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VOL X

MONTREAL AND TORONTO, SEPTEMBER, 1900

No. 9

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ENGLAND.

WHO SUPPLY THE FOLLOWING GOODS:

SHIRTS.
LACES.
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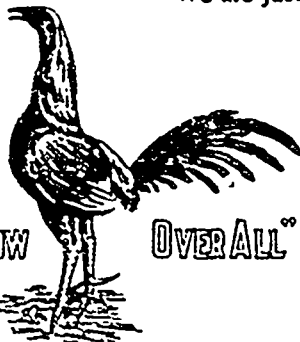
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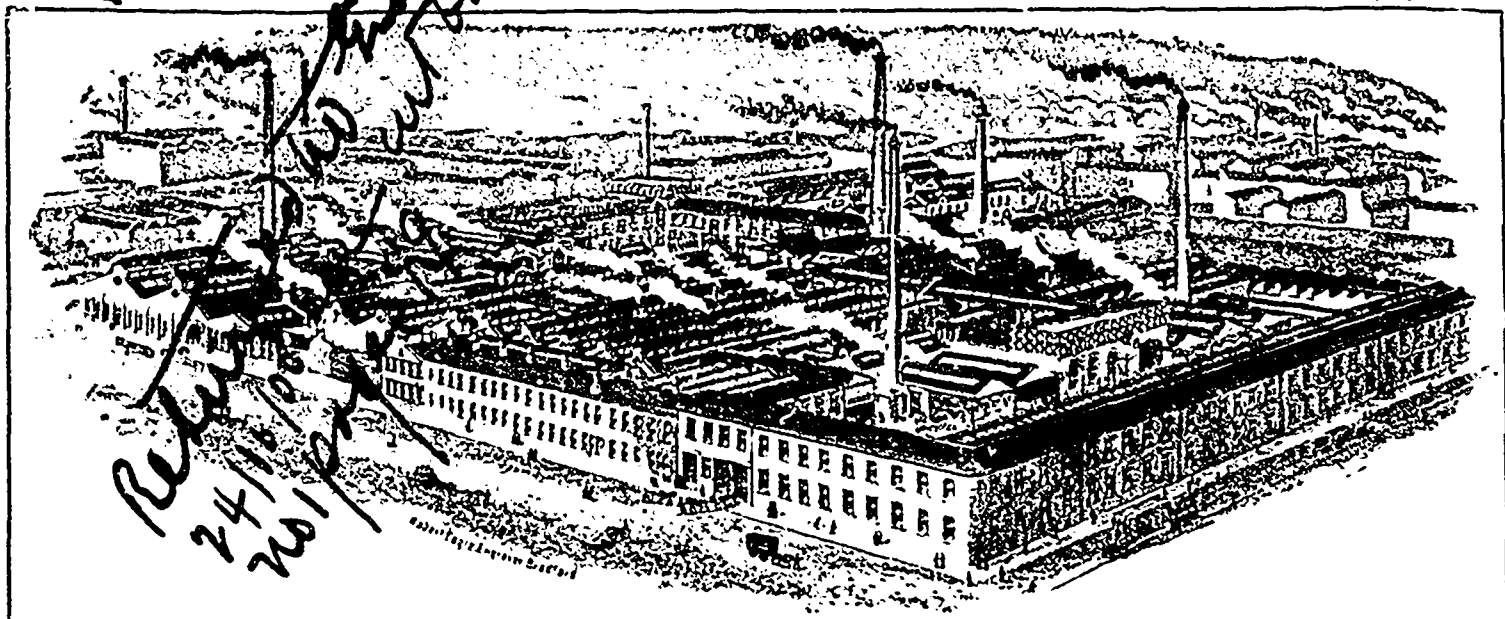
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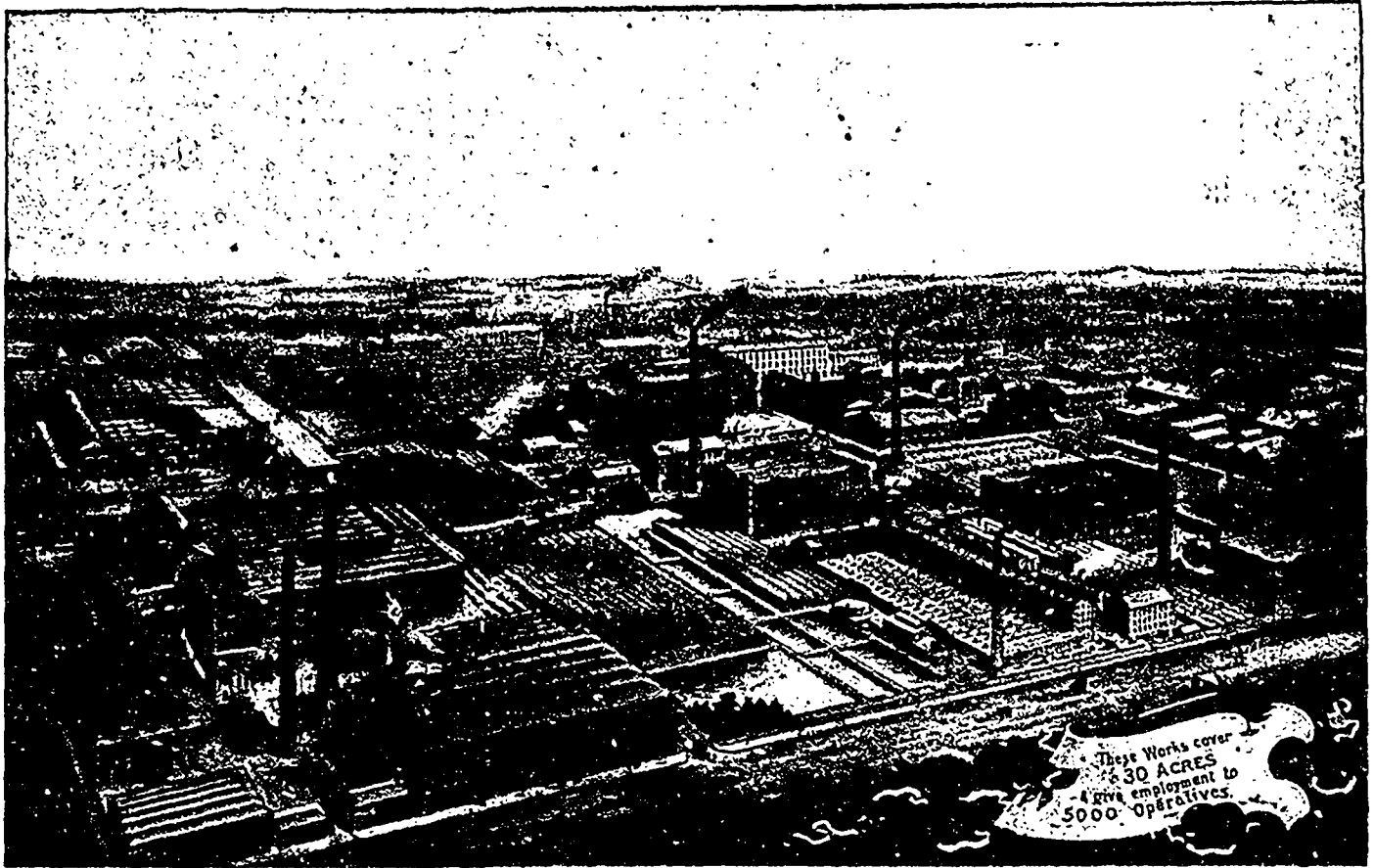


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Manufacturers of Shirts, Collars, Neckwear, Dressing Gowns, Pyjamas, Etc.
New Ranges of Neckwear just received.
Spring 1901 samples this month.

TRESS & CO., London, Eng.

—High-Class—

HATS and CAPS.

Spring samples on 15th. Latest English and New York shapes. Silks, Felts and Straws.

DR. JAEGER'S SANITARY WOOLEN UNDERWEAR.



For Gentlemen, Ladies and Children.
For 16 years the STANDARD OF THE WORLD.
For 5 years steadily growing in favor in Canada
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For all Climates. For all Seasons.

FAVORABLE TERMS CAN NOW BE OFFERED TO THE TRADE.
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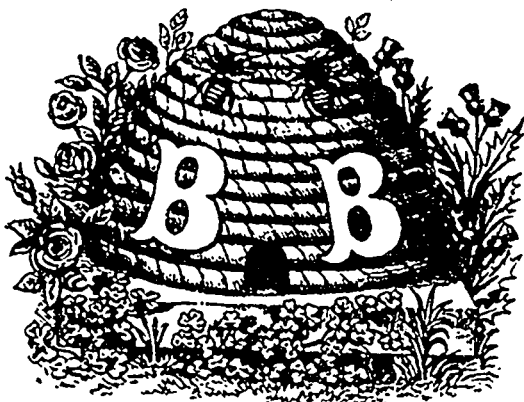
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J. & J. BALDWIN, HALIFAX, ENG.

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ALL KINDS OF KNITTING WOOLS

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Scotch Fingering
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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.

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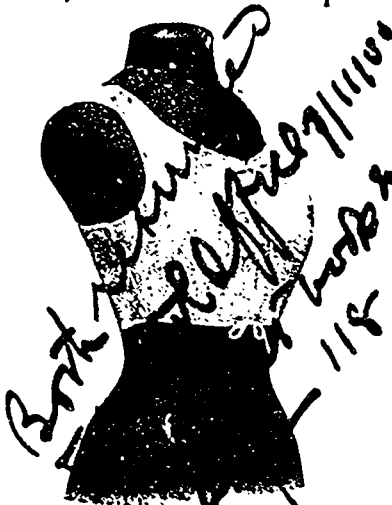
Early Orders secure prompt and *early deliveries*. This applies more especially to import *Laces* and *Embroideries*, which our men are now showing for Spring, 1901. In these lines we are admittedly the *leaders* in the Canadian trade.

Dress Goods continue to arrive weekly, and among our collection we show the latest designs and best values attainable.

Hosiery. If you desire to have your Hosiery Department a strong and profitable branch of your trade, see what we are doing in this line. We are sole agents in Canada for the Queen's Gate Indelible Black Cashmere Hose—equalled by few, surpassed by none.

Cloakings, Mantle Cloths and Golf Cape Reversible Cloths in latest designs.

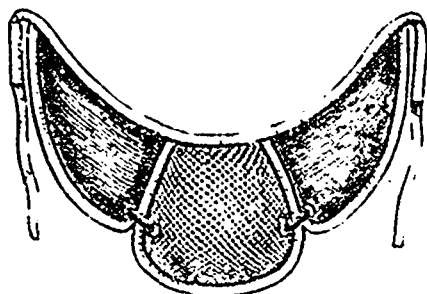
In Our Collection are shown samples from the following departments, which are kept fully assorted throughout the season :



The Model K. C. Vest.

Silks, Velvets and Velveteens, Opera and Blouse Flannels, Costumes, Robes, Shirt Waists, Chiffons, Laces, Nets, Veilings, Trimmings, Ribbons, Belts, Neckwear, Hairpins, Slides and Ornaments, Hosiery, Gloves and Underwear, Corsets, Waists and Bustles.

The Model K. C. Corset Vest is a seller at sight. It is a moulded form of exquisite design and finish. The proper article for tailor-made suits and waists, worn over the corset, or without the corset when golfing, cycling, etc. We carry a full range of sizes in cotton and satin coverings.



No. 13 Form.

Letter Orders Carefully Executed.

Kyle, Cheesbrough & Co.

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Colonial Bleaching and Printing Co.

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Spring Samples

NOW READY.

Prints,
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The Bagley & Wright Mfg. Co.

318 St. James St., MONTREAL.

For Sorting-Up Trade

We are offering some Special Values:

C15 full-fashioned Hose, sizes 8½, 9, 9½, usual price \$4.20 per doz., we offer at - - - **\$3.50** to clear.

C16 full-fashioned Hose, sizes 8½, 9, 9½, usual price \$4.40 per doz., we offer at - - - **\$3.60** to clear.

THESE ARE THE BEST VALUES EVER OFFERED.

Art Satteen, 100 pieces, we offer at 11c., regular price, 12½c.

Full Line of

LINENS, TOWELS, TAILORS' TRIMMINGS, Etc.

AT ROCK BOTTOM PRICES.

The W.R. Brock Company, (Limited)

CORNER BAY AND WELLINGTON
STREETS

TORONTO.

Fall

Underwear,
Hosiery and
Gloves

Samples of these are in the hands of our travellers. Do not fail to see them, they are

Profit-Makers.

Leaders

Hosiery. To retail at 15, 25, 35 and 50 cents.

Men's Underwear. To retail at 25, 50, 75 cents and \$1.00.

Ladies' Underwear. To retail at 25, 50, 75 cents and \$1.00.

Men's Lined Kid Gloves. To retail at 60 cents.

Ladies' Ringwood and Cashmere Gloves. To retail at 25 cents.

Letter Orders for Immediate Wants receive Special Attention.

THE
**DRY GOODS
 REVIEW**
 A JOURNAL
 FOR THE
**DRY GOODS
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 KINDRED
 TRADES**

Vol. X.

MONTREAL AND TORONTO, SEPTEMBER, 1900.

No. 9.

BOARD OF TRADE OF THE MARITIME PROVINCES.

A THREE DAYS' CONVENTION IN KENTVILLE, N.S., THE PRETTY LITTLE TOWN
 IN THE CORNWALLIS VALLEY.

THE sixth annual convention of the Board of Trade of the Maritime Provinces opened in Kentville, N.S., the pretty little town in the Cornwallis Valley, on Wednesday, August 15.

The sessions of the convention were held in the Y.M.C.A. Hall, which the local board had tastefully decorated for the occasion with bunting, while over the platform was a large streamer with the word "Welcome" printed on it in letters of blue and red. It was the first occasion on which the Maritime Board of Trade has met in a hall decorated in its honor.

The first session was held on Wednesday evening. It was 8.30 o'clock when the president called the meeting to order, with the remark: "Gentlemen, I think the hour has now arrived when we should proceed to the business of the sixth annual session of the Maritime Board of Trade. I will now request the secretary to call the roll."

Secretary Calkin read the roll and the following delegates were reported for their respective boards of trade:

ST. JOHN, N.B.—W. M. Jarvis, C. W. Bostwick, J. G. Crosby, F. C. Allison, R. B. Emerson, J. Willard Smith.

HALIFAX, N.S.—W. A. Black (president), J. E. De Wolfe, Geo. J. Troop, C. M. Creed (secretary), E. G. Smith, F. C. Simpson, J. A. Chipman, J. Taylor Wood, J. P. Longard, I. C. Stewart, E. F. Stevens, George A. Hoak, A. E. Jones, Senator Power, George Mitchell, M.P.

KINGS COUNTY.—P. Innes (president), J. Hubbard, Ralph S. Eaton, A. Blahop.

KENTVILLE, N.S.—R. W. Eaton (president), H. H. Wickwire, M.P.P.; B. H. Dodge, M.P.P.; Col. L. D. V. Chipman, Judge Chipman, F. H. Armstrong (general passenger agent of D.A.R.), J. W. King.

TRURO, N.S.—Dr. W. S. Muir.

BRUNSWICK, N.S.—J. E. Woodworth.

PARSONBORO'—H. W. MacKenna, P. F. Lawson, James W. Day, E. R. Reid.

MIDDLETON, N.S.—Percey Bentley, W. G. Parson
 WESTVILLE, N.S.—A. R. Mounr.

CHATHAM, N.B.—W. S. Loggie, D. G. Smith.
 SUSSEX.—W. J. Mills, C. G. Armstrong, W. B. McKay, C. D. Davis.

WINDSOR, N.S.—Clarence H. Dimock, W. Kerr Dimock, J. W. Blanchard, Dr. J. B. Black
 WOLFVILLE, N.S.—Dr. DeWitt.
 ST. STEPHEN, N.B.—Fred Ham
 NEW GLASGOW.—John Underwood.
 CANNISIO, N.S.—W. Rand.

Just preceding the calling of the meeting to order, the following were invited to seats on the platform: Ex-presidents of the board, George J. Troop, Halifax, and W. M. Jarvis, St. John; Mayor Loggie, Chatham, N.B., and W. A. Black, president of the Halifax Board of Trade. President DeWolfe had Mr. Troop at his right and Mr. Jarvis at his left, and as he took his seat between them he remarked facetiously, "We divide Halifax and St. John because it is not safe to have them together."

There was a general laugh amid which Mr. Jarvis arose and facetiously remarked that there would be no danger at all were he and Mr. Troop put side by side.

COMMUNICATIONS.

A letter was read from the Lunenburg Board of Trade, regretting inability to send delegates. "But we will be there next year," wrote the secretary. The Stellarton board also wrote regretting inability to send representatives. Mr. D. G. Smith, of the Chatham board wrote, "We expect to have the board meet here next year."

"I am glad," remarked the president, "that we have an invitation from at least one place."

Among other letters read was one from Mr. D. J. McLaughlin, of the St. John, N.B., Board of Trade, in which he regretted that as he was compelled to go to Minnesota he would be unable to attend the convention.

"OLD HOME WEEK."

In a letter which was read from Mr. W. S. Fisher, of St. John, was the following:

In connection with the subject of better accommodation for tourists, it has been suggested that along these lines it might be well for the gathering to discuss the question of "Old Home Week," such as they have been having this week in Portland, Maine. It seems this idea was first originated in New Hampshire, and has been gradually extending. I presume you are aware of what it means. If not, allow me to state briefly that the object sought is to induce all the former residents of the State or Province to visit their old home. For this purpose a week has been set aside and advertised well in advance, when the railway and steamship companies offer for that period extremely low rates and passage from every part of the Union. This naturally brings a large concourse of people back to their former homes, renews acquaintances and keeps them in touch with it, whereas otherwise they would gradually lose entire touch with it. This revival of interest is a good thing from many points of view which I will not undertake to discuss, but which are apparent on the surface, and the expenditure of money is an important source of income to the community.

Applying this to the tourist question, it would appear that considerable good might be derived from such a movement if once started in the Maritime Provinces, as it would awaken an interest in the minds of many former residents and be an effective means of advertising the country. The matter could be taken up more effectively by all three Provinces working together, for the very good reason that all the transportation companies would in that case be much more deeply interested and their hearty approval and assistance would be absolutely necessary.

Messrs. C. W. Bostwick, St. John, and Percey Bentley, Middleton, were appointed auditors.

THE PRESIDENT'S ADDRESS.

MANY IMPORTANT SUBJECTS DEALT WITH IN AN INTERESTING MANNER

President DeWolfe, in rising to deliver his annual address, was greeted with applause.

GENTLEMEN OF THE CONVENTION:

In presenting this, my annual address, I venture at the very outset to bespeak your generous indulgence for its deficiency, and your benevolent criticism of its shortcomings. I am fully conscious of the serious disadvantages under which I labor in coming after the masterly, instructive and comprehensive address of my able and respected predecessor in office, Mr. Jarvis, at the magnificent convention in St. John last year—an address which I can neither hope nor pretend to emulate. At the same time I may, without presumption, add that while fully recognizing my own limitations, I yield to no man in the sincerity of my desire, and in my efforts, such as they are, for the furtherance of the work, the extension of the benefits and the enlargement of the usefulness of the Maritime Board of Trade.

MEETING OF COUNCIL.

The question of expense has hitherto been a bar to the holding of more frequent meetings of the executive of the board, and the same is true to some extent as regards the general meetings of the board itself. While the board was in the experimental stage no very definite regulation in this respect could well be adopted, but now that it has become so firmly established and has so thoroughly and successfully vindicated its usefulness and its influence, it is suggested that the time may be opportune for amending the constitution, at least as regards

and Westville in Nova Scotia, and Summerside and Souris in P. E. Island, all of which except Summerside have become affiliated with the Maritime Board. I exceedingly regret being unable to report any new organizations from the important Province of New Brunswick, but much good work has been done there, in which your board was heartily seconded by the St. John Board and which will no doubt bear fruit in due season.

AMENDMENT OF THE BOARD OF TRADE ACT.

The Dominion Act "respecting the incorporation of boards of trade" provides that there must be a population of not less than 2,500 in any district in which a board of trade may be incorporated. In many cases we have found that this provision acts as a bar to the formation of a board of trade. There are many towns in the Provinces the population of which is less than 2,500 which nevertheless carry on a considerable business, and are none the less interested in the general welfare and progress of the community and in which the organized action of its best citizens working for the common good could not fail to be of great material and moral advantage. In all such cases I have recommended that towns with a less population than 2,500 should either form their board of trade without asking for its incorporation, or should take in sufficient of the county to form a district with the required population and thus secure incorporation. It is obvious, however, that neither alternative is quite satisfactory,

ANSWERING INQUIRIES.

A highly important feature of the work of your executive, and one calling for the exercise of sound judgment, experience and discretion, is the answering of inquiries and furnishing information on almost every imaginable subject connected with the business, trade, industries, resources, capabilities, transportation facilities, soil, climate, amenities and so on of these three Provinces. These inquiries are not merely interprovincial, as between the Maritime Provinces or as between the Maritime and the other Provinces of the Dominion, but to a considerable extent they may be said to be interimperial, coming as many of them do from the Mother Country and her other colonies, even so far away as Australia. This bespeaks a growing recognition of the community of interests, and a quickening of the pulses and the broadening of the aims of commerce within and throughout the Empire. In order, therefore, that the Maritime Board may be at all times in a position to furnish accurate, intelligent and reliable information in response to the inquiries which come to it, it is of prime importance, that, 1st—every local board should be affiliated with it and be represented on its council; and, 2nd—that every local board should file with the Maritime Board a copy of each annual report or address of its president, together with such other data as to the trade, progress, prospects, and requirements of its district as may be called fo



Site of the "Royal Oak," Kentville, where Queen Victoria's father lived for a short time.

meetings of the executive council. At present no provision whatever is made as to the holding of meetings of the council, and in order to facilitate the work of the board and to keep in touch with and abreast of the changing topics and circumstances of the times, it would appear desirable to provide for, say, regular quarterly meetings of the council, and additional special meetings when necessary at the call of the president. My personal experience and that of the secretary, during the year just closed point to the necessity of more frequent consultation with the council.

WORK OF THE YEAR.

The work of the board during the past year has been mainly of an educative and organizing character, with a view to arousing public interest and stimulating the formation of local boards of trade in places which are not so represented. In this connection a number of official circulars have been issued giving such explanations and offering such suggestions and observations as seemed to be necessary for the information and guidance of those interesting themselves in organizing such boards.

A circular was also addressed to the mayors of incorporated towns in which there were no boards, with the view of securing their cooperation, and pointing out the advantages which, in many ways, would accrue to a town from the combined action and deliberations of its foremost business and professional men. This entailed a wide and voluminous correspondence with all parts of the Maritime Provinces and has resulted in the establishment of local boards of trade during the year in Yarmouth, Canaan, Underwater Liverpool Digby, Stellarton

and it is suggested that, in order to meet such cases, of which there are many in the Maritime Provinces, and to extend the usefulness and advantages of boards of trade, this board should respectfully petition Parliament to amend the Act by substituting a population of 1,000 or 1,500 in lieu of the 2,500 at present.

SOME STATISTICS.

Before passing from this subject, and as illustrative of the increasing interest that is being taken in, and the solid advantages that are derived from the active, intelligent and patriotic work of boards of trade, I may be permitted to quote a few brief figures as to recent progress. There are now 138 boards of trade in Canada, of which no less than 106 are in the Maritime Provinces, viz. 27 in Nova Scotia, 11 in New Brunswick and 3 in Prince Edward Island. In Nova Scotia, Manitoba and British Columbia the number has doubled within the last four years. A year ago out of a total of 30 boards in the Maritime Provinces, 20 were affiliated with the Maritime Board, and 16 were represented by delegates at the annual convention. This year out of a total of 41 boards, 26 have been affiliated and no less than 16 are represented by the delegates at this meeting. It will be seen that at present Nova Scotia is largely ahead of New Brunswick and Prince Edward Island, probably because the matter has been more fully and consistently advocated there, but this is a disparity which will no doubt disappear in the course of time as the beneficial work of existing boards becomes more generally recognized, and the advantages of mutual cooperation more generally known.

from time to time. In this way the Maritime Board would be kept continually and continuously in close touch with every varying phase and development of Maritime industry and enterprise, would accumulate a fund of valuable information and statistics, readily available for any purpose; and would be in a position to efficiently and intelligently perform one of its most important functions, viz., to furnish authoritative information regarding any and all parts of these Provinces to the capitalist, manufacturer, the trader, the workman and the immigrant.

BUREAU OF INFORMATION.

I would go further than this, and would respectfully suggest for your consideration the propriety of instituting a Bureau of Information in connection with and under the control of the Maritime Board of Trade. If we would hold our own in the ever-growing, swiftly rushing tide of competition which confronts and envelops us on every side—we must bestir ourselves and claim before the world that place and precedence to which our commanding geographical position, our temperate climate and fertile soil, and our splendid natural resources of the field, the forest, the mine and the sea entitle us. Less than ever nowadays is there justification for hiding our lights under a bushel or tying up our talents in a napkin. Therefore, I think that in addition to answering such inquiries as come to us, our Bureau of Information should take up the ground heretofore intermittently occupied by our respective Governments and prepare and distribute in likely quarters booklets and literature regarding

We are going to have some special lines of American goods for the sorting trip. You will do well to see these.

We have made specialties of Dress Goods, Silks, Satins, Velvets, Velveteens, Hosiery, Gloves, Laces and other lines that we will not particularise now. If you have not benefited thereby the loss is yours.

Our goods are and always have been reliable. There is novelty and exclusiveness in our patterns and designs---a general high character to all our goods.

We have captured much of the best trade in Canada; we want more of it.

If you are not doing your share of the best trade in your town the remedy is in your own hands. We have the goods you want, come to us for them.

Our travellers will be on the road during September and October. In addition to all regular lines they will have some specialties for Spring 1901. By ordering early you will ensure delivery in good time

There never was a season when Tweed Skirts were so much worn as they will be this Fall. The correct Blouses for Tweed Skirts are Plain and Fancy Silks, Silk Embroidered and Plain French Opera Flannels. We have a very large variety of these in the right styles and colors.

The quality, designs and prices of our Imported Flannelettes are appreciated by the trade, and the goods are selling fast.

BROPHY, CAINS & CO.

23 St. Helen Street,

- -

— MONTREAL

the Industries, resources, capabilities and prospects of our magnificent Provinces. To this end I would suggest that for the reason that we are a thoroughly representative non-partizan and non-political body, whose sole primary aim is to promote and foster the industrial enterprises, encourage the development of the resources, and aid the extension and expansion of the trade and commerce of the Maritime Provinces, this board should respectfully memorialize the three Governments for an annual grant to enable it to carry on this important and necessary work in the manner and on a scale commensurate with the magnitude of the interests involved. I venture to think, having regard to all the circumstances, that this board could perform the work more economically and to better advantage than it could be done separately by the three Governments.

TOURIST TRAVEL.

In view of the importance which attaches to the encouragement of tourist travel to these Provinces, it was deemed advisable to issue a circular on the subject embodying the resolution passed by the board at its last convention. The rapid and splendid facilities for intercommunication which are now available by rail and steamboat lines, induce, year by year, an increasing influx of summer visitors, to the manifest advantage, direct and indirect, of these Provinces. Concurrently with the expansion of this business, great improvements in many instances, have been made in the hotel and boarding house accommodation. There is still, however, much room for improvement, and I would again press upon delegates the desirability of providing good and ample accommodation for this class of travel. Other things being suitable and in keeping, and the manifold natural beauties and picturesque scenery which abound in these Provinces, coupled with their historic and romantic associations, will attract still larger and larger numbers to enjoy the cool invigorating breezes of our shores. And it should be remembered that everyone who has been well treated goes away thoroughly delighted and becomes for the future one of our best and cheapest advertising agents. Besides which this frequent intercourse tends to make ourselves and our country better known, and explodes the idea that ours is a worthless and barren terra incognita.

COUNTY BOARDS OF TRADE.

Kings county Nova Scotia, is the only county in the Maritime Provinces, and, as far as I know, in the Dominion, in which a board of trade has been organized. This board has been doing very useful and efficient work, more especially in connection with matters affecting agricultural interests, and it has adopted the highly commendable plan of holding its meetings alternately at different centres in the county. Now, the agricultural, if not the most, is at the least one of the most important industries in these Provinces, and while the Fruit Growers' Association, Farmers' Association, the Stock Breeders' Association, and the Farmers' Institute have done and are doing much useful and valuable work for the advancement of agriculture and the improvement of agricultural methods and processes, still I think it cannot be denied that a live and energetic board of trade in each county holding frequent meetings in different localities would do much more to arouse and keep alive the interest and to stimulate the activity of the agricultural community. The stress of modern competition presses as heavily and tells as keenly upon the agricultural as upon any other industry, and accordingly it would appear that the formation of county boards of trade with the objects of improving the condition, protecting the interest, increasing the production, and enlarging the markets of the agriculturist, would be a step in the right direction, leading to large benefit results.

COLD STORAGE.

For instance, one of the questions which might very appropriately engage the attention of county boards and upon which their deliverances would be of importance and value is that of cold storage. The transport to and the placing upon the markets of the world of our unvalued agricultural and horticultural products in a sound, fresh, untainted and attractive condition has become for us one of the most important questions of the time, on the proper solution of which will depend to a large degree the future development and expansion of our productive energies. What has been done for the products of distant New Zealand and Australia surely can be done, and certainly ought to be done, for the perishable and delicate products of our Provinces. The wide range and admitted excellence of our products and our proximity to the British markets, by reason of our favorable geographical position, should give, and, under proper conditions of handling and transit, would give us a

commanding and remunerative position and lead to extraordinary development along the lines of agricultural and horticultural industries and enterprises. What is needed to secure and maintain this position beyond all question of rivalry and competition is a cheap and efficient cold storage equipment on our railways at our ocean seaports and on our trans-atlantic steamship lines. To attain so desirable and necessary a consummation, our best efforts should be directed.

FAST ATLANTIC SERVICE.

The subject of the establishment of a fast Atlantic mail and passenger service between Canada and Great Britain has been more or less under consideration and discussion during the past few years, and I observe that it is among the matters that are to come before the present convention. It is to my mind a question of the very greatest importance to Canada, and especially to these Provinces. Rapid transit for mails, passengers and certain kinds of freight has come to be an essential necessity of our times, and every consideration points to the policy, the wisdom and the common sense of passing our own traffic through our own magnificent gateways, which are among the most accessible, secure and commodious on the whole Atlantic seaboard, rather than divert it through and help to build up foreign and competitive ports. Powerfully established enterprises and rival interest, together with doubts as to the remunerative character of the undertaking have hitherto prevented the establishment of such a fast and perfectly equipped line as a rapidly developing vitality of our national life and the circumstances and exigencies of the times demand. I am



The President—Mr. W. H. Jaggie,
Chatham, N.S.

of those who believe, that given the necessary facilities and accommodation, trade as surely and invariably follows the route as it follows the flag. We can all remember when the Canadian Pacific Railway was being projected, the chorus of pessimistic alarm with which the daring scheme was greeted and the prophecies that it would never earn sufficient to pay for its axle grease. I believe that the establishment of a fast Atlantic service equal to the best in point of speed equipment and accommodation would be equally successful and contribute equally to the advantage, development and up-building of the Dominion. It is clearly inevitable that such a line by the mere force of geographical consideration would command and attract an enormous and ever-increasing traffic and would form not the least important link in the world encircling chain which binds the Empire together.

PREFERENTIAL TRADE.

Among other subjects to which the attention of the convention will be invited, but not the least important and not the least far reaching in its consequences, if consummated, is that of preferential trade within the Empire. It is a subject beset with many difficulties and regarding which there are wide divergencies of view. It is a notable fact that of recent years the trend of public opinion, both in Great Britain and the Colonies, has been steadily converging towards this end, accelerated by the amazing development and rapidly-growing competition of foreign countries in every branch of commercial industry and production. It seems clear

that we are on the eve of great economic and commercial changes, and it is obvious that the adoption of the principle of preferential trade within the Empire would lead to an enormous development in every branch of agricultural industry throughout Canada.

LEGISLATIVE UNION.

The question of a legislative union for the Maritime Provinces has at various times been a subject of public discussion, which, so far, has been barren of any practical results. The question will again be a matter of consideration at this meeting, and it is hoped that its ventilation will tend to forward the movement a stage or two. It needs little or no argument to show that such a union would lead to great and radical economy in legislative and administrative expenses, would tend to larger and better practical results by reason of the combination and concentration of public institutions, would create a broader conception and a wider recognition of the identity of our material interests, would allay petty jealousies which have hitherto clogged our progress, and would give us a solid and important political entity which would command no mean weight and potency in the Parliament of Canada and the councils of the nation. These are results that are undoubtedly within our achievement whenever the people of these Provinces make up their minds to have them. The progress may be slow, because the established interests and traditional associations to overcome are important and deep rooted. But we are not altogether standing still, and in various ways the Provinces are coming closer together. A very important step forward has been taken in the proposal for the establishment of a Maritime College of Agriculture and the Maritime Technical Training College, under the joint auspices and aid of the Maritime Governments. The successful and harmonious working of our own board is another encouraging instance of progress being made.

OTHER MATTERS.

Various other subjects will come up for discussion at this meeting which cannot be referred to now without overswelling the limits of this address, notably among which is that dealing with the amazing development of the coal, iron, steel and allied industries now in progress, which bids fair to convert the northeastern corner of Nova Scotia into a populous hive of industry, the future of which no man can foresee. It will be noted that none of the subjects are of merely local importance, it being a sound rule to leave all such matters to be dealt with exclusively by the local boards, reserving for the cognizance of this board subjects of provincial, interprovincial and national importance.

THE LATE MR. DWYER.

While we have reason to congratulate ourselves upon the progress which has been made, and the gratifying measure of success which has attended our efforts, we have, I regret to say, one great and irretrievable loss to deplore in the lamented death of the late Michael Dwyer, Esq., of Halifax. Mr. Dwyer was one of the foremost and most active promoters and founders of the Maritime Board of Trade, he took a hearty personal interest in all its business and proceedings, and his wide experience, acute intelligence and matured judgment were at all times freely, fully and cheerfully at our service. I therefore think it would be proper and becoming for this board to place formally on record an expression of its appreciation of the eminent services rendered to it by the deceased gentleman, and of the all but irreparable loss it has sustained by his premature and unexpected death.

SOUTH-AFRICAN WAR.

Since last convention the British Government was forced into a war with the Boer Republics, in order to repel an invasion of British territory and to redress the grievances and secure the rights and liberties of British subjects. The outbreak of the war gave the signal for a remarkable and significant exhibition of patriotic loyalty throughout all the colonies and dependencies of the Empire, each vying with the other in their offers of aid to the Mother Country. The Government of Canada equipped and dispatched to South Africa two contingents of over 1,000 each composed of volunteers from all branches of the service, and Lord Strathcona and Mount Royal at his own expense equipped and sent out a body of 500, known as Strathcona's Horse. We have all followed with keen interest their career in the field, and we have read from time to time with a glow of pride how with intrepid valor they sustained the honor of their country in many a desperate battle, winning the laurels of victory and earning unstinted commendation on all hands from the Field Marshal Commanding downward. But war has its dark as well as its bright sides. Our own Provinces furnished their quotas of gallant

volunteers, and while we rejoice with the surviving actors we none the less remember with sorrowing pride that some of our best young blood was spilled and some of our noblest young lives went out on the South African field in defence of Britain and of the honor and glory of their native land. Their deaths will not have been in vain, but will, I firmly believe, be a shining mark for future generations of one of the most remarkable turning points in the long and glorious history of the British race and the British Empire.

CLOSING REMARKS.

Before closing this address, I feel it not less a pleasure than a duty to refer to the valuable services of Mr. Calkin, your secretary-treasurer for the past year. He has been not merely assiduous but indefatigable in the performance of the duties devolving upon him, which have now grown to be of considerable importance and volume, and he has brought a zeal and enthusiasm into the work which were both infectious and refreshing. I am indebted to him for much useful assistance and information, and in this respect my thanks are also due to many members of council, and to officials of the local board of trade. Nor must I omit to acknowledge, here and now, our obligations to the regular press and to the trade journals of the country for the copious space they have devoted, or, I might say, donated, and the prominence they have given to reports of the proceedings of your board and the several local boards. By this means a general interest has been created in and an impetus has been given to our work which has been of incalculable service and is bearing good fruit from day to day.

I feel that I have trespassed too much and too long upon your time and patience, and will now conclude by expressing the hope that the result of your action and deliberation at this meeting will mark another step forward in the history of the board, and will tend to still further broaden its scope and extend its usefulness; to still further justify its claims to represent the con reite intelligence, experience and judgment of our foremost practical business men on all subjects affecting the material interests, progress and prosperity of the Maritime Provinces and of the Dominion, and to still further illustrate the supreme advantage of working together in harmony, board with board

and Province with Province, to foster and promote our common objects and our common aims.

The president was greeted with loud applause as he took his seat, and, on motion of Mayor Loggie, of Chatham, the



The Past President—Mr. M. G. DeWolfe,
Kentville, N.S.

report was received, and a hearty vote of thanks conveyed to Mr. DeWolfe for the excellent address delivered by him.

THE PRESIDENT'S REPLY.

"I may say," remarked the president, as

he arose to acknowledge the vote, "that I am very much obliged, and I only hope that when I vacate this chair the work will be easier for my successor. The secretary and myself have spent many hours trying to work out what we thought would be for the best interest of the Maritime Provinces. I am very much pleased to see such a representative gathering. Mr. Jarvis in his annual report last year congratulated the convention on its representative character. I am much pleased to say that the gathering here to day is even more representative than that which we had in the winter port last year. I am glad that the delegates have, by their presence, proved that the Maritime Board of Trade has come to stay." In conclusion, he expressed the opinion, amid applause, that a fast winter steamship service would only be brought about through the efforts of the Board of Trade of the Maritime Provinces.

THE SECRETARY-TREASURER'S REPORT.

Mr. G. E. Calkin, the secretary-treasurer, presented his annual report, and it was a most satisfactory one. He pointed out that there were 26 boards of trade out of 40 in the three Provinces that were affiliated with the Maritime Board of Trade. Last year 20 were affiliated. The number of boards represented at the present convention was

SPECIALTIES FOR EARLY FALL BUSINESS.

Knitted Shawls
Cashmere Hosiery
Pompadour, Back and Side Combs
Chenille and Tapestry Curtains and Covers
Wrappers and Skirts
Ladies' Vests and Drawers
Dress Goods
Skirtings (Moreens, Etc.)
Shirts (Satten and Fancy)
Wrapperettes
Flannelettes
Domets (Canadian and American)
Table Linens
Table and Floor Oil Cloths
A full line of Notions.

We have leaders in every line.

Just what you will want to push your early trade.

Stock well worth your inspection.

COMPLETE ASSORTMENT OF ALL THE ABOVE LINES NOW ON DISPLAY IN OUR WAREHOUSES.

Knox, Morgan & Co.

Wholesale Dry Goods,

HAMILTON, ONT.

16, the same as last year. The reason the number was not larger was that some of the most important boards in the Maritime Provinces, and ones which had hitherto always sent representatives, were, through unforeseen circumstances, unable this year to send delegates. He spoke of the difficulty he had experienced in getting the officers of some of the boards to reply promptly to his communications, and urged a reform in that respect. Within the Maritime Provinces there were many men of marked ability connected with the board who could do a great deal to advance the interests of not only that part of the country, but those of the Dominion as a whole. He favored the appointment of a permanent secretary, although under no circumstances would he accept the office himself.

The finances, he said, were in a much better condition than last year. More money came in, and there was more on hand. Still, some of the boards had been careless in remitting their per capita tax. The receipts during the year totalled \$117, which was larger than in any previous year. The expenditures during the year were \$32.50. Taking the amount carried forward from last year, the balance at present in his hands is about \$140.

There are in the Maritime Provinces 41 boards of trade, of which, as already pointed out, 26 are affiliated with the Maritime Board. There are 3 boards in Prince Edward Island, 11 in New Brunswick and 27 in Nova Scotia. The boards in the three Provinces, alphabetically arranged, are as follows:

Amherst, N.S.	New Glasgow, N.S.
Annapolis, N.S.	North Sydney, N.S.
Berwick, N.S.	Pictou, N.S.
Bridgetown, N.S.	Parrsboro', N.S.
Bridgewater, N.S.	Springhill, N.S.
Charlottetown, P.E.I.	Sydney, N.S.
Canaling, N.S.	Stellarton, N.S.
Chatham, N.B.	Souris, P.E.I.
Digby, N.S.	Summerside, P.E.I.
Dartmouth, N.S.	St. John, N.B.
Fredericton, N.S.	St. Andrews, N.B.
Harland, N.B.	St. Stephen, N.B.
Halifax, N.S.	St. Martin, N.B.
Kentville, N.S.	Sussex, N.B.
Kings County, N.S.	Truro, N.S.
Londonderry, N.S.	Woodstock, N.B.
Liverpool, N.S.	Windsor, N.S.
Lunenburg, N.S.	Wolfville, N.S.
Middleton, N.S.	Westville, N.S.
Moncton, N.B.	Yarmouth, N.S.
Newcastle, N.B.	

The report was received, as was also the report of the auditors, which found the accounts correct.

SUBJECTS FOR DISCUSSION.

The following were appointed a committee to arrange the order in which the subjects for discussion should be taken up. Messrs. J. E. Woodworth, Berwick; W. S. Loggie, Chatham; A. J. Smith, Halifax; H. Wickwire, Kentville; J. Hubbard, Kings County; Percy Bentley, Middleton; W. M. Jarvis, St. John; A. R. Munro, Westville; W. J. Mills, Sussex; H. W. MacKenna, Parrsboro'; Dr. Muir, Truro; J. W. Blanchard, Windsor.

The convention adjourned at 10.50 p.m. to meet on Thursday morning.

THURSDAY'S SESSION.

The convention met at 10 o'clock on Thursday morning.

The following telegram was read from Mr. E. C. Hanrahan, president of the Sydney Board of Trade: "Regret exceedingly that circumstances prevent Sydney being represented at your meeting. With best wishes and hoping to have you meet here next time, where our citizens will give you right royal greeting."

A letter was read from J. W. Bigelow, Wolfville, in which was enclosed the following resolution:

Resolved, that the Maritime Board of Trade urge upon the several Provincial Governments the necessity of immediately securing space and making arrangements for a creditable exhibit of the products of the Maritime Provinces at the Pan-American Exposition to be held at Buffalo.



The Secretary-Treasurer—Mr. D. G. Smith, Chatham, N.B.

NOMINATING COMMITTEE.

On motion of Messrs. D. G. Smith and T. C. Allison, the gentlemen composing the committee on subjects for discussion were delegated to also act as the nominating committee, with the addition of the names of Messrs. Fred Ham, St. Stephens, and J. Underwood, New Glasgow.

THE NEW OFFICERS.

The nominating committee retired, and after an absence of half an hour or more presented the following list of officers:

President—W. S. Loggie, Chatham, N.B.
 Vice-President for Nova Scotia—Dr. Muir, Truro.
 Vice-President for P.E.I.—Horace Hazzard, Charlottetown.
 Secretary—D. G. Smith, Chatham, N.B.

The announcement was greeted with applause, and, on motion of Messrs. W. M. Jarvis and H. W. MacKenna, the report of

the nominating committee was unanimously concurred in.

Amid applause Messrs. Loggie and D. Muir were escorted to the platform, and Mr. D. G. Smith to the secretary's desk.

"Before I take the chair," began the new president, "allow me to move a hearty vote of thanks to Mr. DeWolfe for his excellent work as president during the past year." (Hear, hear.) "I am sure Mr. DeWolfe will take the same interest and will lend all the help he can to the new president, and will do all he can, as in the past, to advance the interests of this board."

This motion was also carried by a standing vote.

Retiring President DeWolfe, in acknowledging the vote of thanks, spoke in part as follows: "I feel very grateful to you, gentlemen, for having extended to me this very hearty vote of thanks. I have left no stone unturned in trying to advance the interests of the Maritime Board of Trade. At the same time I realize that I have made a great many mistakes. As I said last year, I was following in the steps of old and tried veterans. I do not know of any position in the Maritime Provinces in which there is so much to gain or to which so much honor is attached as that of president of the Maritime Board of Trade." (Hear, hear.) "To see the way in which the representatives yesterday and to day have worked for the good of the Maritime Provinces and for the good of the Dominion of Canada is something to be proud of. I have on my right the father of the Maritime Board of Trade. I have reference to Mr. Troop. He has never missed but one convention, and that was last year in St. John, when an accident prevented him putting in an appearance. The time has come when the Maritime Board of Trade is a power in the land, and the Government does not cast aside any resolutions or letters addressed to it from this board. I have much pleasure in resigning my position to the man whom you have elected, a man who is deeply interested in the Maritime Provinces. In your new officers you have the strongest team you ever had. I look for an earthquake." (Laughter.)

Mr. W. M. Jarvis, St. John, moved the suspension of the rules in order that he might introduce a special vote of thanks to Mr. G. E. Calkin, the secretary of the Maritime Board of Trade for the services he had rendered during the year and also that the sum of \$50 be set aside for his use.

The motion was seconded by Mr. Percy Bentley and carried by a standing vote.

Mr. Calkin thanked the board and added: "I have, with all my shortcomings, always taken an interest in board of

trade matters and I always shall." (Applause.)

CHATHAM THE NEXT PLACE OF MEETING

Mr. D. G. Smith, the new secretary, had in the meantime been quietly sitting at his desk. But a few remarks were now demanded from him. "I thank you," he said, "for the honor you have conferred upon me. I hope I shall be able to do as satisfactory work as has the late secretary. If I can make any improvement I shall try and do so. While I am on my feet I will take the opportunity of moving that the next annual meeting of the Maritime Board of Trade be held in Chatham, N.B."

Just at that moment, a telegram was handed to Mr. M. G. DeWolfe. It turned out to be from the Chatham Board of Trade, inviting the Maritime Board to hold its next convention in that town. There was a

not devolved upon someone else. However, he felt that it was his duty to introduce the subject when called upon to do so. "I regard," he continued, "this question as the most important that looms up before the Canadian people and of this Empire. However little we may now think of the question to-day, as truly as we live

IN THIS GREAT COUNTRY

of Canada, as truly as we have a great country in Australia, as truly as we have nearly one third of the world's territory, this question will force itself upon our attention until it is an accomplished fact."

He then referred to the free trade movement in England as led by Cobden, and the difficulties the latter contended with. At that time Great Britain had no rivals, except France, Spain and Portugal. He referred to the progress of Great Britain under free

Britain, but the material for the interchange of commodities between all nations."

The aggregate exports of the British colonies were, he said, about \$1,500,000,000 in round numbers as far as his memory served him. The imports were somewhat larger. Of

THAT ENORMOUS TRADE

only about 14 per cent. was with the Mother Country. It ought to be, he declared, 50 per cent. at least. By a simple preferential tariff, foreign countries would be prevented from taking this trade from her.

"How indifferently this matter may be treated to-night or in the near future," he continued, "as sure as we are a living people we shall yet awaken ourselves and help to wake up the Australian colonies and



Blomidon, on the Minas Basin.

laugh among the members at the coincidence.

Then Mr. W. M. Jarvis seconded Mr. Smith's resolution, which was carried unanimously.

The convention adjourned at 12.30 p.m. to meet again at 8 p.m.

In the afternoon, the delegates were taken by vehicles to "Look Out," as guests of the Kentville and Kings County Boards of Trade. Further particulars of this will be found elsewhere.

The evening session was opened shortly after 8 o'clock. There was a good attendance of members.

After routine, the first subject introduced was

PREFERENTIAL TRADE.

The subject was introduced by Mr. J. A. Chipman, Halifax. In doing so, he said he regretted exceedingly that the duty had

trade, and he'd that up to 1882 no country had made greater progress. Then came in the competition of the United States and of Germany, and, not only in foreign markets, but in the British market itself.

Canada in the years gone by only had a small population, and

COULD SCARCELY FEED HERSELF.

Now things are changed. We have a larger population, and, with our minerals, timber and food products, it is possible for us to supply the British Empire itself.

Referring again to the competition of Germany and the United States in the home, foreign and colonial market, he continued: "Are we to open our markets of the Empire to the competition of the world, while they shut us out with high tariffs and obnoxious bounty systems? I have shown that we have not only the material to supply Great

the West Indian Islands to the importance of this great question." (Applause).

He then read the following resolution:

Resolved, that in the opinion of this convention mutual preferential trade within the British Empire would greatly tend to cement the unity of the Empire, vastly assist in developing the material resources of the several colonies and dependencies thereof, hold a restraining influence upon immigration, directing it from foreign to countries within the Empire, and conducing to a more equitable system of commercial intercourse between the Empire and the several nations of the world.

Before taking his seat, Mr. Chipman said. "We hear sometimes that Great Britain is afraid of a mutual preferential trade between herself and her colonies and dependencies on account of her large trade with foreign countries. I tell you, gentlemen, that before preferential trade within the Empire was in existence five years the United States and other foreign countries would, to use an Americanism, be hustling

to come in and get a share of the preferential trade." (Laughter and applause.)

Mr. W. M. Jarvis, St. John, said he had much pleasure in seconding the resolution. "It is a question of vast importance," he declared. "And it is

A HAPPY OMEN

when you find such a strong public opinion as now exists among all people in Canada for a continuance of the present preferential tariff with Great Britain." (Hear, hear.)

Without further discussion the motion was put and carried unanimously.

TRADE WITH THE WEST INDIES.

The subject of the West Indian trade was introduced by Mr. I. C. Stewart, of Halifax, who, early in the year, spent three months in the Leeward Islands. He said it was a subject which indirectly interests every merchant and every manufacturer in the Province of Nova Scotia, because "it involves one of our most, if not the most, important of our industries, namely, that of fish. It concerns the counties of Lunenburg, Queens, Shelburne and Yarmouth directly, and it concerns the supply houses and exporters of Halifax almost, if not quite, as seriously."

Continuing, Mr. Stewart spoke in part as follows: "The West Indian trade of Nova Scotia is

ONE OF THE OLDEST SURVIVING INDUSTRIES of our people. I am not as familiar with the early history of the trade as the majority of those present, but anyone who has lived in Halifax for any length of time during the past 10 years cannot fail to have heard of the

GOOD OLD DAYS

when the docks were alive with small shipping and money was easily made by Halifax exporters. We are not doing as large a business to day with the British West Indies as we did some years ago, and further along in my argument I shall have occasion to show why this is so. At present, however, our exports of dried fish to the British West Indies and British Guiana are worth about \$1,250,000 a year. I estimate this from the statistics given in the Trade Returns, which show direct exports of \$811,827. The balance I estimate to be sent to New York, as our exports to New York show a total of \$540,000, much of which, I am informed, is resold to the West Indies. The total value of Canada's dried fish exports in 1899 was \$2,737,000, of which the Province of Nova Scotia supplied \$2,345,000; and of this a little more than two-fifths went directly and indirectly to the British West Indies and British Guiana.

THE SUGAR INDUSTRY

"I had not been longer among the business people of the West Indies than a few weeks

when I made up my mind that the successful extension of trade between Canada and the West Indies, particularly as regards fish, depends upon the prosperity of the sugar industry; but when I came to consider what Canada could do alone towards assisting the West Indies to put that industry on a sounder basis, I came to the conclusion that we could do but very little. The market for sugar and other West Indian products in Canada is,

UNFORTUNATELY, RESTRICTED,

and it will be many years before Canada is large enough and wealthy enough to consume all that the British West Indies can produce; so it became apparent to me that it was useless to hope for a speedy development of a large trade between Canada and the West Indies. But, as I thought more carefully, more deeply on the matter, it occurred to me that we might

HELP TO DEVELOP THIS TRADE

by assisting the West Indies to find a larger market, if we could not give them the larger market ourselves. And, recalling the important place that Canada now holds in the councils of the Empire, it began to impress itself upon my mind that Canada might be able to bring to bear some influence upon the Mother Country to induce her to take the necessary steps to provide a market among her consumers for the sugar which the West Indies can produce, and would be producing, were it not for the unfair competition of the bounty countries.

PREFERENTIAL TRADE

within the Empire would settle this difficulty at once, and if I could have my way I would make an arrangement whereby England would give the West Indies such a preference for her products as would insure them a market. In return for this the British West Indies would give a preference for the products of both Britain and her colonies. This would secure Canada the foodstuffs trade of the British West Indies. And, of course, as Canada should not expect to get something for nothing, she in turn would give a special preference to Great Britain."

Mr. Stewart dealt exhaustively with the history of the sugar in the West Indies during the last 200 years, and showed that out of a total of 8,321,733 tons of sugar (5,608,000 tons of beet and 2,700,000 tons of cane sugar) produced in the world in 1898-99, the British West Indies only contributed one thirty-fifth. "The cause of this," he declared, "is the iniquitous policy of the bounty system, which the British Government, whom we are all taught to regard with the utmost reverence, seems disposed to treat with indifference. Were it not for the United States, which

CAME TO THE RESCUE

in 1896 by enforcing countervailing duties on bounty fed sugars, the British West Indies would to day be hovering on the brink, if not already in the pit, of bankruptcy. Is it a position we should view with equanimity that one of the oldest and most loyal colonies of the Empire is now dependent upon the United States, and is asking the Mother Country in vain for that justice which it has from the hands of a foreign nation?

"We have practically lost our market in Porto Rico for our fish, and that of Cuba will soon follow. These, in themselves, mean \$800,000 of a deduction from our fish sales. The British West Indies should have fair play, and Canada, as the strongest colony in the Empire, should see that they get it."

TRADE OF THE LEEWARD ISLANDS.

Mr. Stewart pointed out that the Leeward Islands annually exported about 20,000 tons of sugar and 4,250 puncheons of molasses, of the total value of \$925,000, equal to a total value per head of \$13.26. The total area under cultivation in the Islands he estimated at about 35,000 acres, less than 1-13th of the total acreage of the Islands. The present method of sugar manufacture in the Leeward Islands is

MOST PRIMITIVE

and he had been informed that, with the vacuum process of manufacture, 15 to 20 per cent. more juice would be obtained from the cane.

The consumption of flour by the Leeward Islands is 37,000 barrels annually; of fish, 21,000 quintals; of lumber, 1,500,000 feet; of cheese, 40,000 lb., and of butter, 100,000 lb. He held that by increasing the production of the sugar crop the purchasing power of the Islands would be increased proportionately.

In Barbadoes, he said, the sugar production during the past 10 years had averaged 60,000 tons. The best year was in 1890 when 85,000 tons were produced. "I have been told by the planters," he added "that although 90 per cent. of the cultivable land in Barbadoes is now under cultivation, that with the introduction of capital and new machinery, which will immediately follow a settlement of the sugar bounties, the Island can easily produce from 110,000 to 120,000 tons per year. So on through the different colonies of St. Lucia, St. Vincent, Trinidad, British Guiana and Jamaica, there is a possible output of 1,000,000 tons; and the same argument which I have made with regard to increasing the consumptive capacity of the Leeward Islands will, to a greater or less extent, hold good elsewhere."

THE MAIN POINT

is to supply your customer with an article which will please and satisfy her, and at the same time give her the best possible value for her money. In selling an inferior article (which is dear at any price), you don't do so.

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stamped on the back of every yard, or printed on the label, indicate the BEST Skirt Bindings it is possible to produce. AND WHY?

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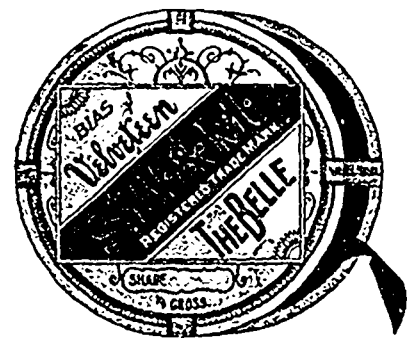
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Speaking of the West Indian Islands in general, he said they bought from all sources 650,000 barrels of flour, valued at \$3,000,000; 2,750,000 lb. of butter, valued at \$11,560,000; 900,000 lb. of cheese, valued at \$110,000. The value of the lumber was \$800,000. The total imports of the British West Indies and British Guiana for the last fiscal year were \$32,000,000, and the total exports \$37,000,000. The total population of the British West Indies and British Guiana is 1,650,000, and the per capita imports about \$19 50.

Before taking his seat Mr. Stewart moved the following resolution.

Whereas the British West India Islands and British Guiana are very important markets for Canadian products, and whereas anything which regards the industrial progress of these countries is of serious consequence to Canada

Therefore, resolved that this convention is in entire sympathy with and cordially supports the

to be raised equal to the amount of the duty. The result has been that our refiners, instead of being able to use West Indian cane sugar, have been compelled to go into the European market and buy beet sugar is cheaper than the United States can afford to pay. The duty in the United States is that much higher than it is in Canada. You can understand that this works to our disadvantage.

"Just as long as these advantages are given to West Indian sugars by the United States, just as long as Great Britain does not put on countervailing duty, and just as long as Canada does not, just as long will we be handicapped in doing business with the West Indies.

NO SUGAR, NO FISH.

"Our not being able to take West Indian sugar means that they can't take our fish."

25 per cent. of the duty. And, I think, with the preference of 33 1/2 per cent. we shall next year do a better trade with the British West Indies. At the same time, I do not think it will do very much. It will still allow a preference to be given to beet sugar.

RAW SUGAR USED BY CANADIAN REFINERIES.

"At one time the Canadian refineries used only one third of beet-root sugar. Then it was increased to one half, until to day they nearly altogether use beet-root sugar for refining purposes."

He referred to the bad effect of the bounty-fed sugar on the refining industry in Great Britain, and, while it was claimed that the jam industry there had greatly benefited as a result of the cheap sugar, yet he did not think it was fair that European countries should be encouraged to put large



Grand Pre Village, N.S.

representations made by British Guiana and the British West Indies to the Imperial Government in favor of countervailing duties on bounty-fed sugars.

Mr. A. E. Jones, Halifax, seconded the resolution. He said that, as the prosperity of the West India Islands depends a great deal upon the sugar industry, it followed that if there is to be any increase in our trade with them there must be an improvement in the condition of the industry. "The price of sugar," he continued, "has been unremunerative for a number of years, and its effect upon the industry in the West Indies has been felt in Nova Scotia. The United States, which are

OUR GREAT COMPETITORS

in the West Indies, saw at once their chance, and, while England stood aloof, they stepped in, and, by putting on countervailing duties, they caused the price of West Indian sugar

Mr. George Mitchell, M.P., quite agreed with what the previous speakers had said in regard to the importance of the West Indian trade. At any rate it could be made one of the most important. "However," he declared, "if an extension of the trade comes it must come largely from the Upper Provinces.

UPPER PROVINCES MUST HELP.

"Unless we get those in the Upper Provinces of Canada to take an intelligent interest in the West Indian trade we cannot expect an extension of trade. We want their cooperation."

He referred to the difficulties under which they, the business men of Halifax, had labored, and added: "It is useless to say that the Government has done nothing. It gave West Indian products a preference of

bounties on sugar, and thus destroy the sugar industry of the British West India Islands.

Mr. J. W. Blanchard, Windsor, N. S.: "Would political union of the West Indies with Canada, in your opinion, be beneficial?"

A COMMERCIAL TREATY WANTED.

Mr. Mitchell: "I am very much afraid that political union with the British West Indies is not feasible at present. I believe it would be a good thing if we could obtain a commercial treaty with the West Indies. That is what we want."

POSSIBILITIES FOR BUTTER AND CHEESE.

Mr. Clarence H. Dimock, Windsor: "What are the possibilities for trade with the British West Indies in butter and cheese?"



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Mr. I. C. Stewart, in reply to Mr. Dimock, said that he found that most of the cheese being sold in the West Indies came from New York, and that the cost of the cheese in New York was a little above the price at which similar cheese sold in Canada. The cheese was not as rich as Canadian cheese, but one difficulty with the latter was that it began to crumble after being opened up, while the cheese from the United States sliced nicely. With regard to butter, he said there was a large importation. A great deal of the butter they import comes from France. It is very yellow, is highly salted and comes in kegs. High-grade butter in 1-lb. tins comes from Denmark, France and Italy. "I do not," he said, "think there should be much difficulty in shipping Canadian butter to the British West Indies. In fact, one house in Halifax is already exporting fairly large quantities."

Speaking of the steamship service, he expressed the opinion that the service from Halifax and St. John was as good, if not better, than that from New York.

"The way to do business," concluded Mr. Stewart, "is this: We have got to take hold of the trade, study it out and make up our minds that perhaps for the first few years we will not make money."

The motion was then put and carried unanimously.

RECIPROCITY WITH TRINIDAD.

Mr. George Mitchell, M.P., introduced the following resolution, which, after being seconded by Mr. George E. Boak, was carried unanimously and without debate.

Whereas an offer was recently made by the Government of the Dominion of Canada to the Government of the Island of Trinidad, in the British West Indies, of a reciprocal commercial arrangement, which was declined by the Legislature of said island in favor of a provisional arrangement made with the Government of the United States of America and

Whereas said provisional arrangement has since been cancelled, and the reopening of negotiations with the Government of Canada is again feasible

Therefore resolved that this convention, feeling that great benefit would result to the Maritime Provinces and to the Dominion of Canada generally by the consummation of such an arrangement as proposed would strongly urge upon the Government of the Dominion of Canada the great importance of the matter and expresses the hope that nothing shall be lacking on their part towards the bringing about of so desirable a matter

DOMINION ATLANTIC CAR SERVICE.

Mr. J. W. Blanchard, Windsor, complained that manufacturers and others were put to a great deal of inconvenience through inability to get a proper supply of freight cars on the Dominion Atlantic railway. He knew of one manufacturer who had been anxiously waiting for cars since the spring,

and another had told him that he could use 200 cars if he could secure them. He explained that the resolution he had intended submitting was not ready, as he had not expected the subject to be brought up at as early a stage of the convention.

Dr. Black, Windsor, declared the shortage of freight cars on the Dominion Atlantic railway was a long-standing grievance with the farmers, manufacturers and merchants. "And there appears to be

NO REDRESS

whatever," he declared. "We thought that by bringing the matter to the attention of this board that the Dominion Atlantic railway might be induced to provide the necessary cars. I do not think there is anyone who wishes to be unreasonable in this matter. At times, when apples are being shipped, I think the public would be willing to put up with some inconvenience, but when shippers have to wait month after month for cars it gets to be pretty nearly unendurable. Of course, the Dominion Atlantic railway is the only line upon which they can depend.

THE MONEY OF THE PEOPLE

has gone into the D.A.R., and they naturally expect to have the necessary accommodation."

Mayor Yould, mechanical superintendent of the D.A.R.: "I admit there are times when there are some little delay, but I think the gentlemen who have introduced this subject have been misinformed. A good deal of the freight goes up to Montreal, and no other small railway like ours would dare to allow its cars to go long distances. With the number of cars we have, we have got to depend a great deal on the Government road, and the most of the delay spoken of is caused by the Government road not supplying sufficient cars. And then, in the 800 miles to Montreal, we are only allowed 32 miles of mileage. If we have got to supply more rolling stock we must ask for more despatch in the unloading of cars. But we have

ENOUGH ROLLING STOCK,

provided we get quick despatch. I can assure you that 25 per cent. of our freight cars are lying on the sidings waiting for something to do."

Mr. Yould stated that the D.A.R. had ordered more freight cars in order to increase the apple-carrying capacity of the line and also two new locomotives. Then, in Kentville, they were building six 30 ton cars.

Mr. Blanchard asked Mr. Yould why his company could not supply the 200 flat cars to which he referred.

Mr. Yould: "Where does he want to send the cars?"

Mr. Blanchard: "I cannot say."

Mr. Yould: "If it is to the I.C.R. we cannot send them."

DELAYS ON ENGLISH GOODS.

Mr. M. G. DeWolfe thought it was a serious matter, and he considered it would be well, therefore, to have the matter of the D.A.R., Mr. Gifkins, present, with a view of getting a statement from him. "I understand," he continued, "that it sometimes it takes as long as six days to bring goods from Halifax to Windsor. This is an important matter, especially when English goods were being brought in."

Mr. Blanchard: "It often takes five days."

Mr. Yould: "As far as English goods are concerned, I am not in a position to say anything." He moved that in the absence of the president of the D.A.R. further consideration of the questions under discussion be left over till the following day.

It was so decided.

RAILWAY FREIGHT RATES ON APPLES.

The subject was introduced by Mr. Peter Innes, president of the Kings County Board of Trade and also vice president of the Fruit Growers' Association of that county. In his introductory remarks he referred to the development of the apple-growing industry in Nova Scotia. "A few years ago the production of apples in this Province was very small; last year the production was 500,000 barrels."

He said the burden of his complaint was in regard to the classification. The classification was the same as it was when apples were considered to be a luxury. Apples were in the second class while flour was under the fifth and eighth classes, a classification which was ridiculous, and made a difference, roughly speaking, of 25 per cent. in the case of carriage.

The quantity of flour brought annually from Ontario into the Province was probably about 30,000 barrels, yet, for export alone, 375,000 barrels of apples were shipped from the Province besides which there were, he estimated, about 125,000 shipped over the railways for home consumption. The question therefore concerned an important industry.

The only way in which they hoped to get redress was to take the matter before the Railway Committee of the Dominion Government, and there ask that the classification on apples be made the same as that on flour.

It was eventually decided, at the request of some members, to defer further consideration of the question till Friday when it was expected that President Gifkins of the D. A. R. would be present.

MAIL SERVICE BETWEEN PARRS-
BORO' AND WOLFVILLE.

Mr. H. W. MacKenna, Parrsboro', said that what was desired was a daily steam-boat mail service between Parrsboro' and Windsor. The distance between those places was only about 20 miles across the Minas Basin, and yet a letter posted in Parrsboro, could not reach Wolfville or any other place in Western Nova Scotia until two days later. It had, for example, to go to Halifax, where it remained over night, going on to its destination next day. In this way it took four days to get a reply. The population of Parrsboro' was only about 200, but the mail matter of 10,000 people passed through there. The matter was also important from the tourist standpoint.

The further consideration of this question was also deferred for a later session.

FRIDAY'S SESSION.

When the convention was called to order on Friday morning the attendance was small, smaller by a great deal than during any previous session, a number of the delegates having returned to their homes by the early trains. At the same time, however, a larger number of delegates were present than is usual on the last day of the convention.

Mr. Jarvis, St. John, stated that the subject of a permanent secretary would probably come up during the day, and, as he would shortly be leaving for home, he wished to say that the constitution provided for the appointment of a secretary. "The secretary for the ensuing year," he added, "has already been elected, so that you cannot appoint a permanent secretary for the present year."

MARINE INSURANCE RATES.

Mr. W. M. Jarvis, St. John, presented the following resolution:

Whereas, the rates of marine insurance in connection with the Maritime Province ports, as fixed by the British marine insurance, are higher than those from the Atlantic ports of the United States of America, and whereas, no such discriminating rates are enforced by United States marine insurance companies, and in the opinion of this board such higher rates are not justified by any disasters which have occurred in connection with Maritime Province ports;

Therefore resolved, that this board, feeling that such discrimination is regrettable, would respectfully request the committee of Lloyds to reconsider the rates charged on risks to or from Maritime Province ports with a view to the modification of the present rates, and that a copy of this resolution be certified by the president and secretary and be sent to the committee of Lloyds.

In speaking to his motion, Mr. Jarvis said the present discriminating rates were of recent origin, and applied to all Canadian Atlantic ports. He did not intend to say anything in regard to the St. Lawrence.

The people interested in that route could look after themselves. "We have, however," he declared, "to point out

THE VERY SMALL LOSS

there has been in connection with the Maritime Province ports, and leave our friends in the West to act for themselves."

He said that efforts had repeatedly been made to have the discriminating rates removed, but without success. "It is only by importuning like the widow we are told about in Scripture that we can hope to secure our rights," he declared.

The inspection of deck loads, he declared to be uncalled for, and as far as the Maritime Provinces were concerned, was unnecessary. The inspection was practically only done in the large ports, while most of the shipments of lumber in the Maritime Provinces were made largely from the small ports. In conclusion, he showed that the losses from steamers running from ports in the Maritime Provinces were practically nil. "And yet," he said, "our ports are being discriminated against in favor of United States ports."

The motion was seconded by Mr. Longard, Halifax.

LINE HAD TO BE DRAWN SOMEWHERE.

Mr. J. Edward DeWolfe, Halifax, said that when some time ago several gentlemen from the Maritime Provinces waited upon the secretary of the committee of Lloyds in London, to protest against the discriminating rates of insurance on the Atlantic coast of the Maritime Provinces, they had been told that the line had to be drawn somewhere, and it was drawn at the State of Maine. Mr. DeWolfe acknowledged that the shipping trade was small on the Atlantic coast of the Maritime Provinces, when compared with that on the Atlantic coast of the United States, yet, to double the insurance rates on steamers running from ports in the Maritime Provinces was beyond all reason.

"That it is unreasonable," he added, "is evident from the fact that marine insurance companies of the United States, who are on the spot, and know the condition of affairs, do not discriminate against the Maritime Province ports. We should keep up the agitation until lower rates are secured."

Mr. M. G. DeWolfe also urged that the agitation should be kept up until the discriminating rates were removed.

Senator Power suggested that a copy of the resolution should be forwarded to Lord Strathcona, the Canadian High Commissioner in London. "I know he is taking a great deal of interest in the question."

Someone suggested that a resolution be also sent to General J. W. Laurie, a member of the British House of Commons, who,

it will be remembered, at one time occupied a seat in the Canadian House of Commons.

After the two suggestions made had been embodied the resolution was carried unanimously.

MUNICIPAL OWNERSHIP OF ELECTRIC LIGHT PLANTS.

Secretary D. G. Smith moved the following resolution:

Resolved that the Maritime Board of Trade is of opinion that cities and towns should guard with great care franchises for the production of light, heat and power by electricity as applied to lighting, street railways, etc., retaining same under their own control wherever practical, in order that the public use thereof may be had cheaply, and householders and other local users' requirements may be economically met.

In speaking to his motion, Mr. Smith said that with the reduced cost of electricity during the past 10 years he thought the time had come when municipalities, where feasible, should own their own electric plants for procuring light, heat and power. He contended that Glasgow, Scotland, was a striking evidence of the benefits to be derived from municipal ownership of electric lights. "If I have been rightly informed, he said," the electric system owned by the municipality of Glasgow has proved so profitable that the city is practically

FREE OF TAXATION.

Mr. M. G. DeWolfe said that municipal ownership of electric plants was a subject that had but one side to it, and he, therefore, had much pleasure in seconding the motion. Glasgow was certainly an example to the world. He thought that if there was any difficulty it might be in regard to small towns.

Mr. MacKenna, Parrsboro'. "In reference to small towns, I might say that Parrsboro', which has a population of only about 200, established its own electric plant some three years ago. It has been very satisfactory. Our rates compare favorably with those in any other place. Domestic light is cheaper than in any other place that I know of, and our street lighting is very cheap. There was at first some opposition to the putting in of the plant, but the results have been so satisfactory that the opposition has disappeared."

Mr. J. E. DeWolfe, Halifax, said that he would like to have incorporated in the resolution a clause suggesting that where invested capital in private ownership of electric plants was concerned

ARBITRATORS SHOULD BE CALLED

in to fix the compensation, if any, due.

Mr. M. G. DeWolfe, Kentville: "Although I shall vote for this resolution, I might say that I am a shareholder in our own local plant. But I believe in the principle that municipalities should own their own electric plant. He was glad,

however, to hear Mr. DeWolfe, of Halifax, suggest that the rights of private capital should be safeguarded by arbitration."

Senator Power said that municipal government in Canada and in the United States was not what it was in the Old Country. Consequently he had grave doubts as to whether it would be desirable that there should be a general operation of electric plants by municipalities. "I think, however,

THAT WHERE POSSIBLE

electric plants should be operated by municipalities," he explained. He thought that in the smaller towns and in villages the conditions were more favorable for municipal ownership of electric plants as there were opportunities for closer scrutiny of the administration.

Mr. Longard, Halifax, pointed out that a few years ago the municipal authorities of Winnipeg put in an electric plant and it had since then obtained power from the Legislature to purchase the plant at present owned by private capitalists.

The resolution was carried unanimously.

D. A. R. QUESTION DISPOSED OF.

The question of the freight car service on the Dominion Atlantic railway traversed from the preceding day, was again taken up. Mr. Blanchard, who had introduced the subject said he was prepared to modify his resolution a little. He then submitted the following resolution:

Resolved that, whereas serious inconvenience has in the past been caused to the farmers, manufacturers, and other shippers by the lack of freight cars on the Dominion Atlantic Railway, that this board request the company to supply freight cars as speedily as possible.

The resolution as he originally drew it up called upon the D. A. R. "to speedily remedy the difficulty by the addition of more freight cars." The above resolution, it will be noted, merely asks the railway company to "supply freight cars as speedily as possible."

Senator Power referred to the delay caused by cars not being quickly unloaded, and considered it was a question which the Intercolonial would yet have to consider.

After Mayor Yould had spoken much along the same lines as on the previous day, the motion was put and carried.

HOTEL ACCOMMODATION AND TOURIST TRAVEL.

Mr. Frank C. Simson, Halifax, in introducing the subject of better hotel accommodation in relation to tourist travel, said he regretted that the gentleman, Mr. G. E. Faulkner, who was to have brought the matter up, was unfortunately absent. He read a letter from that gentleman, in which the opinion was expressed that the Commer-

cial Travelers' Association could probably do more than the Maritime Board of Trade in bringing about better hotel accommodation.

Continuing, Mr. Simson said: "I, myself, was identified with the hotel committee for many years, and I trust that some good work was done. The drawback we found in accomplishing anything was that the parties who had complaints to make would not take the trouble to put them in writing before the committee, although strict secrecy was promised, and then we would have had something to work upon. In this work we have never asked the hotelkeepers for any better than the ordinary rates, but rather looked for comfort, cleanliness, and sanitary conveniences. The Dominion Travelers' Association now makes the list of hotels for all Canada, but they appoint a hotel in every town, whether the hotel is worthy of patronage or not, which, in my opinion, is a mistake. The travelers' association would hail with pleasure the aid of the merchants in the towns, for they can do as much as the travelers themselves. There is no doubt that the increased tourist trade in the Maritime Provinces must be a boon to the merchant. The more attractive the local hotels can be made, the greater number they can attract. A matter, perhaps, equally important is that of good roads. No doubt, to the large number of tourists who bring their wheels with them, the comforts of moving about are most important. I desire to make this motion:

In view of the large number of visitors who are among us during the summer season, it is advisable that the members of the local boards of trade take particular interest in the condition of the hotels in their vicinity.

Mr. M. G. DeWolfe, Kentville, said that more tourists were coming to the Maritime Provinces every year, and they wanted better hotel accommodation. The Maritime Provinces were being referred to in the press a great deal for what they were doing to attract tourist travel, and he especially complimented MacLean's trade journals for the articles which they were from time to time publishing in regard to the question. "It was," he declared, "imperative that better hotel accommodation should be provided. The tourist trade is a valuable one," he said. "It is all cash and no credit." He suggested that the subject should be referred to the council of the Maritime Board instead of to a special committee."

Mr. Simson said he was quite willing to have the matter referred to the council.

Mr. I. C. Stewart was of opinion that the solution of the problem was larger hotels, and where large hotels could not be made to pay it would be a good thing to have comfortable homes among private

citizens to which tourists could be directed. Senator Power said he thought the question was one which scarcely comes within the province of the Maritime Board of Trade.

Mr. J. E. DeWolfe, Halifax, took exception to the remarks of Senator Power. In his opinion it was quite within the province of the Maritime Board of Trade to consider the hotel question in its connection with tourist travel. Tourist travel in the Maritime Provinces was a most important question and one which greatly concerned business men. In the State of Maine tourist travel was worth at the very least \$14,000,000 annually. The delegates present at the convention should return to their respective towns determined to make them attractive to tourist travel.

"Over 3,000 tourists," said Mr. DeWolfe "are arriving weekly at Yarmouth by steamer, 1,500 at Halifax by steamer, while at least 500 are coming in by train. Here you have at least 5,000 tourists who are coming into the Province of Nova Scotia alone every week during the tourist season. Some idea of how valuable this tourist travel is may be gathered when one considers that each tourist leaves at least an average of \$20 in the country."

Mr. M. G. DeWolfe urged continued agitation until the desired object was obtained.

The resolution was adopted and the secretary was instructed to send a copy thereof to every board of trade in the Maritime Provinces.

BETTER COUNTRY ROADS.

The question of ways and means to secure better country roads was introduced by Mr. Ralph S. Eaton, of the Kings County Board of Trade, who presented the following resolution:

Whereas it is recognized very generally that a decided improvement is needed in the condition of our public roads.

Whereas the present system of repairing and maintaining our roads under the direction of surveyors of small districts who are appointed annually, who, as a rule, have little knowledge of the best principles of roadmaking, who are usually unable to use to the best advantage the statute labor represented by the district, and are unfamiliar with the need and use of new road machinery.

Therefore, resolved that in the opinion of this board it is desirable that the public roads throughout the Maritime Provinces should be supervised by a competent permanent officer, who shall have the responsibility for the roads throughout a larger district, such as a county.

The resolution was seconded by Mr. J. W. Hubbard and carried.

MAIL SERVICE BETWEEN ST. JOHN AND DIGBY.

Mr. Percy Bentley, Middleton, presented the following resolution:

Whereas, the present postal and passenger service between Digby and St. John is deemed inade-

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newest
styles and
designs of

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greatly the requirements of the business people of western Nova Scotia and of the traveling public.

And whereas it is the opinion of this board that a daily service throughout the year, with close connections with the C.P.R. trains, would prove a great benefit to all concerned.

Therefore resolved, that this Maritime Board of Trade present a memorial to the Federal Government praying that a sufficient increase of subsidy be granted to enable the present company to establish a daily mail and passenger service throughout the year between St. John and Digby, with close connections at each of said ports.

Speaking in support of his motion, Mr. Bentley explained that during four months of the year the Prince Rupert made daily trips between St. John, N.B., and Digby, N.S., and during the balance of the year three trips weekly. During the eight months of the year when the steamer only made three trips weekly a great deal of delay was caused in the transmission of the mail, an important matter to business men. The only way to get the desired daily service

caused the resolution last year to be withdrawn."

Mr. J. DeWolfe: "Before we can intelligently vote on this question we should have some statistics to show whether traffic warrants a daily service."

Mr. Bentley said that while the St. John delegates had, last year, influenced the withdrawal of the resolution similar to that then before the convention, Mr. Jarvis, of St. John, would have, this year, seconded his motion had he not been compelled to return home. As far as statistics regarding the traffic were concerned, the Dominion Atlantic railway had reasons for not desiring, at present, to give them publicity.

Mayor Yould said that a steamer must carry freight as well as passengers. "Let us," he said, "ask for a freight service before we ask for a passenger service. In saying this I am not speaking as an official

Mr. Bentley pointed out that not only did the want of a daily winter service cause delay in the transmission of the mails, but inconvenience was caused in the delivery and receipt of freight.

Senator Power regretted an old antagonism had sprung up. At the same time he did not think there was any real antagonism. "We should," he said, "deal with this matter in a business-like way, and to double the subsidy would mean to increase it to \$25,000. This, I think, it is unreasonable to ask the Government to do. The Midland railway will soon be open and when it is, the people in the western part of Nova Scotia will receive their mail just as regularly as those in the eastern part."

Mayor Yould suggested that Mr. Bentley, in view of the opposition which had



Main Street, Kentville, Looking West.

was for the Dominion Government to increase the subsidy to the Prince Rupert, the Dominion Atlantic Railway Co.'s steamer.

Mr. M. G. DeWolfe, in seconding the resolution, said the subject had been considered at the last annual meeting of the board, but action had been deferred at the suggestion of the representatives of the St. John Board of Trade. "It is not a local matter," said Mr. DeWolfe, "and I am glad to see the Middleton board take it up. I think a strong resolution should be sent to the Federal Government."

Mr. P. Innes: "I would like to draw the attention of the meeting to the fact that a daily service all the year around would mean a large increase in the subsidy. The subsidy will have to be, at least, doubled. That will mean a subsidy of \$25,000. At present it is \$12,500 annually. The fact that the subsidy would have to be doubled was what

of the D.A.R., but as a member of this board." He said it undoubtedly caused a great deal of inconvenience and loss of time when passengers had to go around by the Intercolonial instead of crossing over the Bay of Fundy to western Nova Scotia from St. John to Digby. He suggested that Mr. Bentley amend his motion to ask for a daily freight service. He declared that the D.A.R. was not anxious to run a daily steamer in the winter unless with an additional subsidy.

Mr. H. W. MacKenna, Parrsboro', contended that the question under discussion was on a par with that of the West Indian trade question. All parts of the country were not directly interested, and yet what concerned one really concerned all. He deprecated, therefore, the apathy of the eastern part of the Province to the needs of the Annapolis Valley.

developed, should withdraw his resolution. "The best ends will be served by withdrawing it," he exclaimed.

Col. Chipman suggested that the representatives in the Dominion Parliament of the constituencies interested be requested to investigate the subject. If they could make out a good case all right, but was not proper to bring the matter before the convention without furnishing statistics regarding the traffic across the Bay of Fundy.

Mr. Bentley eventually withdrew his resolution.

RATE OF FREIGHT ON APPLES.

Mr. Innes introduced the subject of the freight rate on apples, which had been deferred from the previous day. He read the following resolution:

Whereas, the freight classification of apples by the railways in Canada was fixed at a time when

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of all kinds and in all lengths
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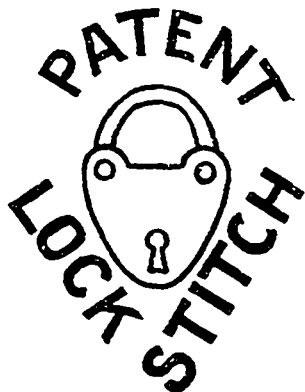
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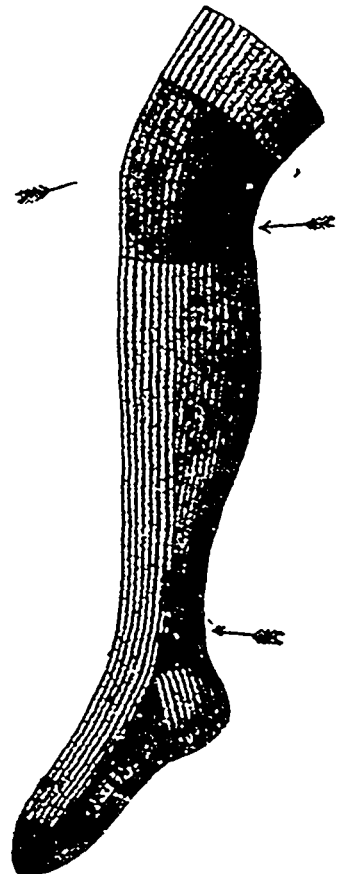
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the crop was small and prices ruled high, and whereas, the production of apples has become the great staple production of western Nova Scotia, the crop now amounting to 500,000 barrels a year, of which 375,000 barrels were exported last year, and whereas, the freight classification has to be submitted to and approved of by the Governor-General-in-Council.

Therefore be it resolved, that the Maritime Board of Trade, recognizing the altered circumstances to our farmers and apple-growers of the present classification under which apples in barrels are classified in less quantities than carloads as third class and in carloads as fifth class, while flour, the staple product of the western Provinces, is classified as fourth and eighth classes, ask the Government to have apples classified the same as flour.

Mr. Innes, in speaking to his resolution, said the burden of his complaint was in regard to the local freight rates. For export the shippers got special rates. It was important that the local freight rates should be reasonable, for there was a large quantity of apples grown in Nova Scotia which were not suitable for export, and, therefore, had to be consumed at home.

At present to carry apples to Halifax, distant from Kentville about 75 miles, in less than carlots, cost 27c. As the barrel cost 20c. and haulage 10., this meant a total cost of 57c., while the amount realized at Halifax would probably not be more than 75c. to \$1 per barrel, as a rule.

"If," he continued, "apples were put under the same classification as flour, the rate would be, say for 50 miles, 13c. per barrel, instead of 21c. for small lots, and per car \$16 instead of \$17; for 75-mile carriage, 17c. per barrel for small lots instead of 27c., and per car \$21 instead of \$22.

Mr. A. R. Munro, Westville, N. S., seconded the resolution.

Mayor Yould: "I most decidedly object to this question being brought up here. Why should the Maritime Board of Trade take this question up? It belongs to the fruit growers. We have nothing to show that the fruit growers, outside the mover of this resolution, have a grievance. Where are the fruit growers?"

Mr. Innes (pointing to himself): "I am here. I am vice-president of the Fruit Growers' Association of Kings county." (Laughter.) Continuing, he explained that last year he was deputed by the Fruit Growers' Association to go to St. John and bring the matter to the attention of the Maritime Board of Trade; also the matter of the appointment of a railway commission. "We have not got the railway commission," he continued, "and now we want this question of the classification of apples brought to the attention of the Railway Committee of the Dominion Cabinet. The Railway Committee could not interfere with freight rates, but it could with the classification."

Mayor Yould having expressed a desire that a vote should not be taken until the afternoon, when he expected that Mr. Gifkins, manager of the road, would be

present, Mr. Innes said he was willing to comply with the desire.

Mr. A. R. Munro, Westville, said he did not support the motion from the standpoint of a fruit grower, but from that of a consumer in Eastern Nova Scotia.

"We want to take your apples," he exclaimed, "but, on account of the high freight rates on Nova Scotian apples, we get our supply from Ontario."

Further discussion of the subject was deferred till the afternoon session.

DAILY MAIL SERVICE BETWEEN PARRSBORO' AND WOLFVILLE.

Mr. MacKenna, in bringing up the question of a daily mail service between Parrsboro' and Wolfville, stated that he had some time ago waited upon the member for Cumberland, and that gentlemen had promised to secure a subsidy for a steamer to carry the mails, but so far no subsidy had been granted. He did not believe, however, any difficulty would be experienced if an agitation for it were maintained. He felt sure that with a daily mail service there would be an increase in the volume of business between his part of the country and the Annapolis Valley, and tourist travel would be stimulated.

Senator Power: "I understand there is already a daily mail service between Parrsboro' and Kingsport."

Mr. MacKenna: "There is, but it is not satisfactory. Wolfville is the head centre of the tourist travel."

Mr. J. E. DeWolfe wanted to know what subsidy would be required.

Mr. MacKenna replied that only a small one would be required. Before taking his seat, Mr. MacKenna read the following resolution:

Whereas, the communication and mail service between the town of Parrsboro' and other points of the Province of Nova Scotia is insufficient for the fostering of the trade;

And whereas, the granting of a subsidy by the Dominion Government for the conveying of a daily mail service between the town of Parrsboro' and Wolfville, touching at Kingsport, across the Basin of Minas, would induce the Evangeline Navigation Co. to give a satisfactory service between the said places daily throughout the year

And whereas, such a daily service would materially aid in promoting trade between the Cornwallis Valley and the city of Halifax with the town of Parrsboro', and also aid in the development of the tourist travel in the Maritime Provinces,

And whereas, the board of trade of the town of Parrsboro' has memorialized the Dominion Government, asking that a subsidy for the mail service be granted.

Resolved, that the Maritime Board of Trade hereby cooperate and support the efforts of the Parrsboro' board to secure the granting of the necessary subsidy by the Dominion Government to secure the said desired service, and that a copy of this resolution be forwarded to the Postmaster-General and representatives of Cumberland and Kings in the Parliament of Canada.

Mr. W. Rand, Canning, in seconding the motion, asserted that were the service in question in existence, a letter mailed in Parrsboro' could reach its destination in, say, Wolfville, 20 miles across the Minas Basin, in two hours, instead of two days as was now the case going via Halifax. As far as his memory served him, Mr. Gifkins, the general manager of the Dominion Atlantic railway, had told him that a subsidy of \$900 or \$1,000 per annum would be sufficient to induce his company to provide a daily mail service.

The session adjourned at 12.30 p.m., and assembled again at 2 p.m.

Mayor Yould, resuming the debate on the Parrsboro'-Wolfville daily mail service, suggested that the motion be amended so that the D.A.R. be asked to carry the mails and leave the Government to work out the details.

The motion eventually passed as above.

THE FREIGHT RATE ON APPLES.

As will be gathered from the discussion of the apple freight question at previous sessions, some heat was developed. Since adjournment for dinner, however, it had all evaporated.

Mr. Innes' motion was then put and carried unanimously. Thus, after having put up a good fight for two years, Mr. Innes had secured the cooperation of the Maritime Board of Trade. And he was happy.

A PERMANENT SECRETARY.

At last year's convention in St. John, notice of motion was given by Mr. Teed, calling for the appointment of a permanent secretary for the board. Although Mr. Teed was not in attendance at the present convention, it was decided to take the subject into consideration.

Mr. P. Innes suggested that the question be delegated to the executive committee for consideration, a report to be submitted at the next annual convention. He moved to that effect.

Mr. Innes' motion prevailed, and the executive was instructed to report upon the matter at the next year's convention.

DOUBLE TRACK FOR THE I.C.R.

Senator Power submitted the following resolution:

That in the opinion of this convention it is desirable that the Government of Canada should at an early date take steps to double track the Intercolonial railway between Halifax and Windsor Junction.

Mr. J. E. DeWolfe seconded the resolution, which was carried unanimously.

REFORM IN THE ASSOCIATION.

Mr. J. A. Chipman, Halifax, ventured the opinion that the association had reached a stage in its existence when certain reforms in procedure should take place. He deprecated first of all the election of the officers at the early stage in the convention. "As it is at present," he said, "the president who has the making of the arrangements for the convention retires on the first day and the incoming president has to carry on the work which he had no hand in preparing. The president who had the preparation of the work should preside till the close of the convention." Another direction in which he advocated reform was in regard to the social feature of the convention. Instead of having it near the beginning, as was the practice at present, he would have it at the very end of the convention.

President Loggie: "I already have before me a resolution dealing with this very subject. It has been moved by Mr. J. E. DeWolfe."

Mr. J. E. DeWolfe's resolution read as follows:

Whereas, the executive officers of this board, after having 12 months' experience, are better

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qualified to officiate during the annual meetings of said board than newly elected officers.

Therefore resolved, that in future the election of officers take place on the last day of the annual session, instead of on the first day as has been the custom.

In speaking to his resolution, Mr. J. E. DeWolfe said there was nothing in it which conflicted with the constitution of the board and it could be dealt with without a notice of motion.

Senator Power declared that he could not see why the board could not then and there decree that newly-elected officers should not assume office till the close of the convention.

Secretary Smith pointed out that there was nothing in the constitution to prevent the resolution being adopted there and then. There was nothing in the constitution and by-laws specifying whether the election of officers should be held on the first or last day of the convention.

Mr. J. A. Chipman seconded the resolution, which was carried unanimously.

AN EXHIBITION QUESTION.

On the first day of the convention a letter was received from J. W. Bigelow, of Wolf-

Whereas, the Act of Incorporation of Boards of Trade, section 2, chapter 130 of the Revised Statutes of Canada does not permit of farmers becoming charter members of these boards, and requires a population of 2,500, and

Whereas, there is likely to be formed throughout these Maritime Provinces boards of trade for the various counties with members mostly engaged in agriculture, and

Whereas, many towns of less population than 2,500 may wish to form boards of trade and have them incorporated,

Therefore resolved that this board of trade deems it desirable that the law regarding the incorporation of boards of trade should be changed so as to permit those engaged in agriculture to become charter members of boards of trade, and to permit towns having a population of 1,500 to have their boards of trade incorporated, and

Further resolved that the secretary be instructed to forward copies of the foregoing resolution to the Ministers of Finance and Trade and Commerce.

Mr. Innes seconded the resolution.

Mr. M. G. DeWolfe believed in boards of trade in small villages, and held that a good live and useful board could be secured even with a possible membership of only five or six.

Mr. J. A. Chipman said he had had an experience of 30 years with boards of trade and did not favor small boards of trade.

Speaking in support of his motion, Mr. Eaton said that unless the Intercolonial and the Dominion Atlantic did as requested, such places in Eastern Nova Scotia as Moncton, Westville, Pictou and New Glasgow would get their fruit from Ontario.

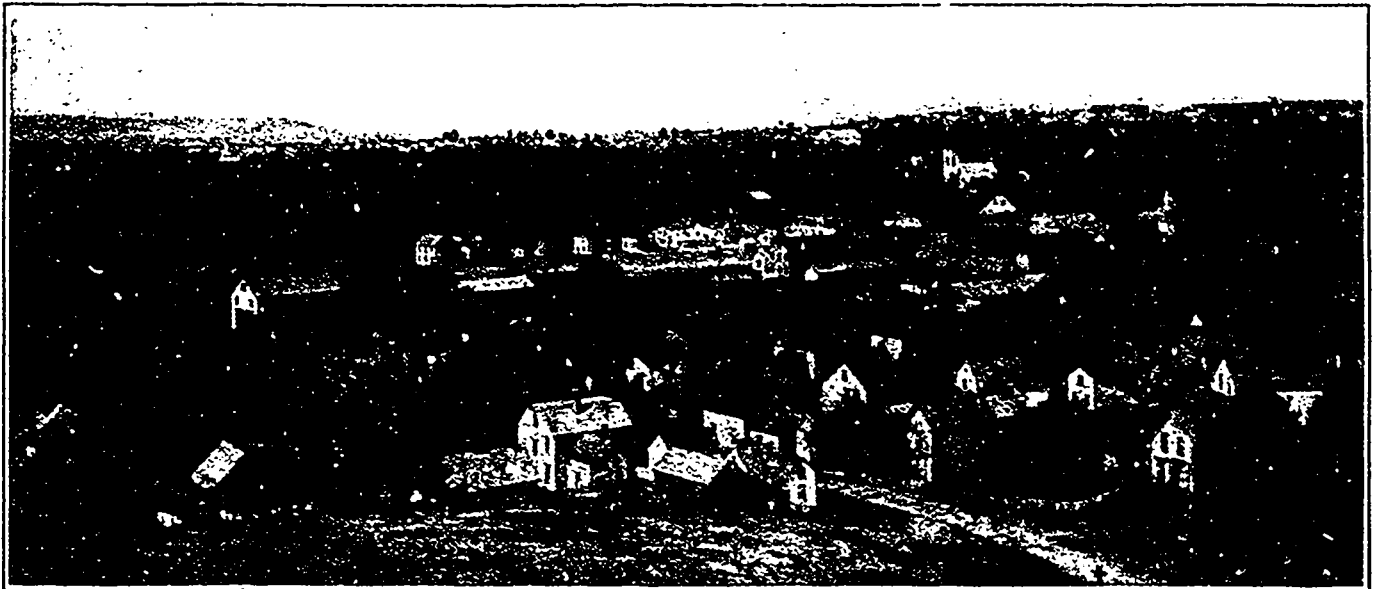
Mr. P. Innes, in seconding the resolution, said he was surprised something had not been done before.

Col. Chipman sarcastically remarked that he supposed the railway managers would merely put the resolution in a pigeon hole, which would be the last of it.

Someone remarked that he did not think so, and then the motion was put and carried.

REPRESENTATIVES TO THE COUNCIL.

Secretary Smith complained that there was a good deal of laxity on the part of the affiliated boards of trade in regard to the election of representatives to the council of the Maritime. It was necessary that the affiliated boards should elect their representatives immediately after the convention of the Maritime Board. He read the following (clause 5) in support of his request:



A View of Kentville from Academy Hill.

ville, urging that steps be taken to induce the Dominion Government to arrange for a national exhibit at the Pan American Congress to be held in Buffalo next year.

Secretary Smith, whose home is in Chatham, N.B., said he did not think the Government of New Brunswick would participate, its experience at Boston, where a Customs duty on the exhibits had not been refunded, having been so unsatisfactory.

After a brief discussion it was decided to allow the subject to drop.

THE ACT REGARDING BOARDS OF TRADE.

Mr. Ralph S. Eaton drew the attention of the board to the Act regarding the Incorporation of Boards of Trade. As at present constituted, farmers could not become chartered members of a board of trade. Furthermore, a village with a population of less than 2,500 could not organize a board of trade. He moved the following resolution:

"I think," he continued, "a board of trade in a town which has a population of less than 2,500 will lapse. Those of us who live in the larger towns know how difficult it is to keep a board of trade alive even there."

Ultimately Mr. Eaton's resolution was put and adopted.

LOCAL FREIGHT RATES ON APPLES.

Mr. Ralph S. Eaton submitted the following resolution:

Whereas, many towns in New Brunswick and Prince Edward Island and Eastern Nova Scotia are demanding a large and yearly increasing quantity of fruit as well as other merchandise from the fruit districts of Kings, Annapolis and other counties in Western Nova Scotia, whereas the local freight charges on the two lines of railway—the Dominion Atlantic and Intercolonial—supplying these towns retard very seriously the shipment of such fruit and merchandise, therefore resolved that in the opinion of this Maritime Board of Trade it is desirable that the said lines should give a through rate of freight, and further resolved that the secretary forward copies of this resolution to the managers of said railways for their early consideration

There shall be a council composed of one member from each affiliated board, who shall be elected by their respective boards immediately after the annual meeting of the Maritime Board of Trade, five members of which shall form a quorum. The president, vice-president and secretary-treasurer of the Maritime Board shall be ex-officio members.

MINOR RESOLUTIONS.

On motion of Senator Power and Mr. J. E. DeWolfe, votes of thanks were tendered the Kentville and Kings County Boards of Trade, the press and the outgoing officers.

On motion of Mr. M. G. DeWolfe, Messrs. W. M. Jarvis, of St. John, and J. E. DeWolfe, of Halifax, were appointed auditors for the ensuing year.

President Loggie, Secretary Smith and Past President M. G. DeWolfe were appointed a committee to revise and publish forthwith the by-laws and constitution.

This closed the sixth annual convention of the Board of Trade of the Maritime Provinces.

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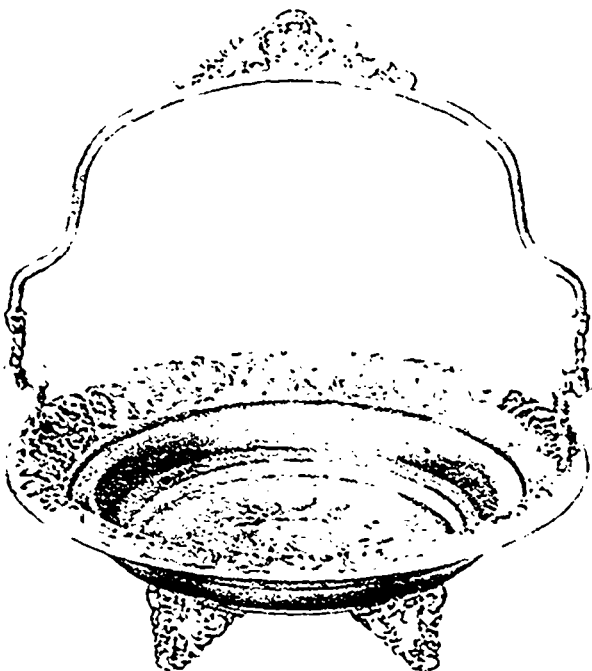
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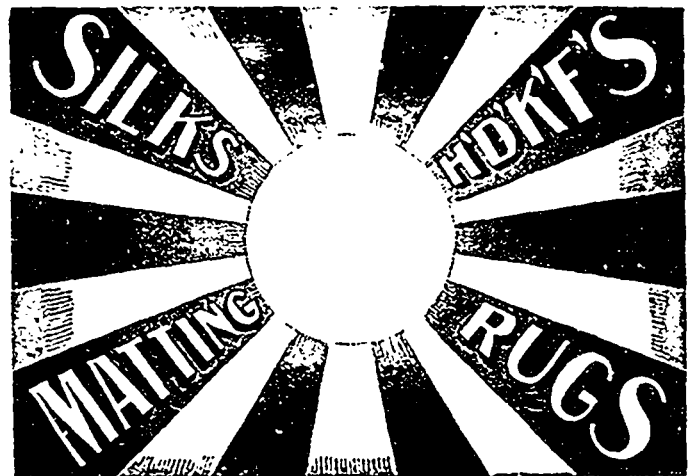
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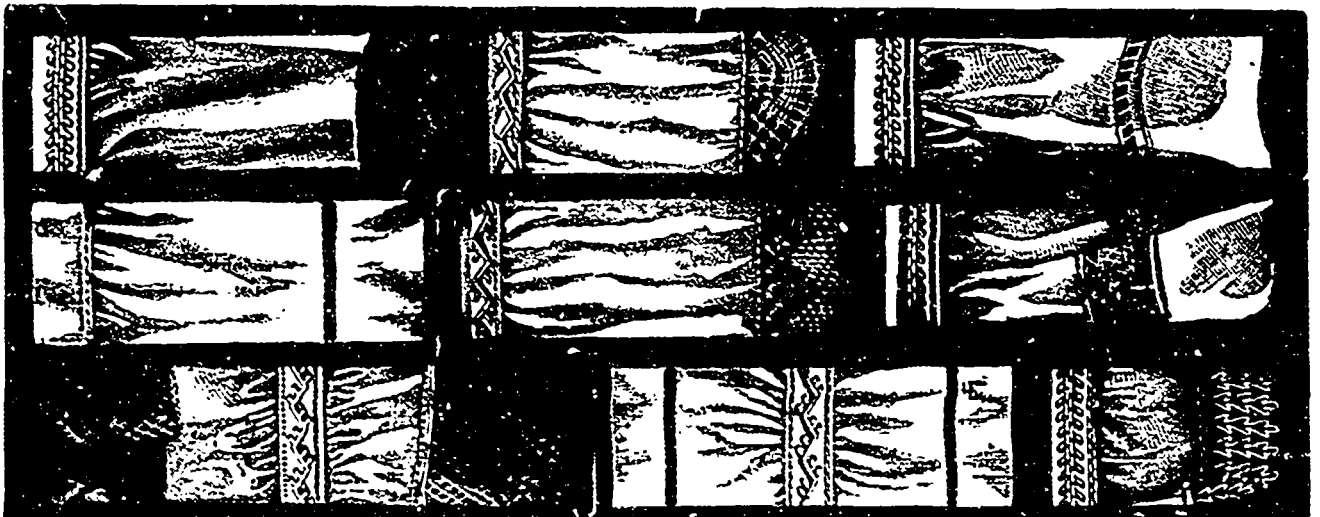
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R. B. Powell, Grocer, 440 Spadina Ave., says—" Trading Stamps are a very good means of getting trade. Keeps trade from going to Departmental Stores."

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A. Wright, Grocer, cor. Harbord and Robert Sts., says—" I think people are entitled to a discount for Cash, and the Trading Stamps are the best medium of giving same. Have had Stamps for over two years and am very well satisfied with the results."

F. W. Bastow, Grocer, cor. Brunswick and Ulster, says—" I think Trading Stamps keep trade from Departmental Stores, induces Cash trade and is a first class means of advertising."

Brown Bros., who have one of the largest Grocery Stores on Queen St., say—" Trading Stamps are all right. We will continue giving them, which mean they increase our business or we would not have them."

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MONTREAL AND TORONTO, SEPTEMBER, 1900.

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TRADE AFFECTED BY ALARMING REPORTS.

THERE is a feeling in some centres of trade that daily papers, from a laudable desire to give all the news, occasionally hurt trade.

This is particularly true of reports concerning diseases or other factors which affect the health of the community. A few cases of an alarming disease may take place, and more is made of the episode than is strictly in proportion to the importance of it. But all these things affect people who visit the cities on buying trips. For instance, if it is persistently stated that scarlet fever is epidemic, although there is no danger to the casual visitor, people at outside points get to think there is.

This also militates against tourist travel, which is always a valuable business factor in Canada during the Summer months.

No one wants the newspapers to suppress facts. But, on the other hand, it is reasonable to expect that they shall be

most careful not to overstate anything. We know that there is a feeling in the retail trade on this subject, and believe that if proper representations are made privately and in good faith to any responsible newspaper the protest will receive due support.

One of the most experienced and sagacious of retail merchants said to THE DRY GOODS REVIEW the other day: "This is a point of which too much should not be made, still I think it deserves attention, because retail trade feels the effect of alarmist reports which are not really entitled to raise any concern in the minds of visitors to the city." Our merchants, who are such good patrons of the newspapers, may have chats with the editors with confidence that their remarks will be well received.

WINDOW DRESSING.

WE are continually receiving letters from our readers with reference to the subject of window dressing, showing that there is a general desire to practise the most up-to-date methods in this branch of business. To such readers we would specially direct attention to the article on "Fall Preparations for Window Dressing," which appears in this issue, by Mr. Hollinsworth, the editor of the window dressing department.

The article will be found to convey in a plain and practical manner the most useful hints which a window-dresser requires. The directions are well condensed and must be gone over very carefully in order that inexpert window artists may profit by them. We are often asked to recommend a book on window dressing. To those who want a work of this kind we would also strongly recommend the careful perusal each month of the articles that appear in this journal, and that the reader should paste them into a scrap book and keep them for future reference.

There is a great deal to learn in window dressing. It is not all discovered yet. Nor is it work which can be learned out of a book entirely. The best way is to practise it, and, with the directions which are given by Mr. Hollinsworth in each number of THE DRY GOODS REVIEW, we see no reason why even those who trim windows under great disadvantages should not learn within a reasonable time to become experts in this business.

We have not seen anywhere a more valuable and clearly expressed article on window dressing than the one in this number to which we call attention.

TRADE AND THE ELECTIONS.

"I have no time to attend to politics, being altogether too busy." This was the remark made by a leading business man in one of the large cities of Canada the other day.

It is a good sign, when all kinds of reports about the possibility of a general election in Canada during October are being given currency to, that our business men should not allow themselves to be drawn away too much from their duties.

Of course it is a matter of vast importance to the business interests to have good Government. Yet, it does not take a

man a month to make up his mind which candidate he will vote for. He can easily decide in a few days. If the country continues prosperous, and there is every indication that it will, business men will be better employed in pushing hard at their own occupation, leaving the politicians to fight it out amongst themselves.

We do not want in Canada to have our elections spread over such a long period of time as is the practice in the United States. There they give up months to what might be settled in as many weeks. Hardly any effect is produced in this country on trade during an election year. In the United States, however, they often feel a diminution in the volume of business, and a consequent shrinkage in prices.

We hope to see a good many merchants or persons with a knowledge of trade elected to the next Parliament, which has a number of very important business questions to deal with. Party issues are all very well, but, as every one in Canada depends upon agriculture or commerce for a living, questions bearing on these matters should take first place.

AUSTRALIANS VISIT CANADA.

The number of important Australian business men who have traveled through Canada during the last year or so is considerable. Mr. Brocksopp, of the firm of G. & R. Wills, of Adelaide, South Australia, one of the largest wholesale houses in Australia, passed through Canada last week on his way to England. In the short time at his disposal he visited several manufacturing places which make for the dry goods trade. There is no reason why a satisfactory trade between the Canadian Dominion and the Australian Commonwealth should not develop during the next five years, and personal visits here of large Australian buyers must prove a factor in the movement.

THE TRADE IN GINGHAMS.

The trade in Canadian gingham has now attained large proportions. One of the largest manufacturers of these goods, The Colored Cotton Co., did a considerable trade last year, and expect, from indications, to do an even larger one next year.

In consequence of this demand for gingham, a very wide and handsome range of these goods is being shown to the trade. New Jacquard looms have been put in the mills which make these goods, and the product of the looms is exceedingly satisfactory. They are using a large quantity of silk in order to produce silk effects, and, next season, it is the intention to show a line of dress goods in Jacquard effects.

It is understood that in future the gingham made by this company will be sold at fixed prices, and that an agreement is being entered into between the mills and wholesale trade generally to carry this out.

The new price list for Spring, covering over 20 different numbers, is the first result of this agreement, and the list will be found in another column.

EXPANSION OF THE READY-MADE CLOTHING INDUSTRY.

It is estimated that at least 1 000 machine operators could find employment in Montreal establishments that manufacture ready-to wear clothing. This is only a striking proof of the fact that the transference of the work of the home factory is still going on.

It is not so many years since clothing of any description made up in a factory was abhorred. Our British conservatism would not allow us to think that the factory could make a good fit, or the sweat-shop turn out a healthy article.

Helped by improvements in the sanitary conditions of factories, and by increasing skill in the cutting of garments, our conservatism is fast wearing away, and the extensive manufacture of ready to wear clothing is branching out and expanding. There is no man now but wears a ready-made collar, or shirt, except probably the farmer, and even he is beginning to see the value of a 39c. shirt bought at the corner store.

Workingmen's suits of all kinds, including overalls, barbers' coats, bakers' coats and caps, are now all bought ready-made. Wholesale drygoodsmen tell us that manufacturing establishments, rather than retailers, are now the chief purchasers of cottonades and denims.

Particular and fastidious as the female sex proverbially are, the movement has gone more extensively into their clothing. It may be that it is a bargain-producer, and is thus popular with the ladies.

Be that as it may, there are few ladies now but buy their whitewear ready-made. Skirts and underskirts, sbirt-waists and silk waists, good quality and poor, are all on the market ready to wear the moment purchased. And the movement is spreading.

As yet we are prone to think that a good article cannot be ready-made. Men of fashion would not buy ready-made dress suits in 99 cases out of 100; nor would he even buy a good suit of the sacque coat variety. Perfect fit is not assured in the article finished regardless of the particular physical features of the wearer. But the movement has successfully spread as far as semi ready clothing. And the best qualities of ladies' garments are bought ready-made. The science of fitting is winning its way.

And it seems reasonable that this movement should spread. The tendency of the day is towards centralization, consolidation and expansion. It means a saving of money and time. One can easily conceive how a concern that cuts off a thousand shirts at once can produce the finished article more cheaply than can the person who turns out only one or two at a time. The manufacturer can buy his goods more cheaply, can invest in machinery and can bring more skill into the business. This all means a vast saving in the cost of production. The most formidable objection to the pushing of this consolidation to the extreme is the difficulty of fitting the human body. It is small wonder then that many attempts are made to surmount this impediment. It is a movement that merits close attention.

EFFECTS OF TRUSTS ON BUSINESS.

IT is announced that the formation of trusts in the United States has reduced the dealings in industrial stocks on the speculative exchanges. In other words, their being less speculation and, thus, less dealings recorded, it is not as easy as it used to be to determine the future course of the markets.

This, no doubt, is inconvenient, but we cannot see that it is an irreparable injury to trade, since there must be other means by which we can gauge the market. If this were the only objection to the formation of combinations, the promoters would never have much to fear from the pressure of public opinion.

The real objection to trusts is that they combine to squeeze out competition and unduly raise prices. Once let alone, they would control the whole situation. They would control it in their own interest, and not in the interest of the general public. Consequently, they have to be watched, and interfered with, and legislated against, as fast as legislative bodies can be pushed into doing anything.

Yet, there is much to be said, in a general way, in favor of trusts as against unlimited competition. By means of the latter condition, the markets get panicky, prices are unduly depressed and the individual consumer gets to think he should be able to buy his goods for next to nothing. He forms an entirely erroneous impression of the cost of manufacture, and imagines that the wholesale man, who distributes the goods in bulk, and the retail merchant, who handles them in detail, are getting an enormous profit. The consumer gets into his head a notion that he ought to buy goods at factory prices, and that everyone who stands between him and the door of the mill is robbing him.

Of course, this is most unreasonable of him. The wholesaler and retailer are not paid too well for distributing the goods. But the trust gives him an insight into the cost of manufacture, and in fighting the trust the average individual joins in declaring war against all the other agencies by which commerce is carried on.

Yet another objection to trusts is that they use a protective tariff to gain their ends. There are just as many trusts under free trade as under protection. They are not the fruit of protection. But they are more dangerous under protection. It is better, therefore, to be without trusts as far as commercial conditions are concerned.

SPECIAL TAX ON DEPARTMENT STORES.

A law has been passed in Prussia legalizing special taxation of department stores by municipalities. The new Act divides these stores into four classes.

One class may sell groceries, foods, tobaccos, smokers' articles, apothecaries' supplies, colors, drugs and perfumery. Another class may sell dry goods of all kinds, bedding, furniture, carpets, curtains and all articles for interior household decoration. A third class may sell household, kitchen and garden utensils and implements, stoves, china, earthenware, upholstered furniture and materials pertaining thereto. The

fourth class may sell jewelery, bric-a-brac, books, music, bicycles, firearms, sporting goods, toys, sewing machines, and optical, medical, scientific or musical instruments. Any store handling more articles than are named in one class shall pay a special graduated tax, according to the total annual sales of the store, whenever the turnover exceeds \$95,000. This tax would be about \$1,000 on a turnover of \$100,000; about \$2,500 on a turnover of about \$150,000; about \$3,500 on a turnover of about \$200,000, and so on. The big stores are given six months in which to prepare for the new law. It does not go into force until January, 1901. There is much speculation in Prussia as to the effects and working of the Act. On another occasion, we shall give our readers further information about the matter.

MERCHANTS AND ASSESSMENT.

THE unfair assessments which merchants' stocks in Ontario are often subject to make the assessment question a very important one to them. The commission which the Ontario Government has just appointed is therefore a subject in which they are entitled to be consulted.

The members of the commission are all good men and will doubtless act from a high sense of duty, but there is a singular, and to our mind an unfortunate, omission in making no adequate representation from the mercantile interest itself. Judges, as men and public officials, are above reproach, but they have no special knowledge of assessment, and we doubt their utility on an assessment commission.

Besides that, it may well be considered whether such a commission should not be composed of men who have devoted time and attention to the question of assessment; in fact, of men who are more or less experts on the subject. A commission of this kind would, we submit, reach practical conclusions much more quickly than a number of worthy gentlemen sitting to hear evidence, the value of which they are often incompetent to weigh.

We have no system on which the taxation of property is based, and so far the idea of grasping a sound principle for the purpose of assessment never seems to have struck the people. It is also a mistake to suppose that the important matter coming before this commission is the growth of new taxable properties, like telephone franchises and street railway companies. These are really small matters compared with the wider principles of assessment as a whole.

It is with the latter which the commission ought to grapple and we doubt if much will be done for the present by the newly-constituted body.

NOTES.

That stocks are pretty heavy at the present time, especially in the wholesale trade, is hardly denied. Of course, they are going out fast, but at the same time it is probable that this has been a record season as far as large stocks are concerned. It is said, for example, that more than one house doing an extensive wholesale business has put on insurances ranging from \$800,000 to \$1,000,000.

There can be no doubt but that sometimes the big department stores give undoubted bargains. One concern lately advertised flannelettes at 3¼c. a yard, while the mill price of the same stuff ranged from 4½ to 5c.

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.

An Eye to Small Expenses. Watch the little expenses. Remember the old saying of "take care of the pennies and the dollars will take care of themselves."

These little things that do not seem to count very much are the very things which are eating up some stores. Stationery, twine and boxes all cost money, and wasting these articles will be a great expense in the long run, although the individual cost of each piece wasted may seem to be so infinitesimally small as to be of no consequence at the time. The salary account of the store ought to be watched very carefully. Having two office boys where one would answer the same purpose; having four clerks where three would answer the same purpose, will swell your pay-roll much beyond what you can afford.

Disposing of the Force. Learn the secret of having only as much help as you can keep comfortably busy all the time. Learn to arrange the various duties which your people have so as to use all their time. For instance, instead of standing behind the counters during the dull hours of the day, have them up in the stockrooms marking goods or doing such other duties as can be taken up during leisure moments.

A Salesman's Duty. An intelligent salesman is one of the best trade helps that a store can have; a salesman that is not only polite and bright in his way of presenting goods, but who can give real information about the article which he is selling when asked to do so. The most irritating answer that a salesman can give a customer, when asked a question, is to say, "I don't know." In ninety-nine cases out of a hundred the customer ought to reply: "Why don't you know? It is your business to know." Very often it is the salesman's fault that he does not know these things about his stock, but more often it is the fault of the buyer of the stock or the proprietor of the store. The one who buys the goods ought certainly to know all the interesting things about them, and, if he does, it is his duty to tell these things to the person who is to sell the goods. Buyers, as a rule, are either so wrapped up in themselves, or in their own knowledge, or are so ignorant themselves that they do not drill the salespeople as they should.

A customer comes in to buy a tool, and the salesman, in showing the tool, states that it is made of tempered steel. The customer then asks, "What is tempered steel?" It must be admitted at once that the salesman ought to be able to give an intelligent answer. If the salesman cannot answer questions of importance about his stock, how can he expect to inspire confidence in the customer, who, in many cases, is relying largely upon what he is told when he makes his purchases?

The Sales to Employees. Large general stores sometimes do not consider what an immense amount of goods their own employees buy. A store with a hundred employees usually forgets that in their employees they have a hundred customers in perhaps a hundred families, if

they only see to it that their employees can be induced to patronize the establishment for which they work.

It will pay any store to be liberal with its employees and to do all that is possible to retain their good-will and friendship, and to show them that you are not only interested in their work which they have to perform for you, but also in every detail of their lives where you can help them. No matter whether you allow a discount of any sort to any other living person, you can well afford to allow a discount to your employees on the goods which they may wish to use personally. This discount need not apply any further than their personal wants nor the wants of those dependent upon them for support. If you do not offer to your employees some inducement more than the ordinary customer gets many of them will very likely do their trading at some other store. This looks very bad for you; the people will talk; the salespeople in other stores will talk. One salesperson will say to another: "I thought you clerked for Smith. Why are you buying your goods from Brown? Is it because Brown sells cheaper than your own employer?"

It is a bad reputation for your store to have, when many of your clerks buy their goods somewhere else.

The Kicker. How many there are of this kind, and how diversified are the things about which he will kick! Do not be unreasonable, do not kick just for the fun of kicking, but when you have cause to kick stand up for your rights and kick hard.

In the first place, remember that everybody else has just as many rights as you have, and do not expect everyone to give up all their rights for you; but in the competition of to day the man who knows his rights and insists upon having them is the one that is going to succeed. The fellow who never kicks about anything and the fellow who kicks about everything are one as bad as the other. Kicking when you have no cause weakens the effects of your justifiable kick.

These remarks apply largely to a store's dealings with newspapers. Usually the newspapers are just as anxious to give the store what it deserves as the store is to get it; if they are not, then the store has a right to kick.

Remember, however, that the newspapermen are just as smart as you are and are better able to get back at you, if you attempt to impose upon them, than you are able to get back at them.

Let your business dealings with the newspapers or other mediums in which you advertise be just as business-like as your dealings with the men from whom you buy your other kinds of merchandise.

It is not fair to expect the newspaper to sell you advertising space at the lowest rate and then keep you supplied with transportation, theatre tickets and drinks whenever you want them. Some newspapers, I am sorry to say, attempt to do this, but in the long run you will get the worst of it if you do not watch out.

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We guarantee all yarns used in our various grades absolutely clean and positively free from grease and mineral oil, thus insuring bright and effective colorings.

In all respects we invite the closest comparison of our line.

Our Travellers will be out early, and we confidently solicit an inspection of our samples by the keenest carpet buyers from Cape Breton to the Klondike.

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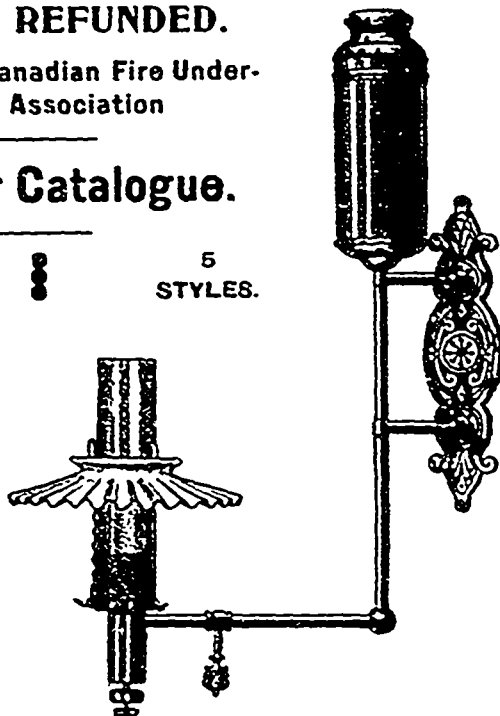
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CARPETS, CURTAINS AND WALL PAPERS.

TRADE CONDITIONS IN THE UNITED STATES.

IN the carpet trade the usual midsummer lull now prevails. But there is considerable activity in the straw matting and Oriental rug lines, says The New York Carpet Trade Review. The matting situation remains unsettled, and shrewd buyers are placing orders early so as to avoid as much as possible the danger of being unable to replenish their stocks in due season.

The indications of a large demand for Oriental rugs have become still more apparent since our last issue, and the domestic manufacturers of wilton, axminster, brussels, moquette and velvet rugs, especially carpet sizes, and art squares, also report, as a rule, a satisfactory business. All the large manufacturers of Smyrna rugs and carpets say that the demand for their product has been good. The complaints of dull business in this line of trade seem to come entirely from the small concerns, especially makers of low grades.

THE SPRING STYLES.

Said a carpet man to THE REVIEW: "For Spring styles in carpets the large or very small patterns will not be much used. The popular patterns and designs for Spring sales are all of a medium size. Designs are of all natures, Indian, Persian, sixteenth century, Roman, etc., all promising to have equally good sales.

"The coming colors and color combinations are more beautiful than ever. More care has been paid, especially to the harmonizing of colors that heretofore, if one is to judge by results. Green is one of the most predominating colors of all. It is found in the great majority of patterns, and in all shades. Reds, delft blues and soft greens will probably be the reigning colors of the season."

A NEW YORK WINDOW IDEA.

On one of the hottest days of last week the window-dresser of a large Broadway house made a display which was a gratefully cooling sight to the perspiring passerby. One window was devoted entirely to a display of olive green denim. Portieres and curtains, with Empire designs, in white embroidery formed the background. A green willow lounge covered with the denim was piled with cushions in keeping. A three fold screen and table covers, couch covers, etc., all in green denim, with white decorations, completed the show, and illustrated the many admirable uses to which a moderate-priced fabric can be adapted as well in city as in country houses. In another window a similar exhibition was made, the color scheme in this instance being blue and white.—New York Carpet and Upholstery Trade Review.

UNITED STATES DECISION ON MATTINGS.

Within the past few weeks an important case was decided by the Board of General Appraisers, touching the subject of duties on matting, which was of decided importance to the large number of small importers on the Pacific Coast who do not visit the Eastern markets, but have their goods purchased for them in Japan and China by agents. The appraiser at Portland, Ore., held that the 5 per cent. commission which

was charged by the purchasing agent in Japan or China should be added to the cost of the goods in fixing the rate of duty in America.

While this did not 't the surface appear to amount to very much, as a matter of fact, it was sufficient in most cases to place the matting under another classification and increase the duty to such an extent that the little dealers would be almost frozen out.

The tariff levied on matting which does not cost over 10c. per yard is 3c. per square yard, amounting to \$1.20 per roll on rolls of 40 yards (which is the usual length).

If the commission charges of the purchasing agent were added to the cost of the matting, it would make the cost amount to over 10c. a yard, and, on goods of this class, the duty demanded was 7c. per yard, and 25 per cent. ad valorem, an increase of \$2.65 a roll.

The dealers fought the matter hard, taking the case from the local appraiser to the general appraiser, and from thence to the Board of General Appraisers, who reversed all former decisions, and decided that the commission paid the purchasing agent in the East was a non-dutiabie charge.—The American Carpet and Upholstery Journal.

THE ENGLISH CARPET TRADE.

Kidderminster advices to The Textile Mercury, August 18, say: "The holiday influence is very plain in the carpet and yarn trades. Looms are busy trying patterns, buyers are on holidays, and travelers are at home. Still, there is enough business coming in to prevent anything like stagnation. The spinning trade is quiet, without much yarn going into consumption. Some little business has been offering from both local and foreign markets, but much of it is at impossible prices. Prices of carpet yarns have dropped to a low level again, especially the lower makes of two-folds, but there is now a distinct bottom to the market, and spinners will not accept contracts except at such advances as will cover the increased cost of wool and of spinning expenses."

VISITORS TO THE EXHIBITION.

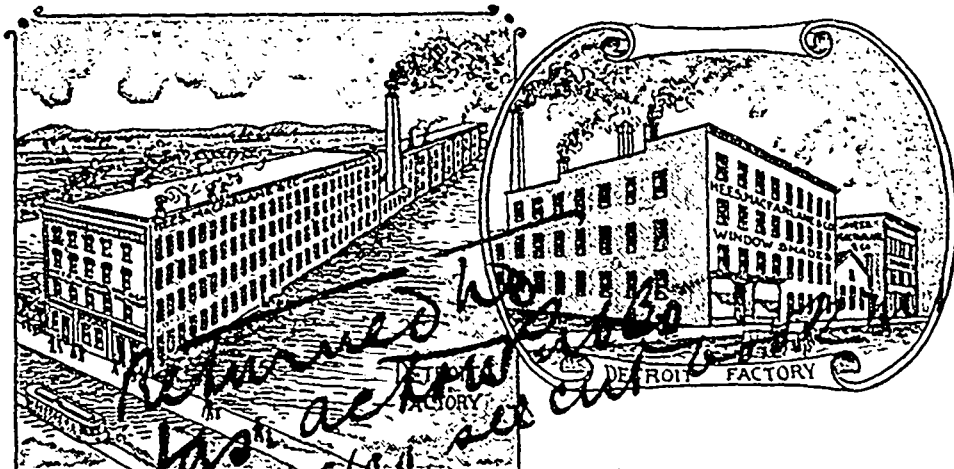
When our readers are making their rounds among the manufacturing and wholesale houses, it would probably be greatly to their interest to drop in at No. 71 Bay street and see what Messrs. Geo. H. Hees Son & Co. have to offer. They are the leading manufacturers of window shades, curtain poles, and upholstery goods, such as furniture coverings, draperies, portieres, curtains, table covers, and the many lines in this class of goods. Their recent importations include the pick of the European market, besides the large assortment they are manufacturing at their new upholstery plant in Valleyfield. Undoubtedly they can justly claim to be the "Lace curtain headquarters in Canada," for they have recently put in stock over 80,000 pairs, and say they are making great inducements to the trade to help them unload these bulky goods. No. 71 Bay street is convenient, and the trade will receive a cordial welcome there.

INDICATIONS OF A BIG FALL BUSINESS.

At no time in the history of Canada have indications pointed to a more prosperous trade than will be experienced this Fall. The average crops—except in Manitoba—have never before been so good, and, even in that Province, crops

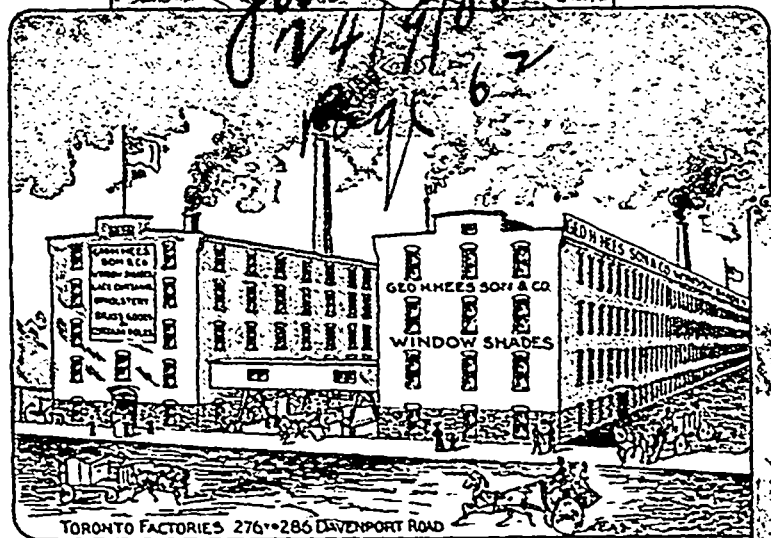
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HAVE THE PICK OF THE MARKET.



Important Notice:

The plant of "The Montreal Weaving Co." has been removed to Valleyfield and added to our new upholstering plant at that place.



The trade in the vicinity of Montreal is invited to visit our new sample rooms and warehouse, No. 43 St. Sacramento Street, where a good stock and a full display of our goods can be seen.

We manufacture everything in the line of Window Shades, and sell them at a price that affords the Retailer a Large Profit.

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

- LACE CURTAINS and NETS,
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- “ TABLE COVERS,
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- UPHOLSTERY SUPPLIES,
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Many of the above goods are from our own looms.

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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.

See our new Illustrated Catalogue.

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

71 Bay Street, TORONTO.

CARPETS AND CURTAINS—Continued.

are turning out much better than at first predicted, while the higher prices will put more money in their purses than in many years of big crops and low prices. There is employment for everybody who wants to work, and at good wages, too, so there will be more money floating and more demand for goods. The courageous merchant will be governed by these circumstances and be prepared to meet the requirements. Manufacturers have anticipated the situation, but none more so than Geo. H. Hees, Son & Co., who have manufactured and imported more goods than ever before in the history of their business. Their big stock of upholstery goods, some of which they import and some they manufacture at their plant at Valleyfield, comprises the newest and most attractive goods in their line, while their lace curtains, window shades, etc., embrace the best that's to be had. Give Geo. H. Hees, Son & Co. a chance to show you how it is to your advantage to buy of them.

PRACTICAL SUGGESTION RE TECHNICAL TRAINING:

EDITOR DRY GOODS REVIEW:

SIR,—Representing in a very large and extensive way the textile interests of this country, I choose your journal to put before this class of manufacturers a subject for their consideration which should receive considerable attention if our industries are to push forward to the front rank of renown among the manufacturers of fabrics of the world.

We are, in Canada, extensively engaged in cotton and wool weaving, a little in the worsted line, a little in jute, hardly worth mentioning in silk, and the linen is mostly home-made.

Were these industries given a means whereby they could readily find expert assistants, there is no reason to doubt they would make great strides forward.

It is, therefore, suggested that textile manufacturers of all kinds should take some measures to establish properly equipped technical schools to teach the methods of carding, spinning, dyeing, weaving, finishing; knowledge and values of fibres and filaments; designing, etc., and, in fact, all that goes to the production of textiles.

These schools should be under the charge of the Government, but the management should be drawn from among practical men who understand what they are doing. Probably many manufacturers would contribute part of the necessary machinery, I am prepared to give a Jacquard loom and a Cop winder.

Of course, mechanical drawing, the use of tools and loom construction, would have to be included in the curriculum.

As students are learning a competent trade, placing them in a higher grade than a smith or a mechanic, it might be quite within reason to exact an annual fee for attendance, more particularly as power would have to be paid for, and also the raw material that is to be worked up.

The product of the schools could always be sold, and, though the beginners may spoil some material, there is no doubt that the value of most would compensate for a good deal of the outlay on it.

If any readers of this are interested, and will take an interest in the matter, I will be glad to hear from them.

I might say I have not thought out as yet any manner of procedure or method of conducting the schools, but, if it receives the attention I hope for it, there will be no difficulty in soon having textile schools established in several districts.

Yours truly,

JAMES P. MURRAY,

Toronto Carpet Mfg. Co.

September 1, 1900.

A SUCCESSFUL MAN'S CAREER.

How Mr. Robert Muir, of Montreal, made a Million
by Shrewdness and Caution.

NEWSPAPER readers will remember an item that appeared in the papers a few weeks ago, giving a detailed account of the distribution of the estate of Mr. Robert Muir, who was at one time a merchant in Montreal, but who died a year ago at Wimbledon, Surrey county, England. Although Mr. Muir had lived in England the last 18 years, and had passed out of the ken of most of the present generation of drygoodsmen, yet there are many, particularly in Montreal, who remember him as one of our early successful business men. At his death he left an estate valued at something over \$900,000, most of which was invested in Canadian stocks.

The firm with which he was connected was W. & R. Muir. Their business was established first by Mr. William Muir, who came out from England to Montreal about 50 years ago and opened up a dry goods warehouse on St. Paul street. Later, he brought his brother Robert out to him and a partnership under the style W. & R. Muir was formed. The senior member of the firm died about 40 years ago, and the business was continued under the old title by Mr. Robert Muir. He moved into a warehouse on McGill street, where he did business till 1872.

The foundation of his fortune was laid during the prosperous times that prevailed in Canada 1862-66, when our Southern neighbors were trying to settle a trouble that is yet unsettled. During those few years, of course, a Canadian drygoodsman fairly coined money; many new houses opened out in business, and those who were established previously expanded their trade. Mr. Robert Muir confined himself to his former field and here showed his wisdom. He never did an extremely large business, and was content with the amount of his turnover. Cotton rose in price from 7d. to 2s. 3d. per lb., but the inflation in price did not lead him into wild schemes and bring him into the general catastrophe that followed a few years later; he maintained his old business, and salted down the profits. After the war, before the times of depression came, he withdrew from business, invested his profits in secure and rising American stocks and doubled his capital. He again withdrew and returned to Canadian stocks, where his wealth has since remained.

Personally, he was a man who was highly respected in the social and business circles in which he moved. He always refused to embark in any scheme that savored of a wild-cat nature, and his opinion was always highly regarded. He preferred solidity to bullish inflation, and his policy won, as it generally did. His friends, and there are still quite a number in Montreal, tell us that his sense of honor was admirable and that there were those in Canada who read of his death with profound regret.

Aside from the legacies to members of the family and other relatives in the United Kingdom, lawyer Robert A. Ramsay's children, of Montreal, were given £100 each by his will, and £200 goes to the Montreal General Hospital. Each of the daughters of David Shaw, of Longueuil, Que., is given £100.

The Perth Town Council has taken drastic measures in dealing with hawkers and peddlers occasionally doing business here. The fees to be charged traveling salesmen, are: With horse and cart or wagon, license per year, \$50; with pushcart, per year, \$30; on foot, per year, \$15.

WALL PAPERS

PLEASURE AND PROFITIS THE RESULT
OF HANDLINGTHE WATSON, FOSTER CO.'S
LIMITED
LINE OF WALL PAPERS.

EVEN THE CHEAPEST GOODS ARE
DAINTY AND ATTRACTIVE. THE
DESIGNS, COLORINGS AND ❖ ❖ ❖
DECORATIVE EFFECTS OF MEDIUM
AND BETTER GRADES ARE THE
MOST BEAUTIFUL WE HAVE PRO-
DUCED AND MUST BE SEEN TO BE
APPRECIATED. ❖ ❖ THE INGRAIN
FRIEZES ARE SUPERB. ❖ ❖ ❖ ❖

WE HAVE EVERYTHING YOU NEED
IN WALL PAPER AND NOTHING
WHICH HAS NOT MERIT. ❖ ❖ ❖

IF YOU ARE INTERESTED WAIT
TILL ONE OF OUR MEN CALLS,
OR CORRESPOND WITH ❖ ❖ ❖ ❖

THE WATSON, FOSTER Co.
LIMITED

MONTREAL, September, 1900.

The Moss Rose Mfg. Co. Of Philadelphia.

HIGH-CLASS

**Tapestry
Curtains and Covers,
Couch Covers,
Draperies** by the yard

Plain or mercerized. Superb designs and colorings.
Tasty effects. New weaves.

Every leading dry goods house should have them.

CANADIAN REPRESENTATIVE

H. H. BURROWS,

Proprietor of Royal Carpet Co., Guelph, Ont

Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete
range of

**CHENILLE CURTAINS
AND
TABLE COVERS**

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent

W. B. STEWART

27 Front Street West, TORONTO.

THREE STRONG ARGUMENTS

— IN FAVOR OF —

“Perfection Brand.”

EXCLUSIVE DESIGNS. ALL GOODS GUARANTEED. PRICES LOWEST.

GIVE OUR LINES A TRIAL.

Comforters — **WOOL
COTTON
DOWN** Largest assortment in Canada.

Cushions — **WHITE CAMBRIC
SATEEN
SILK
SATIN** All styles and sizes and
for every purpose.

Bed Pillows — **ALL FEATHER** Guaranteed odorless
and free from quills.

To those who have not handled our goods we say : “Try us once and you will always come back.”

Canada Fibre Co., Limited Montreal

Manufacturers of Down, Cotton and Wool Comforters, Tea Cosies,
and Bed Pillows of every description.

W. TAYLOR BAILEY

MANUFACTURER OF

Hand-Made Opaque Shade Cloth.

Mounted Shades PLAIN, DECORATED, FRINGED,
LACED AND LACE AND INSERTION.

OUR PATTERNS ARE ALL EXCLUSIVE DESIGNS.

Special attention given to estimates for
STORE SHADES UPHOLSTERY SUPPLIES DRAPERY FABRICS AND BRASS GOODS

Our looms in Montreal are now producing a new weave of

COTTON TAPESTRY.

COTTON DAMASKS A SPECIALTY.

MAIL ORDERS SOLICITED.

27-29 Victoria Square - MONTREAL.

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

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."

FALL PREPARATIONS.

DURING the month of September Fall Opening displays predominate. All new Fall goods are being opened up for show. This is the month when the window-trimmer can show his ability. Competition is pretty keen at this time, and the ladies are waiting to purchase their new hats, dresses, cloaks, furs, etc. They are holding back from purchasing until they see the window displays of new goods.

The windows must now be the chief factors in introducing to the public the Fall styles. The trimmer should carefully study out his opening displays before getting to work at them. New goods displays require careful handling, neat, tidy arrangement and every attention given to little details so as to make the goods show up to the very best possible advantage.

Customers at this season will be seen going from the windows of one store to those of another before making up their minds at which house they are going to purchase, and the stores that have the neatest windows are the places that are going to get the preference and sell the goods.

Backgrounds must be arranged so that every article can be thrown into prominence by them.

Above all things: "Don't crowd the displays." There is a general tendency when there is a rush of new goods into the store to jam the windows up with everything. This is bad policy. Take one line at a time. Arrange it carefully, give a couple of days' showing, and then change it to some other line.

Show very few goods at a time, and change often. Instead of filling the window up with a whole mass of goods at once, which does not make an impression and only confuses the eye, why not use the same quantity of goods and make five or six displays? In this way every garment is shown to advantage, and customers seeing the change every day or so are given the impression that your range of goods is well assorted and extensive.

Some reader may think: "Oh, well, that is all very well and practical for stores that have eight or ten windows, but what is the merchant that has only one large window or only a couple of small ones to do? There are 25 different lines of new goods that require immediate showing, and if not all shown right away are going to remain unsold."

My answer to this is: "If good judgment is used, and the goods show properly in the windows and the interiors, and if they are stylish, up-to-date goods, marked at the right prices, there is no excuse for them remaining unsold."

Supposing you have only one large window in which to introduce the new goods, instead of crowding it up with everything, why not try it this way:

Say this is Monday morning. Take out your present window display, have the glass thoroughly washed inside and

out, and all the interior cleaned to perfection. Then take a few mantle forms (as many as the window will allow without crowding), and on each arrange one of the choicest new coats, giving every detail attention, such as the hang of the sleeve, etc. Take a few pairs of white curtains (rich, heavy borders or design), hang them nicely up at the back of the window, and over the top drape a rich upholstering plush or silk or rich drape. If you have a large mirror or two arrange them on easels or in some position so as to reflect the back of the coats shown. Get a couple of rich rugs or one large one from the carpet department and cover over the window floor, place a form here and there with at least two feet space between each. See that every garment is placed in such a position that it shows up its finest points to the observer on the outside. Raise the blinds and take a look from the outside and satisfy yourself that they cannot be changed into a position that would improve them. Place a large card in centre of display, calling attention to the first showing of new Fall mantles.

Now leave this in for, say, two days. In the meantime you can think out a design for a background that will show up your new dress goods which are to be shown on Wednesday. Have it all figured out in your mind's eye, and, if possible, have it made in sections, or have it all ready to put up in as little time as possible, as every hour means dollars. Right here it might be stated that the arrangement of background is just as important as the arranging of the goods, and especially in opening displays. The main object in the background is to throw the goods displayed into prominence. They should be elaborate (not gaudy or trashy-looking) and the colors must be in perfect harmony with the colors of goods shown.

To come back to the trim suggested, say Wednesday is here. Out come the mantles. The background is changed, and a few of the prettiest dress-ropes are draped artistically on forms or stands. Now, in this display, there is a chance for a combination. In the spaces between the dress forms place a nickel hat-stand and on each place a neat trimmed hat or bonnet.

If you don't keep millinery place on them a pair of kid gloves, a belt, a lace handkerchief, a fancy collar, or something that would complete the costume. While it would be much better to have just the dress goods alone yet (we have only the one window), these combinations are not confusing and have their good suggestions.

Well, we'll leave this in until Saturday night, until about closing time, and as there are few goods in the window it can be taken out and the goods folded up in a very short time.

Monday morning comes and the window may, or may not, require a cleaning on the inside, but a cleaning on the outside is necessary. It can't have too many cleanings.

Well, this morning we have to make another showing of new goods. The background being quite new and effective, does not require changing, as it will come in splendidly, with perhaps the addition of a mirror or a drape for our displays to follow, of millinery, silks, black dress goods, etc., before it

HAVE YOU TRIED

The Garments?



Costumes, Skirts, Waists, Wrappers,
Eiderdown Dressing Jackets and Gowns.

THEY ARE ALL SELLERS.

Costumes \$6.50 to \$35.00.

Waists 75c. to \$13.50 each.

You want a garment the cut and finish of which will cause people to ask for same next season. These are the garments.



NO. 976.

Fine Cheviot—Taffeta Silk Trimmed
—Coat Silk Lined.

To Retail \$22.50.



Waists in newest designs—in Mercerised
Sateen, French Flannel, Velvets, Plain
and Fancy Silks, etc., etc.



NO. 947.

Fine Box Cloth—newest Flounced
Skirt, Appliqued Black Taffeta Silk
—Coat Silk Lined.

To Retail \$35.00.

BOULTER & STEWART

Manufacturers

13 Front Street West, TORONTO.

Handwritten: turned to waist page 8 1910 see cut book 210

WINDOW DECORATING—Continued.

requires changing. Each of these displays should only be left in 2, 3 or 4 days, according to their results in sales.

Large cards appropriately worded must not be left out of every Fall display. Price tickets should be freely used also with discretion.

After the above-named goods have had a show and another background has been arranged, if you have your dry goods in and have sufficient to make a display, now is the time to make it.



Design for a Millinery Window.

Many merchants think it unwise to show furs until after the first snowstorm. Here's a big mistake. Hundreds of fur garments can be sold by a showing in the month of September, even when it is still quite warm. Stylish dressers, especially the well-to-do class of people, always like to get first choice and generally like to buy before the finest furs are picked up.

After you have made an individual display of furs, dress-goods, millinery, etc., it is again time to show a few more mantles. In this second showing, a few furs could be shown in combination, care being taken not to have one placed in such a way as to conflict with the other. It is always better to place the fur, boas, collars, etc., on a nickel stand between the forms instead of laying them on the mantles. In many cases a fur collar placed on a coat to show it up might result in the sale of the collar but spoil the sale of the coat, as it hid the lapels or the cut of collar of the coat. Therefore, I think it better to place them on stands between the forms. If the rule that I suggest is borne in mind, viz., "a few things neatly shown and shown often" I know from experience that it is the wisest way.

Blankets and comforters and similar articles that will be required by the housewife in a short while should be given a showing during this month. Many sales can be effected through early display of such goods.

I would advise those interested in window trimming to file all their numbers of THE DRY GOODS REVIEW so that the illustrations to be found in these columns (of window trims) may be referred to for ideas in getting up future displays. Many an idea is thrown aside that if kept and referred to later on would help to make the way easy for some puzzled trimmer looking for an idea.

The REVIEW's illustration this month shows a beautiful "Millinery Opening" trim. A few choice hats are shown well apart, backed by mirrors. The background would do nicely without change for a dress goods trim, silks, mantles, gloves, laces, or almost any other line of dry goods. It is very effective and inexpensive.

Illustration No. 2 shows a neat arrangement for a Fall dress goods display. The parasols are perhaps out of place for a Fall opening trim, and something else could be substituted in their place. The draping of the dress goods is very simple and effective, and each piece is not robbed of an iota of its individuality, as the display is not crowded. A large card appropriately worded would have helped the sales part of such a good trim. Artificial Autumn leaves hung or laid throughout a display of Fall goods give the display a beautiful finish, and convey the idea that the goods shown are goods suitable for the Autumn.

BOYS' AND MEN'S FURNISHINGS.

As the modern dry goods store develops more and more into a place for the sale of everything, certain lines not before deemed of much importance come to the front and assert their claims for recognition. Among these are men's and boys' furnishings.

Goods for boys' wear, being usually purchased by the mothers, and consequently not at all out of place in an establishment whose patrons are principally ladies, have long been given considerable attention by dry goods houses.

Men's goods are, however, as yet a new and untried line in most dry goods stores, and have their way to win. It is only by giving a stock of this kind extra prominence and attention that it can get a hold on public favor. To that end it behooves every department store handling these goods to outdo the specialty stores in the beauty and magnitude of displays, and thereby attract more attention and effect greater sales. In later numbers of THE REVIEW we will illustrate some trade winning displays of these two lines of merchandise.



A Display of Dress Materials.

In displays of boys' and men's clothing, one thing to be kept in mind is not to crowd them. They are far more

FAIRE BROS. & CO., Limited
LEICESTER, ENG.

Manufacturers of

SMALLWARES

- SKIRT BELTINGS
- WOOL MENDINGS
- SHOE LACES
- CORSET LACES
- BINDINGS
- BELT WEBS
- BLIND CORDS
- TAPES

Order Through
 Wholesale Houses

Representative for
 Canada:

**Mr. Stapleton
 Caldecott,**
 45 YONGE ST.,
 TORONTO.



PHILLIPS' ILLUMINATED

Silent Salesman

This case represents our Illuminated Silent Salesman which is fitted with concealed lamps and wired ready for connecting on to your electric lighting system.

Cases of the same style are made without the lights if desired.

Canadian orders filled from our branch in Windsor free of duty.



PATENTED IN THE UNITED STATES AND CANADA.
 JOHN PETZ PATENTEE.

We have a descriptive circular in 7 colors. If interested, write for one.

John Phillips & Co., Limited
 Canadian Branch, Windsor, Ont. = = DETROIT, MICH.

WINDOW DECORATING—Continued.

interesting than if crowded closely together. Take a few clothing forms, place a suit free from wrinkles or creases on them, put a collar, tie, and cuffs on each, and, after making a suitable background, arrange them so as to show their best from the front of window, put a neat card on each and you have a far better display than if you had five times as many suits shown arranged in some other way. Let enough be shown to give the impression of variety, but not too many, as one robs the other of its fine points.

The greatest mistake made in window trimming is the desire to show too much at once, thereby sacrificing quality to quantity. H. H.

SHOWING BLANKETS.

As a rule we do not believe, says The St. Louis Drygoodsman, that the forcing of goods out of season, or rather before the consuming public is ready for them is of any advantage to the general retailer; but the purpose of business is to sell goods—bring results. If goods can be sold in advance sales then make use of such sales by all means.

Have you ever tried a blanket window at this season for the purpose of helping along an advance blanket sale? These blanket sales are very successful in the cities and are just now being pushed very hard. They are easy to build with piles and rolls. If your stock is limited one pile can be made in the centre and blankets of different patterns and prices can be hung from the ceiling by a cord tied at one corner, which allows the design and quality to be plainly shown. Don't leave such a window in too long. The attention of people who will buy can be quickly called, for those who are not ready you can make a better impression with a later display.

AN EASY BACKGROUND.

For soft wool goods or soft finish cotton goods of the satine nature a very pretty background can be made in the following manner: Across the background, about even with the top of the glass, fasten a narrow strip of wood—three inches wide. A small bracket at each end and one in the centre will hold it.

On the top of the board at regular intervals of nine inches turn in two screw eyes, one two inches in front of the other, just large enough to run a quarter-inch rod or wire through them. The rods should be cut a foot long, so they will stick out about nine inches beyond the board.

Cut dress patterns from the goods to be shown and fold them lengthwise in narrow back and forth folds of about five inches width. It is necessary to fold only enough of the piece to reach from the base to the rod and back again.

Put one piece of the folded goods over the rod nearest the wall, bringing it out to the outer end of the rod, spreading the ends on the base to a distance of a foot or more apart, depending on the height of the window. Fasten them to the base so that they will spread a little and show the pattern, but not close the space between them entirely.

Do the same thing on the second rod, but push the goods to the back edge of the rod and fasten the ends on the base at the points half way between those of the first piece.

Continue this plan, alternating the pieces and making contrasts in the designs and colors next to each other, until the background is finished.

Along the rods drape a piece of goods folded to nine inches width by dropping it in short loops from one to another.

In front of this background you can make any sort of form drapings that you please.

The advantage in cutting of full dress patterns with which to do the work is that short lengths are usually worthless for profit and it obviates the necessity of using the whole piece.

Use ordinary care with the lengths and the window service will not have injured them at all.

THE LAST SUMMER DISPLAYS.

The Summer season, from a retailer's standpoint, is drawing to a close. Summer lines need drawing to a close. Novel ideas that will interest the attention of passers in the goods and a suggestion that little money secures a good bargain prove most affective.

Here is a novel idea that is particularly appropriate at this time. Cover the background with almost any kind of plain material. Select a number of Summer lines in smaller articles, such as fancy Summer hose, light silk gloves and mitts, Summer neckwear, etc. Arrange these in rows across the background. This can be nicely done by using knitting needles.

On each article or pair fasten a small price ticket showing the regular price in black and the season-end price in red.

Take several more Summer lines, such as waists, skirts, suits, etc., also arrange these in rows across the base of the window. These also should bear a price ticket treated with a black and a red price. Have one large showcard reading: "The Last Rows of Summer," and place it in the window.

BRING LOOKERS INSIDE.

It is well to have always in mind, first and foremost, that the object of window dressing is to attract the attention of the passers-by, next to being so enticing and persuasive as to compel the looker-on to enter the store. It is very important that a good picture have a good frame. There is nothing which mars the effect of a good display so much as greasy glass or soiled, unpainted casing and woodwork.

There is no one inside the trade or outside who disputes the value of an attractive show window. The preparation of such a window, like the preparation of any other advertisement, is a matter of careful study. It must tell the truth, yet be attractive and inviting.

If a trimmer tries to place his work on a high standard with the public, it is sure to prove beneficial; if he displays business tact and artistic taste, the windows will be remunerative. Opportunities increase, but the requirements grow in proportion.

AN AMERICAN PRICE LIST.

Spiegel & Prehs, 47 Walker street, New York, issue a price list and bargain sheet of numerous articles in the dry goods line, including men's shirts of various kinds, men's underwear, women's and children's underwear and hosiery, gloves of various descriptions, shawls, dressing sacques, towels, bedspreads, handkerchiefs, table cloths, overalls, suspenders, etc. The goods listed are all in the popular and medium grades, and many of them might be profitably imported. A copy of the catalogue may be had on application to the firm.

FOR 1901

TOOKES'
VIGORAL SHIRT

TOOKES'
PATENT NECK BAND

LOOK

around and see the gentlemen who are wearing **Tookes' Shirts**. They look well, fit well and wear well. 1901 patterns will attract the whole community. Buy **Tookes' Shirts** and your business will increase.

Dressing of Necks Up-to-Date.

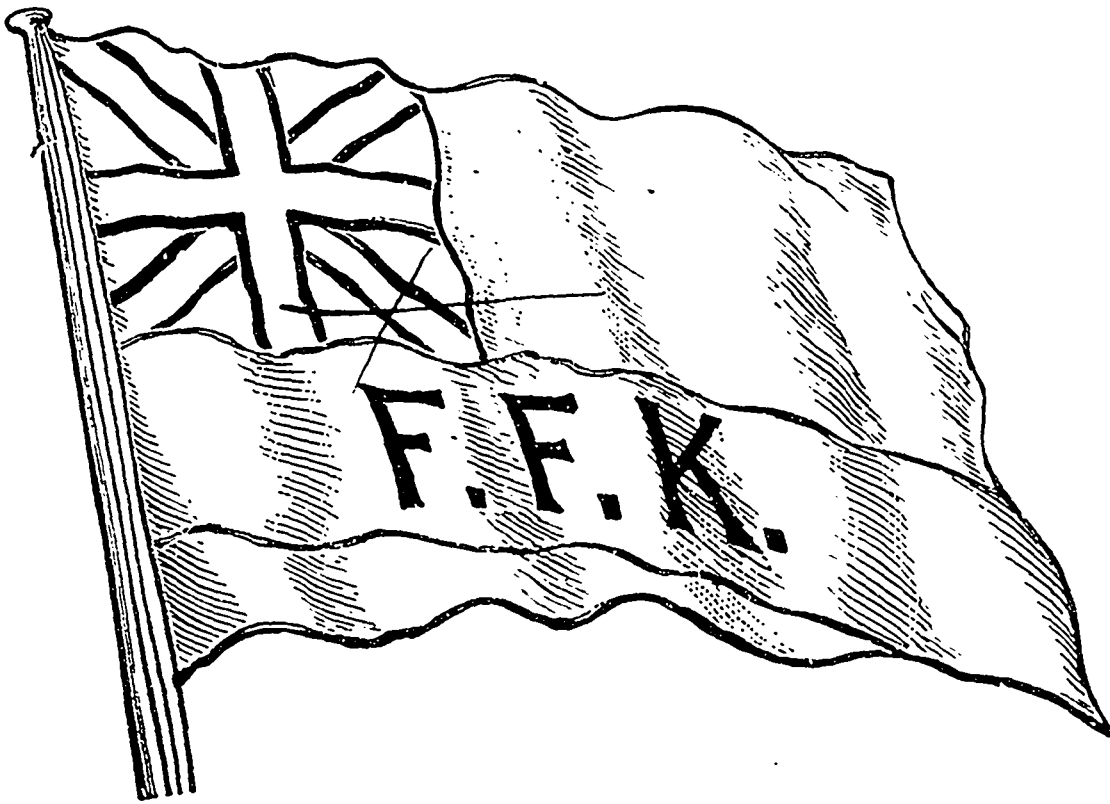
We are in a position to help you to be the **Best Neck Dresser** in your City, Town or Village. Our best "four-in-hand" is the silk products of **England, America, France and Germany.**

TOOKE BROS., LIMITED.

A TOUCH OF GOOD TASTE AND GOOD STYLE

In our Shirt Waist department makes all the difference between the ordinary ready-made and **Tookes' Tailor-Finished Shirt Waists.**

The range for 1901 surpasses every effort we have made to introduce something new.



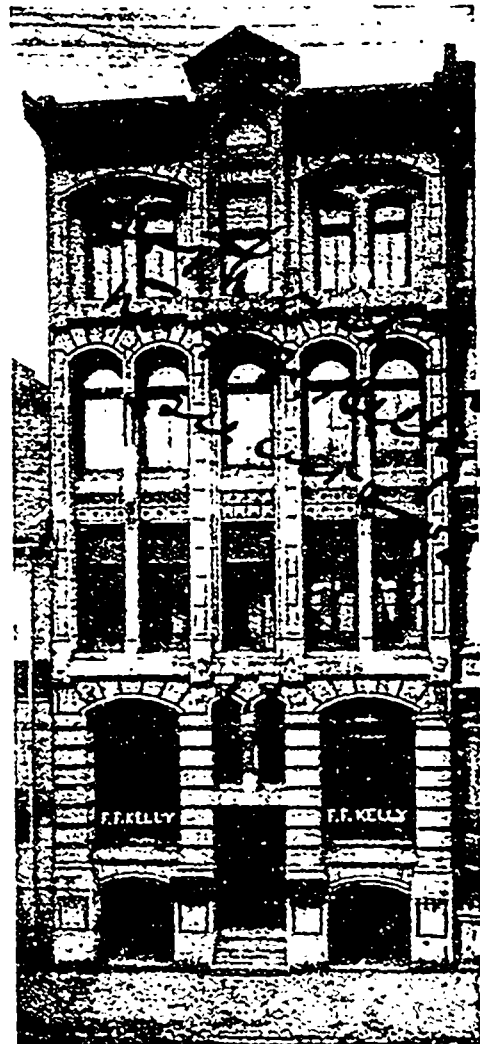
Change of Front

We will **NOT** continue the men's furnishing business, but will sell out during the month of September \$50,000 worth of A1 stock, including large quantities of new goods, as well as balance of Glover & Brais' goods. Very large safe, furniture, fixtures and travellers' trunks will also be sold. During the Toronto Fair, we will be represented in Toronto by Mr. H. L. Willmot, and Mr. Thos. Fenwick (late of McMaster & Co.), at 30 Wellington street west.

F. F. KELLY

196 McGill Street,

Montreal.



Handwritten note:
 2/19/00
 no 100/6/



Men's Furnishings.

TH E R E has not yet been much demand for Fall goods for the month of August. The weather has not been such as to warrant a change from Summer goods, and, as one men's furnisher says: "People won't buy Fall goods until they begin to feel cold, nor will they invest in umbrellas until they get caught in a rainstorm."

Although this may be

all right for the customer, it will not pay the dealer very well to defer placing in his Fall goods until his customers "begin to feel cold." He must be prepared to offer them a fair choice of goods the moment they want them.

To the town dealer, who has not the advantage of being able to buy every day from the wholesale houses, and whose opportunities to obtain ideas from fellow tradesmen are not so great as in the large centres of trade, it is very important to know just what to place in stock, besides the latest fads of the day. Although it is difficult to tell what public taste will agree on, it may be helpful to know what the largest men's furnishers of Toronto, whose opportunities to gauge public taste are greater, are paying attention to, and placing in their windows and on their counters for Fall wear.

Ties that Sell. With the new collar, a batwing tie is almost invariably worn. Dealers are doing a large business in this line, both with ladies and gentlemen. Flowing-end ties are also largely worn with this collar, and may be even more popular for Fall. Plaids in flowing-end ties will be worn to a great extent for Fall and Winter. All combinations of colors may be seen in the plaids, and, although the patterns are mostly large, a number in grey, black and white, combinations are quite small. Grey effects will be popular, whether in stripes or checks. A few of the most prominent men's furnishers show some beautiful lines of flowing end ties in dark green and white, and dark green and red stripes. The stripes are large and run diagonally. Blues, too, in different designs may frequently be found. The puff

tie, although enjoying only a limited sale at present, may be expected to sell well for late Fall and for Winter. Most designs in these ties are in dark colors, with wide stripes or bands running diagonally across them. Colors and designs vary, however, and a few large checks may be seen. Patterns are all fairly large, though not "loud." A tie on the market is the "Windsor." It is in scarf form and meets at the throat by a new shape of ring instead of being tied. The rings are in gold, silver and oxydized. They are spherical in shape, with two openings at the top and one at the bottom, through which the scarf is drawn. Designs of different kinds are stamped on the rings. The scarves are of all patterns and colors. Some dealers are showing them in designs made up of Union Jacks, etc. These ties have recently been having a large run in the United States, where they originated, but their arrival in Canada is too recent to be able to tell whether they will be as popular here or not.

The Collar Trade.

In collars, it is hard to find anything but the new high turned-down variety. Besides the high makes, this kind of collar is made in very low styles, suitable for stout persons, and also more comfortable in warm weather. A noticeable fact in regard to collars is the almost total absence in windows of the ordinary stand-up collar with turned-down points. This is, of course, kept in stock by all dealers, but the popularity of the new high turned-down style has for the time almost eclipsed it. The all-around stand-up collar is also worn considerably.

Window Cards. The use of price cards in men's furnishers' windows is becoming noticeably more general. It is seldom that one passes any up-to-date store without noticing these little hand-printed trade-drawers pinned here and there on the different goods.

Over a row of ties we read: "You can tie these, but you can't beat them for 50c.," the price always being printed in large figures. "We know you come here for good bargains and we wouldn't disappoint you for 50c." "Stubborn sox, color can't be coaxed out for 25c.," and many others show where the wide-awake dealers do business.

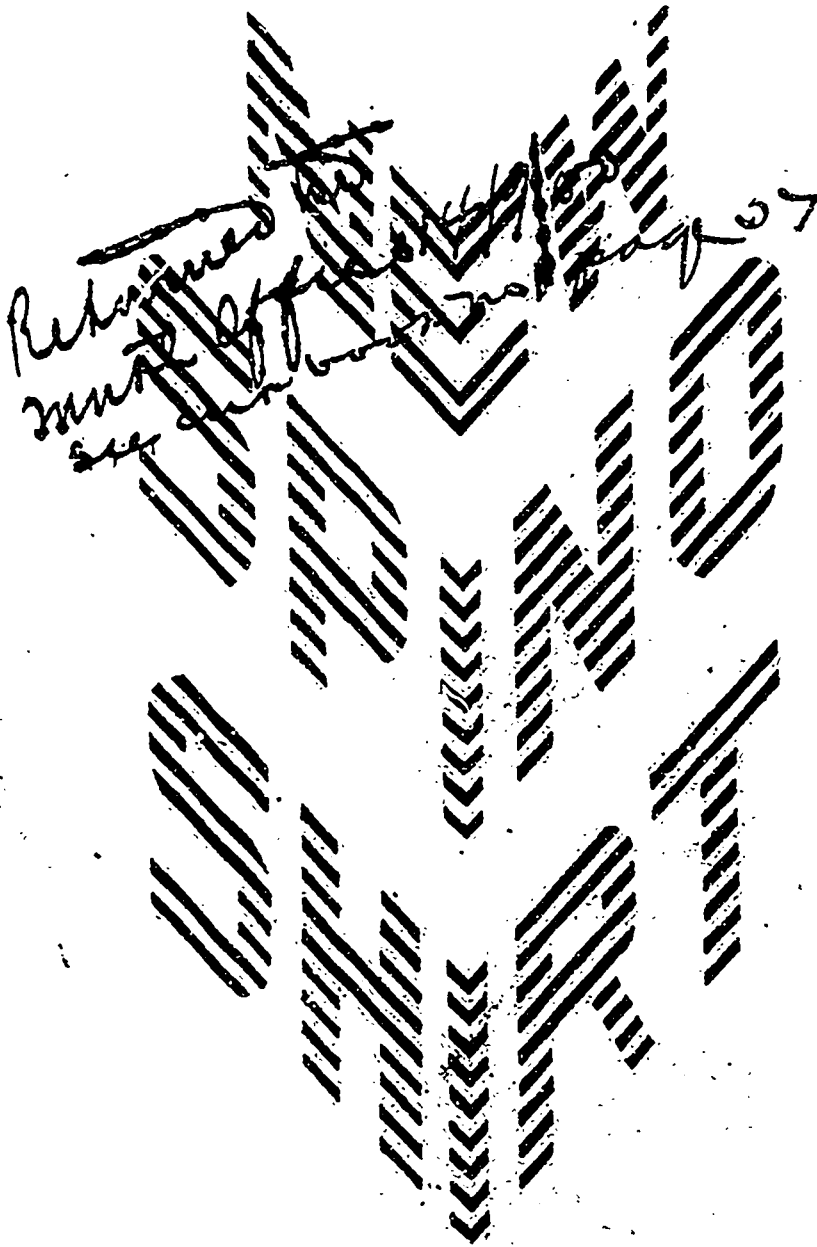
A suggestive fact in regard to the use of these cards is that the large and prosperous stores all use them, while it is seldom that one sees them in the windows of the small and less progressive men's furnisher.

A New Thing in Shirts.

The shirt department of the Gault Brothers Co., Limited, are showing for the Spring, 1900, the newest thing in shirts. It is known as the "Spino" and its style can be seen in the firm's advertisement. The pointed effect is printed on the material. This shirt bids fair to be the swell thing for the Spring. It is made from Potter's Manchester shirtings. This company are also showing a fine general range of shirts, comprising about 400 lines, in negligee zephyrs and all the newest styles in stiff bosoms, long and short bosoms, and open front or back and

THE GAULT BROS. CO., Limited, MONTREAL.

Shirt and Neckwear Manufacturers.



EVERY UP-TO-DATE FURNISHER
WILL HAVE THE "SPINO" FOR
SPRING 1901.

ARE YOU UP-TO-DATE?

The new "Spino" Shirt will be all the rage for Spring 1901. All made from Potter's Manchester Shirtings. We have the sole right to manufacture it in Canada.

Sole Agents in Canada for Fownes' Gloves.

MEN'S FURNISHINGS—Continued.

front. Potter's English shirting and Anderson's Scotch zephyrs are used exclusively in all their fine goods. Their travelers go out about the 1st to the 15th of September and will carry all the latest ideas.

Striped Shirts in Vogue.

The colored shirt continues to hold its own, and may be expected to do so until well on in the Fall. Stripes, wide and narrow, and running vertically, are by far the most worn. Colors are nearly all in blue or black. The background of the shirt is usually white with the dark stripes over it, though some shirts are seen with the opposite pattern. Pink striped shirts may also be seen occasionally. A few shirts with small checks are being worn, but their sale does not reach that of the striped shirt.

Showing Goods.

There are ways and ways of placing goods before the public eye. Some of them are worth noticing and imitating. In the matter of ties, for instance, the design and color are the chief things to show. These may be shown by merely hanging the ties in a row out at full length, but the effect produced is not nearly so great as if some of them were tied and placed on collars, so as to let customers see how they look when worn. Ties with special or new designs should always be exhibited as they look when in use. It is often the case that a pattern or design, which is not especially attractive when the tie is unfolded, will look much better when it is done up. Dealers would profit by an examination of their ties before placing in the window or in showcases, to decide in which way the tie looks the better.

When it is possible to show a tie with a colored shirt, so that the colors may be enhanced by combination, this should be done. It may not always result in the sale of both shirt and tie, but it would help greatly to sell the latter, if a customer having a shirt like the one with which the tie is shown should see how well that particular tie looked with it.

A careless habit of many furnishers, who, otherwise, are not backward in showing goods, is the combination of collar, shirt and tie, in which, although the collar and shirt are all that could be desired, the tie is either some out-of-date variety that the dealer wants to get rid of, or else it is one of those very much up-to-date ones whose color does not harmonize in any way with the shirt. This is a mistake that many dealers make; and it is a bad one, too, because a tie that will be noticed only for its ugliness will spoil the effect of the whole combination. It is not done to show the tie as much as the shirt and collar, and, in consequence, many dealers seem to think that any tie at all will do.

A good way to show suspenders is with shirts, hanging the ends over the shoulders of the shirt, just as when worn. Gloves are frequently displayed with handkerchiefs. Some furnishers, who deal in canes, combine these with gloves, and get a good effect.

Seen in Dealers' Windows.

Silk-front negligee shirts, 75c. Patent leather belt, silver-finished buckle, 75c. Silk-striped undershirt and drawers, 75c. per garment. Pure llama wool underwear, \$3 per suit. Stainless tan maco socks, 6 pairs for 75c. American and Austrian high-band-turn-down collars, 15c. each. White balbriggan undershirts and drawers, silk finish, 49c. per garment.

Canadian Neckwear in Australia and China.

Mr. F. P. Evans has just returned from another trip to the Antipodes, where he has for some time been placing Canadian neckwear in those markets, being the representative of E. & S. Currie, Toronto.

Mr. Evans, who returned August 14 from China and Japan, has had a very extensive trip this time. He went out to Australia last December, visited all the colonies there and New Zealand, and afterwards took a vessel north to Hong Kong, calling at the Philippine Islands on the way. Mr. Evans has no complaint to make of the results of this second trip in behalf of Canadian neckwear.

Australian buyers seem to appreciate the goods and were willing to place orders for more. They considered the goods well made, and in every way a credit to Canada. Up to the present time the popular taste in Australia has been for staple English styles and patterns, but the Australians are quick to appreciate anything stylish and new. The Canadian ties in bright colors placed the first trip sold exceedingly well, which resulted in greatly increased orders for "hot stuff." During his trip the plague was raging at Sydney, and, of course, every ship and every traveler which came out of Sydney was subject to supervision. He himself underwent at various points no less than 13 medical examinations. He was quarantined for six days at Auckland.

Perhaps the most interesting portion of Mr. Evans' experience relates to his trip to China and Japan, which was the first attempt to place the Canadian neckwear in those markets. In Hong Kong, the retail trade seems to be principally in the hands of quick-witted Chinese merchants. There are several British firms, but, at the same time, the Chinese shops seem to do the larger portion of the trade. This seems strange in a British colony, because, when we go to Shanghai, which is not British, the best houses are British; in Hong Kong, one notices such firms as Tak Chong, See Woo, Chung Woo, and so on. These are not the names of persons, but names attached to the shops. For instance, Tak Chong (whose family name is Poon Su Poon) really means "Virtue and Glory," and, if one goes in to sell to the manager or owner of the place, you call him by his trade name, and say: "Tak Chung, I have some goods to show you." Fuh Lee means "Happiness and Profit." Foo Lee means "Continuous Profits." An American firm does business as Ki Cheong, "The Glorious Flag." They call the Union Jack: Ang-mug-ki, "the flag of the red-haired devils." The bulk of the business is conducted in pigeon English, and one quickly picks it up after two or three days' practice in talking with the Chinese merchants. These shops in Hong Kong seem to cater principally for transient trade, as the local population would hardly be sufficient to maintain so many merchants catering, as these do, to European customers. The Chinese in Hong Kong look very peaceable, and the place has that air of order and safety which one associates with British rule. It might be said here that Eastern houses do their trade with the Chinamen through a "compradore," a sort of agent who is in heavy bonds but does all the selling to the right people, and who gets a commission on what he sells. Among the largest British houses doing business in the East may be mentioned Lane, Crawford & Co., with branches in Hong Kong, Shanghai and Yokohama, and Messrs. Hall & Holtz, of Shanghai, and T. Weeks & Co. These and other firms do an immense business all over the East.

"I do not find," said Mr. Evans pointedly, "that any particular effort is made to push Canadian goods in the East.

Dominion Suspender Co
Niagara Falls

Makers of *Trade D Mark* Suspenders
Guaranteed

Niagara Neckwear Co Limited
Niagara Falls

Makers of *American Styles*
Of Neckwear

RETURNED
APR 24 1903




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.

If you Want to Learn Anything About Advertising.
If you are a business man and get or want to get business by any kind of advertising, and want to know how to advertise and make money; or if you are an employe and expect to go into business for yourself; or if you want to get into a new and profitable profession—we furnish the foundation—the accumulated knowledge on the subject. Investigation costs you nothing. Valuable information will be sent Free.
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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.

SAMPLES Now on the road.



Our full range of samples will be found very complete and interesting. Our business has so constantly and rapidly increased that we had to build new and larger premises as shown by accompanying cut. These premises we are now occupying and we are now able to work to much better advantage and our numerous customers can depend upon prompt attention of their orders.

Remember, we guarantee satisfaction.



"We Fear Nae Foe."

The Berlin Button and Suspender Co.
BERLIN, CANADA

E. & S. CURRIE.

MANUFACTURERS
OF

NOTHING
BUT

NECKTIES

EVERYTHING
IN

58
&
60

WELLINGTON ST. WEST

TORONTO,

ONT.

Caulfeild, Henderson & Burns

17 Front St. West, TORONTO.



Full range of

BLACK SHIRTS

all sizes and prices.

ALSO

OVERALLS

in black, blue and drab, with and without bibs. Special Values.

LETTER ORDERS WILL RECEIVE SPECIAL ATTENTION.

“BRAIS BRAND”

THE

*Returned to
 Brais Brand
 see copy of
 7/21/90
 page 1*

**61
 BRAND**

196 McGill Street,

Montreal, August 25th, 1900.

Final Trade Sale.

Winding up Glover & Brais' Estate, one month only, commencing September 1st. Entire stock will be sold out as quickly as possible. In addition to the Men's Furnishings, we will include all our own line of Smallwares, Fancy Goods, and Dry Goods Sundries at sweeping reductions.

Do not fail to be with us during this sale.

F. F. KELLY.

During the Toronto Exhibition, we will be represented by MR. H. L. WILLMOT and MR. THOS. FENWICK (late of McMaster & Co.) at our Salesrooms, No. 30 Wellington Street West.

MEN'S FURNISHINGS—Continued.

In fact, the only concerns which I could notice as having any direct representative in the East were the Canadian Pacific Railway, the Sun Life Assurance Co., of Montreal, and E. & S. Currie, Toronto. With these exceptions one may say that Canada and Canadian goods are practically unknown. Why, one of these big firms I have mentioned to you deal in MacLaren's 'Imperial' cheese, and yet it appears they buy it in San Francisco and do not connect it with Canada at all. There are as far as I could discover from the buyers for big houses, no Canadian cottons and no Canadian flour. In both these lines the United States are doing a thriving trade. The Canadian Government is itself handling the sale of Canadian butter in these markets, and, while its quality is all that can be desired, I may just as well say that Australian butter is much better put up than ours. I mention this in no carping spirit, continued Mr. Evans, "but simply because I was impressed while in the East by the utter ignorance regarding Canada which prevailed there."

Mr. Evans also made a short trip to Japan on his way home. He found the Japanese were clever business men, and he did some business with them. The Japanese use European costumes for the most part, and all those belonging to the official classes do so. In neckwear, a great number of black stuff ties are used, but Japanese buyers looked with appreciation at the Canadian goods, and also wanted to buy the material in the piece.

Men's Neckties. Not for many seasons, said an authority on this subject to THE REVIEW representative, have the styles in men's necktie silks covered such a wide area. The demand runs from neat small effects to boldest designs and vivid colorings.

Spots are selling very well both in foulard and satin, and also neat, small patterns in the same cloths.

Large and medium-sized figures in white against a dark ground are amongst the newest effects for the Fall trade, but bold decided bars and stripes are still kings in the trade, where actual volume of sale is concerned.

Regarding color, it is blue, ranging from navy to the palest turquoise, with figures or stripes of white and black, while black ground with white or red, and the different shades of red with relieving stripes or figures in black and white are also very good for the coming season.

In shapes, the flowing end still leads in volume of sale, but the new batwing bow is pushing hard for first place, while graduate derbys sell as well as ever, and are in constant demand.

Niagara Neckwear.

The Niagara Neckwear Co., Niagara Falls, report that the shapes most salable for Autumn are batwing strings, imperials and narrow four-in-hands. These three will be leaders. In cloths and colors—anything that is new and novel and catches the eye of the purchaser.

This firm report a largely-increasing business, so much so that they have great difficulty in taking care of the great rush of orders. They make only up-to-date American shapes. Christmas lines will be shown the trade some time this month, and they are claimed to be both the most exclusive and the most expensive lines ever shown in Canada. They will have several hundred patterns of exclusive weaves, cloths and colors, ranging from \$9, \$12, \$15 and \$18 per dozen.

The Dominion Suspender Co., Niagara Falls, with their large addition to their factory, are now shipping orders for

"Trade D Mark" suspenders very promptly, even considering the great increase in their business for the celebrated make. The "President" suspender, made by this firm, is still having a large sale.

Their Christmas line of exclusive novelties will be in their travelers' samples some time this month. Montreal office, 207 St. James street; Quebec office, 111 St. Joseph street, and Winnipeg office, 515 McIntyre block.

Men's Mufflers. According to the New York trade journals a great change has taken place in the style for men's mufflers. The 'old style, with satin or cotton quilting on one side, is no longer shown, while the manufacturers in New York are competing with each other for the trade by advertising the reversible muffler only.

There is, no doubt, a great deal of sense in the reversible muffler, as, it being an article of utility, the wearer wishes to get the double amount of wear that a reversible muffler affords, while one manufacturer claims to have a muffler that can be worn in four ways, each showing differently on the neck. As the made-up muffler is an American idea originally, we will no doubt follow them in their new style of reversible muffler.

Business Notes. The stock of the estate of H. F. Service, men's furnisher and furrier, St. Thomas, Ont., has been sold.

Felstern & Adler, tailors, Montreal, have registered partnership.

James A. Cox, tailor, Hamilton, Ont., has given up business.

J. B. Viens & Fils, tailors and clothing dealers, Acton, Que., have dissolved.

Vahey & Kerman, men's furnishers, Grand Forks, B.C., have assigned to Edmund S. Biden.

The stock of W. B. Gemmill, men's furnisher, Ottawa, was sold at 67 1/2 c. on the dollar.

The assets of E. McConkey & Co., men's furnishers, St. Johns, Que., have been sold.

Supplementary letters patent have been applied for by The Archibald Co., Limited, wholesale hatters and men's furnishers, Truro, N.S., increasing their capital to \$50,000.

M. Rothschild & Co., men's furnishers, Rat Portage, Ont., assigned to J. G. Strong.

Alex. Neal, tailor, Moncton, N.B., is dead.

James Blauvelt, tailor, Windsor, Ont., has commenced business.

A Chat About New Ties. The Fall season promises to bring forth decided changes in neckwear. Every silk manufacturer has put forth strong efforts this year to make a great show for the Paris Exhibition, and, in consequence, numerous new ideas in cloths have been worked out. Buyers who have visited the English markets this year found plenty of scope to put an entirely new range of cloths on the Canadian market, and most of them have availed themselves of the opportunity. A representative of Tooke Bros., Limited, Montreal, has been on the silk market for about a month, and he says that Paris ideas will permeate the silk tie trade through and through this Fall.

The important point in the choice of neckwear is getting right color. For this Christmas the most important new color will be green, in the soft, dark, Hunter, Nimrod and olive

THE CANADIAN DRESS CHART.

SEPTEMBER, 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 collars 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.

shades. This appears to be the new feature in colorings and can be taken up safely by the trade. The new blues are Paris, Yale, Royal, Latour, Manne and Wedgewood. Several shades of red, including Richelieu, Othello, Pouppe, Gamel and Eldorado will also be prominent. A large number of grey and steel grounds, brightened up with highly-colored bar stripes, making a strong combination, will also be found. Bar stripes are undoubtedly coming in again, for they give much more scope for variety and striking effect, and show up well on the new Razinine, Barathea and varied new armure grounds. The puff seems bound to come in again for Christmas in the form of a smaller shape than that last worn, as the Fall fashions are dictating high vests. In the best quality of goods some new ideas are being shown in large designs. There is a noticeable tendency toward Persian patterns, both in designs and bars.

FIRE IN A COTTON STOREROOM.

Fire broke out in the storeroom adjoining the St. Ann's Cotton Factory on Notre Dame street, Montreal, on Wednesday afternoon, August 29, and did damage to the extent of \$50,000. The plant is the property of the Dominion Cotton Mills, of which Mr. A. F. Gault is president. The blaze was first noticed at 4 25 o'clock, flashing through the roof of the shed in that portion facing Harbor street, and it was not till 10.30 o'clock that the fire brigade gained control of the flames, which for a time threatened destruction to the mill property to the east as well as to the new wing that has just been completed on the south side.

The fire seems to have been caused by spontaneous combustion. The fact that the storeroom is divided into a series of compartments, walled with heavy planks, greatly hampered the firemen and salvage corps in saving the contents of the structure from fire, smoke, and water. Whatever is left of the stock has been spread in the adjoining fields to dry. There is sufficient stock on hand to keep the factory in operation. The loss is partly covered by insurance.

FALL WAISTS.

Boulter & Stewart claim to be showing one of the most complete ranges of waists ever offered for Fall trade in Canada. Their line comprises every cloth suitable for Fall and Winter trade. Their designs are a marvel for variety. They draw special attention to their extensive range of silk waists, from \$2 75 up to \$13 50 each. They box all their better line on to a box, which gives an individuality not to be obtained otherwise.

PROTECTING THE LOCK STITCH HOSE.

Messrs. A. E. Adams & Co., the manufacturers of the famous Lock Stitch hose, have decided to protect their goods with a registered trade mark, as other goods have been offered as lock stitch.

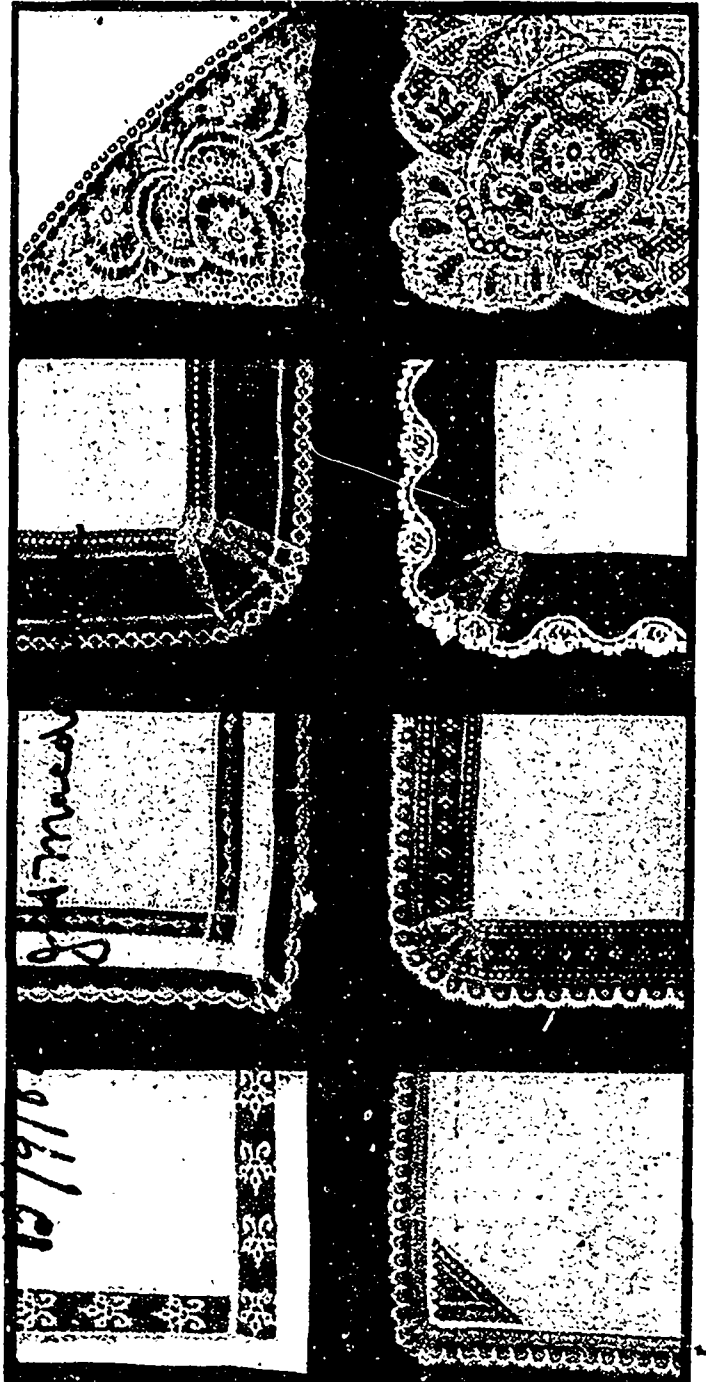
As Messrs. Adams are the sole proprietors of the only machine that will make a lock stitch hose, it can be seen that any hose that has not Messrs. Adams' trade mark on it is not a lock stitch hose.

The locking of the stitch prevents a hose that has been cut or worn in a stocking from "running."

The lock stitch is applied also in the manfolding of the knees and ankles in their great line for boys and girls. Messrs. Williams & Bell, who are sole agents for Canada, report that the demand in Canada for this line has increased so largely of late that Messrs. Adams have been obliged to increase their capacity to meet it.

WHITEWEAR FOR 1901.

The Gale Manufacturing Company, Toronto, manufacturers of white wear, shirt waists, wrappers and dress skirts are shortly to occupy their new large addition to their Mincing Lane factory. Mr. Gale reports a greatly increased Fall trade, and, from the many efforts being expended on the range of samples for 1901, and the present appearance of the novelties, looks for even a greater increase next season which will be handled to advantage in their enlarged premises.



F. ROBERTSON & CO.

The illustration shows a few of the newest things in handkerchiefs shown by F. Robertson & Co. for the season. There has been a very large demand for these goods. The tendency this season seems to be the using of lace insertions and footings for handkerchiefs, instead of embroideries, as formerly. Embroideries, however, have by no means gone out. There is still a good demand for them.

1840 — ESTABLISHED — 1840



WHOLESALE

DRY GOODS.

General
Staple
and
Fancy

Canadian
American
and
European

DRY GOODS

WHOLESALE



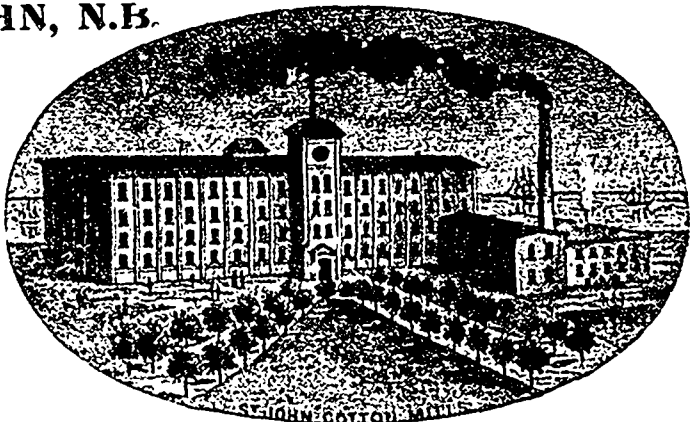
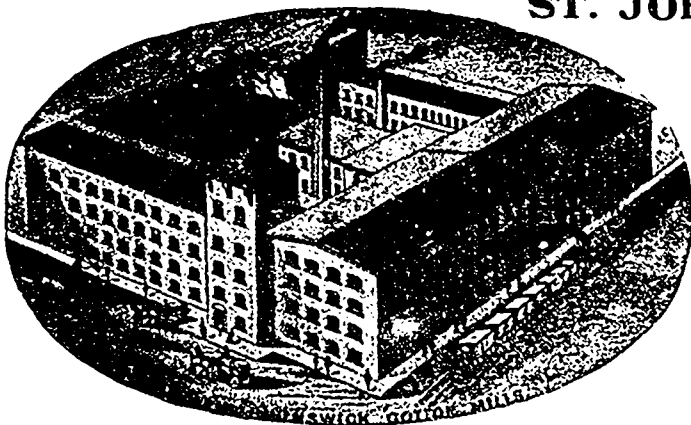
Sample Rooms:
Temple Building,
MONTREAL.

P. GARNEAU, FILS & CIE.
QUEBEC.

Sample Rooms:
Sandford Block,
WINNIPEG.

WM. PARKS & SON, Limited

ST. JOHN, N.B.



**Cotton Spinners,
Bleachers, Dyers
Manufacturers**

**Flannelettes,
Saxony's, Yarns,
Beam Warps.**

Agents . . .

J. SPROUL SMITH, 7, Front Street West, Toronto.
DAVID KAY, Fraser Building, Montreal.
JOHN HALLAM, 83 Front Street East, Toronto, Agent for Beam
Warp for Ontario.



The Only "WATER TWIST" Yarn Made in Canada.

TORONTO WHOLESALE TRADE.

JOHN MACDONALD & CO.

THE well known Wilton velvet carpet, of which the above firm have the control in Canada, is very much in evidence in their carpet department. It is still selling at old prices and seems to be as popular as ever. A full line of linoleums, 2 and 4-yard, are being sold at $2\frac{1}{2}$ c. per yard less than next Spring's prices. An assortment of tapestry table covers, a job lot, 8 4 8 10 and 12 4, for the Exhibition trade, are a good bargain at regular prices. A new medium-priced tapestry carpet, called the "Crescent," is likely to be in good demand for the next season. It is made by a well-known firm, and the patterns and designs are taken from popular Brussels makes. Special attention is paid by John Macdonald & Co. to browns, tans and crimsons, which, by all appearances, are to be the predominating colors in Spring carpets.

Shell hair ornaments and side combs are being largely bought for the coming season. A special line of these, as well as hat-buckles and slides in jet and brilliants are shown, which are finding a good sale. This firm find that the f ring-end ties are among their best selling lines of neckwear and their stock has been regulated accordingly.

Fancy black silk and wool broches and repp effects will be worn largely this season. They are shown in all patterns, and sell for \$2.25 per yard. In satins, black will, of course, be greatly used, and a line of white, cream and colored satins are also expected to have large sales for Fall. Black velvet ribbons for trimmings, with satin back, have become a favorite with many buyers and will likely be worn to a considerable extent. In overskirtings, John Macdonald & Co. find that blacks and blues are their best selling goods, while, in ready-made overskirts, the trade is almost wholly in these colors.

They are making a specialty this season of some fabrics for women's costumes and skirtings, comprising plain homespuns, herringbone effects, diamond checks, covert cloths, whipcords, fancy tweed effects and fancy worsteds. Good sales are reported on all these. English and German beaver cloths for jackets are to be still worn a good deal in different colors.

They have a fine range of fancy worsted suitings; domestic and imported, which are good sellers. The favorite colors seem to be in grey checks and grey mixtures. Black and grey llama cloths will be probably more worn than anything else for Fall overcoatings. Blacks, blues, and mixtures in nap cloths will also be worn, with the usual demand for black and blue beavers and meltons.

The Belwarp goods, which this firm handle, are already prime favorites with buyers. In addition to their stock of blacks and blues, they are carrying this year a line of grey mixtures of various shades in Belwarp worsteds. A high class of goods in many Belwarp striped trouserings is having a good sale.

This firm give an opportunity during September to buy some job lines of 3 4 Canadian tweeds and 6 4 Canadian friezes, which they are going to clear out.

Some excellent towellings are being offered by this firm in Blarney, Killarney, and Russian crash. Over 40 numbers

are shown, and they appear to be well liked. Attention should be called to two or three special lines of linen table napkins, on which they are having heavy sales. An assortment of imported underskirtings in flannelette, black and red stripes, with border, are being largely bought for the Fall trade.

—

THE STEWART, HOWE & MAY CO.

Skirt bindings are being made to a great extent with the well-known "S.H. & M." bias velveteen goods. These are manufactured from a velveteen made purposely for skirt bindings and used for nothing else. They can be had in every fashionable shade from season to season. The bias brush edge skirt binding is bought largely on account of its durable qualities and the fact that it has a natural curve, which fits the lines of the skirt so that there is no wrinkling.

These goods, it is claimed, will enable the retailer to make from 50 to 75 per cent. profit, and, as their sale is very large in all parts of the world, they should be a paying class of goods for him to carry.

The Canadian handlers of these skirt bindings, Stewart, Howe & May, apparently are firm believers in advertising. They are issuing a couple of pamphlets which are novelties in their way. One called "The Hammer," and used, as it says, to drive home a number of facts, is an up to date idea, and is printed and covered tastefully. Each has a sample of the bias brush edge skirt binding inside. These circulars are supplied to retailers for distribution among their customers.

Another good idea of the Stewart, Howe & May Co. is to supply advertising cuts to those who handle the "S H & M." bindings, to help the sale of these goods.

—

NISBET & AULD.

The stock of the Brookfield Linen Co., Belfast, Ireland, which was recently bought by Nisbet & Auld at reduced prices, is going rapidly. It consists of damasks, towellings, napkins, etc., and they intend to clear the whole out as quickly as possible.

In tailors' trimmings, silk, mohair and worsted Italian linings are in great demand now. These lines are being paid particular attention to just now by the above firm. They are also finding a large sale for mercerized linings, Rome satins, in black and colors.

Fashion reports show a larger demand than ever before in tailor-made costumes for this season. Donegal friezes will be especially worn in many shades. Nisbet & Auld are already receiving orders for their goods in this line. They have a special line of their own in 20 shades, which are in good demand.

Plain and Venetian cloths are looked upon still as good sellers for the Fall trade. The well-known Devonia serges, which this firm control in Canada, are well thought of for Fall. They are now being used a good deal by the British Admiralty, and will likely become steady sellers in the Canadian market this year.

For the popular suitings of the year, Nisbet & Auld show a line of tweeds and worsteds. Novelties in stripe effects they find to be bought in large quantities. Nothing will likely be more worn than Canadian tweeds this Fall and Winter. This department in the warerooms of the firm shows that they expect a heavy demand for this class of goods, in both suitings and trouserings. They are doing a good business in a large quantity of mill overmakes, which, at less than mill prices, are going out rapidly.

HEAVY MITTS AT
\$4.50, \$4.00 and \$3.50.
HEAVY GLOVES AT
\$4.50, \$6.50, \$8.50 and \$9.00.



Klondike Brace
\$4.50.
3 Years' Guarantee
(Horsehide.)

Popular-Priced Profit

Producing Staple
Lines in . .

Gloves and Mitts

We suggest your ordering one
dozen of each line (a good as-
sortment) or sample pairs by
mail.

W. J. CHAPMAN
Manufacturer
WINGHAM, - ONTARIO.

**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.**

We invite the Dry Goods Trade of Canada to investigate
Oxford Costume Cloths

FOR LADIES

High-grade, satisfactory goods. Newest Fall styles in
immense variety, at our Toronto agents

NISBET & AULD.

OXFORD MANFG. CO.
LIMITED

SOLE MAKERS

OXFORD, NOVA SCOTIA.

Gold Medal at
Toronto Fair.

Our Representative
will have the pleasure of call-
ing on you shortly with a most
extensive and complete line of shirts
of all kinds for

Spring 1901

It will be to your interest to give
him a look over, whether you wish
to assort up for immediate or buy
for next Spring.

Always at your services,

The Empire Manufacturing Co.
Limited.

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

646 Craig Street, MONTREAL.

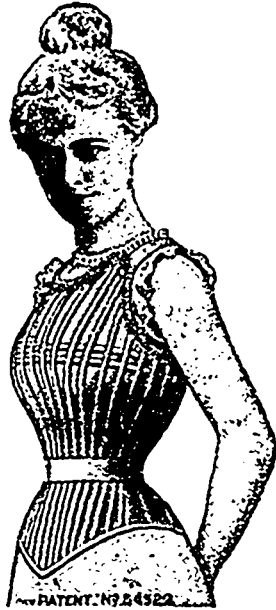
OMNIA VINCIT LABOR



TRADE MARK
REGISTERED

THE B. & C.

Wright Bust Form



IS SUPERIOR TO
THE CORSET

For the following reasons:

It is graceful and perfect in shape.
Durable, easy and comfortable.
No heavy front, side or back steels.
The slender woman may wear a
tailor-made gown.

It is a gentle shoulder brace.
The low bust effect may be obtained
with the Form without padding.

IT IS THE FIGURE THAT
MAKES THE DRESS, NOT
THE DRESS THE FIGURE.

Sample Orders Solicited.

MANUFACTURED BY

BRUSH & CO.

TORONTO, ONT.

An Attractive Display

is every Live
Merchant's Magnet.

Have your goods displayed
on up-to-date fixtures and
attract the passing trade.



No. 273.



No. 274.



No. 301.

We manufac-
ture the most
complete line of
display fixtures
for every class
of trade.

Toronto Brass Mfg. Co.,

91-95 Richmond St. West.

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.

ENTHUSIASM

ENTHUSIASM—is the only word that will fully describe the fave with which



There is no other cut like this
THE NORTHWAY
GARMENT

is being received everywhere.

EXCLUSIVE IN STYLE.

PERFECT IN FIT AND FINISH.

They are made to please, and your customers will be satisfied and ask for them again.

Our Fall Catalogue will be sent on receipt of a postal card asking for it.



John Northway & Son,
LIMITED

23 Wellington St. W.,
TORONTO.

Perrin's



Gloves.

QUALITY GUARANTEED.

It is a well-known fact that Perrin's Gloves are the best gloves imported into Canada, that is why they are kept by the best dealers in each town.

We have always a well-assorted stock on hand.
Mail orders are attended to with punctuality.

5 Victoria Square

Perrin Freres & Cie.

MONTREAL

DRESS GOODS FOR NEXT SPRING.

THE Spring season does not give an opportunity for the introduction of fancy dress goods to any extent, as light-weight materials are wanted and fancy loop yarns give additional weight. Then, too, warm colors, which are seen to the best advantage, are for Autumn.

Plain materials are to have first place for the Spring season of 1901.

Soft effects in dress call for single yarn warps, and single yarn warps mean light-weight goods of a good quality. It is impossible to spin fine yarns from anything but high-class fine stock, and it follows that materials that are made right-will not be sold for a song. Some effects and single yarns suggest veilings, tamise, batiste, cashmeres, grenadines and other light-weight goods of the same order.

Supplementary evidence of an increased demand for soft effects in dress is seen in the growing popularity for soft-finished silks.

The foregoing is only a partial solution of the dress goods problem for Spring. Materials for the masses must necessarily possess the elements of economy in construction, durability and utility. All these requirements suggest heavier materials than veilings. Naturally, that means venetians, broadcloths, light-weight chevots, camel's hair, granites, serges and other materials suitable for tailor-made suits, for the reason that single-yarn goods are, generally speaking, too high in price for the masses to buy.

While plain goods bid fair to hold first place, there will be some fancies sold, as there always are. There is a general desire on the part of woman to have her tailor-made garments as mannish as possible in texture as well as in workmanship. For this reason, we may confidently look for a fair demand for such wool materials as men are favoring.

There is every reason to believe that the demand for wash goods will be unabated. This opinion is ventured after a careful survey of the field and after carefully noting the drift of fashion. If one pays a visit to the seaside or to a mountain resort, or, in fact, to any gathering where the well-dressed women assemble and is observant of costumes, the impression is immediately gained that cotton is the dominant material.

Taking their cue from the prominence that laces were given in toilettes at the Grande Prix, recently held in Paris, cotton converters who make a specialty of bringing out high-class novelties have prepared collections of fine cotton novelties in imitating lace work. It should be noted that these materials are manufactured from the very finest spun yarns, that they are highly polished, and that they give a strength to the material that will make it a profitable purchase for retailer as well as consumer.

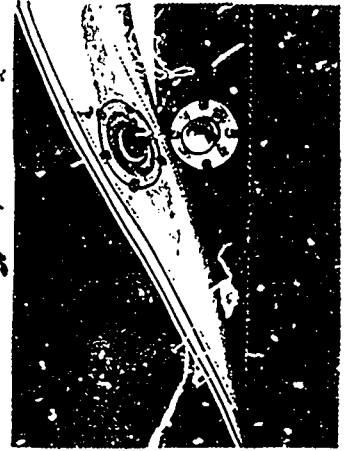
There is nothing to indicate any marked change in the general scheme for cotton dress goods from that which has obtained during the season of 1900. The presence of costumes at fashionable gatherings that show hand painted designs, give rise to the belief that printed effects will have a showing in the Spring collection.

It is to be regretted at present that designers are working along the lines of extreme novelties when it would be better if they would give their attention to bringing out new and original neat effects. It is the experience alike of cotton converters and merchants that, in bringing out printed designs

in wash goods, out of five designs brought out only three will sell. An odd case sold now and then of an extreme novelty at a profit does not pay for the loss that one is obliged to take on a dozen cases which have to go on the bargain counter.—
St. Louis Drygoodsman.

A NEW DRESS FASTENER.

The accompanying cut represents a new dress fastener which is offered to the trade by Kyle, Cheesbrough & Co., Montreal. It is made on the same principle as the fasteners used on gloves and is rapidly replacing the old-fashioned hooks-and-eyes, as it has a better appearance, is surer and more convenient. This article is known as the K. C. "Brand," and Messrs. Kyle, Cheesbrough & Co. are sole agents for the sale of it in Canada.



CHINA AND THE SILK MARKET.

M. Markus, 30 Hospital street, Montreal, predicts that the Chinese War will have an appreciative effect upon the silk market. Writing to THE DRY GOODS REVIEW, he says that "silkmen generally believe that this war will continue a long time and that, although the Chinese will be taught to respect other nations, we shall be compelled to pay, indirectly, for the giving of the lesson, for China is the great silk-producing country, and its output of silk is being restricted." It is, therefore, argued that it is advisable to lay in good stocks of silks, satins, velvets, etc., at once. As yet he has not raised his own prices, but knows not what moment he will have to do so.

A great auction sale of woollens was held in Montreal on Tuesday and Wednesday, August 28 and 29. The goods were all bread and cheese, i.e., everyday goods, and it is unaccountable how such staple lines should fall under the untender mercies of the auctioneer.

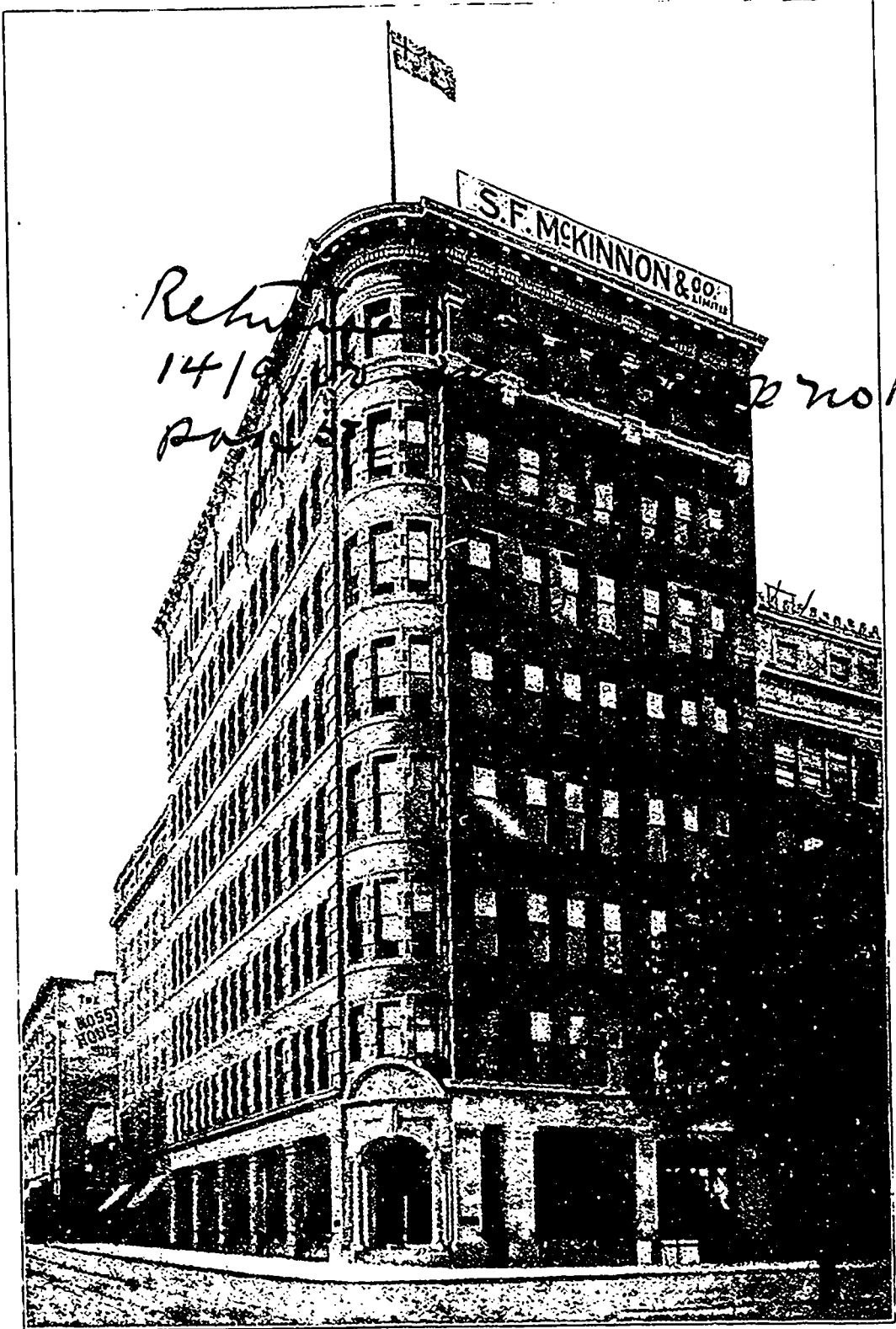
F. F. Kelly, Montreal, has thousands of dozens of the Brais brand of English collars yet in stock to clear at ridiculous prices in his September sale. He had intended to continue the tie business and his stock has been assorted with blacks, white and staple shades for the Fall trade, but all will now be sacrificed.

J. N. Currie, of Glencoe, Ont., has just had some extensive alterations and improvements made in his store. The interior has been thoroughly refitted with all the modern fixtures. The two large plate glass show-windows have been wonderfully improved by sliding mirrors bet' back and side of windows. The store is 90 ft. long by 25 ft. wide. Attractiveness and practical utility are excellently combined. The attractive, up-to-date displays show good taste and splendid judgment in buying. The country merchant can hold trade from city stores by keeping the qualities and styles required at the proper time. Recognizing this, Mr. Currie has an establishment that would reflect credit on any city store, and thus secures the trade.

New Warehouse
of

S. F. MCKINNON & CO., Limited

TORONTO.



HOME OF THE LEADERS IN

Millinery, Millinery Novelties, Fancy Dry Goods, and
McKinnon-Made Jackets, Costumes and Skirts.

LATEST UP-TO-DATE GARMENTS.



The above cuts only represent a few of our **Stylish Tailor-Made Garments**. Every number in our entire collection bristles with newness and novelty, and it embraces the latest and most advanced styles produced. See catalogue of our New York styles.

S. F. MCKINNON & CO., Limited

Corner York and Wellington Streets.

TORONTO

**The Dry Goods Review
has moved into its
splendid new home at
No. 10 Front St. East,
Toronto, a few steps
from its old address.**

This move became requisite in order to secure larger premises for the accommodation of our rapidly increasing staff and the additions made to our plant, rendered necessary by the increase in size and circulation of all our publications.

We will be pleased to have our friends call upon us when they are in to the Fair, or in the city at any time, and make our offices their headquarters. They may receive their mail matter here if they wish.

THE MacLEAN PUBLISHING CO., Limited.

MONTREAL--Board of Trade.

TORONTO--10 Front St. East.

WINNIPEG--391 Main St.

St. JOHN, N.B.--3 Market Wharf.

LONDON, ENG.--109 Fleet St.

NEW YORK, U.S.A.--150 Nassau St.

REGISTERED



TRADE MARK

The Tallor 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,
John Macdonald & Co.,

Montreal
Toronto



Clothing and Woollen Trade.

CANADIAN WOOLLENS IN GREAT BRITAIN.

THERE appears to be a general good feeling of prosperity among the makers of the best class of woollen cloths in Canada at present, and no mill seems to be pushing out with greater energy than that at Oxford, N.S., where the famous Oxford tweeds and homespuns are made. The treasurer, Mr. H. L. Hewson, returned a few days ago from Europe and reports a growing demand for his products over there. One Scotch manufacturer of long standing squarely acknowledged that the Oxford homespuns, considering their absolute purity of stock, were selling at prices with which he could not compete, and the fact of a large house having bought a good quantity in an adjoining city at once proved the truth of this. Some of the Old Country mills are very short of orders. One of the oldest firms visited by Mr. Hewson said they were now manufacturing for stock, instead of to order, for the first time in 30 years. Every season finds our own mills turning out goods which surpass previous efforts, and the facts above stated go to support the position THE REVIEW has always taken in regard to Canada being able to make her own cloths from wool raised on her own farms equal to any fabrics in their class made anywhere in the world. Canadian woollen manufacturers have not the reputation of earning very large profits, and certainly deserve ample protection in every way in order to encourage them to go on and develop the trade to such proportions as that they shall be able to enter into the export trade much more vigorously and at the same time maintain a satisfactory scale of wages to their operatives. With this protection, to at least the previous duties, one can easily see how the mill would feel more like investing in still further improvements without being in uncertainty as to what the future has in store for them. The Oxford people have a resident American agent, and we understand that they, as well as a number of other Canadian mills, export quite largely to the United States, notwithstanding the almost prohibitive duty of almost 110 per cent. It will be well if Canadian dealers and consumers encourage in every possible way the manufacturers who are laboring to build up a woollen trade which will stand at the front in competition with the world.

FASHIONABLE MEN'S WEAR IN NEW YORK

Says a New York writer of the highest authority on fashions. Last Autumn and Winter were proud of outer coats which were marked by many changes in shape, cut and finish, some of which will doubtless again be in fashion, while others will give place to an older style or one distinctly new. Perhaps the most noteworthy of all these was the raglan,

which came into favor with a rush during the early months and so far survived the onslaught of later creations as to hold its place during the entire Winter as a smart garment. Not that it remained in the very front rank of fashion, for it became almost too generally popular for that, but it kept its position as a good and serviceable town and country coat until the laying away of heavy cloths in late Spring. The question is what standing the raglan will have in the season to come? Will it be a fashionable evening coat as it undoubtedly was at the beginning of last Autumn? Will it be a day coat? Will it again fill its originally intended mission as a country garment? Will it be long or short, velvet or plain collared, cuffed or cuffless? There have been so many different styles of this overcoat, though all made upon one general type, that it is impossible to tell which will be the most in vogue, even granting that it is to be one of the Winter's modes. That it will be a great deal worn in all its forms there is little doubt, for the average man wears an overcoat at least part way through its second season, unless there is a decided change of fashion, and the large majority of raglans now in existence were made within the past eight months and have still to show any great signs of use.

The most correct coat of last Winter was cut to hang loosely from the shoulders, and for a man five feet nine inches in height was about 48 inches long. It had a velvet collar about one and three quarters in breadth, seams double-stitched a half an inch and edges to correspond; pockets placed vertically on the inside and reached through slits, which also enabled the wearer to get at his trousers pockets without unbuttoning the coat; the double shoulder seam running up to a point under the collar, and cuffs two and one half inches broad with rounded corners. The distinguishing feature of the raglan is, of course, the shoulder seams, running up from each side of the arms to a point under the collar and giving a sloping, cape-like and somewhat round-shouldered look to the sleeves. The coat should hang full and loose, without the slightest suggestion of waist and without flare below. While, as has been said, the raglan of last Winter's make will, undoubtedly, be in evidence during the Autumn, it is by no means certain that it will be smart, or even much worn by the best dressed men, and I should not advise having one made at the risk of being exactly one year behind the fashion.

As for the Inverness, a distinctly evening coat in vogue several seasons ago, its deathknell was sounded last Autumn, and during the entire Winter there was scarcely one to be seen on a smartly dressed man. Though hardly suited to rough and severe weather, it is a remarkably graceful garment, and in the inevitable turn of fashion's wheel it is certain sooner or

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.

Finley, Smith & Co.

Importers of . . .

WOOLLENS and

TAILORS'

TRIMMINGS

Cor. St. Peter and Recollet Sts.,

WM. C. FINLEY
J. R. SMITH

MONTREAL

Sole Agents for

Trafalgar, Britannia and Royal Navy Serges.

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.

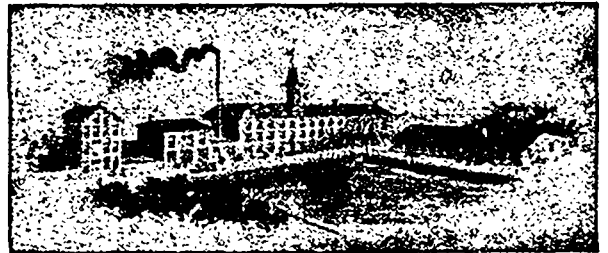
GOULDING & CO.,
30 Wellington St. East
TORONTO.

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

The Galt Knitting Co.

LIMITED

GALT, ONTARIO.



Makers of the

"Tiger Brand"

of Underwear, in plain and fleeced effects.



EIDERDOWN SPECIALTIES

and **SHOE LININGS.**

The Maple Clothing Co

DRUMMONDVILLE, P.Q.



Trade Mark

(Strong and Durable)

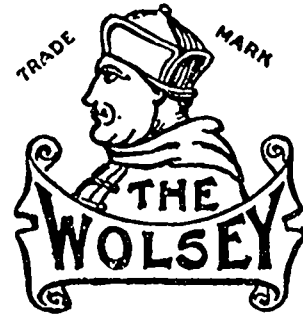
Be sure this stamp is on the goods you buy, there is none better made.

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.

What is the Wolsey?



UNSHRINKABLE

Registered in Canada.

"Wolsey" is all-wool underwear, of British manufacture. Guaranteed positively unshrinkable.

TO BE PROCURED FROM THE LEADING WHOLESALE IMPORTERS.

ALL THE RACE IN ENGLAND.



"RAGLAN."

" BEAVER BRAND " MACINTOSH

The best and cheapest made or sold in Canada.

Sole Manufacturers

The Beaver Rubber Clothing Co. - Montreal.

1490 Notre Dame Street.

CLOTHING AND WOOLLEN TRADE.—Continued.

later to be resurrected and restored to its high estate. This year, however, it is extremely improbable that such will be the case; fashions repeat themselves, but seldom with only one year's intermission.

"Coming to the Chesterfield, a coat which has always kept its place as a popular everyday garment, correct for afternoon or evening, but making no great claim to especial 'style,' I may say without hesitation that it will be as much worn as ever, and in much its old shape. As to its exact finish, however, I should not care to advise this early. There are matters of buttons, seams, pockets and cuffs which can only be determined by waiting until the smart tailors have begun to fill their Autumn orders. It is, for instance, rather doubtful, I think, if turned back cuffs are as much worn this season as last. Like most other coats, there are several different styles of the Chesterfield, varying in length and in fullness of back, one long and loose, which was particularly in fashion during last spring, another with a slight spring to the seams and slightly flaring skirts, another of medium-weight material, faced with silk on the lapels, and the older box-cut style. The last-named model is perhaps the most usual, or at least was so during the past Winter. It was cut single-breasted, with fly front, rather loose and full in the back, and reached about an inch, or possibly two inches, below the knees. The shoulders were broad and square, and the velvet collar was made to set closely around the neck, and was from $1\frac{1}{4}$ to 2 inches in width. The edges were double-stitched and no piping was used. The close-fitting Chesterfield was cut to give a slight suggestion of waist, and the lower part of the garment had a slight flare to make it hang well away from the legs. The turned-back cuff was not, strictly speaking, correct on this coat, though many of the long spring coats had narrow cuffs with rounded points. Welt seams and double stitching were usual, as well as side pockets set diagonally. Except on the evening Chesterfield, however, a breast pocket was not usual.

"During the past Spring the most noticeable features about overcoats were length and looseness. The long, full-backed coat in light and dark shades of material and in varying weights, was a great deal worn, the types most in evidence being the long Chesterfield and the Thorndyke. Both were rather new styles and it seems extremely probable that they will be fashionable this Autumn in tan and sage green tones of covert cloth. The principal characteristic of the Thorndyke is its yoke, which forms two points in front and two in the back, the cloth from the end of one sleeve, up over the shoulders, and to the end of the other sleeve being cut from one piece, so that the usual and ordinary shoulder seams are lacking. The coat should be, like the raglan, about 48 inches long for the man of five feet nine, and should hang loosely from the shoulders. For a man of six feet in height, 50 inches, or even 51, would not be too great a length. The collar should be of velvet and the cuffs of the same material as the coat, two and one half inches wide all the way around, finished with rounded corners and without piping. The coat has no breast pocket and the side pockets are set vertically, like those of a raglan. They may be made with slits, if desired, and it is the better way, as they make it possible to get at the pockets of the trousers and jacket without unbuttoning the coat. The coat is, of course, single-breasted and has four bone buttons. Lapels are cut rather high and have the peaks pointed down. This, it must be understood, is the coat of last Spring. It will no doubt be worn during the early weeks, but the style may not last, or there may be changes in it as the

season progresses. You must not forget the fact that I am not attempting to predict Winter fashions, but am simply reviewing the situation with respect to overcoats as it existed at the close of last season.

"Among the other particularly smart coats the Kneed needs especial mention. It differs from the types described in almost every respect, but principally in having a decided waist line, somewhat flaring skirts and a slit at the back finished much like the skirts of a frock coat. It has side pockets, set diagonally and covered by flaps, a small change pocket and a breast pocket without flap. The side pockets are large and deep and may show the stitching on the outside, though there is some latitude allowed as to finish. The seams, for instance, may be plain, double-stitched or strapped. The coat has a velvet collar and cuffs like those of the Thorndyke or raglan. It was extremely smart as an evening coat last Spring made of rather lightweight material in drab and greys, and will probably be again in vogue during the first months of Autumn. The garment has more cut, if I may use the word to express my meaning, owing to the waist and side lines and the flaring skirts, than other styles of overcoats, and on a man of good height and figure it looks exceedingly smart. With it a high hat is the only one possible. With the Chesterfield, the raglan or the Thorndyke one may wear a derby, but this coat is entirely too "dressy," to use a shop expression, for anything but a silk or opera hat, and with it a derby would look almost as much out of place as it would with an Inverness.

"The black or dark grey evening overcoat of moderate weight, cut single-breasted with fly front, was a good deal worn during the latter part of last Winter. Its principal characteristic consisted in the silk facing to the edges of the lapels; in fact, I know of no other overcoat on which facings might be correctly put, though, incorrectly, it is often used on light and dark covert coats. This coat is cut to hang straight from the shoulders, without any indication of waist, but still with no great fullness. The lapels are cut rather high, and the collar may be either of velvet, of silk, or of the material from which the coat is made. In length, it should reach a little below the knees. Pockets may be either vertical, without through stitching of the usual type, square and covered by flaps, except that at the breast. The seams may be plain or slightly overlapped, and there may be turned-back cuffs or not, as one desires. Perhaps the plain sleeve is a bit the more correct. The lining should be of satin throughout.

"It is difficult to imagine, with so many different varieties of outer coats already in the field, how there can be anything distinctly new this season, but still I dare say we shall see some type more or less novel, and a good many slight changes of detail. The early Autumn, when there is just a suspicion of chill in the air, is the time of all others for the short light covert coat, and it is to be hoped that it will be more worn by well-dressed men than it has been in the recent past. That it will be really smart, is, of course, too much to expect, but so easy, useful and comfortable a garment should not be sacrificed on the altar of fashion."

A GOOD EXHIBIT.

The exhibit of tweeds and homespuns made by the Oxford Manufacturing Co., Limited, of Oxford, N.S., at the Toronto Fair is on a larger scale than ever. An extensive buyer of woollens in that city remarked that it really surpassed displays in the same line which he had seen at the Paris Exposition. To the energy and good taste of this mill's selling agents,

PHILLIPS & WRINCH

"Everything
in
Smallwares."

TORONTO.

Specials for Fall Trade.

Everything that you would expect to find in a stock so well assorted and complete as this. We were never in better shape to meet all requirements of a busy Fall. All the staple goods are here—and in widest assortment—with prices that will make profitable buying.

But the success of business with this house, in all seasons, rests on the freshness, newness and novelty of the stocks.

"We deal with Phillips & Wrinch," say the trade, "because they are a very live, up-to-date house and we find so many things that are new in their stocks."

New Oxford and Cambridge Roll-Gold Collar Buttons.

OUR GUARANTEE.

The "CAMBRIDGE Button" is perfectly made and rigid in construction and should not collapse.

As exception prove the rule a new one will be sent in exchange for every Button that does not prove satisfactory either to the dealer or consumer.

Cambridge Button Co.



Here's a leader for the trade this Fall. A handsome roll-gold collar button. It bears the stamp of durability as well as of taste. Every button is mounted on an individual celluloid card, on which is printed the guarantee of the maker. Every faulty button may be returned to us. They are tastily placed on trays of two dozen in each, making a very attractive counter, show case or window display. The price has been fixed so as to make them salable at a moderate figure—a line controlled by ourselves.

Our whole jewellery stock, comprising collar, link and cuff buttons, scarf and stick pins, brooches, baby pins and individual articles and sets, is more complete than usual this year. We do not think prices were ever more favorable to the trade. Something new in jewellery stocks is our "Genuine Goldline," hand made, warranted-by-the-maker, cuff button.

- You know us as being ahead in buckles, belts, bag
- tops and other specials of this kind. Hair ornaments
- of all kinds, side and Empire, back and pompadour
- combs, hair fasteners, hat pins and a thousand and
- one novelties along these lines.

Our travelers are now on the road with complete samples, and the dealer who likes to know that his stocks possess a genuine freshness and reaps the extra trade that comes from this fact will not overload himself in buying until our travelers have been seen.

Sole Canadian agents for the celebrated needles of Wm. Woodfield & Sons, of Redditch, England.

PHILLIPS & WRINCH

5 Wellington St. West, TORONTO.
Ottawa Branch—193 Sparks St.

CLOTHING.

SPRING 1901.

OUR TRAVELLERS START OUT IN SEPTEMBER.

M. LEWIS - MANITOBA
 GEO. W. PARKER, N. W. T.
 W. R. ANGUS, BRITISH COLUMBIA
 C. K. BURT, - NEW BRUNSWICK
 A. J. RUTLAND, NOVA SCOTIA.

WE ARE PREPARED TO
 ACCOMMODATE ANY
 DEALER WHO WOULD
 LIKE TO SEE OUR SPRING
 NOVELTIES.



A POSTAL CARD REQUEST
 FOR SAMPLES MAY BE
 THE MEANS OF ESTAB-
 LISHING REGULAR AND
 PROFITABLE RELATIONS
 WITH US.

W. E. CHALCRAFT & CO.

MAKERS OF FINE CLOTHING,

PRESENT A MOST ORIGINAL
 LINE OF BOYS' AND CHIL-
 DREN'S CLOTHING * * *
 IT CONTAINS NOVELTIES
 WHICH WILL MAKE TRADE.

71 and 73 YORK ST., TORONTO.

Spring 1901.

Our travellers are leaving this month, and will in due course have the pleasure to submit for inspection to the clothing trade our samples for **Spring 1901.**

Our range for this season is unexcelled. We have no hesitation in saying that our travellers will show the finest assortment of up-to-date, stylish and popular-priced ready-made clothing that has ever been shown in Canada.

New and nobby designs, properly tailored, every detail followed out. When our traveller calls on you, be sure and give him a look---it will pay you. Remember, our prices are always lower than the lowest. We strive to give value.

M. SAXE & SONS

Leading Up-to-Date and Popular-Priced
Clothing Manufacturers.

Corner St. Peter and
Lemoine Streets,

← MONTREAL

CLOTHING AND WOOLLEN TRADE. Continued

Nisbet & Auld, is largely due the success of the displays. The ranges of ladies' costume fabrics made at Oxford are very attractive, and much admired by the ladies.

CANADIAN WOOLLENS DO WELL.

Prominently among the attractive lines for the Spring and Summer trade shown by H. Shorey & Co. was noticed a full line of the celebrated Paton crossbred worsteds. These goods were manufactured by The Paton Manufacturing Co., of Sherbrooke, Que., and certainly reflect a great deal of credit upon Canadian manufacturers.

They came into competition in the Paris Exposition with a number not only of Canadian lines but lines of French worsteds, and were awarded the gold medal over all competitors. These goods are made in the latest shades—blue, greys, fawns, drabs and some very artistic color mixtures in checks, and will be the popular cloth for the coming Spring and Summer trade of 1901.

H. Shorey & Co. have taken time by the forelock in securing an excellent range of these goods, and they are being very largely taken up by dealers in fine woollens for the tailoring trade.

THE CENTURY BRAND.

Clothing buyers interested in men's well-tailored, high-class clothing should inspect the range of samples being placed before the trade for next Spring and Summer by The Lowndes Company, Limited, of Toronto, under the name of "The 20th Century" brand.

It is, certainly, the most original line ever offered for inspection to the merchants of Canada. A specialty of this collection is that, in addition to the regular sizes, it includes such an exclusive range of slenders and stouts.

NEXT SEASON'S CLOTHING STYLES.

In wandering among the clothiers in search of forecasts for the Spring and Summer trade of 1901, THE REVIEW was shown by Shorey & Co., of Montreal, a few of their samples which were already in.

The four-button sack coat is still predominating for business and everyday wear. Coats are cut very much higher than last year, and the edges will generally be double stitched instead of single stitched as last season. The popular style in vests is to be without collar and cut quite high. The width of trousers has not varied much from last season. Fancy solid worsteds, stripes and checks predominate. Some lines of single-breasted sack coats will be worn with double-breasted no-collar vests, but the single-breasted no-collar vests will be the popular style.

The morning coat made with three buttons and worn with vests to match and striped worsted trousers will be the popular garment for dressy occasions when the occasion is not quite sufficiently important to wear the Prince Albert frock. These are made mostly in Clay twills and corkscrews—venetians are not nearly as popular this season.

Some very handsome lines are shown in fine worsted mixtures, drabs, browns, and Oxford greys with woven back in light weights, say from 14 to 18 oz. six quarter, which were made up in raglan, Piccadilly, and single-breasted long overcoats, all Rigby waterproofed; the nature of the woven back, obviating the necessity of a lining, make these garments not

only a particularly dressy, but a very comfortable waterproof coat for Spring and Summer wear.

For warm-weather clothing, the popular lines will be in light weight, fine cricket flannel in blue, grey and green shades, also in navy ground with white stripes, made unlined with wide facings; vests without collar—when a vest is worn. These lines will be worn chiefly with outing shirt and belt, and the vest will be omitted for extremely hot days.

A BOOK FOR CLOTHIERS.

H. Shorey & Co., of Montreal, are getting up a very complete catalogue for the Spring and Summer of 1901. It is printed on half-tone paper, and artistically illustrated. Their motto, "Not made to order, but made to fit," is printed across the top of the cover. They call it "A Handbook for Clothing Dealers," and as such it is quite complete. Opposite the different illustrations, showing their makes and styles, is a blank page for memoranda of requirements in each line for the Spring and Summer of 1901. If this book is kept, and the memoranda made use of, it will be of great assistance to the buyer in making his selections when the traveler comes around. It is one of the most perfect buyer's memorandum books that we have ever seen.

Across the top of each page is printed in red certain maxims which we commend to the perusal of the dealer in ready-made clothing. The advice is excellent if taken. Such maxims as: "It is easy to get a profit on goods that are well-known and asked for." "A satisfied customer comes again and brings his friends." "Keep only goods with a reputation, and your goods are half sold." "Nothing will give a store such a black eye as to compel a person to keep goods he does not want and with which he is not satisfied." "To hold your trade, keep your stock well assorted." "'We are sorry we are just out,' gets your customer to trade elsewhere." "Put down a memorandum of such goods as you are out of from day to day, so that it will not be forgotten." "The mother buys the children's clothes. A well-assorted stock brings her to your store, and often induces trade in other departments." "Buy your goods from a reliable dealer, and you have taken the first step on the road to success. "Improperly made clothing brings your customer back, but only to grumble." Etc.

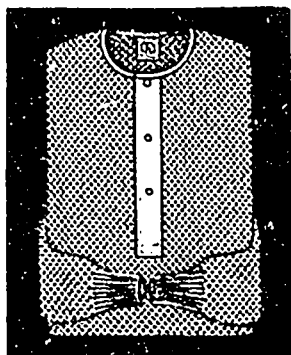
There are 42 pages in this book, and every one of them is of interest to the dealer in ready-to-wear clothing.

A NEW TORONTO WAREHOUSE.

THE REVIEW visited the warerooms of W. E. Chalcraft & Co. and found them very busy with Exhibition visitors. They have paid considerable attention to fitting up their establishment with regard to the comfort and convenience of callers. On the first flat there is a reading room, where the best trade journals and other reading matter may be seen by customers who have to wait. On the same floor they have a sample room, with samples of every garment in the building, so that customers do not have to travel from flat to flat to see the goods. This is an innovation for which Chalcraft & Co. deserve credit.

They are having splendid success with a large range of Irish serges and tweeds imported from Athlone, Ireland. A number of clearing lines should be noticed by retailers, among which may be mentioned some fancy imported tweeds, which they are selling considerably below the regular price. A fine line of Scotch tweeds, with satin-finished lining, which they are clearing at much reduced prices, are of special value.

We Have a Proposition to Lay Before You:



It's an interesting proposition to every merchant who thinks he ought to sell *more good underwear* and make a correspondingly better profit.

In every town and city of Canada (excepting only a few of the largest), we are ready to give the agency and exclusive sale of the *Dr. Deimel Linen Underwear* to *ONE* merchant.

The Dr. Deimel Underwear is no longer an experiment. We have demonstrated and proved to the satisfaction of those who were most sceptical, both in England and America, that the Dr. Deimel Underwear presents the seeming paradox of keeping the wearer *warm in winter and cool in summer*. There are other points, but are you interested in our proposition? If so, write at once and forestall your neighbor.

It means getting *control for your city of the UNDERWEAR OF THE FUTURE*.

The Dr. Deimel Linen System Co.,

2202 St. Catherine Street,

10-12 Broad St., London, E.C., England.

MONTREAL, CANADA.



ADVANTAGES OF DELTA FINISH

For Woollen Underwear.

1. Delta Finished goods will not shrink. This statement is borne out by several years' experience and many testimonials.
2. Delta Finish preserves the elasticity of goods until worn out, and so is economical
3. Delta Finish preserves the softness of the wool, and so affords great comfort to the wearer
4. Delta Finish permits the perspiration to pass freely from the body.
5. Delta Finish allows the matters which are exuded from the skin to be thoroughly and easily washed out from the garments.
6. Delta Finish thus renders underwear garments thoroughly healthy in wear.

H. ASHWELL'S Wool Finishing Works,
NEW BASFORD, NOTTINGHAM, ENGLAND.

GREENWOOD & MOULDS

Hosiery Manufacturers

59 Gresham St.

F. Merryweather, LONDON
Manager.

Works: **LEICESTER** and **LUTTERWORTH.**

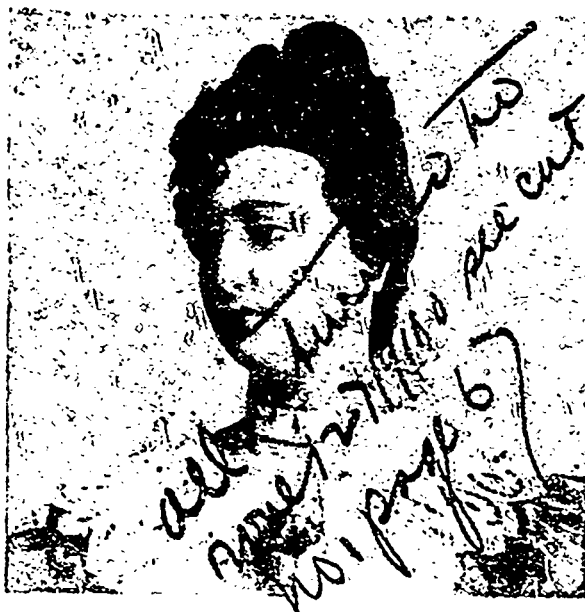
Hosiery of every description.

WYCLIFFE BRAND

of Ladies' and Gent's Underwear, All Wool, Unshrinkable, has a first-class reputation.



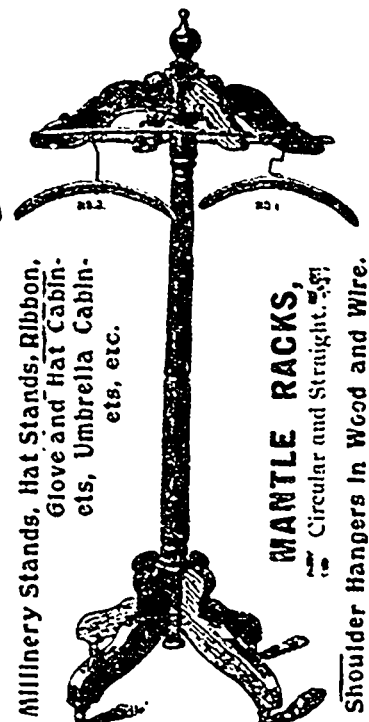
Our export trade increases by leaps and bounds, goods must be right, instruct your buying agent to get some of the Wycliffe Brand for you.



DISPLAY FIXTURES.

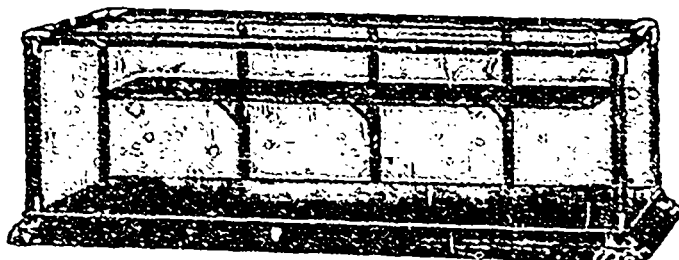
WAX FIGURES
PAPIER MACHE FORMS
for Dry Goods Millinery Clothing etc.

Orders Filled on Short Notice.



Millinery Stands, Hat Stands, Ribbon, Glove and Hat Cabinets, Umbrella Cabinets, etc., etc.

MANTLE RACKS,
Circular and Straight.
Shoulder Hangers in Wood and Wire.



Show Cases and Glass Counters.

Nickel-Plated Stands, Window Fixtures, etc.
WRITE FOR CATALOGUE.

CLATWORTHY & CO., 46 Richmond St. W., TORONTO.

CAMPBELL'S CLOTHING.

The Best { Workmanship
Trimmings
Style
Value

We will offer through our travellers for

SPRING 1901

Suits from \$6⁰⁰ to \$20⁰⁰

The qualities of our clothing have made the reputation of the largest dealers in the big cities, where competition is keenest.

Do not buy till you have seen our samples.

CAMPBELL MFG. CO.

23 and 25 Cote St., MONTREAL.

MONTREAL WHOLESALE TRADE.

S. GREENSHIELDS, SON & CO.

In their A1 department, S. Greenshields, Son & Co. have a new line of "Kitchener" tweeds in assorted patterns, to be used like a ladies. They ought to be a taking line. They also have some nice new lines of wrapperettes, fancy suitings, and costumes and flannelette skirtings, in the choice of which care and taste have been displayed. Tartan cotton dress goods are in large stock, ranging from low to high prices. They have some new designs in welt suitings that are striking, and their cheviot suitings in different colors and patterns ought to be popular. Quite a range of reversible goods in all colors and good contrasts have just been put in stock, and these include the famous "G & B" brand. They have quite a nice variety of jura fleece goods that are proving to be good sellers, while their jobbing lots include some chincilla goods that are worthy of note.

Special attention is being paid to the linen department, and results have already justified its being placed in the best corner of the warehouse. The stock includes full lines of Irish, Scotch and German manufactures, and the preparations for the Fall rush appear to be complete. A nice range of fancy linens, including runners, five o'clock tea cloths and napkins to match, has just come to hand, and will bear close inspection. Of course, one of the best lines in this department is that of J. & T. Alexander, of Dumferline, Scotland, for whom S. Greenshields, Son & Co. have lately been appointed sole Canadian agents. The range of samples is now complete. The damask goods that this firm turn out present an appearance that rivals satin.

In cottons, there are some special lines in white and grey remnants. This firm have cleared out a manufacturer's stock of overalls, and are now offering them at bargain prices.

The fancy goods department is spreading; never did this firm show a more extensive range for the Christmas trade than they do this year. Principal among their holiday goods is a large line of jet belts. Shetland floss is being shown in all colors, and the sale it is now enjoying marks it as the new wool. It is used extensively for capes, baby robes, hoods, jackets, etc. A new departure for this house is the importation of special lines of pipes and harmonicas, which are now in stock. Foreign perfumes have also been placed in stock lately.

Mr. Williams, of the carpet department, has just returned from the continent and brings with him all the latest continental news. Carpets, he says, are very firm, due to increased cost of production. The striking color for the Spring will be blue, which has displaced green almost entirely. Pile carpets are still much shown. The creton printers in and about Manchester have entered into a Printers Association quite recently and are advancing prices. Curtains, too, are very firm; low-priced qualities being very hard to get, as the firms that have been producing inferior grades have turned their attention to more expensive productions. S. Greenshields, Son & Co., have a special drive in grey blankets just now, in 5, 6 and 7 lb. only. Jute carpets are on sale at old prices.

In their dress goods department, S. Greenshields, Son & Co. have some new French mixtures that present homespun effects, but which are heavy enough for Fall wear. Some

venetians of special finish of twill face have been put in stock in assorted colors. Bon cloths, satin cloths and broccatelles make up the newest varieties of dress goods.

AMERICAN SILK WAIST MANUFACTURING COMPANY.

Encouraged by the success that has met their efforts to find a market for high-class articles, the American Silk Waist Manufacturing Company are placing a new waist on the market. This is No. 555. It is made of the best quality of soft, heavy British silk, and its style is the latest New York production. The main features of the front are its two tucks, forming a box plait, and its stitched pointed centre, forming a side effect. The back is neatly tucked in French style, with a waist band attached. There is a dress sleeve with a frill cuff, trimmed with a fancy stitching. The collar is tailor-stitched. The waist is lined throughout and is of best dressmaker finish. It sells at \$2.35 in black; 15 cents extra for colors.

The travelers who are out on the road selling those waists described in last month's DRY GOODS REVIEW say that, although many merchants had already ordered their Christmas goods, yet they were so pleased with the style and finish of these waists that they added to their purchases.

KYLE, CHEESBROUGH & CO.

Kyle, Cheesbrough & Co. report that there has been an apparent demand for better goods all through their house. It is not "as much as possible for 25c. please," as it once was. This firm are continually adding to their extensive range of novelties and fancy goods. They are after the newest things as soon as they come out, and the merchant who visits their warehouse will always be able to freshen his stock. The firm do not claim to be always infallible in their determination of the "correct thing," but they do claim to generally have the proper things in their line. Their sales are increasing and dry goods merchants are more than ever recognizing this firm as a reliable authority. Their laces and embroideries for Spring, 1901, are worth seeing, while their stock of dress goods, hosiery, ("Queen's Gate.") fabric gloves, silks, ribbons, knitted underwear and children's woollens, are full and complete.

THE GAULT BROS. CO.

The Gault Brothers Co., Limited, are showing a special line of silk rugs that are marvels for the price set on them; a visit to their cotton department, where they are kept, will soon reveal the fact. They have some new imported wrapperettes, in stripes and blockshades, that are the latest things. The other departments are full and up-to-date.

Robert C. Wilkins is placing a new "Rooster" brand shirt that merits some attention from those merchants who cater to the trade of workingmen. It is made of goods of good quality and is put together "strong and sure."

The Beaver Rubber Clothing Co. have taken a step which we prophesied last month they would take, that of raising the prices of their double breasted coverts. Yet they find difficulty filling orders.

F. F. Kelly, 196 McGill street, Montreal, is holding a September clearing sale of certain lines of goods. As Mr. Kelly had purchased largely in new Canadian Fall goods before he decided to clear, he will find it necessary to make generous cuts to sell all that he wishes. Those who have not purchased all their Fall goods can get bargains.

Time to Think

of the Mitt Trade

Won't be long now till the drivers will be blowing on their hands to keep them warm.

They will be thinking of the "Kumforts" they wore last year, and they will want another pair.

How is your stock?

Got a good assortment on order yet?

Now don't put it off till the last moment.

"It keeps us knitting" to fill regular orders, but when a lot of customers leave it off till the last moment somebody must be last, and late.

You know the price: \$4.50 per dozen, net 30 days. Just the same price and value as two years ago.

The Hudson Bay Knitting Co.,

30 St. George St.,

. . . Montreal, P.Q.

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

WESTERN	Incorporated 1851	<u>FIRE</u>
	ASSURANCE COMPANY.	<u>AND</u> <u>MARINE</u>

<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 CANADIAN
 PRESS CLIPPING
 BUREAU**

sends 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: *Five hundred clippings \$10 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 out mail circulars or letters to these at any time.

THE CANADIAN PRESS CLIPPING BUREAU,
 505 Board of Trade, MONTREAL. 26 Front St. West, TORONTO.

**DYEING
 DRY GOODS and MILLINERY**

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

DYED, FINISHED AND PUT UP.

Also FEATHERS, SILKS, VELVETS, RIBBONS, LACES, Etc.

And Garment Work of all kinds.

BRITISH AMERICAN DYEING CO.

Technical, Chemical Dyers and Finishers.

JOSEPH ALLEN, Managing Partner
 Principal Offices—115 McGill St., Montreal 125 Bank St., Ottawa.
 227 Yonge St., Toronto 17 John St., Quebec.

**Profitable
 Business
 Talks**



These are the days of advertising. It is more essential than capital, yet capital can be accumulated or diminished in advertising according as it is wisely or wastefully done. I have added years of experience to years of study in writing and placing advertisements for many of the best and most successful Canadian firms. I should have pleasure in explaining my methods and terms to you, either by letter or personally.

Nora Laughler

Writer of Advertising

9 1/2 Adelaide Street East, Toronto

OFFICE 17

Both returned
to mail 1/1/16 23/1/16
87-27

LINEN UNDERWEAR.

A great deal has been written concerning the influence that different kinds of underwear have upon the health of the wearer. Within the past few years physicians have been experimenting along this line, in an endeavor to discover what material is best for underclothing. Wool, cotton and silk have all been found fault with for different reasons. It is agreed by those best qualified to know that underclothing should be worn, not as a means of warmth so much as to keep the skin free from perspiration and thus render the wearer less sensitive to colds, etc.

A German physician decided that the most healthful material for undergarments was linen. A method was found by which the flax fibre could be woven into a porous fabric, and this porous linen, or linen-mesh, was used to make the Deimel linen-mesh undergarments, which so many prominent physicians now endorse as being the best material for this use. Dr. Deimel's linen-mesh underwear has now become famous, and the testimonies of many well-known men, as to the benefits derived from wearing it, show that it deserves its good name. Among the most enthusiastic believers in the new system are those who, for years, have worn heavy flannels.

PICNIC OF EMPLOYEES OF TOOKE BROS., LIMITED.

The employees of Tooke Bros., Limited, Montreal, held their first annual picnic on Saturday, August 25, at St. Hilaire. The train pulled out of Bonaventure station early in the morning and carried about five or six hundred people to the picnic grounds, where, blessed by fine weather, the large crowd who generally meet under less delightful circumstances, passed an exceedingly pleasant day together.

The arrangements for the day were most complete. The various events on the programme of sports were keenly contested and entered into with enthusiasm. Flat races were in order for each department, and sack races, potato races, greasing the jug, and a number of other events were thrown open to the entire establishment. Dancing was indulged in to the fullest extent in spite of the excessive heat, and a prize was given for the best waltzing. A baseball match between the factory and warehouse was decided only in the ninth inning, the warehouse capturing the game by one run.

An hour before the return journey commenced, Mr. Tooke presented prizes to the various winners, and a good deal of surprise was evinced when the fine prizes were distributed. There was a beautiful selection of silver-mounted brushes, manicure sets, pipes, canes and jewelry of various designs. On the whole the affair was one of the most successful picnics of the season and it starts off well as an annual affair.

FRANKENTHAL BROTHERS' FLANNEL WAISTS.

There is not a buyer of fine shirt waists in the United States who does not appreciate the importance of the firm of Frankenthal Bros., the waist manufacturers, whose brands, the "Bee-hive" and "Geisha," have been household works in the trade for an age. This firm have met the demands of the public for flannel waists, and are now prepared to submit for the buyers' inspection a collection of stylish and fashionable models of the identical high-class manufacture and dainty appearance which has always marked their productions. The collection of models is sufficiently large in extent to permit confining of styles to large houses in large or small cities. A careful inspection of the flannel waists produced by this firm should be made by every buyer interested.—New York Cloaks and Furs.

P U R I T A S



A RUFFLED QUILT
 finds a ready sale wherever offered
Prices from \$36.00 per doz. upwards.
 Twenty-two rich and original designs to select from, in varied colorings. Truly a unique collection of beauty and good taste. Write for catalogue and price list, or call at our new office and sample-room.



A DOWN QUILT
 connection is more easily lost than made. To keep your best trade and have customers come back again and again, saying they want "the same as last time," you must handle certain brands, and them only. "Alaska" Brand is the best. Our down quilts score on the following points:

- Colorless and pure down.
- Largest range of colorings.
- Perfect, fancy stitching.
- Silk thread used.
- Silk ventilating eyelets.
- Wool lining. Adds 50 per cent. to the appearance.)
- Downproof
- (Guaranteed for 10 years.)

You are WELCOME to our

QUILTS AND CUSHIONS

Come and see us at our handsome showrooms, St. James Street, corner Victoria Square,
MONTREAL.
Alaska Feather & Down Co.
 Limited.

Hat, Cap and



Fur Trade.

A Glimpse of Spring Styles.

Soon after this issue of THE DRY GOODS REVIEW reaches the hands of readers, the travelers for the wholesale hat concerns will begin to call upon them with samples of the English hats for Spring trade.

There is nothing very startling this season in the way of change in shapes, which seem to be pretty much on the same lines as before. If anything, they are a little larger, although some of the extremely small shapes are shown for the benefit of those who like that sort of thing. It is probable that the staple stiff hat will be about 5 inches in the crown and 1½ brim, with a nice easy roll.

There are a number of new models in soft felts. For example, there are patriotic shapes, such as modifications of the Strathcona and Baden-Powell hats with plain and fancy puggaree bands. In these hats some new colors are shown this season, including Yukon, Victoria, Sumatra, vicuna and citron.

The range of English golf caps this season for next Spring's trade includes some particularly nice lines, and there are a good many large, showy checks which seem to be a prominent feature in this kind of cap.

Linen hats are to be pushed for 1901. They will be shown with fancy bands in models after the 20th Century pattern.

The importers are beginning to get ready their samples in straws, and the English hats of this material promise to be fully up to the average attraction. Chief among these, it is expected, will be the 20th Century shape, a regular fedora in straw. It would not be surprising if dealers have a very good trade with this next Summer, especially in the cities. Some of them have been sold by large retailers this year who confidently predict an increased demand next year. In straws, rustics are thought to have the call again.

English Fur Fashions.

Coats and jackets vary, according to style, from 27 to 42, or even 46 inches, and the loose sacque back will be worn almost to the total exclusion of the tight-fitting garment. The fronts will be either reefer or chesterfield, both will be worn, but at the present time it is impossible to predict which will be the favorite, and it is very probable that they will be equally popular. In regard to material, I have no reason to alter the opinion expressed last month that, for jackets, tweeds will be very popular with the best trade. They are made in browns, greys, and drab mixtures, a very good mixture being a sort of dark blue steel, or grey.

There is likely to be a good demand for capes this season, and in these velvet and lace, and also satin ribbon, will be largely introduced. These will be principally in black, or black and white. A new material introduced late last season is also being shown. It is called velutene, and is in reality a crimped brilliant. It adapts itself well to flounces and frills for capes, and is likely to be used considerably. For colored

capets, box cloth and glace silks are being shown, with appliques and passementerie trimmings.

In regard to furs, it appears that necklets will again be worn very considerably, and I was shown a new design in sable, made of three skins. It is made in the first place similar to a two-skin necklet, with the wide ends of the skin joined, making the necklet wide in the centre and tapering to the ends. This is finished with the head and claw fastening on one end and a set of tails on the other. Under the tails is fastened the third skin, forming one long end, with another set of tails at the bottom. The same idea is also carried out in fox, in smoke, celestial, white, grey and black. For all styles of necklets, sable and fox will be the leading-furs; racoon and skunk being used in large quantities for the cheaper trade.

There are strong indications that fur capes will be worn very largely. It is several years since these have been used to any extent in this country. Why, nobody knows. It is one of the most convenient articles made for this climate, and should be more staple.

Fur coats will be worn in the same shape as cloth—that is, 27 to 30 inches long, with loose backs. This is such a decided change from the short bolero jackets of last year that it will be necessary for all who desire to be "in the swim" to invest in new furs, and so the fur business bids fair to be a record one, and good in all lines. Caracul, Persian lamb, sable and mink will be the leading furs for coats, capes and mantles.—London correspondent of Cloaks and Furs.

Fashion in Wearing Hats.

Said a New York man of fashion the other day: "For years the Prince of Wales has been wearing Alpine straws; you will find one man out of a dozen who will attempt them in this country. They are stiff and they can only be worn by men with peculiar shaped faces, a bit round and even then not too broad. The Panama hats are as old as the hills, in the South; the man to wear them should be tall and have a rather long face. I think they are excellent hats, and the real Panamas are very expensive, but I see a cheap imitation already on the market. When anything becomes so distinctive as a Panama hat, the universal adoption of it decreases its chances of remaining long with us. I never have my top hats made in the very latest fashion, but I always have my block and I have the shape modified as I do that of my shoes. The principle is the same as that used by the tailor who cuts my cloth for my coats and trousers, or the haberdasher who chooses or assists me in the choice and the design of my shirts. I do not know how often I have spoken of tall men wearing vertical stripes and making themselves look like zebras, and ugly ones at that. Did I say zebras?—I really meant giraffes."

On Wednesday, August 29, Mr. W. H. MacGregor, traveling representative of James Coristine & Co., Montreal, was married to Miss Martell, of that city. As a token of the good

Our Illustrated Catalogue of FUR GARMENTS, CAPES, NECKWEAR, etc., for season 1900 will be issued shortly. Send for one. You will find the styles are up to date and it will pay you to write us for prices.

EDGAR,
HATS
 and
FURS.

CORISTINE & CO.
 517-519
 St. Paul St., **MONTREAL.**

Successors to GREENE & SONS COMPANY.

BEAVER LINE ROYAL MAIL STEAMERS.

Sailing weekly between Montreal and Liverpool. (calling at Quebec and Rimouski, P.Q., and Queenstown, Ireland, each way to embark and land Passengers and Mails "LAKE ERIE" and "LAKE CHAMPLAIN" (New) 9,000 Tons, Twin Screws

From Liverpool.		From Montreal.
Tuesday, Aug. 21	MONTEFORT	Friday, Sept. 7
" " 25	LAKE CHAMPLAIN, New, 9,000 tons	" " 11
" " Sept. 4	LAKE MEGANTIC	" " 15
" " 11	LAKE SUPERIOR	" " 19
" " 18	LAKE ONTARIO	Oct. 3
" " 25	MONTEFORT	" " 12
Oct. 2	LAKE CHAMPLAIN, New, 9,000 tons	" " 16
" " 9	LAKE MEGANTIC	" " 20

These sailings are subject to change, and passengers booked will be promptly advised should any change be made.

Special Notice.—The New Twin Screw R.M.S. "Lake Erie," now engaged in the transport service by the British Government will be placed on this service as soon as she is released, and revised sailing lists will be issued announcing her sailing dates.

Steamers sail from Montreal early Friday mornings. Passengers embark the evening previous, any time after 8 o'clock.

THE **CANADIAN COLORED COTTON MILLS COMPANY**

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

Only Wholesale Trade supplied.

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

CLOAKS AND SUITS

During the Fair and Millinery Openings.

TO THE TRADE

We cordially invite criticism of the best buyers at our Sample Rooms

No. 14 Melinda Street, Toronto

(Opposite the Globe Building.)

Your visit will be greatly appreciated by our travellers and ourselves.

THE VICTOR MANUFACTURING CO.

Cloaks, Suits, Misses' and Children's Garments.

QUEBEC, P.Q.

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.**

THE GLOVES THAT
SELL

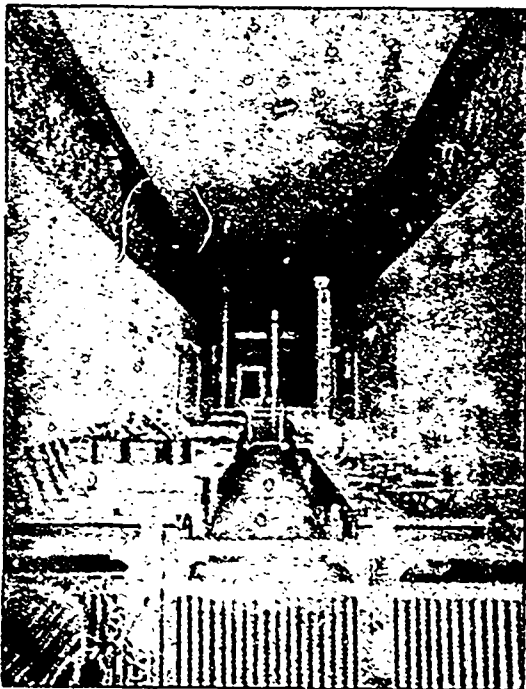
PEWNY'S

DON'T FORGET TO
GET A GOOD ASSORTMENT
EARLY FOR FALL.

Styles the Latest.

S. Greenshields, Son & Co.

MONTREAL and VANCOUVER.



Luxfer Prisms successfully lighting 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

95-100 KING ST. WEST,

TORONTO.

HATS AND CAPS—Continued.

wishes which they extended on this auspicious occasion, the travelers and employes of the firm assembled in the upper sample-rooms in the warehouse on the honoring of his wedding day, and presented Mr. MacGregor with a case of sterling silver tableware and another of silver-mounted carvers, accompanied by a fitting address. Mr. MacGregor's many friends, and particularly those on the Lower Ottawa, upon whom he calls frequently on business matters, will be pleased to hear of the happy event and the recognition of his popularity he has received. THE DRY GOODS REVIEW joins in wishing joy and prosperity.

Melekin Manis, merchant, St. Lawrence street, Montreal, has assigned on demand of Mrs. Rosa Simons. The principal creditors are: A. A. Allan, Toronto, \$823; A. Fred. Montreal, \$291; Union Hat Manufacturing Co., St. Johns, \$239; Royal Hat and Cap Manufacturing Co., \$128.

TAILOR-MADE COSTUMES

During the past few years these garments as turned out by first-class manufacturers have reached such a state of perfection as to fit and finish that most ladies who wish a "swell" garment have worn nothing else. When one considers that the very best talent is sought after for the designing, etc., of these garments it is more readily understood why they should supersede those made by the average dressmaker, not to mention the much lower price quoted on account of the large quantity turned out. Boulter & Stewart show a very extensive line of these garments, and the large number of repeats received is surely an indication of the satisfaction they have given.

A BOOKLET OF CLOAK STYLES.

The Victor Manufacturing Co., Quebec, P.Q., are a "new house with a new policy." Their policy is to run their cloak manufacturing business on the same basis as the prominent New York houses. With this idea they have established themselves in the city of Quebec for the making of cloaks and suits for women's wear, and are turning out garments which are likely to make the new company successful from the start.

Their catalogue for 1900-1901 is just out and is a credit to the firm. The letterpress is neat and tasteful, and the half-tone fashion plates, with which the catalogue is fully illustrated, are better than the average Canadian publication in this line. Each plate is numbered, and on the opposite page is a further description of the garment illustrated. A price list for the use of the trade is enclosed in the catalogue. It would be to the advantage of any retailer who has not received a copy of this catalogue to send to the company's offices at 308 310 St. Joseph street, Quebec, and see what the Victor Manufacturing Co. have to offer.

TOOKE'S VIGORAL SHIRT.

This new cloth, confined to this firm for Canada, is going to test the destructive power of steam laundries. It is claimed to be the best value and most serviceable material ever offered in Canada, and the shirts should be bought early as they will be grabbed up by every merchant.

NEW CATALOGUE.

John Northway & Son, Limited, have issued their Fall catalogue showing some specially handsome designs in ladies' suits. The junior member of the firm has lately returned from New York, and is producing some very handsome garments. If you are interested in their catalogue, it may be yours for the asking.

NEW WALL PAPER DESIGN.

In this issue is illustrated one of the Watson, Foster Co.'s successes of the present selling season. Nothing can be more beautiful and artistically effective than this design in natural rose colors, applied to rooms in which muslin curtains, white enamel furniture, Japanese matting, etc., form the foreground, leaving to the walls the entire color relief. No doubt, this pattern will be much appreciated.

TOOKE BROS., LIMITED, ST. HENRY, QUE

The immense establishment of this firm is now in perfect order, all the difficulties (and they were many) connected with moving have been overcome. Perfect system and smoothness in the working of their several departments is apparent even to a reporter.

The superintendent informs us that all advance orders for the Fall trade will be delivered complete by September 10 or 15. The Fall output will be by far the greatest the firm ever experienced. Goods are now being cut and manufactured for Spring 1901. As far as human experience can tell, orders placed when samples are first submitted will be filled complete early in the year. The firm freely admit that their customers and friends had much to contend with during the past season, owing to the late and broken deliveries. They desire us to express their regret that such should have happened, but the fault was not really theirs, the great trouble being the impossibility of getting iron, dimension timber, etc., for their new building; so difficult was it that the building was only handed over to them in January of this year, instead of September of last.



One of the successful florals in the Watson, Foster Co.'s new line, a most beautiful and natural rose, and, when shown on a white ground in yellows, greens and reds, is particularly Spring-like and refreshing.

Referred to in the review page 30
 301157
 1-1-10
 30

F. F. Kelly, 196 McGill street, Montreal, has a stock of laces, belts and purses which are to be sold at discounts ranging from 25 to 50 per cent.

The gold medal of the Paris Exposition has been awarded John Bright & Brothers, Rochdale, Eng., for their plushes and carpets. J. Sproul Smith is the Canadian agent.

The Beaver Rubber Clothing Co., of Montreal, announce that next month they will commence selling rubber coats especially adapted for the use of drivers and conductors, or anyone who is outside daily. They are at work upon samples.

PERSIAN LAMB JACKET.

We are early buyers, and as such anticipated the recent heavy advance. There is a style and grace of outline in our Jackets not seen elsewhere. If you want to place special orders write us.

JAMES CORISTINE & CO., Limited.

WE ARE KNOWN

To the trade as manufacturers of "High-Grade Furs." Of course, we make medium-priced goods also. But, high and low alike, all our goods are manufactured on our own premises by skilled workmen under competent supervision.

JAMES CORISTINE & CO., Limited.

OUR MEN'S FUR-LINED COATS

Are made of excellent quality of Beaver, trimmed in Otter and Persian, lined with Muskrat, Mink and Marmot.

Fit and Finish all that can be desired.

JAMES CORISTINE & CO., Limited.

CAPES AND CAPERINES.

Never before had we such a variety of these dressy garments.

All Furs. All Linings.
Special Prices.

JAMES CORISTINE & CO., Limited.

FUR COLLARETTES.

We have them. All Furs All Styles. All Prices. They brighten up your stock and are sure sellers. Refer to our catalogue.

JAMES CORISTINE & CO., Limited.

JAMES CORISTINE & CO., LIMITED

Fur
Manufacturers,

469 to 477 St. Paul St.,
St. Nicholas St.,

. . . MONTREAL.

OUR FALL CATALOGUE!

Will be in the hands of our customers shortly.

If you do not receive one write for it. It contains many styles exclusively "Our Own."

JAMES CORISTINE & CO., Limited.

ASTRAOHAN JACKET.

The rapid increase in our output testifies to the excellence of these garments. They are made on honor. Every garment guaranteed.

JAMES CORISTINE & CO., Limited.

CLOTH CAPS,

For Fall and Winter wear. We have them in endless variety and price.

The demand for these goods this season is unprecedented. We are equal to the occasion.

JAMES CORISTINE & CO., Limited.

IT IS NOT ENOUGH

That we do "as well" as others. Our aim is to excel. We give values that are exceptional, and our customers stay with us.

JAMES CORISTINE & CO., Limited.

WHY WE ADVERTISE.

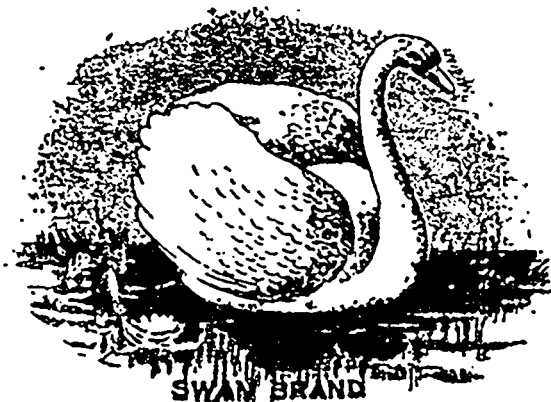
Just to impress upon you what you already know—that our goods are sold by the best dealers in the Dominion.

JAMES CORISTINE & CO., Limited.

DOWN WOOL COTTON

COMFORTERS

Bed Pillows
Cushions
Cosies and
Head Rests.



SWAN BRAND

Everything
new in
Coverings
this season.

LETTER ORDERS PROMPTLY ATTENDED TO. PRICE LISTS ON APPLICATION.

ASK TO SEE OUR ALBUM OF DOWN COMFORTER DESIGNS.

The Toronto Feather & Down Co., Limited

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



The Millinery Season

Mantles, Trimmings and Laces.

THE MILLINERY OPENINGS.

THE millinery openings were well attended this year, and the weather was fine, although hot, so much so that visiting milliners found it pretty warm work looking over models and taking notes. They united, however, in pronouncing the displays of millinery, especially the trimmed hats, to be well worthy a visit to town, and good orders were placed at all the houses. Buyers came from as far east as Nova Scotia and as far west as British Columbia. THE REVIEW'S representative has visited the leading millinery emporiums, and has had some interesting chats with the managers of those concerns. There will be found in this issue some valuable information regarding the new millinery which will be of service to those who have not so far visited the markets in person.

S. F. MCKINNON & CO., LIMITED.

S. F. McKinnon & Co., Limited, held their millinery and mantle opening on August 27 and following days, and reported to a representative of THE REVIEW having had a most successful opening, and said that by 9 o'clock on Monday morning their large showroom was crowded with buyers who meant business, and that by noon the half of their large stock of trimmed patterns had been sold and taken from the stands.

Usually on such occasions the first day is largely taken up in looking at and selecting patterns. This season good, solid buying was done all the way through from Monday morning until Friday night. One feature very noticeable to us and what we were pleased to see was the large number of buyers from a distance, both from the east and west, showing clearly that this is the great millinery and mantle centre of the Dominion. Buyers are in good spirits, and the great majority hopeful for a good season's trade. This is the last day of the month, and you ask how will it compare with the corresponding month of last year. To that we can only answer that we never had a month equal to this, being the most successful in our business history.

Speaking strictly of millinery, ready-to-wear hats are in great favor with the trade, and promise to have a good inning. Dress shapes have been equally strong with us, having had a hot week second to none in our history. In the manufacture of high-class millinery, silk velvets, as we expected and hinted to you when we had our last chat a month ago, will be largely used. In fact, you may put it stronger, and say that it will be a great velvet season. Panned effects have done well, but plain silk velvets in black and colors will be prime favorites.

Fancy braids in chenille and sequin effects are popular, running from 2 to 18 in. wide.

Arriving at hat ornaments, breasts head the popular list, and include pheasant, gull, pelican, merle, hackle and grebe effects: Birds, in gulls, sea pigeons, merles and parrots will demand a first place. Other favorites in this class are feather bands, crowns and brims, feather pompons, paradise plumes, gull wings, eagle wings and ostrich feathers—single tips and three-quarter feathers.

A few of the leading colors are: Colinette, vieux-rose, lezard, castor, reseda, fawn, blues and browns. Black and white have been in good demand, and promise to be a big feature of Fall trimming.

You ask if we have had the same success in our cloak department. Buyers from all over the Dominion were attracted to our mantle department; many who had previously selected from sample adding new numbers to what they had already bought. Many who have not been handling our goods called, examined our stock, and were convinced that McKinnon-made jackets, costumes and skirts were simply indispensable: where a first-class trade is to be done.

With regard to leading colors in jackets, black, of course, has the first call. Fawn and castor shades come next, and promise to be very popular as the season advances. We also find navy good.

THE D. McCALL CO., LIMITED.

The result of the millinery opening in The D. McCall Co.'s establishment was the total depletion of many lines of their stock, which they have been forced to lay in again in a hurry.

In trimmed hats, styles were all large. Breast effects and stripes sold particularly well. A line of toque hats, with tufted-up face, and black feather trimming was bought up quickly. Sequins were also regarded favorably. The Russian turban, made with fancy material applied in felt, velvet side trimming and large black rose crown, was one of the most popular hats. Large black hats with colored facings, tan, cream, pink and blue velvet, with a narrow ribbon tied in large bows and tips, were also favorites.

Lace trimming was also bought considerably, Irish point, Battenburg and renaissance lace, in cream color, being the principal lines used.

Velvet trimmings ran mostly to pastel greens, pinks, browns



FALL STYLES.
The D. McCall Co., Limited.

You don't need to import

American
Silk
Waists

Return mail cut



We manufacture them right here and save you the duty.

We can supply you with the highest class goods, same as are now offering in New York, at 40% less than the American price.

THE . . .

AMERICAN SILK WAIST MFG. CO.

323 St. James Street.

Samples on application. Prompt attention to Letter Orders.

MONTREAL.

M. MARKUS

IMPORTER

Foreign Manufacturers' Agent.

The WHOLESALE and MANUFACTURING TRADE please note that our stock is complete in

SATINS, SERGES FOR LININGS
COLLAR VELVETEENS

Silk Collar Velvet

PADDING FELT, COLORED LINING FELT
MANTLE FELT.

We carry the largest stock in

TAILORS' TRIMMINGS

as: PANT BUTTONS, OVERCOAT, COAT AND VEST BUTTONS, MANTLE, SHIRT, AND DRESS BUTTONS, in Metal, Compo, Bone, Pearl and Covered Cloth; BUCKLES, CLASPS, CHAIN AND WOVEN HANGERS, RUBBER TISSUE, CHALK, WOVEN NAME LABELS, PANT PROTECTORS, HOOKS AND EYES, Etc., Etc.

FOR IMPORT

HOSIERY, GLOVES, SILKS, SATINS,
VELVETS, DRESS GOODS, LACE, Etc.

30 Hospital St., - Montreal.

Toronto: 3 WELLINGTON ST. E.

ILLUSTRATE YOUR ADVERTISEMENTS.
ILLUSTRATE YOUR PRICE LISTS.
EMBELLISH YOUR ADVERTISING
MATTER WITH ILLUSTRATIONS
OF YOUR PRODUCTS.

Illustrations are silent salesmen. They show prospective buyers at a glance just what you are selling. No verbal or printed description can equal in clearness a cut of a particular article. Do you want a cut from photograph, of yourself, of the interior or exterior view of your store or building, or of any article of merchandise? If so, write for estimate. Send photo, if possible, and state size you want cut to be made.

If you see the print of any cut anywhere that you would like to use in your advertising, clip it out, send it to us, and ask for price of electrotype of it. Write to-day. Don't wait.

Electrotypes size of those shown in this ad, will be sent with postage and duty prepaid at the following prices:

Less than 10, 25c. each.	From 25 to 49, 23c. each.
From 10 to 24, 24c. each.	From 50 to 99, 22c. each.
100 or over, 21c. each.	

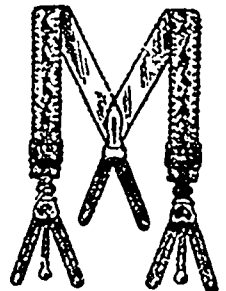
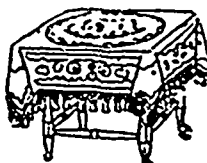
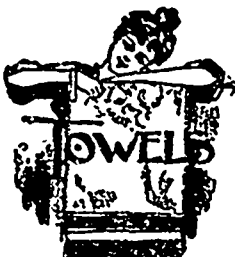
Send for proof-sheets. Hundreds of cuts to select from. Half-tones, Zinc Etchings, Electrotyping, and Stereotyping.

THE STANDARD ELECTROTYPE CO., WILMINGTON, DEL., U.S.A.

Electrotypers and Photo-Engravers.

THE PUGH CO., 67 Yonge St., Toronto, Ont.

Distributing Agents for the Dominion of Canada.



MILLINERY—Continued.

and castor. There was a large demand for panne velvet in blues and serpent green. Plisse velours was largely used in all shades. Plain silk velvet for Winter millinery is still the leading trimming. A French felt, with rows of fine silk braid about two inches apart, is a popular trimming and was bought in all colors.

Feathers, of course, were the leading trimmings. Grebe pompoms with paradise tuft in the centre, ostrich feather pompoms, with natural rose centre, and also plain ostrich pompoms were very popular. There was a heavy demand for large natural gull wings for ready-to-wear hats. Natural shades in feathers seemed more popular than colored. Pheasant breasts, guinea fowl natural feathers, and large fancy quill effects were favorites. The McCall people experienced a greater demand for birds, both for ready-to-wears, dress hats and toques, than they have for a good many seasons.

Large buckles, as long as six inches, in steel and jet, were also good sellers. Sequin and chenille trimmings, in black, and black and colors, had a large sale, the black and steel going especially well.

Although feathers are the principal trimming for the season, there has been a large demand for ribbons. The velvet and satin ribbons in all widths were the most popular. Wide Liberty ribbons, satins and taffetas, and a new ribbon called the "Chantilly," with a crepe effect, were all in good demand. The McCalls have a lot of the latest French importations in ribbons, which are of the shot variety. Their buyers in Paris say that this is being shown to a great extent there. It may be that the shot ribbon is to be revived. The feature of the ribbon trade, however is the immense demand for the velvet and satin black ribbon mentioned before. This is being used for ladies' ties as well as for trimming.

In ready-to-wear hats the stitched-felt "Ladysmith" with polka-dot trimming, and other military hats, were the chief sellers. There was a pronounced demand for pure white stuff in the ready-to-wears.

JOHN D. IVEY CO., LIMITED.

The opening with The John D. Ivey Co., Limited, was very successful, and buyers thronged the warehouse and show rooms expressing great pleasure at the tasteful display of high-class millinery. In conversation with this firm we heard a number of very interesting remarks on the styles shown and which promise to be successful.

The large black hats predominate, decorated with ostrich plumes. One of these hats, in the extreme of style, drooping to a point at the left side, outlined with an ostrich feather, and with bell crown veiled with black tulle, trimmed with a barbe of escurial lace and six handsome amazon feathers confined to the brim with an alsace bow of black ribbon velvet and held with an Egyptian buckle.

Fur is much used in trimming hats, as was expected at the beginning of the season, and there is a touch of fur in the trimming of both toques and turbans, as well as large hats. Fur goes with real lace, Luxembourg or Cluny.

The Watteau is a novel turban effect, called so, because of the box pleat which falls flat on the hair at the back. The Tricorn is a clever toque effect, the rim being made of mink skins, and the draping of the crown a brown mandarin velvet, veiled with Cluny lace.

There are some exceedingly tasteful walking hats this season. A feature in them is the fact that they are so artistically draped that the rude outline is concealed. One of these has a draping of velvet raised high on the one side, held close to the brim with a cut-steel buckle, and the fulness of this draping narrows off on the right side until it goes into a point, the crown being made of a bandeau of chenille and jet embroidered. The decoration was of three black ostrich pompoms at the back.

Another pretty walking hat is black velvet with felt draped, the crown coming to a sharp point at the back and falling flat on the hair, with a cut steel buckle and a long steel quill at the side going the entire length of the hat. A handsome picture hat had a Gainsboro' brim with an almost flat crown, the rim draped with sequin net and velvet, the inside of the brim being an ostrich feather, black osprey and black ostrich pompoms. All the hats have the drooping effect at the back or else the mushroom design. Another picture hat with the new ostrich velvet (so called on account of its glossy black shade) facing and crown of black fur felt, draped and confined in shape with steel buckles. The decoration was three Amazon ostrich feathers falling softly over the brim and a bow of black satin ribbon. Yet another picture hat had a flat brim, drooped at the back, and made out of fine folds of black ostrich velvet and faced with white panne and pearls, the trimming being two large Amazon feathers and black and white Luxembourg embroidered lace.

A black velvet hat, made specially for a bride, was large in size with a Gainsboro brim and having a soft crown of black ostrich velvet. Another taking creation had a flat double brim of castor velvet drooping at the back, the crown of alternate folds of castor velvet and castor taffeta silk, the trimming with gold embroidered velvet and a knot of emerald green velvet holding in place two quills of humming-bird decoration.

The new sailor hats have the drooping effect both at the back and the front. One of them was prettily trimmed with the pastel effect, and held in place by a buckle and an Amazon quill. On sailor hats, milliners employ velvet along with felt.

The material noted last month as "shoelace braid" has sold very well, and is much sought after. It widens out in the working, and is used in frills around the brim. A model which was much admired was a large castor hat slightly rolling off the face and drooping at the back. The brim was made of handsome cream passementerie, veiled over and under with cream chiffon. The edge of the brim, over and under, is two shaped pieces of castor velvet to imitate a binding. The crown is a soft drape of castor velvet, the trimming is castor felt and velvet knotted, and the decoration is of Amazon feathers in castor, also. The under brim trimming on the bandeau is of mandarin velvet and an antique buckle. This same design, which was much admired, was also seen in a black hat.

Another model was a toque turban of castor and ciel velvet, overshadowed with castor and gold passementerie for the crown. The brim was first made of blue velvet, over which were very handsome knots of castor velvet. The only decoration was a castor and blue bow on the back of the hat. In one pretty toque the trimming was entirely of royal purple, and steel buckles prettily caught in the draping. The crown was just a succession of bows of ribbon of lighter shades, graded from large loops at the front to smaller ones at the base of the crown. The peculiarity of this style is that it requires no decoration of quills or wings.

One of the new materials is crimped satin. Two shades of green which employ together on a toque of green are Parnell and Penal Laws. Mandarin or burnt orange and lighter shades of yellow work together. Two shades of purple are also employed with effect. Two shades of blue, namely, wedge-wood and natural, go together. Black and white are as popular as ever.

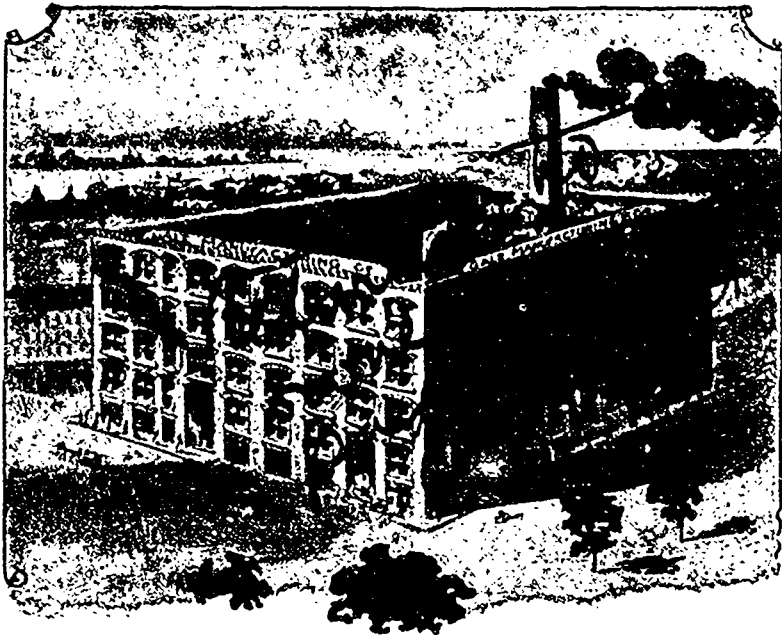
A feature this season are very long handsome quills, both plain and decorated, some go right around the hat with some to spare, and are nearly a yard long. Gull wings and gull birds are much used, and the novelty in these are the combinations of grey and yellow, grey and pink, grey and green. Long buckles, as long as 10 inches, are a feature. The finer fabrics, such as tulle, nets and gauzes, both plain and embroidered, are used with velvet and felt. Silk, with polka dots, was much in evidence for trimming ready-to-wear hats.



FALL STYLES
The D. McCall Co., Limited

GALE MANFG. COMPANY

TORONTO.



Our extended premises, which give us 12,000 square feet additional floor space, to be occupied

Sept. 15th.

Whitewear,

Shirt Waists,

Wrappers,

and Dress Skirts.

OUR TRAVELLERS ARE ON THE ROAD FOR 1901.

14, 16, 18, 20, 22 and 24 Mincing Lane.



THE CANADIAN COTTON MARKET.

THERE is a great deal of talk in the trade about the cotton outlook. Owing to the high price of raw cotton, there is general reluctance on the part of manufacturers in this country to admit that the prices of fabrics will fall, even for the Spring season. They argue in this way: That all Spring price lists are not yet arranged in Canada, that raw cotton promises to be from 2 to 2½c. higher for the new crop than it was last year, that the English cotton markets continue firm, and that, when prices are actually settled in Canada for the early months of 1901, they may be even higher than they are now. This is a manufacturing point of view. Due allowance must be made for the uneasiness entertained in case the fall should be supposed to presage a like fall in cotton. This is not probable. But there is no reason why the plain facts of the matter should be overlooked.

The outlook is favorable for firm prices in cottons in the main, although there are prospects of shading values for Spring, both in some lines of white and grey cottons and colored cottons. As the season advances, and the situation in the United States tones up, there may be an advance here. For the present, however, there are a few lines that are quoted lower for Spring, although the bulk of the quotations show a perfectly strong market. For example, in shirtings prices show a drop of from perhaps 5 to 10 per cent. in denims, some lower-priced lines are quoted 5 per cent. lower; higher grade tickings are about 1c. per yard less, while there is recorded a shading in the prices of some lines of cottonades, galateas, oxfords and apron gingham. But, on the other hand, we hear of no lower quotations in a lot of stuff such as flannelettes, saxony, domets, shakers, eiderdowns, sheetings, blankets, yarns, etc. Any reductions reported in Canadian stuff are, doubtless, due to the recent changes in the United States, and to the necessity of meeting the prices of American fabrics when laid down here. If the situation improves here our mills are certain to follow suit, so that those who argue that prices will probably be firm for Spring of 1901 in Canada may not be far astray. At the moment, however, the reductions referred to are undeniable. It is just as well to be perfectly frank in the matter. The Canadian mills are turning out some beautiful fabrics for Spring.

CANADIAN WOOLLENS.

The woollen business is fairly active. The reduction in tariff, coupled with slow business in England, has produced rather an adverse effect on the trade generally. The low-priced labor of Yorkshire, and the extraordinary mixes put into men and women's wear there, are having anything but a wholesome effect upon the trade of the mills here. English goods have always come into this country, but the better class of Canadian goods now has fast dyes, and, as far as quality goes, cannot be beaten.

SPRING PRICES OF GINGHAMS.

Wholesale buyers are now looking at the new samples of gingham. As noted elsewhere, these goods will in future be sold by the mills to wholesale buyers, on condition that prices

to the retailer are not cut, but that regular prices prevail. This condition lasts up to June 1, 1901. The quotations for Spring, just out as THE REVIEW goes to press, are as follows:

No.	Price.	No.	Price.
61	6½	74	11½
62	8	75	11½
63	10	76	11½
64	10	77	11½
65	10	252	13
66	10	83	21
73	10	84	25
67	11	85	30
68	11½	86	36
69	11½	92 Lawn	6½
71	11½	95 Chambray	10
72	11½		

The terms on which the above are to be sold are: Four months April 1 on all goods delivered prior to that date, and four months first following on goods delivered after April 1 and up to June 1; or 4 per cent. cash discount 30 days, or prepayment at the rate of 9 per cent. per annum.

COTTON STOCK QUOTATIONS, SEPTEMBER 1.

	Share.	Half-year dividend.	Sellers.	Buyers.
Montreal Cotton	\$100	4 p.c.	140	134
Canadian Colored Cotton	100	3 p.c.	83	74
Mercantile Cotton	100	4 p.c.	130	125
Domestic Cotton	100	3 p.c.	90	87
Colored Cotton Bonds	100	3 p.c.	100½	99½

DECLINE IN FRENCH DRESS GOODS.

Reports of decline in the prices of French dress fabrics are again current. It appears that two great French centres of the manufacture of woollen goods—Roubaix and Tourcoing—are in the throes of financial disaster, due to reckless speculation. The wool gambling fever took hold of the business houses last Summer when wool rose steadily without apparent reason until, in August, the price reached the high-water mark of 6 frs. 70 centimes per kilogram. Speculators for a rise lost their heads, and there were daily purchases of a million or a million and a half kilograms. The manufacturing business was dislocated owing to the extraordinary fluctuations in the prices of material. Abundant warnings were given that the fictitious values would inevitably lead to a slump, but they were unheeded until the collapse occurred; and wool stands at 2 frs. per kilogram below the August prices. The amount of wool bought blindly by Roubaix and Tourcoing firms reached the fabulous total of 40,000,000 kilos, which means a deficit of 80,000,000 frs. Thirteen firms are already in the hands of receivers, one house alone losing 8,000,000 frs., and several others are tottering.

CANADIAN OILCLOTH PRICES.

Muslin.	ENAMELED OILCLOTH.	
	In 12 yd. pieces.	Widths.
	5/4	50 in. 6/4
	Cents.	
Black, bright (glazed) and dull finish, per yd	19	25
Black, patent face, per yd	24	25
Browns, greens and maroons, per yd	24	31
Russet and tan, per yd	24	27
Blue, yellow and red, per yd	31	35
Scarlet, white and crimson, per yd	43	48
White sign cloth, per yd	19	25
Drills.		
Black, bright (glazed) and dull finish, per yd	24	26
Black, patent face, per yd	27	29
Black, tan back, patent face, per yd	33	..
Black, figured back, per yd	29	37
Black, brown back, per yd	32	34
Browns, greens and maroons, per yd	33	35
Russet and tan, per yd	33	35
Blue, yellow and red, per yd	38	42
Scarlet, white and crimson, per yd	50	56
Ducks, etc.		
Black, bright (glazed) and dull finish, per yd	30	37
Black, patent face, per yd	34	37
Black, figured back, per yd	35	42

W. R. JOHNSTON & Co.'s

REGENT SUITS

-- AND --

REGENT OVERCOATS

have brought out in bold relief their ability to make first-class clothing and also demonstrated the readiness of the trade to purchase up-to-date goods.

Original orders are being rapidly completed, and we have arranged to be well prepared for "repeats" by mail, through travellers, or by personal selection.

We have also in view the approaching Spring campaign, and our clients may confidently rely on our samples being the result of a comprehensive study of clothing possibilities, based upon the unqualified success of our new departure of the present season.

W. R. JOHNSTON & Co.

TORONTO.

THE MARKETS—Continued.

Black, brown back, per yd.	38	40	44
Browns, greens and maroons, per yd.	40	42	46
Russet and tan, per yd.	40	42	..
Oiled, for wagon tops, 50 yd. lengths, per yd.	44
Black moleskin, patent face, per yd.	78

*Lines made to order only.

CANVAS STAIR OILCLOTH.

	Widths		
	2/4	5/8	3/4
Canvas back.....	09 1/2	12	14 1/2
Painted back.....	13	16 1/2	20

Lengths of pieces 30 yards.
Terms: Cash, less 3 per cent. in 10 days.

TABLE, SHELF AND COTTON STAIR OILCLOTHS.

	Widths.		
	5/4	6/4	6/4
Fancy mosaics, per piece of 12 yards	\$2 40	\$3 40	..
Fancy marbles, " " "	2 40	3 40	..
Fancy Woods, " " "	2 40	3 40	..
White Marbles, per piece of 12 yards	2 60	3 60	..
White Muslin, " " "	2 60	3 60	..
Colored Muslins, " " "	2 60	3 60	..
Bronzes, " " "	2 60	3 60	..
	11 in. wide.		
Shelf oilcloth, " " "	0 65
Shelf oilcloth, " " 24 "	1 30
	15 in. 18 in.		
	Cents.		
Stair oilcloth, muslin back, 50 yd. lengths.....	7	9	..
Stair oilcloth, duck back, 40 "	10 1/2	12 1/2	..

Terms: Cash, less 3 per cent. in 10 days.

FLOUR OILCLOTH.

	Cents.
No. 1 quality, in widths 4/4, 5/4, 6/4, 8/4, 10/4 per sq. yd.....	34
No. 2 " " in " 4/4, 5/4, 6/4, 8/4, 10/4	26
No. 3 " " in " 4/4, 5/4, 6/4 and 8/4 " "	21
C " " in " 16/4 (4 yards) only " "	50

Mats or rugs, No. 2 quality, in the following sizes:
4/4 x 4/4, 4/4 x 6/4, 5/4 x 5/4, 6/4 x 6/4, 6/4 x 8/4,
8/4 x 8/4, 8/4 x 10/4, 10/4 x 10/4

CARRIAGE FLOOR OILCLOTH.

	In 30 yd. pieces			
	Widths.			
	5/8	3/4	7/8	5/4
	Cents.			
No. 1 quality, per yd.....	26	32	37	53
No. 2 quality, "	16	19	22	32
No. 3 quality, "	13	16	..	26

Terms: Cash, less 3 per cent. in 10 days.

PERSONAL MENTION.

Mr. B. Tooke has just returned from Europe, after visiting all the markets. His good taste and judgment is noticeable in samples for Spring, 1901.

SHIRT WAIST DEPARTMENTS.

So large has the demand been for Tooke's shirt waists that two distinct departments have been formed—one in which garments are made to be sold by the dozen and the other at so much each. In the latter department they have sold silk goods as high as \$10.50 for a single waist during the past season. Good taste, good fit, and good workmanship will tell. Delivery will be all right from this out.

The Montreal Cotton Co., Montreal, have acquired the property which was once the Buntin paper mills, and have broken soil to erect a large cotton mill to supply the wants of their numerous customers.

J. F. Clark, Port Hope, has just completed the rearrangement of his premises, the main object being to secure more room to accommodate the larger stock of goods necessary to supply the rapidly-increasing number of customers. At the same time the lighting has been modernized and there have been added other improvements usually found in an up-to-date store. Mr. Clark is just now taking a few holidays before the Fall rush.

EIDERDOWN JACKETS AND GOWNS.

The season is now fast approaching when most ladies will require a warm and comfortable house jacket or lounging robe. In this connection Boulter & Stewart make all grades and prices of these garments.

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.

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

Dry Goods Commission Agents.
Wm. Simpson, Sons & Co., Philadelphia, Pa., Prints, Linings and Draperies.
CARTWRIGHT & WARNERS, Limited, Loughborough, England, Hosiery and Underwear.
D. SANDEMAN & Co., Leicester, England, Yarns and Warps.

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

CONDENSED OR "WANT" ADVERTISEMENTS.

Advertisements under this heading, 2c. a word each insertion; cash in advance. Letters, figures and abbreviations each count as one word in estimating cost.

WANTED, BY A BELFAST FIRM OF HANDKERCHIEF Manufacturers, an agent to represent them in Canada. Must be well recommended, and have a good connection with the best wholesale houses. Address, stating terms, to "A. B.," care Advertising Department, THE DRY GOODS REVIEW, Toronto. (9)

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

Canadian Brussels



A most desirable and attractive line of Brussels Carpets in different grades is now being manufactured by us from pure Canadian wool.

Only fast dyes used, and strictest attention given to every detail of the work.

WE GUARANTEE THE BEST VALUE IN THE MARKET.

The Dominion Brussels Carpet Co., Limited
SHERBROOKE, QUE.

The St. Thomas Import Company

ST. THOMAS,
ONT.

*A New Concern
with New Ideas.*

Dry Goods Specialties and Notions.

See Our Travellers' Samples.



Double Globe Type
of Enclosed Arc Lamp.

The Perfect Light
for Stores.

ENCLOSED ARC LAMPS

For all Circuits,
Indoors and Outdoors.

100 hours' light with
One Carbon. Orna-
mental Casings of
various designs.

Write for our **BOOKLET** on Store and Store Window
Lighting, free.

CANADIAN GENERAL ELECTRIC CO.

Branch Offices:

Montreal, P.Q.
Halifax, N.S.
Winnipeg, Man.
Vancouver, B.C.
Rosland, B.C.

Limited.

Head Office, **TORONTO, ONT.**

Factories, **PETERBORO', ONT.**

SMITH'S ADJUSTABLE OVERALLS, GUARANTEED

PATENTED, AUG. 10, 1900.



A few of the advantages of this overall are
as follows:

Having an open back it does away with
the openings on the sides, which are not
only a nuisance but are dangerous to those
who work around machinery.

It is also self-adjustable to a corpulent or
slight figure, as the size is regulated accord-
ing to the customer's seat measure.

All seams are turned in and double
stitched.

All pockets are tacked by a machine for
the purpose, with linen thread, thus doing
away with rivets which are very undesirable.

Each overall has a watch and pencil pocket,
made so that watch cannot fall out, which is
very desirable for engineers and others.



Front pocket is made so that it will not catch in anything the mechanic may be lifting or handling.

All overalls are stamped on inside of bib.

When your customer once wears a pair he will always want them.

Be up-to-date and buy the latest and positively the best overall on the market.

THE R. J. SMITH COMPANY OF OTTAWA, LIMITED, have secured the sole
right to manufacture and sell these overalls and are now ready to supply the trade.

P.S.—We manufacture and sell ordinary overalls.

NEW GOODS IN WHOLESALE TRADE

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

IN the woollen department special attention is called to a $\frac{1}{2}$ -tweed of mill stock which they are selling at less than mill prices in order to clear it out. Reduced prices are also offered to the trade on a stock of black twill worsteds in five special numbers. For ladies' costumes plain chevots are now very popular. A large range of these is shown in three different qualities, which are in good favor with the ladies' tailoring trade. Fancy suitings in checks and stripes are shown in tweeds and worsteds. The striped, being the latest fashion, are selling largely, but there is a good demand for checked tweeds. A large range of beavers, meltons, chevots, llamas, and fancy curls are being offered by the Brock Co. for Fall and Winter overcoatings. The greys are, of course, selling the best, but blues and blacks will still be used considerably.

In the way of housefurnishings the W. R. Brock Co. carry a complete line. Their stock of carpets has been well chosen, both as to beauty and durability. They offer some specials in tapestry carpets in new designs of various styles, and in bright, taking colors, to retail at 50 to 60c. per yard. They have placed in stock some floor and table oilcloths and linoleums. The designs are all new and many of them are very pretty. A special which should receive the early notice of retailers in the housefurnishing end of the department is a white quilt that can be retailed at \$1. It is a large, double-sized quilt and is in a limited quantity.

They are doing a large business in Imperial suitings for tailor-made costumes. Sedans and poplins are also being bought to a considerable extent. A line of camel's hair plaids for skirtings is well thought of by buyers; also an assortment of frieze finished goods for unlined skirts. The Brock Co. show a fine line of granite plaids for ladies' waists and children's wear, in all combinations of colors, which buyers are rapidly picking up. Coating serges are also selling well. They have a large range of fancy cloaks, Zibeline finish, which they have found to be popular with buyers. These are all figured goods, and are a very fine lot. They are clearing a line of all-wool 42 inch tweeds, to be retailed at 50c., and have also on hand two or three clearing lots of silks, taffetas, tamoline and bengaline, which may be retailed at 50c.

A line of 36 in. American cotton dress goods in large nobby plaids for ladies' skirts and children's dresses, is a leader. These goods are an exact imitation of wool fabrics and can be retailed at 15c. They are confined to this firm for Canada.

A 34-in. heavy flannelette in light and dark stripes, extra weight of cloth, to retail at 10c.; worth 12 $\frac{1}{2}$ c. A white bleached honeycomb towel to retail at 5c. a pair—less than regular wholesale price. A lot of manufacturers' ends of stock of French canvas which can be retailed at 10c. This lot comprises about 50 different qualities, bought at a sacrifice price and are worth 50 per cent. over the price asked.

They have just passed into stock a range of foulards in every shade of color, which were brought from the United States, the firm being unable to get deliveries from domestic mills. They are offering them at the same price to keep their customers supplied.

The W. R. Brock Co., Limited, Toronto, have a number of articles to retail at 25c. which dealers should investigate.

Among them may be mentioned ladies' vests, Kraze and Brownie; ladies' cashmere hose, plain and ribbed wool hose, men's wool socks, suspenders, cashmere and ringwood gloves, men's knitted wool gloves, men and women's wool mitts. A large business is being done in plain and fancy sweaters for men and boys.

In the glove department this company have been branching out, and have added to their regular stock some new lines called "Ladysmith," "Minto," "Terry" and "Patti." One of these, in assorted khaki shades with red joints and stitching, is making quite a hit with the trade.

The Brock Co. carry a very large stock of ladies and misses' underwear. Special lines of these goods to retail at 25c., 50c., 75c. and \$1 are good value. Flat and ribbed goods are both shown. In their fleeced underwear, they guarantee their goods to turn out up to the samples, which lately has not been done by some firms. Their lines are "Bobs" and "Kitchener," to retail at 50c.; "Southdown," "Buller," "White" and "Milner," to retail at 75c.; and "Mettle" and "Right," to retail at \$1. In boys' wear, white "Dundermie" and "Kitchener," in 20 to 34 inch, are selling better than all others. These goods are expected to be scarce and higher in price soon.

A larger assortment of knitted wool shawls, fascinators and hoods is carried this season by Brocks than ever before. In toques, bootees, infants, mitts, clouds, coats, etc., they also have a large stock. These goods are Canadian-made and also importations from Great Britain and Germany. The Brock Co. are increasing their assortment almost every season, and so well-made are their goods that in sending by mail, if the price alone is mentioned, the company feel sure that buyers will be satisfied with what is sent to them.

P. GARNEAU, FILS & CIE, QUEBEC.

P. Garneau, Fils & Cie. have passed into stock some remarkable values in linen towels. The range comprises a complete assortment of sizes and prices both in fringed and hemmed.

Their dress goods department is in good shape to fill repeat orders in their lines of fancy and plain stuffs, black crepons, figured brilliantines, mercerettas, plaids, checks, satin duchesse, cords and costume cloths in all shades. A black figured cloth to retail at 22 $\frac{1}{2}$ c., is a leader. In the Canadian section will be found a fine selection of patterns in the 56 in. woollen skirtings.

In the woollen department will be found first-class values in mantlings, kreimmers, sealettes, presidents, worsted serges, coatings, pantings, and tweeds. Their celebrated R451 blue and R452 black, heavy twilled serge has become a standard line, the sales being so large this Fall that it has been utterly impossible to keep up with the orders.

In low and medium-priced linen tablings their stock is well assorted and contains A1 values.

A line of union flannels in fancy checks, to retail at 22 $\frac{1}{2}$ -25c., is a staple article with them and will be found a good seller.

Besides a regular range of tickings in all prices, they have some special lines of extra qualities in full 36 inch feather ticks.

In plain and fancy flannelettes they have very best values. Also a printed fancy line selling at a low price as a leader.

In silks, smallwares, underwear, top shirts, blankets and carpets their departments will be found well assorted with everyday lines.

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. Merrice, Sons & Co., Montreal and Toronto.

Established 1849.

To the Trade.

**THE GREAT ASSORTING HOUSE
OF CANADA.**

Filling Letter Orders

a Specialty.

Stock Well Assorted

at all Seasons of the Year.

Specialties in Every Department.

Easy Terms.

Liberal Cash Discounts.

Prompt Attention.

JOHN MACDONALD & Co.

Wellington and Front Streets East,
TORONTO. ❁ ❁ ❁