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VOL. IX.

MONTREAL AND TORONTO, OCTOBER, 1899.

No. 10.

OUR COMMERCIAL  
POLICY . . . .

is that of the

“Open Door”

. . . FOR . . .

SHIRTS,  
LACES and  
VEILINGS,  
MADE-UP-LACE,  
BLOUSES.

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

**TIDSWELLS**

Factory:  
Old St., London.

3 and 2 WOOD STREET,

Also at Glasgow,  
Sydney and Melbourne.

**LONDON, ENG.**

A SPECIALTY

THE “EMINENT”

Imperial Waterproofs  
“Cravenette” Proofed

Used in all parts of the world.  
20th century patterns now ready.

DEPARTMENTS:

JACKETS, COSTUMES,  
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Agencies in all countries.

**BRICE, PALMER & CO.**

Telegrams:  
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**LONDON, ENG.**

FOR AUTUMN AND WINTER.

**PRIESTLEY'S**

“CREPOLINE” CORD

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—in Blue and Black ONLY—makes the smartest tailor-made suits.

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# LISTER & CO., "Limited"

MANNINGHAM  
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BRADFORD, ENG.

Silk Velvets, black and colored, 17/18 in., 32 in.  
 Silk Velours, black, 32 in.  
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 Silk Millinery and Dress Plush.  
 Silk Fancy Embossed Velvets.  
 Silk Seals, Lisreine, Rainproofs, etc.

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

PLACE ORDERS EARLY  
 and save advanced prices.



## "ROOSTER BRAND"

Always on the hustle for  
 "gilt edge" trade.



We make the most reliable

"I GROW OVER ALL"

## SHIRTS

## OVERALLS

## JACKETS

Working Garments

## PANTS

Football and Hockey Suits, Fancy Vests,  
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## LADIES' TAILOR-MADE SKIRTS.

Crepes, Serges, Cheviots, Sicilians, Lustres, etc., etc.  
 Perfect-fitting, Gentlest Garments.

**ROBERT C. WILKINS - Montreal.**

N.B.—The "Roosters" will be after you shortly for Spring 1900.  
 The line is Excellent, Gentlemen, Excellent!!

FREDERICK WYLD, President. ANDREW DARLING, Vice-President. A. W. GRASSETT, Director. R. D. MALCOLM, Secretary.

*The World's Greatest Darling*

## Hosiery and Smallwares DEPARTMENT.

**Flannelette Embroideries.** New Patterns: White on Pink, White on Sky, White on Grey, White on Scarlet, and White on Cream, in all prices.

**Fabric Gloves.** Black Cashmere Gloves with self and fancy points; also Black with White Points, four pearl buttons; Black, White, and Fancy Ringwood Gloves, in ladies' and children's.

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UNTIL YOU SEE OUR RANGE FOR

# SPRING 1900

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THE **LARGEST** EVER SHOWN

THE **BEST** VALUES IN THE MARKET

THE **NEWEST** DESIGNS

# DO NOT BUY

UNTIL YOU SEE

# THE BEST.

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MONTREAL, and VANCOUVER, B.C.

PREPARE FOR THE WET WEATHER.

# Cravenette

SHOWERPROOF CLOAKS and MANTLES are rain  
resisting yet porous, with a perfect  
Natural Ventilation.

THEY NEVER SMELL OR BECOME HARD.

## JAMES JOHNSTON & CO.

Importers

MONTREAL.

We are to the front, as usual, in all

### DEPARTMENTS.

Specially so in all the latest designs in Black and Colored **DRESS GOODS**, Silks, Ribbons and Trimmings, Hosiery and Gloves, Smallwares and Notions, Laces, White Goods, etc., and a full line of Staples. Our Handkerchief Department is better than ever. It will pay you to see our line before buying.

Our stock is at the present, as in the past, the best assorted Dry Goods Stock in the Dominion.

Letter Orders have prompt and careful attention.

James Johnston & Co.

# K. Ishikawa & Co.

24 Wellington Street West, TORONTO.

Our Spring  
Collection of

**Silks**

*for Season of 1900*

## FRENCH SILKS:

- Printed Foulard
- Printed Liberty Satin
- Printed Habutai
- Printed Pongee
- Printed Surah
- Colored Liberty Satin
- Lyons Dyed Habutai

## JAPAN SILKS:

- Colored Habutai
- Fancy Kaiki
- Crystal Corded Silks
- Corded Taffeta
- Corded Satin
- Striped and Plaid Silks

THESE GOODS ARE PRINTED OR DYED  
IN LYONS, FRANCE.

Our Travellers are now on their usual routes  
with complete lines of samples ❁ ❁ ❁ ❁ ❁

# The Penman Manufacturing Co.

Limited

Manufacturers of

## KNITTED GOODS

of all descriptions

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Ladies' and Gentlemen's Underwear in  
Cotton and Wool, Hosiery, etc. . . .

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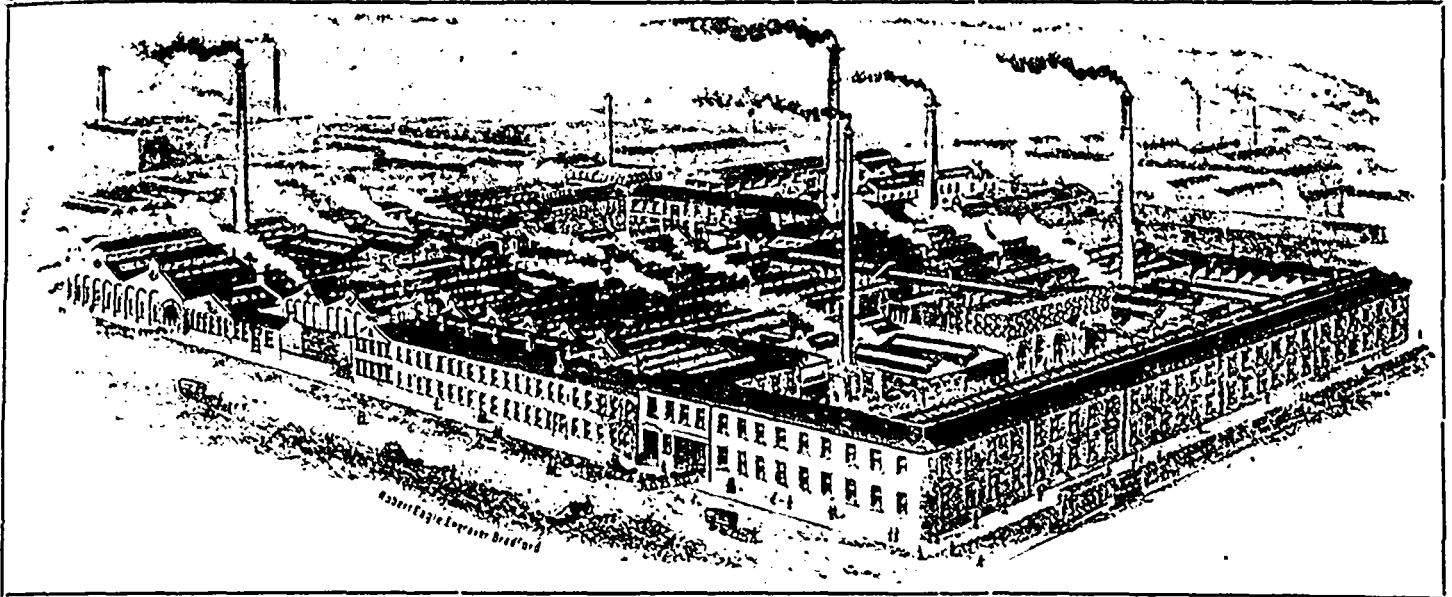
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Bradford, England,

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

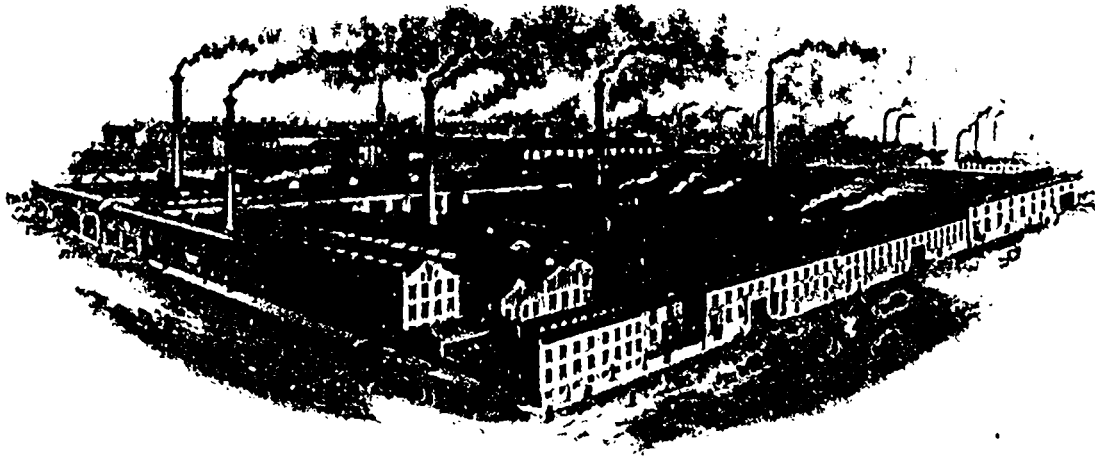
THE ABOVE FIRM MAKE A SPECIALTY OF

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

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







WATER LANE DYEWORKS, BRADFORD, ENGLAND.

# The Patent Permanent Silk Finish

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*By Her Majesty's Royal Letters Patent  
Nos. 16,746 and 15,16.*

## Cotton Italians and Linings.

The Superiority of Goods finished by this method is in

- 1st.—Appearance and touch scarcely distinguishable from the finest Satins.
- 2nd.—A brilliance and silkiness never before attained on Cotton Italians and Linings.
- 3rd.—Altogether exceptional strength and durability.
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- 5th.—The fastness, depth, and richness of colour in the Aniline Blacks, which is guaranteed unalterable.
- 6th.—The fastness of the finish, which will not go off under the Tailor's iron.
- 7th.—Its peculiar adaptability for all Lining purposes, Waistcoat Backs, Skirts, Corsets, etc., whilst the strength, brilliance, and permanence of the finish makes it of special value for Dress Foundations and Linings.

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

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

PATTERNS WILL BE SENT ON APPLICATION.

Dyed and Finished  
only by

## GEORGE ARMITAGE, Limited

To whom the Canadian  
rights of the above patents  
have been assigned.

WATER LANE DYEWORKS,  
BRADFORD, ENGLAND.

**PATON'S  
ALLOA  
KNITTING  
WOOLS**

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

**CAN BE RELIED ON**

to give maximum satisfaction  
in Knitting and Wear.

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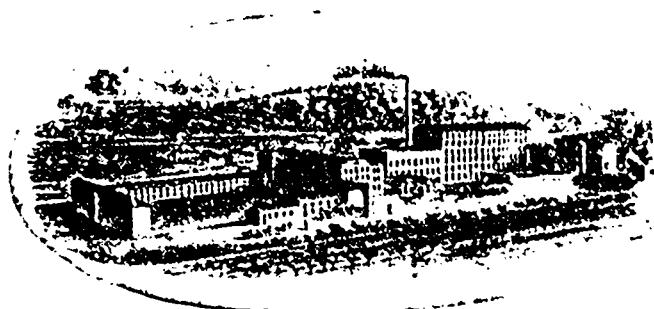
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Scotch Fingerings,  
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Shawl Wools.

Cable Cord and Soft  
Knitting Worsteds.



**WOOLS MADE SPECIALLY FOR  
HOSIERY AND GLOVE MANUFACTURERS.**



**HOLLINGS MILLS, SOWERBY BRIDGE, ENGLAND.**

Agent for Canada:

Wholesale Trade only supplied.

**JOHN BARRETT, 12 St. Nicholas Street, Montreal**

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**Dent, Allcroft & Co.**

**GLOVE MANUFACTURERS**

**LONDON: 97 WOOD ST.**

**NEW YORK: 15 & 17 GREENE ST.**

**PARIS: 30 RUE DES BOURDONNAIS**

Worcester, Brussels, Grenoble, Prague, Naples.

Skin Dressing Yard: OTTIGNIES, Belgium.

Agents in Canada:

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**MONTREAL**

## SPRING 1900.

Our travellers are now on their respective routes with the finest collection of **Ladies' and Children's Jackets, Suits and Capes** ever shown in Canada. "Over 450 Styles." In addition, we carry a very large range of samples of **German Hosiery and Gloves, English, German and French Laces and Curtains**, all direct from the manufacturers.

**J. E. SNIDER & CO.**  
5 KING ST. WEST, - TORONTO

## Mantles, Costumes, Skirts, etc.

Canadian Buyers will always find the very latest Novelties in Ladies' and Children's **SKIRTS, BLOUSES, JACKETS, MACKINTOSHES, CAPES, etc., etc.** in our showrooms. Special attention is being given to the requirements of the Canadian Trade, and we will be glad to show our samples, and learn your needs.

**CORBY, PALMER & STEWART**  
39, 40, 41a St. Paul's Churchyard, LONDON, Eng.

## WREYFORD & CO.

ROMAINE BUILDING, King Street West  
(Between Bay and York)

Wholesale Men's Furnishings and Underwear

DR. JAEGER'S SANITARY WOOLEN SPECIALTIES.

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**TRESS & CO.,** Manufacturers  
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High-class Hats and Caps,  
Ladies' Walking Hats.

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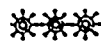
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Shirts, Collars, Dressing Gowns,  
Neckwear . . . . .

"Military" Red the new shade.

SPRING SAMPLES NOW READY.

## Pewny's Kid Gloves.



Latest Styles,  
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Best Qualities,  
Fresh Stock,

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

All orders will receive prompt and careful attention.

**S. Greenshields, Son & Co.**

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

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Manufacturers' Agents and Indent Merchants.  
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We are prepared to handle with advantage:

Galateas,	Flannelettes,
Denims,	Flannels,
Shirtings,	Underwear,
Cottonades,	Drillings,
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Coatings, Worstedes, Woolens.	

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# TO THE FRONT.



## Louis Hermsdorf's Fast Black

has forced its way to the front year after year,  
until to-day it is the favorite everywhere.

It has never been more popular  
than it is at present. . . .

*The Orders of  
the Retail Houses  
show it.*

**Remember** to write it in the order  
that every pair of im-  
ported black hosiery is to bear the stamp,

*Louis Hermsdorf  
Dyer*

AMERICAN  
BUREAU OF  
LOUIS HERMSDORF.  
78-86 Walker St.,  
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*Louis Hermsdorf  
Dyer*

LOUIS HERMSDORF.  
Chemnitz,  
Saxony, Germany.

# The Brock Company, (Limited)

*Cor. Bay and Wellington Sts.*

**TORONTO**

**Cold**

...and...

**Wet  
Weather  
Goods**

**Knitted Wool Goods**

**Cashmere and Wool Hose**

**Warm Gloves and Mitts**

**Arctic Underwear**

**Two special lines of Men's**

**Ribbed and Fancy Striped Underwear**  
**15% below regular price.**

**FLEECE COTTON HOSE and HALF-HOSE.**

**OVERCOATINGS**, comprising the latest designs in WHIPCORDS, COVERTS, CHEVIOTS, MELTONS, BEAVERS, LLAMAS, etc.

**WATERPROOF GARMENTS and UMBRELLAS.**

Four different qualities of **WHITE and GREY BLANKETS** in all weights.

**HORSE BLANKETS** from the **LOWEST** quality to the **BEST**.

Our stock of these lines is at present very complete, and orders forwarded at once through our travellers or by letter will be filled promptly.

# THE CANADIAN DRY GOODS REVIEW.

VOL. IX.

MONTREAL AND TORONTO, OCTOBER, 1899.

No. 10.

## 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.

### A New Line Each Week.

fabrics, etc.

It is advantageous, if possible, to be always receiving something new and different from what you have in stock, even if the goods are received in small quantities.

I once knew of a store which made its entire reputation (and finally grew to be quite a success), from the fact that every Wednesday morning some new line of goods was shown. The proprietor of the store made it a business to order something fresh and nice every week in first one line and then another; possibly each week receiving only one or two different things at the most. He made it a point that every week there should be something new to show the customers, even if he had to keep some of the goods received the week before, done up in the original packages, until the following Wednesday, when he wished to open and display them.

The people in the city in which the store was located grew to look for this as a regular feature. Every week they expected that there would be something new at the store, and they always came in crowds to see the new thing, whatever it was, and to buy.

As the dry goods stores of to-day handle so many different kinds of goods, this is a much easier thing to do than in a store where only one or two kinds of merchandise are carried. For instance, one week you may open up a fresh shipment of fans, the next week, a fresh shipment of dress goods, etc., taking in each stock, one at a time.

### Remember the Accessories.

I noticed a lady not long since who bought her dress goods in one store and then went across the street to buy the linings and trimmings. Someone asked her, in surprise, why she did not buy all the items at the store in which she bought her dress goods, and she replied: "Why, I never thought of it." She had evidently been in the habit of buying her trimmings and linings at this particular store, and it never once occurred to her that she might get

It is a great thing for any dry goods store to get the reputation of always having something new on hand in the way of new styles, new

the same things with the dress goods without the trouble and waste of time of going elsewhere.

Now, if the clerk who waited on her for the dress goods suggested in a pleasant way, that, possibly, she might want something else to go with the dress goods, and mentioned over the necessary articles which the store carried to complete the costume, he might have made an extra sale, which, under the circumstances, this house lost. In the very largest stores in great cities it is sometimes almost impossible for the clerks to always mention to dress goods buyers that the other necessary requisites for the dress were to be had in the same house, but, in most medium-sized places, and, in fact, in the majority of dry goods stores in the country, this plan of selling goods by special mention will work to great advantage.

It is always well for the dress goods clerks to have some very definite idea in their minds as to just what articles are necessary to be used in making up the costumes. The purchasers of dress goods very often do not know themselves just what they will need, and will probably depend upon their dressmakers to purchase the findings, etc., for them. If the dress goods clerk, or someone else in the store, is well posted on this subject, and will use his knowledge for the benefit of the customer, it will very often lead to a profitable sale, which is now being lost.

### Misapplied Humor.

It is a very bad practice, which is persisted in by some ill-natured clerks, to make side remarks about customers to whom they have just failed to make a sale. This is one of the evil practices which will be more disastrous than any other form of discourtesy that could be offered the customer. No matter how cranky a "looker" may be, or how much trouble she may have caused the clerk, it is the salesman's duty, in every case, to try to have the customer leave with a favorable impression rather than with a bad one.

Some clerks, very thoughtlessly, will make the remark, after a customer has left them: "Well, I didn't think she was going to buy, anyhow." Such remarks are, nine times out of ten, overheard by the customer, or, if they are not heard by the person about whom they are made, they are many times heard by other customers, who know that the clerk would probably say the same

**PROGRESSIVE STOREKEEPING—Continued.**

things about them. This is a practice which cannot be too greatly condemned, and one which the dry goods merchant should use every means in his power to utterly root out of his business. It is true that shoppers are very often unreasonable, and very often cause an unreasonable amount of trouble, but what are the clerks employed for if not to go to any trouble necessary to please the patrons of the store?

Another remark which a clerk has been heard to make when the customer, in leaving, stated that she would probably call again, was to this effect: "All right, I'll put it down on the slate." This is a very insulting remark, and is just the same as if a customer were told that she was lying when she said that she intended to come again. Any salesmen or saleswomen who wish to make anything out of themselves, or wish to be thought well of, either by their fellow clerks, their employers, or by people in general, will avoid all discourtesy of every kind, particularly casting such slurs as these upon persons whom they have failed to please. It ought to be rather a source of mortification and disappointment to a clerk that the customer should leave without purchasing, and a regret that they have not succeeded in pleasing, if there is to be any feeling at all in the matter.

**The System of Special Rewards.**

The system of giving cash rewards to clerks who sell certain lines of goods is one that is very generally practised in the dry goods stores of the United States. A certain line of goods which may not be selling just as rapidly as it ought is marked with a premium. That is, the clerk who makes a sale off of this piece of goods is allowed a cash prize of so much a yard, or so much a piece in making the sale. This is a spur to the clerk to extra endeavor to try to dispose of the goods.

There have been a great many criticisms of late years for and against such a system; some persons urging that it is the only way possible in which old or slow-selling goods could be worked off, while others urge that it is not an honest practice either to the salespeople or to the customers, in that it causes the salespeople to neglect other lines and devote themselves entirely to shoving these undesirable goods, and that it also frequently leads to selling the customers something which they do not want.

This system is possibly one of the best which has yet been devised to accomplish the end for which it is intended, but still it is not as equitable a one, either for the house, the salesman, or the customer, as the one which might be put in practice after the following plan:

There is a certain large department store which every Monday morning has the head of each stock go through the department and pick out all the goods which need pushing. These goods, or samples of them, are laid out on the counters and the manager or someone else in authority passes around and inspects the goods and allots to each salesperson a certain portion of these goods upon which they are to make special endeavors during the week to effect a sale. Each salesperson is then required to make a memorandum of just what goods have been allotted to them as specials.

During the week each sale that is made on these lines must have the sale ticket marked with the word "special," and at the end of the week each salesperson is required to furnish a summary of about how many specials of each class he has sold. The office keeps a record, in a book designed for the purpose, of all the specials which each salesperson has received instructions to sell and on which they have succeeded in effecting a sale. Upon this record, which very accurately shows what endeavors, or rather what successes the clerks have made in disposing of specials, the standing of the clerk in the store is determined. The clerk who desires

promotion or an increase of salary must show a good record selling specials.

This method not only spurs the clerk to sell the goods as rapidly as possible, but at the same time it does not put any unnecessary expense upon the firm and allows them to give the customers the benefit of any reduction which they may make, rather than allowing a premium to the salesperson, as is common in the P. M. system. I do not claim for this special system that it is perfect in every particular, or that in all cases it will take the place of P.M.'s, but in many instances it can be used to much greater advantage, and it certainly is free from all the disadvantages which are attached to the plan of making the clerks interested in a money way in the sales which they may make.

The greatest objection which I can see to the P.M. system is that it must be kept absolutely secret from the customer. No lady is apt to be very well pleased if she finds out at the time, or afterwards, that she had purchased goods, on which the store had offered a premium to the clerk for selling. She is liable to think that the firm are trying to sell her something which is not desirable.

Again, it very frequently happens in a house that refunds money or has a credit system that goods are sold and the P.M. is paid to the clerk, but the goods are afterwards returned to stock. This gives the clerk the benefit of the sale, without the firm deriving any advantage from it. In this special system it cuts no figure whether the goods are afterwards returned and credited or not, as all that is desired is to see that the salespeople have done their duty in selling the goods.

**THE TRANSPORTATION QUESTION.**

One of THE REVIEW'S recent visitors was Mr. A. M. Payne, Canadian representative of Faudel, Phillips & Sons, London, Eng., who has traveled nearly all the way by water from the Old Country to Toronto. He was much impressed by the facilities for navigation afforded by the portions of our canal system which were seen by him for the first time. In the course of conversation, our visitor, who has made the transportation question a sort of hobby, propounded the rather bold idea that the time was ripe for a bounty on Canadian imports and exports between Canada and Europe when carried by exclusively Canadian routes. Most Canadians would regard a ten years' annual subsidy of \$750,000 for a fast Atlantic service as a sufficient step in this direction, but, in the event of further delay with this long talked-of project, such a proposition seems worthy of some consideration. There can be no question as to the humiliation to Canada's interests involved in the fact that, in spite of the vast sums lavished in canals and railways within the Dominion, such a preponderance of the carrying trade of the country should be so manipulated as to give the go-by to our national highways. Whether the pseudo dollar and cent view of this matter should outweigh the Canada first aspect of the case is possibly an open question. As each successive season rolls on it is becoming more evident that the shipping and mercantile interests in our Winter Atlantic ports are beginning to be much embittered at the turn affairs have taken in stifling their progress by diverting across the border the transportation business for which the Canadian taxpayer has bled so freely.

**CUSTOMS DECISIONS.**

The Board of Customs at Ottawa have given decisions as to rates of duty in the following cases: Cotton sail, duck, white, grey, when to be used for boats' and ships' sails, 22½ per cent.; fur tails (being fur twisted in imitation of natural fur tails), 15 per cent.; for skins, wholly or partially dressed, not provided for in the free list, and sewn only into plates, without being fashioned, lined, or otherwise advanced in manufacture, 15 per cent.

# OUR TRAVELLERS ARE OUT ON THE SORTING TRIP.

We have several **new ranges** of Black Dress Goods to show you.

ALSO

something **new** in low priced Checks and Stripes in coloured Dress Goods.

We have a large range of Costume Cloths and some Costume Tweeds **at old prices**, secure them while they last.

Do not be afraid to buy ahead, trade prospects warrant you doing so.

Our Travellers have samples with them for many lines of goods for Spring 1900 that you should place orders for at once.

We bought early, placing large orders to get the lowest prices possible.

You can profit by this by ordering now.

~~~~~  
**BROPHY, CAINS & CO.**

23 St. Helen Street,

\_\_\_\_\_ MONTREAL



## 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."

### ABOUT BACKGROUNDS.

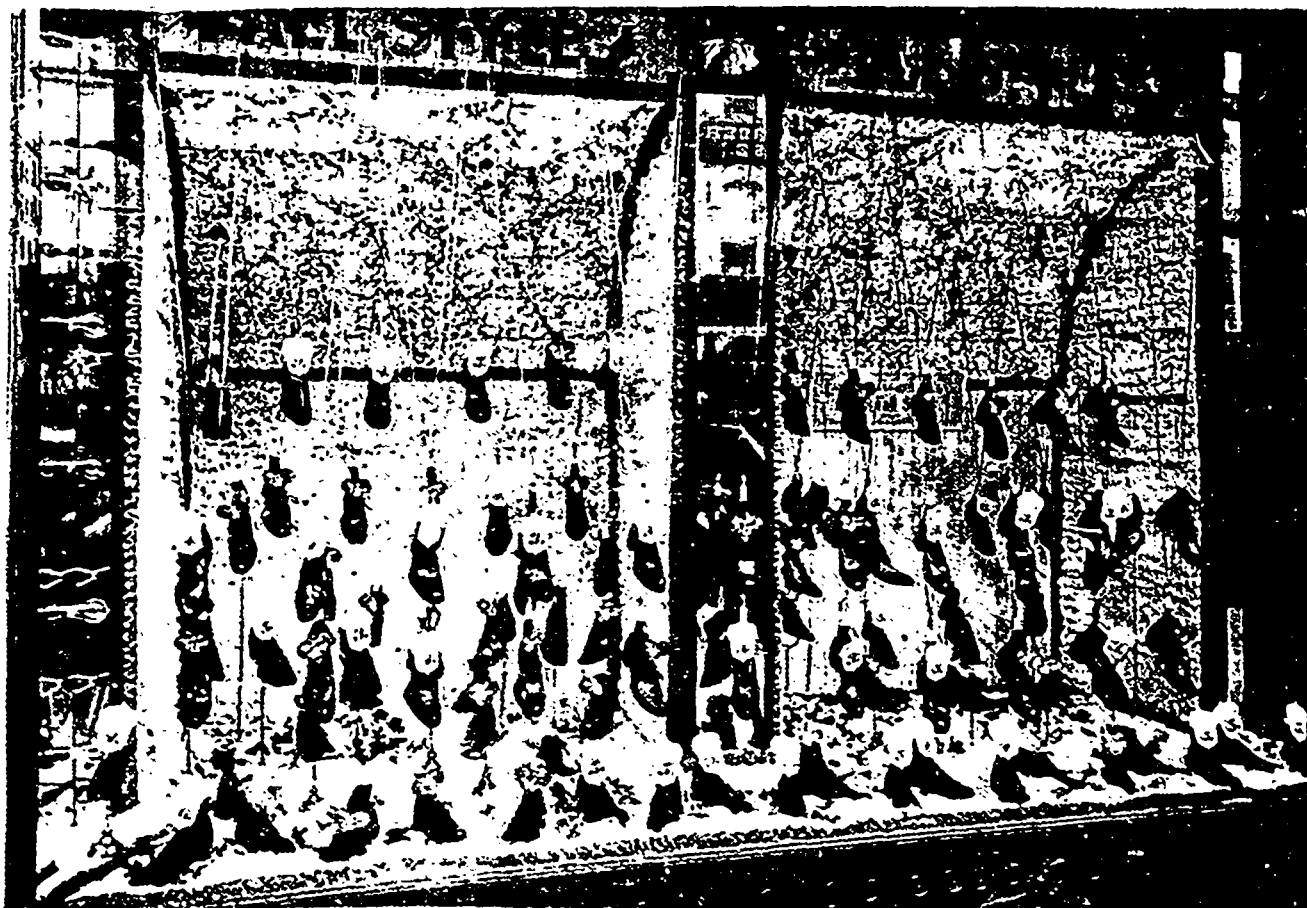
**N**O matter how artistic a window display may be, it loses half its effect if not suitably backed.

The background affords relief to the trim, and is as necessary

excellent and necessary thing, no doubt, but the up to date store window is too valuable to be reserved entirely for such purpose. If the only means of obtaining light is from the show-windows the merchant will find it much cheaper to illuminate the store by artificial means than by giving up his best advertising medium for so trivial a purpose.

With some lines of goods a compromise may be effected by boxing the window half way up and using the remainder for lighting purposes.

Jewelry, crockery, notions, drugs, glassware, millinery and shoes may be well arranged in such a window, but the most successful merchants use the entire window for selling purposes and resort to other means for lighting the store.



A BOOT AND SHOE DISPLAY.

as the scenery to a stage-setting or the sky-line to a landscape. It completes your picture and frequently attracts the eye sooner than the goods themselves. Therefore, too much attention cannot be given to backgrounds.

The subject naturally leads one to a consideration of proper methods of boxing a window, for, without a substantial framework, it is impossible to produce good backgrounds.

Many merchants object to any boxing whatever, claiming that it shuts out the light from the interior and arguing that the principal object of the window is to give light to the store. Light is an

Many merchants in large cities have their windows backed with hardwood finished off elaborately with panelings, mirrors, etc., and as handsomely finished as a piece of fine cabinet work. Thousands of dollars they spend in this manner, but these merchants are very short-sighted and the result has been eminently disappointing.

One merchant said (a few months ago), "We've graduated from cheesecloth backgrounds, they're a back number now. Look at our handsome panels and mirrors, they're so much richer than your old cloth backings." A few days ago I noticed the windows

were puffed and draped in cheesecloth, etc., and found on inquiry that the reason for coming back to cheesecloth, etc., was that people were tired of looking at the same paneled background time after time. If they had not made a change the passers-by would in time pass it without a glance.

The trims must have constant changes in backgrounds, otherwise the results will not be satisfactory. The best way to box a window is to build a solid back and sides of one-inch boarding, with a door at one corner large enough to admit the usual merchandise shown. As to roofing it, that is a matter of opinion. I prefer the solid roof when circumstances permit.

#### CHEESECLOTH

has been in use for a long time, and still continues to be the best material for puffing, draping and pleating windows with. Its advantages are that it is to be had in all shades, is easily worked, and is cheap. Its disadvantages are that in most colors it fades quickly, and, unless used with care and artistically draped, it is too coarse to use as a foil for rich goods. The most sensible material for backing when rich goods are being shown, is plush or upholstery materials or heavy dress goods. These hang in rich folds, do not fade (in most cases) or wrinkle, they show no pin marks, and may be put back in stock after using and sold at their original prices. In other words, there is no loss in using a better material, and, therefore, no expense if it is kept in stock for sale. The most important point in backgrounds is the blending of colors.

#### A SHOE DISPLAY.

THE REVIEW has been requested by a reader of its columns to insert a shoe display. The illustration is a good shoe selling

window, and, while it may be a little too large for some houses, it can be carried out on a smaller scale. A few Autumn leaves scattered throughout a Fall show display heighten the effect greatly. Every boot should have a neat price card attached.

THE REVIEW requests correspondence on the subject of window-dressing, and if any of its readers would like any particular display illustrated, pertaining to almost any line of goods, THE REVIEW will be pleased to find an illustration of same and reproduce it. We also solicit criticism on any of the articles written under the heading of "Window and Store Decorating," so that we may correct and better any particular point.

One of the hits of the season was made by a shrewd boot and shoe dealer on Yonge street, Toronto. His window is a small one, not over three feet deep and four feet wide. The back of it is a mirror, the inside is finished with old gold felt. Plate glass gives a view from the other side and the front of the small display made within. On the floor of the window, covered with felt similar to that on the wall, were arranged seven pairs of boots. In the foreground, a pair of stout walking boots with rubber soles were arranged to show the sole of one boot and the upper of its mate. Beside them, a card about 8 x 6 inches bore the statement. "These soles don't slip on the slippery banana peel." Instead of writing the word "banana," a space had been cut out of the card board of sufficient size to hang a banana by small ribbons. The same idea was carried out with the other six pairs of shoes. The cards were. "'Lettuce' show you these boots at \$5", "'A 'pear' of these elegant shoes for \$3.50"; "'Beet' these for \$4—impossible"; "'A 'peach' of a shoe, \$4 for two"; "'No 'corns' where these boots are worn \$3.50"; "'We'd like to 'cabbage' your order for these boots for \$5."

# KNOX, MORGAN & CO.

... **W**<sup>HOLESAL</sup>  
DRY GOODS

Hamilton, Ont.

*Shawls*  
*Shawls*  
*Shawls*  
*Shawls*  
*Shawls*  
*Shawls*



## Shawls

*Special Offerings this month.*

KNITTED SHAWLS, at \$4.00, \$7.00 and \$9.00 per doz.,  
in Cardinal, Pink, Cream, Grey, Black.

QUEENSLAND WRAPS, at \$1.00 and \$1.25, <sup>two Special</sup> <sub>Sailors.</sub>

BLACK MELTON SHAWLS, at 55c., 75c. and 90c.

VELVET and REVERSIBLE, at 65c., \$1.25, \$1.50, \$1.65  
and \$2.25.

DOUBLE LONGS, at \$2.25, \$3.00 and \$4.00, in Green and  
Red Clans, also Greys, Assorted Tape and Fancy Borders

Let us send you a small sample lot to select from.

Our styles and values are right.

We have special makers on these goods, and for the past two seasons our trade in Shawls has been phenomenal.

A SHARE OF YOUR TRADE SOLICITED.

## PLANS FOR BUILDING A NEW STORE.

Hints and Suggestions which Merchants May Copy or Adapt.

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

THE former articles have been devoted to the plan of a building situated at the corner formed by the intersection of two streets. The same plan can easily be adapted to the requirements of any detached building.

But, it is when we come to those stores that are situated in blocks, which is the case generally with buildings devoted to such purposes in cities and towns, that we find some difficulties to contend with in adapting the space at our disposal to the demands of the problem to be solved.

It will be readily seen that the most essential thing to be considered in the store that has only its front and rear exposed to the outside view is the question of light. The difficulties to contend with increase and decrease in proportion to the relation of depth to frontage. In the majority of cases the average street front is from 25 to 30 feet, and the depth varies somewhat according to localities.

In the problem under consideration, the building on the ground floor has practically only two side walls, the front being one large window, and the rear wall is also generally pretty well filled with window openings. The front of the building will consist of a mass of wall for the upper storeys and great void on the ground floor. As light is what is required, and plenty of show-window besides, the only visible supports are at each side of the front, at the point where the division walls mark the distinction between the different properties.

Now that steel has entered to such an extent into building construction, the difficulties of carrying walls without piers have been completely overcome. In a frontage of 30 feet, the only apparent support will be the pier formed by the division walls, and it is often constructed with steel columns and cased with wood or metal. At each side of the doorway, which we will suppose is in the centre, will be two small steel columns to support the beams carrying the wall above. The rest of the space is, therefore, available for glass. In the latest style of work, there is little or no woodwork used in the form of sash, the glass being fitted into a frame at the top and bottom and fastened at the angles where the pieces come together by means of clamps, as shown in sketch.

The upper portion for a depth of several feet in height can be fitted with Luxfer prisms, which have already been referred to. These diffuse the light, and, at the same time, reflect it so that it can be thrown for a very considerable distance. It will be safe to say that, with windows at front and rear, having the upper portions fitted with prisms, the light will be sufficient in all cases, except where the depth of the building is greatly in excess of its frontage. In such cases, it will be necessary to resort to skylights or light-wells.

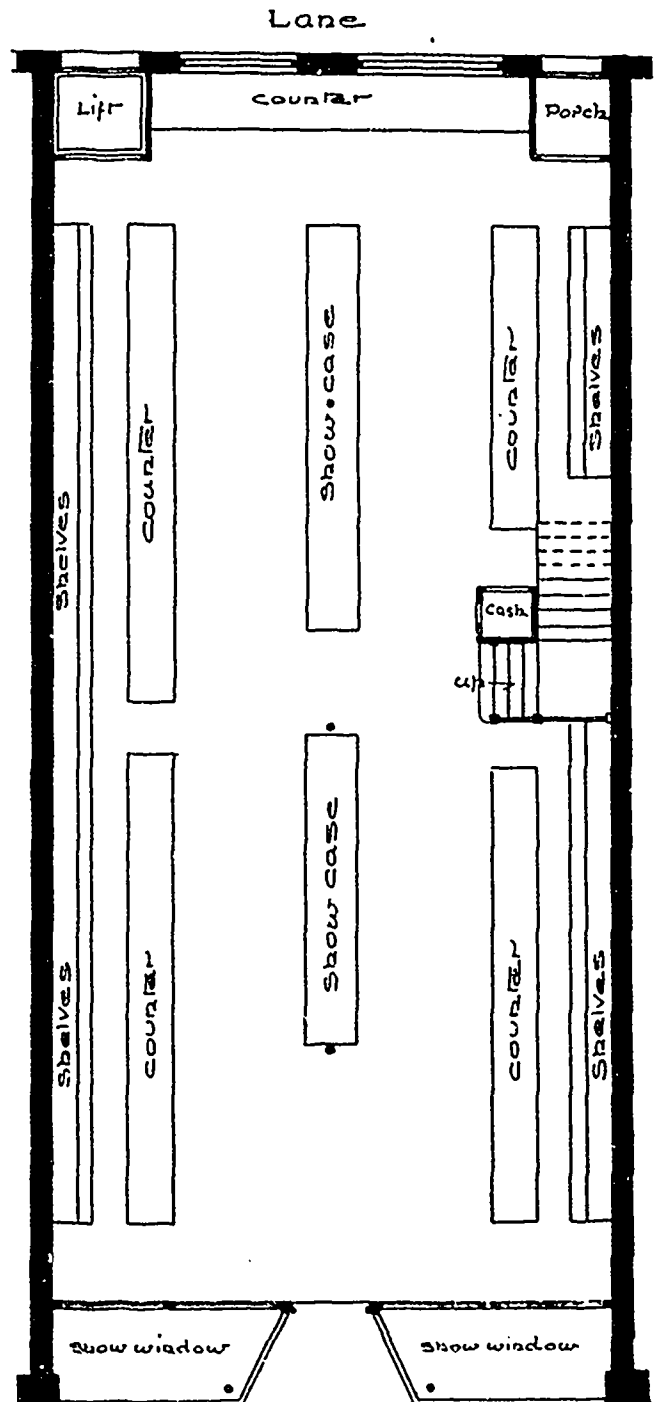
In regard to laying out the interior, the same general principles apply in the present case as for the former problems.

It will be necessary, of course, where the building is deep and narrow, to confine the arrangement of the fittings, such as shelves and counters, to the side walls, leaving the space for the public in the centre. If there are several floors in use, the staircase should be placed near the centre, with the elevator convenient of access, but, as before stated, not too close to the staircase.

The plan accompanying this article shows a suggestion for the treatment of a store plan on a lot of 25 or 30 feet in width, this being

the average width of smaller stores in cities and towns. Of course, the smaller stores, such as, for instance, the one shown in the sketch, are, as a rule, devoted to one line of trade, and two floors will be the most that are occupied for such stores.

There are a great many stores that with slight alterations can be brought up to modern requirements, but the nature of the alterations depend largely upon the requirements. The suggestions that have been offered in these articles could be followed more



Plan of Store on 30 ft. Lot. Scale, 1/2 in. = 1 ft.

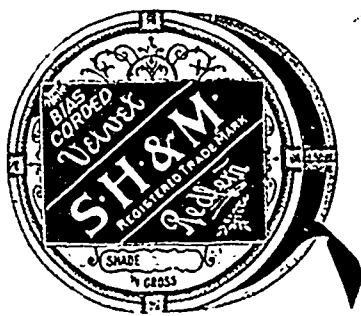
In the United States the **S·H· & M·** Bias Velveteen Skirt Bindings have attained a larger sale than all other Skirt Bindings taken together. . . .

## WHY ?

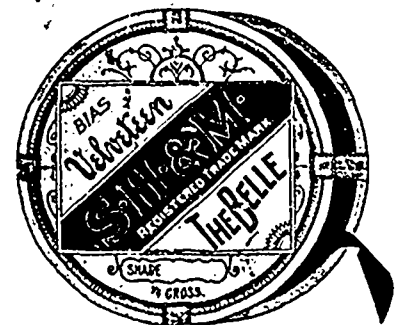
Because they are made from Velveteen woven expressly for the purpose, are cut on a true bias, and are put up ready for use at a price which is cheaper to the consumer and more profitable to the merchant.

There is no reason why Canadian Merchants should not find as ready sale for the **S.H.&M.** Bias Velveteen Skirt Bindings as their U. S. brothers, and we call attention to the several lines which we carry in stock at our warehouse in Toronto.

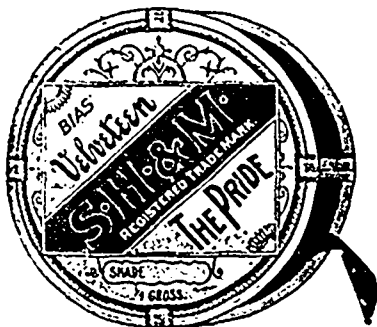
"S.H.&M." stamped on the back is a guarantee of quality.



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



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



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



S.H. & M. WATERPROOF CORD EDGE.

# The STEWART, HOWE & MAY CO.

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

Manchester, Eng.

24 FRONT ST. WEST, Toronto, Ont.

**PLANS FOR BUILDING—Continued.**

or less in making alterations, subject, of course, to the modifications determined by the requirements of each individual case.

It would hardly do to end these short articles without saying a little about the important matter of heating, although the average business man is more familiar with this subject than the questions that have already been discussed.

The system of heating to be adopted depends, to a great extent, upon the climate. In those latitudes where the Winters are pretty severe, steam and hot water have given the greatest satisfaction. In moderately-sized structures the hot water system works well, but in large buildings steam of late has taken the place to a great extent of the former.

It is very desirable in large stores, where there are often a great number of people congregated together, to give particular attention in the matter of ventilation, and for this purpose fresh-air inlets should be placed in the side-walls about ten or twelve feet from the floor, and the foul-air outlets should be in the floor or in the wall near the floor level. Of course, it will be necessary to have the fresh air warmed in cold weather, and for this purpose it must be brought in over pipes heated by steam or hot water, as the case may be.

In the smaller stores, where the hot-air system is used, the fresh air can be brought in as above suggested, that is, by placing the inlets, we will say, in the four corners of the room to be heated. The foul air registers should be in the floor, and from one to two registers will be sufficient.

In the case of very large stores, the following suggestions might be followed: The thickness of the flooring should be increased to about 12 inches, and a complete system of horizontal flues carried around in this space, a portion of them being used for discharging fresh air at the proper temperature through the ceiling into the rooms to be heated, the other portion to be used for the removal of foul air at the floor level. Each department should be provided with its own users; the air should be warmed, by means of exhaust steam, in one large central coil, and forced through the store by means of a fan run by a steam-engine, so arranged as to give a very wide range of speed, since there are times when the flow of air must be very greatly increased, in order to keep the store in a proper condition. The exhaust system should also be handled by means of a steam fan. Direct radiation should be used in the toilet, with exhaust flues and fans for removing the foul air, and direct radiation should also be used in and around the vestibules. In general, there should be one exhaust and one heating outlet for each 200 square feet of floor area, but better results would be secured by putting one for each 150 square feet.

In conclusion, it is hoped that, while these few short articles have not dealt fully with many details connected with the subject of store planning, some suggestions have been offered that may be of assistance to some business man in solving the problems he may have to deal with at times, always bearing in mind that no definite rules can be laid down for his guidance, owing to the necessity of studying the requirements of each problem separately.

**HAVE REMOVED.**

Boulter & Stewart, manufacturers of all kinds of ladies' and children's ready-to-wear garments, have again been compelled to enlarge their premises. They have taken the four storey building at 13 Front street west, which they have had fitted up in the most improved manner for the turning out in first-class style of the lines they manufacture. They devote the first floor to their offices and sample-rooms, the whole being generously illuminated with clusters of electric lights. A visit to their new premises will be a treat to any buyer.

**BRIEF NEWS OF TRADE CHANGES.**

IN ALL THE PROVINCES.

C. S. Purdy, general merchant, Great Shemogue, N.B., has been succeeded by Purdy Bros.

A. W. Hay, general merchant, Lower Woodstock, N.B., has been succeeded by D. W. Matheson & Co.

The Coaticook Woollen Mill Co., Coaticook, Que., have dissolved, and Philip H. Armitage has registered as proprietor.

James McNab, dry goods dealer and milliner, Dartmouth, N.S., is advertising his business for sale.

M. Anderson, general merchant, Shedden, Ont., has sold out to C. L. Stafford, who takes possession on October 1.

Gray & Parker have opened a dry goods store in Simcoe, Ont.

V. & F. McKibbin have started as dry goods dealers and milliners in Simcoe, Ont.

Temple & Bolton, general merchants, Napinka, Man., have dissolved. W. H. Bolton continues.

Wiebe Bros., general merchants, Rosenfeldt, Man., have sold out to L. Goldstein.

Alex. Russell, general merchant, Belwood, Ont., has removed to Elora.

P. J. Murray, general merchant, Hickson, Ont., has sold out to T. J. Loveys, who takes possession on November 1, 1899.

The McGregor Manufacturing Co., clothiers, St. Thomas, Ont., have been burned out; insured.

Broderick & Son, merchant tailors and men's furnishers, St. Thomas, Ont., have suffered slight damage by fire and water.

Cousins & Wilson have commenced as general tailors in Montreal.

Cardinal & Co., tailors, Montreal, have dissolved.

Copartnership has been registered by Jas. E. Roy only under the style of George T. Smith, dry goods dealer, Halifax.

John Watt, of John Watt & Son, merchant tailors, Hamilton, is dead.

H. S. Bowden has started in business as dry goods dealer in Pembroke, Ont.

Baird Bros., dry goods dealers, Smith's Falls, have removed to Brockville.

Larocque & Lefebvre have opened a men's furnishings store in Montreal.

Lounsbury & Porter have opened out as general merchants in Woodstock, N.B.

Hemenway & Co., general merchants, Carman, Man., have admitted J. M. Walker.

Laurin & Smith, general merchants, Pointe Gatineau, Que., have sold out their dry goods stock.

The Bruce Manufacturing Company are showing a very fine assortment of tams for children. Ox-blood colored leather makes a very pretty article. Duck in all colors, soft and wire, and also with ornamental braiding; crash, both wire and soft, combination linen and felt, and velveteen with gold and silver braids over the top, are some of the taking lines which they are sending out. An exceedingly pretty tam is the "Scottish Queen"—all velvet, with a tartan underbrim. The addition of a feather gives quite a stylish appearance. The goods most sought for are likely to be in ducks, crash and linen, as this has been the American style lately. Soft pique tams are made with separate lining and band, so that the cap can be washed without injury. Wire crown felt, with star underbrim, is selling well; also tams with anchor on underbrim, gold and silver braid and buttons on top, with large pompom.

# McIntyre, Son & Co.

13 Victoria Square,

Importers of Dry Goods and  
Manufacturers' Agents.



MONTREAL.

## Dress Goods

The latest novelties for autumn.

## Linens

The most complete assortment in  
the Dominion.

## Smallwares

A large variety from the most  
reliable makers.

## Silks

High-class novelties. New Shades.

## Velvets and Velveteens

Black and colors.

## Linings

Ferguson's Percalines and linings  
are the best.

## Muslins and White Goods

a specialty.

Best made  
in France.

*Trefousse* Gloves

Best sold  
in Canada.

Careful attention given to Letter Orders.

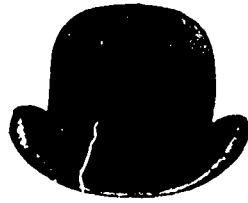
TORONTO OFFICE :

25 COLBORNE STREET.

WINNIPEG OFFICE :

McINTYRE BLOCK.

# Hat, Cap and



# Fur Trade.

## The Spring Straw Trade.

Satisfactory reports continue to be made of the hat trade, both in retail and wholesale circles. The retailers are now placing Spring orders, and the indications are that they are going to be larger than last year. The wholesale houses report the sorting trade quite good.

The Spring samples of straw hats are now on view. There is a large range this year, especially in ladies' goods. The English boaters are shown in rustic and fine braids, white, mixtures and combinations, trimmed with ribbons and fancy bands. These will retail from 25c. up. There are also some very nice things in straw rough-riders, plain and fancy straws, tartan trimmed and quills. In this line there are goods to retail from 50c. up.

Men's straw hats show again a large proportion of rustic straws, but the tendency in the city trade is believed to be towards fine braids again. The full range of English golf caps combine some very natty things for the men's trade, although there is seldom much change in English goods of this class. The Canadian-made golf caps are shown with peaks and braids, while some are lined with the new mercerized cottons, which are now made so much to resemble silk effect.

A novelty is a blue yachting cap, the under body of crash with a cloth cover, so that, by removing the cover, the cap can be worn in either cool or hot weather. It retails for 75c.

In tans, there are some pretty things in colored pique combinations. Some fancy silk caps with flannelette backs are among the novelties of the season.

## The "No Hat" Craze.

This past Summer, the habit of men going about day and night without any headgear at all was noticeable both at Canadian and United States Summer resorts and watering places. It is a silly fad, a passing fancy which can never spread to any extent, although it seems to have got as far as England, a London correspondent having observed that, at a recent masculine function in the evening, the men came hatless and overcoatless. It was a hot Summer in England this year, which may account for the vagaries of a few men. On this continent, however, the Summer weather was, as a general thing, cooler than usual, so that the "no hat" man could have his fling without much danger of a stroke. The average Summer sun on this continent does not permit of bare heads, so the chances are against the continuance of the practice.

## Hat Trade Notes.

The demand for silk hats is reported better by manufacturers than at any time during the past five years, indicating better times and the disposition to dress accordingly.

The Hat Review records that the import of English felt hats into the United States has declined in the following scale. 1895,

19,500 dozen; 1896, 20,100 dozen; 1897, 8,700 dozen; 1898, 3,500 dozen.

James Coristine & Co., Limited, Montreal, are out with a handsome catalogue of high-grade furs. If you have not received one, write.

The novelty hat brush is going to be quite a striking feature of the hat trade next year. It is a small brush, with a straight aluminum handle, which can be carried inside the hat, and is intended for dealers to present to their valued customers free. As it is a nice-looking article and cleans the hat, it would be appreciated. A. A. Allan & Co., of Toronto, are handling this novelty.

## The Fur Trade Booms.

The advance in the price of skins and the large orders placed for furs with importers and manufacturers make the situation in Canada an interesting one this season. Skins, since March, have gone up in price from 15 to 50 per cent. and the supplies on hand have about come to an end. The demand has been so exceptional that no importer could be blamed for not providing beforehand, and the fact seems to be that there are more orders than goods to fill them. Even the commonest grades of skins have much advanced in price; grey lambs have gone about 40 per cent. in advance; Persian lambs about 10 per cent., while, as to the finer goods, it is hard to state exactly what the advance may be, the furs being no longer in first hands, but being held by those who may, under existing conditions, put their own prices on them. The fur manufacturers in Canada also find labor hard to get, so that dealers who are disappointed in getting supplies may be sure they are not the only people caught short.

There is no doubt that the dealer who has been in the habit of making complaints, or whose claims are unreasonable, will not get as much satisfaction in the present situation, when goods are hard to get, as when he could dictate terms.

From New York the news comes, according to Cloaks and Furs, that a certain scarcity in some domestic and imported specialties has developed, and prices for those articles have about doubled over early figures. Some of the furs, says the same authority, which have been dead or neglected for years are likely to be taken up when every other article has reached a high latitude, with this inevitable result that those holders who have paid storage and icing charges for a number of years will take advantage of the first rise in price, and just about the time when their last skins are sold the inevitable rise will find them bemoaning their hard luck.

## The Seal Catch.

According to Pacific Coast advices the Behring Sea sealers are not having a very good season. One vessel has returned to Victoria with only 54 skins to show for a Summer's work. Owing to desertion of the

# A. A. ALLAN & CO.

Wholesale Manufacturers

## HATS



## CAPS and



## FURS

LARGE PREPARATIONS FOR THE

### FALL AND WINTER TRADE OF 1899.

Our specialties in English Hats are "Wakefields," "Sackvilles," "Leslies," "Starlite," "Excelsior." These names are a guarantee for excellence of quality and nobby design. Mail orders will receive prompt attention. Inspection invited.

**51 Bay Street, Toronto.**

# "Maritime" Wrappers

Special Patterns and Designs  
for the Sorting Season.

## Quick Deliveries Assured.

### TRY US.

**The Maritime Wrapper Co., Limited**

WOODSTOCK, N.B.

Ontario Agent: J. H. Parkhill, 46 Toronto Arcade,  
TORONTO.

ARE YOU   
INTERESTED IN

# Hats?

Note that our representative will call upon you  
this month with

## Spring Samples

Without exception this comprises the

**CHOICEST RANGE  
LARGEST ASSORTMENT**

**BEST VALUES** we have ever submitted to the Canadian Trade.

# James Coristine & Co.

LIMITED.

Importers and Manufacturers of  
Hats, Caps and Straw Goods.

469 to 475 St. Paul St.,  
MONTREAL.



**HATS AND CAPS--Continued.**

crew, and from other causes, this vessel had an exceptionally poor catch. The catches of such vessels as this sealer fell in with are thus reported:

|                       | Skins. |
|-----------------------|--------|
| August 4—Penelope     | 28     |
| August 8—San Diego    | 280    |
| August 8—Beatrice     | 178    |
| August 11—Anoka       | 411    |
| August 12—Arietas     | 480    |
| August 12—Dora Seward | 475    |
| August 25—Victoria    | 770    |
| August 25—Hatrice     | 650    |

No seizures or accidents to the fleet are reported. Owing to the proposed Quebec Treaty having failed, the absolute closing of the Behing Sea waters to independent sealers is indefinitely postponed.

**Trimming a Hat Window.**

A window of hats must be arranged with some attention to taste and skill to have any distinction at all. Many displays are just commonplace. The hats are there, that is all you can say of the window. By devoting some pains to the work, however, a good general effect can be secured. Writing in Gibson's Haberdasher, G. D. Harding, of Hawes', New York, has some advice which is to the point. Reflected light from across the street often causes difficulty with the display, and a remedy for this, he says, is "in the pulling down my window shades half way from the top. Hats do not need a brilliant light, and thus the half-light my windows get with the lowered shades answers admirably for any display. In fact, the subdued light suggested is better in every way for the exhibition of hats of several different shades, and it is decidedly more agreeable to the eyes of the chance observer outside, and he is the man you are after. If you can attract many people to your windows and induce some to enter the store, you have accomplished the result for which thousands of window-dressers are striving.

"It has been found that cheesecloth makes a good bottom for a display window, and any color can be selected to suit the dresser. But the choice of color should be carefully made with a view of harmonizing the general tendency of shade in the goods shown. I have used white or cream color for the bottom and bright red for the sides, and with excellent effect. The ordinary upright individual metal display stands may be readily utilized for a hat window. A heavy plate-glass plaque may be laid upon the stands, here and there, for gloves and the like.

"A well-equipped dresser will study the situation to the end that the principal hat is so placed that it will catch the eye of the passing man fully fifteen feet away. Place but few hats in the window—half a dozen may be sufficient in most cases, and when only three or four are shown the very prominence of these few units causes them to become all the more attractive. One hat in a big window will draw a crowd all day long, but I do not advise going to that extreme.

"Of course, every hat window should have a back mirror of the very best plate glass whose edges may be concealed with cheese cloth or whatever material is used in backing and grounding the space. At least one hat should be so placed that it can be seen from three directions, while the mirror will help out the rear view.

"Two or three canes or umbrellas or crop sticks or golf sticks, tied with a ribbon, often help to give effectiveness to a window. Several golf caps can be used to fill with excellent results.

"Never place one hat on another, as the effective display of both is immediately destroyed thereby.

"I will admit that it is more difficult to make a strong window with six or eight hats than with fifty, but, by perseverance, it will be found that half a dozen units can be readily manipulated and will be more satisfactory than ten times that number.

"Change the dressing of the window every day, or at least some part of it. This is important."

**The Bishop****NATURAL LEATHER****Fur Robes and Coats**

— FOR 1899

are guaranteed to be the best goods, for the money, in the world. Similar goods are made from skins that come off from the same animals, but all skins used by The Bishop Company are Indian tanned or dressed by a process similar to the old Buffalo dressing and used only by The Bishop Company.

All our dyed skins are dyed by a process known only to ourselves, which absolutely does no injury to the fur or leather. The natural color and dyed skins used by The Bishop Company in manufacturing robes and coats will retain their strength, softness and pliability for a lifetime, and will be just as good at the end of twenty-five years as they are when first prepared. The fur, in time, with hard usage, may wear off, but the leather will last, practically, forever.

There are no robes or coats in the world made from these skins which have these advantages, except those manufactured by The Bishop Company. If you want the best article for the money that can be found in this or any other country, buy only the Bishop goods and be sure their name on silk label is found on the article you purchase, whether robe or coat.

These goods are for sale by all the leading jobbers of Canada and the United States.

**The J. H. BISHOP CO.**

SANDWICH, ONT., CANADA.  
WYANDOTTE, MICH., U.S.A.

FOR XMAS 1899 and NEW YEAR 1900 TRADE

# The Morse & Kaley Mfg. Co.'s

**GOODS HAVE NO SUPERIOR.**

The leading jobbers of British Columbia, Manitoba, Ontario, Quebec and Maritime Provinces carry stock. Ask for

*Morse & Kaley Silcoton*

*Morse & Kaley Silcoton Embroidery*

*Morse & Kaley Turkey-Red Embroidery*

*Morse & Kaley Knitting Cotton*

*Victoria Crochet Thread, etc., etc.*

## Robert Henderson & Co.

DRY GOODS COMMISSION MERCHANTS...

181 and 183 McGill St., MONTREAL.

### *Don't Lose Your Head*

*...Because Times  
...are Good*



THE temptation, with business booming, is to be indifferent to the small economies that make for complete success in business.

Don't neglect the goods on your shelves that are now unsalable because shelf-worn, faded or off-color. They can be made to represent gold dollars to you, if you send them to these works to be dyed and finished.

We excel in the cleaning and dyeing of feathers and plumes, and make thousands of dollars for the merchants of Canada every year. You are sure to be satisfied with our work.

WRITE FOR BOOKLET AND TERMS.

### **R. PARKER & CO.,**

**DYERS AND FINISHERS.**

HEAD OFFICE AND WORKS.  
787-791 Yonge St., TORONTO.

## Carpets, Curtains and Upholstery.

### RUGS THAT WON'T BURN.

PROF. THOMAS B. STEELMAN, of Stevens Institute, Hoboken, has been making some experiments, says The Carpet Journal, recently along the line of chemically treating wood, draperies and rugs, so that they will resist combustion. In one of his experiments, he soaked a lot of chemically-prepared shavings in alcohol and then applied a match to it. The alcohol at once blazed up, and the shavings were immediately in the midst of a fierce fire. When the alcohol had been consumed, the shavings were left unscathed. Two blocks of wood, one in its natural state and the other fireproofed, were thrust in the flames. The natural wood quickly burned up, while the fireproof stick smoked a little but refused to take fire.

Prof. Steelman has had equal success in his treatment of draperies and rugs, and claims that this treatment does not affect the decorative qualities of the articles in question.

### A REMEDY FOR CARPET BUGS.

A preparation which is said to be always fatal to carpet bugs is made, according to a correspondent of The Carpet Trade Review, as follows: Mix one ounce chloride zinc, one ounce alum, three ounces salt, two quarts water, let stand over night in covered vessel. In the morning pour into another vessel without the sediment. Dilute with two quarts water and apply by sprinkling carpet, about a foot in width, as bugs seldom get farther from the wall than that distance. I use a small whiskbroom to sprinkle with. The mixture will not stain the most delicate colors.

Winter clothing wrapped in paper that has been previously sprinkled is safe from the ravages of the little pest. I believe any remedy must be used year after year to be effectual. I am sure that the housekeepers who do their cleaning in March and April fail to find the bugs that come later. Closets gone through in July, on a warm, sunny day, will hardly be troubled with bugs. The zinc is a poison, and must be kept out of reach of children.

### THE MAKING OF JAPANESE RUGS.

The materials used in making Japanese rugs are hemp, jute, cotton, wool and silk, the two latter separately and in combination. They are made on upright hand-loom, which vary from 3 to 24 feet in width. The pattern is worked from the front. This is largely a "home" industry, there being no large factories, only one or two employing more than 100 hands each. Kobe is the centre of the rug-making district. In the neighborhood of Osoka and Hogo there are some 2,000 establishments, which employed in 1896 about 13,000 females and 5,000 males, and produced some 3,000,000 square yards of rugs, at prices ranging from 6½ to 20 sen (1 ½ d. to 5 d.) per square foot. The countries from which Japan imports hemp and flax for making rugs are the Philippine Islands, British India, China and Great Britain.

### CLEANING CURTAINS.

It always pays to have a frame of light wooden strips to dry curtains on. It should be the exact size of the curtains, so that they may be stretched on it when wet and dried in this way. Tack a strip of strong cloth on all sides of the frame, and pin the curtains evenly to this strip at the bottom, top, and sides. Or they may be

basted to it, though this is more troublesome. Almost any variety of curtain can be washed by the method given, says The Carpet Trade Review.

Before touching the curtains, make a strong soapsuds of hot water, in which a tablespoonful of borax has been dissolved for every gallon of water and half a bar of soap shaved and melted for every tubful of water. Put the curtains in this water. Souse them up and down, and then soak, well covered, over night. The next morning examine them, put them through a wringer, and throw them into fresh soapsuds. Souse them repeatedly, and scald them in a clothes boiler, and rinse them as carefully as possible in two or three rinsing waters. If they are white, blue them a little, but bleach them by laying them on the frames on the grass. If they are creamy in color, dry them in the house, and use a few table-spoonfuls of strong coffee to preserve the yellow tint.

### THE CARPET INDUSTRY IN CANADA.

By Mr. James P. Murray, Toronto.  
Concluded.

### Artistic Designing.

The foregoing remarks on designing for carpets enforce the thought of the value in designing in a general way. Ornament is the result of designing. Selecting a design should bring forth the individuality of the chooser, as it does in the selection of poets, painters and authors. Individuality is shown in our homes, many of which would be more harmonious if the taste of the home-maker remained true to itself, but fashion and friends interfere, frequently ending in the worst combination of ideas and designs.

In a short article recently from the pen of Mr. Leslie Jones, head of the designing department of The Toronto Carpet Manufacturing Co., he says: "When looking closely into any beautiful design we are filled with an admiration that we are forced for the moment to dwell in the inner courts of true art. Looking at it we naturally study it in detail. We compare it with other worthy designs, searching for its greatest features, and from this point study the whole design, till at last we fix its standard and rank its value as a work of art with others we have seen. Going deeper into it we examine and analyze the forces and undercurrents of power there lie in a great piece of work. There is something more than the mere existence of form and color, even if arranged to the perfection of the laws of ornament which defy all errors. Take two designs precisely the same in character, by two different artists, both designers' work could be termed excellent, both true to the character of form and the laws of ornament. Yet, one has something the other has not. Surely there must be something more of the soul of the designer in it that finds its way in a mysterious manner into the design. All the knowledge of the styles of ornament from the ancients to the present day amounts to little when compared with this creative genius which flows from the soul. There are various forces at work which give life to a good designer. Energy itself is a great force, but it must have a creator. The one force of the human soul which sets all others in motion is the desire to learn and know. So with the designer, beginning a piece of work, he strives for the lines that give him satisfaction, and, from the first stroke of success, his real energy comes into force. One true stroke of the pencil or brush reveals light for a second truth, and so on till the soul of the designer is illuminated and its full power brought to bear on the work."

Continued association by a people with a certain art develops the highest point nearing perfection.

Thus, we find the Swiss noted for wood-carving, the Hungarians

# Geo. H. Hees, Son & Co. - Toronto

**HAVE THE PICK OF THE MARKET.**

**71  
Bay  
St.  
Toronto**



Special attention given  
to Mail Orders  
and inquiries for  
estimates, etc.

**SEE OUR NEW  
ILLUSTRATED  
CATALOGUE.**

## KINDLY

Allow our travelers when calling on you to exhibit our New Samples of

**Lace Curtains and Nets,  
Furniture Coverings,  
Tapestry Curtains and  
Tapestry Table Covers,  
Chenille Curtains and  
" Table Covers,  
Upholstery and Decorative Fabrics,  
Sash Curtains and  
Upholstery Supplies,  
Linen Velour Curtains and  
Piece Goods.**

## 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.**



You are cordially invited  
to visit our Sample Rooms:

**71 Bay St.**

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

**TORONTO**

**CARPETS AND CURTAINS—Continued.**

for music, Italy for its painters, and so on. It is time, then, for Canada to give more attention to her industrial art schools, if we are to be known as a people having a natural impulse to produce artistic designs and manufactures.

Having, so far, touched on most of the features of carpets, it may be of interest to learn of the growth of this industry in Canada, as represented by The Toronto Carpet Manufacturing Co.

This company, although not the pioneers, may be considered as being the first mill that really put carpet manufacturing in Canada on a dignified footing. Previous to their formation the fame of Canadian carpets was not high, and the wares placed on the market by this firm had a very hard, uphill fight for recognition. The merits of the goods, however, soon established a name, which has been the secret of their great success. Commencing business in 1891 with only three looms running, not many months elapsed till the demand for their one quality, "The Maple Leaf Brand," necessitated a very extensive increase in the plant. It was then decided to further extend and produce all the grades of the ingrain trade. Larger premises were taken, and the number of looms increased to 22. Art squares were now added to the line, and soon this branch had grown to extensive proportions.

Early in 1892, the manufacture of axminster carpets was commenced, this, probably being the first time chenille axminsters were made by power looms on this continent. That it proved an acceptable carpet is evidenced by it being necessary to increase the number of looms for its manufacture in six years from three to 40.

In 1893, a very good exhibit of their carpets was made at the World's Fair at Chicago, the following being the wording of the judges award on their axminster carpets. "New principles in fabrication, imparting unusual stability and weight to finished product. Tenacious grasp of pile obtained by exceeding care in the process of tying in the formative knots, numbering 100 to the square inch. An improved method of backing, which insures evenness of foundation and grateful wearing qualities." (An award was also granted for ingrain.)

Rugs of various sizes are also made in this axminster. Owing to the merits of the carpets made by this firm the demand for them grew to such an extent that it was necessary to double the entire ingrain plant, including the art squares. Even with this very much enlarged capacity it was found impossible to fill all the orders, and the idea of building an efficient mill in a suitable locality, large enough to again double the capacity, was given mature consideration. Carefully studying out the various advantages of different towns, the merits of Toronto as a manufacturing centre were so many in excess of all other places that a site was chosen within easy access, but free from the dust and smudge of a crowded section. All the latest ideas and most approved methods were introduced, the result being the model mill of Canada. Situated on the corner of King street and Fraser avenue, surrounded by open grounds and gardens, every advantage of pleasant surroundings will tend to further improve the skilled employees.

The main mill is a four-storey structure, the size of which is 50x200 feet inside dimensions, built in the most modern slow-burning mill construction, using Southern pine posts and girders, 3-inch pine plank floors, overlaid with maple flooring boards, the roof being supported on heavy trusses which are covered with 3-inch planking.

There are two elevators in brick enclosed shafts, also two stairways in brick enclosed shafts, one of which has no direct connection with the building, the connection being made by means of iron balconies. Adjoining the mill at the north end there is an annex or wing building, the size of which is 40x67 feet. This

building is the same height as the main mill, the first floor being used as offices and a showroom. This is fitted with all modern conveniences, and finished in hardwood.

To the south of the main mill is located the dyehouse, 35x100 feet, storage-house, 35x100 feet and dryrooms. The dyehouse will be fitted up with the most modern appliances for dyeing purposes. The floors will be cement and will drain into a large duct running through the centre of the building, which will empty into a settling well at the end of the dyehouse, this being connected with the drainage system. Adjoining the dyehouse there is also the dyer's office and storage for drugs. This storage house is also provided with a cement floor, the drying-rooms being on the second floor over the storage-house. There will be an elevator running from the storage house to the drying-rooms. The different buildings, where they join or connect, are provided with tin-lined fire doors of the most approved pattern.

The power plant for the building is located in the yard to the west of the main mill, and consists of a boiler-house 40 feet square, a pump-house, engine-house and machine-shop. These are all brick buildings which communicate, and are provided with tin-lined fire doors in the communicating walls. In the boiler-house there are located two (2) large horizontal tubular boilers, with the necessary feed water pumps, heater, etc. In the pump-house, adjoining the boilerhouse, there is a 750-gallon a minute pump. The engine is a 200 horse-power Brown automatic cut-off engine having all the latest improvements. The main drive is by a vertical shaft erected in the centre of the main mill.

The heating of the building is by Webster's vacuum system of the latest and most approved type. The buildings will also be lighted by electricity, which the company propose installing in the near future. They are also provided with the latest improved sprinkling system throughout. In these extensive premises will be installed over 150 looms, engaging the services of over 250 people. Twelve qualities of ingrain, four qualities of art squares, four qualities of axminsters, axminster rugs, two qualities of smyrna rugs and smyrna whole carpets will comprise the list of carpets manufactured by the company. The smyrna rug manufacturing, having been started a year ago, has developed to very extensive proportions, and the demand for these favorite rugs throughout Canada is now being supplied nearly altogether from this mill.

As a closing paragraph to these references to carpets, which have necessarily to be brief, perhaps a few returns of importations of carpets, taken from the Government Blue books, may be used to show the effect on the trade of their progress :

|           | Union Ingrain. |          | Wool Ingrain. |          | Rugs.<br>Value. |
|-----------|----------------|----------|---------------|----------|-----------------|
|           | Yards.         | Value.   | Yards.        | Value.   |                 |
| 1896..... | 140,442        | \$37,765 | 24,856        | \$37,808 | \$82,000        |
| 1897..... | 166,309        | 18,388   | 53,634        | 24,203   | 68,500          |
| 1898..... | 8,952          | 2,997    | 28,287        | 14,458   | 64,000          |

The exhibit of cottons made by Messrs. William Parks & Sons, Limited, at the St. John Fair last month attracted general attention as it deserved to do. The goods were exhibited on multi colored pyramids surmounted by a gay streamer of red, white and blue, and consisted of fancy shaker flannels, dress gingham, bleached cotton, saxony flannelettes, foulards, yarns, warps, twine and hose yarns. These were all of their own make and as specimens of home manufactures cannot be surpassed by anything of the kind. Standing on its own merits and not having any peculiar features to catch the public attention it speaks well for the quality and reputation of these goods that so many stopped to examine and inquire about them. Mr. Wetmore, who had the exhibit under his care, found that many persons from the country were both interested in the goods, and in the fact that they were of native manufacture.

# 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.

# Empire Carpets

SPRING  
...1900

We are now busy on our new designs for Spring trade. We want to make the last year of this nineteenth century the best in our history.

With this object in view, we have arranged for the largest range of advanced designs and colorings we have ever shown.

Our line for the coming Spring trade will, in point of value and variety of designs and coloring, be second to none on the road.

Our Travellers will be Out Early.

THE . . .

# Empire Carpet Co.

ST. CATHARINES, ONT.

# The Guelph Carpet Mills Co., Limited

## FINE BRUSSELS, WILTONS AND INGRAINS

which appeal to the most discriminating buyers. 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. . . . .

OUR SAMPLES ARE READY.  
OUR SALESMEN ARE OUT.

WAIT FOR THEM.

**The Guelph Carpet Mills Co., Limited**  
GUELPH, ONT.

# W. TAYLOR BAILEY

—MILL AGENT—

## Upholstery and Drapery Fabrics.

Upholstering Goods  
 Drapery Fabrics  
 Lace Curtains  
 Frilled Muslin Curtains  
 Printed Lappets

## Window Shades...

Our latest addition will be a full stock on hand of STANDARD HAND-MADE OPAQUE SHADE CLOTH, in 50-yard lengths—leading Colors and widths. Also plain, dado, laced and fringed Window Shades, mounted on Hartshorn Spring Rollers.

The New Factory for the GRANBY WINDOW SHADE CO. was completed at Granby, P.Q., on May 1st. We have adopted the latest American improvements, and we are now making Shade Cloth equal to the best on the market.

27-29 Victoria Square, MONTREAL.

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

are combined in . . .

## *Perfection Brand Comforters Cushions and Tea Cosies*

See the goods and  
 be convinced.



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

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

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

Our **Wool-filled Quilts** are cheap and comfortable.

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

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

## CANADA FIBRE COMPANY, Limited

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

**MONTREAL.**

**PROPOSED RETAIL TRUST IN THE UNITED STATES.**

**T**HE New York dry goods trade is discussing the report of an effort to establish a union of retail dry goods stores throughout the country. The first move in the plan mentioned was to incorporate, under the laws of New Jersey, The Mercantile Reorganization Company, with a capital of \$100,000. This company, it is said, is simply preliminary to the securing of options on retail dry goods stores and the formation of a parent company which shall have a supervising interest over all of the plants entering the combination.

Some persons formerly connected with the late firm of E. S. Jaffray & Co., dry goods jobbing importers, are interested in the new proposal, and one of them, S. A. Haver, on being interviewed, said: "It is true that we intend to form a combination of the smaller dry goods stores throughout the country. We intend to take in those in towns of 20,000 or more, but, as yet, our plans have not been fully matured. As far as outlined, we expect to offer the dry goods merchant cash for half his equity in his business, and expect him to take the other half in stock of the new company. It is my personal opinion that, if we secure options amounting to \$10,000,000, we will be justified in forming a company with a capital stock of at least \$50,000,000. We cannot guarantee the cash to the retailer until we are certain that we can float the company, and the stock, which will be offered to the public, is taken. We do not know whether to have the stock underwritten, but have no doubt that there will be plenty of financial institutions which will be glad to undertake the project.

"Under the arrangement which we propose to make with the retail dry goods merchant he will remain as free an agent as before. It will be to his interest to build up the business, but he will be relieved of all financial responsibility, as we shall do his financing for him. It will be necessary for us to employ a corps of supervisors who will keep in close touch with the methods and needs of the individual merchant and will advise him concerning commercial matters. We shall demand frequent reports from the merchant, and shall have the power to say what amount is to be spent in the conduct of the individual business.

"It will be necessary for us to have a plant from which the goods will be distributed. The retailer will not have to pay for his merchandise—we will do that for him, and will virtually consign all goods to him. It will be necessary for the retail merchant to discontinue his credit business, and he will be able to sell for cash, as he will be on a level with the city department store. We shall be able to effect great savings by having a central buying agency, which will buy on better terms than the ordinary merchant can command. We shall buy direct from the manufacturer, who will undoubtedly find it to his interest to become a stockholder in the new company. Of course, the heads of these stores will be retained as managers, who will be guaranteed a salary and a certain proportion of the profits, according to the amount of stock held. We shall not be ready to secure options for 30 or 60 days, but when we commence the work will progress rapidly."

The New York wholesale importers say the plan never would work, and is quite impracticable.

**YARNS STILL ADVANCING.**

A representative of THE DRY GOODS REVIEW was, the other day, shown a number of letters and cablegrams from English and German manufacturers, in all of which prices were quoted at a considerable advance over a month ago. In one instance, an English letter, dated September 8, named prices which were considered out of reach by the trade here, but a letter since received, dated September 16, puts the price up another 1d. per lb. This advance is principally on fine yarns; poorer grades continue steady, but firm.

**IT WAS THE ALASKA**

that took the order for one thousand Down Quilts from a Toronto Dry Goods House against the closest competition.

**IT WAS THE ALASKA**

that introduced and advertised the "Puritas" Wadded Comforter, which is now a household word throughout Canada.

**IT WAS THE ALASKA**

that took up the campaign against "shoddy" filled comforters as being unfit for use

**IT WAS THE ALASKA**

that furnished the Mattresses, Pillows and Down Cushions for the new R. & O. Steamer "Toronto," the Chateau Frontenac, the Place Viger Hotel, the Banff Hotel, the Royal Victoria Hospital, and numerous other institutions.

**IT IS THE ALASKA**

that leads the trade in Comforters and Cushions, and the list of their customers comprises the complete list of up-to-date Dry Goods men in Canada.

**IT SHOULD BE THE ALASKA**

you see or write to, and if you decide to have Down Cushions and Down Quilts that sell themselves,

**IT WILL BE THE ALASKA**

that books your order and ships the goods promptly on time.

Call, address, or telephone

**THE ALASKA**  
**FEATHER & DOWN CO.,**  
Limited,  
290 Guy St., **MONTREAL.**



## BUSINESS AT THE PACIFIC COAST.

NEWS OF INTEREST TO THE TRADE

**T**RADE at the Pacific Coast is in a satisfactory condition. The receipts of gold from the Yukon the past few months have been large, and a considerable portion has been invested in business in Victoria and Vancouver. Retail business in these cities is now larger than in past years. Payments are good.

One year ago New Westminster was almost wiped out of existence by the disastrous fire. To day the city is flourishing, and visitors comment upon the remarkable way in which it has risen from its ashes. The town is better laid out, fresher, cleaner, better built than ever, and there is a total absence of those old buildings to be seen even on the leading streets of large cities that remain eyesores long after the surrounding structures have been improved to keep pace with the importance of the place. Fire made a clean sweep, and New Westminsterites were able to accurately gauge what was wanted in the way of buildings, and exactly what the business of the city could stand.

It is understood that the Canadian Pacific railway intend to put on a fast freight service between Eastern Canada and the Kootenay country, via the Crow's Nest line. Freight will be carried on a train to be known as the "Pacific Coast Bullet," which will run from Fort William to Laggan in 93 hours and 55 minutes, and to Kootenay Landing in 100 hours and 10 minutes. It will leave Fort William at 2 p.m., central time, and reach Laggan at 10.15 p.m., mountain time, and Kootenay station at 5.30 a.m., mountain time. The company is also arranging a similar service for the Pacific division.

Great interest is taken in the decision of The Gault Bros. Co., Limited, of Montreal, to establish in British Columbia a branch of their extensive wholesale dry goods business. Their new warehouse is in the handsome block on Hastings street, Vancouver. It occupies the upper flat and basement of the Johnson & Kerfoot block, each floor being 55 x 90 feet, and the lighting being especially good. The warehouse is lighted by electricity and has a modern elevator. The stock and fittings are the equal of any wholesale showroom in Canada, and the convenient office, counting-room and shipping floor complete a thoroughly equipped establishment. The British Columbian branch is under the joint management of F. W. Chapman and Chas. Parsons. Mr. Chapman has been hitherto with the company in Eastern Canada, part of the time as one of their travelers. Mr. Parsons is well known to the trade of Western Canada, being the pioneer traveler of the house in British Columbia.

Mr. Gordon Drysdale, of Vancouver, has returned from an extended business trip in the East. Mr. Drysdale visited Toronto, Montreal and New York, and was absent for five weeks.

Dunlap, Cook & Co., of Amherst, N.S., have opened a branch in Vancouver for their fur goods.

Miss Walker, formerly of Toronto, has arrived in New Westminster, and will take charge of Mrs. W. Rae's millinery department.

At last meeting of the Vancouver Board of Trade a letter was read from Charles Raymond, glove and mitt manufacturer, Montreal, asking for information as to opening and inducement for the establishment of such industry in that city.

Scougale Bros. and J. Stark, the dry goods merchants of Cordova and Hastings streets, Vancouver, were lately victimized by a cheque forger. The name appearing on the paper is Martin Hanson.

It is believed that he has gone to Seattle. At J. Stark's Hanson purchased several articles, and in payment presented a cheque drawn on Fred Allen, flour and feed merchant, of Water street, for \$23, receiving the goods and change in return. Scougale Bros. store was next visited, purchases made, and a similar check for \$20 presented and accepted as before. The transactions took place after banking hours on Saturday, and it was not till late on Monday that the cheques were suspected. The handwriting on the cheques was practically no imitation of Mr. Allen's handwriting at all.

The Canadian Bank of Commerce has opened a branch at Fort Steele.

George A. Eastman has been appointed trustee, vice James Good, of Gain & Roy, general merchants, Cascade City.

George Bell & Co., general merchants, Enderby and Revelstoke, have given up their Revelstoke business and have opened at Nelson.

T. P. Campbell, general merchant, Kitchener, has sold out.

Miss Huxtable has recommenced her millinery store in Alberni.

R. S. Gallop, general merchant, Kaslo, has removed to Windermere.

The Wallace Miller Co., Limited, clothiers, etc., Nelson, have opened a branch at Greenwood.

Veith & Borland, general merchants, 150 Mile House, have been succeeded by The Cariboo Trading Co.

The Wynkoop-Stephens Trading Co., Limited, have been incorporated, and have taken over the general business of Wynkoop & Stephens, in Phoenix.

George Clements, has started as tailor in Vancouver.

John J. Devlin, of Scott & Devlin, dry goods dealers, etc., Vancouver, is dead.

The Imperial Bank of Canada has opened a branch in Golden.

S. Greenshields, Son & Co. have removed from the premises recently occupied by them on Hastings street, Vancouver, to their new warehouse in the Burns block, Cordova street, foot of Homer street, where they have opened up a complete stock of dry goods in all departments.

### COTTON GOODS.

**T**HERE have been some slight advances in many lines of cottons of late, but in no case do these advances equal the rise in raw materials that has been going on for nearly a year past. There seems to be an idea on the part of many buyers that prices will fall again after the first of the year. They argue that the higher prices will bring about an overproduction, and that as soon as this takes place, or when increased output brings down the price of raw materials, there will be a slump all around. There is danger that whoever acts upon this idea may be doomed to disappointment. The reason that prices on finished articles have not been advanced in proportion to the advance on the raw materials is that many manufacturers, foreseeing the advance, stocked up heavily, and are still selling goods made from materials bought at the lower prices. Those who had not the nerve or commercial acumen to buy for future use, must needs sell at ruling prices, or not sell at all. But the time must come, and will come soon, when these reserve stocks will be exhausted, and then these large producers will enter the field to buy raw materials. As surely as there is a law of supply and demand, prices will again jump, and then will come an advance all along the line that will surprise some people. If stocks are kept down in the expectation of buying cheaper after the first of the year, purchases will be made at much higher prices. The early bird catches the worm. This is especially true in times of prosperity and business activity.

# WHITEWEAR...



for **JANUARY SALES**

With larger premises, more machines and additional labor, we can assure our customers of prompt deliveries for

**SPRING 1900.**

New York, Toronto, and Montreal retail houses have made a great success of their January Sales of Whitewear.

**WHY DON'T YOU TRY IT?**

Mark your orders for December delivery, advertise your sale, we will send you the electros.

Our travelers will call upon you shortly with our full Spring Line.

**Whitewear**

**Blouses**

**Wrappers**

**Dress Skirts**

.. and ..

**Boys' Blouses**

**GALE M'f'g Co.**

18, 20, 22, 24 Mincing Lane

... **Toronto**

Give us a call when in this market.

P. H. BURTON, President.

R. W. SPENCE, Vice-President.

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

OF TORONTO

Limited

Successors to CALDECOTT, BURTON &amp; SPENCE.

## Dyers, Finishers and Converters of Dress Goods and Silks Importers of Specialties.

**Every Fabric that Makes a Dress.**

**Every Article that Trims, Lines or is used on a Dress.**

All Bradford, French or German Dress Goods that can be dyed in the piece, we buy in the rough grey state as it leaves the loom. Dye and finish it ourselves, according to the taste and wants of our Canadian people. Celebrated for the past 21 years for Gloves, Hosiery and Underwear, Ribbons, Laces, Veilings, Notions, Novelties, Smallwares.

**For the Sorting Trade.** The sorting trade has been very good so far. We are well prepared for it in all our special lines. Prices in Europe are well maintained, goods are not easy to get, makers are full of orders, independent and uniformly behind in their deliveries; we have been late too, but now our stock is complete.

## FOR SPRING 1900 IMPORT ORDERS

Our Samples are about all to hand, and will be shown by our Travellers, or in our Warehouse all this month of October and during November.

We have placed large orders for Dress Goods, Silks, Gloves and Hosiery, in July, while business was between seasons. We could not do so well to-day by at least five per cent. We will be able to hold our Special Import Prices during October and November; we shall get early deliveries for the great bulk of our goods, and make large shipments in January. We shall be specially strong in Serges, Blisters, Figures, Amazons, Poplins and Plaids, Fancy Blouse Silks, Genuine Mercerized Sateens—Best Finish, Fancy Cotton Dress Goods, over 250 styles to select from.

**Tailor-Made Skirts and Underskirts. Thriving Department.** Good Styles, popular prices.

**Splendid range of Novelties in Gloves.** Complete collection of Cotton, Lisle, Silkette, Spun, Plated and Cashmere Hosiery, New Styles, Novelties. Canadian and Imported Underwear.

Your Import Orders will be much esteemed and carefully attended to.

Works: LIBERTY ST.

TELEPHONE 5291.

ALFRED BURTON, Manager.

Warehouse: 42 FRONT ST. WEST.

TELEPHONE 137.



The MacLean Publishing Co., Limited

President, JOHN BAYNE MACLEAN, Montreal.  
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CANADIAN BUYERS IN GREAT BRITAIN.

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

MONTREAL and TORONTO, OCTOBER, 1899

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

THE KNITTED GOODS MARKET.

THE story published in the daily newspapers that a union or working arrangement of certain large knitting mills in Canada was about to be consummated is not verified by any information available in the trade. A move of this kind is generally regarded as a sensible one, if it should be carried out, because it prevents the cutting of prices which is so apt to form a feature of the trade in Canadian goods of all kinds.

We often hear it said, that you never can tell, in handling Canadian goods, whether your competitor across the street may not have an identical article to yours and be asking 10 per cent. less for it. This unsteadies the market. It keeps up an expectation of

slaughter prices amongst consumers, so many people consider that a union of large mills is salutary rather than the reverse. Of course, the tariff on any class of Canadian goods is seldom high enough to enable any combination of mills to put up prices beyond a reasonable mark.

In fact, it is the low price of Canadian fabrics that most often occasions comment. It is said, for instance, that, considering the very great advances in raw wool, the Canadian woollen manufacturers have not advanced their prices to the extent rendered reasonable by the situation. They must have a good stock of raw wool on hand to keep prices on their present level.

Then, in the matter of knitted goods there has been a great deal of senseless cutting in Canadian balbriggans. These are excellent goods. They must, it is true, meet the German lines in price. But this should not warrant the price of any single line being lower than they were last year, in the face of a considerable advance in yarns. One line, we hear, was 25c. per dozen lower than last year, and, although prices must tend upward for the future, they are still low. The retailer is forced to sell single garments at ridiculous figures with little or no profit.

A BUOYANT MARKET.

The markets continue to show the same tendency towards advancing prices as they have been doing for several months past. As recorded elsewhere, the cotton trade fully expect higher prices, both from the advance in the raw material and from the stiffening of manufactured fabrics in the markets abroad.

The London wool sales, which took place in London last month, show a further advance in the price of fine wools, while the cheaper grades continue firm. Another advance in cashmere hosiery is expected shortly, and a large importer of these goods has shown us an intimation, which he got two weeks ago, warning him to expect a revised list of prices shortly.

Embroideries, during the last three months, have advanced about 30 per cent. The higher price for worsted coatings has already been recorded. German cotton hosiery, in fine gauge goods, has also advanced, with the probability of another move in the same direction, coarse grades remaining about the same. Lister's goods have not yet been advanced, probably owing to the extensive holdings of silk by such large manufacturers as these, but the German goods have gone up in price.

DOUBTING A RISE IN PRICE.

It is sometimes said of the retail merchant that he does not believe the stories of advancing prices. As far as the present season is concerned, there is not much ground for an opinion of that kind. At the same time, the retailer is not the only man who resists believing the stories of a rising market. The large importer also sometimes meets the European manufacturer with the complaint: "But we can't get the advances." Now, this is exactly what the retailer says. It is just as hard for the retailer to get the advances from the consumer as it is for the jobber to get them from the retailer. No man has a right to criticize another in this matter, since all are equally prone to resist the story of advances.

NEW PRICES IN CANADIAN OILCLOTHS.

In order to steady the market prices of Canadian oilcloths an agreement is being arranged between the manufacturers and wholesale buyers not to cut prices. Those who handle these goods will, in future, not sell, directly or indirectly, at prices below the regular list. The retail merchant may now be sure that his fellows in the trade are not buying on better terms than he is able to do. The terms in future will be four months, or cash less five per cent., while goods delivered after December 1 and prior to March 31 may be dated April 1. The last price list, which came into force September 23, is as follows:

CANADIAN TABLE, SHELF AND COTTON STAIR OILCLOTHS

|                                  |                        |              |        |
|----------------------------------|------------------------|--------------|--------|
| Fancy mosaics.....               | per piece of 12 yards. | 5-4.         | 6-4.   |
| " marbles.....                   | " " 12 "               | \$1 75       | \$2 60 |
| " woods.....                     | " " 12 "               | 1 75         | 2 60   |
| White marbles.....               | " " 12 "               | 1 75         | 2 60   |
| " muslin.....                    | " " 12 "               | 1 85         | 2 70   |
| Colored muslins.....             | " " 12 "               | 1 85         | 2 70   |
| Brones.....                      | " " 12 "               | 1 85         | 2 70   |
| Shelf oilcloth.....              | " " 12 "               | 11 in. wide. |        |
|                                  | " " 24 "               | \$0 53       |        |
|                                  |                        | 1 05         |        |
| Stair oilcloth, muslin back..... | 50 yard lengths.       | 15 in.       | 18 in. |
|                                  |                        | \$0 06       | \$0 08 |
|                                  |                        | 0 09         | 0 11   |

FLOOR OILCLOTH

|                                                                        |     |
|------------------------------------------------------------------------|-----|
| No 1 quality, in widths of 4-4, 5-4, 6-4, 8-4 and 10-4 per sq. yd..... | 3c  |
| No 2 .....                                                             | 23c |
| No 3 .....                                                             | 18c |
| C Quality .....                                                        | 45c |

MATS OR RUGS

|                                                             |                 |
|-------------------------------------------------------------|-----------------|
| No 2 quality in following sizes:                            |                 |
| 4-4 by 4-4, 4-4 by 6-4, 5-4 by 5-4, 6-4 by 6-4, 6-4 by 8-4, |                 |
| 8-4 by 8-4, 8-4 by 10-4, 10-4 by 10-4.....                  | per sq. yd. 30c |

CANVAS STAIR OILCLOTH

|                   |        |        |        |
|-------------------|--------|--------|--------|
|                   |        | Widths |        |
|                   |        | 2-4.   | 5-8    |
|                   |        | c      | c      |
| Canvas back.....  | 8      | 10 1/2 | 12 1/2 |
| Painted back..... | 11 1/2 | 14 1/2 | 17 1/2 |

CARRIAGE FLOOR OILCLOTH

|                             |    |                  |        |
|-----------------------------|----|------------------|--------|
|                             |    | In 30 yd. pieces |        |
|                             |    | 5-8              | 3-4.   |
|                             |    | c.               | c      |
| No 1 Quality, per yard..... | 23 | 28               | 32     |
| No 2 .....                  | 14 | 17               | 20     |
| No 3 .....                  | 12 | 14               | 22 1/2 |

The cash discount on above prices is 3 per cent in 10 days

WOMEN IN THE DRY GOODS TRADE.

There are several reasons to account for the way women come to the front in the dry goods trade. It is a class of business well suited to the sex, and they are probably more prominent in it than in any other single branch of trade. They are careful in handling goods; they have taste in matters of dress, and, they are, as a rule, to be relied upon as to promptness and steady work.

All the larger stores in Canadian cities and towns employ lady clerks chiefly. The confidential bookkeeper of a large retail firm is a woman, and a very competent and clever girl she is said to be. There are said to be prospects of lady employes being appointed buyers in general dry goods, as is already so generally the case now in millinery.

This is exactly following the tendency of things in the United States. A writer in one of the magazines deals with this question, and his views are well worth quoting. He says that a certain retail store in New York has the reputation of carrying a particularly fine line of laces at prices that cannot be matched in any other store. While in all other lines it has a "cheap" trade, it attracts the

most fastidious shoppers in their search for laces. The success of this firm in this one line is due to the fact that the store has the most discriminating lace-buyer in the city. This buyer is a middle-aged woman, who has followed her speciality for years with unvarying success.

This woman's success, while very unusual, is not difficult to understand. She knows better than a man what to buy; she has a first-rate business head. She can buy as closely as any man, and she has a keen scent for bargains. Her success has not been due to any special quality, but to a combination of business sagacity and enterprise and a constant effort to outstrip her competitors. This woman receives a salary of \$4,000 a year, and is absolute master of her own department, conducting it exactly as it pleases her. The proprietor of one of the largest stores in Chicago stated recently that, from choice, he employed women as buyers in many departments.

"It has come about in the natural course of events," he explained. "We have between 2,500 and 3,000 employes altogether. Probably three-fifths of these are women. Our rule is to appoint to the higher positions, when they fall vacant, from the lower ranks of our own employes. When a woman has shown herself the most capable employe in any department, she is next in line for promotion to the head of that department. We don't let the question of sex make any difference in such matters. The result is, that the buyers and superintendents in our millinery and underwear departments are all women. Those might be considered women's specialties, but we also have a woman buyer in charge of our dress goods and our shoes, two lines in which men certainly ought to be able to hold their own. As I say, women received these positions simply because they stood next in line for promotion when the vacancies occurred. As buyers, I think they are, as a rule, more conservative than men, less likely to score a remarkable success than men, but also less likely to make serious failures. In their work as superintendents they are very thorough and conscientious, and likely to devote more time than a man would to the artistic arrangement and appearance of their departments."

On the whole, concludes the writer, it may be said that there is no position in connection with the business of a great mercantile establishment to which women may not aspire. The working girl who is ready with ideas, apt in learning things, and who has a fund of notions as to the arrangement or the selling of goods, will do better to take a position behind the counter of a big store than in the more "lady-like," but less promising, work of a typewriter or a teacher.

SOUTHERN MILLS SELL HERE.

As a proof of the determination of American manufacturers to sell in this market, it is interesting to note that a number of lines of colored cottons are being brought in by some large importers. These goods include some pretty patterns in duck shirtings, cotton worsteds, tickings, moleskins, denims, etc. It is remarkable that these goods are made in mills in the Southern States, and the freight rates for this long haul, as well as the Canadian tariff of 35 per cent. on American colored cottons, do not seem to prevent their being sold here. The question is: How much profit can the mills make on such exports?

**THE PROMPT BRITISH TRADER.**

It is a well-known characteristic of British trade that whenever there exists any ground for advance in prices the advance is at once made.

Manufacturers and merchants never wait to see what their neighbors are going to do. If the market demands or justifies an increase, up goes the price.

And in addition to that they take care to get the advance as well. At the recent wool sales in London, whenever the advanced prices were recorded in the auction sales the manufacturers of woollen goods issued circulars announcing a rise in their prices.

The belief over there is that the recent increase in the prices of raw wool is the beginning of another movement towards greatly higher values which will, for a long time to come, affect woollen fabrics, yarns and every class of material into the making of which wool enters as a staple.

**LET THE CUSTOMER KNOW.**

Now that trade is pretty active in the dry goods business, are our merchants taking care to increase their profits?

This was a question put to THE DRY GOODS REVIEW a few days ago by an experienced member of the trade. No doubt in some quarters this is being properly attended to, because the merchant, finding there is a distinct demand for goods, is in a better position than for years past to say what price he shall ask for them.

Although competition is still severe, the readiness with which men and women go into a store nowadays and put down the money for what they want is really refreshing. They do not spend nearly so much time in trying to squeeze down the price or take the cheapest line.

This, therefore, is the opportunity which the live retailer takes advantage of, and we know of several cases where the merchant has held firm and got his price even at the risk of losing a customer. The local merchant, that is, a merchant in a smaller town, is not so happily situated in this respect, because he may have several competitors and he does not care to risk turning a customer away to someone across the street.

Are the people throughout the country as well informed as we merchants are about the tremendous advances in the markets of the world?

We would suggest that the merchant (who is usually a patron of his local newspaper in the way of advertising) should go to the editor and have him write one or two articles in his paper letting the people of the locality know of the activity in the woollen, cotton, silk and other staple markets of the world. Once the people are familiarized with the facts, as we are, they will not be so astonished at being asked to pay 75c. for a line they got a year or so ago for 50c.

**AN EXPORT TRADE IN NECKWEAR.**

The particulars, given elsewhere in this issue, of the export trade to Australia which a Canadian firm have begun in neckwear, is an encouraging tribute to Canadian skill. It is evident that

Canadian products which pass into other countries and meet with approval there must have distinctive merits of their own. Their success abroad would in no way be affected by the local favor with which they are regarded. In the outside markets the Canadian tub must stand on its own bottom. We understand that the shipments of Canadian neckwear have been made with great care as to packing, etc., so that no cause for complaint can arise on that score. We shall watch the development of this trade with interest, because it is a question of some public and commercial importance.

**THE STRENGTH OF COTTON.**

The market for cotton futures has been a remarkably active one in the United States throughout the week, the dealings having been very large, prices on the jump from start to finish, and showing a net gain of 31 to 34 points. As the latest advices throughout the cotton belt furnish very gloomy hopes of a top crop of any moment, the outlook for prices is becoming very unsatisfactory for consumers of the staple, and, should the crop be overtaken by an early frost, where prices might go to would be a hazardous venture to locate. A year ago, at New Orleans, the price was 4½c. (the lowest recorded), while now it is 6½c., or 27½ per cent. higher.

The situation is attracting attention, owing to the fact that the United States crop constitutes two thirds of the world's production of cotton—75 per cent. of the probable commercial world's crop. Bradstreet's (New York) says: "The fact that the probable yield of last year's crop was cut short to the extent of 500,000 bales during the harvesting season has, of course, made some believers in higher prices conservative as to the ultimate yield in case of exceptionally good picking weather this year. There is to be noted a tendency to go far the other way, and to look for a very short crop, as indicated by some current estimates that the yield will not equal 10,000,000 bales. It will be evident from the above that, while there has been a heavy advance in cotton, the bull side of cotton has some very strong features supporting it, notwithstanding the excess of present supplies over corresponding periods of recent years."

**THE RECENT BIG DRY GOODS MOVE.**

The reports which have been in circulation, with more or less accuracy, during the last few months regarding the union of the business of James Johnston & Co., Montreal, with that of The W. R. Brock Co., Limited, Toronto, are now on a definite basis. It is understood that the negotiations have culminated in an arrangement which will go into force December 1, when the Brock Company will take possession. Mr. James Slessor, chief partner in the firm of James Johnston & Co., will be managing-director of the Montreal business, which will, after December 1, be conducted under the Brock name. No definite announcement has yet been made regarding the division of territory between the two houses, or the possible concentration of staff, as these matters will be settled after the new arrangement comes into force. It is safe to assume, however, that the combined business, which will form one of the largest in Canada, will be conducted with that energy and capacity which characterize all the enterprises associated with the name of Mr. William R. Brock.

## THE MANITOBA DRY GOODS TRADE.

MILLINERY BUYERS AT THE PRAIRIE CITY--THE RETAIL OPENINGS--POINTS OF INTEREST IN CURRENT EVENTS.

From THE DRY GOODS REVIEW'S Special Correspondent.

Winnipeg, September 25, 1899.

THE clerk of the weather apparently repented him of the evil days sent us last Autumn, and Manitoba has been enjoying one of her old-time Septembers, than which there is no finer weather on earth. The fine weather and the general feeling of prosperity, owing to abundant and safely harvested crops, has made the Fall season for millinery unusually good.

### MILLINERY.

The D. McCall Co., Limited, were the only wholesale house holding a millinery opening this Fall, as the Fall trade is always much lighter than Spring trade in this country. Mr. John McRae had his stock well selected and here in good time. They opened on September 4, and a large number of milliners attended during the 4th, 5th, 6th and 7th. Among those noticed were Misses Brown, Young and Riddell, Neepawa; Miss Cameron and Mrs. Kilpatrick, Portage la Prairie; Misses Roos, Hornibrooke, Mooney, Buchanan and E. H. Robinson, Carberry; Miss Campbell, Manitou; Mrs. Letang and Miss Post, Pilot Mound; Misses Soole and Breckenridge, Carman; Misses Anderson and Coulter, Boissevain; Miss Maud Alexander, Minnedosa; Miss Bessie Curle, Dauphin; Miss Ferguson, Miami; Miss King, Killarney; Miss Neelands, Indian Head; Miss McDiarmid, West Selkirk; Miss Davis, Hartney; Miss Smith, Crystal City; Miss Gordon, Arden; Miss Madill, Russell; Miss Anderson, Virden, and others whose names your correspondent failed to get.

On entering the showroom where the trimmed goods were displayed, the first thing noticeable was the increased harmony of color over last year, and the great predominance of black and white combinations. The millinery is undoubtedly pretty, and though there are some extreme things, there is nothing to hinder the woman of good taste selecting a charmingly becoming hat. The velvet tam crowns, beehive rosettes, grebe and mink bandeaux, whole gulls, heckle and grebe mounts, pheasant breasts and angel wings, are among the chief decorations.

One very pretty hat noticed among the endless variety at McCall's was a Directoire poke, which fits over the back hair by means of a horseshoe opening in the brim, down the sides of which the ties were drawn. The hat was amarynth velvet, the front of the brim next the face covered with soft folds of white chiffon. A large alsatian bow and a pair of angel wings trimmed the crown, and wide ties of soft cream taffeta held the hat beneath the chin. The whole effect was charming. The same style was also developed in black and white. Another hat of tobacco brown velvet, with soft tam crown, had an entire band of grebe finished at the left side with wings and a soft rosette of cream silk. With this hat was a dainty muff of grebe and velvet with flaring ruffles of cream ribbon. Bonnets are little changed from last year; the majority, however, show sequin covered crowns. The rage for tam crowns has developed an endless variety of squares for crowns of almost every fancy material it is possible to think of. In rough riders and walking hats of all patterns, McCall's had a fine display. It might be remarked in passing that the craze for rough-riders has Winnipeg in its grip, and the streets are fairly lined with them. In fact, most houses have found difficulty in keeping up with the demand. They are hats particularly adapted for Autumn wear here, as they shade the face from the bright sun and do away with the necessity of a parasol. They also have the further recommendation of being very generally becoming. McCall's also showed

a fine range of Fall jackets in all the leading styles. Mr. McRae found business most satisfactory, and is now doing a large and satisfactory sorting trade.

### RETAIL OPENINGS.

Almost all the leading retail stores held openings last week. The Hudson's Bay Co., Jerry Robinson's, Furner's, Mrs. Paul's, Preston's and Miss Bain's. It was impossible for your correspondent to give more than a hurried run through all these places, but even a brief visit was sufficient to reveal the fact that all the houses were carrying large and well-selected stocks.

At the Hudson's Bay Company's a lovely hat was developed in ox-blood velvet, crushed strawberry satin in beehive rosettes and a grebe band. Another particularly pretty thing was a hat and muff of olive green brocaded velvet trimmed with grebe. These sets look as if specially created to wear to an afternoon tea. The milkmaid poke is rather an effective hat, with wide brim and tam crown of black felt, a large bow of velvet angel wings and ties of black velvet. A very general trimming is a tam crown of velvet and a large bow or rosette of silk of the same of a contrasting shade. At Jerry Robinson's, Miss Dingwall has succeeded Mr. Jerrard in the showroom. The stock here was handsome and well arranged, many of the hats shown being Parisian patterns.

### FURS.

W. J. Peck & Co. are shipping out their Fall furs. Merchants at country points do not care to have these goods a day before selling time, because they occupy so much space, and also for fear of moths. The advance sales of furs, however, have been very heavy, and certainly to look at Peck's third floor you would think that everybody in Winnipeg intended to have a new fur coat this Winter. This firm, of course, do their largest business in men's furs, women's goods being practically a side line. Furs, by the way, are higher and the market is very firm. Among the lines noticed were African, Hindoo and Russian buffalo, Canadian coon, Australian coon, wombatts, Chinese dog, Chinese goat, Russian coon and Bulgarian lamb. In small furs, such as caps, gauntlets and ladies' collars, the style and the numbers seemed to have no end. This firm have all their furs manufactured specially for their own trade, and the collars are the regulation Manitoba height of seven inches, so as to completely cover the ears.

Myron McBride & Co. report business satisfactory, but nothing specially new.

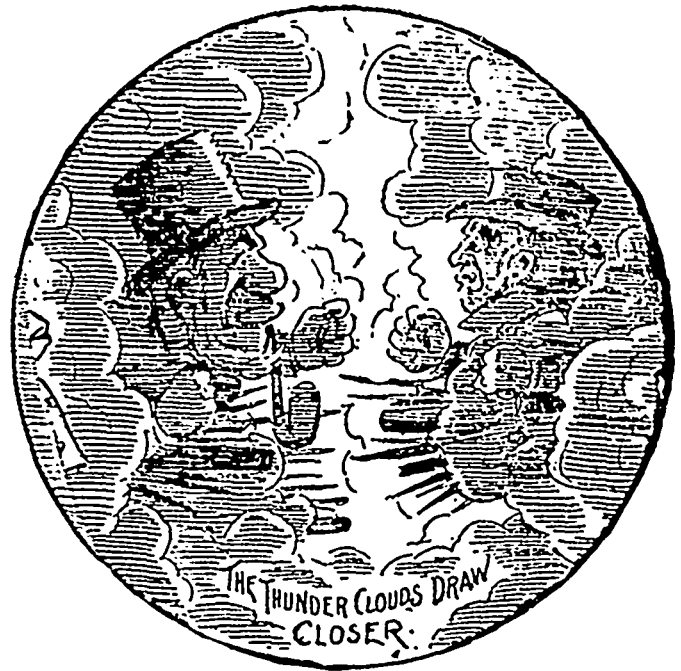
Stobart, Sons & Co. are sending out their travelers with sorting samples. Trade with them has been very, very good, and they are too busy to talk much.

R. J. Whittle & Co.—Mr. Binns and Mr. Campbell are both in Europe on their semi-annual purchasing trip. This firm report an especially heavy trade in fancy black dress goods. They ordered heavily, and in almost every case merchants at country points have sent in repeat orders, so that their supply is pretty well exhausted. Owing to heavy purchases in the line of ladies', misses and children's cashmere hose, the firm have been able to supply their customers with their old numbers at the old figures, and their trade in this line has consequently been heavy.

Everyone in the house is looking forward to getting into their new warehouse, which is nearing completion. The buyers have the requirements of the new house, as well as the increased volume of business, in hand, and have been instructed to purchase accordingly, so that the coming season's stock will be the largest and best assorted ever imported by the firm.

E.C.H.

# HOSTILITIES BEGUN.



The simply incomparable collection of *Laces* we are showing for Spring 1900, and the orders we are gathering in, have stirred up considerable unlove-  
liness among some of our competitors. We are sorry, but cannot wait on  
imitators. *We lead* in this line, and our orders are a proof of the appreciation  
of our efforts.

Also Samples for *Spring* of the following lines are in our travellers' hands,  
*Blouses, Capes, Parasols, Curtains, Hosiery, and Underwear.*

**Cloakings,** we carry the largest and most varied line of these goods  
in the trade.

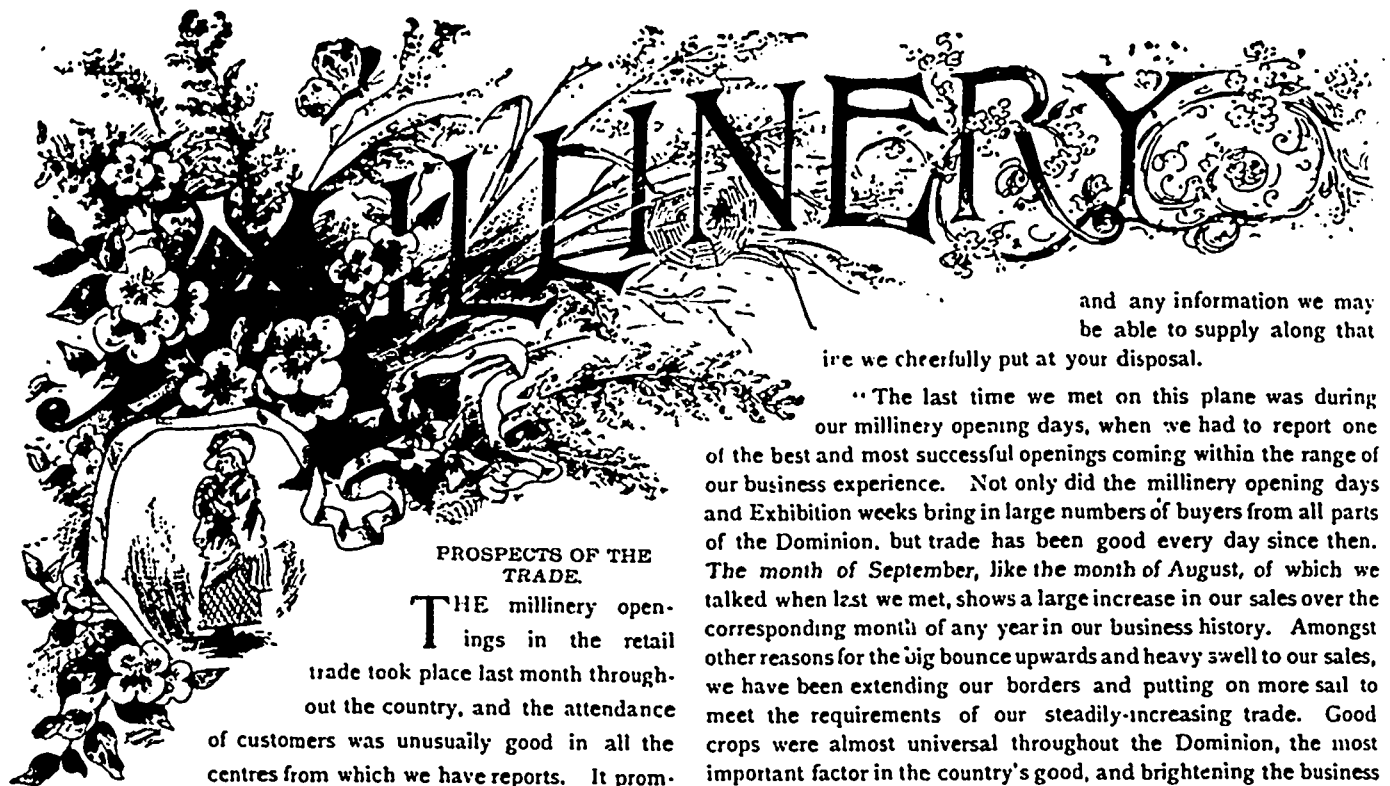
*REPEATS* arriving this week and next in Dress Goods, Linings, Trim-  
mings, Braids, Veilings, Nets, Curtains, Plain and Fancy Velvets, Gloves,  
Hosiery and Underwear.

Letter Orders Receive Special Attention.

## THE LACE WAREHOUSE OF CANADA.

Kyle, Cheesbrough & Co., 16 St. Helen St., Montreal.





PROSPECTS OF THE  
TRADE.

THE millinery openings in the retail trade took place last month throughout the country, and the attendance of customers was unusually good in all the centres from which we have reports. It promises to be a good Autumn and Winter trade for milliners, owing to the increase of ready-money for spending purposes in the hands of the people. The new fashions also favor the spending of money. In conversations with the leading millinery importers, whose views will be found recorded below, THE REVIEW secured some information which will be of value to buyers, seeing that it is vouched for by people who attach their names to the information thus reported.

NEW MILLINERY IN THE MARKET.

The New York buyer of The D. McCall Co., Limited, has been to New York several times since their opening, and has succeeded in getting all the newest designs. Many new novelties in rough-riders, including the tam crown, are included in his purchases; also the popular shapes St. Leon and Menlo Park, the latter an exceedingly stylish hat, in several designs with drooping brims. This will be a very popular shape this season, so, though this firm have a large stock, they advise that orders be placed as early as possible.

In the way of trimmings, the great demand is for velvets in greys, castors, browns, cardinals and navies. This firm expect to pass into stock in a few days large shipments in all these popular shades. Their European buyer has returned to England, and is constantly picking up novelties for all departments. All the newest effects in fancy velvets and velveteens, and in black ribbons of all widths, are now being passed into stock.

The popularity of grebe trimmings and mounts, birds, fancy mounts, wings, etc., is manifested by the large and elegant assortment of these goods shown in the warehouse of The D. McCall Co., Limited. Their range is decidedly beautiful and comprehensive.

A TALK ON THE MILLINERY SITUATION.

When our representative called on S. F. McKinnon & Co., Limited, a director said: "Well, Mr. Pre— and Re—View, we are not surprised at your journal having a large and wide circulation, you are so untiring in your efforts to impart useful information through its columns. We firmly believe that your efforts are appreciated, at least, throughout the millinery and cloak world,

and any information we may be able to supply along that line we cheerfully put at your disposal.

"The last time we met on this plane was during our millinery opening days, when we had to report one of the best and most successful openings coming within the range of our business experience. Not only did the millinery opening days and Exhibition weeks bring in large numbers of buyers from all parts of the Dominion, but trade has been good every day since then. The month of September, like the month of August, of which we talked when last we met, shows a large increase in our sales over the corresponding month of any year in our business history. Amongst other reasons for the big bounce upwards and heavy swell to our sales, we have been extending our borders and putting on more sail to meet the requirements of our steadily-increasing trade. Good crops were almost universal throughout the Dominion, the most important factor in the country's good, and brightening the business outlook as nothing else can. Another is the increasing confidence in business circles and a sign of good times, as indicated by the growing demand for a better or higher class of goods. This has been our experience last season as well as this.

"As we are a specialty firm, we will speak of our specialties, and, in doing so, usually put millinery first. Perhaps, owing to the fact that, of them all, it comes closest to the minds and hearts of the ladies, and every millinery man, at least, puts them first.

Trimmed pattern hats had their innings at the millinery openings, when ours had a most successful run, and were declared easy winners, and were quickly carried off to excite the public mind in other fields.

"From the early season, rough-riders and tam crown effects have had it much their own way. Our experience says it has been an exceptional hat season, felt hats of the description mentioned above, having been in steady demand since early in July. We are safe in saying that the same thing never happened before within the memory of the oldest millinery man or woman in Canada. As far as hats are concerned, we have only to add that the same character of goods will continue at the front, the only change being that tam crowns lead all other effects.

"There is also much millinery made; that is to say, hats made from the foundation where felt shapes are not employed. Such millinery and hats demand much in the way of trimmings. In this class silk velvets, ribbons, liberty silks and liberty satins are the strong favorites. Taffeta silks also stand high. Not for many years have we sold the same quantity of silk velvets, silks and ribbons as we have so far this season. With regard to ribbons, we are selling a fair quantity of fancies, but plains certainly are the favorites, the principal widths for millinery being from No. 22 to No. 80.

"Black satin and velvet ribbons are also in great demand with the best trade.

"All such trimmings as we have been talking about would not make finished work in themselves. All high-class millinery requires some article of adornment. The principals in this class are breasts, hackle feathers, wings, large birds, and ostrich feathers and tips.

# Wholesale Millinery

THEY ARE IN DEMAND.

We have pleasure in calling the attention of the Trade to the magnificent assortment of our stock in all departments, particularly the undermentioned desirable goods, so much in demand at present :

**Our  
List**

VELVETS, VELVETEENS and TAFFETA SILKS, in all shades, including Grey  
Castor, Beaver, Brown, and Navy.  
BLACK VELVET and SATIN RIBBONS in all widths.  
FANCY VELVETS and VELVETEENS, latest designs.  
WHITE VEILINGS.  
GREBE TRIMMINGS.  
BLACK, GREY and WHITE BIRDS.  
LONG BLACK QUILLS.  
BLACK TIPS, all prices.  
JETTED and FANCY  
HACKLE MOUNTS  
FANCY WINGS  
ORNAMENTS  
HATS—Abundance of all the leading shapes in Tams, Rough-Riders, Walking Hats and the popular St. Leon and Menlo Park Blocks (Drooping Brim).

The later productions.

ORDERS FOR ABOVE GOODS SHIPPED PROMPTLY.

## The D. McCALL CO., Limited

New Hats,  
New Feathers,  
New Quills,  
New Ribbons,  
New Velvets,

and all latest novelties received weekly.

**CAVERHILL & KISSOCK.**

WHOLESALE  
MILLINERS.

91 St. Peter St.,

Montreal.

**TRIMMINGS  
LININGS  
AND SPECIALTIES**

**Flett, Lowndes & Co.**

LIMITED

61 Bay Street.

TORONTO

**MILLINERY—Continued.**

Now, as a millinery man, I could talk on this subject for a week, but we must reserve something for another hearing.

"In conclusion, I just want to say that in whatever way you may place our chat before the trade, you can pin your faith to every word. We know the push, and we have great confidence in looking towards the October and November trade. Our European buyer at the other end of the cable, knowing that the trade has to be fed almost from day to day, is continually on the alert and buying new stuff, so that we have tons of new goods afloat every day of the week. With regard to colors, we advise the trade to keep well supplied with fawns, blues, castors, browns, navies, beavers, purples, cream and white.

"As you know, one of our special specialties is the manufacture of McKinnon jackets, costumes and skirts. We could enlarge on the style, fit and finish of these goods, but I just want to tell you confidentially that we have the perfect mould, and they have taken the country by storm; come again."

**A LONDON MILLINERY DISPLAY.**

Speaking of a fashionable retail millinery establishment in London, last month, *The Millinery Record* says: Amongst the most striking numbers was a Rubens-shaped felt in stone grey, bound with grey galloon and banded with black and white check piece satin, which also formed a side bow ornamented with two shaded grey curved quills and a gold buckle.

"An improved amazone, also in grey, was indented on the top of the oval crown, and smartly trimmed with grey twill silk having machine-stitched folds, two soft brown and fawn curved quills appearing in the compact and neatly-folded bow, this, as in the case of the hat previously described, being done in a variety of good colors. The run, however, would appear to be on the lightest colors, including dove and steel grey, fawn, beaver and castor, followed on by navy, national—a rich ruby shade and a bright cardinal, while there appears to be but little feeling for green shades.

"A considerable number of the smartly trimmed felts showed bands and bows of striped or checked ribbon, in which the stripes are formed of small black and white squares spaced in lines on a colored ground.

"A particularly good and useful line in traveling or cycling hats was in black, grey, fawn, or brown beaver felt, dressed without proofing and neatly trimmed with a band and side cockade of corded ribbon, so that it might be folded up and carried in the pocket or traveling bag.

"Girl's felts are mostly on sailor or galatea lines and are, for the main part, prettily trimmed with velvet and ribbon in self color—in this plain good quality corded makes being preferred—and silk pompons, while very small square buckles of gold or steel are frequently seen in the centre of the knots, bows or rosettes.

"In this department our representative noted some special things in draped toques and turbans of crin, straw and chenille mixtures, these being so fully made that they should prove very useful to the milliner who does not wish to spend much time on trimming, the addition of a simple bow with wing or quill being all-sufficient.

"Fur toques and turbans were shown in great variety, a novelty being made in mink, seal or musquash, with a full crown set into a plain band, this pattern being already well taken up by the trade.

"In the trimmed millinery department, some very smart French and English styles were displayed, and amongst these most of the leading Paris designers were represented. A particularly elegant

directoire bonnet was in emerald green velvet and creme felt. The rather high crown was plainly covered in creme felt and strapped with narrow black velvet which further provided the string. The open front was covered on the outer side with emerald velvet and on the inner with the creme felt, across which rested a green velvet bandeau ornamented with a piquet of very dark damask velvet roses and a chic little bow of the velvet. Across the front fine black ostrich tips of moderate size were outspread from a bow of narrow black velvet ribbon and a black jet slide."

**THE NEW STYLES FORESHADOWED.**

In response to THE DRY GOODS REVIEW'S question as to how the millinery season had resulted so far, the president of The John D. Ivey Co., Limited, said that sales in every department have largely increased. Notwithstanding the unusually large imports necessitated by increased demands, this firm have had to use the cable frequently, and, as a result, the stock is well assorted in every respect. "How do you account for the expansion of business, Mr. Ivey?" "There are several reasons," was the reply; "first, the increased prosperity of the country; then, our business has made such strides during the past two years so that, in accordance with the old adage, nothing succeeds like success; besides, our model department has become, we think, the largest and most popular in Canada, as the monthly talks on styles in these columns go to show; while, in addition, we have looked, and are looking, to the cream of the trade in every place, and have not a supply account on our books."

A visit to the model department is an inspiration, for there are seen the handsome materials which the house is noted for, made up in such exquisite manner as to sustain their reputation for high-class millinery. Undoubtedly, large black silk velvet, or velvet and taffetta silk combined, hats will lead in style. Several very swell hats were shown; among them the new Gainsborough, which has a mushroom back. This hat is made of black silk velvet, faced with white satin, over which is white chiffon, tucked (not shirred), drawn in plainly, making a very soft and becoming face trimming. The outside decoration is three large Prince of Wales' tips, steel buckles and paradise. Another large hat, with broad brim drooping over the face, is made of black taffetta silk in groups of fine tucks and alternate folds of velvet, draped over both brim and crown, confined in design with cut steel buckles. The decoration: Black paradise and black silk and jet roses of the "Giant" pattern.

The Marie Stuart poke hat is of castor velvet, with real lace applique; two black Prince of Wales' plumes come from the back under the brim and form the face trimming, velvet and lace drape round the crown, black paradise caught with pastel and rhinestone buckle.

The smartness of a toque depends altogether on the milliner's art in arranging the drapery, for there is really no special foundation shape. The formation of the material used gives shape and style to this medium-sized headpiece. An extremely pretty turban toque is made of reseda green miroir velvet, with a velvet fern of same shade, appliqued with steel beads, a darker shade of the velvet used for a draped brim. Marabout aigrette and steel ornaments complete this novel creation.

Spanish turbans are also good. Many have fur brims or velvet brims and fur crowns. Grebe and seagulls are also used on this rather large style of turban. In fact, fur enters so largely into millinery at present, with the introduction of lace or tulle, that these creations are really works of art. Prince of Wales' tips are the fashionable feather for large hats, while paradise ranks first for smaller effects, and is used in large quantity, no limit, except

# Far and Near.

Our goods find favor in all parts of the Dominion.

To all our friends, far and near, we return thanks for the very liberal share of their favors extended to us.

Your patronage has raised our July, August and September sales far in excess of the corresponding months of any year in the history of this business.

Encouraged by your convincing proof as to the correctness of our stock, we have been emboldened to make provision for the October and November assorting trade beyond that of previous seasons.

Our European buyer, who spends eleven months of the year in the foreign markets, is at present watching the tide of fashion as it flows from the great manufacturing centres of the world.

Reasons can be traced to all great successes.

As forces to our success in business, we claim to have the confidence of our friends, the greatest of all social, political or business forces.

Long experience gives us the practical know how.

Ample capital to take advantage of the best markets, every cash discount, small or large, which is also a strong practical force in business.

No piling up of old goods, but, by fresh supplies arriving daily, our stock is kept thoroughly assorted with active, convincing, profit-bearing goods.

Our specialties are Millinery, Millinery Novelties, Fancy Dry Goods, Silks, Velvets, Ribbons, etc.

Also manufacturers of Ladies' Jackets, Costumes and Skirts, and fountain-head for all these lines.

Do not let distance stand between us, mail and sample orders receive our prompt, careful attention.

---

## S. F. MCKINNON & CO., Limited

York and Wellington Streets, TORONTO.

OFFICES. . .

75 Queen St., OTTAWA.

1886 Notre Dame St., MONTREAL.

35 Milk St., LONDON, ENG.

70 St. Joseph St., QUEBEC.

**MILLINERY—Continued.**

the length of the pocket, \$25 worth not being too much for one hat's decoration.

Osprey is still in demand, and the newest way of using it is half black and half white. Wings, quills, breasts of grebe, sea gull and pheasant are exceedingly popular.

Embroidered nets, velvets and gauzes are much in evidence.

Sequin lace brightens up otherwise rather solid looking hats, and is particularly good to give a pretty finish to bonnets.

The John D. Ivey Co., Limited, are to be congratulated upon the success of their "untrimmed hat" department, one entire floor being devoted to the showing of their immense stock, which comprises all the novelties of the season in desirable goods. They keep in close touch with the New York market, by sending their buyer on frequent trips to that distributing centre. In the silk and velvet department are shown all the newest and most popular makes of velvets, in mirror, fancy and plain. This being a decidedly velvet season, their stock is well kept up from staple colors to the "pastel" shades. Pastel is an artist's turn for faint shading of certain colors, and has been given to certain shades of color used in this season's millinery. Complementary to it is the new buckle, also in faint colors combined with cut steel or rhinestone.

Ornaments are more in vogue than ever. The drapery trim-

ming demands them for holding into design the scarfing now so freely used.

Ribbons in all fashionable and desirable colors, plain silk, taffeta or glace, being the correct thing for present fancy. The firm show all makes and colors in a sequence of shades.

**IMPROVING THE ARNPRIOR ARCADE.**

In August, 1892, Reid Bros., Arnprior, began a general business in what was and is known as "The Arcade." The building is one of the oldest, largest, and most centrally situated in Arnprior, but for many years previous to their occupancy it was looked on as the proverbial white elephant of the town. It was built in 1875 by R. J. Whitla, now one of Winnipeg's prominent business men and citizens, who himself occupied it for three years.

On Mr. Whitla's departure for the West, "The Arcade's" record became uncertain. Sometimes it was tenanted, oftener vacant. People began to think it was too big for the town, and the impression grew that success and "The Arcade" did not pull together. But now, after seven years' successful business, Reid Bros. are showing their satisfaction and confidence in "The Arcade's" future by having extensive improvements made in the way of a new front, and many interior changes which give them more light, more room, more comfort in the Winter season and better facilities for prompt attention to their customers.

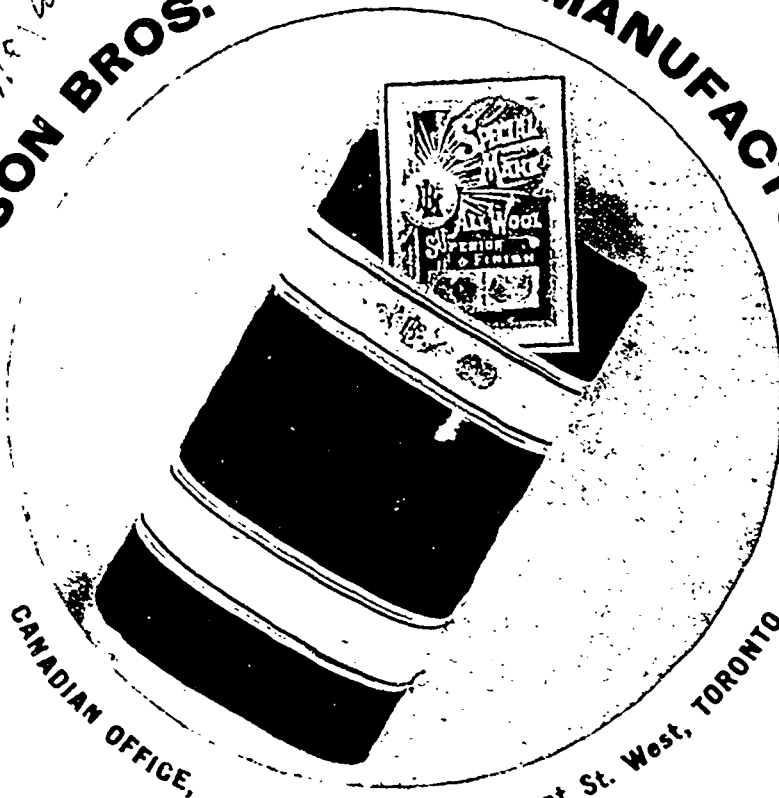
**GOLD**  **MEDAL.**

TRADE MARK.

We  
Make  
Every-  
thing  
that  
is New  
and  
Stylish  
in  
**BLACK  
DRESS  
GOODS.**

*All to  
order  
Dec 2/99*

**LEVISON BROS. & CO.,**



**CANADIAN OFFICE,**

**10 Front St. West, TORONTO.**

**MANUFACTURERS**

Our Range  
for  
Spring  
will be  
one of the  
Largest  
and  
Most  
Complete  
Ever  
Shown in  
Canada.

# MILLINERY

WE HAVE ...

**every possible need for  
the assorting trade.**

Telegraph for Traveller, or  
send Letter or Telegraph  
ORDER.

The **John D. Ivey Co., Limited**

18 Wollington St. West  
TORONTO.

1811 Notre Dame St.  
MONTREAL.

**A. B. BOAK & CO.**

151 Granville St.,

HALIFAX, N.S.

**Fancy Dry Goods  
Smallwares, etc.**

Our travellers will be on their respective routes early in October, with a full range of **STOCK SAMPLES**, also several lines for **SPRING 1900.**

It is now generally admitted that we fill assorting orders better than any house in the trade.

We have the  
**RIGHT GOODS**  
at ...  
**RIGHT PRICES**  
and we  
**SHIP PROMPTLY.**

Give our representative a trial order and we think we can prove this to your satisfaction.

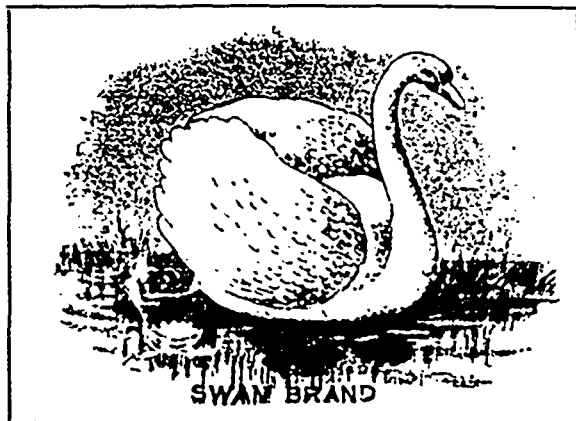
**WHOLESALE ONLY.**

# DOWN COMFORTERS

Ask for sample of our leader Down Comforter in any of the following new covering designs (sample book mailed for inspection):

**American Beauty, Superba, Prize Poppy.**

**Bed Pillows  
with  
New Tickings.**



**White and Covered  
Cushions and  
Cosies in great  
variety.**

LETTER ORDERS PROMPTLY AND ACCURATELY FILLED.

SEND FOR PRICE LIST.

Our Samples are shown on the road from the Atlantic to the Pacific.

**The Toronto Feather & Down Co., Limited**

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

## A THRIVING WESTERN FIRM.

THE GROWTH OF THE GLASGOW HOUSE, REGINA.

**M**R. R. H. WILLIAMS, the founder of the celebrated Glasgow House, Regina, N.W.T., is an old timer in the Territorial capital, from his boots upwards. He was not only one of the first residents and merchants in the town, but Mrs. Williams is said to have been the very first of the gentler sex to make Regina her home.

Mr. Williams started as a dry goods and general merchant early in the 80's on South Railway street, the principal thoroughfare

House, to which he added the adjoining property last year, increasing the floor space to 54 x 85 feet. His store is now one of the largest and best in the West, and comprises many departments, including dry goods, groceries, boots and shoes, hosiery, clothing, and men's furnishings.

At the beginning of the present year, Mr. Williams took his son, Mr. J. K. R. Williams, into partnership, who, as a manager of a branch store, had already shown himself a chip off the old block as regarded business tact, ability and discretion. The Glasgow House staff is one of first-class rank, and they are seen surrounding the proprietors in our illustration just as actually as they may be seen on anniversaries and festive occasions at Mr. Williams' residence, for the most amicable relations exist between the Glasgow House proprietors and the Glasgow House staff.



of the town, and in 1888 took into partnership Mr. A. Sheppard. The business rapidly increased, and when, in 1889, Mr. Sheppard went to try his fortune in fresh fields and pastures new, Mr. Williams became sole proprietor. Under his able management and skilful organization, the business progressed by leaps and bounds, and the rented store near the Lansdowne soon proved quite inadequate for the amount of trade done, so that the proprietor had to look around for a more commodious site.

A fire soon gave an opportunity, and Mr. Williams purchased land on the same street, and built thereon the present Glasgow

In addition to the Glasgow House, Mr. Williams is the proprietor of a large lumber business. It is thus seen that Mr. Williams is a worthy citizen of Regina. He has seen the town grow, and has helped its growth. It is not surprising, therefore, that he has been mayor of the town, president of the board of trade and has always been to the front in every movement having for its object the welfare and prosperity of the town and surrounding district.

The Gault Bros. Co. report assorting trade fair. Payments are prompt, however, and trade in a most satisfactory condition.

# JAPAN MATTINGS.

Importation for Season 1899-1900

NEW  
FEATURES

Carpet Designs  
Linoleum Patterns

in two or three toned effects

NOVELTIES AT LOW FIGURES.

## K. ISHIKAWA & Co.

*Manufacturers*

### TORONTO

OUR travellers are out.

Wait for them.

It will pay you to inspect.



# The Gault Brothers Co., Limited.

WAREHOUSE AND FACTORY:  
15, 17, 19 and 21  
St. Helen St., **MONTREAL.**

BRANCHES:  
Manchester, Vancouver,  
Winnipeg.

We Beg to Announce that our representatives have now started out with the following lines for the Spring Trade of 1900:

**Woollens**, comprising all kinds of Tailoring Goods for men's and women's trade, every new make and style being represented and right up-to-date, and purchased before the serious advance in prices of 25 per cent. to 40 per cent. which rules to-day. Our display will be DAZZLING. Don't order one dollar's worth until you have seen our collection.

**THE VALUE IS RIGHT.**

There will also be a large collection of Canadian Woollens of all kinds, replete with novelties.

**PRICES RIGHT.**

**Tailors' Trimmings.**—We are following up with all novelties to date and sparing no pains to give our customers reliable trimmings. We are also showing a large range of Hot-weather Woollens, a feature of the Woollen Trade which is fast developing.

**Costume Cloths.**—Great range of all the newest styles from French, English, and Scotch Markets.

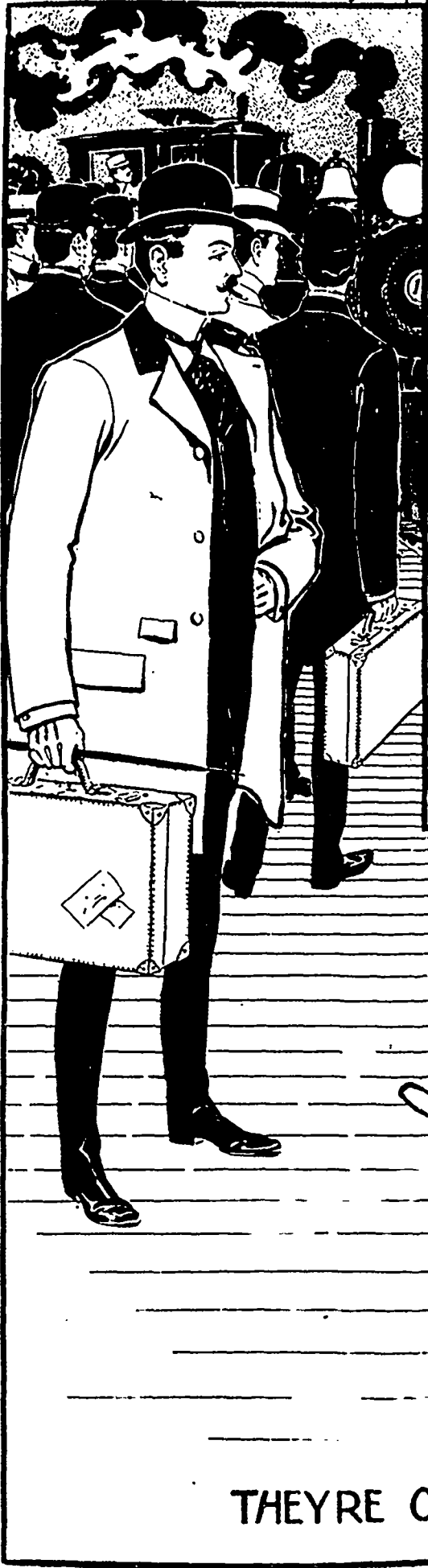
**Carpet Department.**—Our range is now complete and on the road, embracing Carpets, Rugs, Table and Floor Oil Cloths. Patterns confined to ourselves. It is by far the best exhibit we have ever shown, and the prices are right.

**Shirt and Tie Factory.**—We have doubled our capacity and also our ranges and styles. Representatives have full lines. A charming display; prices right.

# The Gault Brothers Co., Limited.

SOLE AGENTS IN CANADA FOR FOWNES' GLOVES.

Revised Oct/1919



# OUR NEW FACTORY

is equipped with the most up-to-date machinery to manufacture up-to-date goods.

Our travellers are now showing for

## Spring 1900

*Ladies' Cloth Costumes and Skirts*

*Ladies' Wash Suits and Skirts*

*Ladies' Muslin Dresses (2 piece)*

*Ladies' Blouse Waists*

(Zephyrs, Lawns, Silks, Mercerized Satens, etc.)

*Ladies' Wrappers*

*Ladies' Dressing Jackets*

*Ladies' Underskirts*

*Girls' Wash Suits and Skirts*

*Girls' Blouse Waists*

*Boys' Wash Suits*

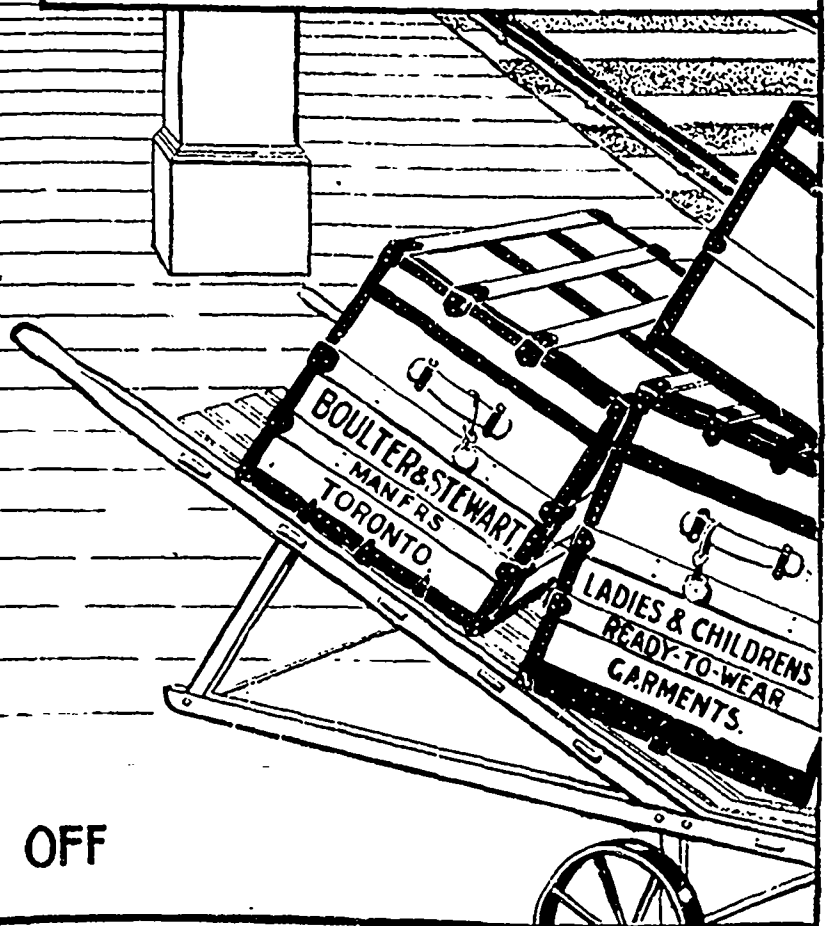
*Boys' Wash Pants*

*Boys' Wash Blouses*

## BOULTER & STEWART

Manufacturers

TORONTO



THEY'RE OFF

# Brush & Co.'s Specialties.

SOLE MANUFACTURERS



## CORSETS



"HEALTH" BRAIDED WIRE DRESS FORMS.



COMFORT WAIST



MAID'S COMFORT WAIST



NURSING.



BRUSH'S ATHLETIC

THE BRAIDED WIRE HAIR ROLLS.  
For the latest Styles of Hair Dressing.

PEERLESS Skirt and Waist Supportor.



MADE IN SIX LENGTHS.

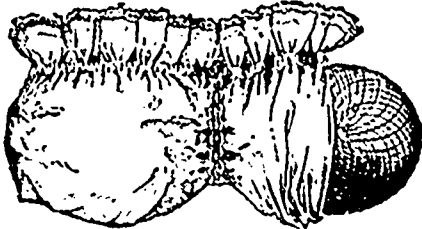
4, 6, 8, 12, 15 and 18 inches long.

COMBINATION NO. 1.

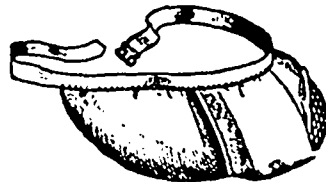
COMBINATION NO. 2.

PEERLESS Sanitary Safety Belt.

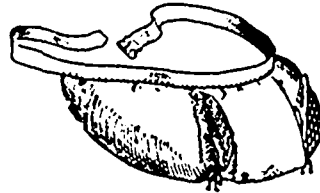
"HYGEIA" DRESS FORMS



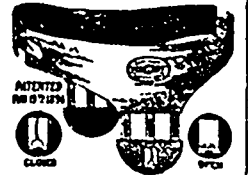
IMPERIAL HIP.



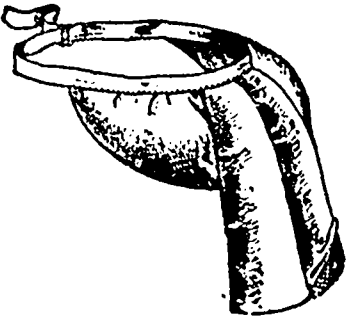
LA MODE.



GRECIAN.



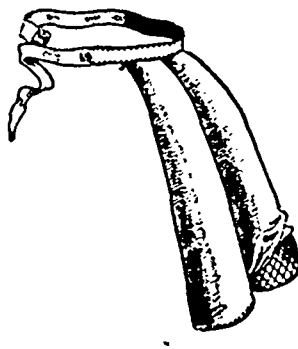
QUEEN, 2 ROLL.



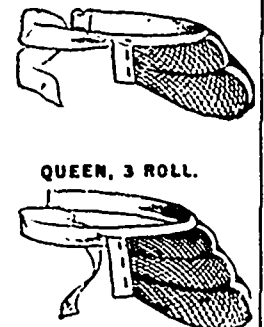
PRINCESS.



EMPIRE.

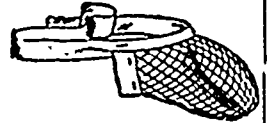
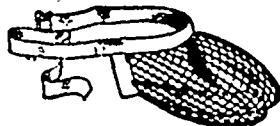
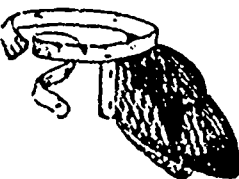


GEM.



QUEEN, 3 ROLL.

BEAUTY.



Sample Orders Solicited.

# BRUSH & CO., TORONTO.

**TO THE LADIES' TAILORING AND DRY GOODS TRADE**

We have dropped some lines in order to rush forward Ladies' Costume Cloths for "immediate."

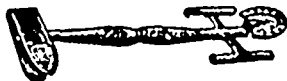
Our stock at Hutchison, Nisbet & Auld's, Toronto, is being constantly reinforced from the mill. Have you seen the latest effects in Oxford Plaids with Plains to match?

**OXFORD MFG. CO., Limited**  
OXFORD, NOVA SCOTIA.

Fac-Simile of label on our regular goods.



Use the "Derby Link," No. 2



Patented Nov. 28, 1888.  
**FOR ALL CUFFS.**

Use the New "Star" Cuff Holder



Patented.  
**For Link and Plain Cuffs**

For Sale by Principal Jobbers Everywhere.

Keep your trousers up with the "Automatic" Bachelor Button



**WRITE TO YOUR JOBBER.**

**NO NEEDLE REQUIRED.**

The New Automatic



U.S. Patent June 3, 1891. Eng. Patent No. 11530.

"Au Fait" Scarf Repairer



Patented.  
Opens Wide at Mouth.

**J. V. PILCHER & CO.,** Sole Manufacturers, LOUISVILLE, KY.



H. K. HAGEDORN, Manager.

**FALL SAMPLES**



Now on the road.

We are showing the

**Latest Novelties**

— in —

**Suspenders, Buttons and Neckties.**

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



"We Fear Nae Foe."

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



## Men's Furnishings

AS was predicted several months ago, the "Fleur de Lis" design has had, and is having, a great run, not only in tie silks, but in almost all lines of goods. For example, in the furnishing trade it is to be found in natty lines of soft shirts and regatta shirts. It finds its way into brace web designs, umbrella mounts, tops of golf hose, etc. In

other lines of fabrics we notice it in prints, in beautiful dress goods, in blouse effects, in carpets, in wall papers and in endless variety in jewelry designs. It is a pretty combination, and has come to stay a while with us.

It is hard to get prices up once they are down. The manufacturer, the wholesaler, the retailer, all know this to their sorrow. Notwithstanding the firm tone of nearly all staple and fancy lines and the advanced prices, the general public want more for their \$1 than ever before, and somehow they get it. It's no joke to be in business.

In the go as you-please race in neckwear shapes, we would say that the flowing ends and handkerchief scarves have been leading of late. Now that the Fall is upon us, we may hear of a good spurt by the pull shape in select silks. The Paris shape keeps ahead of the graduate Ascot and knot, although a number of these have their favorites. The bow, however (unless in the black and white for evening wear), seems to have fallen to the rear, and, doubtless, will be revived for Spring trade. This shape shows off the many nice effects in regatta shirts, and always looks neat and cool.

### Suitable Apparel for October.

I suppose every men's furnisher is preparing for a big business in Fall wearables during October. Many of the days and nights of September have been so cool that most men, young and old, must be examining their wardrobes to see what purchases are necessary in order that they may be ready to withstand the changes in temperature which are bound to take place in the next month or two. The Canadian climate is one well calculated to develop rigorous, well constituted men and women, but it would be a mis-

take on the part of even the most rigorous to brave the climatic changes of October and November without suitable changes in their attire.

While the Summer is so genial that a top-coat of any description is a superfluity, and our Winter is severe enough to make a heavy overcoat a necessity, there are many of our young men who do not recognize that the stiff breezes and cool nights of the Autumn make a light top-coat a necessity to all who would be free from muscular rheumatism, or some such complaint. The same is true of underwear. Our Summers demand a very light garment; our Winters demand a garment of the other extreme of weight. This is recognized by all, but altogether too few seem to understand that the Fall demands a garment different from either of these, a medium weight, such as can be had in nearly all the different varieties of underwear sold. It is just as essential that a medium weight of underwear should be worn in the Autumn as it is that a heavy weight should be worn in the Winter.

It is the furnisher's business to make this fact clear to his patrons, especially the younger ones, for disregard of it may result some day in rheumatic or lung trouble, which can be avoided by a strict regard for proper apparel to suit the climatic conditions.

### Window Tickets for October.

The class of window displays which will be of most value during October gives great scope for the window card writer's skill. If he be poetical, what better opportunity could he desire than to grace a display of white shirts with an effusion like the following:

With fingers nimble and swift,  
With eyes as bright as a bee,  
A woman sat at a new machine  
Making the shirt you see.  
Sutch, sutch, sutch,  
With hands and needle expert,  
In a voice of sweet melodious pitch  
She sang of the dollar shirt?

Fall underwear offers many chances for brief, pithy comments. For a display of cheap fleece-lined goods, something like the following would be excellent: "Fall winds are blowing, soon it will be snowing; this underwear we're throwing on the market at fifty cents." For better qualities a suitable card would be: "They're woolly wool-woollens from start to finish." If the Transvaal situation becomes any more serious than at present, attention will not fail to be attracted by such a card as, "Afraid of war? This wool underwear will protect you from the 'draft.'"

The effectiveness of a display of handkerchiefs would be increased by a suggestion such as, "Winter is coming—prepare for the 'blows' by investing in some of these handkerchiefs." When gloves are shown, it would not be out of place to put with a card, "Wanted—Palms for the interior decoration of these gloves." When displaying top-coats, a logical statement that would be effective would be, "The man who attempts to go through a Canadian Fall without a top coat is the doctor's best customer."

Any kind of a display would be improved by cards like the following pair: "First of season goods at last of season prices," and "To see these in our window is to know they are correct."

THE *\*\*\*\**  
CHALLENGER

# “Shamrock”

Tooke's New  
Bias Puff.



*Returned  
Oct 1/94*

THE "SHAMROCK" (\$4.50.)

## For Xmas

We are running THIS SCARF for  
FIRST PRIZE *\*\*\*\**

# TOOKE BROS.

Manufacturers  
of Neckwear.

Limited

.... MONTREAL.

**MEN'S FURNISHINGS—Continued.**

The card writer really has an excellent opportunity for a display of his genius during October.

**The Canadian Neckwear Trade.**

The general outlook in neckties, which are so profitable a line with furnishers, is about summed up as follows :

**Shapes.**—The great shape now selling is the pointed flowing end, not the old style with the point in the centre of the tie, but the bias point with the point at the side giving the scarf a triangular appearance. Of course, all flowing ends to be correct must be cut on the bias, as cut straight they will not tie properly, the folds not being soft and graceful as in a bias scarf.

The graduated four-in-hand has revived and is selling better than ever.

Puffs will continue to sell better and better as the season advances, as they are essentially a cold-weather scarf.

**Color.**—All shades of purple and violet toned down with white and black ; navy, marine and yale blues toned down with black, white and red ; carnal and ruby toned down with black and white.

**Patterns**—Checks, large and bold, in purple and white, yale and white, navy and white, red and white—all these relieved with a little black to tone down the color, and broken by cross-lines of white or some good contrasting color.

Scotch effects, large patterns broken by cross-stripes in bright colors on satin grounds, are very good.

For the high-class trade, the demand is for large heavy ottoman cords with bold stripes in good contrasting colors.

Strongly-marked bold stripes on purple satin ground are very good, but the purple must be toned down with good contrasting colors, so as not to offend good taste.

The retail merchants in Canada now absolutely refuse to place orders for neckwear, excepting for prompt delivery. They have for some time demanded that their goods and styles shall be served to them while hot, and the result has been so satisfactory to them that they will not entertain the idea of "stepping backwards" to the antiquated way of buying large orders and waiting a long time for delivery.

**Armorial Bearings.**—A distinct novelty in neckties has made its appearance in New York called "Armorial Bearings." These are copies of famous coats of arms, such as the Royal British coat of arms, the Austrian eagles, the Royal lions of Scotland, the three feathers of the Prince of Wales, and other prominent heraldic designs.

These are woven in colors on a black ground. In flowing ends and four-in-hands, the body of the tie is purple, yale or red cord, and when tied the coat of arms on the black ground is seen on the headpiece of the knot, and in puffs, the aprons of the tie are of colored cord, and the heraldic design is on the knot between the aprons.

These designs are all finely woven in Jacquard looms, and are rapidly displacing the coarse white Swiss embroidery that has sold well in New York this season, as the Swiss embroidery has been found too coarse to put on the tie where it would be seen, and has of late only been put on the ends of the aprons where, when worn, the vest would cover it.

**Combinations.**—The latest thing in neckties is the combination scarf in its different shapes.

The body of the scarf, whether puff, flowing end, or four-in-hand, is of plain cord or satin, in purple, yale, red or black, and is slashed across with strongly contrasting colors in stripes, giving a handsome effect when the scarf is worn. This is having a great run

in the United States and is now asked for very much in Canada, where it will, no doubt, have a proportionately great sale.

**Neckwear for Australia.**

The first shipment of Canadian neckwear to the Australian markets leaves Vancouver October 20 by the Aorangi of the Canadian-Australian Line. The 24 cases of neckwear which comprise this shipment made by E. & S. Currie, Toronto, include some choice lines made especially for the Christmas trade in Australian markets. A photograph of the shipment was taken before it left the warehouse and may be seen on another page. The manner in which this trade was secured and developed by the firm making it is an interesting example of what Canadian manufacturers can do if they try. The firm sent their own representative, Mr. F. P. Evans, to all the Australasian markets especially with neckwear, and not merely as one line among several. The enterprise of the Canadian firm seems to have been appreciated, as orders have been placed even from distant New Zealand and Tasmania, both of which colonies Mr. Evans visited, besides the leading centres in Australia itself. In shipping the goods every detail was attended to, the cases being specially made of suitable size and iron bound. The firm have also been at pains to fit up an "export department" in their warehouse, where everything connected with the sale and ordering of neckwear intended for export may be attended to. There is every probability that the courage of the firm means that this is the inception of a large and profitable trade in the colonial and foreign markets for Canadian neckwear.

**The Story of a "Biled Shirt."**

Numerous applications from merchants, in places not heretofore visited by Tooke Bros' representatives, have been addressed to this firm asking to inspect their samples. In complying with the request, one of their travelers came across a case where "unlaundered shirts only" were sold, and the experience is certainly worth relating. It is not a fish story, but one of a "biled shirt" :

"In a remote backwoods settlement, Norton Jones and his wife pursued the even tenor of their ways undisturbed by the vicissitudes of the outer world until the occasion called for the services of a doctor from that region.

"The advent of this gentleman struck Norton with wonder at the magnificence of his dress, but in nothing was his curiosity so much excited as in his contemplation of what he had often heard of but had never seen before, a 'biled shirt.' The immaculate whiteness of this garment filled his mind with astonishment and envy, and the consuming passion of his life, from that time forth, was to become the possessor of such a treasure.

"With this object in view, he scraped and saved, till he was able to give a neighbor, who contemplated a journey to the great world, enough to buy a white cotton shirt and a pound of starch.

"On receiving his treasure, he stowed it away until he should be able to don it and appear suddenly before his astonished wife, deluding her with the idea that the doctor had come again.

"Seizing the opportunity when she was assisting a neighbor in circumstances similar to those which had necessitated the visit of the doctor to herself, and when he thought her mind would naturally revert to that occasion, and render her more susceptible to the delusion, he rigged up the family pot, filled it with water, and placed therein the precious garment and the pound of starch.

"When he supposed the former was sufficiently 'biled,' he took the pot outside, emptied the contents on the grass, and, after cleaning it, so that his wife would not discover the use it had been put to, he donned the shirt, and strutted about the place in all the pride of a now superior being.

"At first, it was delightfully soft and pleasant, after the coarse flannel he had been accustomed to, but, by and by, it began to

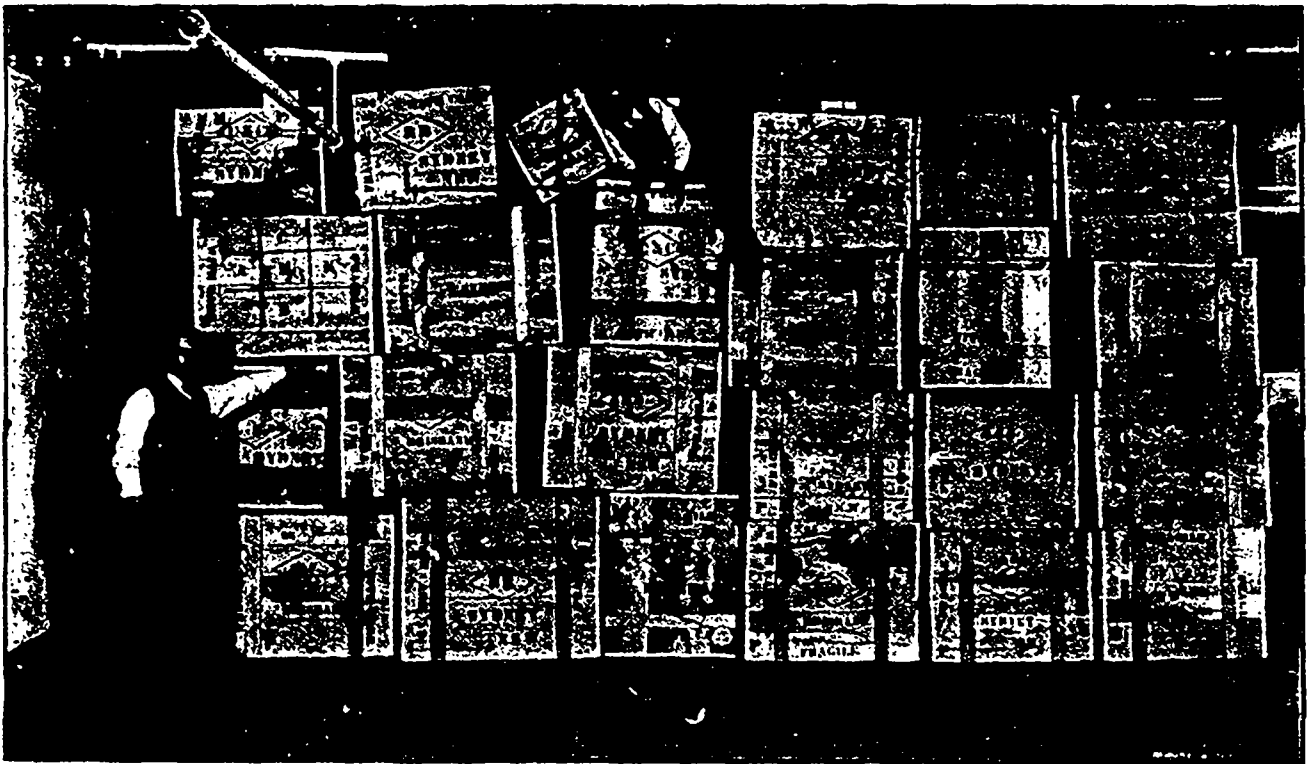
BELOW IS A PHOTOGRAPH OF THE  
FIRST SHIPMENT TO

# AUSTRALIA

... OF ...

Canadian-Made Neckties.

RETURNED  
MAY 16 1902



Shipped via Vancouver by Steamer

## AORANGI

**E. & S. CURRIE,**

Manufacturers and exporters of

**Nothing but Neckties—Everything in Neckties**

58 and 60 Wellington Street West, TORONTO.



Bimbashi Blue Ties  
 Mephisto Red Ties  
 Sea Green Ties

LATEST NOVELTIES  
 EXCLUSIVE.

THE  
*Brais*  
 BRAND

All our travelers are now out with Spring samples

Shirts, Collars, Underwear and Half-Hose,  
 Sweaters and Bathing Costumes

All made specially for us; exclusive shades and fabrics; fancy designs.  
 Fail not to see our Satin Finish Shirts and Pants in all shades.  
 Our Specialty—Black Cashmere Half-hose, fancy stripes, spots and checks.

BALBRIGGAN  
 UNDERWEAR

French, English, German, American and Canadian. Largest range in Underwear and Half-hose ever shown in Canada.

GLOVER & BRAIS

194, 196, 198 McGill Street

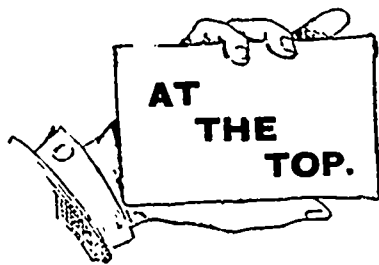
MONTREAL

# COOK AND COMPANY



.. Neckwear ..

Manufacturers



## TO THE TRADE

We do not claim that our Manufactured Neckwear output is the largest in Canada, but we have long since gotten over the experimental stage.

*What we do claim is*, that for style, finish and exclusive designs our Maple Leaf Neckwear is "On Top."

The pace at which our factory has been, and is now, humming away, assures us that the Trade appreciate our efforts. Our factory expects to be humming at "Top Speed." Our travellers are now out with a large range of the most recent creations in Tie Silks for the Holiday Trade. We shall appreciate a portion of your esteemed order, and herewith give you in advance a few of the novelties we are showing:

### Barathea Silks

with large Bar Stripes, in the popular colors: *Yale Blue, Paris Blue and Eveque.*

### The New Matlasse Weave

*in handsome color combinations*

### Mille Rays Silks

*in beautiful double color Warp Stripes.*

### Ombre Stripes

and the latest New York fad of large distant traverse figures, in "Camayenx" and two-tone color effects.

### Random Stripes

*in exquisite colorings.*

### Handkerchief Scarfs

*in original and exclusive designs, and a host of other novelties too numerous to mention here.*

### Our Shapes

comprise the best styles now selling in *New York, London and Paris.*

We shall be pleased at any time to make up any design or shape your customers may call for.

All orders given us, either through travellers or mail, shall receive prompt and careful attention.

"Dinna Forget the Firm."

See Page 61.

# COOKSON, LOUSON & CO., Montreal

1900 - SPRING - 1900

**UNDERWEAR**  
 AND  
**HALF-HOSE . .**

Our travellers are now out with a very complete range of

**PLAIN, STRIPED and FANCY SHADES in**

**Balbriggan Underwear**

ALL PRICES. EXTRA SPECIAL VALUES.

**HALF-HOSE . . .**

In this department we are particularly strong. **Hermsdorf Dye,** Black Cottons, seamless heels. Black Cashmeres include our well-known numbers,

**3758, 3759, 3760, 3762, 3765.**

For **3756, 3742, 3771, 3777,** see page 60.

**BICYCLE HOSE . . .** Again a Drawing Card with us.

**AWAIT OUR SPECIALTIES**

**MATTHEWS, TOWERS & CO.**

73 St. Peter St.

▲ MONTREAL.

# MATTHEWS, TOWERS & CO.

73 St. Peter Street,



## MONTREAL.

We are now showing a large assortment of

+++++

**MEN'S TIES**

FOR IMMEDIATE USE.

+++++

— ALSO NOVELTIES FOR —

# Christmas Trade

IN

**NEW DERBY**

**GRADUATED DERBY**

**PARIS TIES**

**BOWS**

**NEW PUFFS**

**FLOWING ENDS**

**ETC., ETC.**

See pages 56, 59, 60 and 61.

**MEN'S FURNISHINGS—Continued.**

get so stiff and uncomfortable, that he could scarcely move, and, as it happened to be a long nightshirt that his friend had brought, it came away down past his knees, which he was now rapidly becoming unable to bend. His neck he dared not turn quickly, and now his wrists were getting bound, whilst the whole thing was getting as hard as a board.

"He could think of no way of making it pliable but by violent exercise. So he proceeded to the wood pile, and commenced a vigorous siege of wood-chopping.

"After a while this worked like a charm; the perspiration ran from every pore, and, yielding to natural laws, the starch became soft as down.

"Delighted with his success, but thoroughly fatigued by the exertion, he now went and threw himself down on a bed in the loft over his kitchen, and soon was fast asleep.

"When he awoke he felt as though he were in a vice, the wretched thing had hardened again and become more rigid than ever—the only parts of his body he could move were his ankles.

"To cry out was useless—his wife was a mile away and no neighbors were nearer—nothing remained for him but to break his fetters by main force. After a painful struggle he managed to move his wrists sufficiently to enable him to use his hands, but his body was held as if in a plaster cast.

"Recollecting that just previous to his experiments he had been making a hatchway between two of the beams on which the floor of his garret rested, and that his tool-box lay beside it, a desperate resolve took possession of him.

"Rolling himself out of bed he managed to wriggle across the floor till his feet were over the hole, and then, with desperate exertions and excruciating pain, he succeeded in bending his knees and getting into a sitting posture, with his feet hanging down.

"Then tearing the shirt away from his lacerated legs until there was sufficient for his purpose, and being able to reach his tools he tacked the hind part of the shirt to the beam on which he was resting and the front to the one in front of him, then said grace, threw his hands up and jumped.

"A noise like the tearing off of a shingle roof, and a dull thud as he reached the kitchen floor, was all that occupied the consciousness of our hero for the next two seconds; and, on looking up, he beheld the instrument of his torture, rigid as ever, but wrong side out, stretching its arms down to him as if desirous of embracing him a second time.

"This invitation was replied to in words which are not considered necessary in polite society—and therefore need not be repeated here—but they wound up with the threat that if ever that 'doctor fellow' came within range of his shotgun he would have his revenge."

**Tooke Bros.  
New Factory.**

This enterprising firm expect to move into their new premises early in November, when increased facilities and the latest addition of new machinery will enable them to meet the ever-increasing demand for their popular manufactures.

The building is the largest of its kind in the Dominion, and is, perhaps, second to none on the continent, having a frontage of 158 feet and being 294 feet deep with a court between the two wings. Built with pressed brick and trimmed with Montreal limestone, like the majority of buildings in that city, it is built to stay. All the flats are uninterrupted, hoists, stairways, closets, dressing-rooms, etc., are built in brick towers attached to the main building. The interior is finished in British Columbian pine, with hardwood floors, sprinkled throughout with automatic sprinklers and heated by the new Paub system of heating; all woodwork being painted white,

with floors finished in oil. The boiler-room, engine-room and electric generators are of the most approved make and capable of producing power and heat at a minimum of cost. The electric plant will be very complete, enabling them to convey power to any part of this huge building by the use of motors. Ordinary shafting with the necessary belting being a thing of the past, cutting knives, pressing and polishing irons will be driven by electricity; and the same agent will furnish motive power and light. This firm will have several new machines, controlled by them for the Dominion, which will enable them to produce even better finished articles than they have at all times given to the trade.

We understand that a formal opening of this factory will be held when the building is complete, after which their entire staff of about 800 hands, at present in their different buildings, will be under one roof. Every new idea for the prompt and efficient despatch of business will be introduced in the different departments, and, if our opinion is worth anything, their output for the coming year will require the services of 300 or 400 more employes. We wish Tooke Bros., Limited, every success, as we know of no more popular or enterprising firm in the Dominion.

**Brief Notes of  
Current Interest.**

Brais, St. James street, Montreal, is showing a large range of red and black ties of all descriptions. The window is now full of puffs, Ascots, lombards and derbys in plain reds, in silk and satin, which are selling rapidly, and in red and black striped ties which are proving great favorites.

Black satin bows are again in evidence, many of the leading haberdashers making a special display thereof.

A leading retailer is showing some special lines in heavy cashmere underclothing with silk stripes running round the body. They are handsomely finished in silk and satin with pearl buttons, and come in a variety of colors, noticeable among which are combinations of lilac and black, pink with self stripes in silk, sea green with light green stripes.

R. S. Wilkins, Montreal, manufacturer of the "Rooster" brand of clothing, is making further additions to his plant in order to meet the increasing demand for the goods made by him. This week The Singer Manufacturing Co. will place ten new sewing machines in position, and will add another machine for the making of button holes. Mr. Wilkins is to be congratulated upon the success that is attending his efforts to supply the market with goods that meet the popular demand.

On account of the great increase of the demand for the productions of The Dominion Suspender Co. and The Niagara Neckwear Co., Niagara Falls, they have in course of erection an addition to their factory larger than their present one. The demand for their goods has been such that they have been months behind in producing enough to fill their orders.

City furnishers have some handsome footwear in their windows just now. Heavy black cashmere with white, red or yellow spots, are leaders, and black silk with green checks, or yellow, red or blue stripes are among the choice and expensive goods shown; these latter retail at \$5 per pair.

Since our last issue many merchants and buyers have returned from purchasing novelties and general lines for next season's business. In conversation with Mr. Cookson, of Cookson, Louson & Co., we ascertained that manufacturers both on the Continent and in Great Britain were exceedingly busy, and prices in almost all lines advancing. From our pleasant chat with Mr. Cookson and other buyers, the furnishing trade may expect to see some select novelties this season.

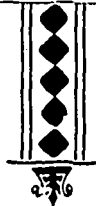
1900

SPRING

1900

# Men's Furnishings

Matthews, Towers  
& Co.



73 St. Peter Street  
Montreal.

## WHITE SHIRTS

Our own make. All prices.

## NEGLIGEE SHIRTS,

Every price and style.

## WOLFF & GLASERFELD'S GERMAN SHIRTS and COLLARS

Always in stock.

## ENGLISH COLLARS

All styles and prices.

---

# Matthews, Towers & Co.

73 St. Peter St., MONTREAL.

See also pages 56, 57, 60 and 61.

1900 SPRING 1900

## "Comfort Half-Hose"

THE MOST POPULAR LINE IN THE MARKET, HERMS-  
DORF DYE, COTTON TOP, SPLIT NATURAL WOOL FOOT. SEAMLESS  
HEELS (A NOVELTY).

ABSORB PERSPIRATION AND PROMOTE HEALTH AND COM-  
FORT. SEE THAT EVERY PAIR IS STAMPED "COOL FEET."

## SPECIAL VALUES:

- No. 3756 Black Cotton, Natural Wool Foot.  
" 3742 " " " "  
" 3771 Black Cashmere Top, Split  
Natural Wool Foot.  
" 3777 Tan Cotton, Natural Wool Foot.

## Matthews, Towers &amp; Co.

Manufacturers and Importers of  
Men's Furnishing Goods.

73 St. Peter Street, MONTREAL, CANADA.

See pages. 56 57. 59, and 61.

"THAT'S A LITTLE  
BIT ALL RIGHT, ISN'T IT?"

**" IN UNION THERE IS STRENGTH."**

When this truism was first uttered, it had no reference to

# UNION OVERALLS

Yet, the expression fits them as they fit wearers. Besides the justly popular lines previously handled, we have now a large stock of Union Goods—

## Pants, Overalls, Jackets, Smocks

well cut, well sewn, stayed throughout and made only from the best materials. Every garment bears the Brotherhood label, simple in design, but exclusive in its power to draw the workingman's honest dollar.

**Myron McBride & Co.**

Wholesale  
Men's Furnishers

**Winnipeg.**

*Returned Oct 2 / 94*



## 1900 SPRING 1900

WITHOUT DOUBT THE POPULAR HOSE FOR WOMEN'S WEAR IS HERMSDORF DYE, COTTON TOP, WITH NATURAL WOOL FOOT, FOR USE WITH BOOTS.

SEE OUR NO. 3772.

ALSO

## Split Natural Wool Foot

FOR LOW SHOES. SEE OUR NO. 3773.

"SEAMLESS HEELS"

ABSORB THE PERSPIRATION  
PROMOTE HEALTH

AND INSURE COMFORT

SEE THAT EVERY PAIR IS STAMPED  
"COOL FEET."

**MATTHEWS, TOWERS & Co.,** 73 St. Peter Street,  
MONTREAL, CANADA.

SEE PAGES 58, 57, 59, 80.



**COOK LOU AND COMPANY**

To The Trade:

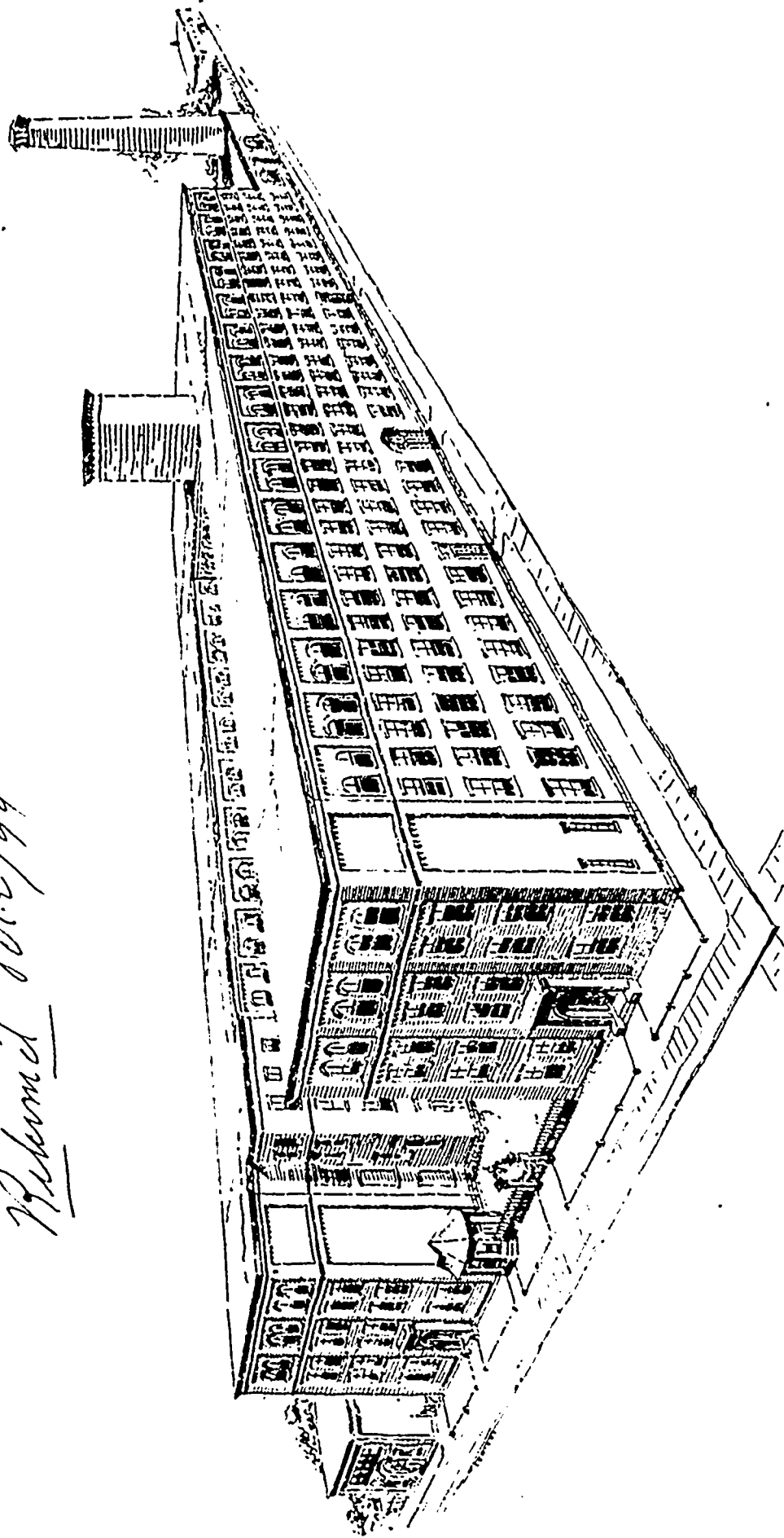
We have "20th Century Novelties" to interest you, in all lines of Men's Up-to-date Furnishings. We have special values in clearing lines.

Our travellers are now on the road and shall have pleasure in calling upon you very shortly. Letter orders promptly attended to. Kindly look at page 55 of this number regarding Neckwear.

**COOKSON, LOUSON & CO.,** Montreal.



*Revised Oct. 2/99*



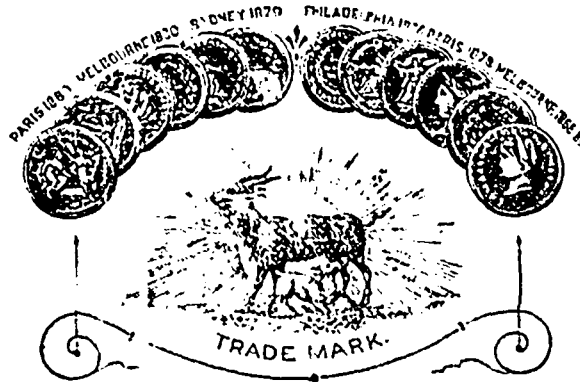
**TOOKE BROS'. NEW FACTORY.**

# Perrin Freres & Cie.

The Glove House of Canada.

Perrin's  
Gloves

ARE THE BEST.



Perrin's  
Gloves

ARE THE BEST.

QUALITY GUARANTEED.

Our travellers are now on the road with our Spring Samples, which we must say are as usual very complete. Do not place any of your spring orders for Gloves before you have an opportunity of seeing our lines.

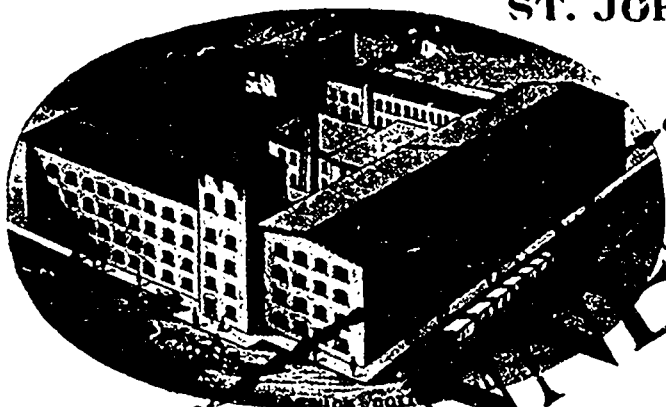
PERRIN FRÈRES & CIE.,

5 Victoria Square,

MONTREAL.

# W.M. PARKS & SON, Limited

ST. JOHN, N.B.



Cotton Spinners,  
Bleachers, Dyers  
and Manufacturers

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

THE ONLY "WATER TWIST" YARN MADE IN CANADA

Agents

J. SPROUL SMITH, 39½ Yonge Street, Toronto.  
DAVID KAY, Fraser Building, Montreal.  
JOHN HALLAM, 63 Front Street East, Toronto, Special Agent for Beam Warps for Ontario.

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

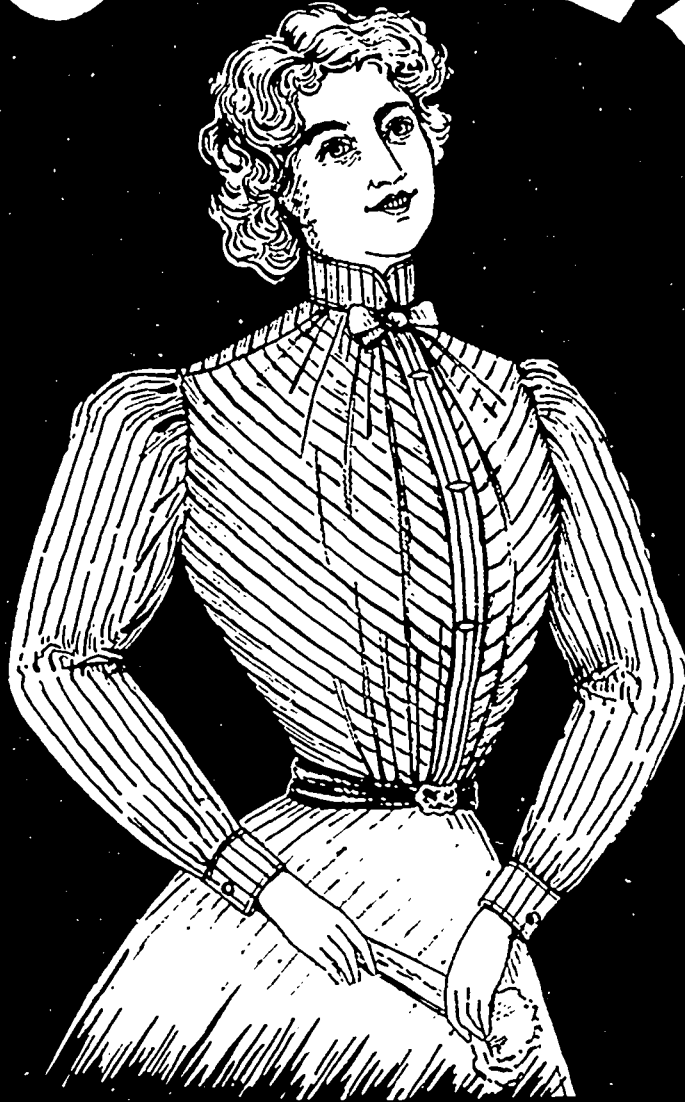
# TOOKE'S



*Revised Oct 2/99*

# RELIABLE SHIRTS

# TOOKE'S



# RELIABLE SHIRT WAISTS

*Reviewed  
Oct 2/99.*

**MEN'S FURNISHINGS—Continued.****A Look at a Choice Range.**

A representative of THE REVIEW was shown through the extensive stock of Glover & Brais by Mr. Brais, sr., the other day, and was astonished at the large variety and excellent quality of the goods carried by this firm. When Mr. Brais was last in Europe, he contracted for a large range of underwear for both Winter and Summer wear, many of the fabrics and designs being made at Mr. Brais' own suggestion. Samples of these goods are now on view, and give evidence of the good taste and enterprise of that gentleman. The lines shown by this firm are exclusively their own, and every article is marked "The Brais Brand." It is impossible to particularize each of the new garments, but some of the most striking are natural wool shirts and drawers of high quality and excellent finish, which, while being somewhat of a standard line, are slightly different from the ordinary goods. Pure French balbriggans, in all grades and styles, are very prominent. Ventilated shirts, with silk gussets under the arms, are shown extensively, as are also net goods, elegantly finished and handsome in appearance. Military regulation undergarments, which open up when stretched, allowing perfect ventilation, are shown in natural wool. Pure linen net goods of a large variety, in plain and stripes, are shown.

Printed balbriggan, white or colored ground, with spots, figures and checks, in black and color, are extensively shown.

Lisle thread garments, with silk stripes, woollen goods, with woven checks on India ground, and silk and wool goods in all colors are included in the range.

A special line of colored balbriggan in light tints, with full trouser finish on the drawers in self-color satin, satin finish and pearl buttons on the shirts, adjustable bands, etc., made at the express order of Mr. Brais. These are very attractive, and should meet with a ready sale.

A large range of silk goods are shown; a handsome line, with full satin finish, is put up two garments in a box for ready shipment.

Bathing suits in new and handsome designs, principally in dark grounds, with stripes around knees and shoulders, are much in evidence, as is also bicycle hose, with new designs for tops. Half-hose in endless variety, including cashmeres, silk, silkene, woollen and cotton, are in stock, the leading shades being blue and red. Imported sweaters, colored shirt-fronts, with bow tie attached, and many other new ideas are to be found in this up-to-date establishment.

**Two Good Displays of Underwear.**

Merchants do not need to be told that this is the season to sell medium and heavy weights of underwear, if the prominence that is being given to this class of goods in Guelph, Ont., can be taken as a criterion. Nearly every drygoodsman in that city is either making a display of these goods in his window or prominently in his men's furnishings department. One furnisher in the city had both his windows devoted exclusively to these goods last week. In one of them the goods were hung up at the back and side of the window and on the floor, making the appearance of the interior of a great box, lined with underwear. Prices were attached to all goods, showing a great range in prices as well as in styles. The comprehensiveness of this range was emphasized by a large card in the centre of the back stating, "We have underwear at 40c. and \$5 per suit, and at almost every price between these." The other display was made more in the form of a great pile of the goods. From about a foot above the floor at the front to about five feet at the back, a slanting display was made, having the effect of emphasizing the magnitude of the stock carried. A card, similar in size to the one in the other window, read, "We

do not dabble in underwear, it is a business with us, and we do it thoroughly." In the doorway a line of fleece-lined underwear, which is being made a leader, is shown, that the fine texture of the garment may be readily examined.

**A "Catchy" Glove Display.**

One of the most effective displays that I have ever seen was viewed in a down-town furnisher's store last week. The window was a comparatively small one, the front light not being more than five feet across and ten feet high. In it gloves were displayed in an extremely simple manner. They were arranged in rows running horizontally and within four inches of the window front. The two top rows were 85c.; the next two retailed at \$1. Below these were a couple of rows marked \$1.35. The price of the gloves shown lower down was not attached, but they were of better qualities. I wanted a pair of gloves on Saturday last, and this display had the effect of drawing me into this store to look at their goods. There were three young men in the store when I went in, and, while I was there, two others came in. They all wanted gloves. Four of them were suited, as was also myself. As I was not in the store more than five minutes this was a pretty good average of results from a small window. It was especially effective because it was so seasonable, that particular Saturday being quite cold.

The great collar for Spring, in the opinion of the majority of the "knowing ones," will be the stand-up turn-down shape with the lock front.

**THE JANUARY WHITEWEAR SALES.**

Of late years, the retail trade have made a feature of their January whitewear sales, and now there is a general movement on foot among the manufacturers to meet this requirement. Firms are making extensive preparations for the delivery of whitewear in December. In conversation with The Gale Manufacturing Co., Toronto, they stated that it was their expectation to send out a more than ordinarily large proportion of whitewear in Spring samples, and that colored goods would hold a correspondingly less important place. Dress skirts will have little, if any, trimming. Laces will be worn more than ever on ladies' cotton underwear. They also said that they had withheld the sending out of their samples until later than in previous years, for the reason that it is impossible, at such an early date, to procure in foreign markets different materials from those with which the mills have been supplying their home trade during the Summer months. Neither are the newest ideas in styles of garments shown anywhere at such an early period. By delaying until they had seen the cloth that printers and weavers intend showing for next season they feel that they are now able to show their friends the very latest and correct styles for 1900.

**DRESS GINGHAMS.**

From inquiries through the trade as to which dress fabrics are likely to be fashionable for the coming Spring season, staple and fancy gingham are going to retain their preeminent position. It is quite evident from the increased demand that there will again be a shortage of supplies, as both the domestic and foreign manufacturers have engagements for months to come for all they can supply.

**A DAINTY, USEFUL BROCHURE.**

Hutchison, Nisbet & Auld have gotten up an exceedingly neat little brochure for distribution to merchant tailors and dealers in first-class dry goods. It contains a complete list of the veloutines, silk serges, satin de chine, sleeve linings, overcoat sleeves, collar velvets, and other silk linings handled by them. This will prove a handy work of reference to all using or handling these silks, and those who do not receive a copy of the booklet should write for it.

# Gents' Umbrellas.

ONE RAINY DAY  
soon reduces your stock.

We can ship orders same day as received. All prices, \$4.50 to \$100.00 per dozen.

## The Irving Umbrella Co.

Manufacturers Limited.

20 Front St. W. . . . TORONTO

# Genuine . . Celluloid

*Collars, Cuffs and  
Shirt Bosoms*

All Fine, Fresh Stock.

GENUINE GOODS are  
stamped with our  
Trade Mark.



**The Miller Bros. Co., Limited**

30 DOWD STREET, MONTREAL

Toronto Agent :

*G. B. FRASER, 3 Wellington St. East.*

IT IS NO EXAGGERATION,  
BUT A SIMPLE STATEMENT OF **...FACT,**

TO SAY THAT

**CARTWRIGHT & WARNERS'**

**"Monodye"** HOSE AND  
HALF-HOSE  
(REGD)

**ARE THE ONLY**



Black All-Wool Stockings ever brought out that keep their color after wear and washing, and give satisfaction in every way.

They should become as well-known as the celebrated  
"Squirrel Brand. Premier-Finish" Hosiery.

CANADIAN AGENTS

**R. FLAWS & SON**

MANCHESTER BUILDINGS  
MELINDA STREET

**TORONTO**

### AN IMPORTANT CARPET ENTERPRISE.

THE GUELPH CARPET MILLS CO. MAKING BRUSSELS  
AND WILTONS

**T**HE fact that enterprise and ability, backed with capital, are well rewarded in this country has been excellently illustrated in the success that has been gained by The Guelph Carpet Mills Co., Limited.

About a year ago, R. Dodds, proprietor of The Armstrong Carpet Co., and George and R. E. McPherson, of The Wellington Carpet Co., Guelph, Ont., amalgamated, and a joint stock company was formed under the present name and with the following officers: President—C. Kloefer, M. P.; vice-president—Geo. McPherson; secretary—R. Dodds; director—R. E. McPherson.

The new company started in the old Armstrong building, a two storey structure, 80 x 40 feet, exclusive of storage and dye-houses, engine-rooms, etc., and manufactured exclusively wool and union carpets. They were represented on the road by Wm. C. Meredith, manufacturers' agent, Toronto, and R. E. McPherson. All Canada, from Halifax to Vancouver, was covered.

The demand for their product soon became so large that, though an additional building was erected and the number of looms in use almost doubled, and their staff worked overtime to the full limit allowed by the Ontario Factories Act, the firm were unable to fill some of their orders.

About six months ago they came to the conclusion that there was in Canada a good opening for the manufacture of brussels and wiltons, which goods are now almost entirely imported from Great Britain.

The installation of a new plant for this purpose necessitated the erection of new buildings, so an addition, 100 x 60 feet, was built. This building will be used for a weaving-room exclusively, and in it are being placed the new looms for brussels and wiltons, as well as the looms which had been used in the manufacture of wools and unions.

The addition of the large number of new looms has necessitated enlargements in all the departments of the works: a new storage building, 60 x 40 feet, has been erected for the storage of yarns, which are imported almost exclusively from Great Britain; the capacity of the dye-house has been doubled; the motive power has been increased by the installation of a new boiler in the engine-room.

The members of the company are all practical men, so, in the changes that have been made, improvements making for the economy of labor and money have been made in every department.

The weaving room is covered by a saw tooth roof, which is so constructed that five rows of lights, each about five feet high, run the full length of the building. These lights, with the many windows at the ends and sides, make the building an exceptionally well lighted one. This roof is a decidedly unique and valuable feature, as good light is one of the first essentials of weaving first-class carpets.

The firm have reduced the manufacture of the various weave of carpets to the minimum cost by an excellent system of handling. From the storage building the yarn is taken to the dye-house, where the most improved scouring machinery has been put in position. It is taken from this room directly into the drying-room, where the drying is done by the fan

process, which is becoming so popular for mills, etc., in the United States. By this process a steady current of air is drawn by a fan over and through a great coil of steam pipes into the drying room, which is thus kept at the proper temperature. The yarn goes from the drying-room into the dyed yarn storage-room, from which it is taken as desired into the winding-room, whence it is sent by elevator to the weaving room. From the looms in this room the finished article goes into the old factory building which will be used exclusively for packing, shipping and warehouse purposes.

A dynamo has been installed for the electrical lighting of the building. It is also intended to heat the entire building by the fan process, which is now heating the drying-room so satisfactorily.

R. Westwood, who for several years was superintendent in W. & J. Sloan's great carpet factory, in New York, has been secured as superintendent for this firm, and twenty other experts have been brought into Canada, that nothing shall lack in the product of brussels, wiltons, wools and unions, equal in quality to anything that can be imported.

As no samples can be made up for a few weeks yet, they will be rather late, but the company's travelers are expected to be on the road with a full line of Spring goods by November 1, which will be in good time for Spring trade.

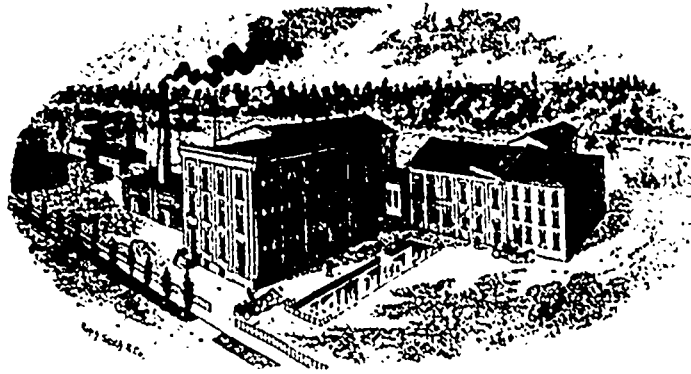
In addition to the stock and samples, which can be seen at any time at the works in Guelph, a full line of samples of this firm's production can be seen at Wm. C. Meredith's office, at 3 Wellington street east, Toronto.

#### POINTERS FOR EXPORTERS.

An Australian wholesale merchant, Mr. Kirkland, of Brisbane, Queensland, was in Canada last month on his way home from Europe, and spoke with candor of the possibilities of purchases of various lines of Canadian dry goods by Australian firms. He regarded the attempts of Canadians to capture Australian trade as courageous, even daring. But he pointed out that all these shipments from Canada would be scrutinized carefully by the Australian buyer. They would have to be up to sample. The packing must in no way be defective. The question of delays in the matter of delivery should also be carefully kept in view by the Canadian shipper. He should look ahead and remember that it required three months, or more, to land goods in Sydney from Central Canada, and goods intended for a particular season in Australian trade should not be delayed beyond the time for which they were required, or the purchaser would be disappointed and the value of the goods for selling purposes deteriorated.

The Merchants Cotton Co. are taking advantage of the increasing demand for all classes of cottons by erecting a large mill on the lot of ground directly facing their present premises, to be used principally for the manufacture of hosiery yarns. Over 20,000 spindles will be put in for this purpose, in addition to a considerable number for making other goods. The company at present have over 2,200 looms, and this addition will enable the number to be increased to 3,000. The town of St. Henri has granted 20 years' exemption from taxation, and, as the company are fortunate in having a large space of land so convenient, the new branch should materially improve the already large business done by this concern. The mill will be started immediately, and will give work to about 500 people.

MANUFACTURERS OF  
*All Wool and  
Union Flannels.*



*Tweed, Serges &c.*

A.H. BAIRD,  
SECY TREAS

H. STROUD,  
MANR

*The Paris Wincey Mills Co.*  
*Paris, Ontario.*

**THE REVIEW'S DIRECTORY OF AGENTS.**

British, American and foreign firms who are looking for Canadian connections will find in this column the names of leading agents who are eminently fitted to represent them in this country.

**BAKER & BROWN** 43 St. Sacrement Street  
Manufacturers' Agents, **MONTREAL**

Representing—STANFORD BROWN & Co., Bradford, Eng. manufacturers of meltons, carriage cloths, rugelugs, etc. HENNAI, COLLADAY & Co., Philadelphia, U.S.A., manufacturers of dress trimmings, fringes and upholstry goods. ARNOLD B. HEINE & Co., St. Gall, Switzerland, manufacturers Swiss embroidered handkerchiefs, Swiss embroidered and curtains.

**R. H. COSBIE** Manufacturers' Agent  
Manchester Building, Melinda Street  
**TORONTO, CAN.**

Dress Goods; Linens and Handkerchiefs; Cretonnes; Corduroy and Moleskins; Irish Tweeds, Serges and Blarney Yarns; Lace Curtains; Leicester Natural Wool Underclothing.

**FRED. R. WILLIAMS & CO.**  
Manufacturers' Agents  
Representing 246 St. James St.  
Farnham Corset Co., Farnham, P.Q. **MONTREAL, QUE.**

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

Representing { Wm. SIMPSON SONS & Co., Philadelphia, Pa.,  
Prints, Linings and Draperies,  
CARTWRIGHT & WARRERS, Limited, Loughborough, England,  
Hosiery and Underwear,  
D. SANDEMAN & Co., Leicester, England,  
Yarns and Warps.

**W. E. WALSH** 13 St. John Street, **MONTREAL**

Manufacturers' Agent and Importer of Foreign Novelties:  
PURSES, POCKETBOOKS, DRESSING CASES, AND FANCY LEATHER GOODS.

**A. ROLAND WILLIAMS** Manufacturers' Agent,  
Room 500 McMillan Bldg  
19 Melinda St., Toronto  
Woolens, Silks, Ribbons, Gloves, Fancy and Staple Linens,  
Felt Hats, Dress Trimmings, Canvas, etc.

**TORONTO BRASS MFG. CO.**



91-95 Richmond St. W.

Paper-Mache and Metal  
**Window Display Fixtures.**  
for every purpose. Write for catalogue.

**PAPIER-MACHE SHOULDERS.**  
Jersey Cloth Covered  
17 inches long each 1.00  
24 " " " 1.00  
30 " " " 1.25  
36 " " " 1.25

**F. ROBERTSON & CO.**  
20 FRONT ST. WEST  
TORONTO

**ILLUSTRATED LACE LISTS ON APPLICATION**



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, Montreal**  
**John Macdonald & Co., Toronto**



## Glothing and Woollen Trade.

### THE OUTLOOK FOR SPRING GOODS.

THE chief thing to note with regard to staples of Spring clothing is the great increase in the demand for a better class of goods, and the consequent tendency in some quarters to advance prices. Another result of the general improvement is that the manufacturers of ready-mades find they are warranted in procuring better workmanship. Clothes are better cut and better made, and the margin between the ready-made and the made-to-order is becoming narrower. For the Spring trade the leading part of a clothier's output is in the children's department, and here are the large proportion of his sales. Hence, all the large houses are laying stress on this line.

The demand for Klondyke clothing may be said to have practically ceased. Spring samples have already been sent to the far eastern and western Provinces, and dealers in Ontario and Quebec may expect them within a very short time. Below we have quoted what some of the leading firms have to say on the subject:

### WHAT THE TRADE SAY.

W. R. Johnston & Co. find that the improved general conditions have increased the demand for a better class of goods. Especially in Manitoba and the Northwest is this the case, the good crops being responsible for the change. In Ontario and the Lower Provinces, the same demand for better goods is being made. In past years the demand has always been for low-price articles, whereas now the consumer is able to buy a better garment, and is willing to pay for it. Accordingly, preparations are being made for Spring goods along these lines.

In men's goods, worsteds and serges are prominent, while great variety of patterns are shown in tweeds, both Canadian and British. There is an especial demand for children's clothing, and Johnston & Co. are striving to produce attractive, salable novelties for boys. "Brownies" might be mentioned particularly in this connection, being suits for little fellows from about three years of age to eight.

The G. A. Thorpe Manufacturing Co. are making a specialty for next Spring of black and blue worsteds, both in double-breasted and single suitings.

Messrs. Lailey, Waton & Bond have found it advisable and necessary to increase their floor space by one third. They have also secured an expert pattern designer from New York, and their reputation as leaders in popular-priced stylish clothing is being maintained. They are particularly proud of their "Vitals" brand, which gives all the essential points of custom

tailoring, i.e., best French canvases, pure wool felt shoulder padding, linen stays wherever necessary, silk stitching; in fact, all the points so often neglected. Their Spring samples comprise lines of finer goods than would ordinarily be expected in ready-made clothing—in Prince Alberts, swallow tail, Tuxedo, and latest Raglan overcoats. These garments appeal directly to the best class of clothing dealers.

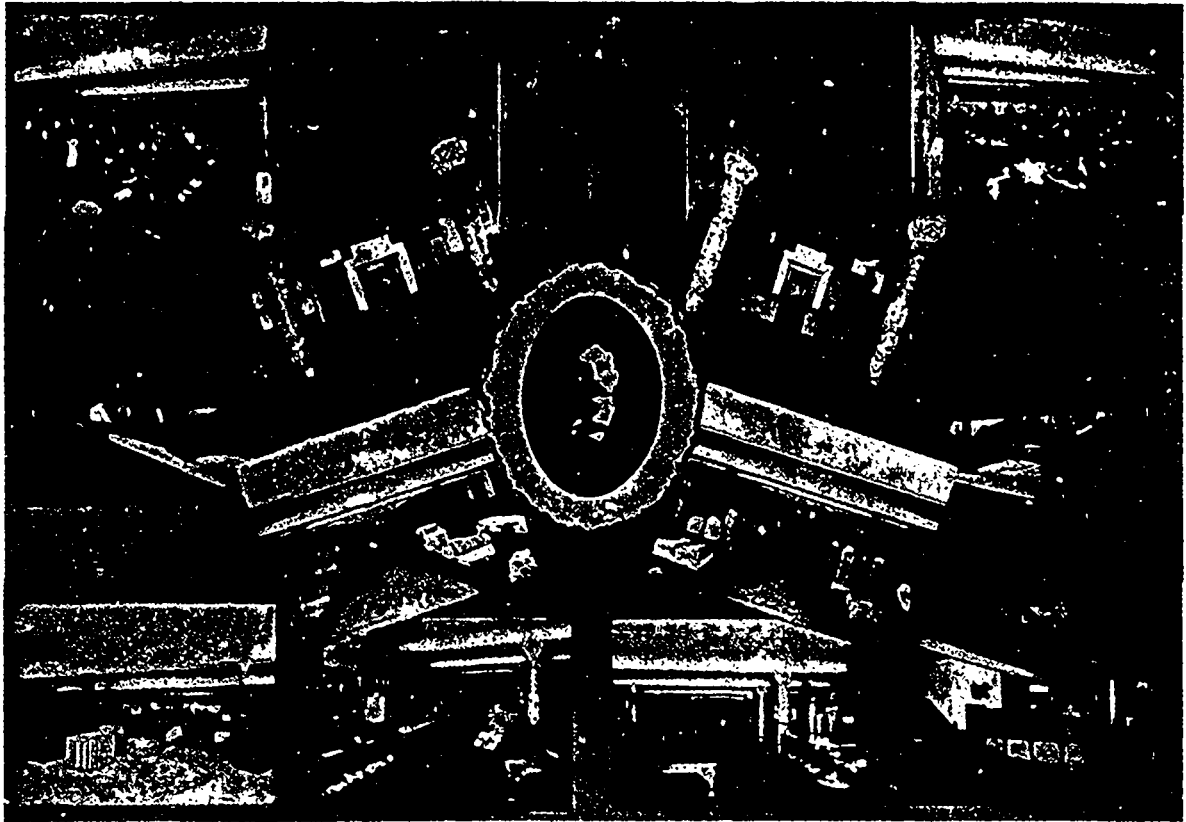
### THE OUTLOOK IN ENGLISH MEN'S WEAR.

At Ostend, which is decidedly the most fashionable seaside resort of Northern Europe at present, and which the writer had occasion to visit recently, says Minister's London Gazette of Fashion, plain white suits predominate, made from a rather large round-twilled cashmere. The cut is either as a double breasted reefer, or, when single-breasted, with slightly rounded corners, and the vests are mostly double breasted, buttoning rather high and square and without collar. White ground, with double narrow black stripes are also much worn, while grey or other colored grounds are quite "off." White caps of naval pattern are worn with these in the morning, and wide-brimmed Panama hats with well-dented crowns in the afternoon, and white buckskin lace boots. Black morning coats, when they are worn at all, are generally made from flat twilled clays, finished dull, and with bound edges, precisely what we predicted as the coming style some months ago.

The rise in the price of wool is now finding its sequel in a very sharp rise in the price of yarns. We have seen it in print, as a piece of good advice to the trade, that a rise of 6d. on a pound of wool does not justify an advance of 6d. or 1s. on a yard of cloth, and that the whole thing is engineered artificially by the woollen merchants, who want to do a big "scoop." But a pound of wool does not produce a pound of yarn, nor does a pound of yarn produce a pound of cloth in its finished state. To argue on the above basis, therefore, proves absolute ignorance of the process of manufacturing.

The yarn from which the average good class of wool or worsted—such as bespoke (custom) tailors' cut—is made, cost, at its lowest ebb in 1898, about 1s. 6d. per lb.; at present it costs nearer 2s. 6d., and as soon as the dead season in Bradford is over and buying for the Spring begins in earnest, 3s. is expected to be reached. Spinners are, in fact, holding for that price now. If the rise in the price of cloth has been so far moderate, it is simply due to the fact that contracts for yarns at the lower level were still in force, and the manufacturers, from stress of competition, were driven to give the benefit to the trade. But it is quite clear that this cannot last much

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



## "Tiger Brand" Quality

"Tiger Brand" Clothing—ready-made, is not cheap clothing—and the trade are beginning to find out that it pays to have the high quality to sell—and we have to report our full staff running to full capacity to keep even with Sorting Orders. Every garment we sell is made on the premises and this label is your guarantee.



# E. BOISSEAU & CO., TORONTO

..OUR SPECIALTY..



MEN'S  
BLACK AND BLUE  
Worsted Suits.

Write for Samples



THE...

G. A. Thorpe Mfg. Co.

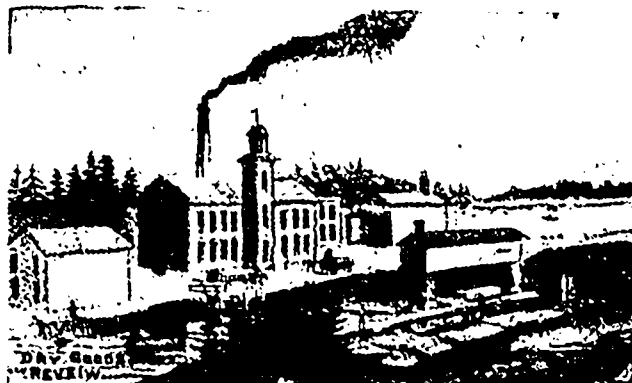
Wholesale Clothing  
Manufacturers. . .

57-59 Bay Street, - - TORONTO

HARRIS & COMPANY,

ROCKWOOD, ONT.

... LIMITED.



Pure Wool Goods

A choice assortment of colorings in Ladies' Costume Friezes and Homespun; Heavy Frieze Overcoatings; Yarns in 6-lb. spindles.

SOLE AGENTS

E. J. Dignum & Co., 27 Melinda Street, Toronto.

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.

Is your business

HEALTHY

Do you wish to be

WEALTHY

and underwear

WISE . .



All wool. Knit to fit.  
Won't shrink.

That's Stanfield's.

A POSTAL AND BOOKLET WILL DO IT.

The Truro Knitting Mills Co.

Sole manufacturers  
for Canada.

Truro, Nova Scotia.

**CLOTHING AND WOOLLEN TRADE.—Continued.**

longer, and that a very serious rise will take place presently on Spring goods; and on heavy coatings, which are exclusively made from either merinos or fine crossbreeds, the advance will not be less than 1s. 6d. to 2s. a yard for the season 1900 1901. Another factor to be considered in this connection is also that woollen manufacturers have for years past been working on a very small or no margin of profit, in many cases merely to keep their mills going, and that they will make the most of their opportunity now that it has come.

The wholesale clothing firm of W. R. Johnston & Co., Toronto, have bought the property, corner York and Front streets, owned by Mr. David Walker, and with a frontage of 110 feet on each street. It is the intention to erect a large warehouse and factory on the site of the property.

**SHOWCASES AND SHOP FIXTURES.**

The interior fixtures of the modern store have become an important factor in the trade done. Much skill is now bestowed upon showcases and the like, and the merchant usually concludes that the outlay for these repays him. Fixtures of this kind are made by John Phillips & Co., Detroit, Michigan, and, in an illustrated catalogue issued by the firm, we find some handsome reproductions of the showcases they manufacture. These cases are for every purpose: for general dry goods, for men's furnishings, jewelery, smallwares, etc., while fittings in the way of shelving, cashier's desks, collar cases, counter cases, stools and store furniture of all descriptions are made. They are manufactured in the most superior manner, and have been purchased by leading retail stores in the United States. The catalogue to which we refer is a really fine piece of work, and the illustrations are large enough to give the merchant a good idea of the latest improvements in store furniture. This firm have arranged to supply the Canadian trade by shipping from Windsor, Ont., f.o.b., and, as the catalogue contains a price list, we advise Canadian merchants contemplating improvements to get a copy of it.

**MAKING NEW COVERING FABRICS IN CANADA.**

An important announcement is made by the firm of Geo. H. Hees, Son & Co., who are not only noted as extensive manufacturers of window shade goods and extensive importers of upholstery fabrics and window curtains, but are now just claiming the attention of the Canadian trade as manufacturers of new coverings for all upholstering purposes. The first samples of this new line of goods, now being made in Canada for the first time, are marvelous triumphs of the designer's skill, and will delight all those who deal in this class of goods. They are made from the firm's own looms at Valleyfield, Que., and consist of mercerized fabrics, silk and cotton coverings, and tapestries. The combinations of color, as well as the patterns, already shown are the very latest and will replace other classes of these goods now on the market, which are not nearly so valuable in finish and texture. They are sold both in the piece and also made up into curtains and tablecovers with fringes, borders, etc. Merchants who handle these goods and desire to see samples of the new fabrics may obtain them by writing the firm.

Geo. H. Hees, Son & Co. are showing a fine range of imported coverings, including the most attractive fabrics ever seen in this market. So complete is this range that some of

the largest upholstery houses are selecting their materials from the stock in this warehouse. The firm are also handling leather coverings for upholstery purposes. A sample-room and warehouse will be opened in Montreal shortly for all their goods, and the firm have now 10 travelers on the road.

**THE NEW S. H. & M. BINDING.**

The new skirt binding that Stewart, Howe & May are putting on the market is a rich piece of goods. It is called the S. H. & M. "Duxback" waterproof velvet brush binding. As the name implies, it is waterproof as well as beautiful. This firm state that the guarantee given by having "S. H. & M." stamped on their goods has proved of great value in making sales.

The Oxford Manufacturing Co. have been awarded a gold medal for their excellent show of cloths and costume fabrics at the recent Toronto Exposition.

Mr. Robert Henderson, of Montreal, was in Toronto last week visiting the trade with Mr. Walter S. Hunt, of Messrs. Hunt, Moody & Co., Nottingham, England.

Owing to the dirt of the iron industry paper collars are worn by business men of the "Iron City." They cost 18c. a dozen, and can be turned once. The turning takes place at noon, or lunch hour, as by that time the first side is well blackened with soot. Usually one collar a day is the rule. It is cheaper than wearing two or three linen collars and paying for washing.

Nerlich & Co., wholesale fancy goods, Toronto, have issued a splendid illustrated catalogue for Fall and holiday trade. It consists of 112 large, well illustrated pages, with descriptive and numbered lists of their immense stock of toys, dolls, games, fancy and musical goods, toilet-sundries, woodenware and Christmas novelties. The firm make a specialty of doing a mail order business. Any dry goods dealer who has not yet had a copy of this catalogue may send a post card and receive one.

The improvements in the rail and steamer services of the Canadian Pacific Railway have been much appreciated by commercial men. Recently the China, which runs to San Francisco, left Hong Kong for Shanghai 24 hours ahead of the Empress of Japan. The Canadian boat, however, beat her by 60 hours, and secured as cargo 300,000 lb. of silk intended for the China as first arrival. The silk was for Russian account, and was shipped via Vancouver.

Madame Heriot, relict of one of the chief proprietors of the Grand Magazins du Louvre, so familiar to all shop-gazing visitors to Paris, is a generous, as well as a wealthy woman. And, recognizing the fact that her riches have mainly been derived from the sales which her late husband's employes effected by their smartness or persuasive faculties, she believed she could not better perpetuate his memory than by presenting a donation to the pension fund of the great establishment in the Rue de Rivoli. She has devoted the liberal sum of 1,000,000 francs to her benevolent purpose.

The "Goldaloid" Company, Toronto's youngest wholesale jewelery concern, report trade booming. Travelers are sending in orders freely, and say goods are easy to sell, as prices and styles are right. The company also report that their line of goods is especially pleasing to the dry goods trade, whose business they are specially catering for. They are adding to their already large assortment all the latest fads and novelties as they appear. Their policy is to keep thoroughly abreast with the fashion, and by doing this expect a continuance of the success they are now meeting with.

THE  
**Cloak Manufacturing Co.**  
 of Toronto, Limited

18 Front Street East,     **TORONTO.**

Manufacturers of . . .

*Tailor-Made Mantles.*

*Tailor-Made Jackets.*

*Tailor-Made Costumes.*

*Tailor-Made Skirts.*

*Tailor-Made Wash-Suits.*

*Tailor-Made Blouses.*

## Spring 1900

*Samples of the above are now in the hands of our Travellers. The Trade will find our collection replete with values that are bound to insure most profitable handling.*

### OUR REPRESENTATIVES :

*Mr. R. McCLELLAND,*  
*"West."*

*Mr. A. F. BORTON,*  
*"West and North."*

*Messrs. STRACHAN & COUSE, "Manitoba" and "B.C."*

*Mr. GEO. MASON, "Toronto to Quebec"*

*Mr. GEO. R. JOSEPH, "Maritime Provinces."*

## It Has Been Our Constant Aim

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

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

### WE MANUFACTURE:

Overcoatings  
Venetians  
Overcoat Linings  
Whipcords  
Scotch Suitings

Serges, Fancy  
Vestings  
Dress Goods  
Steamer and  
Travelling Rugs  
in tartan and other designs

ALL MADE FROM PURE WOOL.

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

## BOYD CALDWELL & CO.

Clyde Woollen Mills, LANARK, ONT.

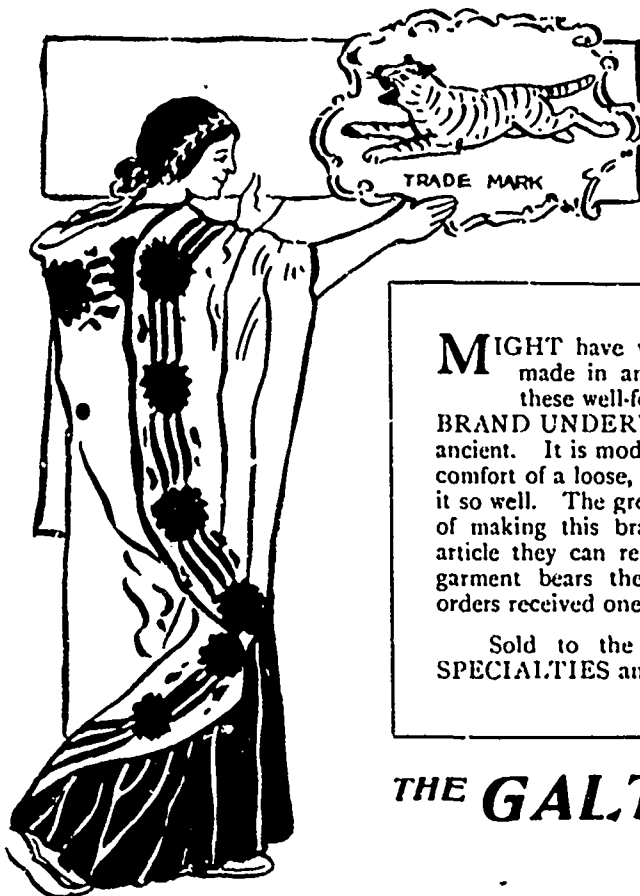
# CLOTHING



*Please do not lose sight of the fact that we have the most complete Clothing Factory in the Dominion of Canada, and give constant employment to more hands under one roof than any clothing house in Canada. If you are using large quantities of any line or price we shall be pleased to give estimate at lowest figure.*

## CLAYTON & SONS

HALIFAX, N.S.



## An Ancient Grecian

**M**IGHT have worn TIGER BRAND UNDERWEAR had it been made in ancient times, for the comfort, grace and ease sought by these well-formed figures could have been found as readily in TIGER BRAND UNDERWEAR as in any other costume. But this brand is not ancient. It is modern, very modern, and up-to-date, and has the ease and comfort of a loose, flowing garment. That's one reason your customers like it so well. The greatest care is taken in the selection of stock and manner of making this brand, the desire of the makers being to manufacture an article they can recommend and one which you can recommend. Every garment bears their Trade Mark. You may sort any time of year and orders received one day will be shipped the following day.

Sold to the retail trade only. We also make EIDERDOWN SPECIALTIES and SHOE LININGS.

**THE GALT KNITTING CO., Limited**  
GALT, ONT.

## 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.

## Finley, Smith & Co.

Importers of . . .

**WOOLLENS** and

**TAILORS'**

**... TRIMMINGS**

29 VICTORIA SQUARE

WM. C. FINLEY  
J. R. SMITH

**MONTREAL**

Sole Agents for

Trafalgar, Britannia and Royal Navy Serges.

CABLE ADDRESS, "AULD"

TELEPHONE No. 3512

## HUTCHISON, NISBET & AULD

... SELECT WOOLLENS AND TAILORS' TRIMMINGS ...

34 WELLINGTON STREET WEST.

TORONTO, Sept. 30, 1899.

TO THE LADIES' TAILORING TRADE:

The astonishing success that has attended our efforts to place before you the newest styles and fabrics for ladies' out-door wear, has led us to exploit this department of our business with increased energy. Throughout the season we have led the trade in novelties, keeping in the closest possible touch with the leading fashion centres and acquiring the most fashionable fabrics as produced by the best-known makers. Our enterprise has met with support from the leading merchants in the Dominion, and we are confident of meriting a continuance of their patronage.

We now show repeats of various cloths in new patterns, mixtures and combinations of colors, prominently, new

BLANKET SKIRTINGS and REVERSIBLE SUITINGS

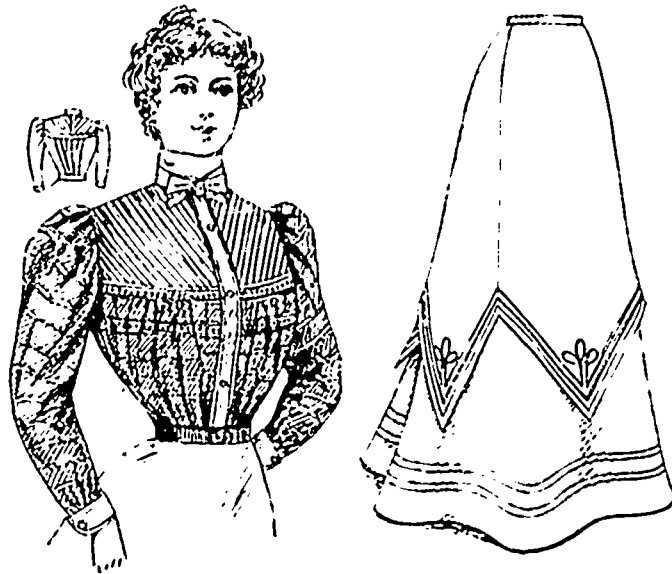
in Camel's-hair effect. Leading colorings are Black and Grey, Black and Navy, Black and Amaranth, Black and Purple and Black and White.

HUTCHISON, NISBET & AULD,  
34 Wellington St. West, Toronto.



**BLOUSE WAISTS FOR 1900.**

ONE of the most taking designs in waists for Spring will be the colored body with white yoke, a happy medium between all colored and all white. Also the white body and colored yoke in



Original Designs by Boulter & Stewart.

each style, the yokes being composed of lovely effects in fine tuckings, all-over embroideries, etc.

Boulter & Stewart in their Spring range, which is now on the road, show many of the above styles.

A striking feature of this line is that all their samples show a stock-collar and tie, even their lowest lines, instead of the ordinary linen collar.

**MUSLIN DRESSES.**

Nothing gives a softer and daintier appearance than muslins for Summer gowns.

The advance plates show a good many of the goods made up into whole costumes, blouse and skirt, both being flounced and lace-trimmed.

They are one of the strong features in Boulter & Stewart's range for Spring 1900.

**WASH SKIRTS FOR 1900.**

Many of the new designs show graceful overskirt effects, also beautifully embroidered styles.

Those wanting the "latest" will find them among the large range shown by Boulter & Stewart.



Original Design by Boulter & Stewart.

**A GROWING PATTERN HOUSE.**

Since The New Idea Pattern Co., New York, opened a Canadian agency in Toronto, there has been a steady development in their business in this country. The firm have agencies in nearly every town and city in the Dominion, and, by dint of popular prices and generous treatment, the business done through these agencies has

increased to three times that of a year ago. This firm manufacture women's and men's garments, making a specialty of all clothing worn by ladies, misses and children. They issue from 25 to 40 patterns each month, all of which are entirely new and originate with themselves. A ladies' paper, which, besides illustrating all new patterns issued, contains serial stories, poetry and items of general interest to women readers, is published by this company, and sells at a moderate price.

**NEW PRICES IN COLORED COTTONS.**

The Canadian Colored Cotton Co. issued, October 2, a circular to the trade announcing advances in the prices of the following fabrics: Awnings have gone up 1/2c. per yard; cottonades, 1/2c.; tickings, from 1/4 to 1/2c.; shirtings, from 1/4 to 1/2c.; galateas, from 1/4 to 1/2c.; oxfords, 1/2c.; skirtings, 1/2c.; eiderdowns, 1/2c.; flannellettes, 1/2c., napped sheetings, 1c., shaker flannellettes, 1/2c., blankets, 2 to 10c. per pair. These took effect October 3.

**THE LATE MR. GEORGE MORRICE.**

Great regret was felt throughout the trade last month at the announcement of the death, at Saranac Lake, September 18, of Mr. George Sheriff Morrice, son of Mr. David Morrice, of Montreal. George Morrice was for some time connected with the Toronto office of D. Morrice, Sons & Co.; he had received an education suited to a young man interested in the cotton trade, and, owing to his industry and amiable character, gave every promise of a bright career. His death, at the early age of 28, destroyed these hopes, and THE REVIEW voices the views of itself and many others in expressing keen sympathy with Mr. Morrice, sr., and the brothers of the deceased.

Mr. H. M. Belcher, of The Gault Bros. Co., is at present in Winnipeg looking up the requirements of the trade in that district, preparatory to taking over the management of the Winnipeg branch. His department in the Montreal house may be subdivided and given in charge of a couple of the old employes there. Mr. Chas. Howard will probably take over most of Mr. Belcher's work, however.

Mr. John Wilson, of Spring Hill, N.S., has built a new addition to his store. It is 31 by 60 ft., with nice large plate-glass windows. This makes a total frontage of 85 ft. and 80 ft. deep, old and new combined. Mr. Wilson is having both old and new buildings covered with galvanized iron inside and out. The counters are made of hardwood tops and covers, with plate-glass front, which leaves a very pretty place to show goods.

Messrs. C. L. Martin & Co., of Amherst, N.S., have purchased the stock of Dunlap Bros., Smith & Co., formerly known as Dunlap Bros. & Co. Mr. Martin is making an improvement by conducting the business on a thorough cash basis. Mr. Martin is by no means a stranger to Amherst, having been with Dunlap Bros. & Co. for 20 years, and has for some time been head of the dry goods department. THE REVIEW wishes Mr. Martin every success.

It is announced that Mr. George Mickleborough has been given an interest in the firm of Messrs. Mickleborough, Muldrew & Co., wholesale woollens, Toronto, and will cover the western ground for the firm. Mr. Mickleborough, who has for years managed his uncle's extensive business in St. Thomas, one of the largest and most flourishing retail establishments in Western Ontario, will continue to make St. Thomas his headquarters. His connection with Messrs. Mickleborough, Muldrew & Co. will be a valuable addition to that enterprising firm. THE REVIEW extends its good wishes for his success.

Returned Special 1900

Returned Special 1900

# We can increase your sales and profits. When shall we begin?

The subscription list of "The Dry Goods Review" has shown the largest growth in its history, the past three months.

More dry goods and general merchants are realizing its worth to them in their business—more and more merchants and manufacturers who have anything to sell to these merchants are appreciating it as an influential medium through which they can reach them and tell the story about their goods.

A retailer does not always order direct from an advertisement, but in seven cases out of ten the ad. calls his attention to a need and an order follows. A case in point: Messrs. S. Greenshields, Son & Co., of Montreal, had a striking advertisement in the Special Fall Trade Number of "The Dry Goods Review." Two days after it was issued they received the following letter from a well-known Hamilton house:

Dear Sirs.—

By Fall Number of "Dry Goods Review," just received, we note that your advertise 25,000 pieces of Printed Cotton Goods, also 15,000 pieces of Woven Goods, Muslins, Piques, Prints, Gingham, Flannels, etc. Now, we are open to buy a lot of goods if your prices are right. You may send us samples immediately if agreeable to you. Also, kindly send samples of Black Blister Dress Goods, with best prices, to retail at \$1.00 per yard, and oblige,

Yours truly,

FREDERICK W. WATKINS.

Per E. L.

Messrs. Greenshields, Son & Co. sent a representative to see Mr. Watkins and a good sale was the result.

Advertising is not a science, nor is it a theory. It is just plain, common business sense applied to advertising in publications that are read by the people you want to reach.

We would like to talk to you further about this matter. Can we interest you? It is never too early to begin using "The Dry Goods Review." The present is the right time to try it. Forms for the November number close October 24.

THE DRY GOODS REVIEW, Montreal and  
.....Toronto.

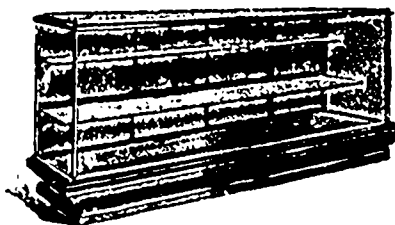
# A NOVELTY IN SHOWCASES

*Returned  
Oct. 30/1900*

Our patent device for illuminating showcases has created a sensation among up-to-date merchants.

We can assist you greatly in making sales.

A descriptive circular will be sent to all interested parties.



A SILENT SALESMAN.

We will furnish you with the best showcases made in America, at a reasonable price, and ship them from Windsor, Ont., FREE OF DUTY.

If you are going to make improvements in your store, write for one of our booklets "Let's Talk Shop." It contains some good pointers on modern merchandizing. Send for estimates.

## JOHN PHILLIPS & CO., Limited, DETROIT, MICH.

Established 1864.

Manufacturers  
of the



SHOW CASES.

# .. Nerlich & Co.



Are again leaders for Fall Trade 1899-1900 in:—

### FANCY GOODS, DOLLS, TOYS, GAMES, XMAS NOVELTIES, FANCY CHINA and GLASSWARE.

Our new Fall catalogue has just been issued, and we shall be pleased to mail you one on application.

Any orders you may favor us with shall have our very best attention.

Write for New Catalogue

## NERLICH & CO., 35 Front St. West, Toronto



*Returned  
Oct. 11/1900*

# Good Advertising

## For Wide Awake Retailers

By F. James Gibson.

Our "Good Advertising" department is to help our subscribers to do better advertising. The gentleman whom we have selected as its conductor is well-known as one of the foremost advertising specialists of the day. Any of our readers who desire the benefit of Mr. Gibson's criticisms on advertisements or advertising methods, or his advice on any advertising subject can have it or both entirely free of charge by writing to him in care of this journal.

If correspondents so desire, fictitious names or initials may be used for publication. But all requests should be accompanied by the subscriber's name.

HERE is an advertisement which is distinctly an attempt to be funny. Advertising is simply one branch of business and an important one. Business is always serious, and while a little nonsense now and then is relished by the busiest men, it is a mistake to take too much liberty with other people's susceptibilities. The trouble is that what will strike one man as funny another will consider impertinent. I don't suppose one man in 10,000,000 is capable of writing humorously and, at the same time, usefully on business subjects. This is particularly true in respect to that branch of business called advertising, because most advertisements are actually addressed to women, and it is notoriously true that women haven't the appreciation of humor so well developed as men have. Where a woman can buy goods to the best advantage, and thus help out her (or her husband's) income is a very serious business to her, and it is safer not to make any attempt to be witty or "smart" when talking to her, either in an advertisement or otherwise.



## WE ARE FULL

of business but can attend to your orders  
Send them in. The Latest in Stripes,  
Squares and Checks.

### OUR NECKWEAR PRODUCTIONS

are unexcelled in Style, Pattern or Finish.  
50c to \$2.00 per doz.; \$2.00 to \$4.50 per  
doz. No traveling men. Write for sam-  
ple assortment and make selection at  
your leisure.

### LEY BROTHERS,

Manufacturers of Stylish Neckwear for Men and Women.  
1818 Milwaukee Ave., CHICAGO, ILL.

We want your Mail Orders.

Coming back to the advertisement of Messrs. Ley Brothers, it is apparent at a glance that there is plenty of "dynamite" in it. For example, there are many persons who have a horror of drunkenness. So, when the man in the advertisement is made to say that he is "full," and when he quite looks the part, it is more than likely that there will be persons so dead to a sense of the alleged humor of the advertisement as to be offended.

How much more sensible it is to stick to straight business when dealing with a business subject. Humor, of course, is all right, but unless you are a Mark Twain or a Bret Harte you would better keep it out of your advertising.

\* \* \*

It has frequently occurred to me that retail dealers (and wholesalers too) miss many a good chance to benefit by manufacturers'

advertising. Many manufacturers spend princely sums each year in bringing their goods to the attention of the people. The average retailer seems to pay no attention to what is being advertised in the newspapers and magazines. In response to the first few calls for a specific article, he says he hasn't got it, or may be that he has something "just as good." By-and-bye the calls increase in number and the pressure gets so strong that he "stocks" the goods, but perhaps he has in the meantime lost a dozen or more sales and maybe a customer or two. If the retailer would keep watch of the leading magazines and other periodicals and see what is being advertised he would be in a better position to reap more benefit from manufacturers' advertising. I know of an enterprising retailer in a United States country town who regularly keeps watch of the leading magazines, and when an article is advertised to any extent he immediately puts it in stock if he hasn't already got it. In addition to this he frequently advertises in his local papers in a manner something like this:

"The following goods, which were advertised in The Ladies' Home Journal for August, can be found in my stock." A list of the goods follows. This served the purpose of bringing to him any person in his town who was influenced by the advertisement in The Ladies' Home Journal for that August. I know of a New Jersey druggist who made an arrangement with his local papers to insert under each advertisement of every proprietary medicine he handled a note to the effect that the goods could be obtained at his store.

Some time ago Ceylon and Indian teas were being extensively advertised in the New York newspapers by a syndicate of Ceylon and India tea-planters—no particular brand being mentioned. At that time I was advertising-manager for a big New York house that sold package teas—Ceylon and Indian teas as well as others. I went to all those newspapers which had the syndicate advertising and authorized them to insert directly underneath each of the syndicate advertisements the name and address of my firm and the statement that they were dealers in Ceylon and Indian teas. This was the means of bringing my firm thousands of dollars' worth of advertising at a very small cost, and was a good thing also for the syndicate, owing to the high character and extensive business facilities of the firm referred to.

This train of thought was suggested to me by this advertisement of Messrs. J. D. King & Co., of Toronto. I clipped it from a weekly paper published in a small Ontario town. In reading this advertisement it occurred to me that if some wide-awake dealer in that town would get the newspapers publishing the advertisement to insert underneath it: "And for sale by John Smith & Co., Smithville," it would be a good thing for King & Co., as well as for the

**GOOD ADVERTISING—Continued.**

local dealer. Advertising forms a very important part of modern business, and the merchant who gives his attention to what is being

|                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|-----------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>King Quality is the Best.</b></p> | <p><b>This Shoe</b></p> <p>is for the rich and poor alike. What is the use of paying more, when you can get perfect shoe satisfaction for \$3? That is what you get when you buy King Quality. When a shoe wears well, when it is stylish and comfortable, what more can be desired? Try King Quality once, and you will always wear them.</p> <p style="text-align: center;">\$3, and the appearance of \$5.</p> <p>Made by THE J. D. KING CO., Limited, Toronto.</p> |
|-----------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

advertised is likely to have a "lead pipe cinch" on his competitors

\* \* \*

WESTVILLE, N.S., Aug. 22, 1899.

DEAR SIR,—We enclose you two advertisements of ours, which we would like you to criticize, both the composition and the setting-up. These are advertisements sent out on pay days, which occur in our town about once a week, and are intended to bring immediate results. By criticizing them you will oblige us.

Yours truly,

SUTHERLAND & CO.

Messrs. Sutherland & Co.'s two circulars are fairly good advertisements. They are poorly displayed typographically, and are printed on poor paper, but there is an evidence of earnestness and "snap" about them that carry conviction. I reproduce one of the circulars herewith somewhat reduced in size so as not to take up too much of my space:

## SUPREMACY MAINTAINED.

Our Fall Stock of Boots, Shoes and Rubbers eclipses anything that has ever been placed on the market in Westville for quality, variety and price.

**WE WANT YOUR TRADE**  
When you buy from us you buy right.

Men's Heavy Grain Boots, clump sole, \$1.75. Just the thing for muddy roads.

Boys' Heavy Grain Boots, clump sole, great wearers, at \$1.40, \$1.60 and \$1.75.

Women's Heavy Laced Boots, Amherst make; honest goods for the money, at \$1.00, \$1.25 and \$1.40. Flannel Lined, \$1.50.

## CHILDREN'S SCHOOL BOOTS

AT SPECIAL PRICES.

It pays to buy Boots for the whole family from us.

A GREAT VARIETY OF

**Men's and Women's Slippers and Felt Lined Goods.**

**MEN'S PIT BOOTS** are still selling at \$1.00 and \$1.25. A few don't know this. Those that do buy from us.

**SUTHERLAND & CO.,** Wholesale and Retail

WESTVILLE.

Mr. C. W. Hendershott, Kingsville, Ont., sends me a copy of a very good circular for criticism. As this circular is very large

## THE ONE-PRICE HOUSE

GREENVILLE & WIGLE BLOCK, KINGSVILLE.

COMMENCING **CLEAN SWEEP SALE**  Until Friday Sept. 1st.  
Monday Aug. 21st

cannot, of course, be reproduced here. But this is the top of it, and a very good top it is. The display of Mr. Hendershott's circular is better than the display in Sutherland's, but the paper is even poorer, and most of the illustrations used "show up" badly. It would pay both of these advertisers to use better paper for their printed matter. I have watched Mr. Hendershott's advertising for some years, and I consider him one of the best dry goods advertisers in Canada. Here is a sample of Mr. Hendershott's terse and business-like style of putting things.

### Men's Neckwear.

Men's Four-in-Hand Silk Ties, light and dark colors, fancy neat patterns, clean sweep sale price, 2 for 25c.

Men's Silk and Satin Neckwear in bow shape; very neat and stylish; small patterns; clean sweep sale price, 2 for 25c.

Men's Silk and Satin Neckwear, in the new puff style; in fancy patterns or spots; very new and stylish; clean sweep sale price, 25c.

Men's Linen Collars in all sizes—stand up, turn points, roll and plain lay down; clean sweep sale price, 2 for 25c.

For the convenience of REVIEW readers I herewith offer a few suggestions in the shape of ready-made advertisements:

### FRENCH KID GLOVES.

It is always safe to judge a dry goods store by its glove department. Good gloves, good assortment, good store. So you see, we realize how important it is to have our glove stock right.

Is it right? The biggest glove business in town—getting bigger every season—says it is.

See our new "Queen Mab" French kid gloves at

**\$1.00 PER PAIR.**  
Black and Colors.

### LAOES.

This is to be a lace season. We knew this some time ago, and governed ourselves accordingly.

To-morrow we will make this special offering. It is to bring you to our lace department:

Black Chantilly and other fine black laces, very elegant for hand some wraps and dresses, 8 to 10 in. wide, all 50c. a yard.

Fine Cream Chantilly Laces, 50c.

Black Point de Venise Insertings, 1½ and 2 in. wide; all 50c.

Exquisite Mousseline de Soie Edgings and Galloons, cream on black and cream on white, 3 to 8 in. wide, all 50c.

Regular values are 50 to 100 per cent. higher.

### MEN'S NECKWEAR.

No man has too many neckties. But some stores have too many neckties and this is one of them.

Hence we say of all our regular 75c. neckties that out they go at **50c. EACH.**

Nearly all the latest styles are in the lot.

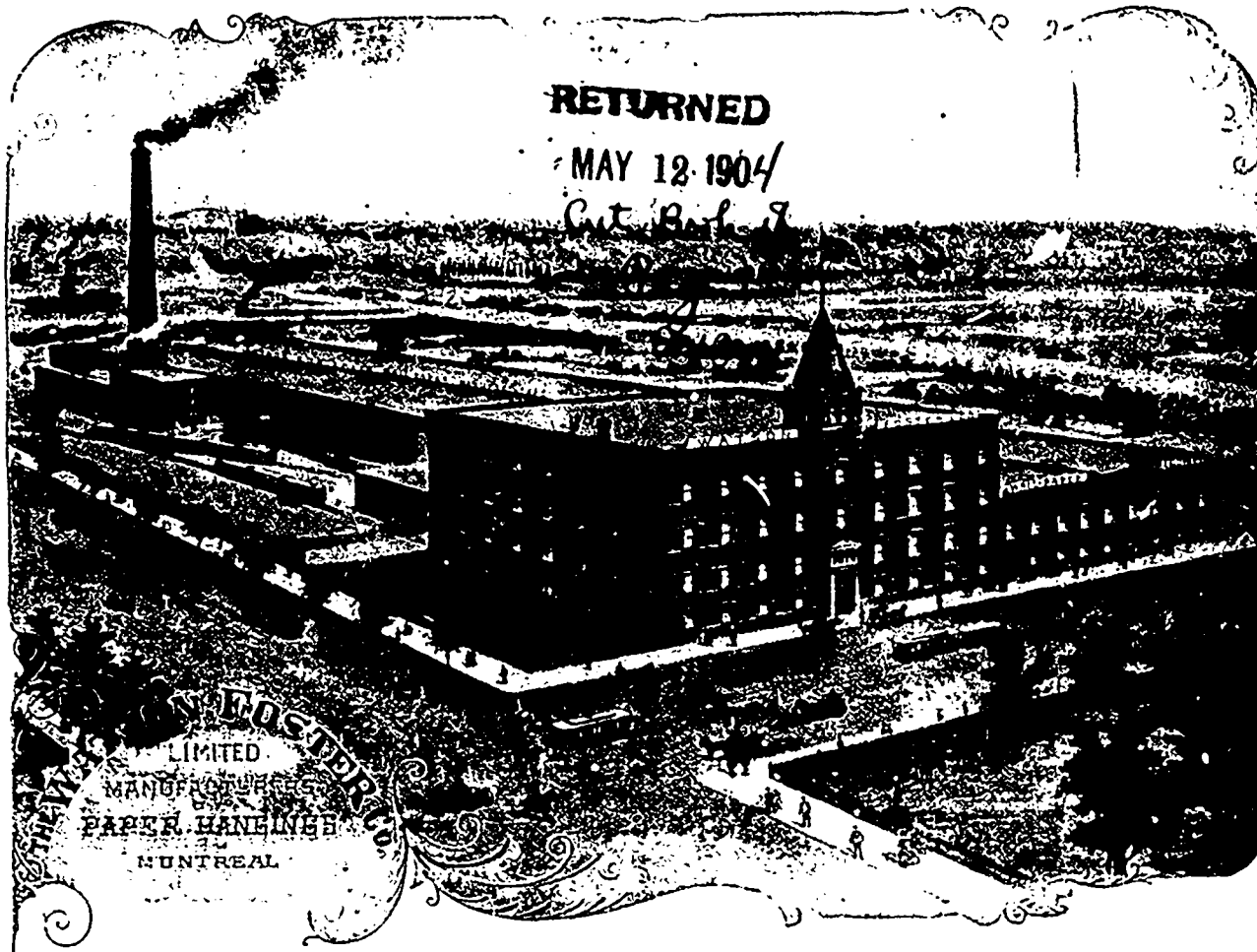
THE . . .

# Watson, Foster Company

Limited

Manufacturers of,  
all grades of  
WALL PAPERS

Montreal, Canada.



The Factory Producing the Most Modern and Artistic Paper Hangings on the Continent.

Have you made your selection of Wall Papers for season 1899-1900? If not, now is the time to inspect our more-than-ever popular line. Our representatives are now on the road, and will have much pleasure in calling on you and showing you our new samples. The frequent introduction of up-to-date novelties, nobby styles, artistic gems, and popular sellers all through the extensive collection will render the ordeal a pleasing one to you. It will require very little or no argument to convince you that our assortment embraces the kind of papers you should have to hold your best trade and increase the volume of your business.

OUR { HEAVY 21-INCH PAPERS in Flats, Plain Varnish Golds, and Embossed Varnish Golds  
INGRAINS—Most Fashionable Shades, with twelve handsome, remarkably rich matched Friezes  
EMBOSSSED PULP EFFECTS—the newest specialty out

Will accomplish the above results for you.

Note.—Freight equalized with Toronto for towns West of Belleville and West and North of Toronto.

**GOOD ADVERTISING—Continued.****LINEN UNDERWEAR.**

Made in Germany under the patents of Dr. Deimel.

The makers say that Dr. Deimel's linen underwear is better than woollen underwear, because it more quickly absorbs the moisture from the body. It is especially recommended for rheumatic people.

Shirts—\$3.25, \$3.50, \$3.75 and \$4.00.  
Drawers—\$3.25, \$3.50, \$3.75 and \$4.00.  
Night Shirts—\$5.50.  
Pajamas—\$8.50 the suit.

**SHEETS AND PILLOW CASES.**

Made up and for sale cheaper than you could buy the material and make them up for yourself, if your time is worth anything.

|                                                       |                          |
|-------------------------------------------------------|--------------------------|
| Pillow Cases—                                         |                          |
| 42 x 36 in., 10c                                      | 50 x 38½ in., 15c.       |
| 45 x 38½ in., 14c.                                    | 54 x 38½ in., 16c.       |
| Bolster Cases—                                        |                          |
| 42 x 76½ in., 22c                                     | 45 x 76½ in., 25c.       |
| Sheets—                                               |                          |
| 54 x 90 in., 32c.                                     | 81 x 90 in., 45c.        |
| 63 x 90 in., 35c.                                     | 90 x 90 in., 50c.        |
| 72 x 90 in., 40c.                                     | 90 x 90 in., 55c.        |
| Hemstitched Pillow Cases, with one row hemstitching—  |                          |
| 42 x 36 in., 18c.                                     | 50 x 38½ in., 22c.       |
| 42 x 38½ in., 20c.                                    | 54 x 38½ in., 25c.       |
| Hemstitched Bolster Cases, with one row hemstitching— |                          |
| 42 x 81 in., 48c.                                     | 45 x 81 in., 50c.        |
|                                                       | 50 x 81 in., 55c.        |
| Hemstitched Sheets, with one row hemstitching—        |                          |
| 72 x 90 in., 60c.                                     | 81 x 90 in., 65 and 70c. |
|                                                       | 90 x 90 in., 70 and 75c. |
| With two rows hemstitching—                           |                          |
| 72 x 90 in., 73c.                                     | 81 x 93½ in., 80c.       |
|                                                       | 90 x 99 in., 90c.        |

**LAMPS.**

Onyx and Brass Lamps, with centre-draft burners.

Last week the prices were more, but we have decided to close the whole lot out—35 of them—in 3 lots:

Lot 1—Were \$10.50 to \$15, now \$7.50 each  
Lot 2—Were \$7 to \$9, now \$5 each.  
Lot 3—Were \$4.50 to \$6, now \$2.75 each.

More lamp news:

\$5 and \$6 Banquet Lamps at \$3.75 Onyx column or gilt column, mounted on base.  
\$18 Banquet Lamps at \$10 36 in high, pink tint, rose design complete with 10 in. globe.  
\$1.50 Table Lamps at \$3. Doulton ware, centre-draft burner.  
Decorated Globes—\$1 to from \$2 \$2 from \$4 \$2.50 from \$5  
Silk Shades—samples—\$2 to \$9. Have been \$4.50 to \$18

**PARLOR FURNITURE.**

Twenty-three fine quality parlor suites—twelve entirely different styles

Three different prices

At \$28—Four styles three piece Suites mahogany finish, silk upholstery Marquetene inlaid frame  
At \$40—Three styles five-piece Suites, mahogany finish, heavy frames, silk upholstery.  
At \$45—Five styles of five-piece Suites, mahogany finish, carved frames, silk upholstery

**LINEN TOWELS.**

A big purchase in Montreal at low prices.

Bargains for customers:

At 8c. each—Thirty dozen Irish Oat Meal Towels, 17 x 40 inches, fringed ends.  
At 10c. each—One hundred and twenty bleached German Damask Towels, fancy borders, knotted fringe.  
At 15c. each—Fifty large bleached Huck Towels, 20 x 40 inches.  
At 20c. each—One hundred splendid quality bleached Irish Huck Towels, made of high-class yarns. Similar goods have been fetching a quarter here right along. 22 x 43 inches.  
At 25c. each—Two hundred large all-white Irish Huck Towels, made of fine yarns and perfectly finished, 25 x 42 inches. We usually sell them at 35c.  
At 35c. each—Fine bordered large bleached Damask Towels with pretty knotted fringe; 22 x 50 inches

**MADE-TO-ORDER CLOTHING.**

Don't wear clothes made to fit the average man; get 'em made to fit you.

The difference in the cost is very little, but the difference to the man who wears the clothes may be a great deal.

Half the world judges by appearances, and may be it's the half you most want to favorably impress.

Don't be a ready-made man; you can't afford it unless you are rich.

**"MY OWN" SOAP.**

"My Own" Soap is put up specially for use in 3-lb. bars. The manufacturer is at no expense in advertising it, so we sell it to you at

**18c. THE BAR**

of three pounds.

One of the advertised soaps of similar quality would cost you half as much more.

"My Own" Soap is as good as any soap ever made.

**"SA-MO" COFFEE.**

A good breakfast helps to begin the day right, and beginning the day right is half the battle.

"Sa-Mo" Coffee is a great aid to a good breakfast, sold WHOLE, fresh roasted, in 1-lb. cans,

**30c. PER LB.**

**MAHOGANY BEDROOM SUITES.**

The reason why we do such a large furniture business is not far to seek.

Note these prices for fine quality Mahogany Bedroom Suites

\$35.00—3-pc. Bedroom Suites, mahogany; full size double bedstead, carved headboard; 4-drawer swell-top bureau, shaped beveled-plate mirror 24x30 in., swell-top washstand, highly finished.

\$45.00—3-pc. Bedroom Suites, mahogany, full size double bedstead, high headboard, shaped-top 4-drawer bureau, pattern plate mirror 28x32 in., shaped-top washstand, 3 drawers and closet.

**EXTENSION DINING TABLES.**

Twenty-five Oak Dining Tables reached us yesterday, and to day they are on sale

Hurry if you want any, for they are very enticingly priced.

Note carefully:

\$3.00—Antique Oak 6-foot Extension Tables, 32x42 inch box top turned legs; well finished.

\$4.00—Same style table, 8 feet long.

\$5.00—Same style table, 10 feet long.

\$11.00—Quartered Oak Extension Tables, 8 feet long, 42 inch square box top, fancy turned legs.

\$12.50—Quartered Oak Extension Tables, 8 feet long, 46 inch square box top, heavy fluted legs, highly finished.

\$13.00—Quartered Oak Extension Tables, 8 feet long, 46 inch square box top; fancy turned legs with braces.

\$15.00—Quartered Oak extension Tables, 8 feet long, 48 inch square box top; heavy turned and fluted legs; highly finished.

\$17.50—Same style tables, 10 feet long.

**NEW MILLINERY.**

Paris leads in most kinds of feminine headwear, London in some few kinds, Berlin has its special features and New York is fast earning a reputation as a fashion originating centre for millinery.

All the latest fashions and fancies are here whether they first saw the light in Europe or America.

To accomplish less would not be worthy of this store, nor worthy of the store's customers

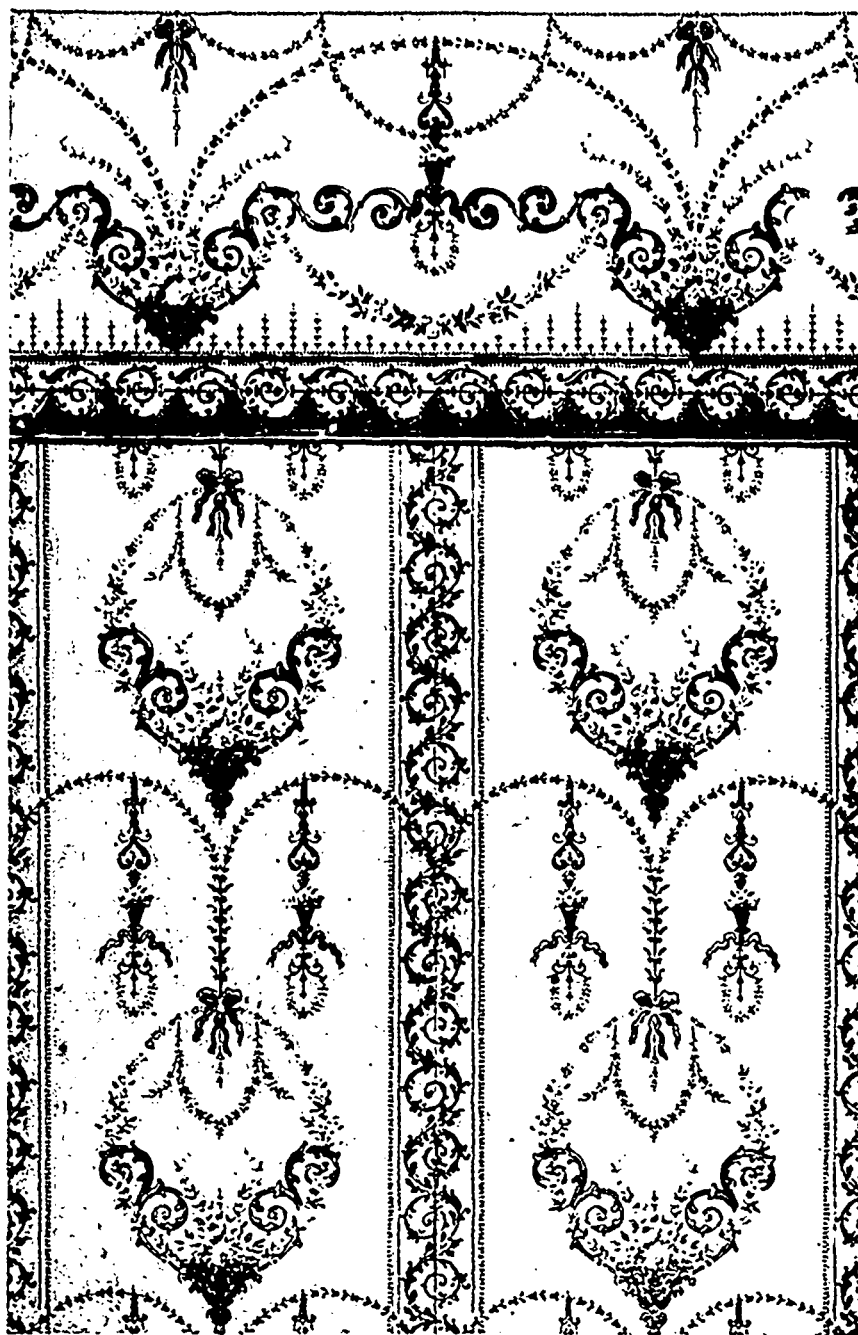
The formal opening will be to-morrow at 10 a.m.

Millinery department 3rd floor; take elevator.

# Colin McArthur & Co.

1030 Notre Dame St. - Montreal.

NOV 6 - 1899



If you wish stock for the Fall Trade, write for samples of goods now made.



This is an illustration of one of our many fine Designs for next Spring.



DESIGN 795.

Our representatives are now on the road. See our line before placing your order—it is the best.

## Montreal Wall Paper Factory.



## A FRONTIER MERCHANT.

**M**R. G. R. MORDEN, representing The John Calder Co., Hamilton, has given us the interesting cut herewith shown, which gives an idea of a successful frontier store. The proprietor, Old John Black, is a regular reader of the trade papers, and, in short, an up-to-date business man. The sign itself is a bright idea, and the successful dealer in "groceries and guff" stands in the picture between the North-West Mounted Policeman and his horse.

Old John has given the following interesting facts regarding his career. He has lived in the Northwest for 42 years, and is now well-known through that vast tract of country. For a number of years he was in the employ of the Hudson's Bay Co., but in 1885 he decided to start store for himself in Fort Macleod.

With a self-satisfied smile on his face, John remarked that he himself had hewed and placed the logs of his first little store, with

his article of considerable weight and interest. Nevertheless his points will be found well taken and deserving of attention :

Don't fail to observe the terms of an invoice, since compliance with them is essential to pleasant and profitable business relations.

Don't expect full discount if, unfortunately, payment should be somewhat behind time.

Don't remit cheques without the necessary bank commission added.

Don't remit drafts or cheques which are not full face value at the place of shipment. Par value at the place of shipment is the rule of trade the world over.

Don't fail to properly discriminate between net and "regular" invoices.

Don't date your letter a week or two earlier than you actually mail it.

Don't deduct goods returned at the wrong place. Goods sold



a frontage of 12 feet. "Now," he said, "our store extends just seven times as far along the street, and our business has grown in proportion." Indeed, Old John Black's store is one of the prominent features of Fort Macleod to-day. He is a self-made man, and has a steadily increasing business, and THE DRY GOODS REVIEW sincerely wishes that it may continue to grow.

## DON'TS FOR RETAILERS.

**T**HE following series of "Don'ts," which appeared in The Economist, was written solely from the wholesaler's standpoint by a member of a prominent out-of-town jobbing house. The writer declined permission to print his name, thus depriving

"regular" should be deducted from "regular" invoice; goods sold net from net invoice. The cash discount, if any, from the remainder.

Don't be offended if asked to pay a balance on an overdue account.

Don't be unreasonable about back orders. Everything cannot always be in stock.

Don't forget that wholesale profits and retail profits are vastly different, the wholesale profit being reduced to a very small percentage. A very small deduction and the profit vanishes.

Don't waste the time of, or needlessly delay, the commercial traveler. His expenses are heavy and his profits usually small. Promptness and politeness will be appreciated.

# STOREY Fall Trade.

**Gloves and Mittens.**

New and desirable lines.

**Moccasins and Shoe Pacs.**

Durable and well made.

**Travelling Bags.** The latest designs.

It will certainly be to the advantage of the trade to see our samples before orders are placed. We offer unexcelled values. Should our travellers miss you, inquiries by mail will receive prompt and careful attention

## W. H. Storey & Son

THE GLOVERS OF CANADA

— ACTON, ONT. —

# SYSTEMATIC SAVING

Can be accomplished by taking out an

**Unconditional Accumulative  
Endowment Policy**

IN THE

## Confederation Life Association

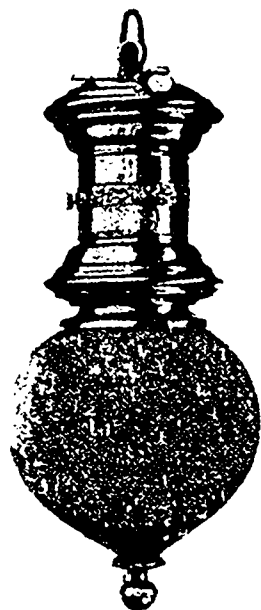
HEAD OFFICE - - - TORONTO

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

Rates and full information sent on application to the Head Office, Toronto, or to any of the Association's Agents.

**W. C. MACDONALD,**  
Actuary

**J. K. MACDONALD,**  
Managing Director



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. Ornamental 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.  
Rossland, B. C.

Limited

Head Office, TORONTO, ONT.

Factories, PETERBORO', ONT.

## NOTHING DECEPTIVE

— ABOUT —

# Patent Roll Cotton Batting

North Star, Crescent,  
Pearl Brands

The "North Star" and "Crescent" for 1899 will show very decided improvements in whiteness and quality. No other cotton bat will retail as satisfactorily nor call for as many repeat orders.

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

# Beaver Line

**ELDER, DEMPSTER & CO.'S**  
 Regular Sailings Between  
**MONTREAL AND LIVERPOOL**

| From Liverpool. | Steamer.      | From Montreal. |
|-----------------|---------------|----------------|
| Sept. 16        | LAKE SUPERIOR | Wed. Oct. 4    |
| Sept. 21        | LAKE HURON    | Wed. Oct. 11   |
| Sept. 30        | LAKE ONTARIO  | Wed. Oct. 18   |
| Oct. 7          | LAKE SUPERIOR | Wed. Nov. 8    |
| Oct. 28         | LAKE HURON    | Wed. Nov. 15   |
| Nov. 4          | LAKE ONTARIO  | Wed. Nov. 22   |

**RATES OF PASSAGE :**

FIRST CABIN Single, \$12.50 to \$57.00 Return, \$20.00 to \$90.00. SECOND CABIN—Single \$10.00. Return, \$16.00. STERAGE -Outward, \$21.00. Prepaid, \$21.00.  
 Please note carefully the altered Sailings of N. S. Lake Huron.  
 For further particulars as to passage or freight, apply to any Agent of the Company or to

**ELDER, DEMPSTER & CO., MONTREAL.**

## Newspaper Information

We can supply you with the comments of the newspapers on any subjects that interest you. Personal items, political articles; in fact, anything that appears in any Canadian publication can be procured from us. We read the newspapers for you better and cheaper than you could do it yourself. Send a post card for particulars.

**CANADIAN PRESS CLIPPING BUREAU**

Telephone Main 1255. 505 Board of Trade Bldg., MONTREAL, QUE.

## DYEING DRY GOODS and MILLINERY

Dress Goods, Cloths, Tweeds, Drills, Ducks, Cottons, and Velveteens, Hosiery, Yarns, Gloves, Braids, Etc.  
 DYED, FINISHED AND PUT UP

Also Feathers, Silks, Velvets, Ribbons, Laces, Etc.  
 And Garmert Work of all kinds.

**BRITISH AMERICAN DYEING CO.**

Technical, Chemical Dyers and Finishers  
 JOSEPH ALLEN, Managing Partner.  
 Principal Offices—215 McGill St., Montreal. 121 Bank St., Ottawa.  
 287 Yonge St., Toronto. 47 John St., Quebec.

THE **CANADIAN COLORED COTTON MILLS COMPANY**

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

Only Wholesale Trade supplied.

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

## CAPITAL CITY BUSINESS COLLEGE.

A. M. Grimes, M.A., Principal.

Shorthand, Bookkeeping, Penmanship, Telegraphy, Business Correspondence and Proof reading. Pitman's or Munson's Shorthand, per month, \$4.00; White's Phonography per month, \$8.00; Telegraphy, per month, \$8.00; Bookkeeping and Business Practice, per course \$35.00; Bookkeeping and Business Practice, per month, \$5.00; Penmanship per month, \$3.00; Night School, per month, \$3.00; Private Lessons, each, \$1.00. Address: A. M. GRIMES, Principal, Cor. Bank and Sparks Sts., Ottawa.

## HOTELS FOR COMMERCIAL MEN.

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

## The following

is a partial list of the Goods we manufacture :

### The Sun Lighting Machine.

(sprinkling system.)

### The Beacon Acetylene Machine.

(immersion system)

### The Simplex Acetylene Generator.

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

### The Duplex Acetylene Machine.

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

### Acetylene Gas Stoves and Ranges.

(for use with the above machine.)

### Special Photographic Apparatus.

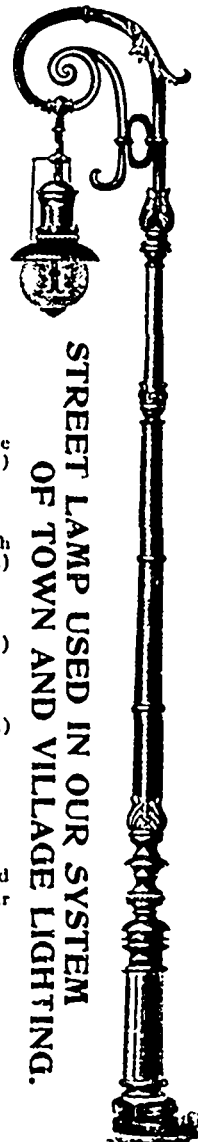
(beats sunlight for photography.)

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

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

## THE ACETYLENE MANUFACTURING CO. LIMITED

Head Office, LONDON, ONT.  
 Capital, \$300,000.



# CLOAKS and SUITS

**Does Your Coat Stock Need Toning Up?**

If so, look for our man who is now out with novelties for sorting. He will also wait upon you with **Spring Coats, Capes and Suits.** Our new line is already pronounced "unique"—every garment a seller at sight.

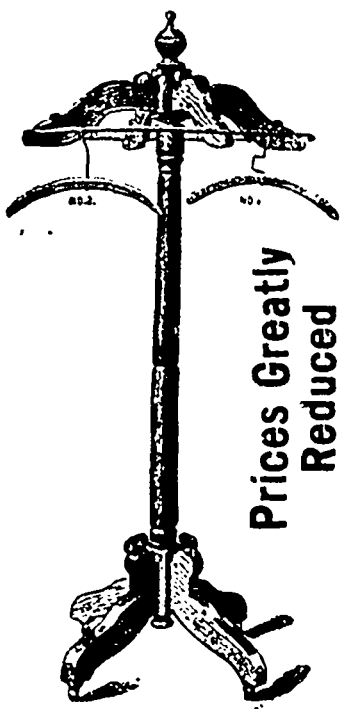
**Wait For Him!**



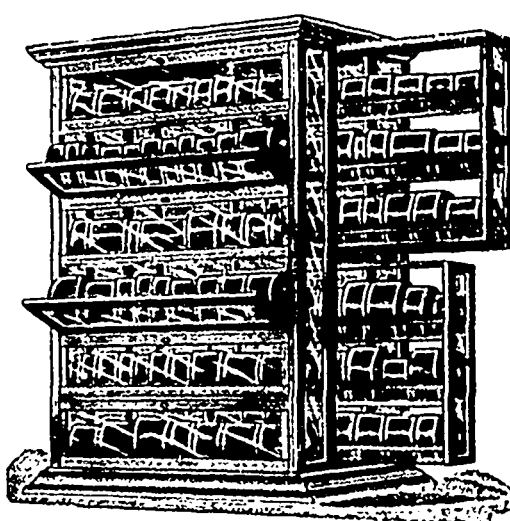
## THE EMPIRE CLOAK CO.

20 Front St. East, Toronto.

## DISPLAY FIXTURES



Prices Greatly Reduced



*All returned Oct 17*

Wax Figures.  
Papier Mache Forms.

Mantle Racks.  
Shoulder Hangers.

Ribbon Cabinets—6 sizes.  
Kid Glove Cabinets—6 sizes.  
Millinery and Hat Stands.  
Nickel-Plated Fixtures.  
Umbrella Cabinets and Blocks.  
Display Tables, etc., etc.

WRITE FOR CATALOGUE AND PRICES.

**CLATWORTHY & CO. - Toronto, Ont.**

## NEW GOODS IN WHOLESALE TRADE.

JOHN MACDONALD & CO.

**T**HIS month, in men's furnishings, this firm announce a nice range of German full dress shirts, to retail at \$1.75 at a good profit, as well as a line of German collars. As the season for these things is at hand, a full line of white dress bows and white kid gloves is carried. Job lines in cheap cotton handkerchiefs and cashmere socks were bought below the regular price, and are now offered as snaps. A special line of rubber coats, to retail at \$4. and a special in umbrellas, to retail at 75c., \$1 and \$2, are also noted.

The sorting trade in woollens is keeping up well. The department has some clearing lines, including some 54 inch mantle beavers (blue, black, brown and green). Some 64 imported tweed suitings, some 34 Canadian tweeds of cheap quality, and also a line of 54 inch blue mackinaw cloth. A shipment has recently been received of "Belwarp" serges and coatings, fancy worsted suitings, black and colored Italian cloths and 40 inch fancy silesias in various qualities, as also some fine undress German worsted.

The demand for dress goods shows the remarkable popularity of black blister effects and camelhair plaids. A few clearing lines in Bradford materials, colors and blacks, are being offered this month. There is a very active demand for tailor-made skirts, both underskirts and overskirts. These are made up in ladies' cloth, lustres, blister effects and tweeds, and can be retailed at \$4. Special mention is made of a line of underskirts—metallic stripes lined with flannelette. The "Seabelle" serges are selling in very large quantities, both in blacks and navys, a single order the other day being for 62 pieces. The range of silks and satins carried by this firm is very large, and representative of all the newest ideas. A line of 22-inch silk broches, black and white patterns, are very striking, while some French goods—silk and satin mixtures, a combination of checks and stripes moired—are shown in the leading fashionable colors, both the subdued tints and the bright colors. These goods are lovely new designs for evening wear. Among other lines in which the newest designs are shown are liberty, taffeta; in fact, black and colored satins of almost every kind. The velveteen trade is very active. A special feature is made of knit goods, comprising children's wool caps, hoods, toques, mitts, etc., while, in black and white silk mitts, there are some very handsome Corticelli goods.

In staples, a 56-inch loom damask tabling, a 72 inch b'eachd damask tabling and a line of huck towels are among the special lots of interest just now.

John Macdonald & Co. claim to carry the largest and best assorted stock of carpets and housefurnishings in Canada. Judging from the appearance of their stock and the range of patterns shown in each line, their claim is established. In velvet, brussels and tapestry carpets they are showing the latest productions of the best foreign manufacturers. We noticed some beautiful designs in red, green and brown grounds with a variety of shading intermixed.

They have just received a large shipment of hemp carpets, including all popular numbers, making their stock complete in this class of goods. Squares for floors are daily becoming more popular. This firm carry a large assortment of these goods in axminster, wool and union, and in a variety of sizes. Lane curtains are shown by the thousand, commencing as low as 19c. per pair and advancing in quality up to \$10.

The tapestry and chenille curtains that are also seen in different sizes, grades and designs are of equal interest and value to the goods already mentioned. Their stock of white quilts, mats, rugs furniture coverings, felts, tablecovers, etc., is large and varied. Several hundred pieces of high-grade Japanese matting, consigned to Canada and purchased 33½ per cent. under regular price, are now to be had by dealers.

KYLE, CHEESBROUGH & CO.

This firm report a continued and enlarged demand for laces for Spring 1900, and have booked more orders to date than in any previous season in their history, particularly in insertions. The travelers will be showing this month a large and beautiful range of blouses for Spring. Among these probable big sellers are the colored bodice garments with white yokes in plain lawn, pleated lawns and fancy muslins. They also think that mercerized cloths in plain and fancy effects will be largely in demand. This line will, they contend, be an object lesson to the trade if nothing else, as it is not the product of one designer's imagination, but of several, and the pick of several makers' lines shown at a commission profit for handling and expense.

This firm will also show a beautiful range of the newest things in English white goods, the latest products of the Manchester looms, just to hand. They comprise beautiful effects in muslins and piques interwoven, giving the cloth a substantial yet delicate appearance, also in plain piques and bedford cords in endless variety. These goods we expect an advance on later, as the American market has bought largely in the fine lines that they do not produce.

JAMES JOHNSTON & CO

James Johnston & Co., call special attention to satanas, black and full range colors, blouses in black and colored satin, real Swiss rib vests in wool, silk and wool, colors, white, black, sky and black.

A large purchase of handkerchiefs enables the firm to announce remarkable values, including children's picture pockets, from 15 to 35c.; white lawn handkerchiefs, from 15 to 85c.; white H.S. lawn handkerchiefs, from 25 to 85c.; fancy border fancy lawn handkerchiefs, from 20 to 75c., and all prices in linen handkerchiefs, both in plain and hemstitched, as well as an embroidered motto handkerchief at 40c. Swiss embroidered and silk handkerchiefs for holiday trade are now in stock.

HUTCHISON, NISBET & AULD.

This firm were among the first to introduce mercerized linings to the Canadian trade, both in 32 and 54-inch. Through keeping up the standard, by handling cloths made exclusively of Egyptian yarn and dyed and finished by the best known British dyers and finishers, and through keeping a full range in blacks and colors, which has enabled them to fill any reasonable order on receipt, this firm have maintained a leading place as distributors of these goods. They have passed into stock these materials in scarlet, cardinal, royal, cerise and several qualities of black in the new electric finish, which, being brighter than the ordinary mercerized, is proving very salable.

In their ladies' tailoring department, they are showing, among other new things, a 70-in. blanket homespun skirting, in various large checks in strong combinations of colors, such as scarlet and black, brown and green, blue and black, orange and black and cream and crimson. They have also a big range of reversible skirtings, 54-in., in camelhair effects, and fancy colorings in freize skirtings, as well as many new designs in Oxford goods, for the display of which at the Toronto Exposition this firm received a gold medal this year. Blanket cloakings for children's wear, which were introduced by them last season, are in steadily increased favor this year. A check line of these goods is proving a great success.

This firm state that their stock of overcoatings this season is larger than ever, and that their sales are fully in keeping with their stock. The soft, rough goods, in various weaves and shades of grey, are correct this year. Beavers, meltons, friezes, etc., are selling well, but the softer goods certainly have the best of it. They strongly advise their customers to go carefully over their stocks of all-the-year-around black and blue goods, and state that

**WESTERN** Incorporated 1851  
**ASSURANCE COMPANY.**

**FIRE AND MARINE**

Head Office

Toronto, Ont.

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

HON. GEO. A. COX, President.

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

C. C. FOSTER, Secretary.



No Handles a Good Line Who Handles

**Crompton Corsets**

Inferior stays are "fated for destruction," and the worst of it is they not only destroy themselves, but they destroy the figures of their wearers. Discriminating purchasers have confidence in Crompton Corsets which are ready sellers. No corsets upon the market bear such distinguishing features of merit as:

The Victoria, Contour, Queen Moo, Magnolio and Yattsi Corsets, and the celebrated Hygeian Walists,

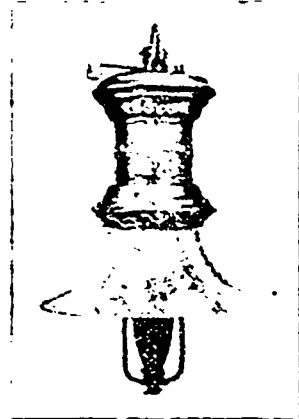
Manufactured by

**The Crompton Corset Co. Limited**  
 Toronto, Ont.

**The Modern Store Requires Modern Electric Lighting**

GOOD light is as essential to the majority of stores as good salesmen, and, for evening sales of some classes of goods, it is an absolute necessity.

Our Enclosed, Long Burning Arc Lamps, are suitable for interior, outside, or window lighting. Write for our illustrated pamphlet: "Enclosed Arc Lamps for Stores and Warehouses," mailed free.



**CANADIAN GENERAL ELECTRIC CO'Y**

Limited

Head Office, 14-16 King St. East, Toronto.

FACTORIES:—Peterborough.

BRANCH OFFICES:—Montreal, P.Q., Winnipeg, Man., Halifax, N.S., Vancouver, B.C., Rossland, B.C.

**1000 CATCH PHRASES & IDEAS.**

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

**FREE**

**SILK DRESS FRINGES**

LA DERNIÈRE MODE.

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

MANUFACTURED BY

**Moulton & Co., 12 St. Peter St., Montreal.**

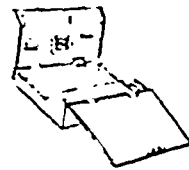
FRINGE

FRINGE

DON'T HOLD BACK THAT INQUIRY FOR INFORMATION

PERHAPS you've seen our advertisement before, and made up your mind to look into the matter of a business education. You put it off for a time. Don't delay any longer. Business is on the boom. Business hands and business heads are wanted along every line. Prepare to be on the crest of prosperity's wave. Learn Shorthand Bookkeeping, or Telegraphy.

Central Business College  
 TORONTO, ONT.  
 W. H. SHAW, Principal



**ALL FOR HOLIDAY TRADE.**

**Fancy Goods**

**Toys**



**Chinaware**



**The H. A. Nelson & Sons Co.**

Limited.

59-63 St. Peter St., MONTREAL, QUE.

OTHER SAMPLE ROOMS:

56-58 Front St. West, 72 St. Joseph St. Grand Union Hotel, TORONTO, ONT. QUEBEC, QUE. OTTAWA, ONT.

Write for Catalogue.

SMALLWARES OF ALL KINDS ALWAYS IN STOCK.

**NEW GOODS IN WHOLESALE TRADE—Continued.**

all who can afford to carry a 12-months' supply of these goods should buy at to day's prices, as prices have advanced, and are likely to go to, and be maintained at, a much higher figure than purchases can be made for now.

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

The W. R. Brock Co are showing a very large range of both Fall and Winter overcoatings, comprising the latest designs in whip cords, coverts, chevots, meltons, beavers, llamas, etc. The firm have secured the entire stock of overmades of one of the largest Canadian tweed mills, and are offering them to the trade at prices below mill cost. They are also showing a very large range of fancy worsted suitings, bought previous to the advance in prices. These are high-class, up-to date goods.

Two leading lines in men's ribbed and fancy striped shirts and drawers are being offered at 15 per cent. below the regular price. It is a common belief that low-priced shirts and drawers will shortly be scarce, as some of the mills have ceased making these goods and turned to other lines.

A line of swagger stuff, bias check dress fabrics, the latest New York novelties, now in big demand there, principally for ladies' skirts, are now shown in plain colors, new blue, purple, garnet, etc., and a big range of fancy tweed checks about one foot square, and others of smaller dimensions, which can be retailed at 20 per cent. under regular prices.

**K. ISHIKAWA & CO.**

The firm have just completed their range of silks for next Spring, and travelers have their samples on the road. In plain silks, they have added Lyons dyed habutais to their regular Japanese silk lines, this finish having been asked for the last few seasons. Customers will now have a choice of French finish, which is more favored for dress and trimming purposes, and Japanese finish, with its brilliancy of color and softer finish.

Printed silks are greatly in demand for next Spring in Paris and New York, and the firm have made arrangements to supply the trade with printed habutais and printed French silks, and are showing a large assortment of patterns in surah, pongee, liberty satin, and habutais. These are all printed in Lyons, and the styles are the selections of the best that the French silk centre can show. The firm have, besides, a large range of Japanese crystal corded silks at popular prices, together with corded taffeta and satin ground fancies.

The matting trade for Spring, K. Ishikawa & Co. declare, has been very satisfactory and they have made large preparations for next season's trade. The collection of new Spring samples are now shown in the warehouse by the travelers and are of every pattern and style imaginable. The assortment is larger than what the firm have shown before. More than 100 patterns to retail at 25c. are shown. Among the novelties are new creations of their own make as high as 45c. a yard. A number of leading dry goods houses have placed orders for this matting which indicates the popularity of the line. A prominent departmental store has just doubled its order for Spring as compared with last year's purchase.

**A GOOD ARRANGEMENT OF STOCK.**

An excellent arrangement of stock is made in E. R. Bollert & Co.'s dry goods store in Guelph, Ont. The store is almost as wide as two ordinary stores. As the doorway is in the centre, two unusually large show-windows are at the disposal of the trimmer. A partition running from the back almost to the doorway, with but one opening, divides the store into ladies' and men's furnishings departments. The ladies' department, in addition to the large stock of silk carried, contains the miscellaneous dry goods, such as are purchased by women. The men's department holds woollens, etc., for custom tailoring, general men's furnishings, and ready-made clothing, in fact, everything worn by man, except boots and shoes. From the various counters in both departments change carriers connect with the office, which is placed at the opening in the partition. In this opening is also the stairway which leads upstairs. Here are two more departments. In one of these an extensive range of millinery is now being shown, the other is devoted to carpets, oil clothing, etc. On this floor are also the millinery, dressmaking, and tailoring workrooms in connection with the store.

Speaking of these workrooms, Mr. Bollert stated to a representative of THE REVIEW that the millinery and tailoring work-

rooms paid a profit on the working expenses. In the dressmaking department work is done at the cost of labor, but as it leads to the sale of much dress goods and trimming materials, which carry a good profit, this department is practically also a profitable investment.

The high price of farm produce is having a good effect on trade in Guelph. "It is a more common occurrence," said Mr. Bollert, when talking of this, "for a farmer and his wife to come in and, as they used to in the old days, order \$30, or more, worth of goods before they go away. It is quite evident that there is a more liberal disposition on the part of the farmers about here to spend money."

**TRADE AT THE SAULT.**

In talking the other day with Mr. Thompson, of Thompson & Co., Sault Ste. Marie, Ont., THE DRY GOODS REVIEW was glad to receive a favorable report of the trade of that important town. Business has improved in the district from several causes. The lumbering operations which Messrs. Irwin, of Peterboro', are carrying on near the Sault affect the locality favorably, and this season a big gang of men have been sent into the woods. Lumber, under present conditions, is valuable, even when it is not the very highest grades. The supplies for lumber camps cost more money than used to be the case, and any merchants who, directly or indirectly, supply a slice of this demand, find that a far superior class of stuff is purchased by the lumbermen than was bought formerly.

There is now a considerable expansion of trade between the Sault and Michipicoten, Mr. Thompson reports. Next season, another steamer is expected to be put on the route between the two places, the present service being inadequate to handle the growth of direct traffic by water. In his own business, Mr. Thompson has gone in for the trade in better goods, and has found that there is more in that class of business than in handling cheaper lines.

There was some freight for Canadian dry goods importers on board the wrecked steamship Scotsman, consisting of carpets, etc.

Probably the largest single importation of lace curtains ever brought into Canada has just been opened by Geo. H. Hees, Son & Co.

The demand for black silk velvets promises to be much bigger than the trade expected this season and it would not be surprising if the demand outran the supply.

Mr. R. B. Turner, of R. Turner & Sons, needle, pin, etc., manufacturers, Redditch, England, who spends a month or so in Canada each year on a business trip, is at present in Toronto.

Strachan & Couse, manufacturers' agents, Winnipeg, have been appointed by The Cloak Manufacturing Co. of Toronto, to represent them from Port Arthur, Ont., to the Pacific Coast. Strachan & Couse have been covering this ground, and are favorably known to the trade.

Some of the large houses are evidently much annoyed at the amount of time required to secure delivery of cotton and woollen goods particularly. The circumstance that they cannot get their orders filled promptly, often places them in an unenviable position with their customers, and opens a loophole for trouble which would otherwise be avoided.

The work on the new mill of The Montreal Cotton Co. at Valleyfield nears completion, but considerable disappointment is expressed at the circumstance that the machinery, looms, etc., are not arriving, as promised. The delay is said to be owing to the scarcity of iron both in England and the United States, which is being so much felt on all hands at the present time.

The directors of the Crown cotton mills, of Dalton, Georgia, at the last annual meeting of the stockholders declared a dividend of 93 per cent., 83 per cent. in stock and 10 per cent. in cash. This beats the world's record in cotton mill dividends. The company will at once build another \$100,000 cotton mill at Dalton. Last year the company declared a dividend of 43 per cent.—Exchange.

The Bon Ton store of Sherbrooke, Quebec, is undergoing some great improvements. The work, when completed, will make the store one of the most modern and commodious in the sma. city of Sherbrooke. Mr. Chamberlain, the proprietor, is anxious for the comfort of his patrons, and also believes in being up-to-date. The wall between the Bon Ton and the adjoining store will be taken out and give more room—25 x 55 feet. There will be as well, new plate-glass windows and doors, and the interior will be remodelled generally.

# The Celluloid Company

30, 32, 34, 36  
Washington Place

NEW YORK

ORIGINAL and ONLY  
Manufacturers of

"CELLULOID" Interlined Waterproof  
Collars and Cuffs . . .

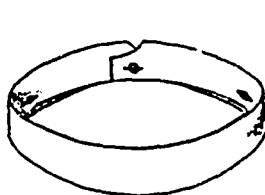
All goods made by us are stamped as follows :

Absolutely No

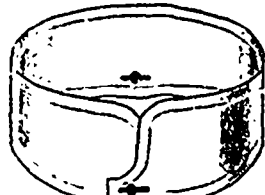


Others Genuine

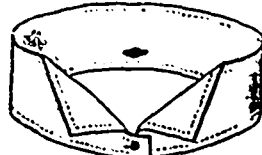
Positively waterproof. When soiled simply wipe off with a damp cloth or sponge.



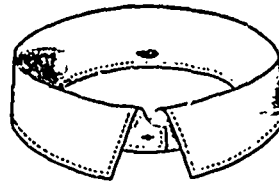
ROMAN



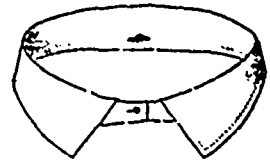
BERKELEY.



TITAN.

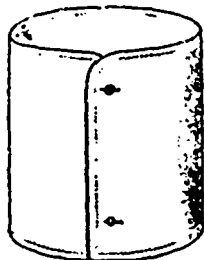


BICYCLE.

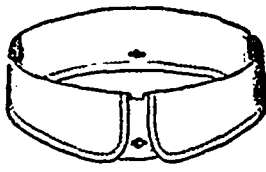


ROYAL

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



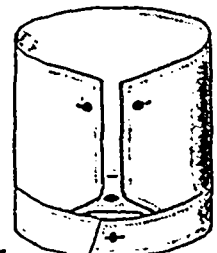
EXCELSIOR.



SAVOY

**CAUTION**

It having come to our notice that certain manufacturers are producing and advertising imitations of our goods under the name of "Celluloid," we desire to notify the trade that the word "Celluloid" is a registered trade mark, and our right to its exclusive use having been upheld by the courts, we shall hold responsible not only such manufacturers but also all dealers handling any goods, other than our make, under the name of "Celluloid"

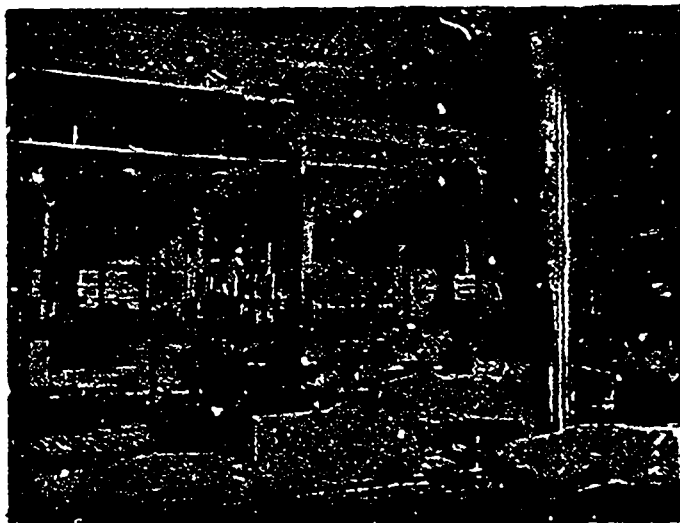


FIFTH AVE.

**The Celluloid Company**

**DARK DAYS ARE COMING**  
—AND—  
**YOUR STORE IS GLOOMY.**

Buy Luxfer Prisms and tempt  
new customers in—by making  
your store airy, cheerful and  
bright. . . . .



EATON'S—WITH LUXFER PRISM WINDOWS



EATON'S—WITH OLD-FASHIONED GLASS.

**LUXFER PRISMS ARE NO FAD.**

Their popularity is due to the economy effected in  
artificial light. Dollars and cents do our pleading.

WRITE TO

**Luxfer Prism Co., Limited**  
58 Yonge St., TORONTO.



# To The Trade

## A Pen Picture

of what is daily taking place at the Front Street premises of John Macdonald & Co., Toronto, is a more convincing proof of the extent and growth of their business than language can express in such limited space.

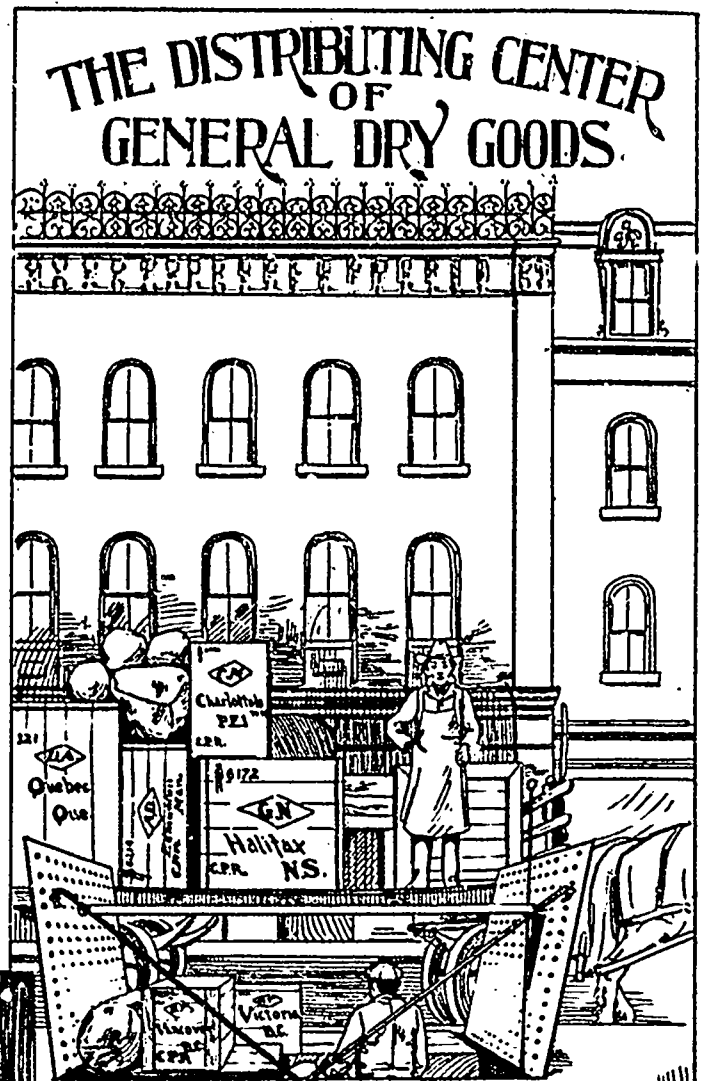
## The Great Activity

in their shipping department is the result of always carrying an assortment of the newest and best selling goods ; making a specialty of filling letter orders and being the great assorting house

## Of the Dominion.

Their Dress Goods, Silks, Hosiery, Underwear, Men's Furnishings, Haberdashery, Carpets, House Furnishings, Woollens, Linens, and Staples are worthy the attention of every

## Independent Buyer.



FILLING LETTER ORDERS  
A SPECIALTY.