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FOR LACE NOVELTIES
 OF EVERY KIND
 A GO-AHEAD FIRM
 IS THAT OF
TIDSWELLS, 3 and 2 Wood St., LONDON,
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WHO SUPPLY THE FOLLOWING GOODS:-

SHIRTS,
 LACES,
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APRONS,
 ROBES,
 CRAVATS,
 COLLARS,
 BELTS, ETC.

TIDSWELLS Factory: Old St., London.
 3 and 2 WOOD STREET,
 LONDON, ENG.
 Also at Glasgow,
 Sydney and Melbourne.

Mantles,

COSTUMES,
 SKIRTS, ETC.

Canadian Buyers will always find the very latest Novelties in Ladies' and Children's

SKIRTS, BLOUSES, JACKETS,
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in our showrooms. Special attention is being given to the requirements of the Canadian Trade, and we will be glad to show our samples, and learn your needs.

CORBÝ, PALMER & STEWART
 39, 40 41a St. Paul's Churchyard, LONDON, ENG.

CREPONS ARE AGAIN BECOMING POPULAR—

PRIESTLEY'S

CREPONS

WILL SUIT YOUR CUSTOMERS BEST.

PLACE YOUR ORDER AT ONCE

S. GREENSHIELDS, SON & CO., MONTREAL AND VANCOUVER
 SOLE AGENTS FOR CANADA.

LISTER'S

Velvets and Silks

TO BE HAD FROM

Wholesale Dry Goods

— AND —

Wholesale Millinery Houses.

"ROOSTER" BRAND Fall 1900.



Travellers now out for business.

Canada is a part of the largest Departmental Store on Earth, known as the

British Empire Unlimited

and the "Rooster" intends doing his share to maintain her Commercial supremacy.

We are showing for the Coming Season, the best line of

SMOCKS, WORKING COATS, Etc. ever produced in Canada:
STRATCONA'S HORSE—Khaki Duck, Kersey-lined D.R. Coats.
BADEN-POWELL—Khaki Duck, Rough-Rider Jacket, with Belt.
LORD ROBERTS—Olive Duck, Tweed-lined Coats.
LORD KITCHENER—Rubberized Duck, Extra Kersey-lined Coats.
GENERAL BULLER—Drab Denim, Serge-lined, Belted Smock, and a full range of Reefers, Smocks, etc., etc.

PANTS. Notwithstanding the advance in prices, we have the best and cheapest line ever shown the Trade.

Shirts, Overalls, Jackets

We are in the front ranks with these lines.

SKIRTS. Tailor-made, Perfect-Fitting. Our "Lady Smith," "Lady White," "Lady Buller," Etc. are the newest creations.

Profit to Customers. Satisfaction to Consumer.

ROBERT C. WILKINS
 Manufacturer **Montreal.**

Merchant Tailors

who would have the correct goods for **Easter Trade**, should see our celebrated

Serges

Wellington, Sayles,

TRILBY

Black, Medium and Light Blue.

Nobby goods in Tweed and Worsted Suitings.

Olive Mixtures, Greys

and Fancy Overchecks

Newest patterns in

Wool and Worsted Trouserings
Superb Lot of Fancy Vestings

Wool-Dorling Co. Limited

S. GREENSHIELDS, SON & CO.

MONTREAL AND VANCOUVER.

NOW IS THE TIME

TO BUY

SUMMER GOODS.

WE HAVE IN STOCK A LARGE VARIETY OF

WASH GOODS,

DRESS GOODS, LACES

AND

**A CLEARING LOT OF 10,000
PIECES PRINTS BELOW MILL PRICES.**

**THE LATEST FAD
IN NOTIONS.**

PULLEY BELTS

AT ALL PRICES.

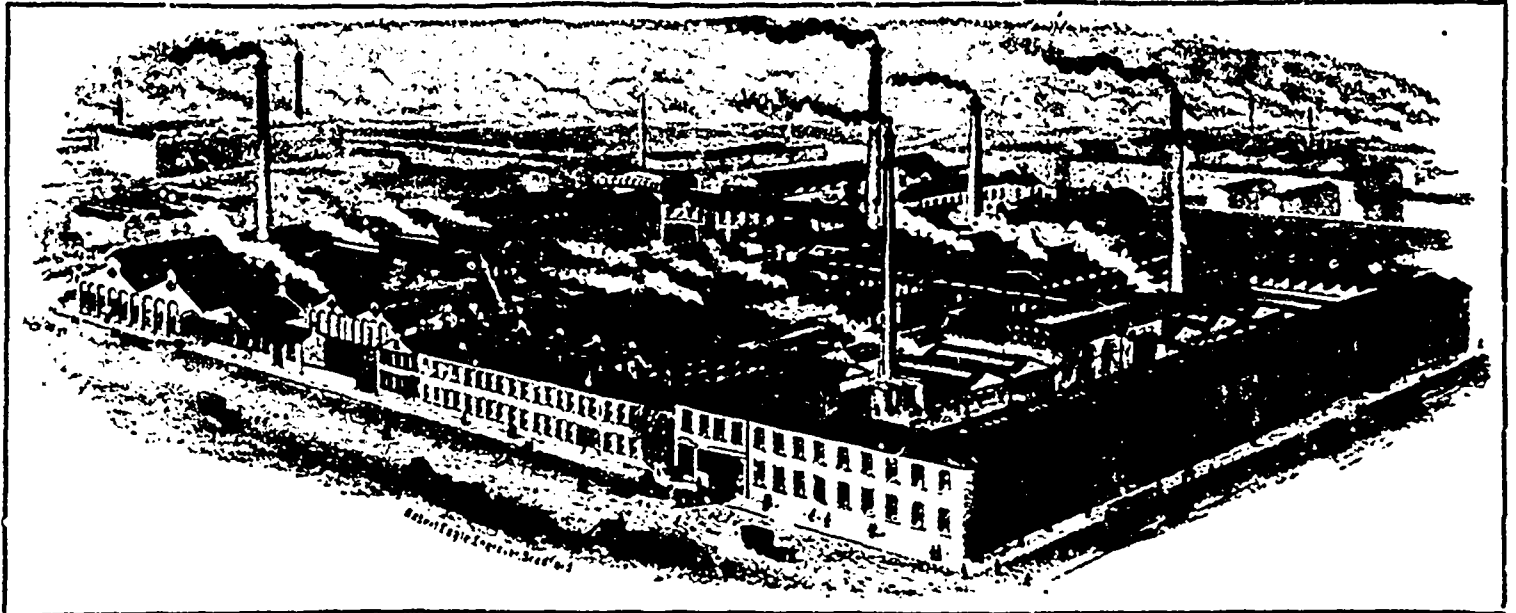
CURTAINS AND CARPETS,

A GRAND ASSORTMENT.

Sole Agents for

***PRIESTLEY'S DRESS GOODS
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W. GRANDAGE & CO., LIMITED



LOW ROYD & BROWN ROYD DYEWORKS

BRADFORD, ENGLAND.

DYERS, BLEACHERS, AND FINISHERS OF ALL CLASSES OF PIECE GOODS AND COTTON YARNS

THE ABOVE FIRM MAKE A SPECIALTY OF

Mercerised Cotton Sateens, Brocades, etc.

AND OF MERCERISED YARNS.

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



Ask for New Shade Card for 1900. All shades on this card are

GUARANTEED NOT TO CROCK.

SAMPLES

FOR 1900
FALL ❁ ❁

Now Ready

Colored Habutai
India Silks
Fancy Blouse Silks
Silk Handkerchiefs
Initialed Silk Handkerchiefs
Art Embroidery Goods
Windsor Ties

Our travellers are now on their usual routes
with complete lines of our samples. Ex-
amine our values before placing your orders.

K. ISHIKAWA & CO.

24 WELLINGTON ST. WEST

TORONTO, : CANADA.

THE WATSON, FOSTER CO. LIMITED

WALL PAPER
MANUFACTURERS
MONTREAL

APPRECIATING THE ORIGINALITY OF THE
FOLLOWING TRADE PARODY BY CHARLES
L. NELLES, OF GUELPH, WHICH APPEARED
IN THE GUELPH "DAILY HERALD" OF
MARCH 19th, OFFER THIS PAGE FOR ITS
REPRODUCTION * * * * *

With apologies to Kipling
and everyone else.

When about to buy your paper this is the only place,
To get the best designs at such a price,
And after seeing them, you will say li to our face—
Everything so lovely and so nice.
Your home will be a comfort, and your rooms a great delight:
Your neighbors they will envy and admire,
With pleasure you can tell them—they only can be right,
When Nelles is the seller and they the buyer.

CHORUS.

Gold papers, silk papers, papers of every kind,
Den or Parlor or Barber Shop, ceilings low or high,
Each of 'em calling for paper (keep them in your mind),
Don't pass these goods for your credit's sake, but
buy—buy—buy.

Better buy from us at once, as there is no better store,
And tell your friends what bargains you did get,
That you've saved a lot of money and your home from floor to
floor
Is the handsomest on which the sun will set.
For paper bought from us must be a blooming sure success,
As we do the largest business in the town:
The best is always cheapest (get your money's worth—no less),
Look for merit, style and value, and goods of wide renown.

CHORUS.

Clerk's home, mechanic's home, home of the millionaire,
Fifty thousand rooms we can easily supply:
Each of 'em calling for aid from you (their walls are
white and bare)—
Don't pass this "ad." for your credit's sake, but buy
—buy—buy.

Countless Efforts Are Constantly Being Made

to palm off inferior dyed hosiery by saying "Equal to Hermsdorf," "As good as Hermsdorf," "Better than Hermsdorf." The constant quoting of Hermsdorf dye by the man who wants to substitute shows the weakness of his argument. Hermsdorf Dyed Hosiery and Gloves bear this stamp

Louis Hermsdorf
Dyer

*American Bureau of Louis Hermsdorf,
78-80 Walker St., New York.*

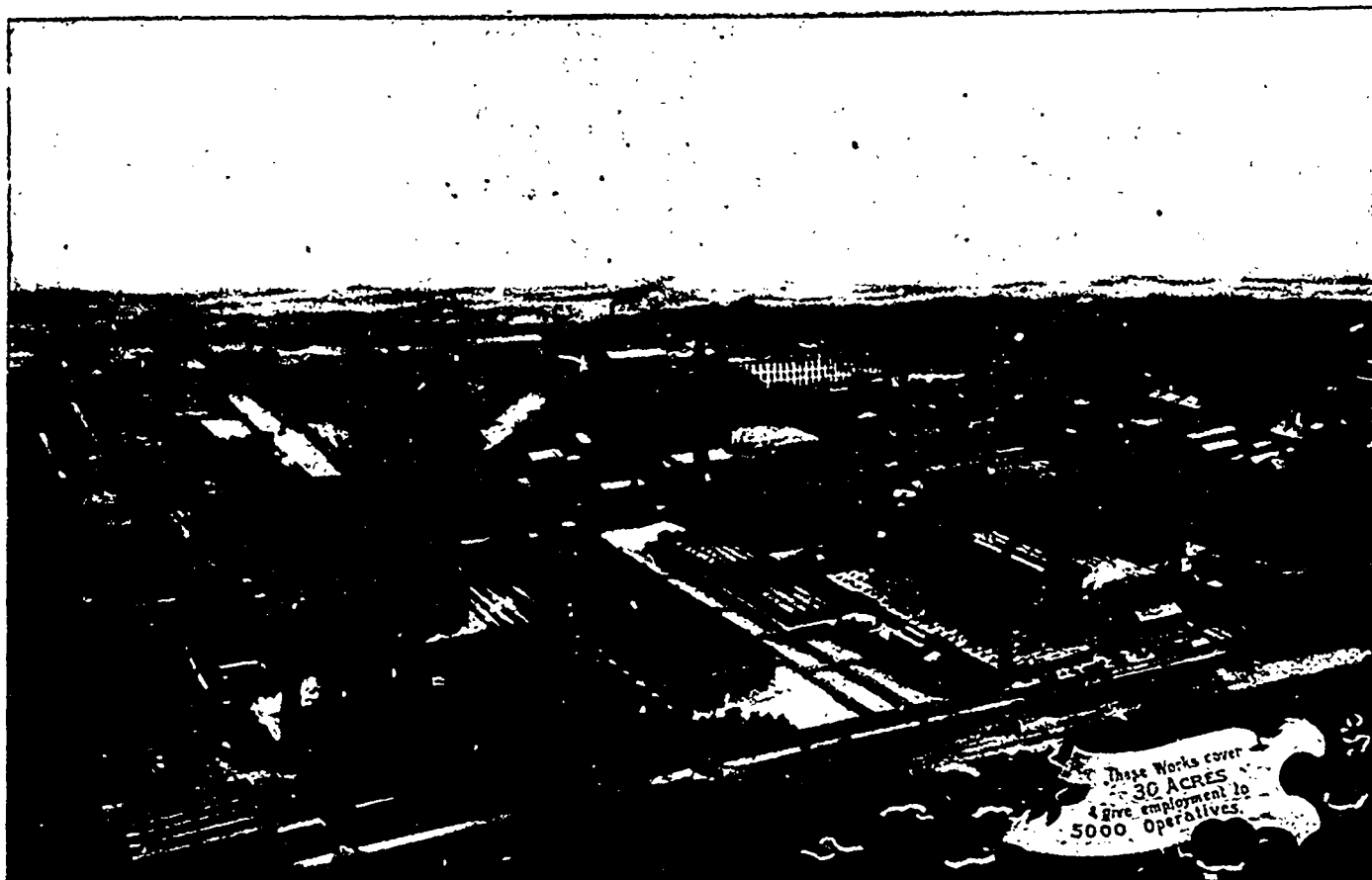
*Chemnitz,
Germany.*

It's your safeguard and your customers' guarantee.

*New York Selling Office of Hermsdorf Black Mercerized Yarns,
JOS. J. DeLONG, 396 and 398 Broadway, New York, N.Y.*

HORROCKSES, CREWDSON & CO.

LIMITED
COTTON SPINNERS AND MANUFACTURERS.



WORKS, PRESTON AND FARNWORTH, LANCASHIRE.

WAREHOUSES, PICCADILLY, MANCHESTER.

5 LOVE LANE, LONDON, E.C.

7 MITCHELL LANE, GLASGOW.

Long Cloths, Cambrics, Nainsooks, Twilled Shirtings, Double Warp and Medium Calicoes, Plain and Twilled Sheetings, Pillow Cottons, Drills, Flannelettes, Sateens and Dress Foundations.

Specially Finished for the Sewing Machine

And Suitable for all Parts of the World.

HIGHEST AWARDS AT ALL EXHIBITIONS.

PRIZE MEDALS, LONDON	1851, 1862
GOLD MEDALS, PARIS	1867, 1878
DIPLOMA OF HONOUR, VIENNA	1873
GOLD MEDAL, CAPE TOWN	1877
DIPLOMA OF HONOUR, LONDON	1884

GOLD MEDAL, CALCUTTA	1884
GOLD MEDAL, LIVERPOOL	1886
GOLD MEDAL, EDINBURGH	1886
FIRST AWARD, ADELAIDE	1887
FIRST AWARD, MELBOURNE	1888

FOSTER & CLAY'S Productions



Should be prominent in your
Wool Department.

Ask your wholesaler for FOSTER & CLAY'S

**SCOTCH FINGERINGS
SHETLANDS, ANDALUSIANS
PETTICOAT, VEST and
SHAWL WOOLS.**

**TABLE CORD and
SOFT KNITTING WORSTEDS**

Wools made specially for all classes of
HOSIERY AND GLOVE MANUFACTURERS.

Works: Sowerby Bridge, England.

Canadian Wholesale Trade Supplied by

John Barrett, 22 St. Nicholas Street, **Montreal**

Easter Gloves

We have a full, fresh stock of

Pewny's

French Kid Gloves for

SPRING 1900

**Best Styles
Best Shades
Best Wear**

S. Greenshields, Son & Co., Montreal
AGENTS FOR CANADA.

For . . .

Spring Sorting-Up Orders

Nobody to beat us in Cretonnes
and Art Muslins

We have a small stock of hosiery still
on hand at last year's prices.

SEE OUR
SAMPLES

BAGLEY & WRIGHT MFG. CO.

318 St. James Street, MONTREAL.

KHAKI

THE POPULAR COLOR

FOR SUMMER.

We Have on the Way a Large Assortment of

LEEMANN & GATTY'S

CELEBRATED

PATENT FAST-DYED KHAKI

...IN...

WOOL SERGES AND

COTTON DRILLS.

SAMPLES WILL SHORTLY BE IN OUR
TRAVELLERS' HANDS. . . .

Controlled by us for Canada.

S. GREENSHIELDS, SON & CO.

MONTREAL AND VANCOUVER, B.C.

COLONIAL BLEACHING AND PRINTING CO.

MONTREAL.

**Prints,
Printed Flannelettes,
Sleeve Linings,
Dyed Cotton Fabrics,
Foulards,
Sateens,
Jeans.**

WORKS AT ST. HENRI.



REGISTERED

BEE HIVE Knitting Wools

-- MADE BY --

J. & J. BALDWIN, HALIFAX, ENG.

The Oldest Established
and Largest Makers of

ALL KINDS OF KNITTING WOOLS

KNOWN ALL OVER THE CIVILIZED WORLD

Scotch Fingering
Wheeling
Petticoat Fingering
Soft Merino

Berlin Fingering
Balmoral Fingering
Merino Fingering
Soft Knitting Wool

Vest and Silk Vest Wool
Lady Betty
Shetland
Andalusian
Pyrenees
Fleecy
Dresden

All of the BEE HIVE Brand, and also Red Letter BB Scotch Fingering.

Especially Adapted for Cycle Hose and Sweaters

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

Wholesale Only

Send for Samples.

Agent

Duncan Bell

MONTREAL and TORONTO

The
W.R.
Brock
Company.
(Limited)

TORONTO and MONTREAL.

34 TRAVELLERS

now on the road
from the

ATLANTIC

TO THE

PACIFIC

showing samples for the sorting season.

EVERY BUYER SHOULD SEE OUR SAMPLES.

THE CANADIAN DRY GOODS REVIEW

VOL. X.

MONTREAL AND TORONTO, APRIL, 1900.

No. 4.

PROGRESSIVE STOREKEEPING.

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

Specially written for THE DRY GOODS REVIEW.

By CHAS. F. JONES, NEW YORK.

Pointer to Salesmen.

Salesmen should try to know their business thoroughly. The salesman of to-day must necessarily know more about the goods that he is selling and the technical points of the business than the salesman of 25 years ago. Intelligent salespeople are the real want of the merchant at the present time. They are really hard to get, and where they are secured they command good salaries. The intelligent salesman can nearly always count on receiving double the salary that can be earned by the one who is not posted.

Know your goods thoroughly. If possible, try to know them just as thoroughly as the head of the store who is over you. Learn all the technical points of the manufacture, of the real fibre of which the goods are composed. Be sure you know the values of the goods well enough to tell in a moment whether they are very cheap or only reasonably so.

A Tale of Two Cities.

The writer of this article once upon a time made a trip from one city to another. The city from which he came was one of what we call moderate enterprise, but had quite a large business on account of its own and the neighboring population, which, taken altogether, amounted to more than 200,000 persons. The merchants in this city were fairly progressive, but made no particular boast of setting the world afire, and were all supposed to be doing a fair amount of business at a good living profit.

The city to which he went was one of unusual size, and one which has the reputation of being one of the greatest and most enterprising in the country. The stores in this city have grown to enormous proportions, and have the name the world over of being the cheapest and most liberal of any others. Yet, when the writer came to the larger city and began to look into the inside workings of business, and notice the different prices at which various goods were sold, he found that, although the stores had the name of being wonderful bargain-givers, and were known everywhere by the name of great price cutters, still, taking the stocks as a whole, these stores in the larger cities, in nearly every instance, sold goods at a higher price than they were sold in the smaller town, and, almost without exception, the gross profits which the merchants made on the

goods were from 10 to 15 per cent. higher than the merchants in the smaller city could get.

This seemed exceedingly strange, and it set the writer to wondering how it was that this large city and these large stores should have the name everywhere for enterprise and low prices, while the stores in the smaller city, which sold the cheaper, were, as a rule, called high-priced and old fogey.

As the subject was investigated a little more closely, however, he began to notice one thing—that there were some instances in which these large stores sold goods wonderfully cheap, much cheaper, in fact, than the goods could be even manufactured at. This at first seemed a little queer. What could be the object in selling goods at such ridiculously low prices? For instance, in one case a certain store advertised a well-known dress lining which usually sells at 25 and 35c. a yard, for 8c. These goods cost a great deal more than this selling price and what could be the object in taking so popular an article and disposing of it at perhaps one-fourth of what it sells for in many stores?

The writer thought he would go to the store which made the offering and see what information could be gained on the subject. When he got to the store he found it packed with eager buyers, not only around the immediate counter where these goods were being slaughtered, but the majority of those persons who came to buy the bargain advertised had gone all over the store buying other goods which they might be in need of.

On inquiring of the manager how the business was, he replied that it was splendid. "We are offering the people some bargains to-day which they cannot resist."

"But" the writer asked, "how can you afford to sell these goods which you advertise at so much less than cost?"

The reply was: "Oh, that is only done to bring the people to the store. They will not come unless there is some unusual inducement held out to them, but when they do come they buy enough goods at a regular profit to more than make up for the loss which we sustain on the linings."

A further careful examination into the matter and visits to several other stores where sales were being conducted in a

similar manner, showed that these larger stores drew almost their entire trade through holding out such inducements to the people.

The merchants in this larger city make a totally different practice of price cutting from the merchants in the smaller place.

The merchants in the latter city sell their goods all around at a reasonably cheap price. They make no very great profit on any line of goods and gain no particular reputation for selling cheap, for the people naturally expect that everything should be at a moderately low price, and they are never startled by having any very remarkable bargain offered them.

Just the opposite to this, the stores in the larger city make a good round profit on nearly everything they sell except those articles which they hold out as special inducements to buyers.

The people in this city are kept in constant excitement on account of the real sensations which these stores make week after week. They will select some well-known and staple article and sell it for probably a half or a third of what it usually costs to make it. On the sale of these goods they, of course, calculate to lose a considerable sum, but they gain the attendance of enormous crowds at their store, and the liberal profits which they make on other goods far more than compensate for the loss on the bait which they hold out to the public.

The Two Systems Weighed.

The thought, therefore, presented itself to the mind of the writer as to whether the small city was not making a great mistake in its methods of doing business. The merchants are aiming to sell goods low, but are not in any sense impressing the people with this fact, because there are no particular objects which can be picked out and mentioned as presenting anything extraordinarily low.

The larger city is, day after day, and year after year, gaining a greater reputation as a business centre, simply because there is not a day in which some store is not practically giving something away to the public. These larger stores handle possibly from 10,000 to 50,000 different objects. Out of this whole number of objects there will be possibly from 10 to 20 which are sold at a loss, but these are at such a manifest loss that the people are really surprised and are so pleased at getting these things cheap they overlook the fact that they are more than making up for the loss on the other goods which they purchase.

This is what may be called progressive, up-to-date merchandising. A store is certainly in business for the profit it can make, and every store is entitled to a just profit on its goods. The stores of this larger city certainly get this profit, but, at the same time, the great excitement which they cause by selling a few articles very cheaply gives them a greater reputation than if they sold the whole stock only moderately cheap.

For instance, in the smaller town, if a merchant was getting up a sale of ladies' hosiery, and had, say, three or four different lines which he wished to mark down, he would probably mark each line with a 10 or 15 per cent. reduction all around. This reduction, while it would make the goods all very cheap, would probably only draw a few buyers who were really in need of the goods, and who knew the real value of the qualities offered.

If the same sale was gotten up in the larger city which I have mentioned, the store would probably make only a very slight, if any, reduction on the majority of ladies' hosiery, but

would take one kind and cut the price deeply, or, perhaps, even make it half of the usual selling price.

For instance, if one line consisted of black hosiery which regularly sold at 25c. a pair, it is very probable that the store would mark these down to 10 or 15c. a pair, even though they may have cost as much as \$2 a dozen. This kind of a reduction would create some excitement and bring a crowd of people to the store, and, while the loss on the one article might be quite heavy, the sales of the other goods at nearly regular price would make the average loss on the whole much less than would be the case where the store in the smaller city made an all-around reduction in price.

Cities where the merchants have been doing as in this smaller city might learn a lesson here, and change their tactics.

Believes in a Cut Being Low. To be considered bright and wide-awake, you must get the people to believe that you are going to give them something wonderful. Get them to believe that you have it in your power to sell goods for half, or less than half, what they are being sold at in other stores. This has been done, not by actually selling everything at a half price, but by really slaughtering one or two articles, while you may even make a larger profit on others to make up for it. Therefore, the secret of cutting prices seems to be not to cut everything or to make any general reductions, but to cut the very heart and life out of one or two things and make up for it on something else.

KHAKI SERGE TRADE IN CANADA.

Khaki promises to be one of the most popular colors for the coming Summer, and there is no doubt there will be a demand for this shade in all classes of goods. S. Greenshields, Son & Co. have just completed arrangements with the agents of E. Spinner & Co., of Manchester, to control the celebrated khaki serges and drills of Leeman & Gatty, who supply the British Government with the cloth for Her Majesty's soldiers.

Lord Roberts, himself, complimented Spinner & Co. on the benefits their khaki had given the army in India in the following letter:

"Commander-in-Chief's Office,

"Headquarters, Bombay.

"E. Spinner & Co., Bombay.

"Lord Roberts directs me to inform you that he fully appreciates the benefits which have accrued to the army in India, both British and native, through the introduction of Leeman & Gatty's fast dye, and offers you his congratulation on the success of the invention. The appearance of troops of all arms when dressed in khaki has, in Lord Roberts' opinion, improved immensely since your goods have been generally used.

"(Signed) EATON A. TRAVERS, Major,

"For Military Secretary."

The popularity which khaki has attained, on account of the present war, will certainly create a demand for the goods for both ladies and gentlemen. S. Greenshields, Son & Co say that a large shipment of wool serges and drills are now on the way. Messrs. Greenshields will very shortly have samples in the hands of their travelers. They, however, invite inquiries regarding these cloths, and will be very pleased to answer them.

You are interested in our advertisement. Read it.
You would profit by buying from our stock. Why?

Because it consists largely of distinctly different goods from those of other houses.

You know and we know that high-class goods command high-class trade.

We import the best goods brought into Canada: Our motto—**“There is nothing too good for Canadians.”**

You wonder why so many of our customers lead and control the best retail dry goods trade in their respective Towns, and prevent it going elsewhere. It is because the goods they buy from us attract and satisfy those who dress fashionably, stylishly, well.

You want for customers those who spend their money freely and change their apparel often. You will never get that trade unless you keep the proper goods. We have what you want in Dress Goods, Silks, Satins, Velvets, Costume Cloths, with Laces, Trimmings and Ribbons to suit.

In South Africa our boys have been doing well. In Canada **OUR BOYS** have been capturing the White Goods, Cotton Wash Goods and Staple Goods trade, a la Bloemfontein.

(The Mayor and Officials went out to meet them; the Citizens received them as friends, waving flags, cheering and singing.—Official Despatch.)

We are now soliciting Sorting Orders. You will find all departments very complete.

Goods that it was impossible to get in February and up to the 25th of March are now in stock, and

NEW LINES ONLY.

We ask your special attention to goods which we are showing for Fall 1900. Place order with us for these at once, please.

We protected our customers in their Spring purchases. We are anxious to do equally well for everyone for the Fall.

BROPHY, CAINS & CO.,

23 ST. HELEN ST., MONTREAL.

Millinery, Dry Goods and Clothing in the West.

From "The Dry Goods Review's" special correspondent.

WINNIPEG, March 28, 1900.

THE wholesale millinery opening was the first thing in March. Winnipeg had only one this year, that of The D. McCall Co., Limited. Their comfortable showrooms on Notre Dame street west were tastefully arranged and filled to overflowing with choice goods. The trimmed goods were arranged in the rear showroom, and the first thing noticed on entering the room was the entire absence of the startling colors and combinations which, during the past two seasons, have been so much in evidence. Pastel shades predominate in all millinery, and the effect is very charming. Another noticeable feature was the large amount of tulle used in black, white and colors. Gauze, taffeta ribbon and flowers complete the list of the principal materials used for trimming, but the straw braids, Tuscan braids, satin straw braids with val lace edges and double frilled mohair braids in white, black, green, blue and lavender are really trimmings, although they are used principally in foundation work.

Though there are many shapes in fancy straw, mohair and sequins, etc., the majority of the trimmed hats shown at the opening were made up on wire shapes. The toque and Spanish turbans predominated, although there was a goodly number of leghorns, shepherdess and rubens. The prevailing idea in trimming seems to be to use light and gauzy materials and arrange them in massive effects. The rosettes are more used than ever, and are almost as large as an ordinary breakfast plate. Flowers and foliage are lavishly used. The use of foliage on Spring millinery is somewhat of a new departure, but with the delicately tinted gauzes and tulles the results are very fine. Another pretty material for crowns is gold gauze with an applique pattern in fine straw mount.

A great many handsome black hats were shown. One was a rather wide horsehair and sequin brim, with high straight crown, surmounted on the upper edge of the crown with a dense twisted fold of black tulle. On the left side, rosettes of the tulle standing fully ten inches from the brim completed the trimming. Under the brim was a long, trailing spray of foliage, shading from soft sage green to deep crimson. The effect was very striking. Another noticeable hat was a big leghorn, trimmed in front with a profuse bow of Dolly Varden ribbon. Large sprays of forget-me-nots starting from this bow in front encircled the crown with the ribbon and met at the back with a large steel buckle. Beneath the brim was a cluster of sunset roses to nestle against the hair.

A wide white chip hat had a big tam crown, made of alternate strips of fancy straw in crushed strawberry and white satin. A huge rosette of white satin with a rhinestone centre and a bunch of flowers under the brim completed the trimming. Some good effects were produced in wood tints, bluettes, wateau, murillo and vandyke shades. Heliotrope is still popular, and a few hats are made entirely of violets. A combination rather new and very effective is the plaiting of white tulle in long, full bands that look like long ostrich plumes, and then combining them with three-quarter white tips. This is a style especially adapted to the big white leghorn.

Mr. John McRae reported the opening as the most successful yet held, and all pattern hats were sold the second day.

Forty milliners from outside points attended the opening and the following list shows representatives from all parts of Manitoba, N. W. T., and even as far west as British Columbia; Miss Anderson, Virden; Misses Campbell, Young, and Dunsmore, Neepawa; Miss Sample, Souris; Miss Cyr, and Miss Churchill, Fernie, B. C.; Miss Dodds, Grand Forks, B. C.; Miss Neelands and Miss Post, Regina; Mrs. Creary and Miss Craig, Wapella; Miss James, Glenboro'; Miss Hardy, Brandon; Miss Hornibrook, Carberry; Miss Macleod, Roland; Miss Breckenridge, Carman; E. King, Killarney; Mrs. M. A. Lindsay, Wawanesa; Miss Leeson, Souris; Miss Harrington, Dauphin; Mrs. Laurie, Morris; Miss Swingford, Morris; Miss Madill, Russell; Mrs. McCauley, Carman; Miss B. Malcolm, Portage la Prairie; Miss Parkins, Morden; Mrs. S. McAdams, Treherne; Miss McBrowne, Pilot Mound; Miss R. Munroe, Minnedosa; Miss Partlett, Selkirk; Miss Murray, Miss Vanzant and Miss Seibert, Holland; Miss Curl, Wawanesa; Miss M. Thomas, Deloraine; Mrs. J. T. Wilson, Shoal Lake; Miss C. L. Anderson, Manitou; Miss Scott, Manitou; Miss Waugh, Baldur.

Messrs Bryce & Co. and Strachan & Co., manufacturers' agents, showed full lines of ready-to-wear goods, straw shapes, trimmings and flowers, and all report a very satisfactory business.

Retail millinery openings were the order during the middle of the month and were largely attended and well patronized. Among those of special note were Furner & Co., Hudson's Bay Company, Preston & Co. and J. Robinson & Co. The last named opened very handsome new showrooms, the company having found it necessary to utilize a large portion of the second floor of their building which was formerly devoted to offices.

CLOTHING.

This is rather between seasons so far as Summer goods are concerned as all Spring orders have been shipped and sorting orders have not begun to arrive except in very limited numbers, but with the first few days of Spring this trade will be brisk, especially in lines of bicycle goods and the like.

With regard to orders for Fall, clothing men are feeling the result of the large carried-over stocks from last Fall, perhaps, more than any other class of merchants. The prolonged mild Fall and then the unusually mild Winter, coupled with the low price of wheat and bad roads, left country merchants with tons of stuff on hand which should by right have been sold last Fall. The clothing men are realizing this more and more as they look for Fall trade, and the most sanguine are not cheerful about the prospect. The country is all right and sound and business is good, but collections have been slow and the carried-over stock has been a nightmare to many a country merchant.

Myron McBride & Co. are showing a very fine line of Canadian-made, mercerized, fleece-lined underwear for Fall and Winter. These goods compare favorably with the best products of the Old Country and are good sellers.

HOUSE FITTINGS AND FURNISHING.

Where Winter is as long as in Manitoba, the advent of Spring and Spring cleaning is hailed with delight by the

housewives. With the best of care and the most admirable ventilation, houses that have been cased with double windows from October until April begin to feel stuffy and look grubby. The first fine days with thawing snow and slushy streets are quite enough to send the women folk madly in pursuit of new curtains, new matings, new carpets; in fact, everything and anything in the way of making the house feel fresh. Men with rolls of paper, paint pots and stepladders are everywhere except at your house at the hour they promised to be, and, in spite of the grumbling male animal of the household, things are torn up, turned inside out, and upside down and made sweet and clean once more.

R. J. Whittla & Co., since occupying their new premises, have devoted more attention than ever to their stock of house-furnishings and a run through them is a pleasure, as it gratifies the eye at every turn. The space of the second floor of their great warehouse devoted to these goods is light and airy, and things are well arranged for displaying goods.

The velvet pile carpets show principally the oriental designs, now so fashionable, but other patterns are not wanting. One pattern of special beauty was in three shades of wood brown with a design of hydranges in cream and faint pink. Art squares are in every color and every design the heart of woman could desire, or the hand of man execute. A design in four shades of bluette is the very latest caper, but, as the latest thing very often is, it is more fashionable than beautiful. The "What We Have We Hold" rugs are meeting with a tremendous sale, for Manitoba is nothing if not loyal, and really they are so well executed they are almost equal to a copy of the picture.

This house shows a range of lace curtains from 27½c. to \$17 per pair. Some of the curtains in swiss net, with designs

of Easter lilies and fleur de lis, with corners of heavy guipure in true lovers' knots, were works of art. A full line of raw silk and chenille curtains and tablecovers were also shown, and it was gratifying to note that some of the handsome goods in chenille were from Canadian factories. In addition to the above, there was an endless array of linoleums, floor oilcloths and the like, in the latest designs and of the very best quality.

NOTES.

Mr. Godfrey Parker, dry goods buyer for The Hudson's Bay Company; Messrs. Campbell and Binns, buyers for R. J. Whittla & Co., and Mr. Wilson, buyer for Stobart, Sons & Co., have all left for European markets on their semi-annual purchasing trips.

Mr. Harry Slater, representing Robinson, Little & Co., London, has just moved into pleasant new quarters in the Dundee Block.

Mr. Climie, representing Gordon, Mackay & Co., and also a partner in the Western Canada Financing Agency, is spending a well-earned holiday in California.

A great many traveling men are on the road with Fall and sorting samples.

The manager for the western branch of The Gault Bros. Co., Limited, Montreal, has arrived, and is very busy superintending the arrangement of the interior of their fine new warehouse, corner of Bannatyne West and Albert streets.

E.C.H.

The publishers of Le Prix Courant, Messrs. A. & H. Lionais, are issuing at Montreal a new monthly paper for the French dry goods trade, entitled Tissus et Nouveautés. The new paper, which is now in its third month, is artistically printed and shows the care and skill which Messrs. Lionais bestow upon their publications.

Repeat Orders

placed early with manufacturers are coming forward.
In every department special leading lines are still to be had.
This month we invite you to see us for following lines:

Lace Curtains and Laces,
Ladies' and Gents' Underwear,
Ladies' and Children's
Cotton Hosiery,

Swiss Embroideries and Insertions,
Gents' Neglige and Regatta Shirts,
Parasols and Umbrellas,
Ladies' Blouses and Skirts.

We are in the front rank of progress in all these lines.
Staple Department always well assorted and prices right.

WE PAY SPECIAL ATTENTION TO LETTER ORDERS.

Knox, Morgan & Co.

Wholesale Dry Goods.

HAMILTON.

WINDOW AND STORE DECORATING.

Conducted for THE REVIEW by H. Hollingsworth an Expert Window Artist.

TO DRY GOODS REVIEW READERS—We shall be glad to receive photographs and descriptions of window displays that have attracted special attention in their own localities, and which would be considered helpful to trimmers generally. Any inquiries or questions on the subject of window dressing will be answered cheerfully, and any information given that may be desired by readers. Queries should be addressed "Window Dressing Department."

DOES WINDOW DRESSING PAY?

EMPHATICALLY yes. An artistically trimmed window is to a business what electricity is to a trolley car, viz., the grand motive power that pushes the thing along. But how many merchants give this subject the serious thought it deserves?

A merchant will always seek a good location for his business. In all probability he will have an elegant front and, possibly, handsome windows. Then he will leave the trimming of the windows to some clerk, who has scarcely any or no knowledge at all of window trimming. Consequently, the goods will be piled in without regard to color harmony, attention to arrangement or consideration of qualities or prices, a conglomerated mass of everything which the passer by rarely notices. If he does stop he can get no intelligent idea of any article he may desire.

A man who pays no attention to his windows and disregards the trimming of his store interior to make them bright and attractive cannot keep his trade, and, consequently, will find his customers patronizing merchants who give attention to these details of their businesses. Many merchants will pay out hundreds and thousands of dollars per year for advertising. For what? To catch the eye of the reader, and his attention to their goods will most likely attract him to the store.

But these merchants never think of the thousands of people passing their window every day. Some of them pass several



1. INTERIOR DISPLAY.

times. Is it not worth while to attract their attention, as well? But this cannot be done by just an ordinary display of goods. Something must be displayed besides the goods to "catch the eye," the eye being directed towards the window. It cannot

then avoid seeing what the merchant desires it should—the goods and prices.

I believe that a well-trimmed window is an object lesson which conveys at one glance more ideas than many columns



2.—NEAT INTERIOR TRIM.

of newspaper description. It will undoubtedly sell goods, not only to those intending to buy, but also to those having no intention whatever of purchasing then and there.

The merchant, clerk, professional man, mechanic, farmer, laborer, and those who possibly do not get time to read papers daily, will stop before an attractive display as they pass. Then, perhaps, as many people pass that store during the day as read the papers. Customers who have made purchases will be attracted to the windows and make purchases of goods exhibited, which they had no idea of buying. The advantages to a merchant from a well-trimmed window cannot be estimated, and a salesman or window trimmer who can dress a window with fresh goods, artistically arranged, with a change of design each week, is worth a good salary, for his window will sell as many goods as the influence and ability of three salesmen could do in a week. If a merchant doesn't think so, let him try it. Experience is the best argument that can be used.

INTERIORS.

Interior display should be simple, harmonious and artistic. Don't attempt to bewilder your customers. A woman in search of an apron shies from a great bunch of aprons swung from the ceiling, but is attracted by a single apron tastefully displayed.

So it is with all goods. Lavish interior displays are getting out of date, although some departmental stores still cling to them. In modern establishments where good taste prevails, the shelving and fixtures have been reduced in height. This necessitates giving more room to departments, but has many advantages.

First, the customer is enabled to see throughout the entire store, as the view is not obstructed. Second, it admits plenty of light, which is equally diffused. Third, it enables the floorwalkers or the merchant himself to see what is going on, and to look after customers properly.

It is only a short time ago that silks and other piece goods were draped from the ceilings and from pillar to pillar in

P U R I T A S



**The 1900
"Puritas"**

You will soon be buying comforters for Fall. Most Wholesale Dry Goods Houses will show this year a more or less complete line of "Puritas" comforters.

The word "Puritas" stands for purity in the filling of a comforter.

Ask to see the "Puritas" when a traveler shows you comforters, and mention the word "Puritas" on your order.

Write for our 1900 Price List.

THE ...
Alaska Feather & Down Co.
301 St. James St., corner Victoria Square,
MONTREAL.

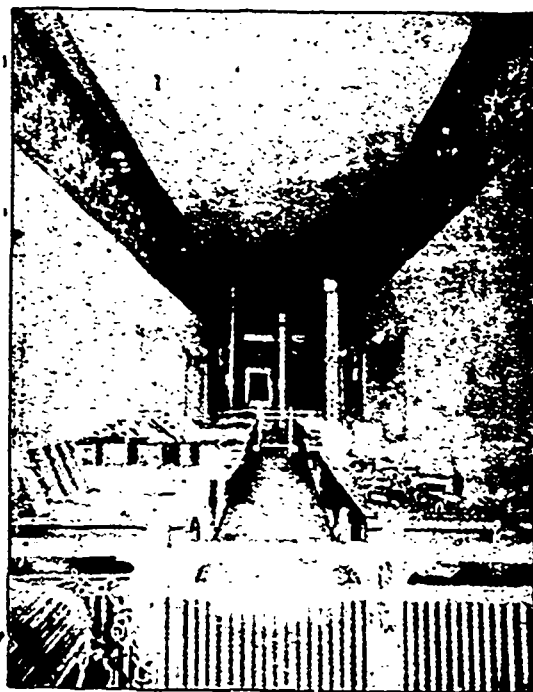
THESE ARE THE GOODS



that make you friends and keep you friends among the best class of people. If you sold but once to the same customer you would not need our goods particularly; but the customer who buys, over and over again, will be satisfied only with a pair of "Alaska" Brand Pillows.

We just issued a handy little price list, describing our various makes of Pillows, Cushions, Quilts and Mattresses. If a copy has not reached you, drop us a line.

**ALASKA BRAND
ODORLESS
FEATHERS**



Luxfer Prisms successfully lighting a store 100 feet long.



Ordinary glass made the store unrentable without artificial light.

Specified
by
Architects.
Approved
by
Owners.
Appreciated
by
Tenants.

Form
Your
Own
Opinion.

A visit to our test rooms will furnish ample proof that these contrast pictures underestimate rather than exaggerate the lighting results of Luxfer Prisms. Write for our blank form and obtain an estimate of cost.

THE LUXFER PRISM CO., Limited
98-100 KING STREET WEST, TORONTO



FIELDING & JOHNSON'S
Knitting and Fingering Yarns

Noted for Softness, Fullness and Wearing Properties.

KNITTING

"Queen," "Balmoral," "Rugby,"
 "Ivanhoe" and "Kilmarnock."

In Spindles, or Banded
 and Boxed.

FINGERING

In Six Well-Known
 Qualities.

STOCK IN MONTREAL.

Careful attention to Letter Orders.

Sole Agents for Canada

McINTYRE, SON & CO. 13 Victoria Square, **Montreal.**

McINTYRE, SON & CO.

13 Victoria Square,

Importers of Dry Goods and
Manufacturers' Agents.



 MONTREAL.

DEPARTMENTS.

Dress Goods

Linens . . .

Smallwares

Silks ^{and} Velvets

Linings and
Muslins

Trefousse
Kid Gloves

Rouillon
Kid Gloves



Careful attention given to Letter Orders.

TORONTO OFFICE :

25 COLBORNE STREET.

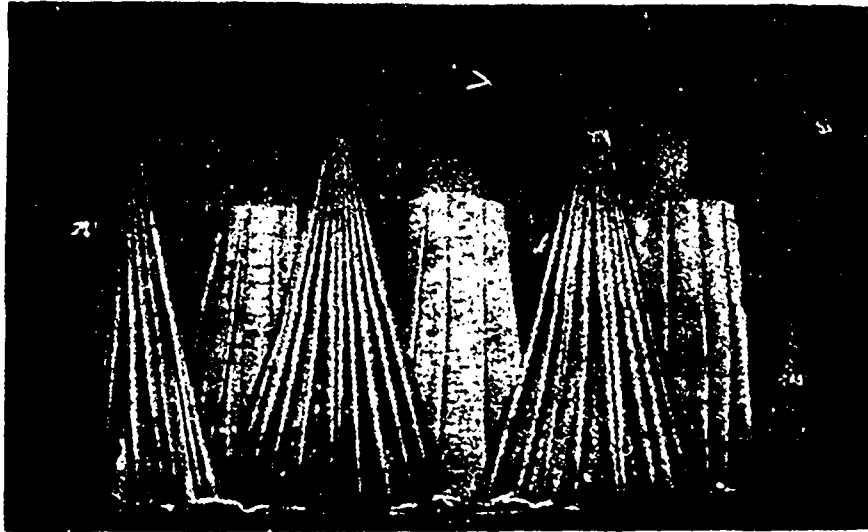
WINNIPEG OFFICE :

McINTYRE BLOCK.

WINDOW DECORATING—Continued.

many fantastic ways, but this is now to be discouraged, and low fixtures are considered the better.

Everything in overhead decoration has been, or is being, done away with by the up-to-date stores, except the few neat



3.—DRAPED WASH GOODS.

dressings over the fixtures. Where fixtures run along the walls, a good idea is to measure the length of top of shelves and divide it into spaces of, say, six or eight feet.

Erect arches over each space, up to the ceiling, and cover over with puffed cheesecloth. This gives you apartments in which you can drap and dress nicely. Say, for instance, over the dress goods shelves, you could show in one space, as described, mantles, in next space blouses, in next, say, silks, and dress materials.

The illustrations (Nos. 1 and 2) show the idea. The arches can be erected in dozens of different designs. The Gothic designs are newer than the half-circle, and can be latticed or covered in cheesecloth and edged with a different color to the foundation.

Palms and plants through out the store give the interior an inviting appearance. Interior trimming is to be considered just as important as the window trimming. Everything should be well ticketed. It is surprising

to note the great amount of trade that can be done by having everything ticketed.

Customers strolling through the departments are induced to buy through the aid of a little price-ticket. Canadians visiting the large up-to-date stores in the American cities (New York and Chicago, especially) cannot help purchasing articles they would not think of buying at home.

On a recent trip to New York in search of new ideas, I spent nearly a whole day in Siegel-Cooper's immense store on 6th Avenue. I noticed everything was ticketed. Customers by the hundreds poured in, and, on observing very closely, I noticed, in most cases, that they did not come in for any special article, but merely to look around the different departments and purchase little articles that took their fancy. They could stroll through from the first floor to the last floor without having to ask the prices of hardly anything. All the pretty, catchy articles were displayed prominently, and the price and descriptive cards did the talking. Everything shown seemed to be interesting to the customer. Lines of merchandise that

we would not be bothered looking over at home seemed to be the most interesting there.

I went in merely to see what was to be seen, and had not the slightest intention of purchasing, but, before I came out, I found I had been induced to buy so many little things (through those appealing price cards) that I had an uncomfortable armful, and asked to have them delivered to my address, as I had so many. I could have bought the same articles, or similar ones, at home (and just as cheap), but everything appeared such a strong inducement that one could not help



4.—SPRING MILLINERY.

GALE MANUFACTURING COMPANY

FALL, 1900

Exclusive Designs

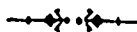
Double Seamed Flannelette Underwear

Handsome Waists *Silk and Flannel*
(Lined Throughout)

Perfected Corset-lined Wrappers

A popular-priced line of *Dress Skirts*

As well as a nobby range of *Children's Coats*



18, 20, 22, 24 MINCING LANE

*Will call upon you
in the near future.*

TORONTO

WINDOW DECORATING—Continued.

purchasing. I noticed it was just the same way at Wanamaker's and all the other large houses.

What a pleasure it is to shop in such stores! Not a question hardly to ask. You can almost wait on yourself. Besides, how much quicker the salespeople can effect a sale. I noticed in dozens of instances the salesperson was making out a bill of a purchase of one customer while half a dozen others were waiting for her to make out a check for something that had "sold itself."

Some of the stores in Canada are adopting these methods, and are doubling their sales through them. Some are wondering how it was they did not think of these ideas long ago. In brief, the ticket and display system is the whole secret of successful merchandising.

APRIL WINDOW DISPLAYS.

This is the month that taxes the window-trimmer. All the new goods for Summer wear have to be shown this month. New dress goods, new muslins, new mantles, costumes; in fact, new everything. The fine, warm sunshine coaxes the ladies out, and, of course, they are all greatly interested in the new goods. They go from window to window passing comments on this and that.

This is the time for the window-trimmer to watch details. The new muslins and wash goods are, perhaps, the most important displays during this month. These should be nicely draped and well ticketed. Avoid crushing, so as to make them appear nice, new and crisp.

A great many merchants like to show every new pattern at once as an opening show, preferring them shown in the piece with one or two folds puffed up. I think a much better way is to take for an opening display, say, about a dozen of the choicest patterns and drape them out nicely on forms.

Open them out well, showing the patterns off to the very best advantage, leave this show in for, say, two days, and then take a few more and drape them up artistically, adding, perhaps, a few pretty sunshades or a few of the choicest muslin blouses on forms, placed well apart. Leave this in, say, two days, and take a few more and drape them up artistically, adding, perhaps, a few pretty sunshades or a few of the choicest muslin blouses on forms, placed well apart. Leave this in, say, two days and change again.

This gives you three entirely fresh changes, and I think them far ahead of the one crowded one left in for the week. It also gives the customer a better impression and also conveys the idea of a large assortment.

The little illustration (No. 3) gives the idea of a neat little display of muslins or wash fabrics. A neat descriptive price card should be attached to each one, also a large card neatly worded like this:

A HANDSOME COLLECTION OF DRESS
MUSLINS FOR SUMMER, 1900.

Or one similar to this.

"NEW IDEA" DESIGNS IN SUMMER MUSLINS.
NOTE THE PRICES.

The forms used for draping in the little illustration are simply wooden uprights, 1 x 2 inches, nailed to a 1-foot square

block, 2 inches thick. These can be made in all heights, and are splendid stands on which to drape dress goods, silks, rugs, etc. By tacking a cross piece over the top they can be used for showing curtains or portieres on; in fact, almost all lines of dry goods. They are easily made and cost but a trifle.

The dress goods and millinery departments should be pushed just now by the trimmer. The millinery department comprises the best stock in the house for beautiful creations in window display for Spring.

Beautiful designs can be made up and covered with flowers. This is where the trimmer should be very careful as to color arrangement. White backings are preferable in millinery trims. The accessories should be plain and yet as rich as possible.

Show a few prettily trimmed hats at a time. Keep them well apart. See that the different colors do not conflict. Watch that the hats are placed towards the glass in such a way that the best view will be seen from the street.

With a few large mirrors, a few nice plush or silk draperies, a nice stock of ribbons, laces, fancy nets, tucks and chiffons, flowers, etc., to draw from, the trimmer can carry out beautiful color schemes and effects, and these windows never fail to catch the feminine eye.

The accompanying illustration (No. 4) conveys an idea of what a highly artistic millinery display should be like. The surroundings are neat and artistic, and I'll venture to say that there is not one lady in a thousand who would pass this trim without stopping to admire it.

In future editions of THE REVIEW I will explain and illustrate several pretty millinery displays, mechanical and otherwise.

While many readers of these columns may find such illustrations as this one too elaborate for the average merchant to carry out the same idea, yet such an illustration inspires new life in the ordinary window-trimmer and urges him on to greater accomplishments.

H. H.

A FINE DISPLAY IN NANAIMO.

More than one store in Canada made a special display in honor of St. Patrick's Day, March 17. Special mention is made of the success achieved by Mr. Foster, who showed great artistic skill in the windows of Charles E. Stevenson & Co., Nanaimo, B.C. A card in the centre window called for "Three cheers for Generals Roberts, Kitchener and Ireland." Two Irish harps were tastefully trimmed with green and white bunting and an arch round which the twining ivy grew intermingled with the bright tint of a large snake. The background was green, the price tickets in the form of a shamrock and the electric lamps also green. Irish serges were in evidence also. The whole effect was wonderfully pretty and original, and Mr. Foster was congratulated on his excellent taste.

FOR PRESENT TRIMS.

Just now is the best time of the year in which to make beautiful windows, says The St. Louis Drygoodsman. There is no season like this when there is such a variety of light and bright colored materials to work into the displays.

Wash goods form the best part of these materials and they are susceptible of more changes and styles of draping which

KHAKI

KHAKI

KHAKI

There is sure to be a big demand for *Khaki* Colored Wash Suits and Skirts. We have them in Duck and Drill—Coats with patch pockets and shoulder straps; bright brass buttons.

Skirts to retail \$1.50 up.

Suits to retail \$5.50 up.

Coats to retail \$3.50 up.

Order samples of each and be first in your town to display *Khaki* Suits.

BOULTER & STEWART

13 Front Street West

... TORONTO

THE "ALL-WAYS READY" SHIRT-WAIST HOLDER

... AND ...



SKIRT SUPPORTER

Patented Sept. 29, 1899.

OTHERS MAY BE GOOD. THIS IS PERFECTION

Requires no preparation of Shirt-Waist or Skirt before wearing. Holds both firmly together in perfect position. Leaves the waist line smooth. Permits the use of a plain or fancy belt of any description, being itself entirely hidden by the Dress Skirt Band.

The Belts are made in both white and gray, 32 inches long. Extra sizes when ordered.



MANUFACTURED BY BRUSH & CO., Toronto, Ont.

A SAMPLE OF "ALL-WAYS READY" SHIRT-WAIST HOLDER WILL BE SENT TO ANY MERCHANT IN CANADA, WITHOUT CHARGE, ON APPLICATION.

WINDOW DECORATING—Continued.

will bring out their good points and make pretty windows than any other single class of goods.

Don't think that these goods have to be mussed and crumpled into all sorts of impossible shapes in order to bring out their patterns or attract the attention of passers. It is more particularly the patterns and colorings of them which appeal to the people who look into the windows, and they are not any better shown by persisting in mussing up every piece of goods that goes into the window.

You can make a good display of your fine wash goods without crumpling the materials in the least or hardly making a crease in them, especially fine gingham and other soft finish goods.

Fold the edge over for several yards, either half way or sufficiently to conceal the selvage. Then take T stands of different heights, turn them so that the horizontal bars are at right angles to the glass and lay the folded goods back and forth over the bars with the doubled edge towards the window. Drop the first end close to the stand so that the frame will be concealed, bringing the goods far out over the front of the horizontal bar. Then place each successive layer farther back from the front and bring the point of contact with the floor continually farther away from the base of the stand, making the finished effect like an inverted V (Δ). The folds will drop together where they near the bottom, if care is taken not to crease them when folding. That can be best avoided by folding as you go.

Allow your goods to lay loosely on the base about the bottoms of all the stands, having the base first covered with white or a light color, and unless you have a nicely furnished wood background cover that also with same goods as the base.

PREPARING FOR EASTER.

Time is short, no time to lose now. With Easter time drawing near, the desire for new gowns and articles of dress comes to every woman and man, too. Are you going to present a showing that will command attention and reap the benefit of this universal desire, or will you let matters take their course? There is no time in the year when it is so essential to bend every effort toward making an impression on the public mind. The entire season's business depends to a great extent on this effort.

Besides the immediate business to be derived, the general good which always comes from increased prestige is an item worthy of consideration and extra effort. Not only should your windows present a clean, fresh, Spring-like appearance, but the entire store should have a general cleaning up, and rearranging. The interior decorations should lend zest to the opening of the Spring and Summer seasons.

With new Spring stocks all in, there is ample material for generous showings throughout the store. Ledge displays lend an air of cleanliness to the store and utilize room which is too often given to accumulators of dust, reserve and carried-over stocks which make anything but attractive displays.

Arrange a nice Easter display over the dress goods section showing the new dress materials with trimmings to match. Divide the rest of the space over the piece goods shelving into sections of four or five feet. Fasten standards from the top shelf to the ceiling. Then pleat bunting from the standards to the wall. Bend light strips from one standard to the next to form arches. Puff bunting on the standards and arch strips,

and with ribbon or wide white tape arrange lattice work from the arch strip to the ceiling. In each section or booth, display a different line of goods. Fancy hosiery, gloves, neckwear, belts and so on, showing all the new things which go to make up your Spring stocks.

While arranging these goods to attract the lady buyers don't forget to treat the men's furnishing goods department with a new Spring dress. Somebody is going to sell a lot of nobby new ties and fancy shirts, and an attractive showing will help you materially.

A HOSIERY WINDOW.

Every indication points to a big season in fancy hosiery, says the same paper. The large city retailers are now giving a great deal of window space to the showing of these goods. A well-arranged display of fancy hosiery makes a very attractive window. Here is a suggestion that is easily carried out:

Take three light wood strips, arrange one by bending it arch shape and fastening it to the top of the background at either corner, so that it bends out at right angles to the glass. Fasten the other two from the window frame at either side of the glass to the top and centre of background. Arrange fancy hosiery on these three arched strips. Then arrange some half-circles on the background, like brackets. Puff the entire background and half-circle brackets with bunting of a color best suited to the hosiery you are showing. Drive knitting needles in the edge of the half-circle brackets. Arrange fancy hosiery on the knitting needles and on a nickel display stand placed on each bracket. Puff the entire base with bunting and arrange fancy hosiery on the boxes and on display stands. Make a large show card reading: "New Spring Showing in Fancy Hosiery."

A GOOD WINDOW.

The Frank Dowler Co., which had the contract for making suits for the Guelph cadet corps, made a fine exhibit in their window the other day. The window was tastefully decorated with flags and bunting, and contained a number of soldiers' equipments. The whole effect was enhanced by a picture of Her Majesty Queen Victoria, and one of Captain Clark, to whose energy is due the drilling and equipping of the corps.

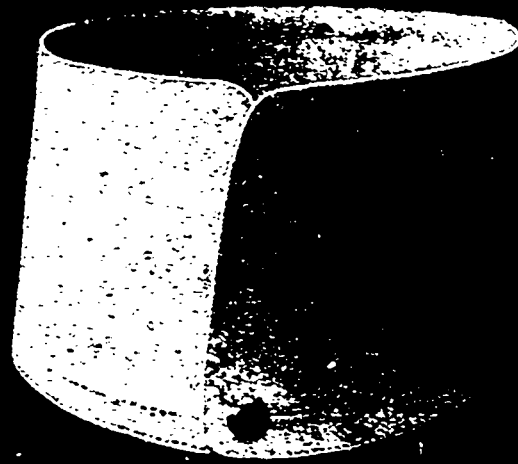
TWO PATRIOTIC DISPLAYS.

Two really fine windows, produced for Messrs. I. L. Matthews & Co., of Port Arthur, by Mr. H. B. Dawson, deserve special mention. The first had for a background red, white and blue bunting, hung in heavy, soft folds, and as the centrepiece two flags crossed, one a pure white, on which was a ticket reading: "Majuba Hill, February 27, 1881," and the other was our dear old Union Jack, the ticket on it reading: "Majuba Day, February 27, 1900." The decorations used in this window were war handkerchiefs, one, the brave little drummer boy, Dunne, and the other a map of South Africa. The bottom of the window was covered with these handkerchiefs, and scattered along the middle front of the window were the names of the generals and chief officers now serving in South Africa.

The second display was a window deeply draped in black, with a large Union Jack as the centrepiece, the flag being draped with folds of crape. In the centre and at the bottom of the display was a card reading: "Canada Mourns for Her Sons." On the left side a card: "Canadians who fell at the Battle of Modder River," and in front of this a

Always at the Top.

TRADE MARK



THE SHIRTS

IN AT THE

FRONT- 2 1/2 GLENE 2 1/4 BACK
2 3/4 PRIMROSE 2 1/2

A MANNISCHER TITEL
FÜR JUNGES MANN

THE WILLIAMS, GREENE & ROME CO.
OF BERLIN, Limited,
MANUFACTURERS
SHIRTS, COLLARS AND CUTS,
BERLIN, ONT.

Always at the Top

TRADE MARK

W.G.R.

Neck



S
CLEANING
1 1/2 INCH
GARDENIA
1 1/2 INCH
IRIS
1 1/2 INCH
ZINNA
2 INCH
S

THE NEWEST HIGH BAND
COLLAR

FOR YOUNG WOMEN

THE WILLIAMS, GREENE & ROME CO.
OF BERLIN, Limited,
MANTLES, TRICOTS,
SHIRTS, COLLARS AND SUITS,
BERLIN, ONT.

Always at the Top

TRADE MARK *W.S.P.*

*Neck
Width*



*Popular
Shape*

*At
Front*

2"	OLEANDER	1 3/4"
2 1/4"	PANSY	2"
2 1/2"	WINDSOR	2 1/4"
2 3/4"	MANHATTAN	2 1/2"

*At
Back*

A MANNISH MODEL FOR YOUNG WOMEN

THE WILLIAMS, GREENE & ROME CO.
 OF BERLIN, Limited,
 MANUFACTURERS
 SHIRTS, COLLARS AND CUFFS,
 BERLIN, ONT.

WINDOW DECORATING—Continued.

full list of our dead who fell at that battle, all on separate cards. Just to the right of this a card: "Died from wounds received at battle of Modder River," and in front of this card a list on separate cards of those who have died from their wounds. On the right side a card reading: "Canadians who were killed at the Relief of Kimberley," and in front of this card the names, the same as in the Modder River battle, the manner of display being the same, but the names different. Then, to the left, a card: "Those who died from wounds received at battle of Relief of Kimberley." In front of this the names of those who have since died. In the centre and just below the mourning card was a card reading: "Canadians who were killed while serving in the Imperial Army," and in front of it the three names, Capt. C. A. Hensley, Lieut. J. W. Osborne, and Lieut. C. C. Wood. The latter display caused considerable comment, and was greatly admired by all who saw it.

In honor of St. Patrick's Day the firm had another tasteful display. In one window a "Patriotic Irish Creation" was shown, white silk being used as the background, with green satin and ribbon as decorations and the "Harp of Old Ireland" as the centrepiece. Along the bottom was a quantity of shamrock, interspersed with Irish mottoes, and in the centre was Bengough's latest poetic effort. The other display was of Irish linens and curtains.

These displays are highly creditable to the designer, and would naturally attract the attention of a town full of buyers.

Readers of THE DRY GOODS REVIEW will remember that St. George's Day falls on Monday, April 23, and that it is a good occasion for a patriotic window.

KHAKI WASH SUITS.

The military authorities having adopted khaki as the most suitable color for our troops in South Africa, there has been created a great demand for all articles of wearing apparel in this shade. Boulter & Stewart are showing a full line of ladies' wash suits, skirts, etc., made in khaki colors and correct military style. There should be a strong demand for this class of goods. See their ad. on page 23.

Mr. Frederick W. Watkins, of Hamilton, has been appointed buyer and manager of the dry goods section of The Stanley Mills & Co.'s departmental store business carried on in that city.

Speaking of the general craze for special sales of one kind and another, and the eagerness with which people wait for these, in preference to buying at ordinary rates, a contemporary tells of a clerk who advised a lady to hurry up and purchase her goods before the store took fire. "Oh, no," said the lady, "I think I will wait until the fire sale." The story is, of course, imaginary, but it points to a moral.



SHOWROOM OF THE IRVING UMBRELLA CO., LIMITED, 30 FRONT STREET WEST, TORONTO.

WET WEATHER AHEAD!

ORDER

Cravenette

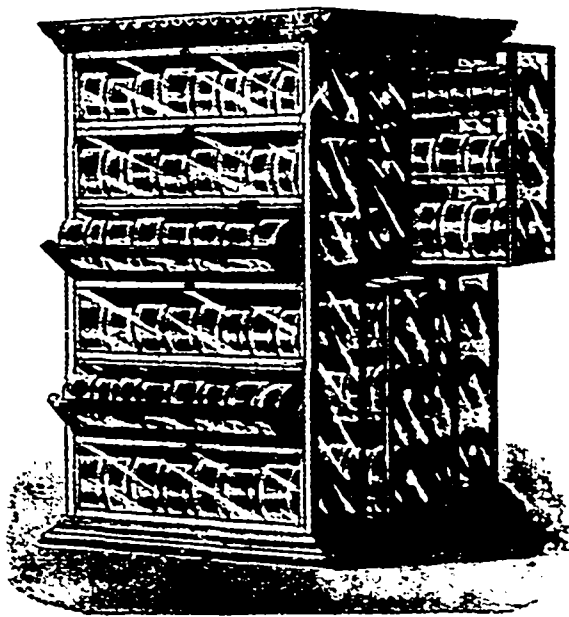
NOW

AND BE IN TIME FOR IT.

THE BEST RAINPROOF CLOTH FOR RAIN COATS.

PRACTICAL STORE FIXTURES

PRACTICAL RIBBON CABINETS.



NO. 4 CABINET.

Price List of Ribbon Cabinets.

No. 0	Size 28x 7x27, 50 bolts, No. 7 ribbon	\$ 6 00
No. 1	Size 28x15x27, 100 bolts, No. 7 ribbon	10 00
No. 2	Size 28x15x25, 150 bolts, No. 7 ribbon	12 50
No. 3	Size 28x20x25, 230 bolts, No. 7 ribbon	18 50
No. 4	Size 28x25x25, 325 bolts, No. 7 ribbon	22 00
No. 5	Size 28x31x25, 425 bolts, No. 7 ribbon	28 00
No. 6	Size 28x37x25, 475 bolts, No. 7 ribbon	30 00
No. 8	Size 28x47x43, 700 bolts, No. 7 ribbon	42 00

MADE IN EIGHT SIZES.

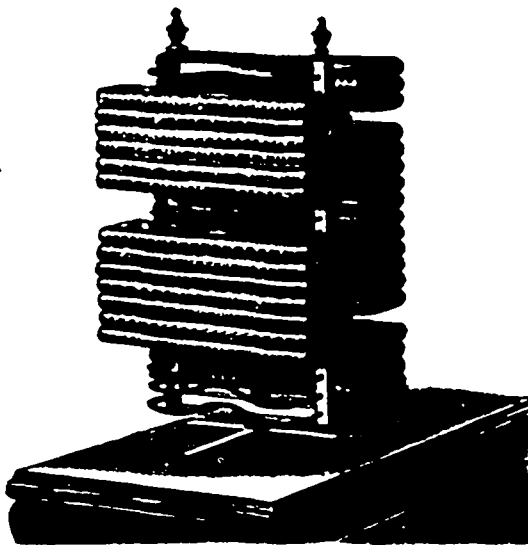
PRACTICAL REVOLVING COUNTER AND FLOOR FIXTURE.

"Show me that bottom piece!"



KEEPS STOCK UP.

NO LIFTING OR TIPPING OVER.



Counter Fixture, [revolving], Height 3 feet 6 inches.....\$ 6 50
 Counter Fixture, [revolving], Height 6 feet 7 50
 Counter Fixture for Vellings, [new and desirable]..... 6 00

SOLD BY JOBBERS ONLY.

Write for Catalogue of Practical Store Fixtures. . . .

A. N. RUSSELL & SONS,
 Manufacturers, ILION, N.Y.

DISCOVERY AND RISE OF "KHAKE."

Some Account of the Color and the Fabric.

THE story of khaki is one of the industrial romances of the century. It is worthy to rank with that of the Jacquard loom, the mercerising of cotton, or the invention of bleaching powder. The following brief account will serve to show that, as in other discoveries of far-reaching importance, energy and patience and skilled knowledge were brought into play before success was at length attained.

The use of an olive dye in connection with the clothing of the British troops in India dates back for many years. The tint was devised, in the first instance, by native dyers, who used for the purpose pigments which they were unable to fix, and also unable to prepare, in a uniform state. A traveler for a Manchester firm was one day taking a railway journey in Northern India, and found himself in the company of an Anglo-Indian military officer. The conversation drifted to cotton drill, and the regimental officer made the remark that the first Manchester man who succeeded in producing an absolutely fast khaki dye would make his fortune.

The remark made a deep impression on the traveler, who, upon returning home, set to work to study the reason why the olive and brown dyes hitherto used always washed out after a few applications of soda. He put himself into communication with a skillful dyer, and the two experts set themselves the task of discovering a method of fixing these dyes upon cotton yarns or fabrics. Many experiments were made, and at length an effective dye was obtained, but, unhappily, it yielded at once to the soap and soda test.

Instead of giving up in despair, the two inventors pursued their researches, and one day the dyer produced a piece of fabric which, upon being tested, was found to retain its color even under the severe application of a caustic alkali. He was requested to try again, and again he failed. Then the two colleagues put their heads together, and went over the conditions again very carefully, and they at length observed that, whether accidentally or not, the cloth in which the dye was fast had been dipped in a dish made of a certain metal, whereas all the unsuccessful experiments had been made with a dish of another metal. The invention was assured from that day, and fortune was the result.

The first deliveries of fast khaki were produced by means of mixtures of oxide of chromium and oxide of iron, which were carried into effect by mixing a solution of chrome alum and sulphate of iron, and, after being dipped into this, the cloth was passed through an alkaline solution, such as carbonate of ammonia or potash. Darker shades were obtained by redipping, and the darkest shades of all by drying the fabrics before passing them through the alkali. This process is now open to any dyer to employ, but improvements in it are the subject of a patent which is still in existence, and within the last 18 months a rival genius has patented an altogether different process, which is being used in the manufacture of goods already supplied to various Governments.

The so-called Government shade is that which has been adopted by the War Office, and it is now in general use at the seat of war in South Africa, while, last month, it was adopted by the New Zealand Government as well. The shade used in certain branches of the Indian army and other Asiatic States

is somewhat darker, and a ruddy tint which differs from both of them, is supplied for use in Egypt. There are many difficulties in the production of a uniform tint, as firms who have gone into the trade without previous experience are learning to their cost. During the present pressure, the Government factory in England has had to deal with deliveries in which the shade of khaki varied from light to dark in one and the same piece of cloth.

When khaki cotton is said to be fast dyed, the meaning is that no amount of washing, either in laundries at home, or by native dhobies upon the banks of running streams in India, will affect the color. The rapid test for arriving at this result consists in boiling the fabric for a prolonged period in a solution of caustic soda or a similar alkaline reagent. By means of peroxide of hydrogen it is also determined whether the color is fugitive under the prolonged action of sunshine and air. It is never pretended that the color is impervious to the attacks of acid, and, indeed, the now fashionable material is being introduced for ladies' dresses at home, in a form in which striped and spotted designs are produced upon the cloth in a printing machine by the action of an acid, which turns the parts affected to a whitish hue. It is for this reason that when khaki uniforms are worn for a length of time the wristbands and collars show lines of white, where the dye has been driven out by the contact of the acid perspiration from the skin. There is another fortune awaiting the inventor who produces a dye which is fast, not only to alkali, but also to acid.

Up to the present, less success has attended the attempt to impart a khaki shade to woollens. Not only is the dye less permanent, but the peculiarities of the woollen fibre make it difficult to produce any uniformity of tint. Half-a-dozen pieces of serge, dipped in the same vat, will give almost as many variations of color. For this reason troops, when clothed in serge, as the men now under arms in South Africa will presently be, as the southern Winter comes on, cannot present the smart appearance of a regiment wearing cotton drill.

THE NEW "VICTOR" GARMENTS.

The Victor Manufacturing Co. is a new concern being formed in the city of Quebec to make ladies' cloaks, suits and skirts. The company is composed of two young business men of the ancient capital who have the best connections in the trade, and who start under excellent auspices. These gentlemen are Messrs. S. Richard and L. A. Moisan, and they have secured the best possible designer who has had a long New York experience. Ample capital has been provided to carry on the business in a successful way, and, as great progress has been made in men's ready-made garments in Canada, the new concern justly think that there is a good field for well-made garments for ladies. With this object they intend to seek trade in the whole Dominion and have secured experienced and successful travelers who have been well known to the trade for years. It is the intention of the company to put their registered trade mark of "Victor" on every garment as a proof of finish and excellence in every respect. Although The Victor Manufacturing Co. are a little late in putting their samples on the market this Spring, they will offer as compensation for this the fact that their designer has seen samples of the New York manufacturers (which are not shown, as the trade know, until June), and the very latest ideas in ladies' garments will be incorporated into the new line. A request is made that the trade will withhold orders so that they may have an opportunity of seeing the "Victor" garments.

"Lawrus" Fabrics.

(REGISTERED TRADE MARK NO. 176206.)

These Dress Fabrics can Only be
Supplied by * * * * *

LAW, RUSSELL & CO.
BRADFORD.

66 & 67 Aldermanbury, LONDON, ENG.

The *new styles* are now in the hands of the travellers and should be *ordered early* to ensure delivery in time for the *Spring Trade*.

KEEPING ALL STOCKS NEW.



This, at first thought, may not seem easily practicable. Goods will become shelf-worn, faded and off-color, despite every care.

This is true, but there is a way out of the difficulty by having these goods dyed to the fashionable colors of the season or to some good staple color that is salable all the year round.

We have the best dye works we know of—always making improvements—adding new machinery—keeping right up-to date We use the very best dyes and we employ the most skilful men. The work is as near perfection as anyone can get.

Our methods of dyeing and cleaning and curling feathers and plumes give the completest satisfaction as hundreds of merchants in all parts of Canada can testify.

R. PARKER & CO., DYERS AND FINISHERS Toronto.

Head Office and Works, 787-791 Yonge St.

The
GAULT BROTHERS Co.
Limited
MONTREAL.

Woollen Departments.

In a few days our representatives will be out with a full range of Imported and Canadian Woollens for the Fall and Winter tailoring trade. We would call special attention to all our ranges of Beavers; they are **less** than the **makers'** prices to-day. We will hold these prices for the benefit of our customers until the end of May, so place your orders with us at once. We will not detain you with a long advertisement, but we want you to know that our travellers will have a great show of all kinds of **Ladies' Costume Cloths**, and **take notice, every pattern shown is confined to ourselves.** We have a great range of **Tailoring Goods**, both in **Cloths** and **Trimmings**, and in spite of the big advances in Woollens, we are giving our friends every consideration in point of price.

The Gault Brothers Co., Limited

MONTREAL, WINNIPEG, VANCOUVER.

Sole Agents in Canada for Fownes' Gloves.



The MacLean Publishing Co., Limited.

President, JOHN BAYNE MACLEAN, Montreal.

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

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Published the First of each Month.
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 Cable Address: "Adscript," London; "Adscript," Toronto.

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, APRIL, 1900.

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

THE NEW TARIFF.

VIEWED, as we are bound to view it, entirely as a business proposition, the new tariff announced in Parliament by the Finance Minister possesses considerable interest for the dry goods trade. The increase in the preference for British goods from one-quarter to one third of the duty amounts, generally speaking, to a further drop of about 3 per cent. in the duties on imports in Great Britain.

Already, under the one quarter preference, the imports from Great Britain have increased a good deal. The further reduction will stimulate this growth of trade, and it would not be surprising if, a year hence, the volume of business between Canadian importers and British houses had not swelled to much larger proportions. As times are good in Canada, some of the increase of trade with Great Britain is probably due to

that fact. At the same time, the effect of the tariff preference has been felt.

The Canadian dry goods trade buy very largely in the British market, and the European competitors of the British manufacturers will now find themselves seriously handicapped in several lines in making Canadian sales. The British will correspondingly benefit.

The increased preference goes into force at a good time for the Canadian manufacturers who may be affected. The domestic mills are busy with home orders, and the market abroad is one of rising prices. This is especially true of Great Britain. The increased competition resulting after July 1 will not, therefore, be so serious a factor for the Canadian mills as if it came when the market was falling. Whether the lower duties could, in a depression of trade, be borne by our mills without disastrous results is a question that does not fortunately arise now. When such a condition does arise—as it may—that will be time enough to consider it. We commend very highly on this point the wise and moderate views of Mr. Andrew F. Gault, of Montreal, who speaks as one with large investments in Canadian manufacturing industries. Evidently, he hopes the best, which is, for the present, the most sagacious course for our manufacturers to take. Should they feel the pinch of the new tariff, however, it will be equally their duty to speak out plainly.

ENGLISH SILKS IN CANADA.

An important change in the silk trade with Canada is announced this month.

Messrs. H. L. Smythe & Co. have been appointed the agents in Canada for the well-known Lister silks, which have formerly been sold exclusively through London wholesale houses, but which will now be sold direct to the Canadian wholesale trade by Messrs. H. L. Smythe & Co.

It is expected that the trade in English silks with Canada will largely increase, as many persons not hitherto reached will now be waited on by the Canadian selling agents. The silks affected by the change include plain pongee, plain lameline, fancy stripe, fancy check, and broche.

NEW SELLING AGENT.

It will be somewhat of a surprise to the trade to learn that D. Morrice, Sons & Co. have resigned the selling agency of The Trent Valley Woollen Mills Co. This firm have held the agency ever since the mills were incorporated, about 20 years ago, but having sold out their interest in the mills (of which they were the largest shareholders), they relinquished the selling agency, as they represent only those companies in which they have an interest. We understand that the newly-appointed selling agent is Mr. Geo. H. Bishop. It is said that there are few men in the commission business who can cover the ground quicker than Mr. Bishop, and, as an originator of styles and new things for the mills, he has always held a position second to none. The new styles and ideas developed for the Hawthorne Mills were generally as good as were to be seen anywhere.

BRITISH COTTONS IN CANADA.

THOSE who profess to know the cotton market assert that the coming season is going to see a considerable increase in the imports of English cottons. It is well known that the high prices of American goods are interfering with the sales in Canada, and for some time past very few United States cottons have come in here. Now that the prices of Canadian cottons are mounting up so high, the expectation is that Canadian buyers will have a choice between British and Canadian goods.

It is asserted that Canadian buyers who have gone across the ocean intend to buy English cottons much more extensively than before—this will apply to flannelettes, saxonys, shirtings, printed wrapperettes and other lines. So marked is the tendency to buy imported goods, that one firm in Canada has imported a lot of German oxford shirtings. The advanced prices for Canadian cottons seem likely to diminish the retail sale of the very cheapest lines, as people, having to pay more, will probably go in for the better class of goods.

The above information was given to THE DRY GOODS REVIEW before the announcement made on March 23 by the Minister of Finance that the British preference would (after July 1 next) be increased from a quarter to a third of the duty. The increased preference will probably have the effect of accelerating still more the movement referred to.

As to what has already taken place, we have only the details of trade down to June 30, 1899. We have compiled a comparative table which will show the trade what increase took place in imports of British cottons up to that date. It is as follows :

COTTON IMPORTS FROM GREAT BRITAIN.

	1899.	1898
Duck, grey or white.....	\$ 1,666	\$ 720
Embroideries.....	29,496	31,680
Grey unbleached fabrics.....	18,437	15,482
White bleached fabrics.....	276,226	169,515
Printed or colored fabrics.....	2,247,683	1,731,139
Jeans, sateens, etc.....	3,164	1,773
Handkerchiefs.....	138,910	93,895
Cotton yarns (not dyed).....	19,573	2,482
Wadding, hatting, etc.....	256	94
Cotton yarns (dyed).....	11,431	2,771
Warps.....	3,015	3,663
Warp on beams.....	106	173
Seamless bags.....	326	804
Sheets.....	829	219
Shirts.....	20,684	16,651
Thread on spools.....	180,543	277,039
Thread in hanks.....	253,062	204,577
Crochet cotton thread.....	1,067	3,700
Other cotton thread.....	2,114	1,482
Bed quilts.....	46,013	35,804
Clothing.....	137,188	114,583
Blouses and shirt waists.....	1,596	2,996
Damasks, etc.....	5,622	4,513
Cotton bags.....	3,697	2,547
Hosiery.....	19,551	15,413
Lampwicks.....	1,331	1,902
Shawls.....	740	1,302
Socks and stockings.....	30,718	24,686
Tape, not colored.....	13,341	7,070
Tape, colored.....	15,151	9,013
Towels.....	29,989	25,407
Undershirts and drawers.....	2,750	1,265
Scrims, piques, diapers, etc.....	130,972	100,399
Velvets and velveteens.....	190,504	198,934
Made-up cottons.....	11,670	10,411
Total.....	\$3,757,451	\$3,115,204

From this it will be seen that the total increase in purchases of British cottons exceeds \$600,000. The most remarkable increases are about \$500,000 in colored cottons, prints, etc., and \$100,000 in white and grey cottons. The increase recorded in clothing, scrims, piques, etc., is worth remarking.

CANADIAN GOODS.

Those who ask that Canadian fabrics and products shall get a fair chance in trade are not making an unreasonable demand. There is an undoubted tendency among some people to "cry down" a thing because it is Canadian. An instance of this occurred a few days ago, when a gentleman happened to examine a certain product in a large establishment, and remarked that it was very fine. Quite unconsciously, the clerk replied: "Yes, very good, indeed, for Canadian." The gentleman pointed out that this was pretty severe. The clerk was amazed, and had evidently never heard of any Canadian product being equal to the best in its class.

Not all the blame rests with the consumer and the merchant. They, as a rule, do not know. The manufacturer is to blame for not branding and pushing his goods. We do not know of any case where a brand of high quality in Canadian goods failed to succeed. If the manufacturer is making some lines that he is ashamed to acknowledge, that would account, to a considerable degree, for the low opinion entertained of Canadian products.

TEXTILES AND THE METRIC SYSTEM.

There will probably be conferences in connection with the Paris Exposition for more than one commercial purpose. For instance, an international congress will consider, some time during the Summer, the basis on which tariff duties are often estimated on cotton, woollens, and linen fabrics—namely, the count of threads in the fabric (number to the square inch, centimetre, etc.)

Foreign nations favor the metric system—the kilogram as unit of weight and the kilometre as unit of length. The British Empire retains its own system, and even in France the British system is in vogue for linen goods. The manufacturers of tulle in Calais and Saint Quentin, with a view to their English market, keep to the same method. In the woollen manufacture methods are still more diverse, according to the kind of weaving and the locality.

The commanding position of the English-speaking countries in textile and other manufactures gives them a governing voice in the systems of measures, weights, currency, etc., but there is undoubtedly a movement to approximate all these things to a common system for the advantage of trade.

OPPOSING A TURN-OVER TAX.

One of the ablest business documents recently issued is the report laid before the Toronto Board of Trade from the municipal taxation committee. It states the objections to a tax on the turn-over of a business in clear terms: That in limiting it to sums over \$50,000 it would be class legislation; that it would burden Toronto concerns, as compared with other places; that the Winnipeg plan of a personality tax, arrived at by a percentage on rental value of the premises occupied, is preferable. Everyone knows that the turn-over tax is supposed to be the best means of getting after the departmental stores. But if these stores are not paying their fair share of municipal charges there are better ways of making them do so than by discriminating against other and innocent persons.

EMPLOYES ON STRIKE.

STRIKES, instead of becoming less during the prosperity which we are enjoying, seem to be on the increase. There has been quite an epidemic lately, and the prevalence at this date of such a barbarous means of carrying on business between employer and employed does not speak particularly well for our advanced moral and commercial civilization.

The cotton and woollen mills seem to be emulating each other in this respect. Only last month THE DRY GOODS REVIEW had to record a strike in the mills of The Montreal Cotton Co. at Valleyfield, where the operators had gone out to obtain an increase of wages. Fortunately we were also able to state that an arrangement satisfactory to both parties had been arrived at, and that every department was again in operation. On top of this comes a strike in the woollen mills of The Cornwall Manufacturing Co. The trouble this time is principally among the weavers; and at the moment of writing no compromise had been made, nor was there apparently much hope of a settlement. The employes were not prepared to make any definite propositions, and, consequently, the authorities did not feel called upon to make any changes.

The demand was simply for more money; and the way that the management viewed the question was, in short, whether they or the employes were going to be masters. This is not at all such a rhetorical question as it appears on the face of it. For, on the other side of the line there are indications that the employer has become so hedged in by workmen's unions and labor laws, and one thing and another; watched at every turn by the walking superintendent of these organizations, that he has really begun to wonder whether, after all, he is running his own establishment, or is only a figurehead.

Each case must be considered by itself, and on its own merits; and no general law can be laid down to cover all cases; but it is safe to say that the right is not all on one side or the other. There is a bill before our own House of Parliament at the present time making it an indictable offence to employ a workman or laborer more than eight hours a day. It is doubtful whether Parliament has the power, or, at all events, whether it will use it, to effect such an enactment. There is always an objection to hard and fast-binding categorical schemes and constitutions. Things must gradually develop, and they refuse to be iron moulded to suit the requirements of any individual, or set of individuals. There are circumstances under which it is not only allowable, but advisable that the length of the day's work should not be

limited to the said number of hours; and it would be a curious law that would make it a crime to hire help for a longer period, if the good of both parties would thus not be injured. These questions are working toward solution, but not so fast as some people would like to see them doing.

BRITISH COLUMBIA BUSINESS MEN.

The deputation of business men, as such, to the Lieutenant-Governor of British Columbia was a proper proceeding. In fact, if business men would join together oftener for intervention in politics it would, as a general rule, be of good effect.

Merchants as a class are, we believe, weary of party politics. They see that, in the main, public affairs are manipulated for the benefit of the professional politicians. No man cares to leave his party, because individual action often subjects him to unpleasant criticism. But when he forms one of a class, all acting together, he can shake himself free of party feeling to a considerable extent. Therefore, all movements of business men tending to increase the influence of the commercial body in politics should be encouraged.

The two most important elements in this country are the merchants and the farmers—commerce and agriculture. They form a vast majority of the population. Do they wield most of the power? Not by any means. The lawyers and professional politicians—some of them unable to earn a dollar in any useful occupation—rule the roost.

When business men, as a class, have thoroughly grasped this fact, they will, we hope and believe, be readier to act together as a sort of curb or brake upon the wheel of party.

THE NEW TARIFF.

By the announcement of the Minister of Finance in Parliament March 23, the preference of 25 per cent. of the duty in favor of British goods is extended to 33 1/2 per cent. after July 1, 1900. This practically brings into force a new tariff, and, as far as the textiles and dry goods trade is concerned, we give the principal items with the two duties to be levied after July 1—the rate on foreign goods, and the rate on British goods:

	Rate on Foreign Goods.	Rate on British Goods.		Rate on Foreign Goods.	Rate on British Goods.
	p. c.	p. c.		p. c.	p. c.
White and grey cotton	25	16 1/2	Worsted and other dress fabrics	25	16 1/2
Colored cottons.....	35	23 1/2	Socks and stockings.....	35	23 1/2
Linens.....	30	20	Knitted goods.....	35	23 1/2
Laces, curtains, embroideries, etc.....	35	23 1/2	Shawls.....	30	20
Corsets.....	35	23 1/2	Yarns, woollen and worsted..	30	20
White cotton embroideries ..	25	16 1/2	Woollen clothing, tweeds, etc.	35	23 1/2
Collars and cuffs	35	23 1/2	Blankets	35	23 1/2
Shirts, blouses, and shirt-waists.....	35	23 1/2	Mats.....	35	23 1/2
Black crapes.....	20	13 1/2	Carpets	35	23 1/2
Silk velvets, and plush fabrics	30	20	Hemp or straw carpeting....	25	16 1/2
Silk manufactures	35	23 1/2	Oilcloth	30	20
Cotton thread in hanks.....	15	10	Window shades.....	35	23 1/2
Cotton thread on spools.....	25	16 1/2	Umbrellas and parasols.....	35	23 1/2
Sewing silk and twist.....	25	16 1/2	Gloves and mitts.....	35	23 1/2
Horse clothing of jute	30	20	Hats, caps, and bonnets.....	30	20
Flax and hemp manufactures	25	16 1/2	Braces or suspenders....	35	23 1/2
Cotton duck.....	22 1/2	15	Fur manufactures	30	20
			Fur skins.....	15	10

COTTON ADVANCES VS. READY-MADES.

PRICES are again away up. Within the last few days The Canadian Colored Cotton Co. and The Montreal Cotton Co. have each issued very decided advances. The new prices, as is shown in another column, mark an advance of anywhere up to 15 per cent. Unprecedented is no word for the state of the cotton and woollen markets. The trade has become sick and tired of reading about unprecedented advances. The sentences have been twisted and varied into every conceivable shape to state the same old chestnut in each issue of the trade papers all over the continent for the last twelvemonth, and still the good work goes on.

There was a general impression that prices had about reached their zenith, and that the Fall lists would remain practically unchanged. But no: they have leaped ahead once more. There is little that is new to be said in this connection, so far as the mills are concerned and the ordinary wholesale trade; but a word with regard to the position of the manufacturers of ready-made goods may not be out of place.

To the retail trade throughout the country we would say that the manufacturer is certainly not the one who benefits by these rises in price. Many realize this; but, on the other hand, the true inwardness of the situation does not invariably strike the country buyer. Take the case of shirts, for instance. The trade are accustomed to buy a certain line of shirt at \$1 per dozen. Everything has gone up in value—thread, buttons, labor, as well as raw material. For all of these the manufacturer has to pay. At the same time, under no consideration can he afford to change the price of that shirt to \$1.10. The retailers simply won't buy it. They want it; but they want it at the old price, because they know that their customers in turn will refuse to pay more than they have been used to pay. Consequently, when the said brand is inquired for, the reply is, "Oh, he is not making these any more," and another article is offered which is "just the same quality," and which is at the \$1 price.

The manufacturer must run the risk of ruining the sale of his shirt, or else must lose the advantage of the high prices, must, indeed, sell at a disadvantage as compared with before. We say this in simple honesty and fairness to the manufacturer. For, on most of his lines, or many of them, he is unable to raise the price at all.

It must not be expected, however, that such a situation will hold good all around. The recent changes will, for example, make a difference of 50c. to \$1 a doz. on black satines, and on overalls the difference will probably be from 50c. to \$1.50. On the other hand, black denims are still at the original quotation. We quote an instance of the difficulty experienced in the manufacture of ready-made goods. A certain line of buttons was always used for a certain make of overalls. These ran short. They were up in price. The manufacturer sent to four different places, ordering quantities of the buttons, and could not get them. Finally he wrote to a personal friend of his own in the United States, one who is in the same line of business, asking him to please help him out by lending him 10

gross of the required buttons. He received in reply a letter regretting very much that it was quite impossible to procure them, and that he was not in a position to spare any himself. The result was that another style of button altogether had to be adopted.

This instance will serve to show how the manufacturer of ready-mades is situated. He is no fool; he does not pretend that his wish is to give his goods away. But he is forced by circumstances to sell at a settled price in many or most of his lines; and the trade ought to be willing to pay some slight advance on some ranges, without haggling and kicking over each separate item.

THE COTTON AND WOOL MARKET.

AS noted elsewhere, the different cotton companies have all issued advances lately on nearly every line of goods. As prophesied in our last issue, Egyptian yarns have succumbed to the inevitable, and taken a rise, and the present price of Egyptian yarn in England is bound to make another advance. Fine satines in Manchester are up from 3 to 3½c. per yard; and there is a short crop of Egyptian cotton in sight for Summer. Woollens seem active enough, though there is no great stir being made. The situation in the United States is altogether more strained than in England, apparently. In quilting, for instance, the American sellers wanted 15 per cent. more than their English rivals. To-day it is actually the case that the price of linens and canvasses is 100 per cent. ahead of what it was at this time last year. Retailers are, however, buying better stuff. There is a tendency noticed in many quarters to lay in heavier stocks. Heavier weights of blankets are bought, and finer lines of cotton goods.

Letters from the Old Country reflect the state of things there. The following from one of the largest houses in London was received the other day by a correspondent in the dry goods commission business: "Quotations in all classes of cotton goods are kept firm no more than a few hours, alterations are so frequent, and the whole cry of the manufacturers here is that they cannot get delivery from spinners. There was never such a time of panic since the American Civil War. The writer's father has been in Manchester this week, and he has just returned having come away without placing any orders. A number of the mills are sold ahead until next October, and manufacturers and spinners are, alike, very independent. That the advance was never anticipated is evidenced by the fact that spinners and manufacturers are working from hand to mouth, and, not only so, but the prospects ahead are still of an upward tendency. It would be a source of gratification to have you here, but, as far as the purchase of yarn is concerned, we fear it would be of no avail."

Four days later they wrote as follows: "Cotton is up 3½d. since we wrote last week, and we learn that some of the mills have had to shut down their looms because they cannot get yarn from the spinners. As an Irishman put it the other day: 'We are so busy, we have got nothing to do.'"

Spinners are, in fact, so well engaged for a long time ahead for large quantities at the fullest prices, that they are unable to respond to the required deliveries. This is the first occasion on which the supply of yarns has reflected a situation like the present. Some weavers have had to resort to closing their mills for lack of yarns to fill the looms.

Your Greatest Desire is to . . . Retain Your Customers

THEREFORE

Your aim should be to supply them with the best of everything.

The Unprecedented Popularity of . . .

The New Idea

10^{c.} Pattern

is proof of the fact that it is undoubtedly

**THE BEST PATTERN and
THE LOWEST PRICED.**

Have you a Pattern Department in your store? If not, write to us and we will prove to you that a stock of our Patterns, displayed, advertised, and sold by OUR MODERN, IMPROVED METHODS, will INCREASE YOUR BUSINESS.

REMEMBER THIS!

Satisfied Customers Advertise your store by talking of Bargains bought there.
Our Display Methods Economize Space.
Our Show-Cards and Artistic Signs are most Attractive.
Our Fashion Sheets are the Best Advertisement possible.
Our terms are Easy and the most Generous.



The Mermod and Jaecard Building,
Broadway and Locust St., St. Louis, Mo.
636-638 Broadway, New York City.
232-234 Fifth Ave., Chicago, Ill.
75-77-79 Victoria St., Toronto.

The New Idea Pattern Co.

BUSINESS CHANGES IN THE TRADE.

DRY GOODS.

M FICKLER & CO., clothiers, etc., Fredericton, N. B., are about to commence the manufacture of shirt waists, skirts, etc.

Albert Faulkner has started as dry goods dealer in Ottawa.

A. Ross & Co. are opening a dry goods store in Vancouver.

W. Cowling & Co., dry goods dealers, Moncton, N. B., are advertising their business for sale.

Vanier & Lesage, dry goods dealers, Montreal, have dissolved.

The assets, etc., of L. J. A. Lambert, dry goods dealer, St. Jerome, Que., are to be sold.

The assets of Mrs. J. C. Lapointe, dry goods dealer, St. Jerome, Que., are to be sold on Tuesday, April 3.

Rahy Bros., dry goods merchants, Victoria, B. C., have dissolved. Abraham Rahy continues.

C. E. Masters, dry goods dealer, Nanaimo and Wellington, B. C., has sold his stock to C. E. Stevenson & Co., Nanaimo.

The stock of Langevin, Parent & Robin, dry goods dealers, Quebec, was sold on March 9, at 73c. on the dollar to I. A. Fortin.

The stock of Pelletier, Jolicoeur & Co., dry goods dealers, Quebec, has been sold at 53½c. on the dollar to Fortin & Belanger.

MERCHANT TAILORS.

Duchesneau & Frere, merchant tailors, Knowlton, Que., have dissolved.

Blais & Frere have registered partnership as merchant tailors in Three Rivers, Que.

Evans & Co., tailors, Stratford, Ont., have retired from business.

A. C. Fess, tailor, Selkirk, Ont., is advertising his business for sale.

J. Bray, tailor, etc., Stouffville, Ont., is advertising his business for sale.

A. V. Donaldson, tailor, Gencoe, Ont., has sold out to James H. Hicks.

Reid & O'Hara, tailors, St. Catharines, Ont., have dissolved, and R. O. Reid continues.

B. Gidley, merchant tailor, London, Ont., has admitted his son into partnership. The firm's style is now B. Gidley & Son.

W. C. Smith & Co., merchant tailors, Halifax, have dissolved. P. Jones continues the business.

George E. McKay, dry goods merchant and tailor, Leamington, Ont., has admitted — Smith, under the style of McKay & Smith.

GENERAL STORES.

J. J. McLachlan, dry goods and shoe dealers, Lunenburg, N. S., has been succeeded by McLachlan & Son.

Howard A. Anderson has opened a dry goods store in Lunenburg, N. S.

Ava White is starting a general store in Oromocto, N. B.

R. Frank & Co. are opening a general store in Boissevain, Man.

Benjamin Willis has opened a general store in Brightside, Ont.

Thorburne Bros. have opened as general merchants in Sand Point, N. S.

D. & C. H. Mott are starting as general merchants in Waterborough, N. B.

Pierre Plouffe has opened a branch general store in Upper Thorne Centre, Que.

D. W. Anderson & Co. have opened a general store in Harrow, Ont.

MILLINERS.

Mary Middleton, milliner, Amherstburg, Ont., has sold out to Lewis Taylor.

Miss C. C. Leeson, milliner, Souris, Man., has sold out to Martha Myres.

Mrs. H. E. Fraser, milliner, Grand Manan, N. B., intends retiring.

N. Montgomery and M. A. Traynor, milliners, Port Arthur, Ont., have been burned out. Both are partially insured.

Mad. Moreau & Cie, milliners, Montreal, have dissolved. Delle Zelle Moreau has registered as proprietor.

Quinn & Rychard, milliners and fancy goods dealers, London, Ont., have dissolved, Isabella Quim continuing.

AGENTS APPOINTED IN CANADA.



THE use of cuts in advertising is becoming an absolute necessity. The last few years have marked a great change in advertising methods. An advertisement to command attention, when a dozen others are clamoring for attention, must stand out bold and distinct from the rest. Nothing can make an ad. stand out better than a picture in it. The cuts cost little and can be used, not only in newspaper advertising, but in booklets, circulars, and all kinds of printed matter. One of the most progressive firms supplying these cuts is the Standard Electrotype Co., of Wilmington, Del., United States, who say that they are now sending electrotypes to all parts of the continent. They are liberal advertisers themselves, and have built up a fine Canadian business. In order to get shipments out promptly and to relieve their patrons from the annoyance of paying the duty, etc., they have established a distributing agency in Canada.

Their representatives are The Pugh Co., 67 Yonge street, Toronto, Ont., to whom all inquiries should be addressed. All orders are now filled and sent out from that point. As the duty is paid, and there being no trouble or extra cost, the price charged has been slightly advanced, being exactly 5c. each over the former price. This includes the prepayment of postage or the method of delivery, and the merchant now gets the electrotypes delivered to him at the price advertised in THE DRY GOODS REVIEW of this issue.

The 5c. extra on each cut, just about pays for the delivery and the duty, and further, as above stated, saves all annoyance and inconvenience on the part of the merchant ordering. We would advise you to write to The Pugh Co. for their descriptive circulars and proof sheets.

There is a story in the trade connected with that patriotic rug which has a bull dog seated on the flag, and the motto "What we have we hold." A merchant down east was burned out. He had just paid several notes to wholesale houses. After the fire, finding himself crippled, he wrote to one Toronto house, stating that other firms had consented to accept 75 per cent. on the notes recently paid, and had let him have back the balance. He, therefore, suggested that the wholesale firm in question remit him 25 per cent. of the amount sent them. All they did was to send him a rug. The hint was in the motto.

Another Contingent Wanted

In order to enable us to complete our enormous Lace and Embroidery orders, owing to the exceptional difficulty experienced this season in getting goods out of the manufacturers' hands, we have been unable to ship as promptly as we could wish, but large shipments now on the way to us will enable us shortly to complete the largest batch of Import Orders we have ever handled, and also to replenish our stock in all departments for the assorting trade.

.. FALL 1900 ..

We are now showing a full line of Jackets and Underwear for the Autumn and Winter trade of 1900

**The Lace Warehouse
of Canada. * * ***

KYLE, CHEESBROUGH & CO.

16 St. Helen St.

MONTREAL.

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.

I AM indebted to Messrs. McCurdy & Co., Sydney, N.S., for a batch of fairly good advertisements. The typographical display in all of these advertisements is very bad. But this no doubt is the fault, in part at least, of the printer. The cuts are mostly very poor. It seems to me that a firm of the financial resources of the McCurdys ought not to be satisfied with anything but the best in the way of cuts. It really doesn't cost much, these syndicate days, to get good cuts.

Some of the wording of these McCurdy advertisements is very commonplace. For example:

McCURDY & CO. wish to thank their many friends for their liberal patronage during the past year, and trust by strict attention to the needs of their growing business to merit their confidence in 1900. We have still on hand a splendid range of Winter goods which we offer at 10 per cent. off in every line, so as to clear before entering our new store, April 1.

This is a little better:

JUST opened up a splendid supply of **FANCY LINENS**, in Table Covers, Piano Scarves, and many other useful articles in this line. Our new supply of Handkerchiefs, in Silk and Linen, convince us we lead in every line.

And this has quite a little "snap" about it:

Blankets.

Blanket business is booming at our store, more blankets sold this season than ever before. The reason is we sell only the good reliable qualities that carry comfort and satisfaction in every pair. These prices will prove our claim to be Blanket Headquarters in Sydney: Prices, 55c., \$1.35, 1.50, 1.65, 1.90, 2.00 and 3.60.

McCURDY & CO.

This "Great Bargain" is really quite good advertising:

Great Bargains

IN JACKETS.

We have a lot of last season's Jackets, which we will sell for **HALF PRICE.**

Ladies' Cloth Jackets, former price \$4.00; now \$1.90.

Ladies' Cloth Jackets, former price, \$5.00; now but \$2.50.

Ladies' Cloth Jackets, former price, \$6.00; to clear, \$2.75.

Ladies' Cloth Jackets, former price, \$9.00; closing at \$3.50.



Considerable portions of the McCurdy advertisements are devoted to talk about low prices and reduced figures and all that sort of thing, without any quotations. If prices have been marked down why not say what the old prices were and what the new prices are? "Silks that were \$1.25 at 89c." would be far more effective than to say "Great Reductions in Silk Prices."

McCurdy & Co. also give up too much space for the name of their firm. The name of a firm should always occupy a secondary place in store advertisements. The store is not for sale, and neither is the firm name. What is for sale is goods. Therefore bring out the goods (what you have for sale) prominently. If, instead of wanting to bring out goods prominently, you wish to feature some peculiar attraction possessed by your store bring that out prominently. If the advertisement writer has succeeded in really interesting a person in some goods, or some prices, or in some other attraction, he need not worry about the name of the store and the address not being seen even if they are in very small type. I don't see anything interesting about the words: McCurdy & Co.;

Wreyford & Co.

TORONTO.

Wholesale Men's Furnishers.

DOMINION AGENTS FOR . . .

Young & Rochester, LONDON, ENG.

SHIRT AND NECKWEAR MANUFACTURERS.

PATRIOTIC NECKWEAR.—Khaki Silk with colours of the most famous British Regiments woven across. (15 Regimental Colours.)

FLOWING ENDS, . . . \$6.00 doz.

GRADUATED DERBYS, . . . \$4.00 doz.

OXFORDS, all round, 3/4 x 37, \$4.00 doz.

Also range very rich Flag Neckwear, Khaki ground or dark shades with woven Union Jack; Standard, Canadian, Irish and Scotch Flags and Prince of Wales' Plumes \$7.50 doz.

ORDERS EXECUTED IN ROTATION.

SECOND DELIVERY, MAY 1st.

Cress & Co., London, Eng.

High-class Hat and Cap Manufacturers.

Silk, Felt and Straw. Ladies' Walking Hats.

Latest West End Shapes and as now making for New York.

We Have Made a Superb Line of Parasols.

Buyers are especially invited to call and inspect our range at our show room,

20 Front Street West,

Toronto.

The Irving Umbrella Company, Limited.

BATTING...

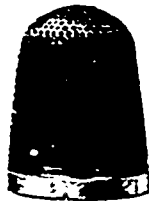
Guaranteed free of Threads and other weak and lifeless stock.

*NORTH STAR,
CRESCENT
AND PEARL*

..COTTON BATTING..

Quality for this season still better than ever. The best at the price. Made of good pure Cotton—not of shoddy. —Ask for.

North Star, Crescent and Pearl Batting.



Design A.

DORCAS THIMBLES

(Hornor's Patent)



Design B.

STERLING SILVER

Having an intermediate lining of steel are almost impenetrable and of unequalled durability, rendering them

The Most Popular Thimbles of the Day.



Design C.

Canadian Agent

H. PEARCE

Temple Building

MONTREAL.



Design D.

GOOD ADVERTISING—Continued.

but there is certainly something interesting about "Ladies' Cloth Jackets, former price, \$6, to clear, \$1.75."

* * *

A recent mail brought me two newspapers from far apart sections of Canada. Each of these papers contained a marked advertisement. One of the advertisements is quite a large one—a full page of a rather small-sized newspaper. J. Thompson & Bros., Havelock, Ont., are responsible for it. This advertisement is quite an ambitious attempt. The other advertisement referred to is the following, it is clipped from a Chilliwack, B.C., paper. I don't know whether or not the Messrs. Ashwell

**When you buy here
You are Buying Right.**

**We want . . .
your seed Order.**

Fresh Field and Garden Seeds.
A Full Line in Bulk or Packet.

CLOVER SEEDS

Mammoth Red
Red
White Dutch
and Alsike.

**TIMOTHY
SEED.**

WHITE CARROT:

Steele Improved Short White, "The Original."
Per pound, 50c.; 5-pound, 30c.

DANISH SUGAR BEET:

Rennle Improved.
Per pound, 50c.; 5-pound, 30c.
5-pound lots, 45c. per pound.

SIMMER'S IMPROVED:

Per pound, 40c.;
5-pound lots, 35c. per pound.

TURNIPS:

Bangholm's Improved Purple Top
Swede.
25c. per pound; 5-pound lots, \$1.00.

"JUMBO," (Steele Favorite Turnip):

5-pound, 10c.; per pound 30c.;
5-pound lots, \$1.40.

We Recommend these as being the
Standard Varieties.

We have other varieties of Seeds to
select from.

Our stock is the largest we have
ever carried.

Yours, anxious to please,

ASHWELL & SONS.

Ferry's, Steele's, Rennie's,
May's, Simmer's.

held back. If "timothy seed" is important enough to place in display capital letters in this advertisement it certainly is important enough to quote a price on.

Likewise, half the space in the Thompson advertisement could be saved. Owing to limitation of space, this advertisement cannot be reproduced in full here. This advertisement is headed, "Directory for Great Bargains," and yet prices are not given for even half the goods referred to. Take this jacket section of the advertisement as an example of advertising foolishness (No. 2.) Who will believe that prices are very "close," while the advertiser is obviously afraid to say what they are? This fur section, on the other hand, is all right, as is also this clothing section. But what earthly good, from an advertising standpoint, is this section devoted to "Staple Dry Goods,"? (No. 1.) These sections devoted to ordered clothing, boots, dress goods, crockery and gloves, are not worth

STAPLE DRY GOODS.

We realize the importance of this department, and have our shelves filled with good, honest values in Flannels, Shirts, Cottonades, Table Linens, Towelings, Flannelettes, Cottons, and, in fact, everything to make you comfortable in the Winter.

(No. 1.)

JACKETS.

Our present customers have advertised so well for us that we have to repeat several times.

We have about 40 to clear out at close prices.

(No. 2.)

FURS.

After a brisk Fall trade in Furs we have still \$1,000.00 worth in stock. We bought them to sell, not to keep.

Ladies' Black Astrachan Jackets, nice curl, fine Farmer's Satin lining at \$22.50. Ladies' Black Jackets, same as above, 32-in. long, satin lining, for \$30.00. Ladies' Black Bokaral Jackets, 26-in. long, satin lining, a very stylish coat at \$38.50. Same Jackets 30-in. long at \$40 and \$42.50. Ladies' Raccoon Jackets, satin lined, only best qualities at right prices.

Men's Fur Coats in Coon, Wallaby, Wombat and Russian Lamb. Men's Coon Coats at \$27.50, \$35.00, \$40.00, \$45.00 and \$47.50. In Wombat, Wallaby and Russian Lamb we handle only the Best Qualities, as we guarantee all fur coats sold by us.

(No. 3.)

MEN'S READY-MADE CLOTHING.

You cannot afford to wear sloppy clothing. It is a weakness of humanity to judge by appearances. Even a dog will bark at a tramp, while the well dressed may pass by unmolested. Do not ignore these facts, but buy one of our nobby suits and overcoats, and experience that pleasant sensation which every well-dressed man and woman enjoys.

For \$8.00 or \$10.00 we can fit you with a fashionable Single or Double-Breasted Blue or Black Serge Suit. At \$10.00 our Black Venetian Morning Suits are a real surprise for the money. Perhaps you want something in Tweed Suits, Frieze Ulsters, Pea Jackets or Full Cloth Pants. We have them at prices which our customers appreciate. Good Frieze Ulsters at \$4.00, \$5.00, \$7.75 and \$10. Good, heavy Tweed-lined

Pea Jackets at \$3.50, \$4.00 and \$5.00.

Heavy Full Cloth Pants for \$1.25.

Good Durable Tweed Suits from \$3 75 to \$14.00.

(No. 4.)

much more. Like the jacket part of the advertisement, they are calculated to arouse misgivings, (Nos. 3 and 4.)

If merchants will adopt the policy of using only such newspaper space as they are able to fill with something attractive enough to be really an attraction it would be a good thing. If

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 Offices :

PARIS, ONT.



Mills at

**Thorold,
Coaticook and
Port Dover.**

SELLING AGENTS:

D. Morrice, Sons & Co., Montreal and Toronto.

GOOD ADVERTISING—Continued.

an advertisement is supposed to be a "directory of bargains," by all means put "bargains" in it and give the prices of them. If the attractions are of another kind, well and good, but don't get things mixed.

In the page Thompson advertisement just referred to, I came across this advertising gem :

Autumn has come,
And now the breezes,
Whistle through the leafless treeses.
Now the boy with ragged trousers
Homeward drives his father's cowses.
Cold his hands and blue his nose is,
And, Bless my soul! how cold his toes is!

If his parents will only bring him to our store we can put him in a position to defy the weather with a Shorey Suit, Ulster, or Reefer.

SHOREY'S CLOTHING is Guaranteed in every stitch.
Made to fit, not to order, which is the reason we keep it.

Of course, I don't know who brought this alleged clothing advertisement into existence. I assume, though, that Shorey, the wholesale clothier, sent it to Thompson with his compliments, and Thompson has thought it good enough to use. It would seem, from reading this production, that some boy, name unknown, and who, by the way, does not appear in the picture, is, or has been, suffering from the Autumn breeze till his hands, and nose, and toes are quite uncomfortably cold. Further on it develops that the remedy for this distressing complaint consists of a suit of Shorey clothing, or an ulster, or a reefer. Now, I have lived most of my time in Canada, and I know something about the climate, and I say, without any desire to libel the climatic peculiarities of the Dominion, that I would hate to have to try to keep warm on a cold Canadian day without anything on my head, and my hands, and my feet. Whoever is responsible for this advertisement ought to try over again.

* * *

I came across this unique advertisement of Mr. E. P. Cuffe's quite recently. After reading it I said to myself: What a pity that a man able to write such correct, vigorous, terse and snappy English should not know more about advertising! The two important things that seem to have escaped Mr. Cuffe's

Common Sense Jackets, Dress Goods, and Millinery.

These are our leading lines. We buy them right, keep them right, sell them right. The public appreciate us, patronize us, talk about us. At present, we cut the prices of many lines of Jackets and Dress Goods much below their regular values.

No trouble to show you goods, and your money will be refunded if you can buy goods cheaper elsewhere, quality considered.

ARCADE, E. P. CUFFE NORWOOD.

attention are: first, women don't care nearly so much about common sense jackets, dress goods and millinery, as they do about fashionable jackets, dress goods and millinery, and, secondly, people usually want to know what they are to pay for things they see advertised.

* * *

Now that the Winter goods have gone and the new Spring

merchandise, radiant with newness, style, color and every other possible beauty, have come, let us discuss ways and means of telling the people about them. The element of freshness, newness and novelty—an important advertising element—can be infected into the "store news," and with this the advertising pen takes on new life and the public ear caught with a new note. Millinery, silks, dress goods, women's and children's garments and, in fact, every line of goods that carries style about it can be talked about in a manner that January and February bargain sales are not susceptible to. By making your advertising interesting, Mr. Retailer, you can easily attract the attention of the public.

The best way to start the Spring advertising campaign is to place in your daily paper, if you have one, a general Spring goods advertisement. Follow this next day, or next week, as the case may be, with, say, a millinery opening advertisement. Millinery openings are usually also advertised by cards engraved in delicate script, which should, of course, be sent out several days before the opening. Sometimes it may prove desirable to have a private opening in the millinery department, say one or two days before the regular opening. Special invitations, by letter or otherwise, should be sent to such persons in your locality as you may wish to invite to the private opening. At a private opening there ought not to be much or any effort to sell goods. The women of the locality should be made to feel that it is a privilege to be invited to the private opening. Follow this up with some vigorous newspaper advertising, and you will have no occasion, if your stock of millinery is as good as it ought to be and your prices are reasonable, as they ought to be, to find fault with your millinery trade. What has just been said of millinery can also be said, for the most part, of capes, jackets, wraps and suits, which come every six months to fascinate the feminine population of your locality. Then follow the silks, satins, velvets, dress goods, gingham, challies, and so on. All of these are brimful of suggestions to the advertising man who keeps his eyes open. The practical advertising man, who is in earnest in advertising his wares, can find many a useful suggestion in the pages of the trade journals devoted to his particular kind of merchandise.

MORE SPACE NEEDED.

The W. R. Brock Co., Limited, are making some changes in their Montreal warehouse. These are in the way of enlargement of space due to the demand for increased accommodation which has been growing of late. The first floor has been enlarged for a more extensive linen department. Above the third floor there has been opened out a full new flat, which will be devoted exclusively to the departments of hosiery, smallwares and men's furnishings. The underwear, which forms a very important item in itself, and of which a specialty is made, is shown in the hosiery department, while the linens, sheets, etc., are along with the men's furnishings. Messrs. Cote and Curle, two gentlemen who have been with the firm for a considerable length of time, will have charge of the hosiery and smallwares departments respectively.

Talking of khaki, there are as many ways of pronouncing the word as there are ways of spelling the same. An erroneous opinion exists, however, that khaki is a material, and not a color. Khaki may be cotton or woollen, or anything. Serges, drills, and so forth, are all made in khaki, and may be almost any shade. The khaki refers to a shade, and just as there are many shades of navy blue so there are of khaki.

M. MARKUS

Foreign Manufacturers' Agent
and

IMPORTER
OF

**Dry Goods, Smallwares,
and . . .
Tailors' Trimmings,
Silks, Velvets and Felts.**

GERMAN TEXTILE GOODS
Specialty.

Stock carried of Trimmings for Clothiers,
Shirt, Mantle, Cap, Fur and Suspender
Manufacturers.

CORRESPONDENCE SOLICITED.

30 Hospital St., - Montreal.
Toronto Office: 67 YONGE ST.

SYSTEMATIC SAVING

Can be accomplished by taking out an

**Unconditional Accumulative
Endowment Policy**

IN THE

Confederation Life Association

HEAD OFFICE - - TORONTO

Under this form of Policy a man can obtain complete protection for his family, while capital is built up from year to year, to be used by himself in his old age. The Policies are absolutely free from conditions, and contain liberal privileges as to Extended Insurance, Cash Surrender and Paid-up Insurance.
Rates and full information sent on application to the Head Office, Toronto, or to any of the Association's Agents.

W. C. MACDONALD,
Actuary

J. K. MACDONALD,
Managing Director

RIVALS THE LIGHT OF THE SUN.

Our Illuminated



SHOW CASE

will increase your sales 50 per cent.

Send for descriptive circular.

We make all kinds of modern
Show Cases for inside and outside
use.

We also make Metal Store Front
Sash.

John Phillips & Co.,
LIMITED

Established 1864

DETROIT, MICH. and
WINDSOR, ONT.

Address all communications to Detroit.

Illuminated Cases can be seen at

CANADIAN REFERENCES:

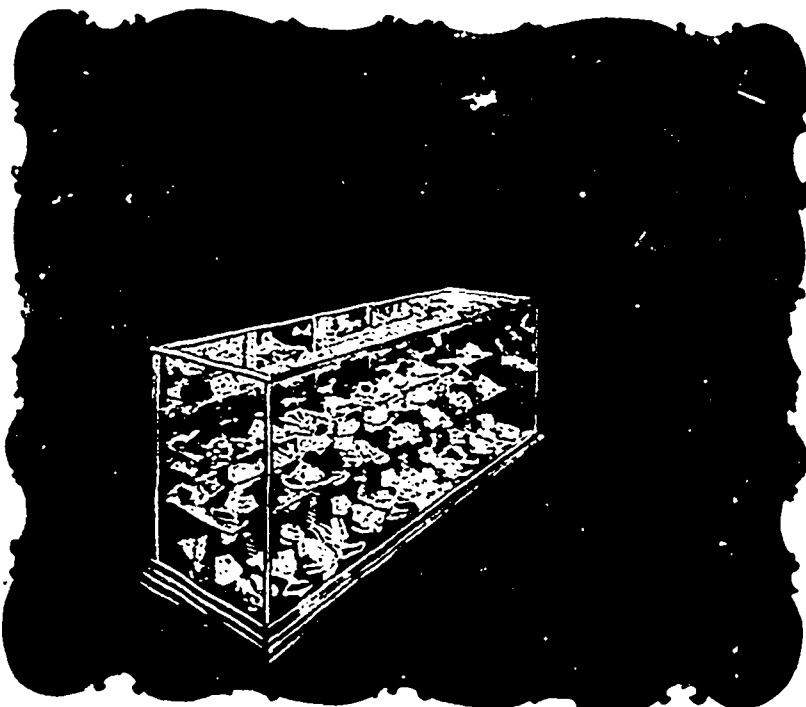
W. J. Dyas, Toronto, Ont.

Lane & Co., Halifax, N.S.

P. J. Miller, Walkerville, Ont.

Letendre & Arsenault, Montreal.

Chandler & Massey Co., Toronto, Ont.



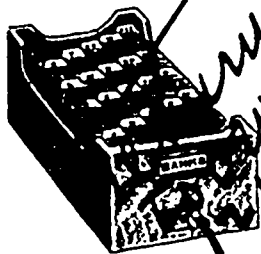
Patented in United States and Canada (John Petz, Patentee).

ADVERTISING IN WESTERN CANADA will be . . .
 CAREFULLY, EFFICIENTLY and PROMPTLY attended to, by
 THE ROBERTS ADVERTISING AGENCY, WINNIPEG, CANADA.

THE MERCHANTS MERCANTILE CO.

260 St. James St., Montreal.
 MERCANTILE REPORTS AND COLLECTIONS.
 Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims
 Tel. Main 1985.

ARCHBALD'S



Card System
 \$2.25 net cash with order,
 delivered to any place
 in Ontario and Quebec.

Worth any number of pigeon holes or books. With it the busy business or professional man can collect in a small place all the information and loose details that are scattered throughout his office and desk. Each day is brought to his notice those matters which should have immediate attention. Consists of 400 Record Cards Ruled, 1 Alphabetical Index, 29 Blank Index Cards, 1 Handsome Polished Desk Drawer Tray, 9 in. long (add 10c. for each additional inch in length) made of quarter sawed oak. If not perfectly satisfactory you can have your money back. Catalogue for the asking.

The Canadian Typewriter Exchange

45 Adelaide St. East, - - - TORONTO

Mention this paper.

SILK FRINGE The Fashionable Dress Trimming.

Many Beautiful Designs. All Widths. Black, White, Colors.

ALSO

NOVELTIES

IN FRINGED ORNAMENTS FOR SKIRT AND WAIST.

Tubular, Soutache and Fancy Braids.
 Barrel Buttons, Cords, Dress Gimps.

—MANUFACTURED BY—

MOULTON & CO., 12 ST. PETER ST., MONTREAL.

1900. . . WINTER SAILINGS. . . 1900.

BEAVER LINE ROYAL MAIL STEAMERS.

Sailing weekly between St. John, N.B., and Liverpool.
 Calling at Halifax, N.S., and Moville, Ireland, each way.

From Liverpool.		From St. John.	From Halifax.
Sat. Mar. 17	LAKE SUPERIOR	Wed. Apr. 4	Thurs. Apr. 5
" " 24	YOLA	" " 11	" " 12
" " 31	LUSITANIA	" " 18	" " 9
" Apr. 7	LAKE HURON	" " 25	" " 26

And weekly thereafter from Montreal.

Rates of Passage.

First Cabin—Lake Ontario and Lake Superior, single, \$15 to \$50; return, \$35 to \$90; prepaid, \$45 to \$50. Montreal, Monterey and Montevideo, single, \$40; return, \$50; prepaid, \$40. Second Cabin—To or from Liverpool or London, \$32; round trip, \$62.80. Steerage—Outward from St. John or Halifax, \$22 (Liverpool, London or Londonderry); prepaid to Halifax or St. John, \$24. For further particulars as to passage or freight, apply to any Agent of the Company, or to

ELDER, DEMPSTER & CO., MONTREAL.

BE SURE YOU HAVE THE BEST.

KNOX'S LINEN THREADS

have been in use for over 100 years by all the Best Tailors in the World. Quality has been always right.

DEWHURST'S COTTON THREADS

All Cords and Finishes.

Guaranteed Full Length.

MILLWARD'S SEWING NEEDLES

are the best known for quality.

Paton's Scotch Boot and Shoe Laces

"BEAT ALL GERMAN IMITATIONS."

Cotton, Thread, Wool, Silk, Leather and Porpoise Hide.

SEE NAME ON EVERY BOX.

Sole Agents for Canada

GEO. D. ROSS & CO.

24 Wellington St. West, TORONTO.

648 Craig St., MONTREAL.

WARNING

TO THE DRY GOODS TRADE OF CANADA :

Patents having been issued to us by the Government at Ottawa completely covering every detail of our "Pulley" ideas applied to Belts, Collars, etc., we warn all infringers against the use of our ideas in any form whatever, having sold the exclusive right to manufacture and market the same for Canada to the

Canada Featherbone Co. of Toronto.

S. KOCH & SONS, 24 West 23d Street
NEW YORK.

Notice to the Canadian Trade.

Having purchased the exclusive Canadian rights from the inventors, S. Koch & Sons, of New York, to manufacture and market their Pulley Belts, Pulley Collars, etc., we beg to state that we are prepared to supply the Trade with these goods at prices as below specified, and that any infringers on our rights as owners of these patented privileges will be proceeded against at once by our attorneys, Messrs. REID & WOOD, of Toronto.

Toronto, April 2, 1900.

CANADA FEATHERBONE CO.

PRICES TO THE TRADE

<p>No. 1 Grade Pulley Belts and Collars. High quality ribbon, black and colors. \$11.50 per dozen. \$132.00 per gross.</p>	<p>No. 2 Grade Pulley Belts and Collars. Made similarly to No. 1, in first-class ribbon, black and colors. \$9.00 per dozen. \$105.00 per gross.</p>
<p>No. 3 Grade Pulley Belt. The Great Popular Number; in excellent ribbon, black and colors. \$7.20 per dozen. \$84.00 per gross.</p>	<p>The Koch Pulley Belts and Collars are patented in Canada, United States, Great Britain, France and Germany.</p>

The immense popularity of these goods in the States, selling as they are by the millions, will insure their ready sale in Canada, while the reputation of the CANADA FEATHERBONE CO. will be a guarantee of their quality and merit.

SELLING GOODS TO EMPLOYES.

OPINIONS OF MERCHANTS.

THE discussion in last issue upon the question of the price at which goods should be sold to merchants is continued by two gentlemen, whose letters appear below:

FROM MR. STEWART, OF EXETER.

Editor DRY GOODS REVIEW:

SIR,—We notice your readers are having quite a discussion as to the percentage clerks should pay over and above cost for their goods.

Now, Mr. Editor, could you tell us just what a particular piece of goods costs us? No doubt you will answer: "Look up your invoice." Very good. We do so, and that tells just what the goods cost us in a certain warehouse when bought by us. But the question is what does it cost us when the clerk has it charged up on his bill? We think the cost to us is 10 to 12½ per cent. over and above the invoice price.

The custom with ourselves has always been to charge all employes 10 per cent. advance on invoice prices. This, we think, gives the clerks their goods as near actual cost as we can figure.

We notice some writers favor clerks paying regular retail price, while others say a discount of 10 or 15 per cent. off selling price would be about right. The whole thing simmers down to what is the custom in your particular store. When engaging a clerk it should be distinctly understood at what percentage or discount he shall get his goods, and all clerks should be treated in exactly the same way. Nothing will so quickly and surely break up that harmony and good fellowship which should exist between clerks, as for them to find that some of the older and more favored ones get their goods at special discounts.

And just a word more, Mr. Editor. Don't you think that all clerks should receive their wages every week? Surely the day for clerks being paid at the end of the year is fast passing away, but, sir, you would be surprised to find how many of the country and town merchants hug and cling to the old system of settling up once a year. "Antideluvian, worn-out idea!" What right has any merchant to the money that has been earned by his clerks? Pay the boys and girls every week and pay them every cent that is due them. They earn it; it's theirs, and they should have it. Just imagine, sir, a man who works in what is supposed to be an up to date store giving his butcher an order on his employer to pay for his meat bill. "Most humiliating you say." Nevertheless, it's just what a great many business men are doing to-day, and then Mr. Merchant wonders why his clerks don't take more of a personal interest in his business. It is a wonder, ain't it? Use the clerks well, it pays.

J. A. STEWART.

Exeter, Ont., March 26, 1900.

FROM MR. BRASHER, OF TILSONBURG.

Editor DRY GOODS REVIEW:

SIR,—Re discount to employes. It is a matter I have not considered very much.

It has been the custom for years in this section to allow clerks to have goods at cost with 10 per cent. added, and I have never disturbed the custom.

GEORGE BRASHER.

Tilsonburg, March 24, 1900.

THE PULLEY BELTS PATENTED IN CANADA.

THE trade will be interested in knowing that the famous "Pulley" belts and collars, which Messrs. S. Koch & Sons, of New York, have introduced with such marvellous success in the United States, are now protected by a very stiff patent. Mr. W. L. Beadnell, representing Messrs. Koch & Sons, has just visited Canada in connection with the enforcing of the patent for the belts and stock collars in this country, and has sold the exclusive right for manufacturing and marketing the same to the Canada Featherbone Co., who are well and favorably known to every dry goods firm in Canada.

On another page will be found Messrs. Koch & Sons' formal notice that the Canadian patent office at Ottawa has issued to them, under date of March 16th, 1900, the exclusive patent for these "Pulley" belts and collars, and the announcement is also made that any retailers, manufacturers or wholesalers who handle or sell any imitation of the Koch patent will be proceeded against under the law.

The development, popularity and sale of these articles in the United States have been simply phenomenal. It is interesting to note in this connection that Messrs. Koch & Sons, the inventors, have, as far back as two years ago, made similar belts. At that time the styles of garment were such as not to create any great demand for this form of belt. But with the advent of the new shaped corsets, the long-waisted fronts and short-waisted backs, a more pliable form of girdle than the usual stiff band belt was required. Consequently when the ribbon belt, with its improved featherbone stays, its boned back and pulley idea in front, was brought out in New York before Christmas it immediately caught on and is now going with amazing rapidity at all centres of trade. The inventors, finding themselves confronted with numerous imitations which were being turned out in inferior goods and marketed at a high price, without a single claim to warrant their existence, decided to secure the strictest registration for their patent, both in the States and Canada, in Great Britain and other countries.

This has now been done, and the notice to which reference has been made, addressed to the Canadian trade, is of considerable importance and should be kept in mind, as Mr. Beadnell and the Canada Featherbone Co. inform THE DRY GOODS REVIEW that the company have no intention of permitting their rights to be invaded in this country in any one particular.

NEW COTTON COMPANY.

W. D. Long, J. M. Young, Alfred Morgan, of Hamilton, and C. T. Grantham, of Yarmouth, N.S., are among those interested in the Imperial Cotton Company, which has a capital of \$750,000. The company proposes to establish a factory east of Hamilton and will manufacture cotton duck. About 500 hands will be employed. Power will be furnished by the Cataract Company, Hamilton.

GERMAN GOODS AND THE TARIFF.

Although the preferential tariff may be raised to 33½ per cent., the export of German textile goods is on the increase, and German manufacturers study this market now more than before, as they want to keep the trade they have, and therefore show always better goods more suitable for this market. This is exemplified by the immense range of German textile goods shown by the enterprising firm of M. Markus, 30 Hospital street, Montreal, who show one of the best selected ranges of German dress goods, silks, velvets, trimmings, and the latest novelties in dress and mantle buttons. The leading German manufacturers are represented by this firm.

KHAKI HOMESPUNS

VARIOUS
SHADES . . .

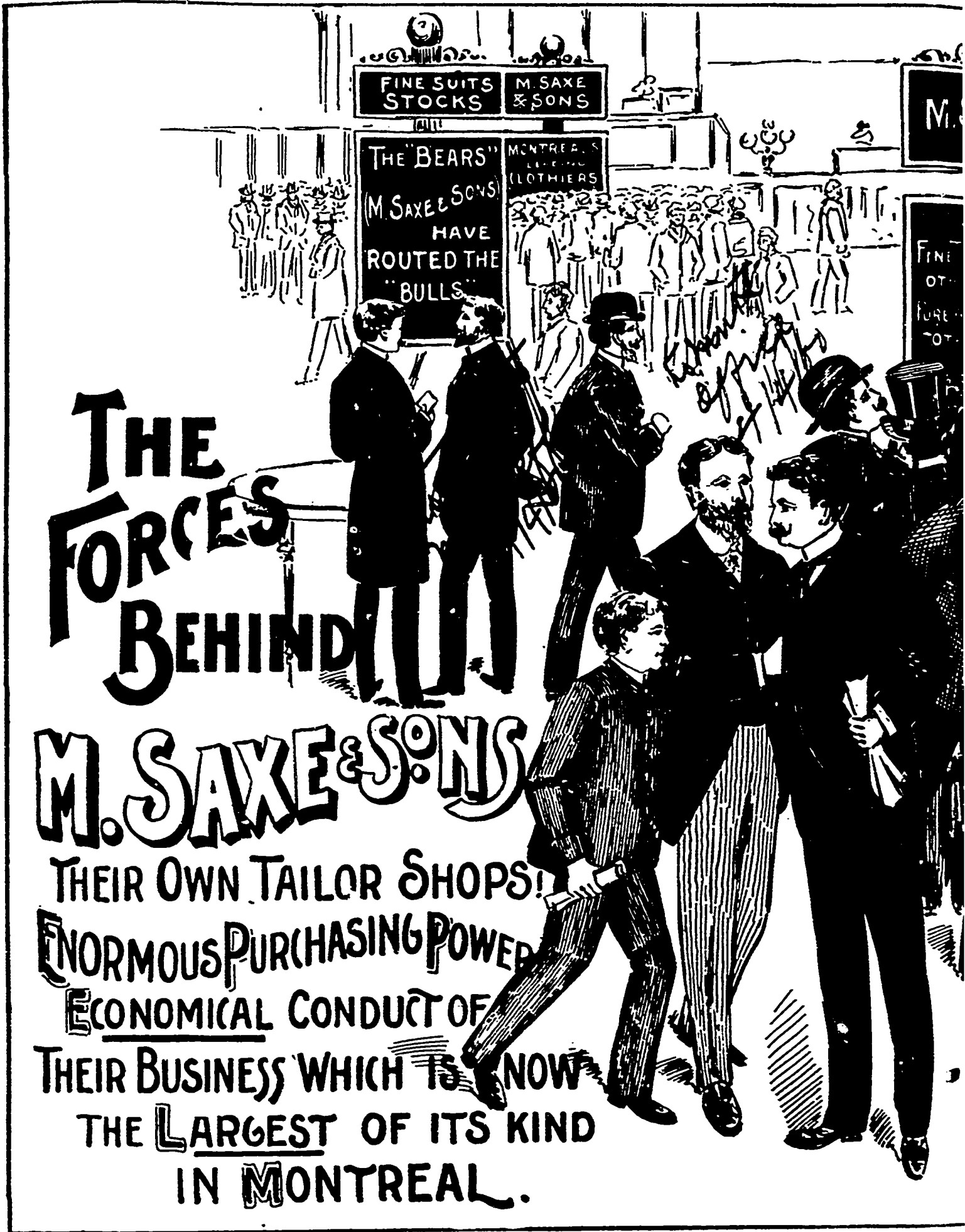


VARIOUS
QUALITIES

Active Service Color
... OF ...
Canadian Contingents
... IN ...
South Africa.

NISBET & AULD

Toronto.

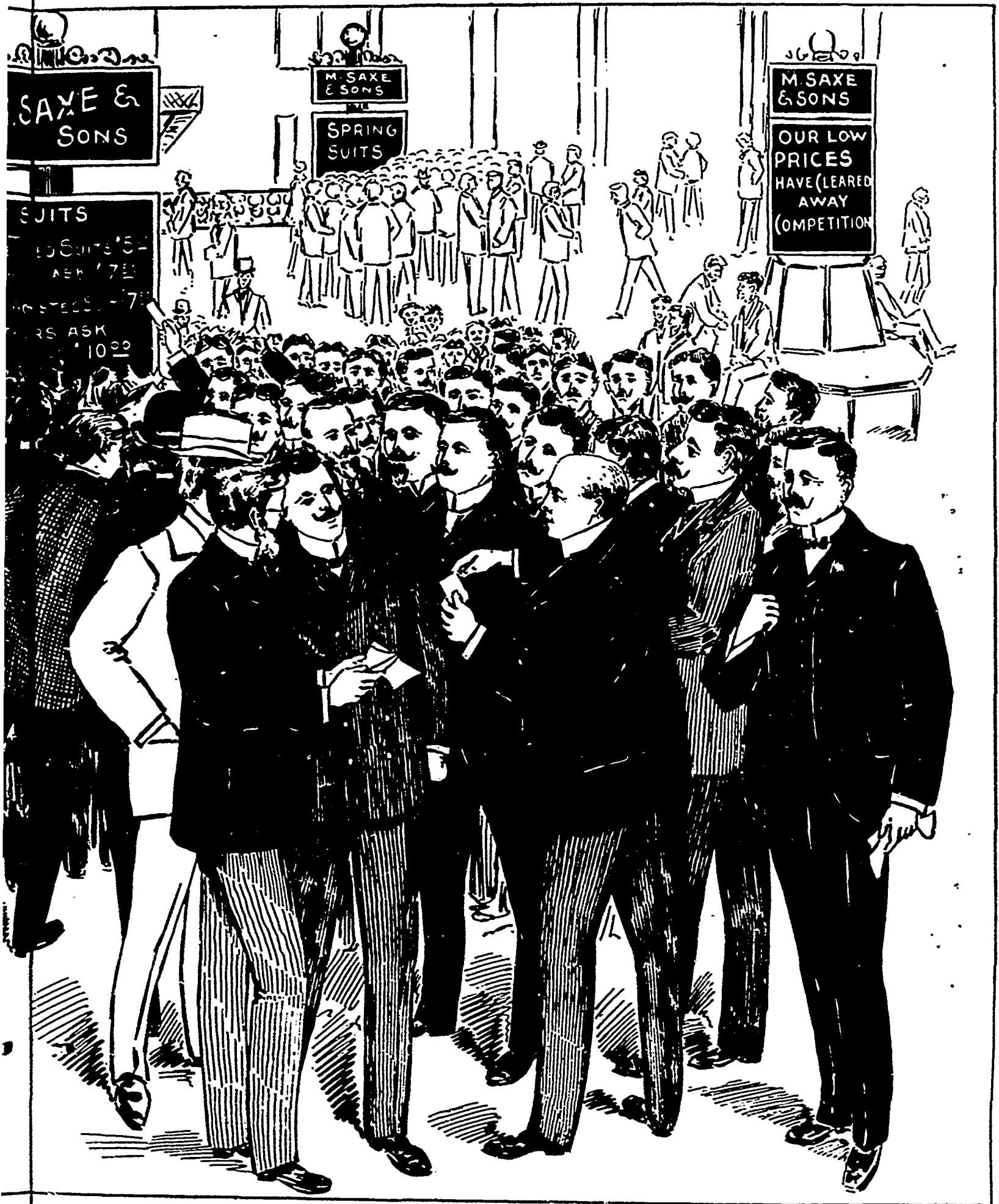


**THE
FORCES
BEHIND**

M. SAXE & SONS

**THEIR OWN TAILOR SHOPS!
ENORMOUS PURCHASING POWER
ECONOMICAL CONDUCT OF
THEIR BUSINESS WHICH IS NOW
THE LARGEST OF ITS KIND
IN MONTREAL.**

Scene on the London Woollen Exchange during the excitement of the last few



few months which put prices up on all woollen goods. We bought before the rise.

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.

It having come to the knowledge of Sir Titus Salt, Bart, Sons & Co., Limited, that these goods have been sold in Canada through an unauthorized agency, they hereby beg to notify the Trade that this source of supply has been stopped, and that the sole agents for the goods in Canada are:

The Gault Brothers Co., Limited,

Montreal

John Macdonald & Co.,

Toronto



Clothing and Woollen Trade.

AN EXCEPTION : NOT THE RULE.

THE following item has appeared in two exchanges which try to follow more or less closely the dry goods trade in Canada: "A local tailor remarked the other day that in a certain line he has given the preference in purchasing to English goods because the double width cloth was in all six inches wider than the Canadian cloth of a similar grade. It was a mistake, he thought, of the Canadian manufacturers, who had to compete with the imported article, to make this difference in the width of the cloth. The prices of the two lines he was comparing were the same, but it was more advantageous for him to have the British make, and he had bought it, as it was more profitable to him in cutting suits. As the Canadian makers have in every other respect taken such pains to compete with the imported cloths and have been so successful in the matter of style, finish and the holding of colors, there is reason to believe the difficulty mentioned will be overcome."

This article was shown by THE REVIEW to a firm doing one of the best and biggest trades in woollens and clothing in Canada. When an opinion was asked, one of the partners answered:

"Well, it may have been true that this tailor found such a remarkable difference in width between Canadian and English goods. But, if it was the case, it was very exceptional.

"Cloths are made in all countries on the basis of 28 in., $\frac{3}{4}$ yd., and $1\frac{1}{4}$ yd. Goods made in Canada and the United States are, as a rule, made and sold for all classes on a basis of 54 in. This width is, I consider, the most practical, because the least wasteful. British goods are made for various markets, having many standards of width, hence they come here in all widths. The table you see there has nothing but English goods. Hardly any two are quite the same width, and between the shortest and the longest there must be four inches difference. Our buyers are careful, so you will find that all of these come up to the 54-in. standard. The trade will almost always find that British, Canadian and United States goods will be always up to the widths for which they are bought. But cloths from continental Europe will generally be found, instead of coming up to the widths of Canadian cloths, to be from 2 in. to 4 in. narrower than the basis on which Canadian materials are made."

The Canadian manufacturer has no reason to worry over the number of orders that are lost to him because of the narrow width of his product. The demand for Canadian goods this season is greater than ever before, and must in every way be satisfactory to the home manufacturer. And he has, to a

very great extent, himself to thank for this, for, though the loyalty of the jobbers, particularly in Toronto, has done much to give Canadian goods the prestige they now enjoy, the way in which these goods have been turned out up to the highest standard in every respect, including both width and finish—has been the chief factor in causing them to be held in the high esteem in which they are held. To-day it is a well-known fact that Canadian-made woollens, both for men's and women's wear, are quite equal to those made in any other part of the world. In fact, in homespun for men's business suits, as well as for ladies' wear, Canadian goods lead the world, and are to-day being sold on their merits in London, where they get in free of duty, and in New York, Philadelphia and Boston, where they have to bear a duty of nearly 100 per cent.

Saxe & Sons, Montreal, wish to say that their travelers are now on the road with Fall samples; and they state that they will be enabled to quote old prices, as they placed contracts for many of their goods before the rise in the woollen market took entire effect. Special values are shown in all-wool, heavy tweed suits in dark patterns, at \$5. Also in beaver overcoats, French-faced, one-half satin linings.

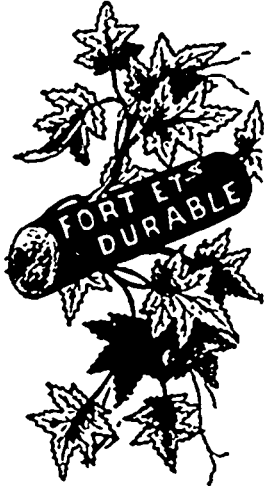
J. Rosenbloom & Co., proprietors of the Star Clothing Hall, Sherbrooke, have leased the store adjoining their present location. The two stores will be connected by an archway, and the new store will be filled with a new and complete stock of boots and shoes, giving additional space in their present stand for clothing, of which they will carry a still larger stock. The firm will have one of the most complete clothing stores east of Montreal.

The Palace Clothing Store, of New Glasgow, N.S., which has been conducted by J. Fisher Grant & Sons, has been closed. This firm have decided to open a branch store in Sydney, C.B., and have secured one of the most desirable locations in that growing town, where they will carry on the men's furnishing business on a large scale. Messrs. John and Harry Grant, sons of the head of the firm, will conduct the Sydney store.

McMillan & Torrie, of Orangeville, Ont., have been making extensive alterations and improvements. The premises have been greatly enlarged. The interior walls have been freshly painted and the arrangement of the goods greatly altered. The secret of the success with which this firm is

The Maple Clothing Co

DRUMMONDVILLE, P.Q.



Trade Mark

(Strong and Durable)

Be sure this stamp is on the goods you buy, there is none better made.

Manufacturers of

Blouses
Silk Blouses a specialty
Tailor-Made Skirts and
Jackets
Men's Negligee Shirts
Top Shirts
Whitewear of every description

Overalls and Jumpers
a specialty.

E. Pelletier, Manager, Fraser Building,
MONTREAL.

Our Specialties Spring, 1900

MEN'S BLACK AND BLUE

Worsted Suits

and.....

Whipcord Overcoats

~ SPECIAL VALUES ~

THE **G. A. THORPE** MFG. CO.

Wholesale Clothing Manufacturers,

57-59 Bay Street

TORONTO

Finley, Smith & Co.

Importers of ...

WOOLLENS and

TAILORS'

... TRIMMINGS

29 VICTORIA SQUARE

WM. C. FINLEY
J. R. SMITH

MONTREAL

Sole Agents for

Trafalgar, Britannia and Royal Navy Serges.

John Fisher, Son & Co.

Cor. Victoria Square and St. James Street

MONTREAL.



**Woollens and
Tailors'
Trimmings**

Letter Orders receive prompt attention.

101 and 103 St. Peter Street, QUEBEC.

20th CENTURY



CLOTHING SPECIALISTS

Goods sold on a cash basis save you at least 20 per cent. on the same grade of goods. Trade demanding better goods all the time. We are right in it on fine Tailor-Made Goods. Nothing but the best linings and trimmings.

EVERYTHING A MAN WEARS.

*Measured Suits to order "our specialty."
Right up-to-date.*

A. S. CAMPBELL & CO.
MONTREAL.

CLOTHING AND WOOLLEN TRADE.—Continued.

meeting seems to lie in the fact that they are first-class tailors as well as dealers in ready-mades. Nothing but the best goods in any grade, whether dear or cheap, find a place on their counters.

Travelers from the wholesale woollen firms will go out with a full line of Fall samples some time this month.

A New York fashion writer, speaking of men's clothing: "There is nothing new to be said of morning coats. The three-button cutaway continues in favor, but, of course, with the approach of warmer weather, will be less in evidence as a business coat. Cheviots and lambswool are the popular materials in black goods, while, in the brown and olive shades, herringbone and other fancy weaves of worsted are fashionable for Spring wear.

"Although still regarded by the "well-dressed man" as an extreme of fashion, the very short sack coat has the call now, and is destined to be seen frequently in Summer business suits. The coats are also cut with quite a full front. Grey and olive worsteds are favorite materials—as they were during the Winter in heavier weights. For Summer wear, flannels will be used to a very great extent. Grey promises to be the fashionable color of Summer. Waistcoats for sack coats may be either single or double.

In Spring overcoats, the Raglan fad is quite noticeable. With the thinner goods that this season demands, it cannot be said that the Raglan sets very gracefully upon the average man's shoulders, but, in the matter of comfort, it seems to be eminently satisfactory. For wearing over a dress suit, the skeleton grey Raglan is, to a certain extent, superseding the Inverness cape. The Raglan, in this respect, serves its highest purpose, for it never was a street coat.

"The dressiest light overcoats for street wear remain those of black lambswool cut in sack style and faced to the edge with silk or satin. Covert coats are unchanged—that is to say, they are quite short and have straight, full backs. They may be made with or without lower pockets.

"Golfing garments will show a distinct change in the increased popularity of flannel trousers, rolled up, of course, at the bottom. They have been found quite as practicable as knickerbockers on the links, while they are certainly dressier off the links when golf is not the sole feature of one's day. In cycling and other outdoor suits, nothing startlingly new is announced in New York."

REOPENING AT ST. THOMAS.

The Robertson, Lindsay Co. reopened their new store in St. Thomas on March 24. The whole building is modern throughout, and thoroughly up-to-date. Twenty-five feet on the east side have been separated from the main store and converted into a ready-made clothing store, which will be conducted under the firm name of Lindsay & Oke, the partners being Thomas Lindsay and William Oke. In the centre of the dry goods store are three runs of shelving, which will be used for the hosiery, gloves, smallwares, corsets, underwear, ribbons, dress trimmings and men's furnishings. On the west side is the staples department, and, on the east side, dress goods. At the south end of the building are the millinery showrooms, mantle department, offices, workrooms, parcel rooms, etc. The upstairs will be used for carpets and house-furnishings. A large archway connects the ready-made clothing store with the "big store." Miss Wilson, who has been with Pratt & Co., Hamilton, for several years past, will have charge of the millinery.

MESSRS. PATON & CO.'S IMPROVEMENTS.

THE firm of James Paton & Co., Charlottetown, have recently completed some extensive changes in their establishment. It will interest the trade to know in detail the changes which this successful firm have introduced in accordance with modern notions of convenience and taste. By removing the private offices farther to the rear the middle of the store was made light by giving two more windows. A centre stairway was removed to one side, and the main elevator also moved to the rear. Moveable tables replace lengthy ones. The millinery and mantle department is finely lighted at the back. Near it the firm are fitting up a room in which a new department, ladies' ready-made dresses and skirts, will be shown.

A new hardwood floor has been handsomely laid in blocks and doubly varnished. The old heating coils previously in use have given place to a new circular apparatus surrounding the pillars in the store. The electric lights are suspended from the pillars instead of from the ceiling as before.

The old system of displaying goods upon wires from end to end of the store has been abandoned, and the modern method of display by means of brass rods suspended by tiny chains from the ceiling has been adopted. These rods are about five feet in length and being arranged diagonally along the sides of the store the different goods thereon are readily and distinctly seen.

The counters have been remodelled, varnished and rendered adjustable, greatly to the convenience of the staff, while the ceiling and cornices have all been finished in white. Messrs. Paton & Co. are to be congratulated on the success of their operations.

The Victoria Colonist denies rumors that the northern trade is falling off and that the Coast cities are feeling it in decline of business. The rush to Dawson City may not keep up, unless fresh discoveries of importance are made, but the Atlin district, and especially the reports from the Big Salmon River indicate a better year than ever in trade with the north.

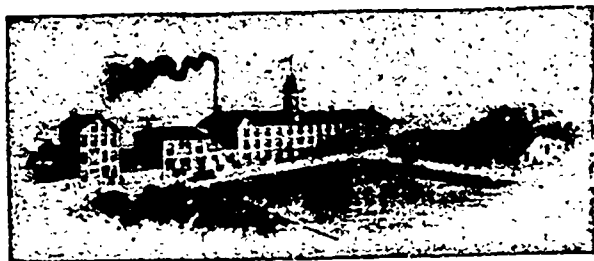
A British manufacturer, who never did business in Canada before, but who has been encouraged to begin under the new tariff, has written as follows to his representatives here: "I am pleased to hear that you are satisfied with our business transactions so far, and can only reciprocate the feeling. The results obtained up to now have far exceeded my expectations. I had no idea that, considering the small population, the business would be so important."

Some very handsome goods in renaissance lace collars and ties, as well as a number of other lace lines, are being shown just now. The trade in these goods seems to be exceedingly brisk. It is astonishing to hear the prices which, in city trade especially, are being paid by people for such articles as lace ties, mats, counterpanes, and similar goods. The Battenberg work in different styles is all the go. Looking over some of these new goods, which Mr. R. H. Cosbie, Manchester buildings, Toronto, is now showing the trade, some beautiful lace ties, black and white, with and without fringe; a line of French vals, renaissance trimming, used for millinery and dress purposes; all-overs, in a great number of designs, veils, etc., are to be found. In curtains, also, Mr. Cosbie showed samples of Nottingham, French, Belgian, and Swiss goods, including the new applique, Marie Antoinette, and renaissance effects.

The Galt Knitting Co.

LIMITED

GALT, ONTARIO.



Makers of the

"Tiger Brand"

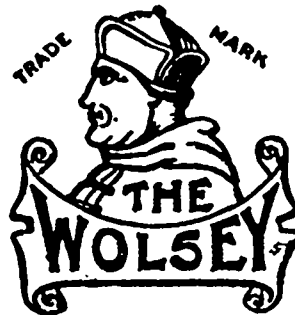
of Underwear, in plain and fleeced effects.

EIDERDOWN SPECIALTIES
and **SHOE LININGS.**

The Wolsey

Unshrinkable

Underclothing



UNSHRINKABLE

Registered in Canada.

TO BE OBTAINED FROM ALL THE LEADING WHOLESALE HOUSES.

THE BURLINGTON LAUNDRY,
RIGAUDT ROAD, FULHAM, S.W., 20th Dec. 1898.

DEAR SIR,

We have washed one of the vests called "Wolsey," whilst the other was kept to prove the shrinkage of the washed article. We have washed and re-washed the article many times, and there is no appreciable difference in the size when compared with the unwashed article. It was put into the boiling water, and into water which contained soda, and in every way treated very badly, but it has now come out, after all these trials, exactly the same size as that which has never been in water.

Yours truly,
THE NEW BURLINGTON TROY LAUNDRY CO.,
J. E. Hunt, Secretary.

GARMENTS BEARING THE "WOLSEY" TRADE MARK

Will not shrink.
Will not thicken nor felt.

Will retain their softness and elasticity.

Will not irritate, nor have they undergone any treatment rendering them injurious to the skin.

Wolsey Garments are English made.

Wolsey Garments are All-Wool and thoroughly hygienic.

Fall, 1900.

Canadian Woollens

and

General Dry Goods

See



Fleecy Lined Shirts and Pants. Knitted Shirts. Flannel Shirts. Cloth Shirts. Fleecy Lined Top Shirts.

Our



Cardigans. Pull-overs. Jerseys. Socks. Over-socks. Hosiery. Mitts. Fingerings. Yarns, etc.

Travellers'



White Blankets. Colored Point Blankets. Rugs. Grey Blankets. Horse Covers. Horse Blanketing.

Samples



Beavers. Meltons. Serges. Suitings. Pantings. Dress Goods. Flannels. Druggets. Etoffes. Friezes.

Sample Rooms
Temple Building,
MONTREAL

P. Garneau, Fils & Cie.

QUEBEC.

Sample Rooms
Sandford Block,
WINNIPEG.

HARRIS & COMPANY, Limited

ROCKWOOD, ONT.

Established
1867.



Incorporated
1899.

Woolen Goods from Pure Wool

Our Samples for Fall Season, 1900, are in the hands of our Sole Agents, MESSRS. E. J. DIGNUM & CO., 27 MELINDA ST., TORONTO, whose travellers are now out.

Never before have we shown so complete a range of shades, colorings and effects in plain and fancy Homespun Suitings and Costume Cloths, also 30-oz. and 36-oz. Overcoating Friezes and Yarns. The latter are a Specialty, made in two, three and four ply, carefully put up in six-pound Spindles of 24 skeins each.

We invite the closest inspection of the Trade to our Woolen goods, and would respectfully ask the buyers that our samples be seen and prices quoted before placing orders for the coming Fall Season.

"Glovine"

THE MODERN CLEANSER.

Do you know what it does?



CLEANS GLOVES!

of all kinds.

Put up in 16 oz. bottles, and on sale by all leading dry goods stores.

Canadian Agent,

FRED. W. WINTER,
33 Melinda St., TORONTO.

MANUFACTURED BY

THE GLOVINE MFG. CO.
WILKESBARRE, PA

We Can Do It

When you are sorting up your lines of UNDERWEAR you want it in a hurry.

We can now give you very prompt delivery of our Perfect-Fitting Ribbed Underwear in ladies', children's and infants'; men's natural and lambs' wool.

The C. Turnbull Co.,
of GALT, Limited.

GOULDING & CO.,
30 Wellington St. East,
TORONTO.

JOS. W. WEY,
6 Bastion Square,
VICTORIA, B.C.

The ...

"Beaver Brand" Macintosh

This is what our customers say: "Never had Macintoshes that gave such satisfaction as the 'Beaver Brand' "

HAVE YOU TRIED THEM YET?

If not, begin the new century with Macintoshes that will give the greatest satisfaction to you as well as to your customers

**THE BEST AND CHEAPEST MADE
OR SOLD IN CANADA.**

You can get them until May 1st at the present prices.
Write us if our traveller does not call on you.



The Beaver Rubber Clothing Co.

1490 Notre Dame St., MONTREAL.



"RAGLAN."

"Tiger Brand" Clothing



As we say to the individual in our big retailing department, we say to the trade through the wholesale department—"the label is your guarantee."

We believe "Tiger Brand" Clothing is the best clothing being produced in Canada to-day—in every way—style and quality. What we believe, the trade is proving—and perhaps the best evidence of it is the fact that in a twelvemonth we've well nigh doubled the output.

Yes, Sir! it pays to have the high quality to sell, and the sooner you admit it for yourself—well, the better for your trade—splendid assortment of most everything you could need for men and boys—all the year round—come to market or write.

E. BOISSEAU & CO., Temperance and Yonge, **TORONTO**

THE TRADE MARK

“S·H·&M·”

stamped on the back of Bias Velveteen Skirt Binding, signifies that it is the best Skirt Binding that it is possible to produce; that it is made by a firm engaged exclusively in the manufacture of Skirt Bindings, from material **woven expressly for the purpose, evenly cut and smoothly joined.**

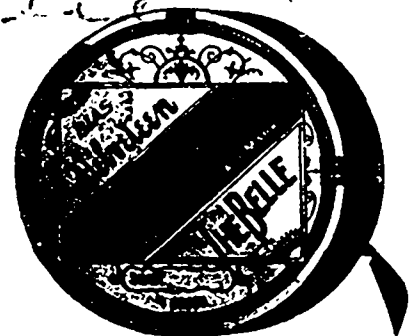
How much easier and more profitable to handle Bindings thus made, than to bother with cutting off pieces for Bindings from Velveteen made for millinery or trimming purposes.

WE CARRY THE FOLLOWING IN STOCK AT OUR TORONTO WAREHOUSE



see illustration

S.H. & M. REDFERN Bias Corded
Velvet, 1 3/4-in. wide.



S.H. & M. BELLE Plain Velveteen
1 3/4-in. wide.

The STEWART, HOWE & MAY CO.

Originators and Manufacturers of S.H.&M. Skirt Bindings

24 Front Street West, TORONTO, ONT.

MANCHESTER, ENG.

A HAPPY EVENT.

Presentation and Dinner to Mr. F. C. Skelton by the
Employees of Skelton Bros. & Co.

It was indeed a very happy gathering that assembled at the Queen's Hotel, Montreal, on Thursday evening, the 22nd Feb., to celebrate the opening of the handsome new factory recently erected by Skelton Bros. & Co., the well-known shirt and collar manufacturers, on the corner of Duke and William streets. The employes of the firm decided to mark the event by tendering to their respected head, Mr. F. Chas. Skelton, a presentation and a dinner, which took place as above mentioned.

The dinner was served in the usual first-class style of the Queen's Hotel and reflected great credit on the cuisine of that deservedly popular establishment.

The chair was taken at 8.30 p.m. by Mr. W. A. Brown, the manager of the firm, and on his right sat the guest of the evening. The vice-chair was ably filled by Mr. W. G. C. Lanskaill, the firm's cashier, and a very large number of the employes gathered round the festive board.

After ample justice had been done to the good things provided to refresh the inner man, the chairman proposed the time honored toast of "The Queen," which was loyally drunk and the National Anthem sung.

Letters and telegrams were read from two of the firm's leading and most popular travelers—Mr. Jos. O'Hara and Mr. J. J. Doran—the former who represents the firm in Western Ontario, and the latter in Manitoba and British Columbia, expressing regret at their unavoidable absence and best wishes for a happy evening and great success to the new factory.

Mr. Brown then rose and read a beautifully illuminated address to Mr. Skelton, signed by the employes, congratulating him on his success in the past and hoping for increased success in the future, and expressing the hope that for many years to come he would continue to direct the important work in which he had been so long engaged. He then presented him with three very handsome chairs for his private office. Miss Wheeler presented a basket of beautiful roses to Mrs. Skelton.

The chairman then called upon Mr. Walter Radford to propose the toast of "The Firm," which that gentleman did in a neat speech, calling attention to the long and honorable career of the oldest shirt and collar house in Canada, and urging each and every employe in his various station to do his work honestly and well, thus insuring increased success to the firm they all esteemed so highly.

Mr. Skelton replied as follows :

"Mr. Chairman, Ladies and Gentlemen,—I do not know how I can express the deep emotion I feel and the sense of gratification at the manner in which you have proposed the toast of the firm, and the dinner arranged for my entertainment. I thank you for the valuable and handsome furniture you have bestowed upon me for my office, for the illuminated address and for this beautiful gift of flowers which I am to take to Mrs. Skelton. But, beyond the value which I place on these things, valuable and beautiful in themselves as they are, I appreciate far more highly the kindly feelings which they are intended to express, and I only regret that Mrs. Skelton is not

able to be present to-night to share your hospitality along with me. She has recently suffered deep bereavement, and I know you will understand this is a sufficient reason why she cannot attend this brilliant function.

"Now, I will not attempt to make a speech to you. I am not accustomed to expressing myself in this way, and I do not think you will expect very much from me in that way. The art of speechifying is only to be cultivated, like all other things, by definite thought followed by frequent practice. It is not one of my accomplishments, and the gift of tongues does not seem to have fallen upon me, but I would like to tell you in a plain, simple way how much I appreciate your kindness towards me and the pleasure it gives me to see expressed what I have always known to exist, the sense of comradeship among the employes. It is a very proud moment in my life to be here to-night receiving this testimony of your regard, although in my heart I do not feel really I am worthy of it. However, if you think differently, I accept it in the same spirit, and take more pleasure from it than perhaps you can conceive. On this occasion, when we are just entering a large, new factory, filled with new machinery and very many modern appliances, I would like to pause for one moment and go back in retrospect a little over a quarter of a century to the time when our business was started; for you know it is beyond the quarter century mark since we first began to make shirts, and, during all that period, the constant effort has been towards advancement and improvement, and that we have to-day a large and prosperous business in our hands, is due to that one idea predominating all connected with this business, each striving towards progress and improvement. That this concern is in existence to-day is not originally due to thought of mine, but rather to that of my brother, Mr. Leslie Skelton, who has not, however, been for many years in any way connected with the firm owing to the condition of his health. But in the early days of this concern, during the dangers and difficulties of establishment, among the rocks and shoals of a pioneer path, it was his hand that guided and his wisdom that directed the affairs of the firm. Of late years the direction has devolved upon me, and I would like to say now that whatever measure of success has attended this firm of late years I attribute largely to the energy, diligence and wise counsel of the friends I see around me to-night and other members of the staff, who, although not actually present at the moment, are represented by you.

"The manner in which our move from the old to the present factory has been carried out is an immediate instance of this which must be present to the minds of us all. It has been a hard and trying task, taxing the courage and endurance of all connected with the business, and that we have got the work done so well, so quickly and so thoroughly justifies me in saying to-night that the staff who operate this large factory are the equal of anything on the continent of America. Before work was stopped in the old factory and prior to the moving of a single machine, everything was carefully planned and thought out to its conclusion. It was arranged by whom each machine should be moved as well as how and when. It was carefully set down what the exact location of each machine should be in the new factory. Hands were detailed to have all moved from the old, and others to receive everything as it arrived at the new. By this system each one knew his duty down to the youngest junior, so, when the "great trek" began, everything having been carefully committed to paper and each day's work decided upon in advance, no unnecessary delay occurred and each one knew what he ought to do. I think Mr. Brown, to whom we all owe so much during this rather

SPRING TIME . IS A GOOD TIME . PRETTY COLORS
TO BUY

The M. & K. Mfg. Co's Goods

Carried by the leading Jobbers in Canada from the Maritime Provinces
to the Pacific Coast.

Morse & Kaley's Silcoton

Morse & Kaley's Silcoton Embroidery

Morse & Kaley's Turkey-Red Embroidery

Morse & Kaley's Knitting Cotton

Victoria Crochet Thread, etc., etc.

ROBERT HENDERSON & CO.

Dry Goods Commission Merchants

181 and 183 McGill Street

MONTREAL

Fall 1900

WAIT FOR LATEST CORRECT NEW YORK STYLES.
WAIT FOR LATEST CORRECT NEW YORK STYLES.

The Victor Manufacturing Co'y

Manufacturers
of



LADIES' CLOAKS,
SUITS, SKIRTS, Etc.

*** Quebec, Que. ***

WAIT FOR LATEST CORRECT NEW YORK STYLES.
WAIT FOR LATEST CORRECT NEW YORK STYLES.

A HAPPY EVENT—Continued.

difficult time, and all the other heads of departments planned the work accurately and well; the result proves that. But everyone will perceive in a moment that without the energy and esprit de corps that existed among the general staff all this forethought would have been worth nothing. A large contractor, who visited me last Monday morning and walked through the factory, expressed himself as being greatly surprised to see the machinery running again complete within a week. He told me he had seen a good many firms move their machinery, and had assisted himself in the moving of some, but he had never seen a large plant moved as this one had been, so quickly and without any subsequent alterations necessary, for, as you know, in our case the original plan was adhered to in respect to even the smallest and most unimportant machines."

"Mr. Radford, who proposed the toast to which I have now the pleasure and honor of replying, says that he finds others here to-night, some who have been longer in the employ of the firm than he has. Well, that is true, but I do not feel towards Mr. Radford as though he were not one of the old staff. When his duties in life were apart from ours, and when his path lay elsewhere, it was my pleasure and privilege to know him personally for very many years, I don't exactly remember how long, but I do know it is over 20 years. During all that long period he has been a good business man, of sound judgment, always willing to help a friend where he could, and his reputation in this city singles him out as a man of high integrity. As a traveler, he has carried our flag to victory in the Atlantic Provinces, and the future seems to point to a plentiful success awaiting him there.

"This firm owes a great deal to its travelers. They are the men who meet our customers face to face in daily conversation, and as the traveler represents the firm, so the firm must appear to the customers. I believe the factory operators will find that our travelers, who are men of sterling worth as well as of sound business judgment, will continue to provide orders that will keep the machines busily running during the full 12 months of the year. I can only tell the travelers that, with the increased power of our plant, and that with the new machines we have added, they are going to find it a difficult task to sell more stuff than we will be able to manufacture. In the old factory, it is true, they did get a little ahead of us at times, but I think a cure has been found for that. We have in our factory, in the warehouse, and other departments of the business, people who have been working for the firm well-nigh since its inception. There are not only one or two isolated instances of this, but I have in mind quite a number of old employes who understand this business. Any skill or knowledge that is known to the trade they know, and they make it their business to find out everything new as quickly as it transpires. Now, if the travelers think they can keep ahead of this plant and this staff of hands, they can go out and have a try at it. One thing they will assuredly find, that the amount of our output will be amazingly increased from what we have been doing, the plant having been, as you know, very much added to in all departments. I might mention casually that if the steam pipes, which have been put into the building during the past 10 days, to say nothing of what was put in during construction, were strung together in a straight line, they would reach from where we sit to the top of the mountain and back again.

"I would like to say one word of encouragement to the juniors in this business before I sit down. It is necessary that new life should be constantly infused into the business. These young people are working well for the business and I hope the

growth and increase of the business will continue in the same proportion as during the past few years. If it does there will be new departments that will require managers. There will be new branches added to the industry which will require men and women to direct them, and naturally we must look to the younger people around the business to fill these posts. Let me say to them all that it is by careful attention to what may seem comparatively small things that they will best fit themselves for their future work. Large and important matters are recognized as such by everybody and rarely neglected, but it is by the little things of daily life our characters are most trained. I am glad to know that amongst our staff it is clearly recognized by, I think, everybody that the large and important matters almost take care of themselves. They cannot be missed. But it is in smaller affairs in which the skill to direct and the power to manage can be best acquired."

Mr. Lanskill proposed "The Travelers," which was very ably responded to by Mr. C. Harold Skelton, the youngest traveler of the firm. The toast of "The Office" was proposed by Mr. Brown and replied to by Mr. Lanskill.

Mr. F. H. O'Brien, the popular city traveler of the firm, in a very happy speech proposed "The Warehouse and Factory," to which Mr. Brown responded.

Mr. J. E. Fradd proposed the ever-popular toast of "The Ladies," closing a very neat speech with the unanswerable question—what could we do without them? Mr. Arthur Skelton replied most acceptably on behalf of the ladies.

During the evening Miss Wheeler recited "Our Royal Canadians"; Mr. Fred Richan sang "Sweetheart Sue" and "Bid me Love"; Mr. J. J. Masterson, "There'll be a hot time in the Transvaal to-night"; Mr. Ranshansar, "Friends."

"God Save the Queen" and "Auld Lang Syne" brought a very happy evening to a close and it was long after midnight when the jolly party broke up.

WOOL FROM MANY SHEEP.

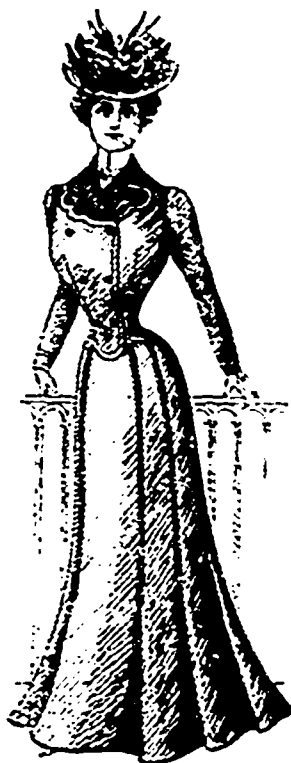
A wool sorter is a factory hand who stands all day at a table on which great, soft masses of wool are piled, sifting out the dirt and waste from this, and sorting the good wool that remains. In a single fleece (or shearing from one sheep) there are 32 grades of wool. These fleeces do not come to the sorter whole, but piecemeal, jumbled together in great bags. He recognizes their several grades as a pianist recognizes the keys of his instrument. A good sorter can also tell at a glance the nationality of his wool, whether it be Chinese, Egyptian, Persian, Alaskan, etc., while in the case of Western, American, or Territory wool he can even hit on the Territory it came from, being guided by the texture of the staple and by its color, which corresponds with the color of the soil on which the sheep has grazed.

A few statistics in regard to the new building to be erected by John Wanamaker, in Philadelphia, may give some idea of the massive proportions contemplated for the structure. It is decided that the building shall be 10 storeys in height and cover the space now occupied by the old store. As first proposed it will be erected in quarterly sections, six months being required for the furnishing of the iron and beams of one section, or two years for the entire framework alone. The new store will eclipse all the other lofty structures that have so far clustered around the new city hall, in Philadelphia, and leave nothing but the tower of that building visible to those viewing it from a distance.

A critical examination of our goods is what we ask.

THE Northway GARMENT

Have you noticed how natty, neat and attractive the tailor-made suits look—especially this season's goods? To all appearance nearly every one of them look as though they had been specially fitted—that is the advantage we offer you in the Northway Garment. It has all the appearance in fit, finish and style of a personally fitted garment. Our system of measurement and making enables us to do it. In fact, the majority of those stylish-looking suits are the Northway. The price controls only the material—the care necessary to make even the lesser priced goods have a stylish appearance is always insisted upon.



If you cannot wait for our travellers, who are now on the road, write us.

John Northway & Son

Limited

32 Wellington Street West,

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 eminently fitted to represent them in this country.

W. A. BAKER 43 St. Sacramento Street

Manufacturers' Agent, MONTREAL

Representing—KRAMERICH, WERTHEIMER & Co., Bradford, England, Italians and woollens, FRIEDRICH & FULDA Plauen, Germany, lace, HENKAL, COLLADAY & Co., Philadelphia, U.S.A., manufacturers of dress trimmings, fringes and upholstery goods, STANKFELD BROWN & Co., Bradford, Eng., carriage cloths, meltons, etc.

R. FLAWS & SON, Manchester Bldg., Toronto. Melinda St.

Dry Goods Commission Agents.

Representing:—Wm. SIMPSON, Sons & Co., Philadelphia, Pa., Prints, Linings and Draperies, CARTWRIGHT & WARNERS, Limited, Loughborough, England, Hosiery and Underwear, D. SANDENAN & Co., Leicester, England, Yarns and Warps.

A. ROLAND WILLIAMS Manufacturers' Agent, Room 509 McKinnon Bldg 19 Melinda St., Toronto, Woollens, Silks, Ribbons, Gloves, Fancy and Staple Linens, Felt Hats, Dress Trimmings, Canvas, etc.

The following

is a partial list of the Goods we manufacture:

The Sun Lighting Machine.

(sprinkling system.)

The Beacon Acetylene Machine.

(immersion system.)

The Simplex Acetylene Generator.

(the best and cheapest machine made for supplying a moderate number of lights.)

The Duplex Acetylene Machine.

(the only machine that will supply both Light and Heat from one and the same machine.)

Acetylene Gas Stoves and Ranges.

(for use with the above machine.)

Special Photographic Apparatus.

(beats sunlight for photography.)

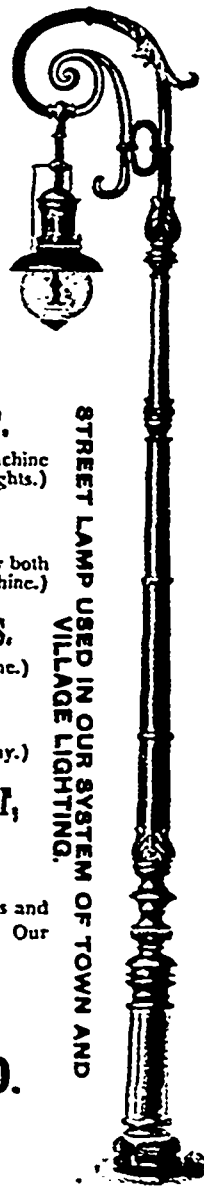
The "Crescent" Acetylene Burner, Acetylene Gas Meters, etc.

We also make a specialty of lighting Towns and Villages, for which we design special apparatus. Our goods are all guaranteed. Send for catalogue.

THE ACETYLENE MANUFACTURING CO. LIMITED

Head Office, LONDON, ONT.

Capital, \$300,000.



STREET LAMP USED IN OUR SYSTEM OF TOWN AND VILLAGE LIGHTING.

CANADIAN COTTONS ADVANCING.

ON March 19, the Canadian Colored Cotton Company issued to the trade their revised price list for Fall goods. As will be seen by the following table, there is not the slightest tendency to an abatement of the advances. Every single item shows a rise, this, in some cases, amounting to nearly 20 per cent. There is, of course, a possibility of further changes before June, and it is not likely that orders would be taken just now at these prices:

APPROXIMATE ADVANCES					
Awings	15	per cent.	Ginghams	7 1/2	per cent.
Ottomades	5 to 10	"	Dress Goods	10	"
Tickings	7 1/2 to 10	"	Elderdowns	9	"
Shirtings	5 to 7 1/2	"	Napped Sheetings	10	"
Flannelettes	12 1/2	"	Silence Cloth	10	"
Shakers	5 to 10	"	Denims	10	"
Saxony	5 to 10	"	Blankets	5 to 15	"
Domets	4	"	Yarns, Warps, etc	5 to 15	"

ACTUAL ADVANCES SINCE DECEMBER.

It is instructive to compare the above with the price list issued in December last. By making this comparison it is found that between December 1 and April 1 the advances in the 19 lines in the list have been as follows:

c		c		c		c	
per yd.		per yd.		per pr.		per yd.	
Awings	5 to 10	Ginghams	5 to 10	Apron Ginghams	1/4 to 1	Elderdowns	1
Ottomades	5 to 10	Napped Sheetings	1	Silence Cloth	1 1/2	Denims	1/4 to 1 1/2
Tickings	5 to 10	Blankets	2 1/2 to 15	Yarns	1 1/2 to 2 1/2	Warps	1 1/2 to 2 1/2
Shirtings	5 to 10	Blankets	2 1/2 to 15	Blankets	2 1/2 to 15	Blankets	2 1/2 to 15
Flannelettes	5 to 10	Blankets	2 1/2 to 15	Blankets	2 1/2 to 15	Blankets	2 1/2 to 15
Shakers	5 to 10	Blankets	2 1/2 to 15	Blankets	2 1/2 to 15	Blankets	2 1/2 to 15
Saxony	5 to 10	Blankets	2 1/2 to 15	Blankets	2 1/2 to 15	Blankets	2 1/2 to 15
Domets	5 to 10	Blankets	2 1/2 to 15	Blankets	2 1/2 to 15	Blankets	2 1/2 to 15

The Dominion Cotton Company advanced grey cotton March 24 from 5 to 10 per cent., making 20 to 40 per cent. all around in the past four months. White cottons were advanced 10 per cent., carpet warps 5 per cent., sheetings 7 1/2 per cent., pillow cottons 5 per cent., ducks 5 per cent., drills 5 per cent., bleached piques, 1/4 to 1c., quilts, 2 1/2 to 7c., towels, 5c. per dozen, towelling, 1/4 to 1/2c., canton flannels 5 per cent.; bags unchanged.

The Montreal Cotton Company advances, recorded March 21, are: Sateens, silkalines, italians, 1 to 2c. per yd.; cashmere, 1c.; muslin, 1c.; costume twills, 1 to 1 1/2c.; shirtings, 1 to 2c.; turkey reds, 1/4 to 1/2c.; jeans, 1/4 to 1c.

The St. John mills of Wm. Parks & Son, Limited, have advanced prices to the same basis as the other mills.

CHANGES IN MAGOG PRINT LIST.

In last issue we gave the new price list for Fall, 1900, of Magog prints. This is now superseded by the following, issued March 20:

Saltstays	8	Ladae Tweed	12
N. F. Fancy Outlines	9	Heavy Mole	16
N. H. Fall Suitings	9	Extra Heavy Mole	20
Fancy Wrappettes	11	Twill Crestone	25
Reversible Wrappettes	11	Ottoman Crestone, 2 1/2 in	25
Costume Twills	10	Oatmeal	11
Coat Lining	1 1/2	S. C. Indigo	25
T. K. Napped Skirting	11	N. H. H. Indigo	10 1/2
M. K.	11 1/2	D. C.	18 1/2
Morven Skirting	10 1/2	G. C.	12 1/2
N. X. K.	10 1/2	H. H. H. Prints	9
Heavy Twill	11 1/2	H. H. H. Anillies	10
		Napped Sateens (Anillies and Indigo)	12 1/2c.

SLEEVE LININGS

No. 11	10
No. 21	11 1/2
No. 31	12 1/2
No. 41	13 1/2

OVERCOAT SLEEVE LININGS.

No. 11 X	10
No. 21 Embossed	11 1/2
No. O. C.	12
No. O. C. Embossed	13 1/2

THE NEW YORK MARKET.

The New York Dry Goods Record of March 24 says: "That the market was not an active one for any classes of goods had the support of an abundance of facts, the greatest

one of all being the inability of the mills and commission merchants being unable to respond to the quantities and deliveries asked for by purchasers of every description of cotton goods. As remarked in this column the latter part of January, that of many cotton goods there would be an actual famine by the time the ides of March were here, becomes more realized every succeeding day, as purchasers find it impossible to have new engagements accepted for reasonably near deliveries. And that fact is more annoying than all others complained of.

"It is a condition they have never before experienced, and some purchasers are loth to believe the mills are so oversold, yet it can be vouched for by those in closest touch with the selling agents. With such a very nominal, if any, supply of stocks to draw upon, it is heartless nonsense to regard the market as otherwise than exceptionally strong. A similar feeling was abroad in December, when stocks were fuller and the mills were not so sold ahead, and the price of cotton less than 8c.; hence, those who figure on any other change in values, except higher ones, will find themselves most egregiously mistaken.

"As a whole, the merchandise situation is in as healthful a condition as could be wished for, which conclusion is supported by the readiness of the majority of purchasers having placed such very full engagements for Autumn so far in advance of requirements, and such purchases included full quantities by those that are regarded as constitutional growlers, and by some of them for the Spring season of 1901. Such advance purchases are not in keeping with their views of the market for seasonable goods, because not procurable through the output of the mills being so oversold. The market for cotton goods closes with more tone apparent."

As another evidence of the strength of the Canadian market, the following circular to the trade by Messrs. Wm. Parks & Son, Limited, cotton manufacturers, St. John, N.B., will serve:

"DEAR SIRS,—In consequence of the advancing cost of nearly all the materials entering into the manufacture of our goods, we beg to notify our customers as follows: All goods made by us are subject to an advance in price at any time without notice. In case of an advance in prices, any orders which have not been accepted and acknowledged by us, with prices and quantities specified, will not be recognized by us as entitled to be filled at the old prices."

C. Kirkpatrick, ladies' furnishing store, Parrsboro', N.S., writes: "Enclosed please find four dollars, covering my subscription to THE DRY GOODS REVIEW for 1899 and 1900. I find THE REVIEW a great help."

In our January issue it was stated that Mr. L. N. Rosenthal, of The National Rubber Co., had previously been one of the partners in The Beaver Rubber Clothing Co., of which Mr. E. L. Rosenthal, his brother, is proprietor. This was incorrect we are informed, as Mr. E. L. Rosenthal has always been sole proprietor. Mr. L. N. Rosenthal, however, worked for his brother in The Beaver Rubber Clothing Co.

The dry goods houses in Montreal, most of them, had teams in the Dry Goods Hockey League during the Winter. The championship match was played at the Victoria Rink between the employes of The W. R. Brock Co., Limited, and Gault Bros., Limited. Mr. Hugh Baird refereed the match, which was won by The W. R. Brock Co. Limited's team by 10 goals to two.

INSOLVENT NOTICE.

In the Matter of... **JOHN AITKEN & CO., Montreal**

The subscriber has received instructions from the curator to sell by public auction, absolutely without reserve, at the store of the insolvents, 1767 Notre Dame street, Montreal, on

THURSDAY, 5th APRIL,

AT 11 O'CLOCK A.M.,

The following assets of the above estate, in two lots:

Lot No. 1.—The stock in trade in store 1757 Notre Dame street, consisting of a fine assortment of Haberdashery, Hosiery, Underwear, Blouses, Silks, Flannels, etc.

Amounting, as per inventory, to.....	\$12,281 89
Stock in hand.....	619 49

Total.....	\$13,031 38
------------	-------------

Lot No. 2.—Furniture and Fixtures, Show Cases, etc. 2,452 15

TERMS CASH—Purchaser to deposit 10 per cent. on adjudication. Stock and inventory can be seen and all information obtained on application to the Curator, MR. A. ANGUS, between the hours of 10 a.m. and 12.30, and 3 p.m. and 5 o'clock each day on the premises.

WALTER M. KEARNS, Auctioneer.

THE CANADIAN PRESS CLIPPING BUREAU

Reads every newspaper in Canada and Newfoundland, and clips therefrom all articles of a business or personal nature of interest to subscribers.

Business men learn of new openings for trade, pointers to sell goods, addresses of people likely to become buyers, tenders wanted, stocks for sale or wanted, reports of new industries or stores, etc.

Terms—\$5 per hundred clippings: \$40 per thousand, payable in advance; but a yearly contract will be found the most satisfactory.

We have also lists of firms in every branch of trade in the Dominion, the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

THE CANADIAN PRESS CLIPPING BUREAU,

305 Board of Trade,
MONTREAL.

26 Front St. West,
TORONTO.

“Maritime” Wrappers

NEW STYLES
NEW FABRICS
NEW SHADES
NEW TRIMMINGS

Made and designed in the best style
for **Sorting Trade.**

THE ...

Maritime Wrapper Co.

Limited

Ontario Agent
J. H. PARKHILL
46 Toronto Arcade, Toronto.

WOODSTOCK, N.B.

**Down
Wool or
Cotton**

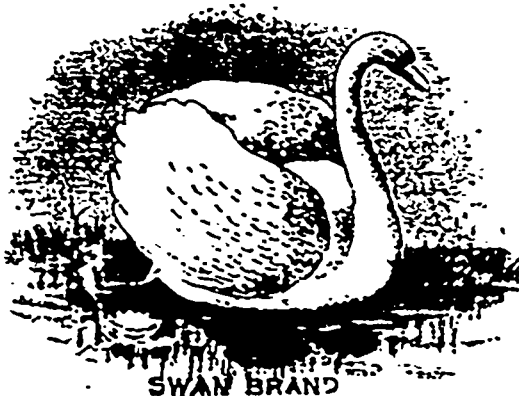
COMFORTERS

**New
Goods**

VERY ATTRACTIVE.

PRICES RIGHT.

White and Fancy
Covered Cushions,
Cosies, etc.



SWAN BRAND

Special Fancy
Ticking
Bed Pillows.

LETTER ORDERS PROMPTLY ATTENDED TO.

ASK FOR PRICE LISTS.

Our goods are to be found from the Atlantic to Pacific. Be sure and see our samples.
This year they will surpass everything shown heretofore.

The Toronto Feather & Down Co., Limited

Sample Room, Office and Factory, No. 74 King St. W., Toronto.

Genuine . .
Celluloid

**Collars, Cuffs and
 Shirt Bosoms**

All Fine, Fresh Stock.

GENUINE GOODS are
 stamped with our TRADE MARK
 Trade Mark.



The Miller Bros. Co., Limited
 30 DOWD STREET, MONTREAL

Toronto Agent :
G. B. FRASER, 3 Wellington St. East.

We are head-
 quarters for
 the now popular

**KHAKI
 SERGE**

Oxford Mfg. Co., LIMITED
 OXFORD, N.S.
 NISBET & AULD, TORONTO AGENTS.



The R. J. Smith Co., of Ottawa

LIMITED

268 Sparks Street, OTTAWA, ONT.

WHOLESALE MANUFACTURERS

::: OF :::

**Men's and Boys' Clothing,
 Smocks and Overalls,
 Top Shirts and Drawers.**

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

SEND FOR PRICE LIST.



Men's Furnishings.

THE demand for colored shirts keeps on the increase. THE DRY GOODS REVIEW noted the probable large demand for this line of goods last month, and we can only reiterate and intensify the statements then made. Many of the stores in our chief cities have, within the past week or two, given over their windows entirely to the display

of shirts and shirting material for Spring wear. Evidences of this have not been wanting. There is, as a matter of fact, an annually recurring request for colored shirts. Young men, especially, want something more or less flashy, when the first fine weather permits of going without overcoat and scarf. Houses in Montreal have been preparing for a big trade in this department, and word from the other side of the water confirms them in the belief that this year will see an unprecedented demand for all lines of colored shirting goods. All the manufacturers in England and New York are crowded with orders.

Linen collars are going to be worn higher than ever, so comes the report from England as well as New York, 2½ and 3 inches in the new styles of stand-ups, meeting close at the front, and high turn-over for the warm weather.

Flannel coats and trousers promise well for Summer. Pretty greys with delicate stripes will be largely worn both here and in England. The flannels make a comfortable lounging suit, and have the advantage of absorbing the perspiration better than the ducks, which have been so popular for the past year or two.

A Furnisher's Trip Abroad. Mr. J. J. Hannan, the well-known Montreal men's furnisher, has lately returned from the Old Country, where he has been laying in a supply of all the newest styles in neckwear and men's furnishings in general for the Spring and Summer seasons. Mr. Hannan was in London at the relief of Ladysmith—that

long-suffering and much-abused town—and he says it is absolutely impossible for us to conceive of the rollicking and entirely unbounded patriotism of the Londoners. To say that all business was suspended is to make a statement very much short of the mark. The sober-minded Englishmen shouted and halloed, walked in processions, and did themselves proud in every way they could devise. The Exchange was closed, and the city went wild with joy. Up till midnight the streets were jammed with people, and there were so many who had come into town to see the sights and join in the festivities that there was not railway accommodation to carry them away again. All traffic in the city was at a standstill throughout the whole day and evening.

Mr. Hannan says that undoubtedly the trade will be very much affected by the fashions resultant from the present war in Africa. In neckties the patriotic colors, as they are called, are almost wholly predominant. Red, white and blue in every conceivable combination are seen in all the windows; and what is more, they are worn not only by the man in the street, but by the gentry as well. Nobody is too good for the colors he wears these days, and my lord does not consider that it is beneath him to don colors that might otherwise appear a trifle loud for one so strictly proper. Besides, even these colors are worked into some very taking effects in the quieter lines. Khakis are, of course, very popular. Khaki graduates and derbies are already seen here in some of our shop windows, and no doubt they will come more into vogue after the spring months. The same indications are true for ladies' wear. The fair sex are not to be a whit less patriotic than their brothers and fathers; and patriotic colors and designs will play a prominent part in their wardrobes for some time to come.

There is another side, however, to the fortune of war, and many are the homes in Britain, as well as in Canada, left desolate by the ravages of the fire-breathing monster. Mourning will be very general in England, and already a good deal of black is being worn. Perhaps the most widely predominant shade will be in the black and white. The West End houses are making quite a specialty in this line. The shapes are mostly in the large flowing end to be made up oneself, Oxford ties, with a small quantity of graduates. Puffs and bows, as we have indicated before, are things of the past, and will not be worn to any extent this Spring.

Easter Trade. While in the general mind the principal articles of commerce that are intimately associated with Easter are eggs and bonnets, it is yet true that this season means as much to the men's furnisher as to either the milliner or the egg dealer. The same breezes and rain and sunshine which cause the fashionable or would-be fashionable maiden to substitute for the heavier, quieter-toned Winter hat a lighter and more gaily bedecked creation, also causes the average youth of the land to make a more or less complete change in his habiliments. There is reason, too, for anticipating an unusually good Easter business this year. A late

MEN'S FURNISHINGS—Continued.

Spring has deferred buying materially, but the change from Winter to Spring is likely to be the more pronounced when it does come. Easter is later than usual, too, so in all probability the atmospheric conditions will unite with the custom of years to induce young men to lay aside their Winter clothing and enjoy Eastertide in apparel lighter in weight as well as in color.

The fashionable young man considers it a duty to make an almost complete change in dress at Easter. There are many young men who are not so particular, but, when the change in weather conditions makes it imperative that they shall put off their Winter coat and scarf, they find it advisable to procure not only new clothing, but new neckwear, linen, etc.

It would be well, therefore, to start at once to set customers thinking of their Easter needs. I should consider it a good move on the part of a merchant doing a strictly men's furnishing business to devote all his newspaper advertising and window display space to talking up Easter and Spring goods for the next couple of weeks. The windows in the large cities are just now full of these goods. In the stores where ready-to-wear clothing is sold Spring suits are attracting most attention. Custom tailors, too, are nearly all talking Spring suits, pants or coats. In the strictly furnishing stores the colors and materials are all decidedly Springlike. While a few houses are clearing out heavy underwear, the majority are devoting their attention to light-weights. The shirts and shirtings shown are nearly all colored, showing an almost equal proportion of stiff front and negligee garments. The favorite collars seem to be the straight high and high-band turn-down. In ties, the puffs and Ascots seem to be generally giving way to flowing ends and four-in-hands. There is even a greater degree of brightness and variety of coloring than has been looked for this Spring, for the scarlet, khaki, red, white, blue and green, all of which have been made unusually popular by the war, combine in themselves large possibilities in the way of color effects. Several dealers are ready for the demand that April showers will be sure to create for umbrellas and waterproofs, and are making these a part of their displays.

Goods Seen in Dealers' Windows.

"The coat for showery Spring days," for gentlemen or ladies; rain proof; best English covert cloth; first-class cut. These are very fashionable and a large sale is

predicted for them.

Black socks with natural wool feet, Hermsdorf dye, 25c. per pair.

Pyjama suits: the best antidote for that tired feeling.

High-band, turn-down collars; the popular collar for Spring, 1900; 3 for 50c.

Four-in-hands and flowing end ties; purple ground with heraldic designs, 50c.

Bicycle hose, brown and blue, with the Union Jack or the Stars and Stripes at the knee.

A novelty in Fedora hats, the "Yoemanry," khaki in color, and with a khaki band striped with red.

"The newest creation of fashion's dictation," a silk four-in hand in scarlet with under striping of white.

New shirtings: exclusive styles and patterns for Spring 1900.

"A gentleman's cravat," flowings ends with black ground and bright horizontal striping.

Japonette handkerchiefs, fine, 19c. a piece.

Fine worsted socks, 28c.

Heavy worsted socks, 38c.

Boys' colored shirts, short bosom, 75c.

Leather-lined Scotch caps, 25c.

Spring neckwear in all the patriotic colors, khaki graduates and flowing ends, Transvaal colors, 25c.

Patriotic Neckties.

The intense patriotism with which the entire British Empire has been electrified, and which has surprised the world, is beginning to show its effect in the styles and colorings of wearing apparel for both men and women.

For example, during the past war excitement in London, every man wore something to show his patriotic feeling. This outlet was usually in the form of a patriotic necktie, khaki color, or red white and blue.

The khaki idea has already struck New York. There they wear it on the principle of turning up the bottom of their trousers when it rains in London. Americans would scoff at the idea of following London and wearing khaki ties, so they call it drab and are happy — "a distinction without a difference."

Here, in Canada, with our own boys distinguishing themselves at the front, we feel at liberty to revel in patriotism, and neckties seem to be the safety valve.

A beautiful display of these goods can now be seen at the up-to-date men's furnishers; leading them all we see the Union Jack in derby and flowing ends in combination with plain cords of all colors, or in combination with the popular and new patterns in barathea stripes; also the Union Jack in a bat-wing bow, the Jack covering the entire front of the bow, then come red white and blue in all possible combinations; after that comes khaki, at present king of colors in the British Empire. The popular idea here is for the khaki to be in the most conspicuous place in the tie when tied, namely the knot head, whether in four-in-hand or flowing end, and the correct thing for the balance of the tie is barathea stripe, thus allowing a man to exercise his individual taste, whether purple, navy, royal or light color suitable for Easter.

The rage has struck us, and no doubt the result will be an enormous sale.

English Patriotic Neckwear.

The public are undoubtedly "up to their neck" in patriotism. The well-known firm of Young & Rochester, London, England, introduced flag ties last season, and they had an extensive sale, but, being practically small Union Jacks, Standards, etc., were only suitable for holiday wear. This season, their representatives, Wreyford & Co., of Toronto, are showing some very artistic designs in patriotic neckwear, that are being bought in large quantities for general wear by gentlemen and ladies. One range is of khaki-colored silk with the colors across of the famous British regiments now on active service: The Gordons, Inniskillings, Dublin Fusiliers, Naval Brigade, etc., 15 different regiments. Another range comes also in khaki and rich, dark-colored ground, with woven flags of Great Britain, Canadian coat of arms, Prince of Wales' plumes on ends. To meet the convenience of the trade, Wreyford & Co.



SHOW CASE COUNTER.

Display Fixtures.

(INCLUDING)

Wax Figures, Papier Mache Forms,
Ribbon and Umbrella Cabinets,
Mirrors of all kinds,
Nickel-Plated Window Fixtures,
Mantle Racks, Hat and Millinery Stands,
Lace and Veiling Racks, etc.

SEND FOR CATALOGUE.

CLATWORTHY & CO.

46 Richmond St. W.,

TORONTO

Niagara Neckwear Co. Limited

Niagara Falls
7/4/00

Makers of American Styles

Of Neckwear

OMNIA VINCIT LABOR



TRADE MARK
REGISTERED

OUR representatives will soon have the pleasure of calling on you with a full line of samples for the Autumn and Winter trade, and would respectfully solicit a share of your esteemed patronage.

The Empire Manufacturing Co.

Limited.

Manufacturers of High-Grade Shirts, Collars and Cuffs, and Boys' Blouses.

646 Craig Street, MONTREAL.

MEN'S FURNISHINGS—Continued.

have arranged to deliver from Toronto, and will try and meet all orders promptly, though the demands look as if it will be impossible to have any in stock.

The Canadian Dress Chart.

In this issue is published for the first time a chart showing the correct dress to wear at all times and under all conditions. As this chart is corrected by a gentleman moving in the highest circles and fully conversant with the etiquette of the day, it can be depended on as being thoroughly correct and up-to-date. It is intended to continue the publication of this chart, making the necessary corrections monthly.

Trade news during the Month. J. W. Thompson has started as dealer in men's furnishings and boots and shoes in Buckingham, Que.

John Norris, tailor, Dunnville, Ont., has been succeeded by R. N. Killins.

Thibaudeau & Cadieux have registered partnership as men's furnishers in Montreal.

I. M. Mayell & Son are commencing as men's furnishers in St. Thomas, Ont.

The assets of the Louisville, Que., Shirt Mfg. Co. have been sold.

John P. Black & Co., manufacturers of ladies' wear, Montreal, are starting to make neckwear.

Mrs. Enoch Collette has registered as proprietress of E. Collette & Co., hatters and furriers, Montreal.

A. McPhee & Co., men's furnishers, Middleton, N.S., have dissolved and Angus McPhee continues.

C. B. Blaikie has reopened a men's furnishing store in Sydney, N.S.

A. J. McPherson, hatter and furrier, Stratford, has gone out of business.

John Bull, men's furnishings, Montreal, is offering his business for sale.

A. D. Learoyd, dry goods dealer and men's furnisher, Windsor, Ont., has sold out his furnishing department to Walter Bourg.

A New York Authority on Men's Fashions.

A New York correspondent, dating his letter March 28, says: "The very names themselves would seem to imply that sack and lounge suits should be made loose, but the tailors tell me that clothes are now being cut shorter and tighter than ever before. Excepting in the particulars mentioned, there is nothing deserving notice in the lounge suit. The side and change pockets have the usual flaps, and there is an outside breast pocket without flaps and an inside breast pocket on the right side. The sleeves have three hard buttons, and there are four hard buttons down the front, the bottom of which is rather sharply rounded.

"As has been said, single-breasted waistcoats, rather than double, will be worn with sack suits, although the double-breasted fancy waistcoats, with pointed ends, have by no means gone out of vogue. Grey mixtures bid fair to be the most modish materials, and are especially suitable to slender men of good height, while darker tones are, perhaps, better suited to short men inclined to be stout. Many of the materials for lounge suits have a greenish tinge, and there are, of course, browns and blues. Brown will not, it seems, be a particularly

fashionable color this Spring, but still some of the brown mixtures would be most becoming to very dark men, if worn with a dark-red striped, colored shirt, and with a red or black tie, and to such men I strongly commend it.

"There seems to be little doubt, as the season advances, that flannel lounge suits will again be widely worn. Indeed, my only fear is that they will become so popular, on account of the comparative inexpensiveness of the material, as to be cheapened and vulgarized by some. I use the word fear advisedly, because I wish that the light-weight flannels might have fashion's full sanction throughout the coming Summer. We are rather apt to clothe ourselves too heavily in this particular section of the country, especially those of us who are more or less confined to the cities during the warm months. We do not, as a rule, wear gauze undergarments, thin enough shirts, or cloth materials of sufficient lightness, but rather content ourselves with leaving off our waistcoats and trusting to iced drinks and palm leaf fans to keep us cool.

"Some of the flannel materials are exceedingly good-looking, and their light weight is a most decided factor in their favor. Stripes, of course, more or less decided, and grey tones, of color, are the most usual, but plain greys and dark blues may also be had.

"The cheap waistcoat of fancy design has again taken its place in the windows of the cheap haberdasher.

"It is a pity that everything must be imitated and sold broadcast at a price equal to about one-quarter of what the really good article should cost, so that nothing can be kept beyond the reach of the masses. There is, of course, no real danger of ever mistaking a waistcoat of fine material and good workmanship for one of the cheap, but dear at any price, varieties, and yet one cannot help wishing one could keep the fashion of his clothes, as well as their cut and texture, from the desecration of the "\$2.98, marked down from \$3.25," window-ticket. Under existing conditions as regards waistcoats, my advice can only be: Do well, or do not do at all, regardless of fashion.

"If you can afford to go to a tailor of reputation for a waistcoat and pay his price, do so; otherwise, do not go in for the latest shapes in this particular garment.

"Some of the smart shops have been showing single-breasted knit waistcoats of dark-green wool with very small red dots in it, cut high at the neck, with flat gilt buttons, and black or dark-green silk sleeves. These are intended for golf and country wear. They are somewhat pretty, except for the sleeves, which serve no useful purpose whatever. Perhaps they are designed to cover the shirt sleeves and prevent their showing when the jacket is removed, or, perhaps—dreadful thought though it be—the waistcoat is intended to be worn without any shirt at all.

"From London comes an entirely new waistcoat, which may become popular among English sportsmen. It is made of dark-green crocodile skin, soft and pliable, but with a highly polished surface. The waistcoat has a double row of buttons set close together straight down the front, but instead of buttoning it is fastened by silk laces, which are twisted around the buttons from the top to the bottom, and there tied in a small bow knot. The waistcoat is cut high at the neck, and has four pockets with flaps finished in two scallops, which give them a three-pointed appearance. It may be had, we are told, in all shades of brown, as well as in green. The idea at first seems just a bit snake like, and for riding the thing must be a trifle warm, but if it becomes the mode in England it will, no doubt, be somewhat worn here, and we may expect, on misty,

THE CANADIAN DRESS CHART.

APRIL, 1900.

Occasion.	DAY WEDDING, GOVERNMENT HOUSE CALLS, RECEPTIONS.	AFTERNOON TEAS, CALLS, SHOWS, ETC.	WHEELING, GOLF, OUTING.	EVENING WEDDINGS, BALLS, RECEPTIONS, FORMAL DINNERS AND THEATRE.	INFORMAL DINNER, CLUB, STAG, THEATRE PARTY.	BUSINESS AND MORNING DRESS.
Coat.	Frock, black.	Frock or cutaway.	Sacque or Norfolk jacket.	Evening coat.	Monte Carlo.	Dark worsteds.
Waistcoat.	Black in Winter, white or brown holland in Summer.	Black in Winter, white or brown holland in Summer.	Fancy Shades.	White or black.	Black.	Same material as coat.
Trousers.	Striped, dark tones.	Striped, dark tones.	Knickerbockers.	Same material as coat.	Same material as coat.	Same material as coat.
Hat.	Silk.	Silk.	Soft felt or cap.	Opera.	Soft felt.	Christy.
Shirt and Cuffs.	White or colored, with white cuffs.	White or colored, with white cuffs.	Flannel, with white collar and attachable cuffs.	White, plain, or with pique front.	White.	Colored or white.
Collar.	High straight or high turned-down.	High straight or high turned-down.	High or turned-down or hunting stock.	High standing or high turned-down.	High standing or high turned-down.	High standing or high turned-down.
Cravat.	White silk or dark blue or black foulard. Lavender may be worn at weddings.	Fancy shades.	Ascot or hunting stock.	White, not made up.	Black.	Fancy, of fashionable shades.
Gloves.	At weddings, white or grey suede, tan.	Tan.	Tan.	White or pale lavender.		Tan.

This Chart is corrected to date by a Canadian authority on men's fashions.

MEN'S FURNISHINGS—Continued.

moist mornings to meet young men, at least, half clothed in leather. It may be that the cloudiness of the London weather gave the tailor his idea, or perhaps he is a crocodile hunter and uses himself as a decoy.

"Fashions in clothes, whether of cut or material, are dropped by the high-class tailors, and cease to be worn by their customers, whenever they become common with the masses, and blue serge has furnished one of the most notable examples of the rule. Every 'ready made' clothing house in the land was stocked full of blue serge suits during the Summer of 1896, 1897 and 1898, and I almost venture to say that no other one material ever had a larger sale. The result was, of course, inevitable. Notwithstanding all this, however, I should not strongly advise against having a double-breasted, dark-blue sack coat of good, rough-grained serge for this Summer. Not a full suit, mind you, or even a waistcoat, but simply a well-made, double-breasted jacket, to wear with white flannel trousers and straw hat. The combination is not only exceedingly neat, cool, and fresh looking, but it is becoming to most men and very effective with some.

"Duck trousers will, it seems, be little worn by the best-dressed men, either for tennis or sailing; flannel is to be the fad of the year. Tennis, by the way, is coming back into favor, if not into fashion, and it would not surprise me greatly to see the links deserted for the courts by the younger set at the various country clubs during the season.

"The shops are now showing a large variety of design in soft-fronted percale and madras shirts, and I have seen some exceedingly pretty ones for \$2 apiece at several good places. Like the stiff-bosomed shirts, the designs are, in the main, in vertical stripes. The cuffs are attached, and, of course, of the link cut. Many of the shirts have a rather low-banded turnover collar also attached, but it is, I think, not greatly to be desired, if a trifle the most smart. The buttons are of the ordinary pearl kind, and three in number. To distinguish them from the starched shirts, these are usually called outing or negligee shirts, and the names are sufficiently correct in so far as they imply that the soft-bosomed shirt is not to be worn with anything more formal than a sack suit, but not if understood to mean that they are only correct for country wear. They are intended quite as much for town as for the country, and in the Spring and Summer months they are smart with morning clothes.

"Washable ties of madras, similar in color and design to the shirt materials, will no doubt again be worn with lounge suits during the hot weather. They may be bought to match the shirts at many of the haberdashers'; or, ordered of the shirtmakers, to be made of the same material. The shape should be the same as that of the silk string or bow ties. When ordering shirts made, it is a good idea to have an extra pair of cuffs cut for each. Cuffs often become shabby before the rest of the shirt begins to show any signs of wear, and it is easy to have the old pair taken off and the new sewed on without in any way destroying the looks of the sleeves.

Window Cards For Easter.

While it may be true that "in the Spring the young man's fancy turns to love," it is also a fact that the remarkable climatic changes at this season make it necessary for the serious thought of the average Canadian youth to "turn" to his clothes, or rather his need of them.

This thought should be kept in mind in making Easter displays. Even if the display is similar in design or in the goods

shown to what has been exhibited for some time, the window cards should be worded to emphasize the suitability of the goods for the warmer air of Springtime.

If you are showing hats, why not use a card such as "Don't wear an old hat at Easter when you can get new ones like this at from \$1.50 to \$3.50"; "These hats will help you look as you should at Eastertide"; "Easter elegance in hats"; "We have hats at \$3.50, and they are worth it. But, if you cannot afford that, don't keep wearing that old hat of yours as we can give you a new one that looks really respectable from 75c. up." "Look at these hats—now, look at your own—can you afford not to buy one of ours?"

If you are showing clothing, a card like one of these might help to make it win attention: "Be well dressed; it pays; there is no economy in shabbiness." "Easter elegance made easy; notice the price of these suits." "Spring styles like spots of sunshine"; "Fashion's revelations for Spring"; "We have been waiting till you took off your overcoat to sell you one of these new suits—you will have to get one soon, why not at once?"

For a general display, the following hints may help you to prepare your cards: "These ties appeal to your taste, and are not loud in doing it"; "These sox are selling because they are suitable for Spring and Summer"; "Elegance is estimable, especially at Easter—consider these aids to elegance"; "Satisfying shirts for Spring"; "Everything necessary to Eastertide nobbiness"; "Winter has gone. These goods have the air of Spring about—how bright and fresh they look."

Notes of Current Trade.

The premises formerly occupied by the firm of Glover & Brais, on St. James street, Montreal, for their retail establishment, have, on the assignment of that firm, been occupied by A. S. Campbell, manufacturer of semi-ready clothing, for the display of his goods. Mr. Campbell used to manufacture for The Semi Ready Clothing Co., but is now making for himself.

Mr. Lee, manager of the men's furnishing department of S. Greenshields, Son & Co., is at present in the Old Country in the interests of the firm. They expect to be able to show a full line of men's furnishings for Fall in the course of a fortnight.

American styles of suspenders and neckwear, the productions of The Dominion Suspender Co. and The Niagara Neckwear Co., are carried in stock at their Montreal office, 207 St. James street, and by L. A. Bergevin, 111 St. Joseph street, Quebec, and they are always pleased to see their customers there. The Niagara Neckwear Co., Niagara Falls, have had an immense sale on heraldic and flag-design silks since January 1. They are now showing beautiful coloring in greys for high-class trade. Some time during April they expect to show their fine neckwear trade a collection of khaki silks with stripes, purple and lavender, cardinal and white, hunter and lavender, navy and white, Paris and white, and cherry and lavender. Of course, the stripes will be of different sizes, and the ground khaki shades.

The Dominion Suspender Co., Niagara Falls, are showing an important line of suspenders for Summer in washable fabrics and the ventilated mercerized Lisle web for hot weather wear, all their own exclusive productions. They are also showing patriotic suspenders with the Union Jack, British Coat of Arms and the Maple Leaf. Their latest novelty is "Our Bobs" suspender, with the picture of Lord Roberts on the webbing. Their own exclusive novelties, the "President" suspender and the "Manhattan Cast-off" suspender are the exclusive productions of the Dominion Suspender Co.

Dominion Suspender Co

Niagara Falls

Makers of Trade D Mark Suspenders

Guaranteed

HOTELS FOR COMMERCIAL MEN.

Halifax, N. S.....	Halifax Hotel
" "	Queen Hotel
Montreal.....	Windsor
"	St. Lawrence Hall
Quebec.....	Chateau Frontenac
"	Hotel Victoria
St. John, N. B.....	Hotel Victoria
"	Royal Hotel
Sherbrooke, Que.....	Sherbrooke House
"	Walker House
Winnipeg.....	Leland
"	Winnipeg Hotel
Ottawa, Can	The Windsor Hotel

An Agency Open

A FIRM OF SPINNERS OF

HIGH-CLASS KNITTING YARNS

having recently lost their Canadian Agent, are open to receive applications from responsible and suitable houses to represent them in Canada. Communications to be addressed to "SPINNER,"

LONDON OFFICE, "CANADIAN DRY GOODS REVIEW,"
109 FLEET ST. E.C., LONDON, ENG. (5)



H. K. HAGEDORN, Manager.



"We Fear Nae Foe."

-Remember, Satisfaction Guaranteed.

The....

Berlin Suspender and Button Co.
BERLIN, ONT.

OUR
Samples

CONSTANTLY ON
THE ROAD . . .

NOVELTIES added from time to time. Trade has been increasing right along. The output for 1899 was 25 per cent. ahead of that of 1898.

1900 to date is 70 per cent. ahead of the corresponding period of 1899. Verily this is the growing time. To keep pace with our requirements, we have let the contract for new premises which will give us ample accommodation; enabling us to maintain our usual promptness in executing orders.

E. & S. CURRIE.

MANUFACTURERS
OF

NOTHING
BUT **NECKTIES**

EVERYTHING
IN

53
66
WELLINGTON ST. WEST
TORONTO,
ONT

NEW GOODS IN WHOLESALE TRADE.

JOHN MACDONALD & CO.

AS the season is at hand for a big house trade in carpets, John Macdonald & Co., have their available stock in order for buyers. The range of wilton velvets, brussels, tapestry, wool and union carpets is large. Shipments of lace and swiss curtains, chenille curtains of all makes, curtain muslins and curtainettes are almost complete. There are some lovely goods in English-made white patent satin counterpanes, higher qualities, fancy designs. There are two clearing lines, one in smyrna wool rugs, sizes 21 inches and 30 inches, and the other axminster rugs. Some large shipments of jute and brussels mats and rugs are just to hand. A new stock of rug fringes, scarce goods, has come in.

A special line of five patterns of two-yard wide linoleums is being offered at a medium price. The stock of four-yard wide floor oils and linoleums is heavy. The department has just issued its annual letter-order circular giving the usual information as to the prevailing prices in all lines of goods in the department.

In men's furnishings, odd lines of regatta shirts, broken sizes, are being cleared under manufacturers' prices, and there are also some job lines in men's underwear. A big trade is being done in the linen collar, all shapes, to retail two for a quarter. There is a nice line for Summer trade in men's handkerchief ties, to retail 50c., at a good profit; also a full stock of men's balbriggan and natural wool underwear. Black and fancy cotton socks, as also black cotton with a natural wool foot, for 25c. retailing, are features just now.

The haberdashery department report a range of belt buckles, among them the "Pulley," blouse pins, etc., and the general stock is complete for the sorting season.

The sales of silks and satins have been phenomenal recently, especially taffeta silks, and the department, which, as usual, carries an immense stock, shows all the fashionable shades, as well as white, cream and black. They are strong in a line of striped silks to retail at 50c. There is also a special thing in black peau de soie. The range of colored and black silk ribbons and colored and black satin ribbons is well assorted. Mention should be made of the valenciennes and torchon laces, and the cream and black silk laces, which, as well as embroidery and insertions, are being shown in great variety. Fresh shipments have been received of cashmere and cotton hosiery, and the department is in good shape for demands for either domestic or imported goods. A fine line of cashmere stockings to retail at 40c. is shown. In gloves, too, the department is showing everything in lisle, taffeta and silk, in black, tans, white and creams, while the leading things in mitts are also shown.

A big job sale of blouses is being made just now in muslin, print, pique and mercerized, to retail at 50c.

The dress goods department reports fine sales of black and colored dress goods. Some clearing lots are being shown; for instance, some fancy black and colored fabrics, some mercerized goods, some swiss spot muslins, cotton hose, and ladies' and children's natural wool vests. These clearing lots are for immediate trade.

The woollen department are showing the newest novelties in Spring suitings and trimmings. They have also a selection

in the London styles, in individual suit lengths and trouser lengths, showing a variety of patterns. This is a convenience to the trade. The stock of trimmings is well assorted in the newest designs and best makes. There is also an extensive range of ladies' costume cloths, homespun effects, venetians and plain-finish cloths, all suitable for tailor-made garments.

The staple department has just opened some new and very handsome designs in English prints. These have not been seen in this market before, and are both novel and striking. For these shipments the old prices prevail. In linen toweling also the prices have not been advanced in accordance with the tone of the market, and they are showing some of their special lines at the old figures.

BEAVER RUBBER CLOTHING CO.

The Beaver Rubber Clothing Co., of Montreal, are now showing the very latest styles in the mackintosh coats. The "Raglan" coat is the most comfortable coat for any gentleman to wear, made in the celebrated "Beaver" brand waterproof. They also show now a very select class of rain coats, made in "Chesterfields" or "Raglan."

K. ISHIKAWA & CO.

K. Ishikawa & Co. are now showing samples of their Japanese silks, handkerchiefs and mufflers for Fall delivery. They are giving to the trade special value in 20-in. plain silks, which will enable retailers to sell this width at 30c. with a good margin of profit. Their handkerchiefs with embroidered initials, to retail at 25c., are as excellent value as those offered last year. The fancy silk handkerchiefs show a large range in prices, and include many new and choice designs in printed borders and in Japanese hand-embroidered goods. A big assortment of windsor ties. The latest novelty in this class of goods is a crepe silk windsor tie for ladies, which seems to be meeting with much favor.


This firm have now in stock a large range of matting, and are ready to make prompt deliveries. They have a special line at 9½c. and one at 14c. per yard, which they state is the best they ever had. In the 20-inch, 23-inch, and 27-inch widths their stock is complete. They have more than 70 different colors in each line. They have also a good assortment of crystal-corded silk at 25c. This house reports, too, a large sale of plain China silk windsor ties in white, cream, black, and colors, to retail at 15 and 25c.

GAULT BROS. & CO., LIMITED.

The Gault Bros. Co., Limited, Montreal, wish to call attention to their ranges of costume cloths and mantlings. All the new shades in homespuns are being shown in pleasing variety. The checks are large, medium and small. Striped Autumn cloths and serges in special lines. A matter that is worthy of note is that checks are expected to be in demand in the coming season. Plain sateen cloths are shown, also colored corkscrew cloths. They are making a specialty of golf cloths and heavy ulster cloths.

In tailoring goods, there is a fine class of cheviots and coatings, beavers and vicunas. Gault Bros. would draw attention to their line of trouserings, in special classes to meet the demands of the trade. They are prepared to give fine values. They show suitings in worsted and Scotch, also Scotch trouserings. Swell vestings are somewhat of a novelty. Tailoring trimmings are in stock to match everything. Altogether, the different ranges present are exceedingly good array.

1000 **CATCH PHRASES & IDEAS.**
 A little book worth its weight in gold.
 To All who Write Ads, Show Cards, Circulars or other Business Literature.
 The price is 50c, but you can get it by simply filling out one of our blanks, which will be sent you promptly on request. Address
 The Advertising World, Columbus, Ohio.

THE BAIRD TIME STAMPS.

 The Baird Chronograph is recommended to your use as an absolutely reliable time stamp.
 Ball Bearing, Automatic Ribbon, Portable, Quick in Operation, and always in Working Order. It is the best machine on the market for keeping track of the time of receipt of mail and telegrams, filling of orders, etc. By means of a simple attachment the machine can be used in the factory or work-room for timing employees, and job tickets.
 In use by Reid, Murdoch & Co., the leading Wholesale Grocery House of Chicago, and representative business houses everywhere. For illustrated circular, price list and further information, address,
BAIRD-CHANDLER MFG. CO., 118 South Clinton St., Chicago, Ill.

WESTERN Incorporated 1851
ASSURANCE COMPANY.
FIRE AND MARINE

<i>Head Office</i>	Capital Subscribed - \$2,000,000.00
<i>Toronto,</i>	Capital Paid Up - 1,000,000.00
<i>Ont.</i>	Assets, over - 2,320,000.00
	Annual Income - 2,300,000.00

HON. GEO. A. COX, President.
 J. J. KENNY, Vice-President and Man. Director.
 C. C. FOSTER, Secretary.

THE EMPIRE CARPET CO.
FALL 1900.

New Samples..
Now Ready

Magnificent range of —
New Designs and Colorings
at Unequalled Values.

WAIT FOR OUR TRAVELLERS.

THE...
EMPIRE CARPET CO.
ST. CATHARINES, ONT.


 17 Front St. W., Toronto.

Great Drive in

BRACES

30% BELOW PRESENT VALUES.

In stock, put up in bundles of 5 dozen assorted patterns. Mohair ends. These are all new goods just made up to our order. Do not miss this.

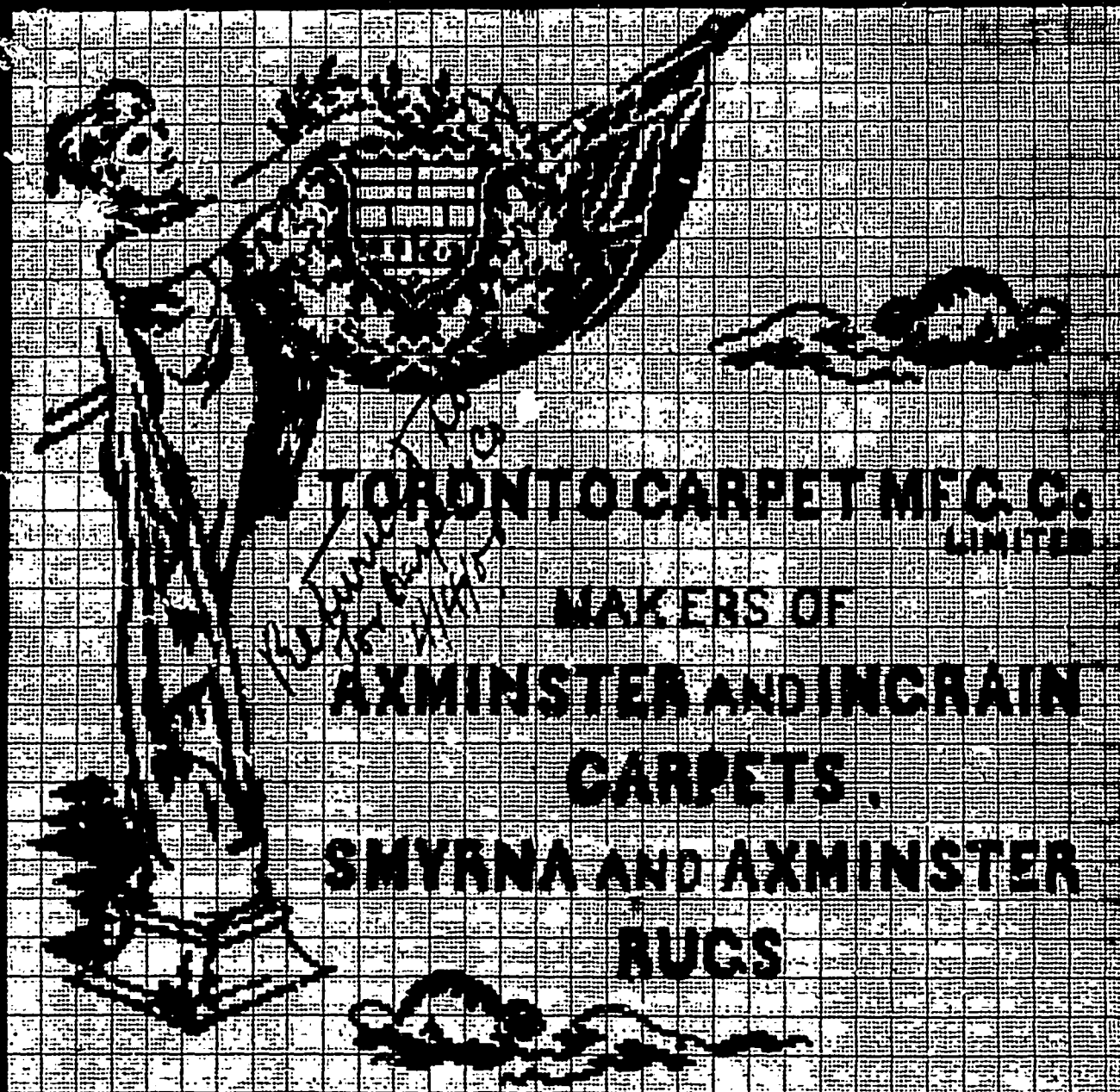
RUBBER COATS

New line, special value for May delivery. See samples with travellers.

CAULFEILD, HENDERSON & BURNS

LETTER ORDERS CAREFULLY AND PROMPTLY ATTENDED TO.

Toronto.



TORONTO CARPET MFG. CO.
LIMITED

MAKERS OF
AXMINSTER AND INCRAIN
CARPETS.

SMYRNA AND AXMINSTER
RUGS

There are good reasons why you should examine our lines, buy them, and then offer them to your best trade with confidence.

Each quality is known by a name which is its trade mark.

A trade mark is a guarantee of quality.

Our line for Fall 1900 has been chosen with reference to being quick-sellers and profit-earners.

Our representatives will be out this month.

Carpets, Curtains and Upholstery.

CANADIAN CARPETS AND THE TARIFF CHANGE.

THE effect of the change in the tariff on the Canadian carpet industry will probably take some time to estimate. The lower duties on English goods must be in operation for a time before manufacturers here can tell exactly what the results may be. Most of the Canadian carpet mills make chiefly unions and woollen carpets, and their competitors in these lines are not English, but United States manufacturers. In this respect, of course, the tariff will put them at a slightly better advantage, because it leaves the duty on American carpets where it was and makes a slight reduction on the raw material. As regards brussels and axminsters, the Canadian mills which make these goods will probably feel the loss of about 3 per cent. in the protection hitherto granted, and in course of time will know more precisely what its effect on their trade will be.

The Canadian carpet mills have always felt that any protection they had on the finished product was greatly diminished by the fact that they had to pay a high duty on their yarn. The yarn is brought in in an unscoured state, and as it loses about one-fifth in cleaning, the manufacturer pays freight to the mill on material which does not get into his carpet. Canadian mills do not make their own yarns, thus imitating some of the English mills, which buy their yarns from Crossley, who makes raw material, not only for himself, but for some of his principal competitors. The new tariff will not, it is expected, have any appreciable effect on rugs or mats made in Canada.

LATE SHIPMENTS TO CANADA

There is not very much that is actually new in the way of carpets, though some new shipments have been arriving. Late deliveries have been retarding business in all departments of the dry goods trade, and S. Greenshields, Son & Co. state that were it not for the fact that their buying had been in such large quantity early in the season, and they had been able to get a fair proportion of their orders filled, they don't know what they would have done to satisfy their customers. Amongst the shipments of goods just arrived are to be remarked china mattings in low cotton warps at special values. Other lines to which special attention is drawn consist of all grades of lace curtains. Notwithstanding advanced prices, S. Greenshields, Son & Co., will continue in the meantime, at all events, to show these goods at old prices. Full lines of brussels and axminsters are in stock, and are being ordered in large quantities.

IDE — ABOUT SELLING PATTERNS.

A well-known designer, in some recent comments on his art, said:

"To ornament is to beautify. To decorate is to ornament; but no textile surface can be beautified unless the forms upon it are at once bold, vigorous true and graceful, and the applied colors harmonious. If new arrangements are required, let the designer proceed as an artist ought to do, and not as a mere mechanical drudge, let him think out something that will give not only an ornamental but also a commercial value to his work.

"The very best patterns may consist of somewhat strong

colors in very small masses, so small indeed that the general effect shall be rich, low toned and neutral, and still have a glowing color bloom; every material has its own distinction of character which can be rendered beautiful

by a very small degree of taste and judgment.

"There is no doubt that bad patterns sell equally as well as good, perhaps more of the indifferent, if not of the very bad, than the good, but this taste is disappearing gradually, and the general public are becoming more and more enlightened in their choice. Just here let me say that in all our textile productions the greatest errors and most glaring inconsistencies occur in the production of carpets. The grounds are very often out of all harmony with the figures or rather colors placed upon the ground; it may be said the public demand is for such. I reply, show them something better. A white ground on a carpet cannot look well; a light ground, but not white, is passable, such as light creams, greyish, or green whites, but even in this way it is a very difficult matter to make the carpet appear as a suitable background for the furniture of the rooms. If a close-fitting, well studded pattern be so arranged in small sections of bright colors to fall on a ground of very dark brown, chocolate or indigo blue, a beautiful bloomy effect may be obtained. In fact, the most satisfactory carpets are all colored upon this system. It would seem that there is a timidity of new things among designers and manufacturers. It is better to have some daring than be continually reproducing the old lines over and over."—Carpet Trade Review.

LACE CURTAINS.

It will pay you to see, before placing Fall orders for these goods, the offerings of Messrs. Geo. H. Hees, Son & Co. Mr. Hees, of the firm, who is now in Europe, writes that he has secured control for this market of many beautiful designs in lace curtains, nets, etc., that notwithstanding the increased cost of making these goods, they will be able to offer to the trade at surprisingly good bargains. That the reader may understand the magnitude of this branch of Messrs. Hees, Son & Co.'s business, we mention one order alone of over 25,000 pairs that one house is making for them for their Fall trade. Messrs. Hees, Son & Co. manufacture and control many lines of goods that the trade would do well to handle.

WINDOW SHADE MANUFACTURING.

As conditions are much the same in Canada as they are in the United States, the remarks of The New York Carpet and Upholstery Trade Review with reference to the window shade market will interest our trade:

"Every indication points to a maintaining of present prices, and even of a still further advance in window shades. Contracts made by the manufacturers for supplies now and of recent date are at figures which were beyond the imagination of the greatest optimist a year ago.

"Primarily the basis for higher prices is cotton muslins. That the cotton market is in strong hands can readily be proved by anyone who will inquire into the situation. The demand for raw cotton is far ahead of the present supply and the cotton spinners have the present stock well in their hands. They are doubtless making large profits in spinning, but it is their innings, and they evidently intend to utilize the opportunity for substantial gains. We even hear that emissaries of the cotton spinners or other cotton operators are now

W. TAYLOR BAILEY,

MILL AGENT,

**Upholstery Supplies, Drapery Fabrics,
and Brass Goods.**

MANUFACTURERS
OF

Lace Curtains

Frilled Muslin Curtains

Printed Lappets

Hand-Made, Opaque Shade
Cloth

Plain, Dado, Laced and
Fringed Window Shades

27-29 Victoria Square, MONTREAL.

SAMPLES ARE NOW READY

**... Perfection Brand Bed Comforters,
Cushions, Tea Cosies, etc.**

Our travellers will call upon you in a few days
with a full line at figures which will surprise
you, considering the high prices of raw material.

New and Handsome Designs—Exclusively Our Own.

STYLE, FINISH, DURABILITY.

SEE THE GOODS AND BE CONVINCED.

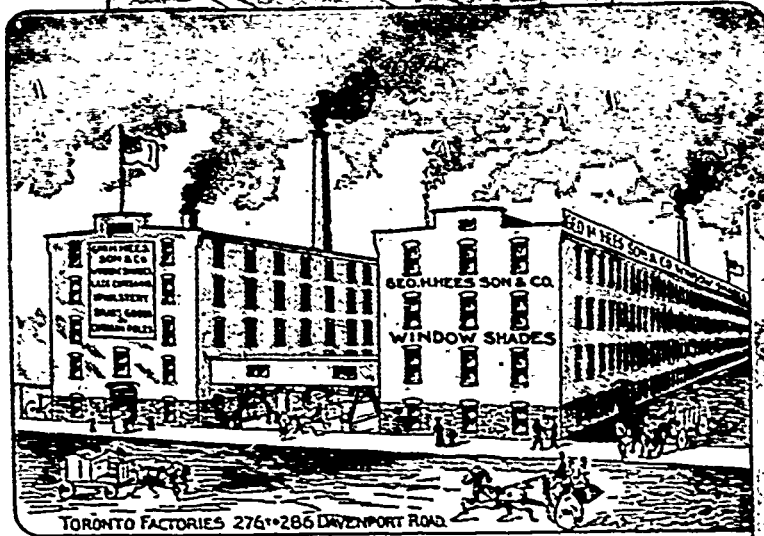
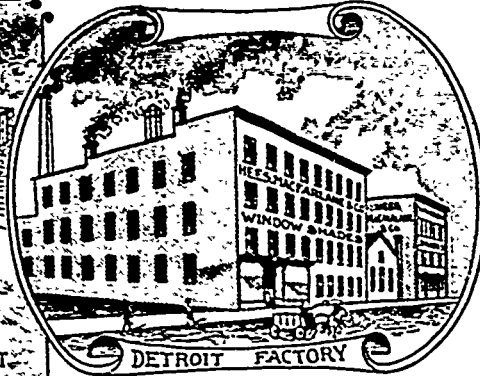
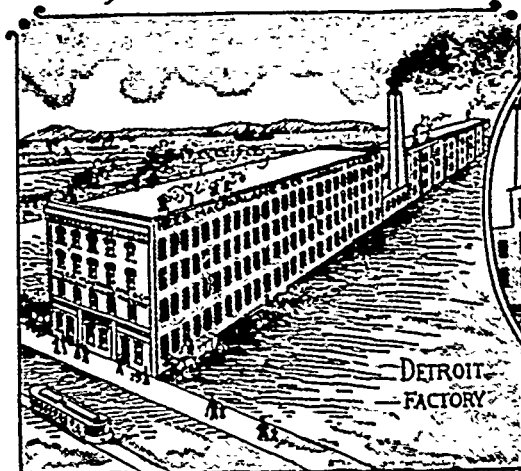
CANADA FIBRE COMPANY, Limited

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

MONTREAL.

GEO. H. HEES, SON & CO., - TORONTO

HAVE THE PICK OF THE MARKET.



Important Notice:

The plant of "The Montreal Weaving Co." has been removed to Valleyfield and added to our new upholstering plant at that place. Mr. Henry Durverger, the former manager of the removed plant, associated with Mr. Ferrier Torrence are our Selling Agents, with Offices and Warehouse No. 43 St. Sacramento St., Montreal.

Our new looms are now producing many new and attractive patterns. The trade should not miss seeing these new Canadian-made goods.

See Our New Illustrated Catalogue.

KINDLY allow our travellers when calling on you to exhibit our New Samples of

- LACE CURTAINS and NETS,
- FURNITURE COVERINGS,
- TAPESTRY CURTAINS and
- “ TABLE COVERS,
- CHENILLE CURTAINS and
- “ TABLE COVERS,
- UPHOLSTERY and DECORATIVE FABRICS,
- SASH CURTAINS and
- UPHOLSTERY SUPPLIES,
- LINEN VELOUR CURTAINS and
- PIECE GOODS.

Many of the above goods are from our own looms.

YOU ARE CORDIALLY INVITED TO VISIT OUR SAMPLE ROOMS.

GEO. H. HEES, SON & CO.,

WINDOW SHADES.

- SHADE CLOTH, 37 in. to 120 in., in 50 and 60-yard pieces.
- MOUNTED SHADES, Plain, Decorated, Fringed, Laced and Lace and Insertion.
- WOOD and BRASS CURTAIN POLES and TRIMMINGS.
- GRILL WORK, SWINGING POLES, and everything pertaining to Window Drapings.

We manufacture everything in the line of Window Shades, and sell them at a price that affords the retailer a large profit.

SPECIAL ATTENTION GIVEN TO MAIL ORDERS AND INQUIRIES FOR ESTIMATE, ETC.

71 Bay Street, TORONTO.

CARPETS AND CURTAINS—Continued.

in the South endeavoring to limit the acreage to be devoted to the coming season's crop, thereby aiming to keep up the price of raw cotton. They are trying to make it an object to the planter to keep from planting a large crop, under the inspiration of the present high prices. How far they will succeed in this is, of course, problematical, but it is certain that the prices of cotton yarns and cotton fabrics will remain high, with a tendency to go still higher during the next six months.

"In white lead, benzine, oils and other ingredients the advance in prices has kept pace with that in cotton muslins, the prices in some instances being from 50 to 80 per cent. higher than a year ago. Hence there is in our mind every reason to expect higher rather than lower prices in all window shade goods, for it needs but little calculation to show that the window shade manufacturer has not kept a relative pace in advancing the manufactured goods compared with the advanced cost of materials."

TRADE IN THE UNITED STATES.

The mills are still busy on orders placed for the Spring retail trade, and between these and the preparations of line for the coming season, manufacturers have their time very fully occupied.

Retail business is not expected to show much activity in March, but our advices indicate that trade in most parts of the country is better than is usual at this time. Goods are being cut up freely, and the demand for the better grades is especially marked.

The straw matting trade is active, and manufacturers of linoleum and floor oilcloth are also well satisfied with the present conditions and outlook.—N.Y. Carpet Trade Review.

ALWAYS SOMETHING NEW.

Hardly a month passes but new and beautiful productions come from the looms of the new upholstery plant of Messrs. Geo. H. Hees, Son & Co. New designs in tapestry furniture coverings, portieres, curtains, draperies, table spreads, etc., are now produced by this firm, and are eagerly bought by the dealers who wish to keep abreast of the times.

THE VALUE OF A CARPET BRAND.

Since the Royal Carpet Co., of Guelph, began to brand their different makes of carpet, their trade has increased right along. They make 10 different brands, commencing with the cheapest union, the "Leader," to the highest grade of three-ply, the "Monarch."

Each brand designates a certain quality and weight. Their special brand, the "Canadian," is confidently considered the best wool carpet in the world without contradiction. Carpet dealers are invited to watch their ad. for pointers.

A ONCE-A-WEEK SALE.

JOHN MACDONALD & CO., who are ever on the alert to introduce new ideas into the Canadian wholesale trade, as well as new goods that tend toward the general success of the retail merchant, are holding a weekly sale every Wednesday during the months of April and May. At certain seasons of the year weekly and monthly sales are held in the city of New York by wholesalers, and we suppose that John Macdonald & Co. conclude that if such sales can be made a success there, why not be made a success in the city of Toronto? They have entered into this once-a-week sale systematically, and with determination to make it a success. At present, they have new goods arriving daily in every department, suitable for the assoring and Summer seasons, so that merchants visiting these weekly sales will see the latest productions of manufacturers, as well as the special lines mentioned in their advertisements. We think the five-corner idea that they have put into operation a first class one. They have set aside a space on each floor where all specialties in the department are shown every Wednesday. Passing through their different departments, just before going to press, our attention was directed to the departmental corners. On the first floor they have the "Soap Corner," in which is a line of plain colored flannelettes

**NEW PATRIOTIC RUG.**

at 5¼c., another of fancy flannelettes at 5¼c., and a line of grey cottons at 5¼c. per yard. On the second floor we saw the "Job Corner." Some of the items pointed out to us there were: 300 yards 54-inch fancy tweeds, 50c.; 200 yards 56 inch black and blue serges, at 55. 60 and 75c. per yard; 400 yards 54 inch mixture costume suitings, at 37½c.; 50 yards 54 inch black costume suitings; 400 yards 27 inch Canadian tweeds, at 19c. per yard; 450 yards 27-inch Canadian tweeds, at 25c. per yard; and a lot of short ends too numerous to mention. On the third floor is the "Cut-price Corner," and, judging from the figures quoted to us for colored, black and colored mercerized dress goods, colored swiss spot muslins, skirts, blouses, wrappers, laces, ladies' cotton hose, ladies' and children's vests, we at once saw that the name of this corner was significant. Standing out with vivid prominence on the fourth floor is the "Bargain Corner," containing men's underwear, men's shirts and men's half-hose. We were informed on entering upon the fifth floor, it was not because the corner or the men were odd on this floor that we found located here the "Odd Corner," nor had they any corner on any great quantity of carpets and housefurnishings, but that they had lines specially kept in the "Odd Corner" for their once-a-week Wednesday sales.

Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete range of

CHENILLE CURTAINS AND TABLE COVERS

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent

W. B. STEWART

27 Front Street West, TORONTO.

*All-Wool and
Union*

Carpets

Second to none for design, coloring and finish.

Quick sellers. Every yard guaranteed according to quality.

It will pay you as a dealer to look through our line for yourself when our representative calls on you.

A post card will bring you a full line of samples. Prices right.

OUR SPECIAL BRAND THE "CANADIAN,"

BEST WOOL CARPET IN THE WORLD.

A full line of Rug Fringes, Carpet Binding, Smyrna and Moquette Rugs, Wool Mats, etc.

**Royal Carpet Co. GUELPH,
ONT.**

The Guelph Carpet Mills Co.

Limited.

FINE BRUSSELS, WILTONS, and INGRAINS.

Superb designs and colorings; strictly pure stock. Brussels and Wiltons, 3, 4 and 5-frame, borders and stairs to match. Ingrains, 2 and 3-ply, all standard grades. Art squares, 3 and 4 yards wide, any length.

Goods which are Most in Demand Sell Quickest.

THE TRADE may safely increase the volume of their business on our lines and be assured of prompt deliveries.

The Guelph Carpet Mills Co.

GUELPH, ONT.

... LIMITED

Perrin Freres & Cie.

THE GLOVE HOUSE OF CANADA.

**PERRIN'S
GLOVES
ARE THE BEST.**



**PERRIN'S
GLOVES
ARE THE BEST.**

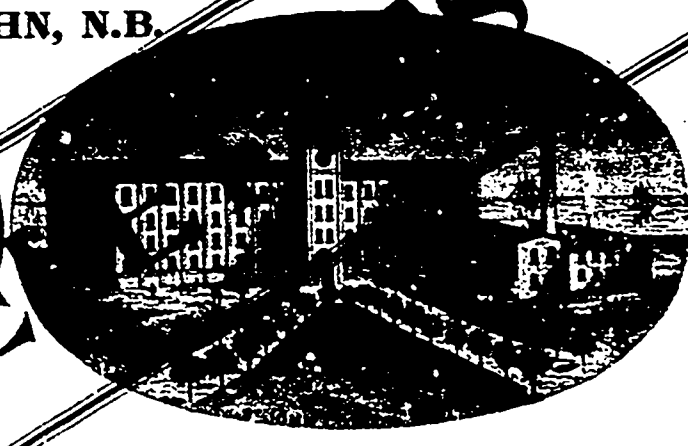
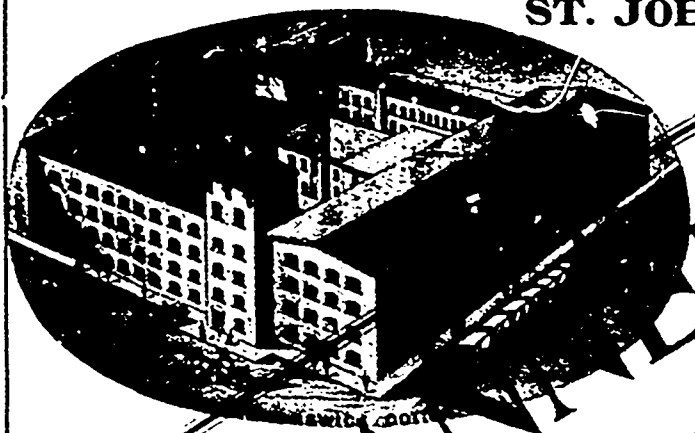
Quality Guaranteed.

Our Travellers will call upon you shortly with a full range of our samples of Ladies' and Men's **Kid Gloves** for the Fall trade. Our samples and shade cards are the most complete you have seen yet. See them before placing your orders.

Perrin Freres & Cie., 5 Victoria Square, Montreal.

W.M. PARKS & SON, Limited

ST. JOHN, N.B.



**Cotton Spinners,
Bleachers, Dyers
and Manufacturers**

Fannelettes, Fannelette Sheetings, Domets, Saxony's, Shakers, Shirtings, Tickings, Denims and Cottonades, in Plain and Fancy Mixed Patterns. Cotton Yarns, Carpet Warps, Ball Knitting Cottons, Twines, Hosiery Yarns, Beam Warps, for Woolen Mills, and Yarns for Manufacturers' use.

THE ONLY "WATER TWIST" YARN MADE IN CANADA

Agents
J. SPROUL SMITH, 39 1/2 George Street, Toronto.
DAVID KAY, Fraser Building, Montreal.
JOHN HALLAM, 21 Front Street East, Toronto, Special Agent for Beam Warps for Ontario.

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

NEW GOODS IN WHOLESALE TRADE.

THE W. R. BROCK CO., LIMITED, TORONTO.

THE dress goods department in the Toronto house of Brock's report that sales are particularly good of German plaids, of sedans, of fancy blacks. There are some handsome new designs in the latter just in stock. Some 50 inch wool serges, two numbers, one black and navy, one black—are being sold below market values. A line of 50-inch black cashmere serge is also exceptionally good. In wool serges, a cheap line for 25c. retailing can be had in all shades, from cream to black. A line of underskirts, 40 per cent. below market price, can be had.

The wash goods department report a shipment of the latest fabrics from New York: a line of Tirian cords in a plain white ground, with clusters of little objects, with double, treble, and four cords running lengthwise by the piece—the latest novelty there and selling largely. From Paris: 32-inch very fine sateen in floral effects—a work of art in which the French print has no peer. The pattern seems to stand right out from the cloth. From Manchester: Just in stock, a large range of harvest blues in polka dots, stripes, clusters, and plain effects, much sought after this season: mercerized foulard in pink and blue grounds, and foulard designs and cluster spots.

Khaki color is without doubt going to have a large run for Summer wear. The Brock Co. were fortunate in placing contracts six months ago for 32-inch heavy drill in fast colors to retail at 15c. White piques are strong again, and, as prices are advancing both in the home and foreign markets, there should be a good demand for them. The stock includes lines retailing at 15 to 35c., bought before the advance; 14-inch glass towelling, six different checks, to retail at 5c., 25 per cent. below the regular price; 18-inch huck towelling, retailing at 10c., also 25 per cent. below market values. These are special purchases.

For the April sorting trade the carpet department are showing a range of all grades of carpets, oilcloths, linoleums, Japanese mattings, etc., and in the house furnishing end they have added largely to their stock of curtains and curtain materials. They show many novelties at interesting prices.

There has been placed in stock the well-known brand "Silkcrochery" cotton, 12 balls to the box, the color and shadings second to none in the market. Amongst the new arrivals in the smallwares department are new elastic cabinets containing a large assortment of colors and patterns in garter webs, put up in pair lengths; also ball and socket fasteners at a reduced price, hair ornaments in horn and celluloid, such as pompadour, nague, back and side combs, hair bands, pins, etc.; also several cases of hooks and eyes of various qualities, sizes, and prices. The fancy goods section advises the arrival of the latest craze in belts and buckles, called the "Pulley," in a variety of styles, colors and prices; also beauty pins and sets, belt pins, and a variety of metal and celluloid ornaments; also a large variety of plaid and fancy ribbons, including the "Victoria" belt.

Parasols and sunshades are shown in a large assortment of staple lines and novelties, the conspicuous points being the choice handles and durability of cloth combined with excellency of value. Brock's muslin department has just opened up several lines of white dimities in popular prices and styles. In hosiery and gloves, the assortment of these important

goods carried by this firm has been so often referred to in these columns, that it seems almost superfluous to advise our readers; suffice it to say that this season finds them in a better position than ever; stocks of all lines are larger, better assorted, and values much below those of to-day.

Sweaters are still much in demand. Some houses thought their end was drawing to a close, and bought lightly. Not so with The W. R. Brock Co., Limited, who bought largely before any advance in price in many lines of men's and boys' plain and fancy sweaters, English, German and Canadian. They find them selling well, and will be pleased to send particulars on request, or samples can be seen with the travelers.

In their woollen department a very large range of grey worsted suitings in checks and stripes, comprising the very latest, up-to-date novelties, are shown; also tweed suitings, among them being several ranges of the new "Gun Club" check. They report they are now catching up with their orders for the "Henley" and "Champion" blue serges, and expect all orders filled by April 10, and after that to carry both lines in stock so as to be able to fill all orders as they receive them. They carry a large range of homespuns, in all shades, for ladies' costumes, comprising all shades of grey, from the lightest to dark Oxford.

The W. R. Brock Co., Limited, Toronto, have purchased, for cash, 400 to 500 dozen of men's half-hose. They offer a large stock of ladies' and men's waterproof garments, English and American styles and makes; umbrellas of all kinds, sizes and prices.

"Rosedale," "Vancouver," and "Josephine" are the three special lines of kid gloves offered for cash trade. New stock and Spring colors just passed into stock.

In spite of the immense advance in price of all cotton goods, the W. R. Brock Co., Limited, Toronto, are still offering Victorialawns, India linens, nainsook, organdies, jacconets, check and fancy stripe muslins at most interesting quotations. They anticipated the heavy advances and placed large contracts, thus enabling them to give their customers from ocean to ocean special privileges.

GALE MANUFACTURING CO.

The Gale Manufacturing Co. have just completed their Fall range of samples. Our representative, when calling upon them lately, was shown their line of silk and flannel waists, etc. He ventures to say nothing more complete and nobby has ever been displayed this side of New York. This firm are showing exceptional taste and judgment in the selection of their cloths and patterns. Those visiting this market would do well to give them a call.

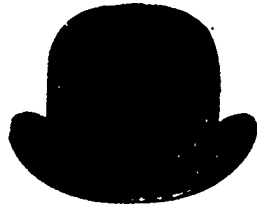
R. G. WILKINS.

Mr. Robert C. Wilkins, Montreal, has produced some very striking garments in the line of smocks, etc., for Fall. Each line has an individuality and a selling merit that is at once apparent. The leaders are: "Strathcona's Horse," "Baden-Powell," "Lord Roberts," "Lord Kitchener," "General Buller," etc. A few merchants have already seen these samples and express themselves as delighted with them.

Mr. Wilkins calls the special attention of the trade to his tweed pants at \$10.50, \$12, \$13.50, \$15, etc., which are better value than ever produced in Canada before at the prices.

Skelton Bros. & Co., Montreal, wholesale manufacturers of shirts and collars, have removed from their old premises at St. Peter and Recollet streets, and have established themselves further west, having gone to William street, where they will have more accommodation.

Hat, Cap and



Fur Trade.

Present Trade. The severe weather and heavy snow during March had quite as much effect on the retail hat trade as on any other retail business, and the consequence was that the development of Spring business was checked. April, however, is opening with warm weather and bright suns, and a much bigger trade will at once set in, rendered all the more satisfactory by the temporary check during March. The wholesale houses have had their travelers at home, but they will go out again now.

The hat which fashion certainly prescribes is the small low-crowned one, and the dressy man will certainly wear that kind. Some are as low as $4\frac{1}{4}$ x $1\frac{1}{4}$ high. This, of course, is the extreme of fashion in the small hat. The majority, which is the staple size, are probably about 5 x $1\frac{1}{4}$. The new hats give quite a youngish appearance even to elderly men, and will not on that account be any the less popular.

During the last two weeks of March there was quite a sale in the large cities for tweed hats, made in the fedora shape. The most popular shades were in small checks of grey, green, brown and drab. The large dealers all showed these in the windows. But they are really a warm hat, and, with the opening of real Spring weather, it is more than probable that something lighter will be in demand. The expected sales of hard felts should begin almost immediately.

The Coming Trade. For Summer wear, the Canadian trade is following pretty closely in the wake of American styles. Straw hats are modelled directly upon this style, "Jumbo" braids and rough straws being very much in evidence. There are some interesting novelties in sailors, as well as in full shapes.

Ladies' straws are going back to the sailor shape, specially in the fancy colors. As to the crown, both in ladies' and men's straw hats, the tendency is to a slightly lower crown, with medium brim. There is at present a good demand for harvest hats, which are still advancing in price, as the material is scarce and hard to obtain. There will not, so far as can be seen, be any change in the way of reduction in price till after the arrival of new stock from China and Japan. And as this will not be for some time to come, the changes will probably be too late to affect the trade for the coming season.

Linen hats for the coming season are being shown in a variety of style and color. For the present, however, the demand in this department is limited.

In soft hats the tendency appears to be that caps should be dropped, and the American style of crush hats, or "crushes" as they are called, adopted. One of the leading ranges in the crush hats is the 20 dwt. Of course there will continue, in spite of anything in the way of novelty, to be a steady demand for fedoras; but there is likely to be somewhat of a falling off in this direction in favor of the crush hats.

The new bicycle hat is in fairly good demand, in spite of fact that it is by no means a beautiful contrivance in the way

of headgear. It is a kind of a cross between a fedora and a crusher, with a slight infusion of the stiff hat. The brim in front is turned down, so as to protect from sun and wind when riding, which gives a rather ungentle appearance to the hat.

In stiff hats lower shapes will prevail, following more or less the Knox and Dunlap styles, which are being extensively copied by English manufacturers.

Alleged Corner In Persians.

A New York contemporary says it has received inquiries in regard to the alleged corner in Persians, and from what has been learned it can but confirm the rumor of a combination which has succeeded in obtaining a very large percentage of the better and best grades of these skins. It is said that instrumental in the coming rise of prices are a firm of Liepsic dyers and a well-known French concern. Dealers who have secured their quota of Persians will have cause to congratulate themselves on their foresight. Persians, in comparison to other furs, certainly were not high in price. Americans who have returned from abroad are unanimous in their declarations that nothing but rubbish, not suitable for either American or Canadian demands, is all that is now left in the open market.

The "Bobs" Hat.

Though the Anderson & Macbeth Co., Limited, the hat firm organized in Toronto at the beginning of the year, is one of the youngest firms in the wholesale hat business in Canada, the long experience of the members makes it to all practical purposes an old, tried house. The senior partner, Mr. George Anderson, has been in this business in Canada for over 20 years. Mr. Hugh Macbeth, a Canadian by birth, has for many years been connected with the trade in the United States.

The firm make a specialty of handling nobby, stylish goods, and as both partners are alive to the trend of fashions, they are fully abreast of the newest ideas. It is their house that got out the novelty for Spring in the shape of a "Bobs" hat, a compliment to Lord Roberts. This is a soft hat, with raw edge, in khaki and all colors.

When a representative of THE REVIEW visited this firm's warehouse at 58 Bay street, the other day, their staff was literally "rushed" filling orders, the most practical proof of the ready recognition by the trade of the up-to-date manner in which this firm are conducting their business.

Furs in the Northwest.

The receipt of all grades of furs from the Canadian Northwest so far this year have been unusually small compared with former years. Several of the best posted firms handling furs in those sections, say that the Spring receipts, which contain the large lots will be small. If this shortage proves a reality during the remainder of the season Canadian furs will be high next year, and it will make prices still higher for the furs that come from those sections. Furs are usually sold on tender in Canada,

GOOD GOODS INTEREST PROGRESSIVE MERCHANTS

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EDGAR,
 For **HATS**
 and **FURS.**
CORISTINE & CO.
 517-519 **MONTREAL.**
 St. Paul St.,
 Successors to GREENE & SONS COMPANY.



Storey's Manufactures are Standard for Excellence of Material, Fit, Style, Workmanship and Durability.

GLOVES.
TRAVELLING BAGS.
LEATHER BELTS.
 For Spring and Summer Trade.

W. H. STOREY & SON
 (The Glovers of Canada)
ACTON, ONT.

STYLISH HATS

Competition has helped secure you good values—quality. What the wide-awake merchant worries about is style. He knows how easy it is to sell Stylish Hats.

OUR LINES ARE DISTINCT AND ALWAYS THE LATEST.



YOU SEE IT'S NEW?

LATEST IN NEW YORK.

A FREE SAMPLE

of a little novelty. It's a small hat brush, flat aluminum shank, to fit inside of sweat, and always carried in the hat. Drop us a card for particulars.

JUST OPENED—A large shipment, fine quality, latest styles, English Stiff and Soft Hats.

The ANDERSON & MACBETH CO.

88 BAY ST.

TORONTO.

LIMITED.

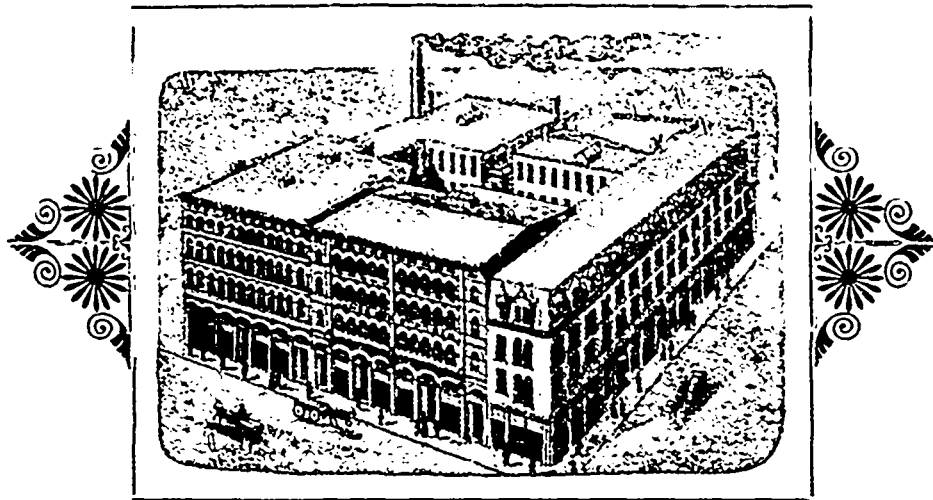


W.D. & Co.
Montreal

STYLISH
DRESSERS

ABOUT FURS.

The marked advance in all classes of goods has naturally affected Furs. We, however, anticipated the rise to a great extent by making heavy purchases early in the year. This enables us to supply the trade with our usual product of **High-Class Furs** at a slight advance only on last year's prices. In most instances the prices are the same.



We pride ourselves on having an unequalled line of samples for the coming season. In addition to a full range of staples, comprising Astrachan, Coon, Lamb, etc., etc., we have a splendid assortment of Combination Collars, Muffs, Caperines, etc., which are very desirable goods, and bound to be good sellers. Our representatives are now on the road, and we will be pleased to have you give our samples careful examination. We have made special arrangements to execute orders promptly.

James Coristine & Co., Limited

469 to 477 St. Paul Street, MONTREAL

HATS AND CAPS—Continued.

and, as they are too high for the American manufacturer at prevailing figures, they will have to be exported. An important Canadian exporter claims that this is an off year, for which fact he finds but one reason—"no rabbits."

The receipt of furs in places tributary to the Twin City markets from this and the adjoining States are very light since February 1. This holds good even for muskrat. Whether there is an actual shortage, or whether the receipts are divided up among the many firms, cannot be told definitely. There is a good call for furs from American manufacturers, but they have bought sparingly, because prices, they say, are too high. The receipts of furs even in this northern country will come in only for another four weeks, and there will not be enough to supply manufacturers. They will have to obtain their goods either directly or indirectly from London. Times are prosperous and people want better furs. Muskrat, in their natural state and dressed, dyed and plucked to imitate otter, are used extensively here, one manufacturer alone, it is said, having used up about 12,000.—New York Cloaks and Furs.

The Fur Sales.

Speaking of the fur market at present, Mr. Jas. D. Allan said to THE DRY GOODS REVIEW: "The fur sales have been in progress in London to March 30, and only fragmentary information, from which no definite conclusions can be drawn, has been received. It is not considered that the reports sent over to this side of the ocean during the sales are official, and Canadian buyers do not, therefore, rely upon them. The indications are that 'something is up' in connection with Persian lamb. If there is a corner in these skins, as is reported, the chances are it will be unsuccessful. If the high prices are due to mortality among the lambs we must expect to see much higher prices. As for the offerings now in the market, they are of the common description and prices are considered prohibitive. A feature of the fur business which might be mentioned is that people are apt to form their values of certain skins irrespective of the quotations, and in ignorance of the markets. For instance, one may make offers for the purchase of bear skins, giving good quotations according to market values, but answers are not received on this basis, and it seems to be the fact that higher prices are expected for bear skins here than are being paid in London, which is the world's market."

Hat Making in South America.

The hat factories in Argentina, 227 in number, are represented by a capital of \$10,000,000, and give employment to 6,700 hands, of whom 2,300 are women and children. Only thirty factories employ steam power. Of the material used for the manufacture of hats, the wool is the only home production; while of those made of hair, only 30 per cent. of the raw material is of home production, the remainder being imported. A Belgian company, however, will shortly establish a factory in Buenos Ayres for preparing all the hair required for the hat industry.

A Hat Yarn.

Some men will buy two or three black derby hats a season, and these will always look rusty and old. Other men will buy not more than one a year, and that will never lose its deep and brilliant gloss. "I'll tell you why it is," said the best dresser in Germantown, the other day. "It is because one man brushes his hat with a stiff-bristle whisk, and the other rubs his

softly with a piece of woollen cloth. The felt of a hat is such a delicate stuff that a stiff whisk applied to it has pretty much the effect that a curry-comb or rake would have on a suit of clothes. It wears the nap off, exposing the bare grey foundation in short order. A piece of woollen cloth, rubbed over a hat with a circular motion that conforms to the grain, doesn't rub off the nap at all, but keeps it lustrous and firm and of good color. I buy one two-an'-a-half hat a year, and rub it each morning with a bit of flannel. I guarantee that it outlasts three \$5 hats that are raked and scraped with whisks every day."—Philadelphia Record.

Racks for Showing Goods.

In a hat store there is a great deal in being able to exhibit the goods attractively because it is too much the tendency to make the inside of the store look like rows of boxes. Racks which enable a large number of hats, caps and furs to be suspended on them during the day time and packed away at night are very convenient things, because they impart to the interior of the store a brighter appearance. This is especially true of the Canadian patent hat and cap rack, which Mr. Kirk, of Bracebridge, Ont., has invented. His rack is different from others, in that, it can hang from the ceiling over a floor space, or over a table, in such a way that no room is taken up by the display which can ill be spared. The hooks and general finishings of this rack make it quite a handsome piece of furniture, and it can be made to order for any dealer who wants it of a certain size to suit his store. Mr. Kirk invites correspondence by dealers who want to find out prices and styles, etc.

A Peterboro' Change.

The extensive fur and hat business of J. W. T. Fairweather & Co., carried on at the corner of George and Simcoe streets, Peterboro', has been sold to Mr. Thomas Barrie. This has been one of the enterprising firms of Peterboro'; no other firm has been longer or better known. It is one of those distinctive premises which could not fail to invite popularity and trade. This corner has always been an old stamping ground for shoppers, not only in swell furs and hats, but also in other lines of merchandise. Mr. Thomas Barrie, who has purchased the business, has been associated with Fairweather & Co. for the past 18 years, and will retain the trade and popularity of the house.

An Inventor's Death.

The death of Geo. Yule, the inventor of hating machinery, at Newark, N. J., is chronicled by the New York Hat Review. Mr. Yule was born in Lille, France, March 26, 1852, and may be said to have inherited his inventive genius from his father, who was a celebrated inventor of machinery used in various textile industries, one of his inventions, the "West Fork," being still regarded as indispensable in the flax manufacturing trades. Mr. George Yule, whose father died in 1854, removed from Lille to Stockport, England, in 1863, where he secured employment in a cotton factory, and, later, in the hat manufacturing works of Wakefield Christy, and on account of his knowledge of French, was employed as interpreter and assistant to the French dyer engaged in the factory. During his connection with this factory Mr. Yule designed and invented a number of machines to be used in hating, and he also learned the hat trade in the course of pursuing his work of inventing and operating machinery. In March, 1873, Mr. Yule went to the United States, and his first situation was secured with Charles Crossley, hat manufacturer, at Newark, where he was employed as an engineer, and, later, had charge of the machinery in the factory, and still later, on account of his im-

portant work in connection with the "Wells Hat Body" case. Mr. Yule was assisted by a leading hat manufacturer in Newark in establishing in business on his own account as a designer and manufacturer of hatting machinery, which he conducted practically to the moment of his death. Mr. Yule invented a number of machines, including the portable fulling stock, double action wool hardening machine, double action fulling stock, friction upright lathe, reversible lathe for pouncing, conical wool hardener, hair fulling stock, hydraulic hat press, and many other machines.

Messrs. James Coristine & Co. report that they are very busy with their shipments of goods just now. New goods are coming in, and they are now preparing their special Easter ranges of novelties. Some of these goods are already being shown at time of writing, and the full assortment will be on deck by the time this reaches subscribers.

SITUATION WANTED.

LADY WISHES POSITION AS TRAVELLER FOR RESPONSIBLE firm; at present connected with wholesale dry goods firm; first-class references given; has been a very successful traveller; wishes to call on the trade only. Address, "Lady Traveller," care editor DRY GOODS REVIEW." (4)

WANTED, PURCHASER . . .

for Dry Goods part of General Store, in live, growing town in Northwest Territories. Store is so arranged that Dry Goods can be run separate from other lines, and expense divided. Good reasons for selling. Stock about \$8,000, half cash. Apply to

CODVILLE & CO. - - WINNIPEG, MAN (5)

"Merchants," Attention!

SAVE YOUR STOCK SPACE BY USING

Kirk's Patent Hat and Cap Racks.

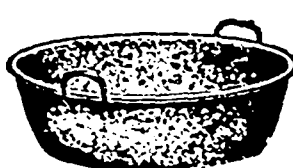
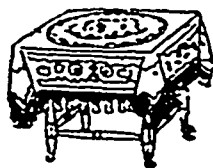
They display goods in a most attractive manner, and occupy no valuable space, as they hang over a counter, table or floor space. This rack is unequalled for displaying straw hats, and the great facilities it affords for keeping sizes in order. They are not expensive, and can be shipped immediately on receipt of order.

A CARD TO

E. J. KIRK,

Bracebridge, Ont.,

WILL BRING YOU ALL INFORMATION.



The Standard Electrotype Co., Wilmington, Del., U.S.A.

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DISTRIBUTING AGENTS for the DOMINION OF CANADA

To whom all inquiries and orders should be sent.

Electrotypes will now be furnished with postage and duty prepaid at the following prices—

Less than 10, 21c. each

From 25 to 49, 23c. each

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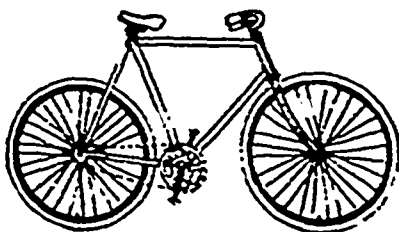
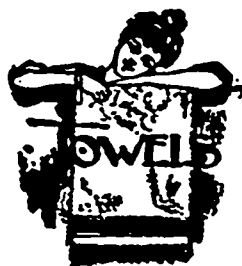
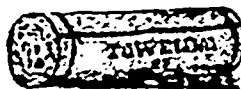
From 50 to 99, 22c. each

From 100 or over, 21c. each

Send for proof-sheets. Hundreds of cuts to select from.

Illustrations attract attention to your advertisements. Make your ad. the most prominent on the page by the use of cuts.

Half-tones, Zinc Etchings, Electrotyping and Stereotyping.





The
✦

Millinery Season

—Mantles, Trimmings and Laces.

RETAIL MILLINERY DISPLAYS.

IN almost the same degree that the millinery openings of the large jobbing houses is an event of importance each Spring to the average retail milliner, the opening which the retailer gives a few weeks later is full of importance to the average female mind and heart.

If the enthusiastic language in which local reporters have described them may be taken as evidence, the openings of the retail milliners in every section of the country have been strikingly successful this year.

In the West, the openings were a week or ten days earlier than those of the Eastern Provinces. In Victoria, B.C., Tuesday, March 20, was recognized generally by the retailers as an opening day. Several of the milliners in Winnipeg and Vancouver also made this day or the one following it their first opening day. In Ontario, Quebec and the Maritime Provinces the most generally recognized days were Tuesday, Wednesday and Thursday, March 27, 28 and 29.

In Victoria, the first day of opening lasted from 9 a.m. to 6 p.m., and the "sales" were reported to be very large and numerous, but, as it has grown to be the custom in that city to allow customers to have hats out on approval, it is likely some deduction would have to be made later for "returned as unsuitable."

As a rule, the length of the opening day was greater than in Victoria. In the east, few stores closed before 9 p.m., and many kept open as late as 10.30 p.m. A year ago, one London firm, Smallman & Ingram, tried a strictly evening opening as an experiment, but their large building became so crowded that it was found necessary to close the doors, and, though the weather was extremely disagreeable, hundreds of ladies remained outside for hours. Inside, the crowd was so large that few were able to see the display. The experiment was deemed unsatisfactory, and this year a full-day opening was held.

Many of the retailers, to make their opening the more attractive, made a veritable palace of enchantment out of their showrooms. Many of these rooms bore evidence of the patriotic spirit pervading Canada just now. In the showrooms of Gordon & Orr, Stratford, Ont., the national colors were predominant, many scores of yards of red, white and blue being artistically draped about the walls and ceilings. Even the mirrors and gas chandeliers were covered. The entire display was neat, but extremely catchy.

At T. F. Kingmill's, London, Ont., a patriotic background was given to the display by the use of numerous British flags, a wealth of white, red and blue bunting, and paintings of the Queen and of Lord Roberts.

As a rule, however, the showrooms were made beautiful by a skillful arrangement of the millinery materials. G. B.

Ryan & Co.'s showrooms were very artistic. A beautiful trellis of roses ran across in front, while throughout the room were baskets of lily of the valley and buttercups, mounds of violets, roses, poppies, lilacs and other seasonable trimmings. The large millinery showroom of the C. Ross Co., Limited, Ottawa, was turned into a bower of radiant leaves, ripening grapes and bright flowers. In the cloak department of this store, an inviting cozy corner, draped in Oriental splendor, made one corner very attractive, while in another was a group of life-sized boys and girls in sailor and man-o'-war costumes. The interior display made by W. W. Wilkinson & Co., Galt, Ont., was said to be "the most artistic and magnificent ever seen" in that town.

Another Galt firm, H. A. Matchett, made his opening interesting as well as attractive by securing the attendance of an orchestra during the opening day. Though a somewhat expensive attraction, the use of orchestras on such occasions as this seems to be growing in this country.

The hats shown, and the colors and materials described, were much the same as were previously shown by the wholesale houses. Several dealers, notably H. G. Broderick, St. Thomas, Ont., have given to their shapes military names. One hat shown by this firm, the "Tommy Atkins," was a blue straw with tan crown of full shirred chiffon, with clusters of golden and brown bread clusters at the front. It turned slightly off the face. Khaki seems to have been popular with most of the retailers.

Though the majority of the general merchants confined their openings to millinery, two St. Thomas firms, Northway & Anderson, and J. Mickleborough made special displays in all their departments. The former firm gave almost as much attention during the opening day to jackets as to millinery, as they make a specialty of tailor-made costumes.

In almost every instance, the windows of the stores were devoted during the opening week to millinery goods. Some of the displays were strikingly beautiful.

THE PRESENT SEASON'S FASHIONS.

When THE REVIEW representative visited the warerooms of the J. D. Ivey Co., Limited, this month he found that firm unusually busy making preparations for sorting business and for the second opening, which will be held before the end of the month. In speaking of the outlook, Mr. Ivey, sr., president of the company, was still of the opinion expressed by him in a previous issue of this paper, that the existing styles are such that the business of the present Spring is bound to exceed all past records.

This company have recently passed into stock many repeat cable orders for scarce goods, and in addition to this their buyer has purchased very choice materials in high-class novel-

The

John D. Ivey Co.

TORONTO.

MONTREAL.

WINNIPEG. Limited



EASTER MILLINERY

All Departments filled with *New Goods* for the *Millinery Sorting Season*.

New Hats

New Flowers

New Trimming Materials

INCLUDING ALL PASTEL SHADES.

LETTER, TELEPHONE, TELEGRAPH ORDERS CAREFULLY FILLED.

WHOLESALE MILLINERY

There is an exceedingly strong demand in the following lines, of which we have an abundant supply :

DEMAND
STRONG



**Chiffons, Maline Nets, Taffetas,
Oriental Satins, Gauzes,
Taffeta Ribbons (in all prices).**

We have the above in **Black, White, Cream,** and all desirable shades, including the new **Pastel Tints.**

HATS—The "Narra" and "Hilda" Turbans are greatly in demand. We have ample to fill all orders.

ALL DEPARTMENTS FULLY REPLENISHED.

No Delay in Filling Orders.

Did You Receive Our Colored Fashion Sheet?

THE D. McCALL CO., LIMITED

MILLINERY—Continued.

ties for their second opening. Each department in their warehouse is replete with seasonable goods of the newest fabrics and styles produced since the general opening of last month. In the untrimmed straw department are shown most stylish dress shapes in Neapolitan horsehair braid, English split straw and chip down to the very popular ready-to-wear hat. Their stock of outing hats is most attractive.

In the same department are also shown straw braids, in all widths and manufactures, also the chiffon and straw combinations and peice straw laces—all of which are so freely used for drapery on early Spring millinery. In the soft pastel shades these goods are very effective.

Concerning artificial flowers, the demand is unusually large, for the quantity used in the garnishing of the picture hat requires an entire foundation of flowers, in many instances veiled with lace or tulle. Roses, poppies, carnations, chrysanthemums, either in natural size or giant, blowed or magnified form, are among the most popular, while the smaller flowers and foliage play an important part in decorating the Easter hat. Fruit has come conspicuously to the front. Cherries, grapes, currants and berries, used in bunches or wreaths, make a smart finish and tone on the faint shades of materials used, while Parma, English and wood violets are as popular as ever. Ribbons are more in evidence, now that the season has begun. They promise to be a leading factor in the requirements, notably the soft satin-taffeta weaves in delicate tints, also hemstitched ribbons in self colors. The haute nouveaute, however, is black velvet ribbon about $2\frac{1}{2}$ inches wide, with a white silk edge. This makes a very chic finish on a hat. The most approved ornaments and buckles are rhinestone, pastel, steel and jet, either alone or in combination.

In the model hat department some exquisite creations are being shown. Individuality is the keynote of the success of this department, for copied shapes do not possess the distinctiveness of originals. These latter hats are exceedingly airy and transparent, both in materials used and in manner of using these fragile fabrics. So much is done with tuscan and white crinoline, or hair tissue, in plain makes, combined with tulle or chiffon, which is tucked or puffed so lightly as if blown together. A chou of mirror velvet makes a rich finish to these transparent novelties. It will certainly repay the trade to visit the showroom of this firm at their second opening.

TAKING THE LATEST NOVELTIES INTO STOCK.

Though the rush of the openings had quite subsided when THE REVIEW visited the warerooms of the D. McCall Co., Limited, the other day, the employes of the firm were busy as ever.

"As soon as our opening was over," explained Mr. McCall, "our European buyer left for that market, and already we are hard at work taking in large shipments from Paris and London of the most desirable goods, consisting of chiffons, maline nets, taffeta silks, Oriental satins and gauzes in white, cream, black, and all the latest shades, including fawns, beige, greys, lemons, argent, as well as the pastel shades which are so favored just now.

"We are also receiving large quantities of cream, butter and black all-over laces as well as a big assortment of fringe-edge scarfs.

"Taffeta ribbons are arriving, too, in all prices and colorings for present use. We have also just received a shipment

including buckles and ornaments in jet, rhinestone, and pastel, and a vast variety of novelties in foliage and flower effects, including chrysanthemums and black roses with colored centres.

"Our stock of hats is being constantly replenished with the latest New York productions. Our buyer for this department makes fortnightly trips to New York, and is thus enabled to pick up novelties as quickly as they are produced in that city.

"As you may see from our stocks, turbans are receiving more attention this season than they have received for years. The notable shapes are the Hilda, which is on the Spanish order, and the Mara, a very stylish shape, with a large, heavy roll on the left side. A striking hat in this shape is made of alternate rows of hair braid and straw. Another pretty style of turban has a turn-up brim made of fine chip straw formed in a plait about two inches deep.

Though, for the present, and likely for a month or more, sailor hats have to give place to turbans and ready-to-wear hats, when the warm weather comes, and the ladies begin to don their shirt waists, the sailors will be revived, and will likely be as popular as ever in midsummer."

PARISIAN MILLINERY MODES.

Among Spring models two absolutely distinct styles are prominently apparent, writes a Parisian correspondent to THE DRY GOODS ECONOMIST. The first consists of hats with very small and extremely high crowns—in fact, terminating almost in a point. The brims of these are rather broad and somewhat oval, shaping low down on the back of the head, while in front they flare upward in a curling movement.

The preferred trimming for these hats is a large bunch of flowers placed high up in the centre of the front, reposing partly on the upturned brim, partly on the crown. The remainder is adorned with draperies of mousseline de soie, which encircle the crown and almost hide the standing back of the brim, or else one or two semi-long ostrich feathers, which follow the sloping movement of the "coiffure."

Of the second style, the brim is broader and rounder, while the crown might almost be said to be absent—it is so low. The favorite trimming for these is a garland of large flowers and foliage, almost covering the brim, which often has a gentle undulating movement over the face, while in the back it is straight or is turned boldly up. The flat crown, almost concealed by the garland, is covered with draperies of mousseline or narrow shirrings of black or white net, according to the garniture of the hat.

Summer toques will be worn even larger than those seen last year, but almost invariably of the turban shape; that is to say, without a separate brim, the entire hat being draped in one. The covering of these will be black or white spangled or chenilled tulle, and all-over lace of all descriptions from point d'esprit to heavy guipure and Luxeuil. They will, in preference, be but little adorned, the trimming consisting of osprey, light, fluffy aigrettes, a high cluster of loops of ribbon or wired net placed on the left side and flaring considerably. Anything in the way of strings is, for the moment, totally abandoned.

A new idea is to cover wired frames with fancy foulard draped in ledges on the brim, while the portion of the foulard covering the crown is caught in here and there by a stitch. The effect of these hats, for which any not too large shape is suitable, is most original and really attractive. They should always be arranged to match the costume in color and, if

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possible, in material. Their adornment consists of a lace aigrette or a shaded ostrich feather—never flowers.

Another novelty is a hat of which both brim and crown are covered by narrow shirrings of white mousseline de soie, the trimming, feathers or aigrette, being also white. This is a very elegant but somewhat fragile mode.

Still another novelty shows hats of Panama straw through which run large but narrow crossbars in black, brown or red of self material. These are covered with mousseline de soie, in preference white, and are very slightly draped, allowing the straw to be visible beneath the textile. For trimming, ostrich feathers or aigrettes of white or colored net, according to the bars of the straw, are used.

A big demand for chrysanthemums has developed in the millinery trade within the past few weeks. While at the opening of the season there was a marked indication for showy flowers, interest was not centered on any one flower until recently, says The Dry Goods Reporter. This sudden demand for chrysanthemums of every shade and make-up may be said to have been as unexpected as a clap of thunder from a clear sky. Though all colors are being taken, yellows have first sale, and this fact may possibly hold a hint of future color plans for Spring and Summer. One of the leading Fifth Avenue milliners in New York has brought the chrysanthemum to the attention of the fashion world. The reputation of this firm for good taste and ingenuity invariably gains a quick and lively following of any introduction, hence, the popularity of the chrysanthemum seems assured.

A PROSPEROUS INSTITUTION.

The annual meeting of the Anchor Knitting Co., of Almonte, Limited, was held recently in Almonte, when satisfactory reports of the year's business were presented, the usual dividend was declared and the reserve fund account was largely augmented. The following compose the directorate for the ensuing year: President, H. K. Pinhey, of Ottawa; vice-president, A. J. McAdam; secretary-treasurer, H. W. Lundy; managing-director, Joseph Ainley; Robt. Bowie, Brockville; Geo. F. Francis, Pakenham; and J. G. Forgie, Pembroke. The mill is now running overtime, and has orders enough to keep it busy till the end of this year, so that the prospects for the future are quite bright.

The death of Mr. Robert M. Muldrew, the Toronto representative of D. Morrice, Sons & Co., of Montreal, was a shock to his many friends. Some few weeks ago he was taken ill, and he sank gradually until the end. He was much esteemed by all who knew him, was generous and straightforward in all his business dealings, and will be greatly missed by a host of friends in the dry goods trade.

Mr. H. M. Belcher, western manager for the Gault Bros. Co., has arrived in Winnipeg from Montreal, and will take up his permanent residence in that city. Mr. O. Sommerville, formerly of James Ogilvie's dry goods establishment, Ottawa, has been engaged by the Winnipeg firm, and will be employed in the new warehouse for some weeks before being placed on the road as traveler for the firm.

A PLEA FOR GOOD MANNERS.

QUARRELS are said to have aided in building reputations in literary and artistic circles, but they never yet have been the foundation of success in business, says The Outfitter. Enmities are luxuries that business men cannot afford, and the good-will of any man may be valuable most unexpectedly. Even the veriest boor will be gracious to a buyer or to the representative of a house from which he looks for favors, but it is also to be remembered that in a country of rapid changes and easy relations between employers and employed, the clerk or salesman of to-day may be the independent principal of next year, and men occupying very subordinate positions not infrequently have opportunities of diverting considerable trade, according to their likings or hatreds. It is true that many of the disagreeable, brow-beating type have often been successful, but they have won their success, not because, but in spite, of their manners, and in doing so they have given themselves little happiness, and have wounded many who will secretly injure them at any opportunity, and who will openly rejoice at their not impossible downfall.

A PATRIOTIC WINDOW.

One of the Peter McSweeney Co.'s windows, in Moncton, N. B., was lately very handsomely decorated in patriotic style and attracted a good deal of attention. The national colors, in red, white and blue bunting formed a pretty background and a large-sized photo of Her Majesty the Queen adorned the centre. Implements of war, in the shape of rifles, bayonets and helmets were arranged to lend a warlike effect to the decorations. The window was dressed by Mr. Gilbert LeBlanc and was devoted to advertising the patriotic concert held in the town.

AUCTION SALE.

On Thursday, April 5, at 11 o'clock a.m., an auction takes place of the following assets of the estate of John Aitken & Co., Montreal, who are insolvent:

Lot No. 1—The stock-in trade in store 122, Notre Dame street, of haberdashery, hosiery, underwear, blouses, silks, flannels, etc., amounting, per inventory, to \$13,031.38.

Lot No. 2—Furniture, fixtures, etc., \$2,452.15.

Terms, cash. Purchaser to deposit 10 per cent. Stock and inventory can be seen at any time on application to the curator, Mr. A. Angus, on the premises, between 10 o'clock a.m. and 12.30 noon, and 3 and 5 o'clock p.m. The auctioneer is Mr. Walter M. Kears, and, no doubt, good bargains in the above-mentioned goods will be obtainable.

STRATFORD'S NEW STORE.

The new dry goods store of Mr. J. A. Duggan, on Downie street, Stratford, is a fine structure. It is the width of four stores, and is three storeys high, besides basement. The cost of the building and fittings has been over \$40,000. The floor space, counting the two main floors (the top flat being held in reserve), is over 20,000 square feet. The depth of the store reaches as much as 145 feet and the front width 78 feet.

Four large windows and the spacious interior give ample scope for a display of stock. Two of the windows are fitted with plate-glass mirrors, which add greatly to their appearance. There are two entrances, that on the right leading into the clothing department, and that on the left into the dress goods department. The millinery department is at the rear.

The ceilings of the building are metallic, and there will be

25 clusters of incandescent lamps, making the night almost like day. There are in all about 150 lamps. All fittings are high-class and of the latest design. There are a large number of showcases, in which goods can be conveniently shown. The counters are open and the shelves are low, so that goods may be readily reached. The upstairs will be lighted by gas.

ITEMS OF INTEREST.

Clark & Steeves have opened in tailoring at Summerside, P. E. I.

Messrs. Jos. McGowan & Co. have greatly improved their stores at Delhi, Ont., and now Delhi has one of the finest dry goods establishments in the country.

Messrs. John Flett, Henry Lowndes, J. M. Lowndes, C. B. Lowndes, George A. Baker, and H. L. Mason, of Toronto, have been incorporated to manufacture clothing, as The Lowndes Company, Limited, with a share capital of \$50,000.

The merchants of Prince Edward Island are bestirring themselves to take advantage of the opportunities for trade opened up to them by the rapid growth of the town of Sydney, C. B. Both Charlottetown and Summerside are moving in the matter of securing a regular steamer service between island ports and Sydney, not only to enlarge trade with Cape Breton, but to make closer connection via Sydney with the markets of Newfoundland.

Messrs. Hiles & Collins have opened their new store at Kincardine, Ont., and are showing a nice new stock of general dry goods, groceries, boots and shoes. As both gentlemen are well known in the vicinity they should do well, and the outlook is very promising.

Mr. Louis Simpson, who lately retired from the management of the cotton mill at Valleyfield, is organizing a company to start a new cotton mill at some point in Canada. Mr. Simpson has been inspecting the district about Ottawa as a suitable site. A committee of Ottawa gentlemen will confer with him.

I. L. Matthews & Co., Port Arthur, have handsomely fitted up a large room of their main store, putting in nice furniture, carpets, and pictures on the wall, and they display an attractive stock of ladies' costumes, skirts, capes, mantles, velveteen suitings. The goods are tastefully disposed in such manner that each garment occupies a space alone, a great advantage for proper display. A small line of very fine umbrellas occupy a space in this room also.

"Profits?" remarked the manager of the big department store. "Why, we made our profits when we bought the goods. The margin we get when we sell them pays for the running expenses, advertising, and rent. The real profits of our business are in the discounts we get by paying cash for what we buy, instead of asking for long credits. That's where the principal profits of the big department stores come from, and that's why the smaller stores cannot compete with us successfully."

The large department store business of Charles Woodward, Vancouver, has been converted into a limited company. The capital of the company is placed at \$100,000, of which \$30,000 is already paid up. The business is an exceedingly good one, and has been very successful for a number of years. The other members of the company are: Mr. Woodward's son, Mr. J. N. Woodward, and Messrs. E. J. Knowlton, John Little, J. Norris, Max Cameron and A. Eckley.

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

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

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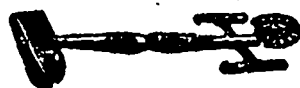
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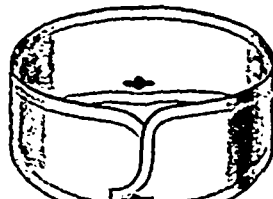
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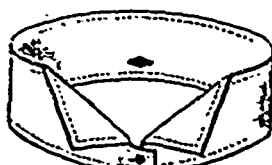
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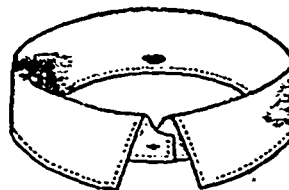
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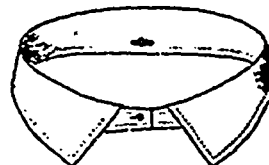
BERKELEY.



TITAN.

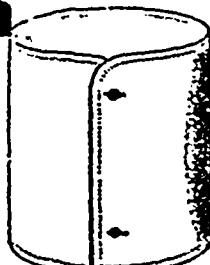


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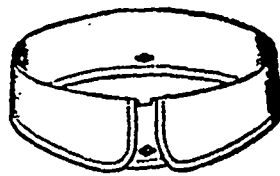


ROYAL

Roman, Cardinal and Bishop Collars may be had plain
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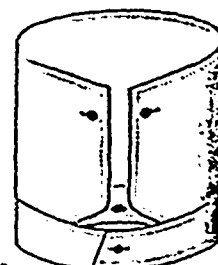


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CAUTION It having come to our notice that certain manufacturers are producing and advertising imitations of our goods under the name of "Celluloid," we desire to notify the trade that the word "Celluloid" is a registered trade mark, and our right to its exclusive use having been upheld by the courts, we shall hold responsible not only such manufacturers but also all dealers handling any goods, other than our make, under the name of "Celluloid."



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