN, N.B.

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

FLANNELETTES

Stripes and Checks

Domet Flannels
Shaker Flannels
Courtenay Flannels
Flannelette Sheeting

Cottonades
Denims
Tickings
Galateas, Yarns, etc.

Agents . . .
J. SPROUL SMITH, 30½ Yonge Street Toronto.
DAVID KAY, Fraser Building, Montreal.
JOHN HALLAM, 83 Front Street East, Toronto, Special Agent for
Beam Warps for Ontario.

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

Carpets, Curtains and Upholstery.

THE CARPET SITUATION IN THE STATES.

IN the wholesale carpet markets in New York city, says The American Upholstery and Carpet Journal, the opening of the Spring season of '99 finds more changes in the personnel of selling agents and the location of offices and warerooms than has been noted in many years. The most conservative firms who have been wedded for long times past to the down-town carpet district, have almost, without exception, joined the colony around Union Square.

The decided announcement that there will be no auction sales of surplus product, has tended to impart a comfortable feeling in the trade at large, and manufacturers have extended their plants and enlarged their expenditures upon their new Spring lines with much more confidence than was displayed a few weeks ago.

It seems an assured fact that the price of 3-4 goods will be fixed on a staple basis, and at, probably, a slight advance over the present season's figures, and there will be no receding from the position thus taken.

The ingrain market has also been benefited by the announcement that when the present lots of 3-4 goods, which were bought so cheap at auction sales, have been exhausted, there will be no more against which the manufacturers of the 4-4 stuffs will have to compete.

Philadelphia manufacturers of ingrains are noted for their wonderful ability to recuperate from distressing trade conditions, and they are to-day devoting their energies and money to the production of lines which will help them to recoup some of their lost sales of the past year or so.

The Smyrna and broad rug manufacturers still continue exceedingly busy, with heavy orders on hand yet unfilled.

The linoleum and oilcloth trade is normal, and medium-sized orders have been placed by nearly all the manufacturers in these goods during the past 30 days.

DEATH OF AN ENGLISH CARPET MAN.

The death in England of Mr. Pardoe Yates, J. P., removes from the English carpet circles one of its shining lights. Mr. Yates was the chairman and managing director of Yates & Co., Limited, and had numerous social and philanthropic connections in Wilton and the surrounding country. He has been responsible for the growth of the business which bears his family name, and his death, of Bright's disease at the early age of 39 years, is a cause for sincere regret. A few years ago, through Mr. Yates' efforts, a branch factory was established at Elizabethport, N. J., to manufacture goods similar to those produced by them in England, and which were shut out from the United States by the tariff. The quality and character of the goods produced at Elizabethport were of such a costly nature that the factory was not a great success, and it was finally disposed of by the parent concern to Yates & Co. (U.S.A.), Limited, an altogether different firm who now manufacture carpets on special orders.

CURTAINS IN SOUTH AMERICA.

Concerning homes and public buildings in Santiago, Chili, a recent correspondent says.

"Some of the leading homes here are furnished as expensively as some of the palaces of Europe. Many of them have their

billiard-rooms and ball rooms. They contain fine paintings and statues and elegant furnishings. The curtains in one palace on the Alameda cost \$200,000; another house is a reproduction of the Alhambra in Spain, and a third, situated in a garden of five acres, has a series of beautiful halls ending in a Moorish bath-room, with a marble pool in the centre of the floor big enough to form the bath-tub of an elephant.

"The most of these immense houses are of one or two storeys, the rooms running around patios or gardens. They have ceilings which are fifteen or more feet high, and they are furnished with more regard to striking effect than to comfort. Much of the furniture is plated with gold leaf, and the general style of the hangings is French.

"There are no fireplaces nor stoves, nor chimneys with which they could be connected if desired. Still, Santiago has a temperate climate."

A PRINCESS' BEDROOM.

The young Princess of Mecklenburg-Schwerin, bride of the heir presumptive of Denmark, will have a bedroom which may be reckoned as the eighth wonder of the world. The bed is in carved oak, with painted medallions, each one being a masterpiece of work, signed by a well-known artist. It is provided with thousands of tiny fine steel springs, upon which is thrown a thin mattress in soft felt, and another one in horsehair, both wrapped in silk cases. The hangings are of the rarest shade of slate blue; the counterpane of brocade of the same color, embossed with gold, is surmounted with a golden fringe, which is said to weigh about sixty pounds.

Then comes the eiderdown cover, with a rare piece of Cluny lace, held in places with choux of white chiffon. The carpet is of the softest white wool, with pale blue patterns; the chairs and couches are en suite, but, though these are exquisite, it is the extraordinary electrical arrangement which is the triumph of the manufacturer.

Without leaving her pillow, the princess will be able to reach one of the numerous and invisible knobs, which the cupids at the head of the bed hold in their hands, and the light will spread about and come just at the point wanted through little globes of glass wrapped in transparent silk, so as not to hurt the sight. Then, in one corner of the left side, and hidden by a piece of carving, is another set of knobs, which will put the Princess in communication with her ladies-in-waiting, her maids, and her doctor, and open the telephonic communications, one of them will establish a stauca current and bring through the spring mattress delicious waves of soft heat, a delightful system, which is going to throw into dire oblivion the sweetness of the ancient warming-pan and even the comforts of the modern india rubber hot water bottle. The bedroom, complete with furnishings and fittings, is to be sent direct to the castle, near Copenhagen.

NO ARSENIC FOR SWEDEN.

The Government is very strict in Sweden regarding the use of arsenic in yarns, and any yarns which contain .00009 per cent. of arsenic are subject to a forfeit, and to sell such goods makes one amenable to the laws. A case is on record where a carpet was tabooed and condemned by one of the inspectors because it contained the one thousandth part of a grain of arsenic in an area of 16 square inches, i. e., in the whole carpet at the same proportion there would have been one grain of arsenic in every 10 feet square. — American Carpet and Upholstery Journal.

"THE REVIEW'S" WANT COLUMN

A S BOOKKEEPER, ADVERTISING WRITER AND DESIGNER, BY PRINTER—can look after printing and advertising schemes of large firm. Address, "Printer," care DRY GOODS REVIEW, Toronto. (12)

WANTED—FOR OTTAWA SECTION A TRAVELER, WITH first-class connection, for a Montreal house, in hats and furs, who has a fair connection on that ground; good salary. Address, P. O. Box 373, Montreal.

WANTED—A GOOD SEAL-CUTTER AT ONCE. APPLY, giving references and wages expected, to Rensfrew & Co., 5 King Street E., Toronto.

WANTED—A TRAVELER, WHO HAS A GOOD CONNEC- tion in Ontario and Quebec, first-class references required. Apply at once to M. L. Weissman, Neckwear Mfr., 1886 Notre Dame Street, Montreal.

WANTED—FOR A STRAW HAT FACTORY A GOOD spelter and plaster blockmaker. Address Chatelain, 140 Crown Street, Quebec.

BOOT AND SHOE OR DRY GOODS STOCK FOR CASH purchase; must be cheap. Box 282, Globe, Toronto.

WANTED—OPERATORS ON SHIRTS, SHIRT WAISTS, pants and overalls; steady work; good prices to experienced hands. Mr. Davis, Standard Shirt Co., Limited, Montreal.

WANTED—FIRST-CLASS NECKTIE OPERATORS AND finishers, also learners. Apply Cookson, Louison & Co., 14 St. Helen Street, Montreal.

TO MANUFACTURERS—WELL-KNOWN DRY GOODS man, located in Vancouver, is open for one or two specialties for dry goods trade; highest references. Box 271, Globe, Toronto.

SPLENDID STORE TO RENT WITH RESIDENCE AT- tached, in the town of Newmarket; situate near a large factory employing 150 hands, heavy grain market at the door, town has 2,300 population, with a splendid country around it, rent easy. Apply at once to W. C. Widdifield, Newmarket, Ont.

WANTED—A PERSON TO INVEST IN A MONEY-MAKING enterprise; an established business; must have thorough business education; quick returns for money invested. Apply for further particulars to Manager, Box 250, Globe, Toronto.

TO TAILORS—EXPERIENCED CUTTER DESIRES TO emigrate to America; pay own passage if permanent situation; good reference; abstainer. "Cutter," 34 Larder place, Oxford, England.

WANTED, AN A1 CLOTHING SALESMAN; ALSO A FIRST- class man for furnishing, must have 15 years' experience in large city business, give references, do not send testimonials. Grafton & Co., Dundas.

GOOD OPENING FOR CUTTER—SPLENDID ASSORTMENT of cloths in tailoring department, will sell at rate on the dollar and give workroom with all fittings free of rent until April 1 next. Apply to Calder & Co., Amherst, N.S.

FOR SALE—FINE DRY GOODS BUSINESS IN ONE OF the best manufacturing towns in Nova Scotia. Population, 5,000. Stock will be about \$8,000 at end of year. The business is paying a good profit. New store and new stock. An exceptional opportunity for good man. Reference and particulars by addressing Cash, care of REVIEW, 26 Front Street West, Toronto. (12)

YOUNG, ACTIVE DRY GOODS SALESMEN WANTED— who have been in the retail business in St. John for five or six years, and whose attention is not too much taken up with outside affairs. Apply by letter, stating salary wanted, Salesman, P. O. Box 412, St. John, N.B.

WANTED—POSITION IN DRY GOODS STORE—BY experienced dry goods salesman; best of references. Apply Box 12, Free Press, Winnipeg.

When answering the above please mention THE REVIEW.

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, \$3.00. Night School, per month, \$3.00. Private Lessons, each, \$1.00. Address, A. M. GRIMES, Principal, Cor. Bank and Sparks Sts., Ottawa.

SPECIAL NOTICE.

Buyers who intend placing spring orders for Mackintoshes will do well before buying elsewhere to see our "Celebrated BEAVER BRAND" Mackintosh. Not only do we guarantee it to be thorough waterproof and never to get hard, but we also guarantee that our prices are at least 20 or 25 per cent. cheaper than any other house.

Our motto is, small profits and quick cash returns. Send sample order and be convinced.

The Beaver Rubber Clothing Co.

Sole manufacturers of the

"BEAVER BRAND" MACKINTOSH

No. 1490 Notre Dame St., MONTREAL

General Merchants

and other Dealers, who are regular subscribers to THE DRY GOODS REVIEW, wishing copies of

THE CANADIAN GROCER.

THE CANADIAN HARDWARE AND METAL MERCHANT.

THE BOOKSELLER AND STATIONER

THE CANADIAN PRINTER AND PUBLISHER.

May have a copy of them sent free at any time they wish to consult the advertising columns. Special clubbing rates on application.

The MacLean Publishing Co., Limited

MONTREAL.

TORONTO.

ACETYLENE GAS

The Safety Light and Heat Co. have in successful operation machines from 5 to 200 lights

Simplicity and safety are the leading features. Being deeply water sealed it cannot leak. It makes the gas cool, washes it twice, and thus makes only

PURE GAS

Never clogs the burners.

THE SAFETY LIGHT & HEAT CO.

Sole proprietors and manufacturers of the celebrated

DUNDAS, ONT.

OLIFF-WARDLAW GENERATORS. Send for Booklet.

JOHN FISHER, SON & CO.

5 Victoria Square,

MONTREAL

QUEBEC OFFICE—101 and 103 St. Peter Street.

Removal Notice.

We beg to advise our many patrons that we have Removed from Numbers 442 and 444 St. James Street, to more commodious premises, at Number **5 Victoria Square**, corner St. James Street, and are now prepared to fill all orders with prompt attention.

THIS SPACE BELONGS TO

Ballingall, Copeman & Co.

PARIS, ONT.

Makers of a Special Brace that, for comfort and ease, cannot be surpassed. The price suits every pocket. No round shoulders or binding feeling when they are worn.

WRITE FOR PARTICULARS, PRICES, ETC.

All Clothes Don't
Look Alike
To Me.

WE are manufacturing a complete line of Clothing. Our garments are distinctive in style, and suited only to merchants who want a garment equal to custom made. We want you to see the line, and believe you can make both money and friends by handling our goods.

Our Travellers are also showing a complete range of Ladies' Jackets, Capes and Costumes for SPRING.

John Northway
& Son

32 Wellington St. W.

TORONTO



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 ominently fitted to represent them in this country.

BAKER & BROWN 43 St. Sacrement Street. **MONTREAL**
 Manufacturers' Agents,
 Representing—STANFELD BROWN & Co., Bradford, Eng., manufacturers of meltons, carriage cloths, rugings, etc. HENNAL, COLLADAY & Co., Philadelphia, U.S.A., manufacturers of dress trimmings, fringes and upholstery goods. ARNOLD H. HEINK & Co., St. Gall, Switzerland, manufacturers Swiss embroidered handkerchiefs, Swiss embroideries and curtains.

JOHN BARRETT 32 Lemoine Street, **MONTREAL**
 Representing Foster & Clay
 Manufacturers of—
 SCOTCH FINGERINGS, SHETLAND, ANDALUSIAN, PETTICOAT, VEST and SHAWL WOOLS.

JAS. A. CANTLIE, Manufacturers' Agent . . .
 Woollens, Cottons, Dress Goods, Etc.
 431 Board of Trade, **MONTREAL**

R. FLAWS & SON Manchester Bldg., Toronto
 Melinda St.
 Dry Goods Commission Agents.

W. E. WALSH **MONTREAL**
 13 St. John Street, **MONTREAL**
 Manufacturers' Agent and Importer of Foreign Novelties:
 PURSES, POCKETBOOKS, DRESSING CASES, AND FANCY LEATHER GOODS.

WILLIAMS & BELL . . .
 301 St. James Street,
MONTREAL.
 Representing,
 A. E. ADAMS & CO., Hosiery, Etc.

FRED. R. WILLIAMS Manufacturers' Agent
 Hamilton Chambers, 17 St. John St., **MONTREAL.**
 Open for Agencies of Dry Goods and Smallwares.

THE GREAT ENGLISH THREAD COMBINE ISSUE OF DEBENTURES FOR £375,000 TO SHAREHOLDERS ONLY.

THE shareholders of The English Sewing Cotton Co. received from the board last Saturday, says The English Textile Mercury of Nov. 13, a circular (and forms of application) offering them—in priority to non-shareholders, for it is not expected that any public issue will be necessary—the option of subscribing pro rata to £125,000 of 4 per cent. first debenture stock and £250,000 of 5 per cent. cumulative preference shares. The last-named are issued at par, and the debentures at a premium of 2 per cent.

The authorized capitalization of the company is £3,000,000, and the original public issue, made at the beginning of December last, consisted of £750,000 of each of the two classes of securities named, and a like amount of ordinary shares. It will thus be seen that the combination has still a reserve capital power of £125,000 debentures and £250,000 of ordinary shares; but the latter, in particular, it is intended to keep permanently in reserve, unless the issue should be necessitated by any further amalgamations or absorptions. Indeed, two such developments are the reason of the present preferential issue of a portion of the reserve capital.

The prospectus of December last contained the names of 16 concerns, including a French thread-polishing mill belonging to Ermen & Roby, Limited, of Manchester (who, of course, joined the federation), and The Clapperton Thread Co., of Montreal, a branch of the combining firm of Bagley & Wright, Limited, of Oldham. Since then, The English Sewing Cotton Co. have acquired the old-established thread-making business of R. F. & J. Alexander and Co., Limited, of Glasgow, Neilston, Barcelona, etc., the Spanish business including a large new mill, the installation of which has recently been completed by Brooks & Doxey, Limited, textile merchants, of Manchester.

Further, in order to put an end to the old policy of overlapping and price-cutting in the great markets of the United States, The English Sewing Cotton Co. has further agreed to take, as an investment, \$3,600,000 of the 5,000,000 shares of The American Thread Co., whose public issue is to take place—simultaneously in Great Britain and America—about the end of this

month. This American Thread Co., whose full capitalization is \$18,000,000, will combine fifteen purely American thread-making concerns—of course, not including the New Jersey mills of the J. and P. Coats federation—and by means of the inter-investments of the Coats, English Sewing Cotton, and American Thread combinations, the three allied, and practically affiliated combinations, will in future arrange adherence to price lists on payable bases, and so on. Indeed, fair additions to the old, non-payable prices in the States have been carried through since April last, when The English Sewing Cotton Co. acquired, and have since worked, the largest of the concerns across the Atlantic, which are now being included in the new combination. This particular concern is The Willimantic Linen Co., of Willimantic, near Hartford, Conn. The English company, in view of this combination, also acquired a number of the shares of The Merrick Thread Co., another firm which is being embraced; in fact, it is contended that, with the exception of one small maker, who does not "cut" prices, the combination now embraces all the purely American manufacturers of thread. The rest of The American Thread Co.'s capitalization will consist of \$6,000,000 of 4 per cent. gold bonds and a like amount of 6 per cent. cumulative preference shares.

Ladies' fancy stock collars are just the thing for the holiday trade. They come in beautiful combinations of chiffon lace, satin, silk pleats, etc. Boulter & Stewart are showing a splendid range to retail from 25c. up to \$1.50. If their traveler has not called yet, you cannot make a mistake in ordering a sample dozen lot assorted, from which to make up your holiday order.

Messrs. C. H. Clements and Charles Wright are removing from Liverpool to North Sydney, N.S. Mr. Clements has sold his fine store, erected after the fire, to N. S. Wetmore, and opens a general business at North Sydney, with C. I. Wright as managing clerk.

Don't you remember the trouble you experienced last season to find where you could get boys' wash suits and blouse waists? You need not have the same worry about it this year, as Boulter & Stewart are making this a special department in their new business, and have now on the road for Spring trade over 60 designs to retail from 50c. per suit up to \$3.

Men's Furnishings.

THE OUTLOOK IN NECKWEAR.

THEER can be no doubt that the movement in neckwear is towards larger and fuller scarves. Skimpy, narrow ties will soon be a thing of the past. This is noticeable already in London and Paris, and a change in style which appears in either of the great centres soon finds its way across the water. Stripes will continue to reign in all their glory. Tartans will be in vogue, and so will all kinds of loud checks. Matted patterns, plain, with bright stripes, are also much appreciated in some quarters. The colors that are going to prevail this Spring are plum, royal purple, gros bleu and all shades of red, from the brightest down to the more sober effects. Red with white spots is popular in England, and may be worn here next season. Myrtle grounds with stripes are among the novelties which are said to take well. Bright satins with white or colored fillet are popular, and so are black ducape and barathea silks with stripes. In louisine silks, neat little checks seem to be the prevailing pattern. A line of "mongrel" tartans, or ties in imitation of tartans, which sell for 25c. apiece, are very promising for country trade.

Among the striking combinations in the Spring samples are red, white and blue ties. These are worn in many neat patterns, and, as they are the colors of the Britisher, Frenchman and Yankee alike, they will, no doubt, be popular with all classes of trade. "Bleu saience" is a charming color which will predominate in next summer's neckties. It is a light blue—the color often seen on fine china—and, as it suits almost any style of summer garb, it is likely to sell as fast as anyone could wish.

THE WALKING STICK BECOMING UNIVERSAL.

From London comes the decree that if you would be counted among the fashionables you must always carry a walking stick. The custom is coming more and more into vogue in England, and all classes of men, from bank clerks to bank presidents, invariably carry a cane of some sort. It is spreading to New York, and Gotham youths who are anxious to be thought quite English take care to arm themselves with heavily-mounted and expensive sticks. The Canadian cities are sure to be affected before long, and a boom in the stick business may be looked for. The kind mostly used in England are handsomely ornamented and expensive.

MEN'S FASHIONS IN NEW YORK.

The smart haberdasher makes ties to order, writes a New York correspondent of THE REVIEW. He may sell you a tie all ready-made, but it is the vogue now to have your neckwear specially done for you, as you would have your shirts and your clothes. A tie that is made to order fits well, and it adapts itself to your collar and to your shirt. Then you have the choice, and usually this is exclusive, or almost so, of a particular pattern.

The silk for the ties is sold in squares. At a leading haberdasher's, this week, were shown any number of these from which to select, no two alike. They were of the purest silk, and the patterns were as numerous and as varied as one could find in any class of goods. Each square costs \$5, although there are some of extra quality which come as high as \$10. The \$5 square can be made into two ample ties. One of these is the once-over "Ascot"—known as the "Arlsley"—the apron of which is brought slightly in the perpendicular, and the pin thrust into the silk sideways. The other

would be an imperial or flat scarf. The most beautiful of these different silks are dark in color with raised figures, some representing small daisies, others triangles or squares, and others again leaves and flowers and Autumn foliage. One of the smartest was from a piece of silk made especially for the Prince of Wales. It was darkblue, almost

navy, but more of the color of the Mediterranean, when the morning sun plays on its dancing waves, and brings a gleam of gold into its life. Woven in the silk were tiny raised flowers of white with a black centre. Again, there were figured black silks with raised designs in red—the ever popular reds and greens combined, and purples and greens. Other striking patterns were in squares like a chess board of black and white, of red and black, of silver and black, and of silver and red. Some of the black materials worked in tiny silver figures of black with lilac, or black again with silver white stripes were most effective.

The club ties for the year are wide, with square ends, and are made of basket woven silk. They come in all colors, and some of them in extremely bright combinations. Again, for those more soberly disposed are the four-in-hand, usually dark in color, with small figures in white or red. Those in black and red are extremely effective. The "Ascot," however, is the favorite tie of the Winter, and it is worn with business suit in the morning, as well as with frock coat in the afternoon.

For black frock coats the tie to select is dark, black or some deep shade with a small flowered design. This gives a certain quality to the wearer. As a rule, but few men can wear with a black coat a startling tie, no matter how rich the material or how effective the general combination.

KHAKI FOR YOUNG MEN.

Before the cold weather set in, writes a Toronto correspondent, I noticed a man on King street wearing a "Khaki" suit—the dull yellow, wear-for-ever cotton drill authorized by the Government of India for the uniform of the army. He told me it was cool and comfortable, and took practically no injury from the hardest usage. He thought it was the only one in Canada. Of that I know nothing, but it may interest your readers to know that the American khaki to be used for United States troops serving in hot countries like Cuba, the Philippines, etc., is likely to come into use for bicyclists, golfers and the sporting fraternity generally.

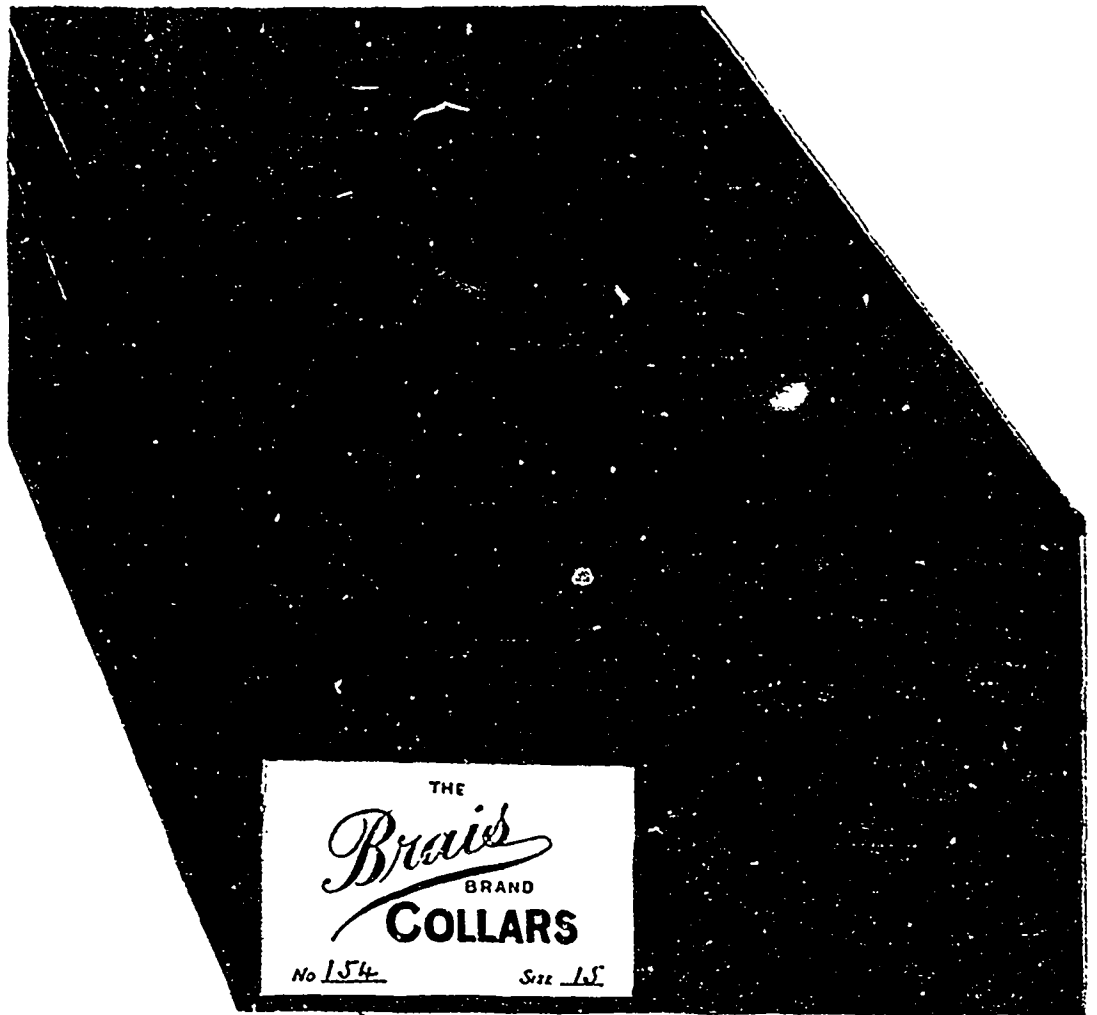
TARTAN NECKTIES AND CHRISTMAS NOVELTIES.

You're just in time to see some novelties," remarked Mr. Brais, as THE REVIEW reporter walked into Glover & Brais' sample-room. The tables were strewn with a brilliant assortment of tartan neckties that fairly dazzled the eyes. These belong to a special line that Mr. Brais had manufactured during his recent European trip, and they are not only pretty and well made, but the tartans are absolutely correct. Gordon, MacDuff, Campbell, Black Watch, Stuart, McNeil, MacLaren, Murray, Brodie, Fraser and Forbes, are all included in the range. The shapes are principally the "Distingue" and "Paris," with fine satin linings and a wide turn in of silk. The name of the clan is sewn on the tie lining. A new "India" scarf was one of the most "fetching" novelties in the sample-room. It is made from a large and highly-colored silk handkerchief, something of the old bandana style, with full neck bands, and is tied in a very full knot. With a suit of dark clothes the effect is excellent, and, as the tie can be retailed at \$1, there is no doubt that the fashionable haberdasher will find a brisk sale for it. The "De Vere" tie is a special creation for which Mr. Brais prophesies a bright future. It resembles a "Paris" in



Highest
Award
to _____

THE
Brais
BRAND



Supplied throughout Canada to all

Leading Houses in
Men's Furnishings

MENS' FURNISHINGS—Continued.

shape, but, instead of tying the same on both sides, is lined with satin. This reduces the cost, and the way it is tied completely conceals the lining. The "De Vere" is controlled for Canada by Glover & Brais.

During a stroll through the warehouse THE REVIEW saw some pretty Christmas novelties which are taking well with the trade. They include dressing-gowns, bath-ropes, house and smoking jackets, silk underwear, black silk half-hose, mufflers and walking sticks, and umbrellas. These goods are eminently suitable for presents, and the prices at which they can be retailed are really quite reasonable.

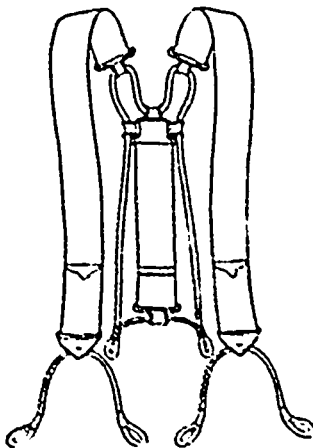
With the return of the season for large neckwear the sales on tie pins increase. Many novelties have been introduced as the result of the Spanish war. These are in flags, swords, guns, etc. The small gold and aluminum bows and knots will be worn again. Large pins are popular.

The coming season in London, men, as well as women, are to wear a monogram or crest on the handkerchief—a fashion which lends itself well to the making of presents by sweethearts or wives, as the handkerchiefs are very costly when bought, and could easily be embroidered by skillful hands at home. Stockbrokers and racing men paying more for their handkerchiefs than any others. A well-known bookmaker, never paying less than 12 guineas a dozen for his.

Before Thomas Allan left Hamilton for Montreal to begin his duties as manager of Tooke Bros' shirt manufactory, he was presented with a very handsome gold-headed umbrella by the employes of Eli VanAllen & Co., who also testified to their appreciation of Mr. Allan's worth by giving him numerous small souvenirs of value.

Messrs. Cookson, Louson & Co., finding their ware-rooms at 16 Lemoine street too small, have leased a large and handsome warehouse, 14 St Helen street, Montreal.

The patentee of this new ball bearing suspender, Mr. Hugh Macwilliam, is a young Scotch-Canadian, residing in St. Paul, Minn., manager of one of the departments of Browning, King & Co., the largest clothing and men's furnishers in the United States. He has placed it in the hands of the Dominion Suspender Co., of Niagara Falls, and he may congratulate himself on having this firm handle it, as they would neither manufacture nor offer it for sale if they did not know it was a wonderful and satisfactory suspender, thoroughly tested. Their travelers will shortly have samples to submit to the retail trade, and the price will be \$4.25 per dozen, in one grade only. It will be well advertised in the daily and weekly papers and magazines.



The neckwear feature can be made an exceedingly strong feature during the holiday season, and, if a merchant desires to increase his sales at this counter, we would advise that he select a nice line of holiday novelties in the popular colors of the day—reds, loud plaids, etc.—to start the sale a-moving. Display the ties in boxes as much as possible (any neckwear house can furnish you with very showy neckwear boxes) and see to it that you have

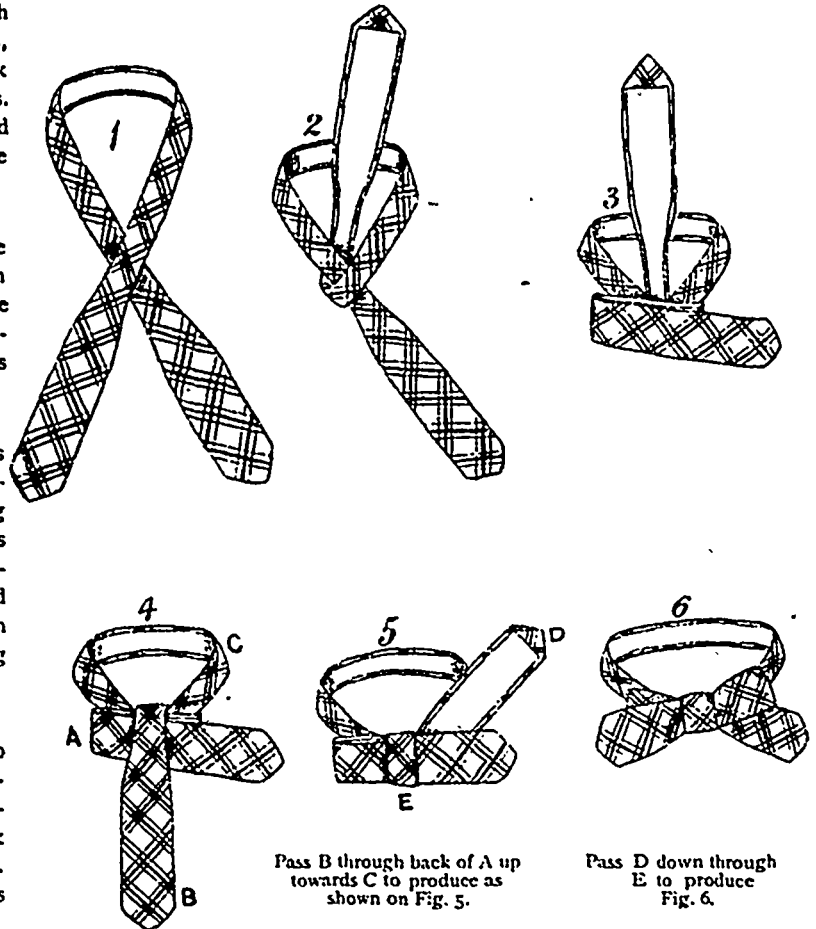


DIAGRAM SHOWING HOW TO TIE THE "DE VERE" INTO A BOW.

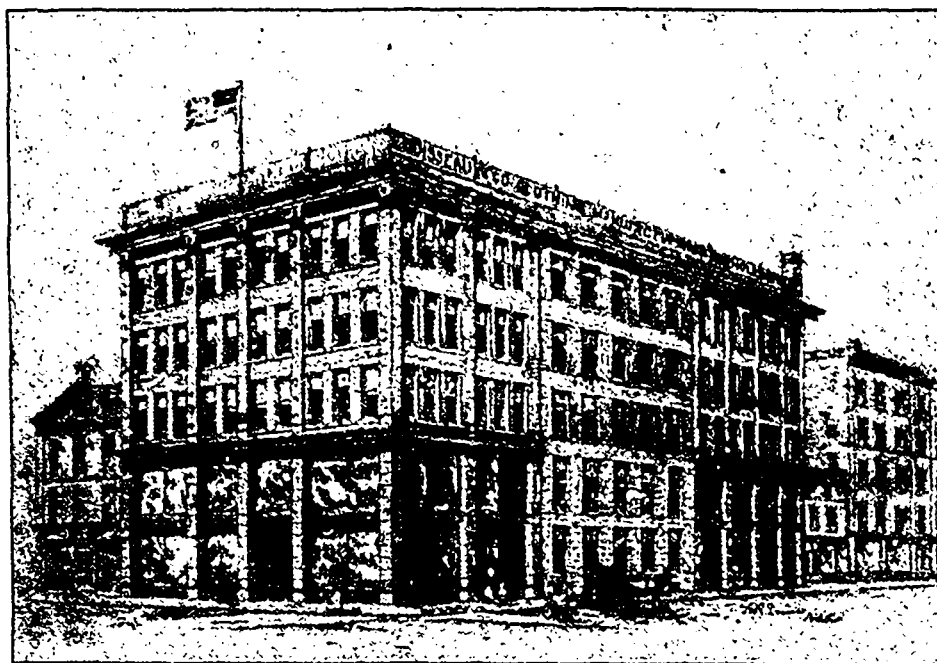
a goodly number of the popular-priced goods. One effective way to display goods is to place the open boxes in the show-case, allowing them to overlap one another in such a way that the customers can see the upper part of three or four different lines at once. Having your loose ties along the rack overhead within easy reach, with good price cards on them, arranging them so as to show all styles to the best advantage; one good way is to alternate the ties thus; Strings, tecks and four-in-hands, or group them separately, each style by itself.—St. Louis Drygoodsman.

New lines of imported hosiery for Spring, says The New York Chronicle, are being generally put forward. The Spring showing may be expected to bloom in full luxuriance within the immediate future

Fancies are introduced in their new dress with utmost confidence, without the dazzling extravagance of colors and designs that marked the preceding season, but with an exhibition of refinement that suggests the purifying influence of last season's filtering process.

The lesson taught importers by the severe pruning of last season's fancy styles, and still being kept before them by the accumulations of unappreciated fancies that still refuse to budge, even under the spur of reduced prices, has not been wasted.

In Our New Home!



OUR NEW BUILDING, COR. YONGE AND TEMPERANCE STS.

We have succeeded in accomplishing what cannot be found in another Clothing concern on the Continent. We have employed under one roof a plant with the capacity of employment for four hundred people—with area sufficient to double the number—manufacturing high-class clothing—with all the sweat shop and other bad elements of the manufacturing field totally eliminated, and directly under the eye and supervision of the head of the firm.

With this plant we mean to exemplify to what perfection the art of clothing-making can be brought—and forever put to sleep the question that has so many times been asked, "Why cannot clothing be made in this country to equal what is produced by the high-class wholesale tailors in the United States?" We will prove that it can be so—and that it is being done to-day.

The steadily increasing demand by the consumer for high-class garments warrants us in giving all our attention to his dictates, and, with the grand facilities at our command, we are bound to add success to success.

*THIS Wholesale Tailor
Label is the Registered
Guarantee for Style, Fit
and Durability.*



E. Boisseau & Co., Wholesale Tailors **Toronto**

TO THE CLOTHING TRADE

BOYS'

Short Pants

and...

Knicks.

If you buy in lots of hundreds
write us for Samples and Prices.

CLAYTON & SONS

HALIFAX, N.S.

Collars, Cuffs
and
Shirt Bosoms

"WATERPROOF."

THE
A.B.M.
TRADE MARK CO.

Only the
Best Materials
Used

SUPERIOR TO ANY PRODUCED

The A. B. Mitchell Co.

16 Sheppard Street **TORONTO**

Agent—DUNCAN BELL, Montreal.

Hutchison, Nisbet & Auld

The Widest Range of

**Woollens and
Tailors' Trimmings**

To be found in Canada.

Special Department :

FINE CLOTHS FOR LADIES' TAILORING

WE ALWAYS SHIP PROMPTLY.

Hutchison, Nisbet & Auld

TORONTO.

1899 HOMESPUNS

Will soon be required, and we now
have our samples ready for the season.

We have them in light, medium
and heavy weights and all shades

Would be glad to send you samples.

We are prepared to fill repeats for

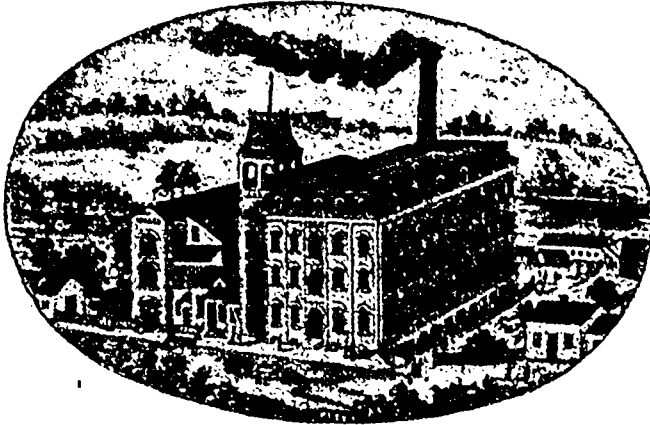
Eureka Blankets,

so send your orders along.

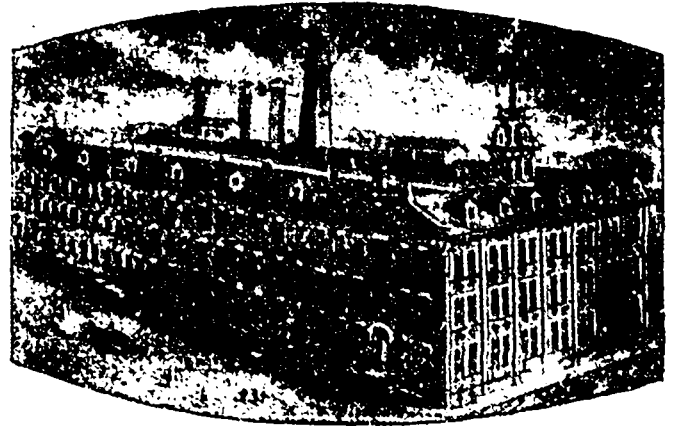
EUREKA WOOLEN MFG. CO.

Limited

EUREKA, N.S.



MILL NO. 1

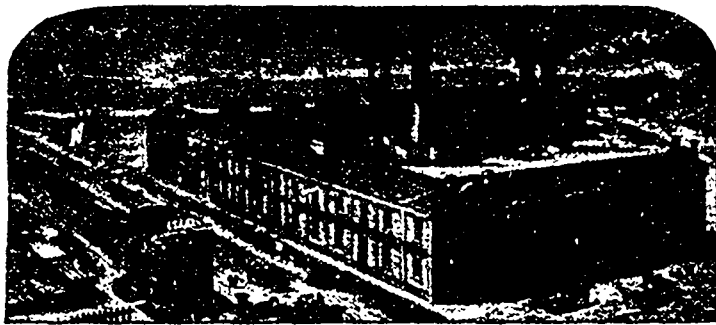


MILL NO. 2

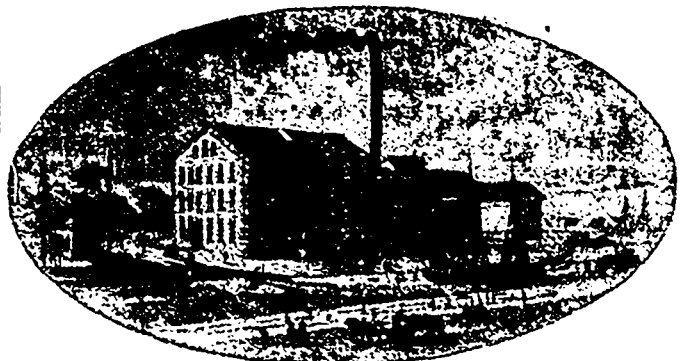
The Penman Manufacturing Co. Limited

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

Head Office - PARIS, ONT.

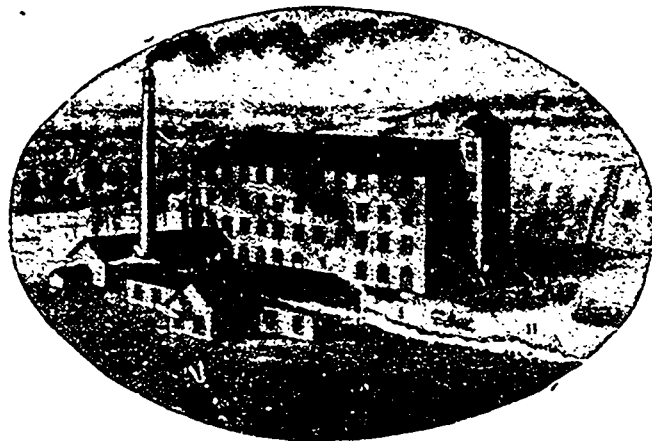


MILL NO. 3

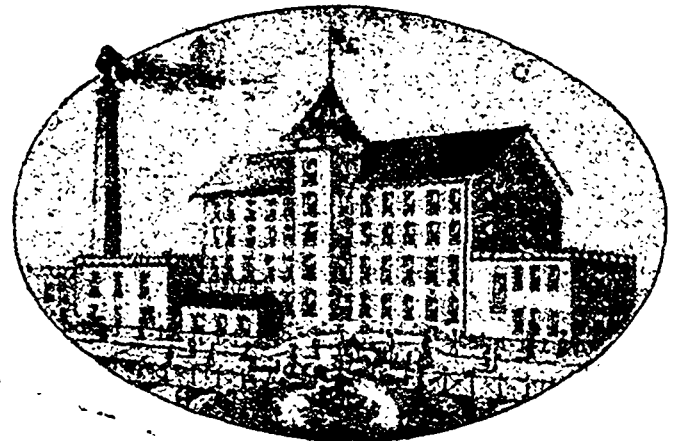


MILL NO. 4

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



MILL NO. 5



MILL NO. 6

SELLING AGENTS D. MORRICE, SONS & CO., MONTREAL AND TORONTO.

BOOTS AND SHOES.

A LEGAL DIFFICULTY.

EUGENE GOULET and **Zotique Bertrand**, of Montreal, were arrested a few days ago on the charge of defrauding **J. F. Blouin**, shoe merchant, of Quebec. It appears that Goulet introduced Bertrand to Mr. Blouin as a smart and reliable agent. On the strength of this, Mr. Blouin shipped Bertrand 30 cases of shoes valued at \$1,422, to be sold for him. Profits at the rate of 5 per cent. were to be realized, and promissory notes for the amount were given. When the first note fell due, Bertrand could not be found, but subsequently the goods were located at **J. G. Watson's**. Mr. Watson proved that he had purchased them in the ordinary course of trade, and, as a result, warrants were issued for Goulet and Bertrand.

IS IT A COMBINATION ?

The Quebec city newspapers are criticizing the Tanners' Association for attempting to monopolize the market, and to compel shoe manufacturers to buy leather from them only. The Quebec Mercury says. That organization is composed of a strong combination of Canadian shoe leather manufacturers. They require all their customers to swear half-yearly that they have dealt only with the members of the association. On making an affidavit in legal form that they have bought no leather elsewhere, such as the monopoly supplies, the customers are entitled to a discount of five per cent. on the business of the preceding half year. The manufacturers retain the discount for six months after it has been earned, so as to guarantee to themselves that the shoe manufacturers will continue to observe the bargain. The effect of this is that no manufacturer of shoes in Canada can, without loss of the discount, purchase supplies elsewhere than from the amalgamated manufacturers. Below will be found a copy of the affidavit all manufacturers are required to sign, which we have received from Toronto :

Dominion of Canada }
 Province of } In the matter of the rebate allowed by
 County of } members of the Tanners' Association to
 To wit } purchasers of sole leather from them.

I, _____ of the _____ of _____ in the County of _____ do solemnly declare

1. That I am a member of the firm of _____ carrying on business of _____ in the _____ of _____ and as such have a full and intimate knowledge of all transactions of my said firm or business, and know that the statements herein contained are absolutely true.

2. That since the _____ day of _____ up to the time of the making of this declaration I have neither purchased nor used in any way whatsoever, nor contracted to buy directly or indirectly, nor contracted for the production or manufacture of any sole leather of any kind or description whatsoever (except oak sole leather) save from the following firms : **Shaw, Cassils & Co.**; **Beardmore & Co.**; **Breithaupt Leather Co., Limited**; **Logan Tanning Co., Limited**; **C. S. Hyman & Co.**; **Bowman & Zinkan**; **Dowker, McIntosh & Co.**; **Marlatt & Armstrong**; **Muskoka Leather Co., Limited**; **Acton Tanning Company, Limited**; **Maganetawan Tanning and Elec. Company, Limited**; **Wingham Tanning Company**; **S. Arscott & Co., Benton, N.B.**; **Warren, Tobey & Co., Achille Gagnon & Co.**

3. That my firm has not, neither has any partner of mine, nor has anyone acting as my agent, nor has anyone acting as the agent of my firm, nor has anyone acting as the agent of any partner of mine, nor has anyone acting as the agent of the business described above, nor has anyone employed by me or by any partner of mine, or employed in connection with the business described above, nor has anyone connected with me or with any partner of mine in any way whatever in the business referred to above, nor has anyone connected with my firm nor with the business described above,

either purchased or used in any way whatever, or contracted to buy directly or indirectly, or received for sale or sold on commission, or dealt in any way with, or contracted for the production or manufacture of any sole leather of any kind or description whatever (except oak sole leather) save from the above-mentioned firms.

4. That I, and all who are connected in any way with the business described above have done no act that would disentitle the said business to said rebate offered, upon certain conditions, by the firms mentioned above, in two circulars dated December 31, 1895, and January 31, 1896, but, on the contrary, we have faithfully fulfilled, both in letter and in spirit, all conditions contained in said two circulars.

5. That the statement marked exhibit "A" to this declaration is a true and complete account of the sole leather purchased or contracted for by anyone connected with the business described above from the above mentioned firms.

And I make this solemn declaration, conscientiously believing it to be true, and knowing that it is of the same force and effect as if made under oath and by virtue of "The Canada Evidence Act, 1893."

Declared before me at

County of _____
 this _____ day of _____

in the }
 1898. }

A Commissioner, etc.

If this will not spur the Government into action, says The Mercury, further evidence is forthcoming. The above document is authentic, a fact which may be established by a comparison with the records kept by the combination. We have, also, further documents which can be placed at the disposal of the Minister of Trade and Commerce. The Government have now no need to hesitate. They should not refuse an inquiry, and, if granted, they cannot refuse to carry out the logical result of the inquiry.

NOTES.

T. A. Menhennick has opened a new shoe store in **Ingersoll, Ont.**

Labonté's boot and shoe store, **Coaticook, Que.**, was entered by burglars last week. The loss was very small.

A new shoe manufacturing concern, known as **The London Shoe Co.**, has commenced business in **London, Ont.** The promoters are : **P. Pocock, J. Pocock, Josesh Pocock, and J. S. Townshend.** The capital stock amounts to \$450,000.

Bridgetown, N.S., is still agitating for a boot and shoe factory with a capital of \$10,000 in 200 shares of \$50 each. Less than two-thirds of this capital is required to start the enterprise and one-quarter of the amount has been guaranteed outside by a practical and experienced manufacturer.

A CREDITOR COMPLAINS.

W. J. Guinane, boot and shoe dealer, **Toronto**, appeared before the magistrate **Nov. 25**, on a charge of obtaining, by false representations as to his financial position, \$1,107 worth of shoes from the **Portsmouth Shoe Company**, of **Boston, Massachusetts.** Mr. Guinane asked for an adjournment, and the case was enlarged until **Monday, Nov. 28.** The goods are alleged to have been obtained last April.

The **Montmorenci Cotton Co.** are now shipping cotton to **Zanzibar, Africa.** The steamer **Ashanti**, which sailed from **Quebec** a few days ago, carried the first consignment to be shipped via **Liverpool.**

Mr. T. T. Brown, of the firm of **Baker & Brown**, manufacturers' agents, **Montreal**, left per s.s. **Scotsman**, for **Liverpool**, on the 19th. He will make an extended business trip through **Great Britain** and the continent.

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

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.

WM. CROFT

A. W. CROFT

WM. CROFT

"20 CASES"

JUST OPENED UP

"Christmas Novelties"

Everything
new in

"JEWELLERY"

SASH PINS are the latest fad.
BROOCHES are sellers.

We have the assortment.

*Everything in Hair
Ornaments*

When you order from us, we "Complete
Your Order."

WM. CROFT & SONS

Established 1855.

— Toronto, Winnipeg and Quebec.

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,

HINTS FOR CHRISTMAS TRADE.

"WHERE can I secure my holiday supplies?" This is the question of the day. Christmas and Christmas thoughts fill the air. The spirit of commercialism is tinged with the spirit of gift giving. Hence the natural query, "Where and what shall I buy?" The result of all this is that the dealer in merchandise has, during the coming season, the greatest opportunity of the year to sell goods. The dealer who does the best merchandising and the best advertising is the one who gets the business. And the advertising is not the lesser of the two. There are a great many ways of doing holiday advertising. First of all, the store itself and the merchandise should take on a holiday aspect. That is to say, that goods suitable to the season should be pushed to the front. The show windows are of great value at a time like this. If you have a large corner window, fit it up with a Canadian winter coasting scene, showing brownies coasting, playing in the snow, etc. An ingenious carpenter can make the mountain of light timbers. White cotton batting can usually be used to give the effect of snow. A "Santa Claus window" is a time honored but still excellent idea. Old Santa, with his long beard, offering presents, just taken from the Christmas tree, to the crowd of youngsters on the opposite side of the window glass, never fails to create an effect. A "doll window," fitted up exclusively with dolls and miniature furniture, is another good idea. "What the boys want" could be shown by a window full of skates, sleds, jack-knives, books, clothing, etc. "What the girls want" might be illustrated by a window full of gloves, laces, handkerchiefs and many knick-knacks dear to the feminine heart. Another good idea would be a window full of presents suitable for men, with a card in the window drawing attention to the fact that the goods are adapted as gifts to men. Another window could be filled with goods suitable for women.

Now, as to interior decorations. Of course, the counters must be filled with tempting displays of Christmas goods, as already stated. But, in addition to these conventional exhibits, there should be larger, bolder and more original displays within the store. For instance: "A Handkerchief House" is a suggestion worth carrying out. Make a miniature house, say 10 feet high and 15 feet long. Have this made of slender timbers, which should be completely covered with handkerchiefs. Get up a guessing contest on the number of handkerchiefs in the house. An "Uncle Tom's Cabin" could be made in the same way, and completely covered with dolls, with Aunt Dinah selling dolls out of one of the windows. Aunt Dinah could be impersonated by a saleswoman brave enough to blacken up and wear an old woman's cap. To the hyper critical eyes of some this may not seem legitimate storekeeping. But you need not let that worry you if it brings the grist to your mill. One point—and make a note of it—have the newspaper advertising, the windows and the interior displays, as well as the general trend of storekeeping work in absolute harmony.

About three weeks before Christmas it would be well to come

out with a half-column or a double half-column advertisement announcing the fact that your holiday stock was ready for inspection. A double half-column is preferable to a smaller space. Follow this initial advertisement with clear cut systematic advertising. Each day, or each week, if you depend on weekly papers only, should see a new advertisement from you. If you are so unfortunate as to be located in the village where no paper is published, the next best thing is to issue a circular in newspaper size, which should be printed on both sides and liberally supplied with cuts. These cuts can be secured now-a-days at a very small cost. Single column cuts will cost about 25c.; double column cuts from 50 to 75c. Cuts about three columns wide will cost about \$1. These cuts are usually supplied by advertising syndicates, and are sold usually to only one dealer in a town. The Attractive Advertising Co., 184 World Building, New York, is one of the most reliable of these syndicates. In many instances printers in small villages and even in towns of some pretensions are not capable of properly printing these circulars. In that event, it would be wise to have the printing done in some large town or city. I am not in favor of booklets or small circulars. I believe the money spent in them could be spent to better advantage in newspaper advertising or in the large circulars I have just referred to. Reading notices in the local papers should be looked after. They only cost their preparation, and, as they arrest many eyes, they may be safely termed economical advertising.

I notice some very good clothing advertising in recent Toronto papers. The "Tiger" brand clothing people have been doing some really fine work, and so has the "Fit-reform Wardrobe" as well as the Oak Hall clothiers. I take pleasure in reproducing two recent advertisements from the two latter concerns:

Irish Frieze Ulsters.

Genuine Irish, mark you!
Made by Hill, of Lucan, and warranted to keep their rich fuzry colour till worn out.

Large comfort collar, honest tweed lining, silk back and sleeves.

Made with the fashionable double stitched seams, and equal in every respect to \$25.00 custom made, or your money back.

Fit-reform price..... \$15.00

Winter suit of Irish tweed, with that iron wear and robust appearance which have made this material a favorite with men of calibre and sober sense.

Made to order at your tailor's leisure, these would cost you \$22.00 to \$25.00.

Ready to wear in "Fit-reform"..... \$15.00

Good honest tweeds from Canadian mills, sold candidly for what they are—the best goods for the price which can be purchased, \$12.00 and \$10.00 per suit.
Your money back if dissatisfied.

The Fit-reform Wardrobe,
22 King St. W. (Spanning Arcade) Toronto.
The Kennedy Co., Limited,
Montreal - Toronto - Winnipeg.

Are you still wedded TO THE OLD MAKES

or have you . . .



AN OPEN MIND?

If you are always on the alert for a good thing; if you want a really effective and magnetic business-bringer, you will be interested in our



CORSETS



We are very busy making these goods. No short time for our workpeople. What does this mean? It means that our business policy of producing first-class and reliable goods at reasonable prices is the right one. We stamp our Trade Mark (as above) on our goods. We thus pledge our reputation as to the excellence of our manufactures.

A FAIR ARGUMENT

If *our* trade policy thus spells success; if we are always busy handling these goods, why not you? You cannot stand still in your Corset department. The world won't let you. The old makes of Corsets have answered your purpose for years, no doubt, but it is time now to try the magical effect of introducing these bright and beautiful P & S Corsets. There is a big trade in front of you for these. Write us for prices and full particulars.

W. PRETTY & SON, Ipswich, Eng.

Fall and Winter Underwear

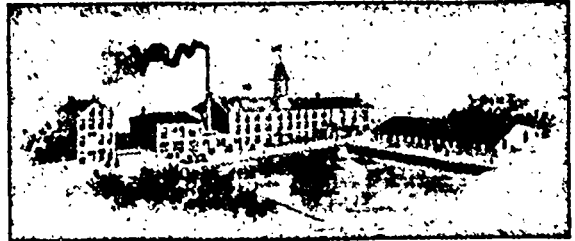
We manufacture everything your customer can ask for in

INFANTS', GIRLS'
and BOYS'
LADIES' and MEN'S

VESTS . . .
DRAWERS
COMBINATIONS

Our Full-Fashioned Underwear bears our label, "TURNBULL'S."

THE C. TURNBULL CO., LIMITED
Established 1859. GALT, ONT.



UNDERWEAR

TIGER  BRAND

TRADE MARK

Made in sizes from 20 in to 46 in.

Unexcelled for Durability, Style and Finish.

Dealers can assort their stocks at any season of the year.

The Galt Knitting Co.
Galt, Ont. LIMITED

RETAIL ONLY.

TRADE MARK IN WOVEN LABEL

ON EACH GARMENT

Do You Know
THE **EVER-READY** LINES

— ? —

An Acquaintance will be Interesting.

EVER-READY DRESS STAYS

Recent improvements make them what you want—the very best.

EVER-READY DRESS BINDING

A new and durable kind: of a quality and at a price (per gro.) that will please.

EVER-READY CHILD'S WAISTS

To retail at 25 cents each.

You make 40% profit, too.

If you have not seen them write for samples.

THE **EVER-READY DRESS STAY CO.**
WINDSOR, ONTARIO.

Gloves ...AND Mittens

BERLIN, ONT.

The most up-to-date manufacturing town in Canada.

You will not regret Buying
W. Cairnes & Co.'s

GLOVES AND MITTENS

Everybody should have them.

Right in quality and price.

Let US fill your orders.

Importers, stop and think!

None should miss seeing our samples.

"THE MAPLE LEAF—OUR EMBLEM DEAR," appears on each button.

W. CAIRNES & CO.

Manufacturers

BERLIN, ONT.

Stands 4-ft. 4-in. high.

Mounted on Plate Mirror Base, 2 ft. square, 2 ft. high.



Will run forever, with little or no cost.

The Greatest Window Attraction in the World.

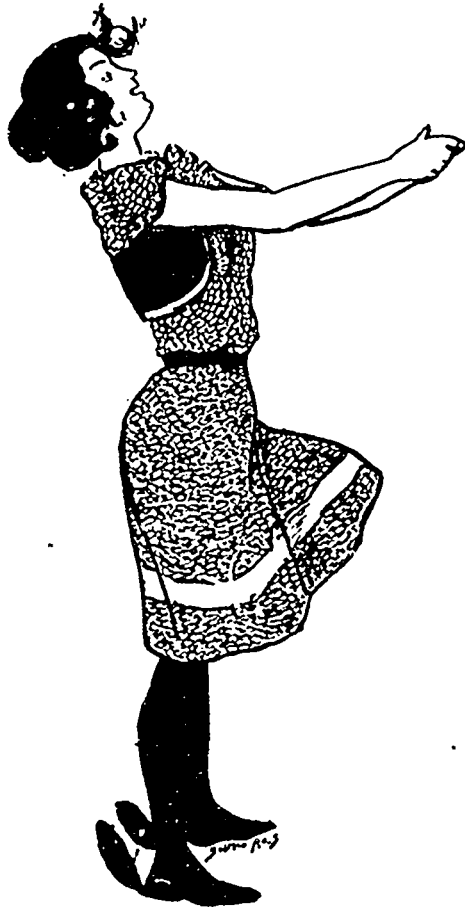
F. & E. W. Kelk

76 YORK STREET

Nearly opposite side entrance of Rossin House.

To those looking for special snaps. For December, only, we will clear out balance of our large and well assorted stock to make room for Spring Goods. When we say "clear out," we mean it! **PRICE** is the thing which does the clearing. Those who call will buy, as the goods must go. Parties looking for very special lines can get them.

DOLLS	GAMES	PURSES
TOYS	ALBUMS	PIPES
CHINA	Celluloid Cases	SLEIGHS
Rocking Horses	Leather Goods	HOCKEY



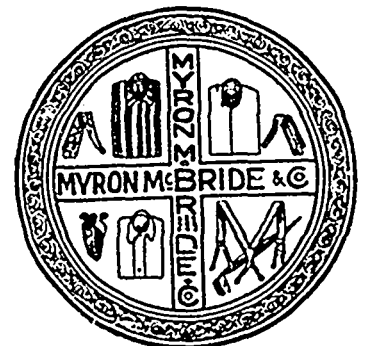
"Tell me, proud sir," the maiden said,
 "Why such bold carriage of the head?
 Is it because a heart at rest
 Beats calmly under a faultless vest?"



Goods we sell to fit—fit,
 Those we say wear—wear.
 In fact, they must do
 Both before we offer them to
 you.

We can supply the demands
 of your trade, whether it is for
 fine, moderate or low-priced
 furnishings.

And we are on the spot to cater
 To immediate wants of westerners.



WINNIPEG

GOOD ADVERTISING—Continued.



Boys' Reefers

Our Boys' Reefers embody the top notch of style and durability.

Reefers are now in season.

Our stock is complete. The reefers are comfortable, and the boys like them. The very best are made of Whipcord and fine English Worsted Serge.

Whipcords

for ages 4 to 7, \$5.00
for ages 8 to 10, \$5.50
for ages 11 to 13, \$6.00
for ages 14 to 16, \$6.50

Worsted Serges

for ages 4 to 10, \$4.50
for ages 11 to 13, \$5.00
for ages 14 to 18, \$6.00

Close favorites to the Whipcords and Worsted Serges are:

Blue Naps

for ages 4 to 9, \$3.00, \$3.50, \$4.00
for ages 10 to 13, \$3.50, \$4.00, \$4.50
for ages 14 to 16, \$4.00, \$4.50, \$5.00

Frieze

for ages 4 to 10, \$3.50 and \$4.00
for ages 11 to 13, \$4.00 and \$4.50
for ages 14 to 16, \$5.00 and \$6.00

Fancy Chinchillas

for ages 4 to 10, \$3.00, \$3.50, \$4.00

Domestic Serge

for ages 4 to 10, \$2.00 to \$2.50
for ages 11 to 15, \$2.50 to \$4.00

OAK HALL CLOTHIERS

115, 117, 119, 121 King St. E., Toronto,
Opposite St. James' Cathedral.

Dealers in clothing or in any other line of goods will find these two advertisements models of proper display, brevity and force. If I am not mistaken my old friend Kennedy is responsible for the "Fit-reform" ad.

Ladies and Gentlemen, We Offer You

Ties of great beauty, attractive shapes and latest styles for Ladies.

Ties in new makes, colors, qualities and kinds for Gentlemen. And

Ties both useful, stylish and ornamental for Youths and Maidens.

Attention is also directed to our new Shirt Waists, Wrappers and Parasols, every article of which is as it should be, and a certain and positive bargain as well.

W. F. LATIMER.

The foregoing is an advertisement which has some good points about it, but which is lacking in one great essential in good advertising. It does not tell the price at which these ties of great beauty, attractive shapes, latest styles, new makes, both useful and stylish, as well as ornamental, may be bought. This ad. of Mr. Latimer's appeared in a recent issue of a Gananoque, Ont., paper. What this advertisement lacks is seriousness and earnestness. I don't believe that it sold many ties.

ENGRAVINGS FROM PHOTOGRAPHS.

PRACTICAL HINTS GIVEN BY A QUALIFIED MAN.

THE REVIEW often receives photos for reproduction, which, from one cause or another, will not give satisfactory results.

The best engraver cannot make a good cut from an unsuitable or inferior photograph any more than the best of printers can obtain good work from a badly made engraving. So much time and annoyance would be saved if advertisers would send the right kind of photo in the beginning, that THE REVIEW has obtained the following hints from Mr. James W. Bolton, of The Standard Engraving Co., of Montreal, who has given the matter considerable thought, which should assist readers who have little knowledge of engraving:

The photographs from which the best results can be obtained by the half-tone process, which is simply a reproduction on copper, are the old-fashioned albumen prints, of a strong brown or dark purple tone. Bromide or platinum prints are grey and lack contrast, and, therefore, are difficult to work from and unsatisfactory in the end. A good engraving cannot be made from a poor photo; the latter can be improved by retouching, but it is better to have a good photo at the start, one that is sharp and strong, with all details showing clearly and a good contrast between the lights and shadows. A half-tone plate enables the printer to produce, as nearly as possible, the various tones, from light to shade, as they appear on the photo. Details which are faint or indistinct on the photo are lost in the reproduction. There is always a certain amount lost, as a natural result of the process, but a weak photo loses a good deal more than a strong one. While an unmounted photo can be reproduced, it is always better to use one that is properly mounted.

A DECISION OF COMMERCIAL INTEREST.

There was an interesting case at the sitting of the High Court in Ottawa, Nov. 19, Mr. Justice McMahon presiding.

It was Molsons Bank vs. I. Watson, an action in which Mr. Wyld, for the plaintiff, moved for an injunction restraining Watson from distributing money procured at the bank on a cheque. Mr. Latchford, for Watson, consented to let the motion be turned into one for judgment, and it was thought necessary to proceed further with the case. The cheque in question was received from Warrington & Co., of Montreal, on Molsons bank at that city. Watson, however, cashed the cheque at the Ottawa branch of the bank. In the meantime, Warrington & Co. had become insolvent. The bank then took action to restrain Watson from distributing the money and to recover it.

The judge held that Watson had not sold the cheque to the bank, but had handed it to the bank's agency for collection; and, as Watson had endorsed the cheque, he was liable for the amount of money procured from the bank.

Efforts are being made to float a company to operate the Brantford wincey mills, which have stood idle since the Dominion Cotton Company got control of the property. Mr. Fred. Wiley, of Paris, who so successfully managed the Paris wincey mills, will take stock and will probably manage the concern. The applications for stock are said to be very encouraging.

Ladies' Vests



We have just received 300 dozen Ladies' Vests. This is the last lot we shall have this season.

LETTER ORDERS WILL BE PROMPTLY FILLED.

A. B. BOAK & CO.

HALIFAX, N.S.

Irving Umbrella Co.

LIMITED

MANUFACTURERS

Parasols Sunshades and Umbrellas

20 FRONT STREET W., TORONTO

LEATHER BRACES

AND



LEATHER BELTS

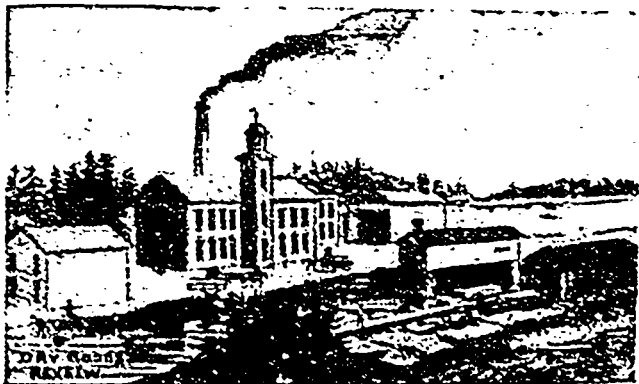
Full Lined

FINEST and BEST in MOCHA and NAPA BUCK, Etc.

SPECIAL RAILROAD and MINERS' GLOVES

GLOVES

W. J. CHAPMAN - WINGHAM



HARRIS & CO.

Rockwood, Ont.

Manufacturers of

Harris' 6/4 Friezes, and special lines of Tweed Suitings and Costume Cloths, also Woolen yarns, all made from pure wool only.

E. J. DIGNUM & CO.

27 Melinda Street, - - TORONTO

Sole Selling Agents.

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

CORSETS WITHOUT WHALEBONE.

Invented by a Doctor.

Our Corset, "Nature," fills a gap existing since the invention of the Corset. No more internal troubles, no more infirmities caused by the ordinary corset.

The numerous testimonials and orders which reach us from every side are an evident proof of its great value.

We have a special pattern of this Corset for ladies troubled by an excess of fat at the abdomen, and, moreover, this trouble is overcome by the usage of this Corset, which is for sale by the MONTREAL AGENCY CO., MONTREAL.

This Corset is made and sold by the "PARISIAN CORSET CO.," of Quebec, already renowned through the celebrated P. C. Corset.

DRY GOODS-- Dress Goods of all kinds, Wool, Cotton, or Unions RE-DYED in the piece, also Velveteens, Hosiery, Yarns, Gloves, Braids, etc.

MILLINERY-- Feathers, Silks, Velvets, Ribbons, Laces, Etc.

DYED, FINISHED AND PUT UP.

Dress Goods, Cloths, Tweeds, Drills, Ducks, Cottons, etc., Dyed and finished from the Grey.

GARMENT WORK OF ALL KINDS.

BRITISH AMERICAN DYEING CO.

Technical, Chemical Dyers and Finishers
JOSEPH ALLEN, Managing Partner
Principal Office--715 McGill St., Montreal. 123 Bank St., Ottawa.
127 Yonge St., Toronto. 47 John St., Quebec.

CONNOISSEURS OF CORSETS

pronounce these elegant models the standard of excellence in superiority of material, perfection of fit and stylish shapeliness:

QUEEN MOO, VICTORIA,
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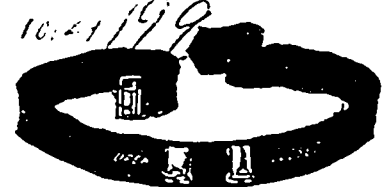
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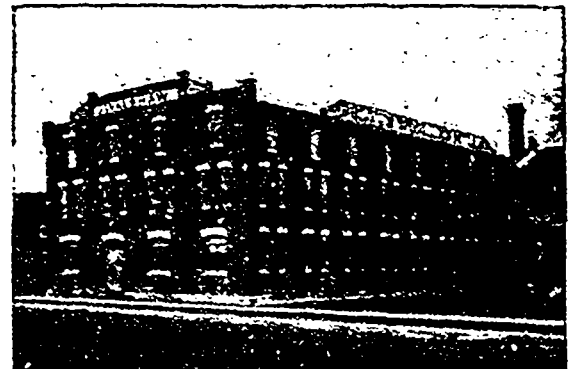
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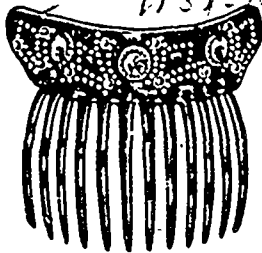
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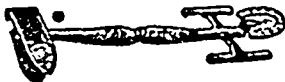


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Keep your trousers up with the
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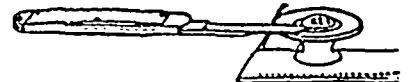
NO NEEDLE REQUIRED.

The New Automatic



Patented June 5, 1894.

To unlock button simply raise the key



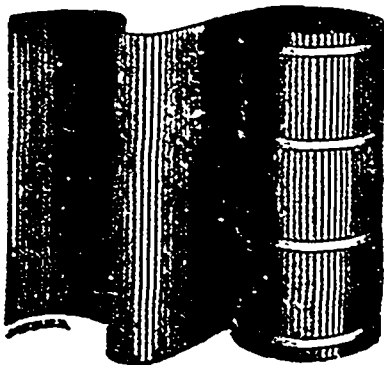
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IT HAS NO EQUAL

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

No house is completely furnished without this lining beneath the carpet.

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In Three Sizes— $\frac{1}{2}$, $\frac{3}{4}$, $\frac{1}{2}$.

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.

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FACTS AND FASHIONS.

By a Fashion Authority.

THE craze for velvet is stronger than ever, and this royal fabric is now being used for entire costumes in New York. Some fancy velvet is used, but the rich, plain material is in greatest demand. The colors most in favor are blues and purples in all shades. The demand for these is extremely large.

Gowns that are not made of velvet must be trimmed with velvet or velvet ribbon. Sometimes the latter is laid on plain or in patterns, sometimes in graduated crinkled rows, or forming vandykes from the waist to 10 inches of the hem. The ribbon is always in a corresponding color, but black is the favorite on colored goods.

GRENADINES AND CREPONS FOR SPRING.

The coming grenadine promises to be richer in design than ever. Some will have a velvet cord in cross-over design, others have bow-knot patterns and moire effects, with rich embossed ovals and dots. There is promise of a large demand in this beautiful fabric, which will be worn over black, white, and colored silk taffeta skirts.

The crepons for Spring will be of lighter material, and will be more in scroll and ribbon bow designs, spread irregularly over a plain surface. There is always a steady sale for this style of goods. The crepon, when it came, came in to stay.

Nuns' veiling, also, is in constant demand by a certain class of customers, and will be as fashionable as ever as Spring advances.

Plain cloth gowns are still trimmed with silk soutache in elaborate patterns, and jetted as well. These plain gowns have often a plaid, formed flounce and vest, shoulder caps and cuffs to correspond.

The bolero effect is much worn. An imported gown lately showed the skirt of soft woollen material, trimmed with vandyke of three rows of crinkled black velvet ribbon in three widths—one point in front, one at either side and one at the back. The bolero was covered with a ribbon pattern in crinkled baby velvet ribbon, and the loose front and collar were of white mouslin de soie, covered with a large geranium-red design. A deep turn-down collar, of white and red brocade, finished the bolero.

Light-colored gowns are trimmed with trellis or diamond patterns on skirt and bodice in $1\frac{1}{2}$ inch black velvet ribbon, and, although this does not seem to be an entirely new fashion, it is still a prime favorite.

The princess gown is becoming more and more the one to be sent out by first-class houses, the formed flounce style having been taken up by the ready-made houses. However, it will have a limited run and can be worn for the coming season with safety.

The close fit of skirts will necessitate lightweight goods, and buyers should bear this in mind in choosing thin materials. These goods are mixed with velvet and brocade to a large extent, the formed flounce, vest, etc., being all of the latter material.

Trimming was never more varied or elaborate than at present, but the No. 7 black velvet ribbon from plain rows to true lovers' knots, reaching from neck to hem, would seem to be first on the list.

A SUCCESSFUL BAND.

The band of Court 60, Royal Foresters, returned to Toronto lately, from Montreal, speaking in the highest terms of their reception in the sister city. The court, of which Col. Stone is the head,

contains several dry goods men, and the trumpet-major of the band is himself a dry goods man—Mr. R. H. Cuthbert, of the establishment of Wyld, Grasett & Darling. Mr. Cuthbert has been fortunate in getting together a very efficient band of thirty-four pieces. His military experience has stood

him in good stead, he having served under Col. O'Brien in the North-West Rebellion, as bugle-major of the 35th Batn., being also attached to the Queen's Own for eight years, and the members of the band being composed chiefly of ex-members of the three Toronto regiments. They took first prize in competition, during the Toronto Exhibition, for marching music, and at several places they have visited, have aroused much enthusiasm. Montreal gave one of their best receptions to the visiting band, the affair concluding with a ball at the Windsor hotel.

WINTER EVENINGS.

Those who wish to combine pleasure and business in reading can do so by ordering the illustrated catalogue of The Alaska Feather and Down Co., Montreal, which has just arrived from the press. From a publisher's standpoint, it is one of the handsomest pieces of work recently published, and the reputations of the compilers are warrant that the contents are as truthful as the outside appearance is attractive. The book tells about the modern improvements in bedding, and the changes which the lapse of time has wrought in that department of human industry. To all dealers who handle bed quilts and comforters, or pillows and cushions, the catalogue must also be an aid in obtaining bedding contracts from institutions, hospitals, schools and boarding-houses. The book is sent to the trade free, on application.

FOR ROOFING

Sidings, Ceilings,
Arches, etc.

Always specify . . .



"Owl" Brand Corrugated Iron

and be sure of satisfaction.

We make any gauge, and any sized sheet up to 120 x 33 in.—Galvanized or Painted—Straight or Curved.

Note that our Corrugated Iron is pressed, not rolled—the corrugations are all uniform, fitting squarely both at ends and sides without waste.

It is always reliable—entirely free from pin holes, scale, or other defects.

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Cotton Batting
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The "North Star" and "Crescent" for 1898 will show very decided improvements in whiteness and quality. No other cotton bat will retail as satisfactorily nor call for as many repeat orders.

The "Pearl" grade will continue the leading low priced bat of Canada, being designed for customers' uses, and with no selling frills at expense of strength.

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Can be accomplished by taking out an

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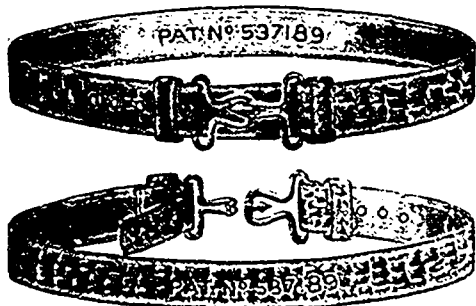
Under this form of Policy a man can obtain complete protection for his family while capital is built up from year to year to be used by himself in his old age. The Policies are absolutely free from conditions, and contain liberal privileges as to Extended Insurance, Cash Surrender and Paid-up Insurance.

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W. C. MACDONALD,
 Actuary.

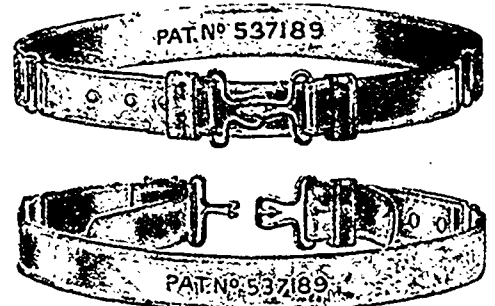
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THE P. & P.



**HOOK
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Pat. July 27th, 1897.



SPRING SEASON, 1899

The P. & P. Hook and Eye Buckle for belts is the only safe device in existence which locks and unlocks instantaneously and simply, and is absolutely, entirely and completely new in every feature, nothing resembling it in the remotest way in a lady's or gentleman's belt having ever before been offered to the trade.

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No buyer can intelligently organize a line of Belts for the **SPRING SEASON** of 1899, without giving this article the strongest consideration.

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Suspenders . . . and Buttons

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We are again showing a beautiful assortment of choice values which we feel confident will meet the requirements of the trade.

We would respectfully solicit a mail order, if not already on our ever increasing list of customers.

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is noted for its soft, kindly "feel," and as nothing but this native stock in its absolute purity enters into

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The latest novelty.

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Diamond—No. 1 Quality

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In 8 oz. and 16 oz. Rolls and nicely folded. Try our 3rd Quality "Snowflake" for a low-price grade and good seller.

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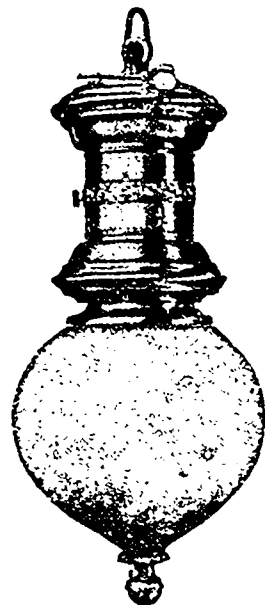
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100 hours' light with One
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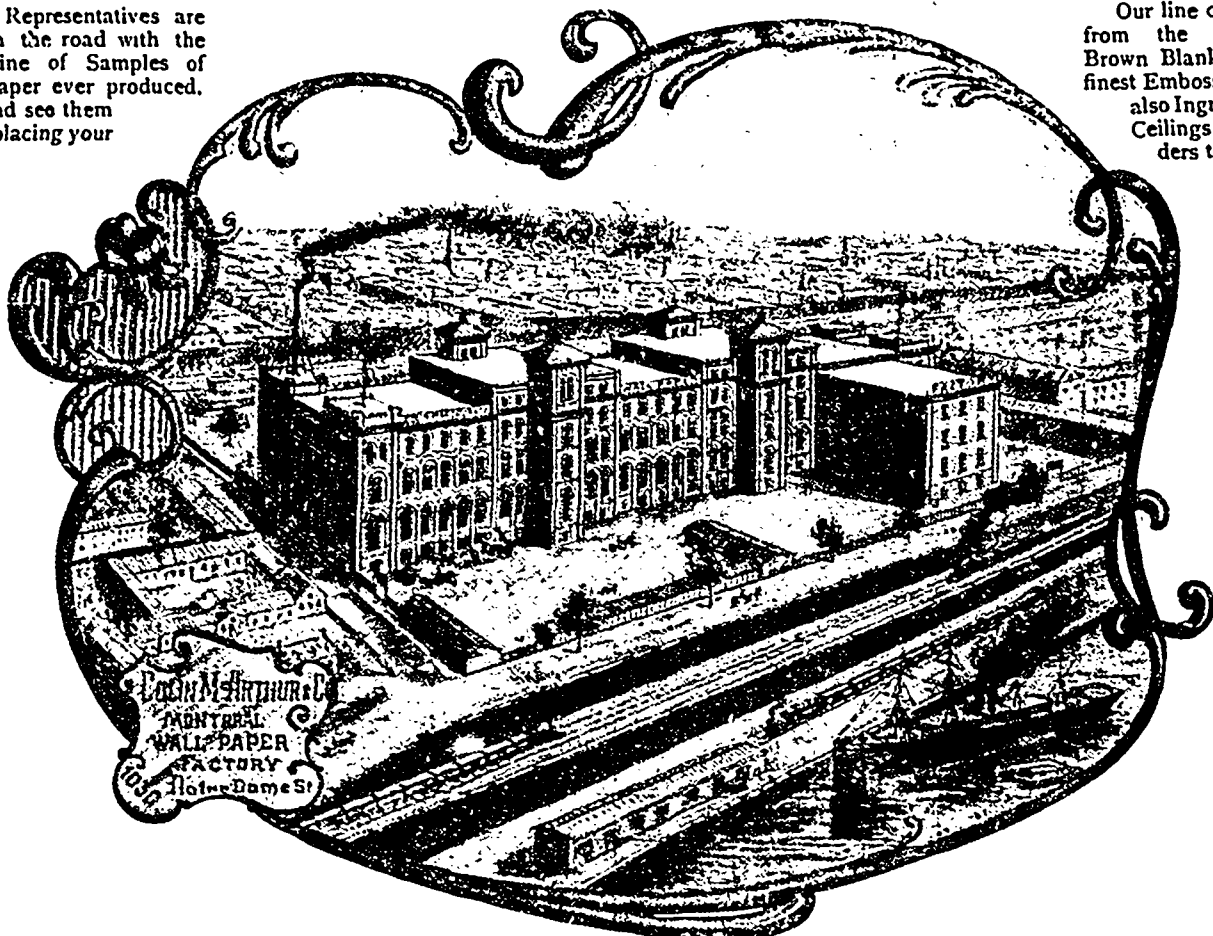
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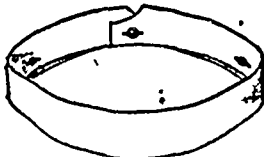


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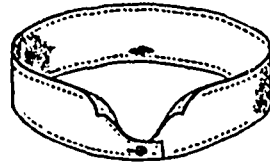
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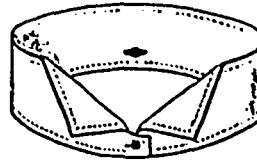
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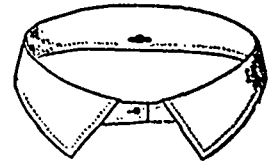
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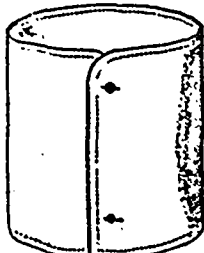
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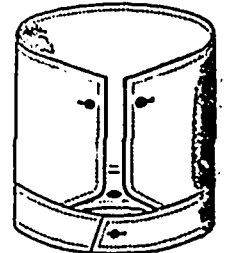


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