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FOR LACE NOVELTIES  
OF EVERY KIND  
A GO-AHEAD FIRM  
IS THAT OF  
TIDSWELLS, 3 and 2 Wood St., LONDON,  
ENGLAND.

WHO SUPPLY THE FOLLOWING GOODS:

SHIRTS,  
LACES,  
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.

**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 require-  
ments 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.

THERE'S ONE THING YOU NEED

for your Fall trade---that's a good assortment of

**PRIESTLEY'S DRESS GOODS**

THEY ALWAYS PLEASE.

**S. GREENSHIELDS, SON & CO.**

Sole Selling Agents for Canada.

MONTREAL AND VANCOUVER, B.C.

# Lister's

Silks  
Velvets  
Sealettes

To be had from . . .

WHOLESALE DRY GOODS  
and MILLINERY HOUSES.

## "Rooster Brand"



"I GROW OVER ALL"

SHIRTS, OVERALLS and  
CLOTHING  
SPECIALTIES

for every  
class of  
workingman.

Do you know that these garments are used by the largest employers of labor in Canada, and among the largest in the world?

Do you know that if they use "Rooster Brand" goods in preference to others you can do so to your advantage?

Do you know that you can buy the "Rooster Brand" goods as low as the lowest if you have the cash to pay down?

Do you know that we don't renew paper for old fogies and sell weak accounts, and then fix our prices so the good man pays for the bad?

Do you know we are gradually putting our business on a cash basis and giving the benefit to cash buyers?

Do you know us? If you don't, come in the procession with the first families and you can make money with "Rooster Brand" goods.

**ROBERT C. WILKINS**

Manufacturer

Montreal

## DRESS GOODS

Our stock is well assorted  
and carefully selected.

### Special Values in

*Serges, Zibelines, Chevlots,  
Tweeds, Homespun, etc.*

Our Black Figured Materials are selling  
freely. Ask to see Nos. B57, B35, B36, B38,  
B55

### Extra Values in

*Ladies' Ribbed and Plain Natural  
Wool Underwear, Cashmere and  
Woolen Hosiery, Cashmere and  
Fancy Colored Ringwood Gloves,*

TO SELL AT POPULAR PRICES.

**WYLD-DARLING CO., LIMITED**  
TORONTO.

**GOODS** *ALWAYS THE* **BEST**  
**VALUES** *EVER THE* **HIGHEST**  
**PRICES** *STILL THE* **LOWEST**

For . . .

**FALL 1900**

**THEREFORE**

**Your Orders Should Come to Us.**

---

**OUR ABILITY TO HANDLE THEM**

is best proved by our increasing business.

There is no order too small for us.

There is no order too big.

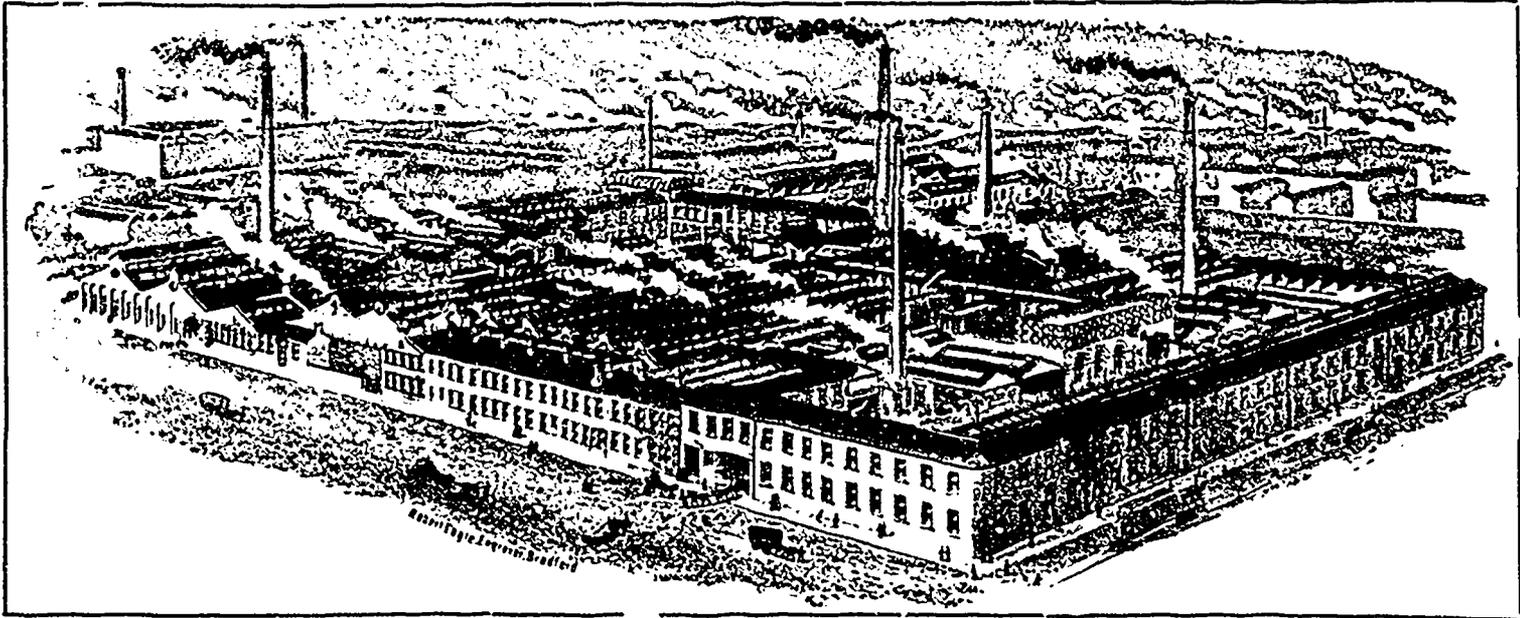
All get the same prompt service.

---

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

MONTREAL, and VANCOUVER, B.C.

# W. GRANDAGE & CO., LIMITED



## LOW ROYD & BROWN ROYD DYEWORKS

BRADFORD, ENGLAND.

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

THE ABOVE FIRM MAKE A SPECIALTY OF

### Mercerised Cotton Satens, Brocades, etc.

AND OF MERCERISED YARNS.

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

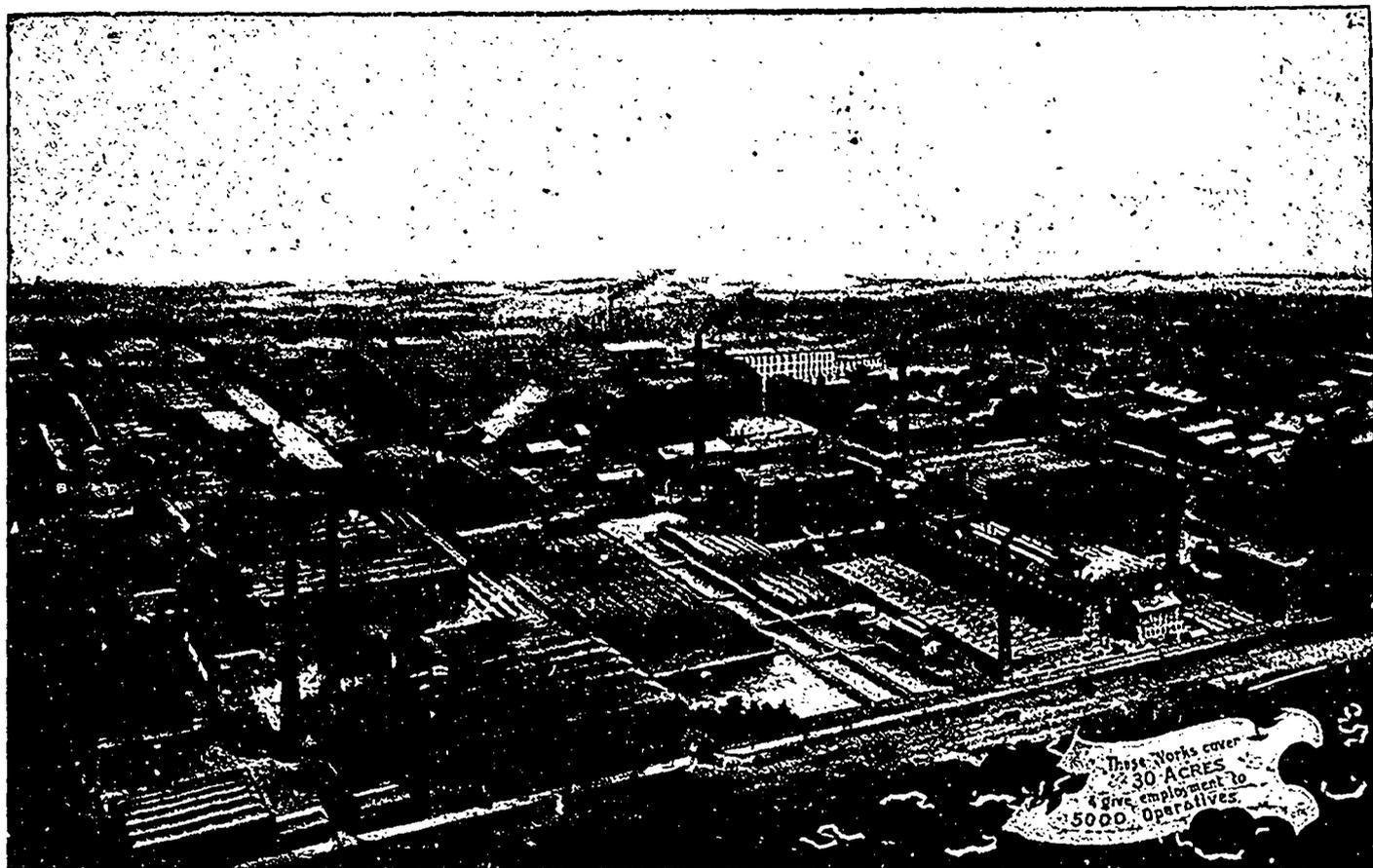


Ask for New Shade Card for 1900. All shades on this card are

**GUARANTEED NOT TO CROCK.**

# HORROCKSES, CREWDSON & CO.

COTTON SPINNERS AND MANUFACTURERS. LIMITED



**WORKS, PRESTON AND FARNWORTH, LANCASHIRE.**  
**WAREHOUSES, PICCADILLY, MANCHESTER.**  
**5 LOVE LANE, LONDON, E.C.**  
**7 MITCHELL LANE, GLASGOW.**

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

**Specially Finished for the Sewing Machine**

And Suitable for all Parts of the World.

**HIGHEST AWARDS AT ALL EXHIBITIONS.**

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

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

# RYLANDS & SONS

LIMITED.

## MANCHESTER, ENG.

Cotton  
Spinners

Merchants

Manufacturers



Bleachers

Dyers

Finishers

### Makers of the Celebrated Dacca Calicoes and Sheetings

**WORKS**

Heapey,  
Longford works,

Gorton,  
Swinton,

Wigan,  
Crewe,

Chorley,  
Bolton.

## Capital, \$14,500,000. Employees, 12,000

### LIST OF DEPARTMENTS:

Plain Dress Goods, British and Foreign

Fancy Dress Goods, British and Foreign

Silks and Velvets

Velveteens

Irish and Scotch Linens

Table Damasks,

Towels and Tray Linens

Muslins, Curtains and Handkerchiefs

Flannelettes, Hosiery

Flannels and Blankets, Quilts

Smallwares, Haberdashery and Trimmings.

Bleached Calicoes, Sheetings

Oxfords, Harvards, Galateas

Dyed Linings

Floor Oilcloths

Laces

Prints and Cretonnes

Shirts, Underclothing

Ladies' Blouses

Boys' Blouses and Sailor Suits

Umbrellas, Gloves

We stock probably the finest line in the trade.

Allover Laces and Nets, Lace Scarves,  
Swiss Embroideries and Allovers,  
Esprit Lace and Nets,  
Lace Braids, etc., etc.



Our LACE CATALOGUE FOR 1900 is now ready,  
and will be sent to any reliable merchant on application.

**F. Robertson & Co., Toronto**

**KABO** BUST PERFECTOR



PATENTED JAN. 10, 1900.

MANUFACTURED BY

**BRUSH & CO.**  
 TORONTO.

**BE SURE YOU HAVE THE BEST.**

***KNOX'S LINEN THREADS***

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

***DEWHURST'S COTTON THREADS***

All Cords and Finishes.

Guaranteed Full Length.

***MILLWARD'S SEWING NEEDLES***

are the best known for quality.

***Paton's Scotch Boot and Shoe Laces***

"BEAT ALL GERMAN IMITATIONS."

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

SEE NAME ON EVERY BOX.

Sole Agents for Canada

**GEO. D. ROSS & CO.**

24 Wellington St. West, TORONTO.

648 Craig St., MONTREAL.

**WREYFORD & CO.**

Wholesale Men's Furnishers  
ROMAIN BUILDING, **TORONTO**  
Dominion Agents for

**Young & Rochester**

LONDON or LONDONDERRY.  
Manufacturers of Shirts, Collars, Neckwear, Dressing Gowns, Pyjamas, Etc.  
Latest Neckwear and other Novelties Stocked in Toronto.

TRESS & CO., London, Eng.  
—High-Class—

**HATS and CAPS.**

Our Pearl Soft Felts and Rustic Straws are a success this season.  
Equally good styles for the Fall.



**DR. JAEGER'S SANITARY WOOLEN UNDERWEAR.**

For Gentlemen, Ladies and Children.  
**UNITED GARMENTS.**  
For all Climates. For all Seasons.

FAVORABLE TERMS CAN NOW BE OFFERED TO THE TRADE.



Design A.

**DORCAS THIMBLES**

(Horner's Patent)



Design D.

**STERLING SILVER**

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

**The Most Popular Thimbles of the Day.**



Design G.

Canadian Agent

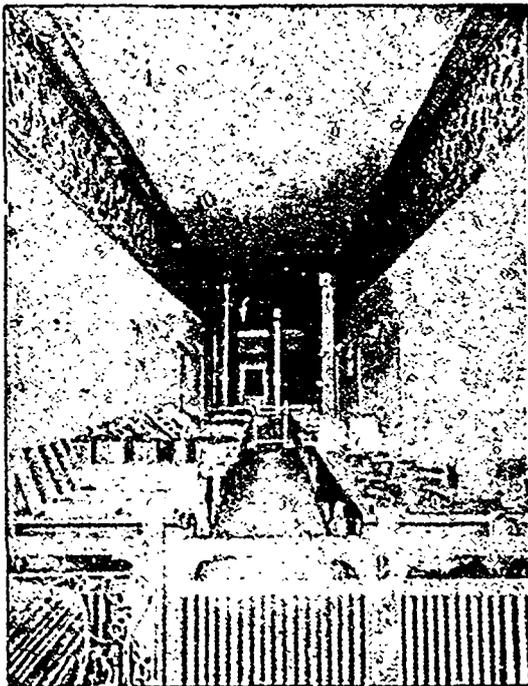
**H. PEARCE**

14 Place D'Armes Square,

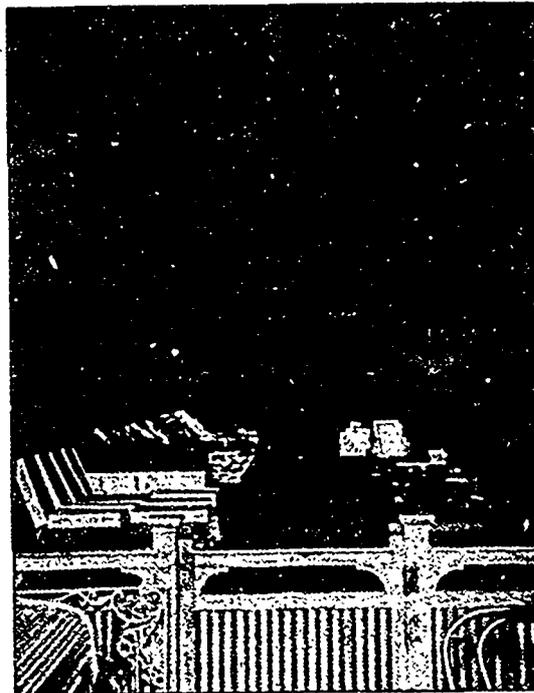
**MONTREAL.**



Design K.



Luxfer Prisms successfully lighting store 100 feet long.



Ordinary glass made the store unrentable without artificial light.

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

Form Your Own Opinion.

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

**THE LUXFER PRISM CO., Limited**

98-100 KING ST. WEST,

**TORONTO.**

THE  
IDEAL  
CLOTH

*Cravenette*

FOR \_\_\_\_\_

**W**ET  
EATHER  
EAR

BETTER THAN  
RUBBER WATERPROOFS.

THE ...

Colonial Bleaching and Printing Co.

LIMITED

MONTREAL.

Spring Samples

NOW READY.

Prints,

Ducks,

Foulards,

Satteens,

Moleskins,

Drills,

Siliesias.

# THE KUMFORT PROPOSITION

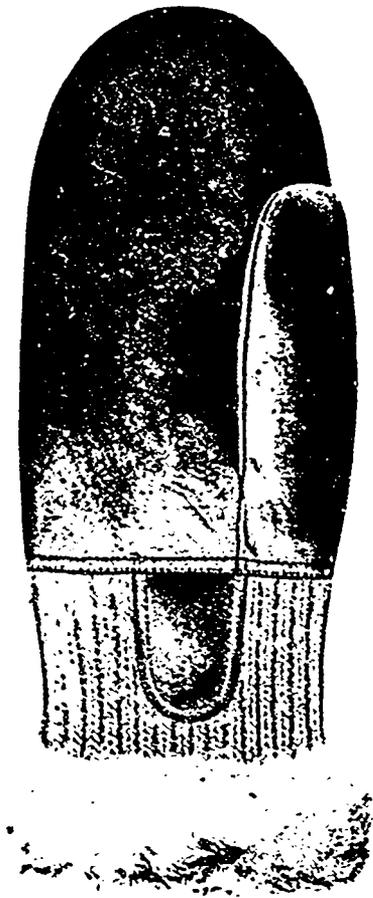
This "Kumfort Mitt" proposition of ours is straight business.

You pay us \$4.50 net, 30 days, for an article that is a cinch to sell at 50 cents a pair.

That's  $33\frac{1}{3}$  per cent. advance on cost---and no "shelf-warmers" at the end of the season.

It's the best 50-cent mitt value in Canada---we know that is a fact, because every kind of raw material we are cutting is higher to-day than when we bought it.

Are you open for good mitt business?




---

## Hudson Bay Knitting Co.

30 St. George St.,

... MONTREAL, P.Q.



TORONTO  
INDUSTRIAL AND FALL  
EXHIBITION AND MILLINERY  
OPENINGS

MERCHANTS AND BUYERS  
ATTENDING THE ABOVE IMPORTANT FUNCTIONS  
ARE INVITED TO CALL AND INSPECT THE  
IMMENSE STOCK OF

**SEASONABLE DRY GOODS**

SHEWN BY

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

*COR. BAY AND WELLINGTON STS., TORONTO.*

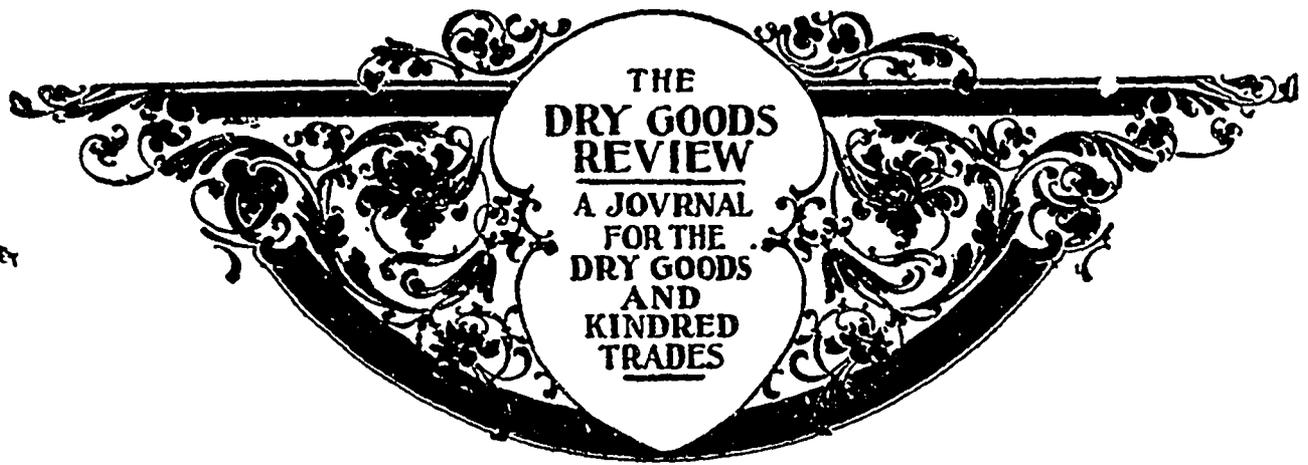
EVERY DEPARTMENT  
WILL BE FOUND REplete WITH  
COMPREHENSIVE AND TASTY RANGES  
OF

**PROFIT-MAKING GOODS.**

**BUYERS OF MILLINERY AND FANCY DRESS GOODS**

WILL FIND IN OUR STOCK MANY DESIRABLE LINES  
AT

**STAPLE PRICES.**



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

VOL. X.

MONTREAL AND TORONTO, AUGUST, 1900.

No. 8.

## 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.

**About Buying.** If "goods well bought are half sold," as is often said, then buying is a very important part of advertising. The biggest help that any advertisement can have is the fact that the goods were bought right; that the goods are suitable to the people to whom you wish to sell; that they are right in quality and bought so that they can be sold at a right price. Wrong buying is often the reason for unsuccessful advertising.

Do not buy too much. It is better to cry after goods than to cry over them. Overbuying is responsible for many of the failures of business.

Now, I am going to say something which I believe to be very important, but which many will not agree with.

Where a man buys his goods is often one of the reasons why he does not buy them right. Overbuying can often be avoided by buying your goods nearer home. If you buy your goods a long way from your location you must necessarily carry a much larger stock than you would have to carry if you bought nearer home. When you can replenish daily, or nearly so, those goods which sell out, your stock can be kept small. Unless a man has a large capital he should not buy very far from home. Even if he has to pay a little larger price, it will pay him better to carry a small stock. A man who buys less than \$5,000 worth of merchandise a year has no business to buy too far away from home. The man who buys \$25,000 worth a year can, perhaps, afford to buy farther from home. A man who buys \$100,000 worth, or more, can buy almost anywhere.

### Look Out for Jobs.

It does not pay the small dealer to fill his store with merchandise and have no money left to take advantage of special jobs which may come up later. Always reserve a part of your capital to seize opportunities which may be presented after you have laid in what you consider your full stock.

### About Advertising.

There are still a few merchants who say that they do not believe that in their particular case they can advertise profitably. There is no business in existence that cannot advertise profitably in some way. No one kind of advertising will suit

every business, and merchants might just as well make up their minds to this at the start. Again, there is not a store in existence that does not advertise in some way. Even the sign over the door, the paint on the front of your house, are, after a fashion, advertising. The question is not whether your store can be advertised or not, but whether you are using the right kind of advertising to make it successful. Perhaps it is the wrong kind you are using and the right kind you have neglected.

The small or medium-sized store can not afford to use anything but what is regularly known as legitimate advertising. Schemes of all kinds should be avoided. In the first place, ninety-nine out of a hundred schemes are "fakes." The one in a hundred which is a good scheme is the very one that the small or medium store will never come in contact with. It is only the big store that can find out or handle the successful scheme.

**Special Sales.** They are sometimes an important factor in dull seasons as well as in other times. If you are going to have special sale, go about it right, make a success of it, or do not have it. Do not have a special sale unless you have something special to sell. The so-called special sale of regular merchandise at regular prices has been worn out long ago. Make the first day of your special sale a great success at any reasonable cost, and then those who attend this day will help the sale along with their tongue advertising, if they have been satisfied with the bargains offered, and can do much to advance your interests with their friends and neighbors.

First appearances go a long way. Do not start your sale until you are ready, then start it with a will. Decorate your store with merchandise; place price tickets on whatever goods you may have to sell; announce your special sales in whatever way you may deem best, so that the public will know to expect it. Special sales which you wish to repeat from time to time, such as semi-annual sale of any line of goods, will be found more profitable on second, third or subsequent sales than the first, provided the first sale has been a success. If

**PROGRESSIVE STOREKEEPING—Continued.**

this is your first special sale, be sure to make a success of it, no matter what the cost.

**A Hint to Big Stores.**

The larger stores in large cities suffer from one disadvantage that the smaller stores escape. The large store has so many kinds of goods that the customer has to go from clerk to clerk when making purchases in various lines. This going from clerk to clerk is sometimes annoying to the customer, and notwithstanding the efforts of ten polite clerks, one impolite one will turn the tide against the store and cause the customer to forget the impression that the ten polite ones have labored so hard to make.

If you have a large store, see that your employes are drilled in knowing as near as possible what is carried in other departments and in knowing accurately where these other departments are located in the store. It is very annoying to the customer to be sent from place to place seeking for goods when it is the business of every clerk in the house to know just where they are to be obtained.

**Meet The Demand.**

A store should carry that line of goods and that quality of goods which its customers want. The business way to build a trade is to have what the people are willing to buy. Many stores lose a great part of their trade by not really knowing what their customers do want. All your employes should be instructed to report to you, or to the one who buys the goods, anything that the customer calls for in your line that you have not in your store. Keep a record of these calls, and when you find that there is a demand for a certain thing which you have not got, go and get it. By following these rules for a length of time, you will soon have the things which are easiest to sell and which will most please your customers.

**Avoid Freaks.**

A great many stores think freak advertising is progressive advertising. They think that they must either be funny or odd in order to attract attention. The odd and funny things sometimes do attract attention, but they do not always hold it long enough to be of any benefit to you, and sometimes they even react upon the customers' minds until they work against you instead of for you. All the old ideas about turning advertisements upside down, using Bible quotations in advertising, filling space with a lot of rubbish which does not accomplish anything, except to fill the space, have all long ago been proven worthless for store advertising. As a rule, the people who laugh over your advertisements afterwards buy their goods where they think they can get them the cheapest. Some stores get their announcements so full of jokes that the public are inclined to believe their serious statements are a joke.

**CANADA IN PARIS.**

Mr. M. Markus, of Montreal, who just returned from a three months' trip through the markets of Europe, informs us that the Canadian exhibit in Paris does credit to our country and shows the people of the world what Canada can produce. The dry goods section is well represented and deserves great credit. Mr. Markus, who engaged many new articles in the dry goods line for the exclusive sale in Canada, shows for the Spring trade many new lines in silks, dress goods, laces, hosiery, gloves, linings, dress and tailors' trimmings. Buyers should not fail to see these lines.

**TWO NOBBY WAISTS.**

THE AMERICAN SILK WAIST CO., of Montreal, are placing on the market two styles of silk waists that bid fair to create a sensation. The accompanying cut and the other that appears in their advertisement present a fair idea of the beauty and style of these high-class articles. Their designs give them a natty appearance, yet the strictness of man's dress, which women, as a general rule, deplore, is relieved artfully and gracefully. The colors are varied and handsome.

Running on the bias all over, the first waist is a series of needle tricks. The back is of the tight-fitting style, while the front is half loose. The five pointed front is decidedly pretty, and, trimmed as it is with expensive buttons, is enough to please the most fastidious customer. It has a dress sleeve, is lined throughout and is of the best maker's finish.

The main feature of the second is the fact that two tucks run up and down the front, back and sleeves; one is turned to the right and one to the front, giving an effect like a plait. Between the tucks is a double hemstitch that is striking in itself. It also has a five-pointed front, with a close stitching, and is trimmed with an expensive button. A touch of beauty is added by the dress sleeve. It is lined throughout, and is dressmaker-made.

The travelers are now showing them on the road, and many a lady will have one in her wardrobe this Winter, and consider it the prettiest and neatest waist she has. Other American waists are imported; these are domestic-made, and, consequently, of decidedly low price.

The Beaver Rubber Clothing Co. state that the price of rubber has been raised again, and that they may have to raise their prices shortly.

By incoming steamers arriving in the first week of this month, Brophy, Cains & Co., Montreal, received a big shipment of Swiss embroidered handkerchiefs. Customers who have been waiting will be supplied at once. Inquiries for samples will be welcomed.

Williams & Bell, of Montreal, have a contract to supply 15,000 pairs of long stockings for British regulars, who, it is expected, will pass through Canada this month en route for China. This speaks well for Canadian workmanship and Canadian wool.

Nearly all the dry goods, men's furnishing, and boot and shoe merchants of St. Thomas have signed a contract with a local man for the delivery of their goods to any part of the city, 5 times per day and 7 times on Saturdays. The delivery will be an up-to-date one in every particular and a credit to the city. The drivers of the horses will be in uniform. The wagons are much larger than the usual dry goods wagons now in use.



## *When goods open up BETTER than the Samples, you have good reason to be satisfied, haven't you ?*

Well, many lines of our dress goods are opening up much *better* than our samples.

It will repay you to go carefully through and buy our Black and Fancy Black Goods alone. Some of the largest orders we have ever booked were received in July.

Tweeds for Skirts, and Harris' Mixtures for costumes will be in good demand the next six months. We have a large variety of *the novelties* in these lines.

High-Class Fancy Checks and Stripes will be exceptionally good for skirts. We have just put into stock very choice designs and colorings that you will not find elsewhere.

Our old reliable Velveteens, twilled back, all colors, at old prices—thanks to the recent additional reduction in tariff—have been more appreciated by our friends this season than ever.

Corded Velveteens, Corduroy Velveteens, and Silk-Embroidered Velveteens for Stylish Blouses, Vests and Trimmings.

Plain Black Silk Velvets, full range of prices now in stock, Lister's Standard makes.

Plain Colored Silk Velvets, over 60 shades in stock, "Lister's Lisvel."

Fancy Silk Broche Velvets, for Blouse and Combination Fronts; these are in good demand.

Fancy Silks, Corded Silks, Broche Silks, Plain Silks, Silks for afternoon Tea Gowns, Silks for evening wear, Blouse Silks, Black Silks, Paisley Silks.

Black and Colored Satins.

**WHITE** and **CREAM** Satins and Silks, all prices, now in stock.

Our samples of Imported Flannelettes were late coming, but the goods are now to hand and opening up very satisfactorily. Being bought and sold at **OLD PRICES**, they are exceptionally good value. Send for samples if you have not seen them.

*Stock in all departments is well forward. It will be in your interest to visit us this month.*

# **BROPHY, CAINS & CO.**

23 St. Helen Street

**MONTREAL.**

## WINNIPEG'S GREAT ANNUAL FAIR.

FROM THE DRY GOODS REVIEW'S SPECIAL CORRESPONDENT

**T**HE Winnipeg Industrial Fair of 1900 is now history, and a dating point for the future. The weather, the number of exhibits and the attendance all surpassed previous years.

### THE WEATHER.

It was Queen's weather (as was but just and right, considering that we had the Queen's representative with us), but then, Manitoba Queen's weather is just a little bit better than you get anywhere else. Each morning Winnipeg got up to cloudless skies and bright sunshine, tempered with cool western breezes, the evenings were clear, calm and starlit, and cool enough to render sleeping a luxury (that is, where you had anything to sleep on). Twice during the week a smart shower fell during the night, just enough to lay the dust, but not enough to stir up Winnipeg's all too affectionate and clinging mud.

### THE VICE REGAL VISIT.

Winnipeg was really en fete on Saturday, July 21, for on that date His Excellency the Earl of Minto and the Countess of Minto were to arrive. All day the trains coming into the city brought hundreds anxious to join in the loyal procession. The city was gay with bunting, and from almost every building on Main street, and on all public and many private buildings, floated the Union Jack. The decorations were really very beautiful, and many of them costly. Main street was not arched, as it is no trifle to span its 100 feet of driveway, and it was also thought unwise to in any way obstruct the view of the procession.

The illuminations were nearly all in electric lights—red, white and blue royal crowns, rose, shamrock, thistle and the maple leaf being the most popular forms. On the city hall was a crown with "V.R." and a maple leaf on each side, while below were the words "Welcome, Minto" written in fire. Perhaps the most effective thing was the monument in the City Hall Square. The tall column supporting the figure of the soldier in full uniform was literally a pillar of fire (most appropriate, when it is remembered by what a fiery road the brave young soldiers it commemorates went home). The train bearing Their Excellencies reached the city about 8.30, and by 9 o'clock the procession had reached the city hall. Let the reader remember that Main street is 132 feet wide (100 feet of driveway and 16 foot sidewalk on each side) and 1½ miles long between the C.P.R. depot and the Assiniboine river. It is well paved all the way, and the City Hall Square is just midway. The last of the procession was barely formed at the C.P.R. when the first part was passing the city hall. It was headed by the fire brigade, their apparatus beautifully decorated and all the big steamers and hook and ladder wagons burning limelights. It is impossible to describe that procession in detail. It would fill pages. The carriage with Their Excellencies was drawn by four white horses, and the guard of honor was formed of Royal Canadian Dragoons, their brilliant scarlet tunics showing with fine effect, the Boys' Brigade and the 90th Regt., the latter being out in full force, their white helmets contrasting vividly with their dark uniforms. The military were closely followed by the Scottish Clans in Highland costumes and with a contingent of no less than 10 pipers playing for dear life, half a mile of fraternal societies in full regalia, bands, bugles, fifes and drums and thousands upon thousands of well dressed cheering, singing citizens, the light bright dresses

of the women and children reflecting the light of the torches. As the vice regal party passed along, the electric light switches were turned on and a perfect blaze of colored light would stream across the street. The bands played "God Save the Queen" and the crowds cheered to the echo, they broke into the "The Maple Leaf Forever" and again and again the cheers broke forth, then "Soldiers of the Queen" and it seemed as if the whole city had suddenly shouted together. Viewed from the top of a three storey building it was a most gorgeous pageant, and once seen not likely to be forgotten. Lord Minto was left in no doubt that he was welcome to the West (where he is looked upon as an old friend) and that the West is loyal straight away to the point "Where West is East Beside the Land-Locked blue," for there were scores of people all the way from British Columbia.

But all this is not the Fair. With so auspicious a beginning it was not wonderful that the whole week was a success.

### EXHIBITS.

It has been already said that the attendance was ahead of anything yet recorded, so it is not necessary to say anything more, unless, perhaps, to quote the words of an American visitor who remarked: "Well, I'm blessed if I ever saw so well dressed a crowd. There must be 25,000 people on the grounds this minute, and I have yet to see one that is shabby, let alone in rags."

The exhibits were best in those features that really represent the strength of the country. The stock was superb. The judges in all classes could hardly be too enthusiastic about it. And, not only were the exhibits fine in quality, but they were so numerous that at the last moment new stables had to be erected. The horses, cattle and pigs were all strongly represented, the sheep were the weakest class in the stock, and even they were a very good exhibit. The dairy exhibit was excellent in quality and very representative. The best cheese shown was made by a young woman student of the Manitoba Government Dairy School, Miss Lokier, of Genela, in the Dauphin District. The display of dairy machinery was tastefully arranged, and the largest yet made. Speaking of machinery, the local implement dealers came to an agreement some time ago that they would not exhibit on the Fair grounds, but in their own warehouses, and they claim that from the standpoint of business and orders, it has paid them better. From the standpoint of the appearance of the Fair, there is but one opinion, and that is the loss is very great. The machinery hall was always a great centre of attraction, for the dealers made large displays and their goods are effective. Good machinery in motion is always a pleasant sight. It is to be hoped by another year that some arrangement may be come to for their presence on the ground.

Owing to the extremely dry weather of the month of June the horticultural exhibit fell far below its usual merit, though many of the specimens shown were very fine.

The main building showed many fine and very tasteful exhibits; those of E. L. Drewry and The Scott Furniture Co. being pronounced the most attractive. The art critics are still disputing over the merits of the art gallery, so it is best let alone. There were a number of pictures that looked good and pleasant to the eye of the unlearned. The British Colum-

bian building, built of British Columbian native woods, was a new and most attractive feature of the fair, and was thronged all day long and every day. The mineral exhibit was most instructive, as were also the grain and grass exhibits from Alberta, which were given place in this building.

#### ATTRACTIONS.

These grow yearly a more important feature of our Western fairs until the more sober-minded are inclined to think the thing is entirely overdone. However, this may be, there was at least one very regrettable feature of the attractions at Winnipeg, and that was the introduction of a "Midway." It is to be hoped it will not be repeated. Attractions which have as their lure women performers, and are of a character no decent women may see, should have no place on the grounds of an Industrial Fair, which makes its proud boast of being educational as well as amusing. Education in vice can be obtained all too easily without the Exhibition directors making money out of placing it under the very eyes of hundreds, yes thousands, of youths fresh from country homes and eager for change and excitement.

One of the sights of the Fair always is the "stock parade" of Citizens' Day, and it is a sight worth going far to see. It is estimated that there were 12,000 people on the grand stand and in the paddock when it passed this year, and the crowd was quite as goodly a sight as all the glossy stallions, stately bulls and grunting, protesting pigs.

American Day was, as ever, a great success. Year by year more of our cousins come to see us and fall in love with our country and come back to stay, or fall in love with our pure-bred stock and pay long prices for them.

#### MERCHANTS IN TOWN.

It is estimated that there never has been as many merchants from outside points in the city at any previous Fair, and though in the dry goods and hardware lines but a small amount of business was done, yet wholesale men express the opinion that in the end the meeting of heads of departments and customers is a wise and profitable thing and is productive of much better mutual understanding. All travellers were in the city for the week and devoted themselves to the comfort and pleasure of their customers.

#### THE U.C.T.'S MAKE MERRY.

Some of the officials of the United Commercial Travelers of Minnesota and Dakota took the opportunity of the cheap rates for Fair week to visit the brethren here. Business being got through with by noon Saturday an adjournment was made to Edison Hall, River Park, where, after a pleasant run on the electric cars, the guests and hosts sat down to a banquet. The menu was choice, the service good, and it is safe to say that after the first course the repartee was as choice as the viands. Toasts and speeches followed the banquet, and from 10 p.m. until midnight dancing was kept up merrily. The wire screening sides of the great hall admitted plenty of sweet fresh air, the floor was good, and the music better. Outside was a perfect Manitoba summer night and a grove of cool rustling poplar with seats here and there in shady corners, and the Knights of the Grip and their lady friends found this a delightful spot to cool off between dances. Winnipeg was reached shortly after midnight by a tired but jolly crowd, the American visitors insisting to the last breath that the Winnipeg U.C.T.'s were in very deed "Jolly Good Fellows."

E. C. H.

## SPECIALTIES FOR EARLY FALL BUSINESS.

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

We have leaders in every line.

Just what you will want to push your early trade.

Stock well worth your inspection.

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

# Knox, Morgan & Co.

Wholesale Dry Goods,

HAMILTON, ONT.

## LAW, NEW AND AMENDED.

THE business results of the late session of Parliament embody several matters which the commercial community will find it useful to know.

## FINANCE.

In the realm of finance, there is the measure providing that the whole or any part of the public debt may be inscribed and transferred in a registered copy in Great Britain. This is in accordance with the provisions of the Imperial Act which enables the debts of colonies to be admitted to the list of inscribed stocks in England. A more important measure is the Act amending the Bank Act. This law continues the charters of 34 incorporated banks, and provides that the Jacques Cartier Bank may change its name to the Provincial Bank of Canada, and the Merchants Bank of Halifax to the Royal Bank of Canada. A clause provides that persons holding bank stock in trust shall not be personally liable as a shareholder. Several other provisions growing out of the failure of certain banks of Canada during the last few years, and doubtless suggested by these occurrences, are made. For instance, arrangements are made for the appointment of a curator in the event of a bank suspending. Then, again, the Canadian Bankers' Association is recognized and its powers defined. The by-laws of the Bankers' Association are not to go into force until they are approved of by the Treasury Board of the Canadian Government. There are also provisions for the purchase of the assets of a bank.

## THE TARIFF.

No tariff changes were made in detail at the late session, but, as is well known, the preferential rate on British goods was increased to  $\frac{1}{2}$  of the duty. But this preferential rate does not apply to wines, malt liquors, spirits, liquid medicines, and articles containing alcohol, tobacco, cigars and cigarettes. Besides that, the reduction will only apply to refined sugar when the Minister of Customs is furnished with satisfactory evidence that such refined sugar has been manufactured wholly from raw sugar produced in the British colonies.

It is provided also that machinery not made in Canada and for use in beet-root sugar factories may be imported free.

## RULES REGARDING FRUIT BARRELS, ETC.

The regulations of the Inland Revenue Department have been amended in several particulars relating to weights and measures. For example, it is provided that the barrels containing apples for export shall be of the following dimensions, viz.: 26 $\frac{1}{2}$  inches between the heads, inside measure, and a head diameter of 17 inches, and a middle diameter of 18 $\frac{1}{2}$  inches, representing as near as possible 96 quarts. These dimensions shall also apply to barrels when apples, pears or quinces are sold by the barrel. The penalty for disobeying this law is 25c. for each barrel of apples, pears or quinces offered or exposed for sale or packed.

Another provision is that when eggs are described by the standard dozen, the dozen shall mean 1 $\frac{1}{4}$  lb.

Every ball of binder twine is to be stamped with the name of the maker or importer, stating the number of feet of twine per lb. in such ball. The penalty for disobeying this section is 25c. per ball. This section relating to binder twine does not come into force until October 1, 1900.

## COPYRIGHT.

The passage of an Act giving copyright to Canadian publishers of English books whose owners make an arrangement with local publishers has been passed without amendment.

## CHINESE IMMIGRATION.

Sir Wilfrid Laurier's Act restricting Chinese immigration also passed. This is a measure of considerable interest to people

in British Columbia. The Government, by it, are given power to appoint one or more persons to administer the Act and engage interpreters at salaries aggregating not more than \$3,000 a year. Under the Act, only members of the Chinese diplomatic corps or other Government representatives, with their suites and servants, and consuls and consular agents may enter without paying the fee. Others who escape the tax are Chinese children, born in Canada, who have left this country for educational or other purposes and establish their identity on returning; also merchants, their wives and children, tourists, men of science, and students who substantiate their status to the satisfaction of the authorities.

Any woman of Chinese origin who is married to a person not of Chinese origin shall come in free, being deemed to be of the same nationality as her husband.

The Act also contains provision regarding the landing of Chinese and certain regulations to prevent any introduction of disease. Another section prohibits the traffic in Chinese women. A penalty is imposed for landing the Chinese before the tax is paid. Rules are also given for the passage of Chinese through Canada in transit to some other country, and provision is made for the registration of those who leave Canada and wish to return.

Any Chinese who break the new law may be put in prison for a year or be subject to a fine of \$500. The organization of Chinese courts is prohibited.

## CRIMINAL LAWS.

The Criminal Code has received a number of amendments, the subjects dealt with being chiefly the publication of indecent books, photographs, etc., the offences of kidnapping, counterfeiting money, etc.

Slight changes are also made in the laws regarding theft, and certain procedure in the case of accused persons. The changes are more technical than comprehensive and of more interest to the legal community than the commercial classes.

## ARBITRATION OF LABOR DISPUTES.

The last measure to which attention may be directed is the Act passed to aid in the prevention and settlement of trade disputes, and to provide for the publication of statistical industrial information. By this measure boards are established for the purpose of settling disputes between employers and workmen by conciliation or arbitration. The law follows the English Act to a certain degree, and provides for the creation of an arbitration tribunal when the disputing parties are willing. The Act is not obligatory, and has no power, therefore, to terminate a strike.

In connection with this, the Act sets up a Department of Labor which shall collect and publish statistical and other information relating to the conditions of labor, and issue, at least once a month, a publication known as The Labor Gazette, containing information regarding the labor market and kindred subjects.

As already announced through the press, the Government have appointed as editor of this new paper Mr. William Lyon Mackenzie King, M.A., LL.B., at present on the staff of Harvard University and a distinguished graduate of the University of Toronto. Mr. King is not a politician, but has been engaged in journalistic work and in special inquiries into conditions of labor for several years.

In connection with the work of the session, it might be mentioned that the Minister of Customs, Mr. Paterson, took a vote of money for the purpose of providing a staff to publish promptly and fully the trade statistics relating to imports and exports. This will be put into shape at once, beginning with the present month, which is the first of the new fiscal year.

# There are Two kinds of Skirt Bindings :

## THE BEST--and Others.

Are you handling the "others"? If you are, it is no wonder your customers are dissatisfied and that your trade is gradually dwindling away.

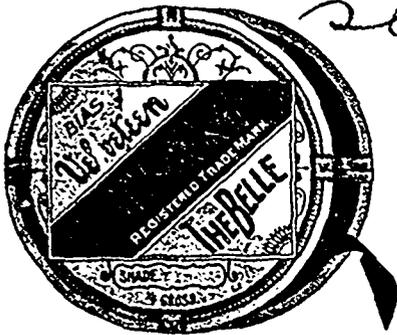
By handling the BEST you satisfy and please your customers and increase your business, for a satisfied customer is the best possible advertisement.

### "S·H·&M·"

stamped on the back of every yard or printed on the label signifies the BEST Skirt Binding it is possible to produce.

The "S. H. & M." Skirt Bindings are recognized in the United States as the standard of perfection in Skirt Bindings, and are rapidly gaining this reputation in Canada. They are manufactured from a specially-made Velveteen, by a company engaged exclusively in making Skirt Bindings, and whose experience, together with the most modern and up-to-date plant, enables them to turn out goods which are unequaled by any in the market.

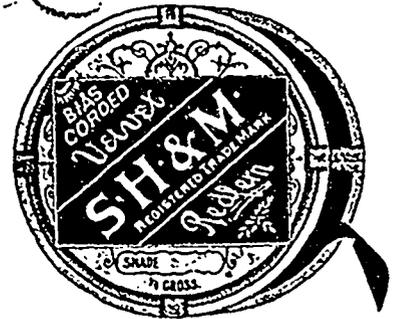
WE CARRY THE FOLLOWING LINES IN STOCK AT OUR TORONTO WAREHOUSE :



*see all items*

**S.H. & M. BELLE Plain Velveteen**  
1¾-in. wide.

**S.H. & M. REDFERN Bias Corded**  
Velvet, 1¾-in. wide.



SAMPLES, SHADE CARDS AND PRICE LIST FREE ON APPLICATION.

# The STEWART, HOWE & MAY CO.

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

24 Front St. W., Toronto, Ont.

Manchester, Eng.



**FIELDING & JOHNSON'S**

# Knitting and Fingering Yarns

Noted for Softness, Fullness and Wearing Properties.

## KNITTING

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

In Spindles, or Banded  
and Boxed.

## FINGERING

In Six Well-Known  
Qualities.

**STOCK IN MONTREAL.**

Careful attention to Letter Orders.

Sole Agents for Canada

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

# McINTYRE, SON & CO.

13 Victoria Square,

Importers of Dry Goods and  
Manufacturers' Agents.



**MONTREAL.**

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## DEPARTMENTS

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Dress Goods

Linens . . .

Smallwares

Silks AND Velvets

Linings and  
Muslins

Trèfousse  
Kid Gloves

Rouillon  
Kid Gloves

---

Careful attention given to Letter Orders.

Toronto Office :

25 COLBORNE STREET.

Winnipeg Office :

McINTYRE BLOCK.

Ottawa :

SPARKS ST., Carleton Chambers.

St. John, N.B. :

2 CHURCH ST.

## 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"

### TRIMS DURING AUGUST.

AS August is considered the dullest month of the year to the average dry goods house, the window-trimmer is generally puzzled at this time to know what to display in his windows.

Stocks are always run down during July and August and consequently it is difficult to make nice trims from broken lots and assortments.

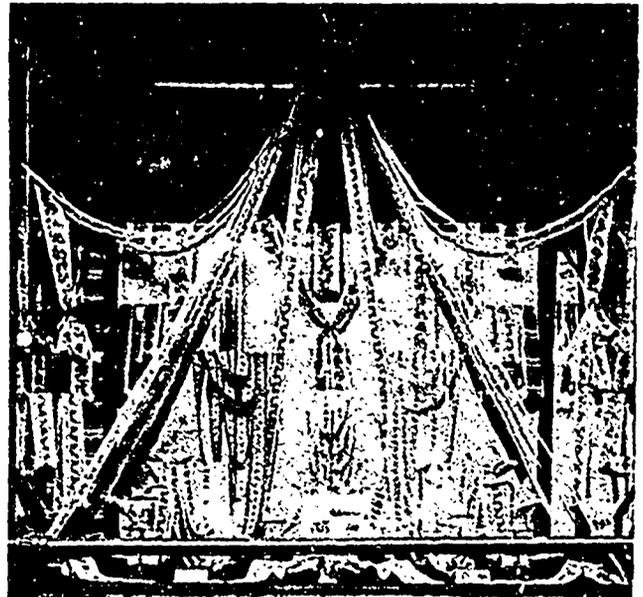
But the fact that trade lags and stocks are low, etc., is no reason why the energy of the trimmer should be relaxed and nothing be done to increase the flow of dollars to the till.

Of course, displays now should not be on as elaborate and extensive a scale as in the months of April or May, but there are many departments that could be made to pay better during the next few weeks by some taking little displays in window and interior.

Certain lines of goods during the heated term will go all right if pushed.

Take the hosiery department for instance. There is always a good demand for Summer hosiery during the hot months. People are attracted to a hosiery bargain during August as well as in any other month, and where is the hosiery stock that hasn't got bargains to offer during the month of August? Odd lots and sizes—or a special lot or two picked up at a very low price. Here is material for forcing trade to

the hosiery department. It isn't a difficult thing for the head of the department to get together enough hosiery to be averaged up at a popular price so as to make a display on which the price can be properly placarded. With a little newspaper ad, the goods ought to move quickly.



AN EFFECTIVE RIBBON DISPLAY.

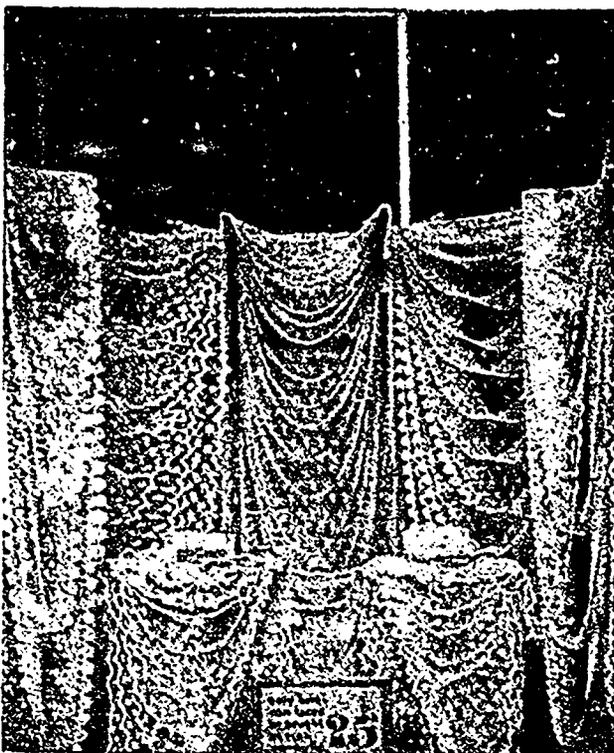
Ribbons, wash goods, gents' furnishings, summer underwear and shirt waists can be subjected to the same treatment. These displays should be plain and the price made the important feature. In fact, the faculty of gaining the attention of people to that point where they see that you are anxious to have them come in and buy what is in the window and not merely look at it, is best exemplified in this sort of trim.

The goods must be neatly shown. Broken boxes and torn papering will not do. Give the impression that the goods shown are new goods and the little matters of detail should be as carefully looked after as in a more pretentious trim.

It should be clearly understood that every head of department is more than anxious to sell during August, and if the window-trimmer, advertising man and head of department work in harmony, there is no reason why they should not be entirely satisfactory in results in stimulating trade into whatever line of goods they choose.

A trimmer who succeeds in making business flow toward a certain department during these dull days is doing more good to the store and the department than he imagines. The problems of display, advertising and salesmanship are so closely interwoven that a weakness in one man may mean a weakness for all.

For instance, the display of hosiery may bring quite a fair number of people to the store, but the advertising man neglects to do the subject justice. While a considerable portion of the offer has been disposed of there is still much remaining and the department man puts the blame for the non-success of the idea on the window-trimmer who may have originated the scheme, while the advertising man is not thought of at all as being to blame in the matter. Many people read the adver



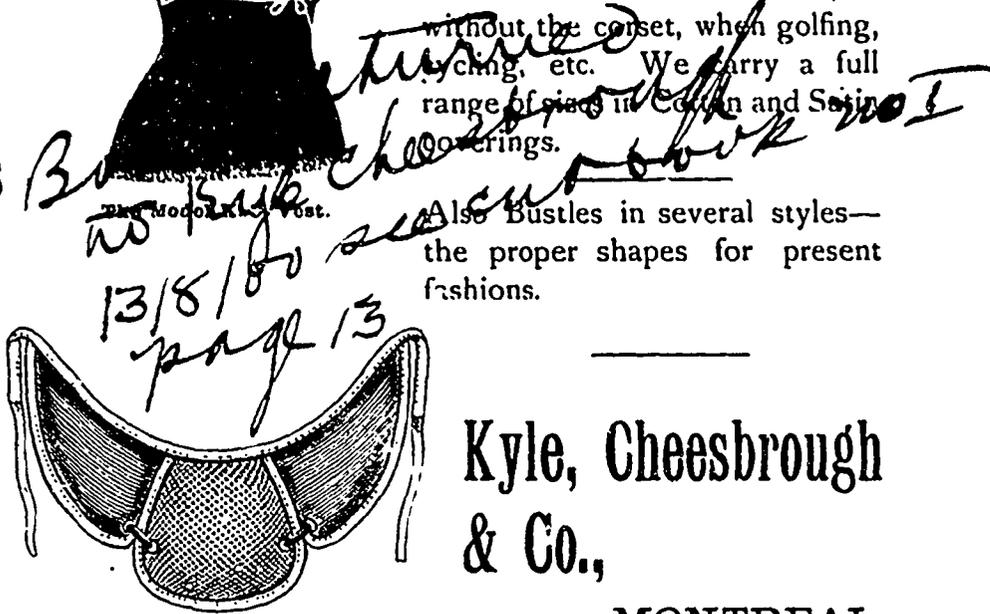
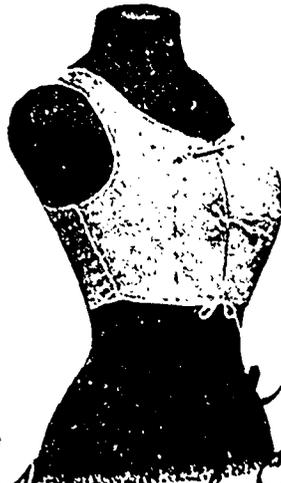
A NEAT LACE TRIM.

# The Lace Warehouse of Canada.

The K. C. Corsets and Waists  
"Queen's Gate Hose."

**D**RESS GOODS  
VELVETS, VELVETEENS AND  
SEALETTES  
SILKS, VEILINGS, CURTAINS  
RIBBONS, BELTS, BUCKLES  
HAIR ORNAMENTS, SLIDES, ETC.  
GLOVES AND UNDERWEAR.

MAIL ORDERS PROMPTLY ATTENDED TO.



No. 13 Form.

THIS BEATS THEM ALL.  
The "Model K. C." Corset Vest.

A moulded form of exquisite design and finish. The proper article for tailor-made suits and waists. Worn over the corset, or without the corset, when golfing, fishing, etc. We carry a full range of pieces in Cotton and Satin coverings.

Also Bustles in several styles—the proper shapes for present fashions.

Kyle, Cheesbrough & Co.,

MONTREAL.

# Highest Quality and Latest Designs in Show Cases

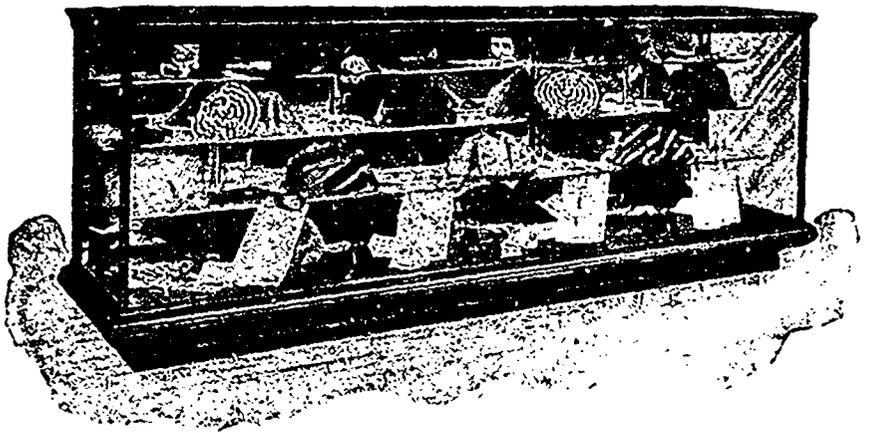
PHILLIPS *Silent Salesman*  
**SHOW CASES**

are known from coast to coast, by the leading retail merchants. They are often imitated but never equaled.

Let us figure on your new cases.

We have a Canadian Branch.

Address us at Detroit.



Phillips Illuminated Silent Salesman. Lights are concealed in the frame, frame is fitted with ventilators. Cases made without lighting device if desired.

John Phillips & Co., Limited,

DETROIT, MICH., AND WINDSOR, ONT.

**WINDOW DECORATING—Continued.**

tisement and don't quite reach the point of going into the store to look at the advertised specialties, but, passing the store windows, the very thing that was advertised in the morning papers catches the eye of the onlooker. The card "Adver-



A MODERN INTERIOR.

tised in this morning's paper" catches the attention still more when they remember the ad.

Another good idea to put into effect during the slow months is the 5 or 10c. window.

By that I mean a display made up of everything that can be found in each department to sell at 5c. A look through the notion department will reveal a hundred and one different articles that can be sold at 5, 6, 8 or 10c. A card in large type worded

"ANY ARTICLE IN WINDOW 5c."

is sure to stop everybody, and in many cases a customer will go in to purchase some little 5 or 10c. article they saw in the window and before coming out will have spent a few dollars, "Big oaks from little acorns grow."

During the dull days people have to be almost coaxed to purchase, and if this suggestion of the 5, 10 or 25c. window display is tried it will be found a success.

Window-trimming in its early stages was regarded as a means of beautifying, but it has developed into what is known to-day as an advertisement that sells more goods than any other advertising medium known to the retail merchants and stands pre-eminently ahead of all others without a rival. Not only the retail merchant has sought this mode of advertising, but some of the greatest manufacturers

have learned that good window displays have an unlimited capacity to sell their goods and have organized window-trimming contests and offered large sums of money for the most meritorious displays of their wares, knowing that it would sell more goods for their dealers than any other method known to them.

A great kodak manufacturer, of New York State, makes the following statement in one of his pamphlets:

"MAGAZINE VS SHOW WINDOWS."

"If we had a few hundred show windows we could cut our bill for magazine advertising in half. We would make those windows talk kodak every hour of the day. Magazine advertising can only plough and harrow the field and put in the seed. Then along comes the self-binding reaper, the window, and harvests the crop. Newspaper advertising with the merchant is just such a statement."

Twenty years ago almost any kind of a window was thought good enough, but, in these active days of competition, it is necessary to have all modern appliances.

In place of the small, dingy cramped windows which occupied the store fronts of a former generation and were of no value, stores of to-day have large roomy windows, well lighted, which show off their merchandise to the very best advantage. Such windows are the indexes of the store, and have proven themselves to be the mirror in which the public see the store doings of the day.

The development of window display has been simply phenomenal and the exalted position it occupies to-day has simply been won on its merits alone. The show window is created wholly for appropriate dressing, and if it be not properly arranged it is simply useless—a waste of space that cannot be used for any other purpose.

In this era of severe critical taste in store decoration, the merchant who neglects to keep pace with it will sooner or later find himself in the rear rank of success.

**NOTIONS.**

During the dull months there are no better paying displays than those of "Notions" (little necessities at little prices).

Many merchants think that the profits on little articles,



A GOOD ARRANGEMENT IN "NOTIONS."

such as pins, hooks and eyes, spools, hair articles, etc., are so small that the time and space given to a display of this kind is wasted. Such an idea is a mistake. I find that there

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

Manufacturers of

**SMALLWARES**

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

Order Through  
 Wholesale Houses

Representative for  
 Canada

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



**Getting Ready  
 For the Fall.**

If you are in the habit of taking a long view of the situation, you will arrange now to have any faulty stock put in good selling shape at once.

We are a real friend to the dry goods man and the milliner—making large quantities of goods, that would otherwise sell at large sacrifice, fit to take position among the freshest goods you have in the store.

Dress goods and other goods dyed by us never fade. The old color does not show through. The finish and lustre that is common to new goods is given to them. No one, as a matter of fact, can tell that they have been redyed.

Not any need to feel that you have made losses because your feathers and plumes have lost their color or are out of curl. We have a good name among the trade in all parts of the Dominion for the manner in which we dye, clean and curl feathers and plumes.

Write us if there is anything else you would like to know about our methods—known to the trade for over twenty years.

**R. Parker & Co.**

BRANCH:  
 1958 Notre Dame St., MONTREAL.

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

**WINDOW DECORATING—Continued.**

are no windows that attract better than a good notion display well ticketed. Notions form a line that, as a rule, is let severely alone by the average window-trimmer, although occasionally shown in connection with other goods. While piece goods must necessarily furnish the trimmer with the material for the majority of display, still, notions, small and difficult to handle as they are, furnish possibilities in the line of trimming that have as yet been investigated by but few window-trimmers.

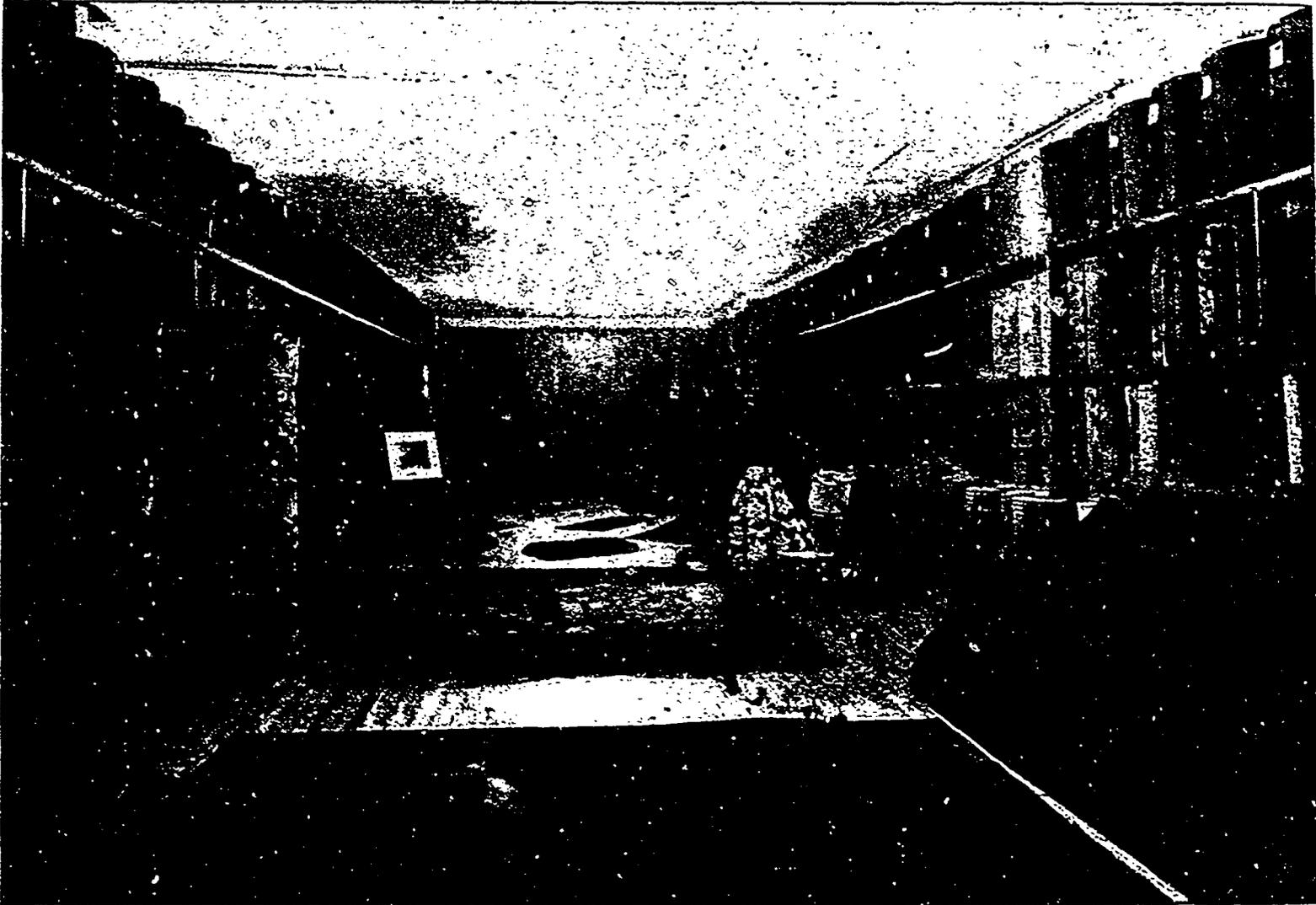
Common, everyday necessities in notions are too frequently neglected or overlooked in favor of the more pretentious and stocky departments; and, yet, any store which does not display

of a little extra time and plenty of stock. As "time is money," displays of notions are usually put in during the "off season," when they greatly aid in attracting trade.

The stock, owing to the demand for such a staple line, is generally in a condition to afford an ample display.

The best plan in preparing a notion window is to leave an idea of an elaborate display out of consideration and concentrate all efforts on making a neat exhibition of everyday necessities, that, ticketed at drawing prices, will keep the department crowded from morning till night.

The various shapes of windows and diversity of lines carried in different localities make any set plan or rule for trimming out of the question. The illustration on page 22



A DISPLAY OF CARPETS AND OILCLOTHS.

occasional notion windows sadly neglects advancing the interests of one of its best paying departments.

While it takes more time and is far more difficult to make a satisfactory or artistic display with notions than with piece goods, still the direct results obtained from a well-trimmed notion window are sometimes far in advance of those received from the general displays of other lines, and this should more than compensate for the extra time and labor given to the display.

The object of a notion display should preeminently be to sell goods, and this should constantly be on the mind of the trimmer, who can accomplish the desired result by the outlay

can be used to good advantage with alterations to suit individual surroundings and conditions. A good idea is to obtain a lot of baskets of a uniform size and fill one, say, with boxes of hairpins, another with dress shields (at one price), another with combs, another with safety pins and so on, and arrange them any suitable way to catch the eye.

Have a neat plain price ticket on each.

Price tickets form a leading feature of all notion displays. A fact necessary to remember when ticketing is that the cards should not be placed so as to hide the article marked, as is too frequently the case.

The articles being small, tickets of white board with black

# M. MARKUS

IMPORTER

Foreign Manufacturers' Agent.

The WHOLESALE and MANUFACTURING TRADE please note that our stock is complete in

**SATINS, SERGES FOR LININGS  
COLLAR VELVETEENS**

**Silk Collar Velvet**

**PADDING FELT, COLORED LINING FELT  
MANTLE FELT.**

We carry the largest stock in—

**TAILORS' TRIMMINGS**

as: PANT BUTTONS, OVERCOAT, COAT AND VEST BUTTONS, MANTLE, SHIRT, AND DRESS BUTTONS, in Metal, Compo, Bone, Pearl and Covered Cloth; BUCKLES, CLASPS, CHAIN AND WOVEN HANGERS, RUBBER TISSUE, CHALK, WOVEN NAME LABELS, PANT PROTECTORS, HOOKS AND EYES, Etc., Etc.

FOR IMPORT—

HOSIERY, GLOVES, SILKS, SATINS,  
VELVETS, DRESS GOODS, LAOE, Etc.

**30 Hospital St., - Montreal.**

Toronto: 3 WELLINGTON ST. E.

## We Have Made a Superb Line of Parasols.

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

20 Front Street West,

*Toronto.*

## The Irving Umbrella Company, Limited.

## THE GLOVES THAT SELL

ARE

# PEWNY'S

DON'T FORGET TO  
GET A GOOD ASSORTMENT  
EARLY.

Styles Always the Latest.

## S. Greenshields, Son & Co.

MONTREAL and VANCOUVER.

# BATTING...

Guaranteed free of Threads and other weak and lifeless stock—

*NORTH STAR,  
CRESCENT  
AND PEARL*

## ..COTTON BATTING..

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

## North Star, Crescent and Pearl Batting.

**WINDOW DECORATING—Continued.**

letters are preferable and the card should be no larger than to conveniently hold the price and description necessary.

**LACES AND RIBBONS.**

No goods carried by the dry goods house possess greater possibilities for decorative purposes than laces and ribbons.

The former are not only beautiful and interesting in themselves, but add very much to the attractiveness of other lines when used in combinations. The latter can be made into an infinite variety of fancy forms and designs and through their harmonious blending of colors are capable of giving brightness and life to any kind or size of window. The illustrations will convey an idea of a neat, attractive lace or ribbon trim.

H. H.

**UMBRELLA WINDOW.**

Nowadays people are thinking of umbrellas and mackintoshes and such like rain protectors, says the St. Louis Dry-goodsman. It is a good time to improve the opportunity and make a showing of them.

If you have no regular umbrella display racks, you can make holders of whatever shapes your fancy dictates, either semi circular, angular, or what not and fasten them into position against the background or on the base of the window.

To secure the umbrellas on these holders turn in two screw eyes, one above the other, about three inches apart for each umbrella, of a size that will allow the tip to drop down into them.

Put such a rack containing some of the best umbrellas in the centre of the base, dress two display forms in mackintoshes and place one on each side of the window, make a design of umbrellas on the background, put some partially opened umbrellas on the base and perhaps a few stands of them fastened together in the shape of a tripod (in which shape they can be held by a heavy rubber band) and you will have a window that will halt a person on a rainy day.

Never forget the price tickets, nor descriptive tickets where the curiosity of an onlooker can be satisfied or aroused so as to bring him into the store.

**LACE CURTAIN WINDOW.**

Probably the meanest things to show properly in the ordinary window are lace curtains, because of the space required to display the patterns. A simple way to make a display rack is to take a length of white inch curtain pole that will reach from the background to within 18 inches of the glass.

Fasten it about 42 inches from the side wall at right angles to the glass and background and at a height that will allow curtains to be draped as at a window. The end at the background is easily fastened, the other end can be held by a black thread or fine wire from the ceiling.

To the side wall fasten pieces of the same kind of pole about a foot apart, laying the outer ends on the top of the piece first fastened. They can be easily tied in place there by a cord.

On the outer end of each pole fasten an ornamental end.

Over the poles drape the patterns to be shown, bringing the one at the rear farthest toward the centre of the window, and, as they approach the glass, make each recede a little, so that the patterns of the borders can be plainly seen.

If the window is large enough the same thing can be repeated at the other side.

A curtain display can be made after a similar manner by fastening the lengths of pole at a central block on the background and making them radiate from the hub, like the spokes of a half wheel, using six or seven spokes. The outer ends should be held up by threads or wires.

The bottom of the window can be filled in with packages of curtains or drapings of upholstery goods.

**SPECIAL DRESS GOODS WINDOW.**

No doubt there are many dress patterns that should find buyers. The feature of a dress goods window at this time should be designed to create desire; hence must embody special inducement. This can be done by arranging a simple display of very special offerings.

Clear out a window and clean it. Then start by covering the background with dress goods, draping them. If the main color of the goods you have selected is dark, use light bright goods for the background. Then about every two feet along the top of the background fasten six-inch pieces of curtain pole so they will stick straight out. On these arrange a piece of bright red dress goods, gathering it at each bracket so that it will hang in fold.

Arrange the base in a series of two steps, or more, if the depth of the window will allow. On these steps arrange drape forms. Then drape a dress pattern on each form. With each pattern next to the glass, arrange the lining; that is, waist and skirt lining, binding and stays. Then on each pattern put a descriptive card, reading, "Regular price 75c. per yard. Price now for the pattern only \$4.98 and linings free." Change the price to fit the goods shown. The yard price should be lettered in black and the pattern price in red. In the centre of the window place a large card reading, "To reduce stock—special offerings in dress patterns."

**ATTENTION TO DETAIL.**

The store in the smaller town, says The Chicago Dry Goods Reporter, is not expected to make the display of the city store nor can it do so, because of lack of materials, but the trimmer in the smaller store can do the best that his materials and ability for the work will allow, and he can give all of his work a finished appearance. It is the practice that makes the perfection in window trimming as in all other things, and the carelessness which shuns details, persists in loose ends and bare spaces, mussed draping and dirty glass develops into a habit which makes the trimmer a poor excuse and a worse excuser.

When you start in to trim a window do not make your plans so elaborate that you cannot carry them out and have to leave the work only partially executed. It is far more effective to put one article in the window and have the draping and position such that it will call people inside, than to put in a half-dozen in a slipshod sloppy manner that will not hold the attention of passers nor give them reason for caring to look at the stock, because there is no real attractiveness about the showing.

Be careful of the details and beware of the criticisms of the people who look at your windows and your interior decorations! There is no critic so observant nor so exacting as the public. Perhaps people cannot always tell exactly what is the matter with the thing, but they know that it is not right. To be sure, it takes time and patience to watch out for the lackings, but

..THE WORLD RENOWNED..

# “Oxford”

FLANNELETTE UNDERCLOTHING.

(Write for Samples and Price List.)



“Oxford” Underclothing



TRADE MARK



“Oxford” Underclothing

MANUFACTURERS

## W. F. LUCAS & CO.

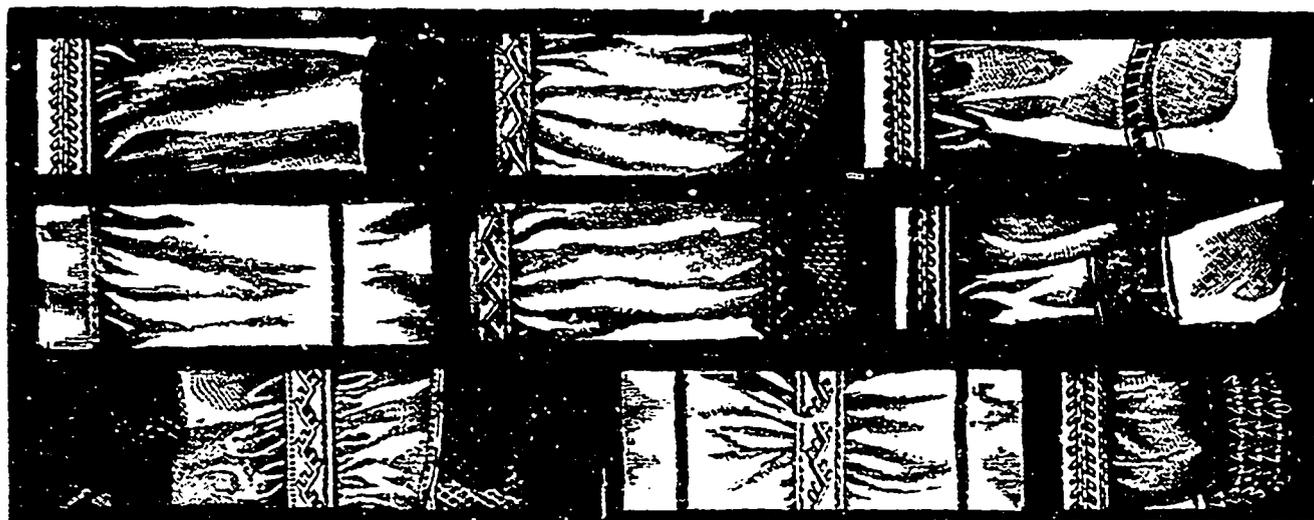
129a LONDON WALL,

LONDON, ENGLAND.

# “PLANTAGENET” FRILLINGS

Highest Award, Paris, 1889.

For Ladies' Underwear of all kinds, Pillow Slips and all Bed Appointments, Blouses, Children's Hoods, Robes, Full Dress and Bassinette Trimmings.



This special make of Frillings far exceeds all others in beauty of Design, fine quality of Cambric, exquisite finish and general utility. THE “PLANTAGENET” GOODS are sold ready for sewing on, avoiding vexatious and tedious labor. They are also much cheaper than any other make, and once bought are sure to be repeated.

A very large range of Designs and Prices. To be obtained from all leading firms.

**WINDOW DECORATING—Continued.**

windows like people's faces are the exponents of what is inside—the best way of finding out whether things are done with care and close attention. A shabbily made background destroys all the good front effect and no well-built background can alleviate the lack of good draping in front of it. A window or an interior display will always tell whether the worker has done just enough to "skin through" the job and get out of it.

**SUGGESTIONS FOR SHOW CARDS.**

Season end clean up at pick-up prices.

Summer weight vests at light-weight prices.

Don't figure on getting things to-morrow. At these prices they will be gone ere then.

Veritable counter cleaners; these newly-made prices.

Must clear the counters, is the only good excuse we can offer for such price cutting.

We help you save money. You help us gain space.

Our prices are always the lowest; this policy never varies.

Here's bargain cutting that really cuts.

Prices just right for you. Never mind us.

**THE FUTURE OF SHIRT WAISTS.**

Tooke Bros' orders to date exceed by 50 per cent. those of last year for Fall waists. Only extended facilities have enabled them to keep up with orders. The demand has been very strong in velvet effects, followed closely by golf cloths and both fancy and plain mohairs. They think that the latter will be in chief demand for the "sorting up" trip of their travelers.

The most interesting question in the shirt-waist trade at present is: "What about 1901?" It was prophesied some years ago that the shirt waist had come to stay; time has amply proven the truth of the statement. It has also been demonstrated that it is the manufacturer who is ever on the alert for the "newest thing" that commands the trade. This is the aim of Tooke Bros., Limited. That the coming season of 1901 will see important and radical changes they are perfectly aware, yet the fundamental use of the shirt waist must not be lost sight of, and this is economy and comfort. So the manufacturer who shows the most effective waist, combined with simplicity, will be the winner next season, as in all seasons. That it will be another "white" season goes without saying, with the demand for high-priced goods stronger than ever.

Tooke Bros., Limited, have opened up another department to meet their ever increasing business. They will now have a silk shirt waist department called department "D." It is under the management of a competent designer and is provided with facilities for turning out orders within 10 days of receipt.

**RETAILERS' "KUMFORT MITT" PROFIT.**

33 1/3 per cent. is a good profit. It is just what the retailer makes on "Kumfort Mitts." He buys them at \$4.50 net, and sells them at 50c.

The raw material put in these mitts has risen from 20 to 40 per cent. since it was bought, and this is why a muleskin palm, oil-dressed sheepskin back, pure wool lining and wrist, can be put into a strongly-knit mitt for \$4.50 per dozen. The retailer who handles an article like this does not need to worry about having a shelf loaded with moth-eaten goods to be shoved on his customer the following season—they sell out clean.

**MONTREAL DRYGOODSMEN LOSE BY FIRE.**

SUNDAY morning, August 6, was a disastrous morning to the retail dry goods trade of Montreal. About 1.30 o'clock fire broke out in the large establishment of Bernier & West, situate on the corner of University and St. Catherine streets, and in 30 minutes the entire building and stock were gutted and great damage done to Scroggie's stock across the street.

The Bernier & West building was considered an unsatisfactory one from an insurance point of view, and Mr. Bernier stands to be a heavy loser in consequence. Nothing whatever was saved. The stock was valued at \$175,000, and the insurance does not amount to more than \$20,000 or \$25,000. Even that amount Mr. Bernier does not expect to collect, for the insurance was placed with an American company, and there was some hitch in the arrangements.

Mr. Bernier had lately been laying in stock very heavily for the Fall, and the house was full. The only thing left intact among the stumps of pillars was a Union Jack, which had been hanging in the store.

The intense heat damaged other neighboring buildings, among which was Scroggie's. All the plate glass windows on the St. Catherine street front were smashed to atoms, and, while the water did not do a great deal of damage, yet the smoke injured many fine fabrics, so as to considerably lower the value of the stock.

Mr. S. Goltman, a St. Catherine street tailor, will also have a large claim against the insurance companies for damages.

**TILBURY BUSINESS MEN.**

Mr. W. C. Crawford, general, or you might say departmental store, for you could scarcely conceive of any article he does not carry in his monster new premises in Tilbury, which for modern convenience could hardly be improved on. Mr. Crawford is a hustler, and has the tact to do everything in systematic order, and although kept so busy in superintending so large a business, has always time to see all callers, and dispose of them in a way which makes them feel they would like to call again. Judging from the fine premises and active business carried on there, the Tilbury merchants must be prospering.

Since I last visited Tilbury, Mr. J. S. Richardson, general merchant, has moved into his large new brick premises, 40 x 155 ft.; with plate glass front, 14 x 37 ft. This is one of the finest stores I have seen. There is not a single pillar to obstruct the view over the whole floor, the ceilings being supported by steel girders. On the first floor, dry goods, boots, shoes, hats, caps, and ready-made clothing are tastefully arranged, while, at the back, the grocery department is located. On the south side is a fine suite of offices of fine workmanship, finished in ash. The second floor is devoted to the millinery, carpet and housefurnishing lines. The building is heated throughout by steam, lighted by electricity, and cash carriers traverse the whole store.

Mr. Richardson is an active business man, and courteous to everyone. He reports business good.

**PERSONAL MENTION.**

Mr. R. A. Brock, of the W. R. Brock Company, Limited, Montreal, is taking a couple of weeks of well-merited holidays.

Messrs. Fraser and Lee, of S. Greenshields, Son & Co., Montreal, have gone to Europe to pick up the latest ideas for their respective departments.

1840—ESTABLISHED—1840



WHOLESALE

DRY GOODS.

General  
Staple  
and  
Fancy

Canadian  
American  
and  
European

DRY GOODS

WHOLESALE



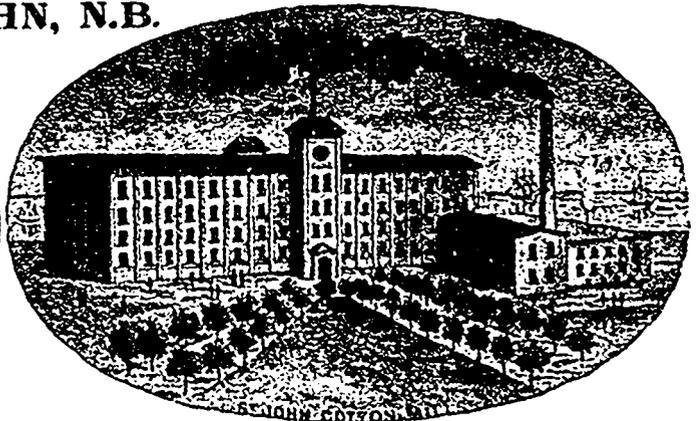
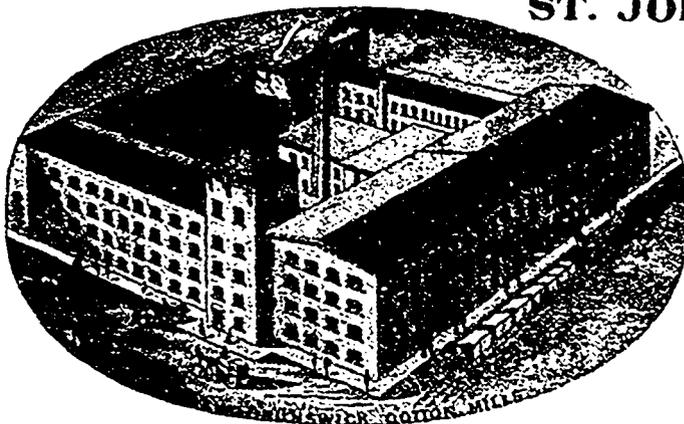
Sample Rooms :  
Temple Building,  
MONTREAL.

**P. GARNEAU, FILS & CIE.**  
QUEBEC.

Sample Rooms :  
Sandford Block,  
WINNIPEG.

# WM. PARKS & SON, Limited

ST. JOHN, N.B.



**C**otton Spinners,  
Bleachers, Dyers  
Manufacturers

**F**lannelettes,  
Saxons, Yarns,  
Beam Warps.

Agents . . .

J. SPROUL SMITH, 71 Front Street West, Toronto.

DAVID KAY, Fraser Building, Montreal.

JOHN HALLAM, 83 Front Street East, Toronto, Agent for Beam Warps for Ontario.

\*\*\*\*\*

The Only "WATER TWIST" Yarn Made in Canada.

## MONTREAL RETAILERS' PICNIC.

L'Excursion de la Société des Marchands  
Détailleurs de Nouveautés.

Reported for THE DRY GOODS REVIEW.

**T**HE eleventh annual excursion of the Retail Dry Goods Merchants of Montreal was to have been held on Wednesday, July 25. Unfortunately, the heavens were watering the earth that morning in a manner which did not bid fair to make a picnic a success. So the management wisely decided to send the would-be excursionists back to work and to postpone the trip till the morrow. On Thursday the morning broke clear and fine; and all through the day the merchants enjoyed a cloudless sky and cool breeze.

It was the pretty little village of Chambly, on the banks of the Richelieu, that was chosen as the objective point for this year's invasion. A train of six cars was drawn up at Bonaventure station to carry the army to "the front," but the number of volunteers was so large that two extra cars had to be added to provide accommodation. There must have been 700 people in the party, an unexpectedly large number, considering the postponement. The train left the station about 9 o'clock and reached Chambly about 9 45. Then commenced a day of enjoyment that has not been surpassed since the annual affair has begun to have a history.

The people and civic authorities of Chambly had made elaborate preparations, and the crowd was provided with sufficient amusement and sightseeing to keep them interested all through the day. In fact, the place was so delightful that about 25 people nearly missed the train coming home. Howard Park, situated right beside the railway station, was gaily decorated with flags and streamers, bearing the suggestive word "Bienvenu." A large covered platform for dancing had been erected especially for the occasion; here Ratto's orchestra took up its position immediately upon the arrival of the train and dancing was continued throughout the day.

The games committee, under the presidency of Mr. O. Lemire, immediately set to work and had quite a number of the events on the programme successfully run off before the dinner-bell rang. Then everybody was hungry. Those who had not brought their eatables with them sat down to a huge banquet table, set in a shady part of the grounds, where body and mind were satisfied to the full. The "president honoraire," M. G. Marsolais, presided, and about him were the officers of the association and town officials. After the "Queen" was toasted right heartily, the "Mayor and Corporation of Chambly" came in for a good deal of merited attention. In replying to the toast, M. Chs. Durocher, mayor of Chambly Basin, welcomed the excursionists in a happy speech. Other speeches, appropriate to the occasion, were made by many of the orators of the day.

The afternoon was passed by many in the park, where the games and dancing were continued. The games resulted as follows:

150 Yards Race—(Open to the trade.—1st, M. Constantineau (\$10 given by *Lc Journal*), 2nd, M. Ad. Gagnon, traveling bag, 3rd, M. J. Lesage, box of cigars.

100 Yards Race—For boys between 11 and 15 years of age.—1st, Leopold Ethier, punching bag, 2nd, Ovide Morran, lacrosse and ball.

50 Yards Race—Open to ladies.—1st, Miss Archambault, toilet set; 2nd, Miss R. Martel, two statues.

100 Yards Race—Open to dry goods travelers.—1st, M. Christie, cabaret, 2nd, M. Lefort, fruit basket, 3rd, M. Brodeur, hammock.

75 Yards Race—For boys between 7 and 11.—1st, M. R. Lesperance, air gun, 2nd, L. Lamallice, baseball, bat and glove.

75 Yards Race—Open to ladies under 15 years.—1st, Miss Fleury, opera glasses, 2nd, Miss B. de Gruelv, croquet set, 3rd, Miss J. Dupus, mirror.

100 Yards' Fat Man's Race.—1st, M. S. Turgeon, dinner set; 2nd, M. D. Nadeau, china set.

150 Yards' Race—Open to members of the committee.—1st, Mr. J. E. Robitaille, dinner set; 2nd, Mr. G. Gareau, onyx table; 3rd, Mr. M. Eug. Viau.

250 Yards' Race—Open to excursionists.—1st, E. H. Cooper, fruit dish; 2nd, M. I. Hurrows.

75 Yards' Race—Open to dry goods merchants.—1st, Ars. Lamy \$15 (donated by *Lc Journal*); 2nd, Ad. Lamy, \$5 (donated by J. O. Trempe); 3rd, Bruno Charbonneau, \$2.50 in gold.

150 Yards' Race—Open to members of the association.—1st, Ad. Daigneault, president's cup; 2nd, Ad. Fleury, one dozen photos.

Consolation Race.—1st, Rod. Audette, pipe.

An amusing game of football between sides chosen from the picnicing merchants closed the day's sport. No one knew anything about the rules of the game, not even the referee, so it soon became a contest between the resourcefulness of the opposing teams in inventing rules to suit their own conveniences. Several gentlemen demonstrated their ability to fall down a four foot ditch and climb out again in less than four seconds.

Chambly, itself, is of more than ordinary interest, inasmuch as its history dates back as far as any town in Quebec. Its historical data and landmarks have been well preserved by Mr. J. O. Dion, a respected inhabitant of the place, who has lately been honored by the French academy. The town derives its name from Jacques de Chambly, a captain in the famous regiment de Carignan Sattere, who arrived on the banks of the Richelieu in 1665. The old fort was built by the French in the days of their early struggles against the Iroquois, burned by the Americans in the incursion of 1776, reerected by Sir Guy Carleton in 1777 and abandoned in 1848. The visitors to the fort were numerous during the day. Other old places in the village were also visited. The immense dam in the Richelieu that was built to generate power for the Chambly Electric Power Company is also a piece of engineering that struck wonder in the minds of the excursionists.

Altogether there was more than sufficient to detract attention from thoughts of business. It was a day of rest and yet of profit. The people of Chambly are to be thanked for their cordial invitation and entertainment, while the committees who decided to take the merchants there, and who looked after them while they were there, earned the gratitude of all who had the privilege of enjoying that grand success.

The general excursion committee was composed of the following gentlemen: G. Marsolais, honorary president; O. David, treasurer; G. Labonte, commissaire-ordonnateur; J. M. Marcotte, secretary.

Among those whom were noticed on the train were: E. Labelle, Jos. Normandin, P. E. Paquette, A. O. Morin, G. Marsolais, G. Labelle, Jos. Ethier, P. Moisan, Alph. Moisan, O. David, M. David, B. Charbonneau, Jos. Filiatrault, S. A. Larose, A. Fleury, J. E. Robitaille, H. Viau, L. H. Desjardins, de Terrebonne; J. W. Moreau, E. Dupuis, E. P. Oakes, K. J. Fortier, Rouleau, M. Labrecque, E. Desjardins, E. Champagne, Alph. Boucher, O. Lemire, J. D. Couture, J. E. Lafond, F. Letendre, J. B. Paquin, C. F. Duranceau, F. J. Pelletier, Z. Jolicoeur, J. A. Lecompte, E. A. Leclaire, A. Lamy, F. Brouin, L. A. Dubrule, F. Archambault, J. L. Turgeon, Nap. Marcotte, W. Lafrance, P. Lamy, E. Lamy, A. Dufort, A. Arcand, T. Masse, J. B. Lanctot, J. O. Genereux, O. Bastien, J. O. Gareau, E. A. Ste-Marie, Z. Turgeon, J. A. Delisle, Adam Lamy, A. J. Vallieres, T. A. Daigneault, Capitaine Theo. Grothe, G. Delorimier, T. A. A. Belanger.

### NOTES.

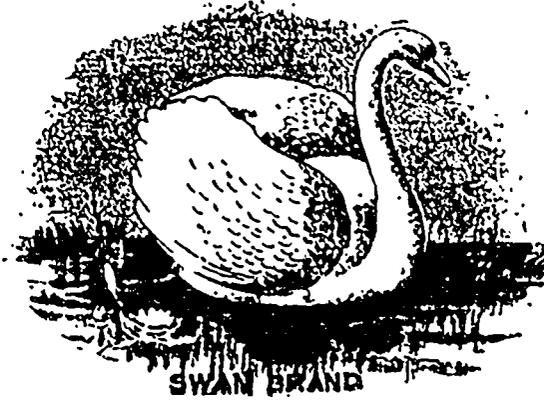
The big crowd brought the management a surplus of about \$200. This fact ought to reduce the price of tickets next year.

The association is noted for its successful picnics. This year's affair bore out its reputation. Isn't this fact due to the commonsense of the secretary?

DOWN  
WOOL  
COTTON

# COMFORTERS

Bed  
Pillows



Cushions  
Cosies  
and HEAD RESTS.

SWAN BRAND

LETTER ORDERS PROMPTLY ATTENDED TO.

PRICE LISTS ON APPLICATION.

ASK TO SEE OUR ALBUM OF DOWN COMFORTER DESIGNS.

EVERYTHING NEW IN COVERINGS THIS SEASON.

We will be glad to have a call from visitors who will be in the city during the Exhibition.

## The Toronto Feather & Down Co., Limited

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

# FOR 1900 FALL

Our Fall Samples are now ready.

*23-inch and 27-inch Lyons Dyed Habutai Silks.*

*20-inch, 23-inch and 27-inch Japan Silks.*

*Fancy Blouse Silks.*

*Initial Silk Handkerchiefs.*

*Fancy Silk Handkerchiefs.*

*Silk Mufflers.*

*Windsor Ties.*

Our travellers are on their usual routes  
with complete lines of samples.

## K. ISHIKAWA & CO.

Toronto, Canada.

# M. SAXE & SONS

The Leading Wholesale

Popular-Priced

## Ready-Made Clothing Manufacturers

IN CANADA.

Corner St. Peter and  
Lemoine Streets,

... MONTREAL.

---

If our travellers have not called on you, write us, and  
we will send you samples, express prepaid.



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MONTREAL AND TORONTO, AUGUST, 1900.

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

### THE TRADE OUTLOOK.

THE Canadian dry goods trade is, generally speaking, in a healthy condition. Perhaps the most outstanding feature is the amount of imports, which are heavy, probably the heaviest on record at this season. A good sorting trade, however, is confidently expected, so that stocks should be materially reduced. The exhibition season is at hand, when a good many buyers visit the principal cities in person and house trade flourishes. The Autumn wholesale millinery openings will be held the last week in August and the trade consider the outlook for Fall millinery exceptionally good.

There is a widespread impression in Great Britain and the United States, which extends to this country, that prices cannot be maintained at present level, and that when they break we shall be face to face with another decline in trade. It should, however, be borne in mind that Canadian buyers never paid top prices. Whatever may be said of woollens,

buyers contend that there will be no fall in cotton prices. Some aver that wholesale houses have kept their customers supplied at the old figures, being protected by long contracts with the mills.

In Canada, at the moment, the most discouraging feature is the wheat crop outlook in Manitoba. It is, undoubtedly, bad. Owing to the want of rain, when there is usually plenty, it is the general estimate that the yield will be 40 to 50 per cent. short of that of last year. It was at one time thought that the crop of fodder would also be seriously short, but the rains, while not early enough to materially benefit the wheat crop, insured an ample supply of feed for the live stock. Oats and barley also promise to yield well, but, of course, the yield in those cereals cannot fully compensate for the loss in the wheat crop.

But mixed farming has developed a great deal of late years in Manitoba, particularly in the dairying branch, and the loss from the wheat crop will not be by any means so serious as it would have been a few years ago. It is serious enough, at any rate, no matter how we look at it.

Cereal crops in the Northwest Territories are about as promising as those in Manitoba are unpromising, all reports from there indicating a large yield. The dairying and stock-raising industries there are also developing in a satisfactory manner.

In Ontario, the wheat crop is not a heavy one, but it is a good one nevertheless, and particularly as far as quality is concerned. Other grains are most promising, while the fruit crop, taking it all around, is a bountiful one. Roots are also yielding well. The dairying industry of the Province is in a most thriving condition.

The hay crop of the Province of Quebec will be equal to, if not in excess of, that of last year. The grain crops are looking well and fair root crops are predicted.

Down in the Maritime Provinces the hay crop is a beautiful one, and the fruit trees are yielding liberally. An excellent crop of apples is assured in Nova Scotia, that important apple-producing country.

Out in British Columbia, the agricultural industry, which includes stock-raising, fruit-growing, etc., is making steady development. But, of course, mining is the principal industry in that Province. As everyone knows, the metalliferous mining there has been quiet, owing largely to certain mining laws passed by the Provincial Legislature in regard to labor, but recovery is being made from this, and it is asserted that in the precious metals the present year will be a record one. In the coal mining industry the activity is most pronounced. On Vancouver Island the demand exceeds the supply, and from the information that comes to us from Nova Scotia, much the same condition of affairs prevails there.

The lumber industry from one end of the Dominion to the other is in a healthy condition, and the demand for home and foreign requirements is likely to take care of all the mills can turn out.

The railway returns and the reports of the clearing houses are pretty reliable barometers of the present conditions of trade.

These do not show a steady increase from week to week, yet, they are satisfactory.

The gross earnings of the Grand Trunk for the first six months of the year aggregated \$10,842,740, compared with \$10,076,802 for the same period in 1899. Those of the Canadian Pacific Railway were \$14,107,038 and \$12,688,362 respectively.

The bank clearings some weeks show increases and others again decreases, but they are larger than they were two years ago. The clearings for the first six months of the year were 25 per cent. less than during the same period in 1899, the figures being \$763,822,002 and \$784,277,759 respectively. The monthly bank returns are, as a rule, of a favorable character, and an increase of nearly 6½ millions in the note circulation of June over the same month of 1899 is certainly indicative of active trade.

There is certainly nothing alarming in the situation as far as Canada is concerned. In fact, there is a great deal that should impart confidence. But it is well that business men should be careful and not hoist too much sail.

#### ADVANTAGES OF RELYING ON SALESMEN.

IS it not funny the way some merchants are so confident "they know all about it" and are such "keen judges of values?"

The writer has seen men who, from their years of experience, should be well posted in every line in their business, and yet who look wise, handle a sample of goods and declare it "too dear," when in reality they are simply losing the opinion of the salesman, be he either drummer or the employe behind the counter. If a merchant really does not know values it will be of advantage to engage good, reliable salesmen, pay them well and let them buy for him.

Want of confidence in their salesmen does more to add to bad stock than probably any other cause in business. A case in point: A representative of a wholesale firm called on a merchant in a northern town. Instead of at once referring to the man who sold the line, he was told to call in the afternoon. Then the young man was sent to the sample-room to make selections, which were sent to the shop, and duly criticized by the man of all departments. The poorest choice was chosen, and, in turn, submitted to the head of the house, who, eventually, went to the sample-room, made other selections independently of the other two and then kicked because the bulk of the selection was on the shelves at stock-taking. And there are merchants who can read this and, if they are not cast iron, benefit by giving it attention.

The country merchant in Canada thinks he is economizing by engaging poorly-paid assistants. The result being that the trade of his town gets away to the next large town. Smart salesmen will keep the business. Well-paid salesmen will take an interest in their business, and will not be looking for a change of situation. Any visitor to the United States (the title "America" is intentionally left out as the U. S.-landers

have no special privilege to be called Americans), will be surprised if he cares to ask in any of the shops, if there are any Canadians employed there. He will find them from all parts of our country, and mostly from the small towns, where they would not stay on the small salary. These Canadians in the United States generally hold the best positions. The moral education of our people is a strong recommendation for an applicant for a position in the United States. The man may not be a success for the first six months, but Canadian energy and ability to get to the top is appreciated everywhere except by the merchant of the small town in Canada.

Place more reliance in your salespeople, let them know something and then if they are not increasing the sales and profits and reducing old stock you have the wrong man. A man may be no good in one store and a great success in another, and, if the reason be looked for, it will be found that in the latter place he is allowed the use of his reasoning powers.

#### PRICES OF RUBBER CLOTHING.

It seems probable that rubber clothing will soon be subjected to an advance in price. We hear that wholesalers are now paying more than they were a short time ago, but, as yet, the retail quotations remain as they have been.

This advance is traceable directly to the increased price of the raw materials. Rubber that was worth 3s. per pound last year is now worth 8s. per pound. This phenomenal rise is due to preparation for the demand likely to be caused by the laying of the Pacific cable. All cloths have advanced in price also, some to the extent of 50 per cent., and others as low as 20 per cent. So it seems reasonable to suppose that, when the present stock of raw material is exhausted, an advance in price of the finished article must ensue.

#### DEPARTMENT STORE ACTIVITY.

The local merchant, who has a right to his own local trade, should redouble his exertions to retain it. The city department stores are very active. They get the names of persons all over the country and thus distribute catalogues far and wide. Lately we heard of an ingenious method by which one Canadian store got lists of new names of possible buyers. A prize was offered to each man or woman who would send in a list of 10 names of purchasers of store goods not to be found on any existing list. The method was successful. Will it be believed when we say that about 10,000 names of buyers not to be got on any known list, such as voters' lists, etc., were obtained in this way? Yet, such we are assured is the case. The moral is that the local merchant, who has the advantage of distance, of personal knowledge of his customers, of equal facilities for getting at buyers, and other factors in his favor, should leave no stone unturned to hold and extend his trade. The city department stores have many useful expedients for getting business. Let us adapt these to our local requirements and avoid their errors.

## AN ESTATE FRITTERED AWAY.

AS an instance of the way in which an estate can be frittered away under the present Insolvency Law of Ontario, our attention is called to a recent case in that Province.

The firm were in business difficulties, but refused to assign, and resort was had by the creditors to legal proceedings to effect this end. The statement showed liabilities of over \$11,000, with assets nominally about the same. The assets, after the privileged claims and the assignee's commission had been paid, realized \$3,000. From this had to be taken the cost of the litigation which had gone on for some time and amounted to about \$2,500. There were also the expenses of a man to check the stock, about \$25.

The consequence was that the creditors, when everything was wound up, only realized about 4c. on the dollar. This is certainly an evidence of the unsatisfactory state of the law, and creditors can hardly be expected to be satisfied with such a return. But, as the Ontario law does not provide for the forcing of estates into insolvency, it is clear that some provision is needed to effect a prompt and cheap winding up of bankrupt estates.

## RETURNING GOODS.

WE have seen some extraordinary evidences of gross carelessness lately in the returning of goods. We do not believe that any capable merchant who conducts his business well would approve of such methods.

Retailers sometimes suffer from customers who bring back goods in soiled condition. It is most annoying. Perhaps, because you do not want to offend a good customer you overlook the matter, and—reluctantly—exchange or give the money back. But it is not fair. No customer has a right to expect either an exchange or the money back, unless the goods are returned in exactly the condition in which they were purchased.

This rule is equally fair when applied to returns to wholesale houses. In the instances mentioned, the goods were returned in a disgraceful state. One lot we saw contained some spot muslins. They were crushed and soiled, and could never be resold at their face value. In another case, we saw boxed goods returned with the boxes broken and shattered, and their contents all mixed up so that it would be hard to fold and sort them into shape again. In still another instance, hosiery came back crumpled, with the bands untied. They seemed to have been done up loosely in a bale with some heavy goods. On one occasion some patriotic goods were returned, after a holiday, just as if they were retained long enough to test the holiday demand, and then dumped back. What made these matters worse, no explanation, polite request or apology accompanied the goods.

We find it impossible to believe that any intelligent merchant is himself responsible for such methods. He would not allow them to be practised on him, and, consequently, he

would not do it to others. The probable explanation is that someone in the store has been commissioned to attend to the matter, either a careless storeman or an incompetent boy, and the merchant believes it is done according to his instructions. No well regulated clerk would be guilty of the mistake, and no merchant we know of would defend it.

As such methods always injure the merchant in the eyes of the commercial community—because stories are often spread about in the trade—it is worth his while to see that his assistants do the work well, and do not earn for him (unjustly) criticism of his management and methods which he does not deserve.

## MARITIME BOARD OF TRADE.

THE sixth annual meeting of the Board of Trade of the Maritime Provinces is being held this month at Kentville, N.S. This organization is a useful and progressive one. It has done much practical work for the benefit of the Provinces which it represents, and it is, in several respects, a model for our merchants in other parts of Canada.

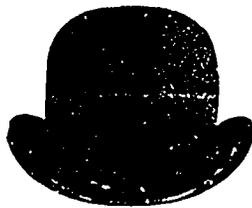
The meeting last year at St. John—a full report of which appeared in these columns—must have convinced many of our readers that the Maritime Board is an active body performing really valuable work for the commercial community. During the past year, it is creditable to the energy of President M. G. DeWolf and Secretary G. E. Calkin to be able to record that new local boards of trade have been formed at Summerside, Souris, Canning, Yarmouth, Bridgetown, Digby and other towns, and that the representation on the Maritime Board is increasing.

During the year a feature of the work has been the co-operation of the mayors of the various towns where new boards are formed. There can be no doubt of the business value of such bodies. When the business sentiment of the whole Dominion becomes thoroughly organized many evils of which we merchants now complain can be more easily be got rid of. Many movements and reforms can be pushed forward by means of such boards which otherwise would hang fire. The subjects discussed by the Maritime Board are eminently practical and important. The programme for the Kentville meeting includes the following :

1. Preferential Trade within the Empire
2. Development of Canadian Trade with the West Indies
3. Curriculum of our Schools in relation to our industrial and commercial advancement
4. What can be done to attract a desirable class of immigrants to the Maritime Provinces.
5. Daily Mail Service between Digby and St. John throughout the year.
6. Better Hotel and other accommodations for tourists
7. Rates of freight on apples
8. Development of iron and steel industries.
9. Atlantic Mail Service on the basis of speed
10. Legislative Union Maritime Provinces.

It will be noticed that the matters to be discussed are of national, as well as local, concern. We hope to present in the next issue of THE DRY GOODS REVIEW a complete report of the proceedings. The meeting, we trust, will be successful,

## Hat, Cap and



## Fur Trade.

**The Canadian Trade.**

Importers' samples of English hats for Spring trade have not been shown in this market yet, although they will be shortly. No radical changes are expected, and this is borne out by the advices from London. In the United States an attempt is being made to vary styles by introducing the taper crown, but Canadian opinion is apt to be contrary to it, as it is not so becoming to the ordinary person.

**Effects of the Chinese Troubles.**

The great bulk of the Chinese goods required for the fur trade are shipped from China during the months of June, July and August, but during this season no shipments have been made, and it is now too late to ship such goods this year, not merely on account of the time having nearly expired, but owing to the more important fact, that the goods have not been prepared or collected in China, and, under existing conditions, cannot be made ready—in brief—do not exist; and it may, therefore, be stated that this year's business in Chinese goods suitable for the fur trade has been absolutely lost. These facts, says The New York Fur Trade Review, apply to goat rugs, dog robes, goat skins and sheep rugs, of which no supplies need be expected to come forward from China this year, and as stocks of these goods are very limited in our market, and manufacturers have only small supplies, it is evident that very great study will be required in working up and disposing of the robe stock to the advantage of all concerned; and it is, furthermore, plain that some substitute will have to be provided for the coming year, and unless very great care is exercised in the matter of prices on the few suitable articles, owing to very limited quantity, they will doubtless unreasonably advance in value. The facts set forth also apply to Chinese goods of every description, including kid crosses and skins, sheep crosses, Mongolian crosses and skins, Thibet coats, crosses and skins, various sables and "Chinese goods" of every description entering into consumption in the United States through the channels of the fur trade. Cheap fur goods, it will be observed, will be materially affected; but, if the condition results in the larger use of better furs, articles really of fur, the loss will not be so serious as we now apprehend.

**The Fur Market.**

This is the period of midsummer dulness and nothing is arising from present transactions to give any indications of the trend of the market, beyond the fact that Chinese imports, which are usually in London by this time, will probably be seriously affected by the war. The Nijni Fair is now in progress, as it generally gets down to business about August 1. Conversing with Mr. James D. Allan, Toronto, concerning the outlook, THE REVIEW learned that this fur buyer's advices, from conservative sources, were to the effect that trouble in China has been looked for during the past two years. From the interior of China a fair proportion of new furs have in previous years

found their way to the Russian fair which is the great market for persians and astrakans. As to persians, their universal use at present naturally tends to firm prices, while, owing to the fact that only about 60 per cent. of the usual offerings are coming forward this season, the price is likely to be much affected. If, Mr. Allan stated, prices are forced much higher, it will be unfortunate, as they have about reached the highest point where the Canadian consumer will buy. As to astrakans, the Nijni Fair has not usually the same effect, as they are dealt in by certain dressers in Moscow, who usually take them there in the undyed state. The prices, however, for them will be no weaker, it is safe to assume. The probability also points to an advance of 50 per cent. in goat robes, which are a staple article in this market, and, as the imports of these robes was only one quarter of that of previous years, late purchases must be at revised figures.

Advices from Australia, where the Winter season is now on, go to indicate that supplies will be less and that prices will rule higher. This affects such furs as wombat, wallaby, and opossum.

Another curious result of the China troubles is the effect on the ginseng root trade, usually carried on by raw skin collectors. It is gathered in certain districts of Ontario, and in ordinary times brings \$5 per lb., being imported by the Chinese, as some think, for sacrificial purposes. The price has now dropped to \$1.50, and, as the root deteriorates if kept, it is hard to hold a supply for a rise.

**The English Hat Trade.**

Says a London correspondent, writing July 28: "The Summer has been fairly good for the cap manufacturers in the Manchester district; but with regard to the silk and felt branches at Ashton, Stockport, Hyde, and Denton, these are not characterized by any great amount of activity, except in the case of a few specialties, so far as the home distributing houses are concerned. Retailers of these classes of goods have made great complaints in the last couple of months of the difficulty of sales, the condition of the weather being one chief cause of the depression. As to straws, while 'ladies' sailors' have been a popular line, the sales of men's have been dull and disappointing, and show a considerable decline from last year.

"As many statements adverse to the hat trade have been made, in consequence of the China trouble, it may be well to point out that the exports from Manchester (chiefly Stockport and Denton) have closely approached in value £700,000 a year, the Far Eastern business being a mere trifle, while a very considerable trade has been done with South Africa and the Australian Commonwealth. The chief effect of the China trouble will be in the make of Luton straws. Canton plait, which is imported largely, went up £2 a bale on the outbreak of the disturbance. Most of the straws required for the current year have been made, however, and the comparatively slow

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**HATS AND CAPS—Continued.**

trade has left makers in possession of considerable raw material.

"The present trouble in the Far East is likely to have a disastrous effect on the straw hat industry of Luton, which imports large quantities of straw braid by way of Tientsin, the seat of the Chinese trade. No shipments have been made at that port for the last month. Canton plait, of which six tenths of the Luton straw hats are made, has increased £2 per bale on the London market."

**English Fall Shapes.**

There is very little change in shapes for Fall, says the London correspondent of The American Hatter. The felts are slightly smaller, but the public seem to cling to the larger shapes more than was expected. The silk hats run from  $\frac{1}{4}$  to  $\frac{3}{8}$  bell, with a depth of  $6\frac{1}{4}$  to  $6\frac{1}{2}$ , and the brims are both roll and Anglesea.

"One of the most noticeable features of the trade is the increase in the Continental trade for fine silk hats, and in Paris, particularly, the change to London styles. Parisians used to have a style of their own in silks, and at such gatherings as race meetings, etc., straw hats would be considered correct, but it was quite a noticeable feature at the 'Grand Prix' this year that fully nine out of every ten men wore silk hats, and most of them were London make and style. The English manufacturers tell me that their French customers are buying more silk hats than ever, and, while Paris sets the world's fashion for ladies' wear, London certainly leads it for men's."

Messrs. Tress & Co. are now showing their Fall samples. The new silks are slightly straighter, running about  $6\frac{1}{4}$  with  $\frac{1}{4}$  bell, and bold brim, with  $\frac{1}{2}$ -inch full Anglesea curl. The felts are slightly smaller, with full crowns. In ladies' goods, Messrs. Tress & Co. are showing a splendid assortment of walking hats. They run rather large, open-brim styles, with trimmings of ribbons, quills and wings, and among them are some decided novelties which, for various reasons, I must not specify. They are also showing the real "Baden Powell" hat, with a novelty in bands. The actual hat worn by Baden Powell was, I believe, made by Tress & Co., and there is a peculiarity about it which I have not seen on any imitations made by other firms. This hat is made in ladies' sizes.

"At Christy & Co.'s I saw Mr. Shattuck, who has just returned from his trip to Australia. He journeyed back via the Pacific and through the United States, where he met Emerson Wood. Both gentlemen have been very successful in placing the Christy hat with all the good houses. Emerson Wood and the Christy hat are both so well known in the United States, that it is unnecessary to speak of the merits of either."

**TRIBUTE TO MR. ROBERT N. SMYTH.**

A MARKED compliment was paid to Mr. Robert N. Smyth by the wholesale trade of Canada, in Montreal, August 1, as a testimony to his efforts and those of The Shareholder to put a stop to the irregularities that have been resorted to in the matter of undervaluation in Customs invoices. A luncheon was given to Mr. Smyth at the Place Viger Hotel, Montreal, and was attended by the following eminent members of the trade: Mr. James Rodger, President of the Wholesale Dry Goods Association (in the chair); Messrs. A. F. Gault, E. B. Greenshields, James Slessor, R. W. Macdougall, Geo. B. Fraser, W. C. Towers, Thos. Brophy, Jas. Gardner, S. C.

Matthews, F. E. Hodgson, A. W. D. Howell, A. D. Kyle, Wm. Agnew, Jas. R. Whyte, Geo. D. Harper.

The chairman, in a capital speech, expressed the views of the trade throughout Canada on Mr. Smyth's courageous and energetic conduct in seeking to break down illegitimate methods of conducting business, and concluded by reading the following address, signed, as will be seen, by leading firms of the Dominion:

TO ROBERT N. SMYTH, ESQ.:

Dear Sir,—We, the undersigned importers of Canada, desire to express our hearty appreciation of the valuable services you have rendered to the country by the fearless and outspoken manner in which you have discussed questions affecting the wholesale dry goods trade in the columns of The Shareholder.

We admire the public spirit you have shown in dealing with undervaluations at the Customs house. The stand you have taken has been for right against wrong. It has required no small amount of courage on your part, and has involved you in considerable expense.

We are pleased to know that in a suit lately taken against you in the courts, you have been fully vindicated in the course you have pursued. This result has only been obtained by perseverance and untiring energy on your part, and we feel sure that it will be of permanent benefit to the trade, as well as to the revenue of the country.

We feel that your action in these matters is well deserving of recognition, and beg your acceptance for yourself and Mrs. Smyth of the accompanying tokens of our respect and regard.

With best wishes for your happiness and success,

We are, Dear Sir,

Very truly yours,

Montreal—Wm. Agnew & Co., The W. R. Brock Co., Limited, Brophy, Cairns & Co., Caverhill & Kissock, The Gault Bros. Co., Limited, S. Greenshields, Son & Co., Matthews, Towers & Co., Hodgson, Sumner & Co., Kyle, Cheesbrough & Co., McIntyre, Son & Co., Tooke Bros. Co., Limited

Toronto—The W. R. Brock Co., Limited, Gordon, Mackay & Co., Limited, V. Goulding & Son, John Macdonald & Co., The Merchants Dyeing and Finishing Co., Limited, Wyld, Darling & Co.

St. John, N. B.—The London House Wholesale, Limited, Brock & Patterson, Manchester, Robertson & Allison, Vassie & Co., Limited.

Kingston—Macnee & Minnes.

London—Rolinson, Little & Co.

Ottawa—John M. Garland, Son & Co.

Quebec—Wm. McLamont & Son.

Winnipeg—R. J. Whittle & Co.

Accompanying the address, which was illuminated and in itself a handsome compliment, were a gold watch and chain, scarf pin and diamond ring for Mr. Smyth, and a gold chain and diamond and emerald ring for Mrs. Smyth. Congratulatory remarks were also made by Messrs. E. B. Greenshields, A. F. Gault, James Gardner, Wm. Agnew, James Whyte, James Slessor and R. W. Macdougall.

In reply to address and presentation, Mr. Smyth stated that he could not find words to suitably reply to the great honor done him, by such a highly complimentary address accompanied by such handsome presents. He asked each one present to imagine himself for the time in his position and then he thought they could better realize how sincerely he appreciated such an address coming from so many of the largest and best known wholesale houses in Canada. Mr. Smyth added that The Shareholder had always been, and would always be, run on the same lines; it had exposed many frauds, and would continue to do so wherever fraud was discovered. A paper like The Shareholder could not expect to have everyone a friend. It must hurt the feelings of some, and when people are denounced for practising fraud they are very sensitive and immediately threaten to take out action. The Shareholder was, however, always careful in securing reliable information before publishing exposures of fraud and thus fortified in its position would not hesitate to express its opinion.

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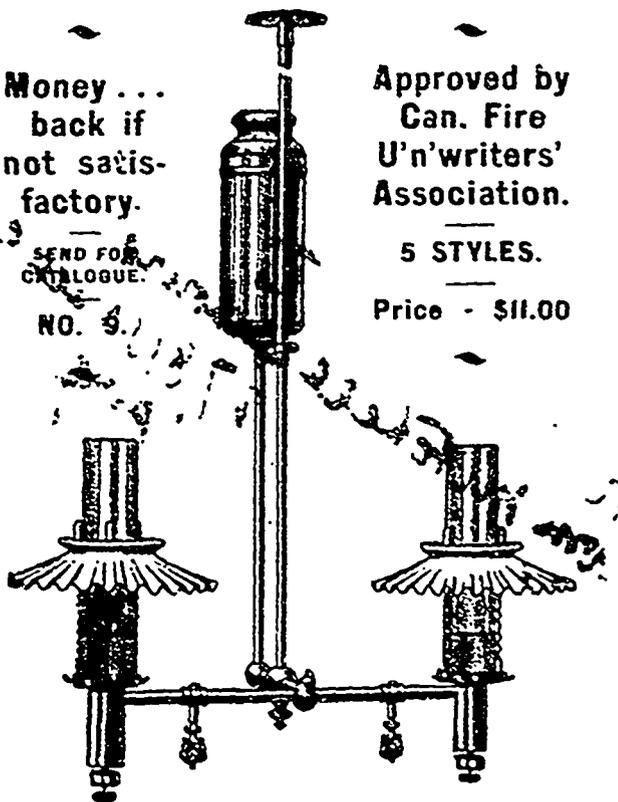
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# CARPETS, CURTAINS AND WALL PAPERS.

## PRICES OF CANADIAN OILCLOTHS

BY an inadvertance, the list of prices of Canadian oilcloths given in our last issue did not embody the latest quotations in these goods. Thanks are due to a number of readers of THE REVIEW in different parts of Canada who pointed out the omission. Correction is duly made in this issue under our usual market quotations. The oilcloth market has been strong for some months, and the increase in the prices of Canadian goods has been fully warranted by conditions elsewhere. It is said that a large Canadian importer, when prices of domestic goods went up, tried the experiment of bringing in some United States makes. But, values considered, they could not be laid down here for the money, and further importations were not made. It is well known that Canadian oilcloths, more especially table oils, cannot be surpassed by any makers in the world.

## THE ENGLISH CARPET TRADE.

English advices to July 28 say: "The carpet trade grows more quiet, though as yet few looms are idle. A good many are making trials of patterns, but, on the whole, deliveries of carpet, and the orders and inquiries that come to hand are fully up to the average for July. The yarn trade, too, is quieter, and, with less yarn going into consumption, spinners find particulars harder to get. Some few inquiries are made for new business, and, owing to the irregular state of the wool trade, yarn prices are very variable. Inquiries show them to be not so low as they have been said to be, for the increased cost of production, apart from the raw material, has had its effect."

## TRADE CONDITIONS IN THE UNITED STATES.

The New York Carpet Trade Review, August 1, says: "The lull in business just now is entirely seasonable, and the trade situation as regards 34 goods is thoroughly sound and satisfactory, all our advices on this point being in full accord with the views expressed elsewhere in this issue by representatives of three leading manufacturing concerns. It is true that some buyers are still postponing purchases, but we have good authority for the opinion that comparatively few carpet retailers are carrying over large stocks, and those whose stocks need replenishing, must soon place their orders. They expect

to get the goods in time for the Fall trade. At the present prices of raw materials, there is no inducement for manufacturers to run their looms ahead of orders, for the advances in prices of carpeting have been very small in comparison with those which have been made in most other manufactured goods,

as, for instance, cottons. It is, therefore, illogical to argue that, because cottons and some other goods are not quite so high now, carpeting must drop also.

"The Fall trade in Oriental rugs is now well opened, and the activity in this line of trade is another encouraging sign, for such goods are not in demand when business conditions are not very satisfactory.

"It has been hoped that the trouble in China would not extend to the southern part of that country, from which straw matting comes, but the latest advices are not reassuring, and importers now regard the outlook as decidedly doubtful. A scarcity of China matting would result, of course, in higher prices for the Japanese product as well."

## FOREIGN OPINION OF CANADIAN PAPERS.

The following appears in a New York wall paper journal:

PARIS, June 20, 1900.

GENTLEMEN,—In my last letter I told you I would write to you again about what I might find interesting in the wall paper exhibits of the Paris Exposition. The other day I was visiting the English Colonies, when I was agreeably surprised to see a beautiful display made by The Watson, Foster Co. in the section of Canada. They have a very large and splendid showcase where one can see a selection of the best samples of their line. I was not the only one to be attracted by their showing, for a whole crowd were standing around, admiring the richness of the colorings and the grace of the drawings. One of the company's best and most attractive samples is a large parlor paper in half-tapestry shades and with a heavy gold background. I have hardly ever seen anything of a more striking and artistic effect. I will not try to depict to you all the good things I have seen in their exhibit. A design is something that must be looked at; a description of it is hardly interesting. Still, I will tell you that their assortment is complete. Florals, heraldic, halls, scrolls, etc., are in great variety. Besides their central display, they have a number of panels, spread a little all over the rooms of the Canadian section.

Yours, most sincerely,

P. DARTIGUENAVE,

31 Avenue de la Republique,  
Nanterre, near Paris, France.

## QUICK SELLING GOODS.

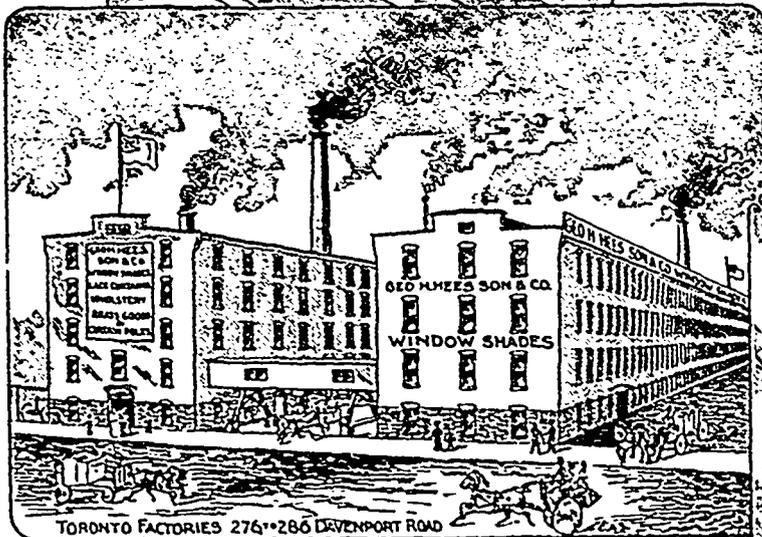
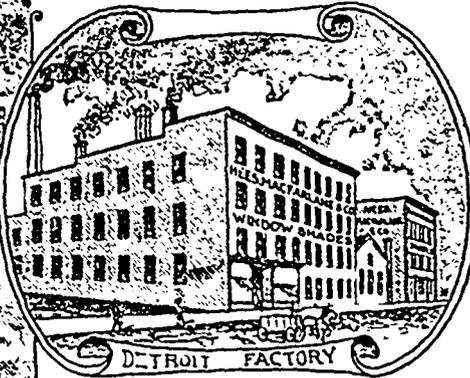
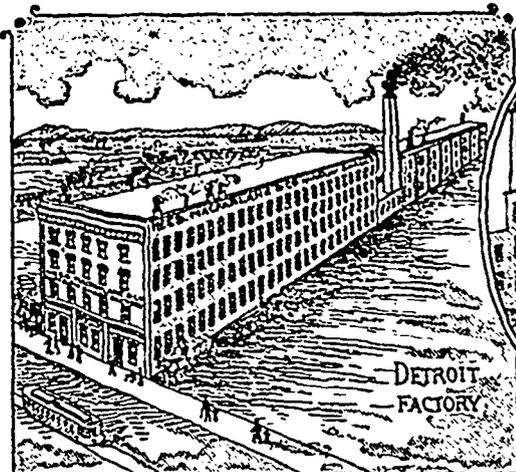
To furnish the trade with staple goods that are quick selling and, at the same time, affording the retailer large profits, is the aim of Geo. H. Hees, Son & Co. That they have succeeded in their efforts goes without saying, for their business shows a steady increase, and customers that once start doing business with them, stay with them right along. It was only a couple of years ago that they added to their old-established business of manufacturing window shades, curtain poles, etc., that of upholstery goods, furniture coverings, upholsterers' supplies and lace curtains, and, as they either manufacture or import these lines, they always have something new, attractive and of good value to offer the trade. They are now in the market with new lines for Fall and Spring



Cobourg Matting, Mat and Carpet Works.

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

HAVE THE PICK OF THE MARKET.



## Important Notice :

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

A few months ago we purchased the metal plant of "The H. M. Flock Co.," and now we have just purchased "The Excelsior Stamping and Plating Co.'s" plant and business and merged them into our own, making the most complete factory in Canada for manufacturing Curtain-Pole Trimmings, Stair Plates, Drapery Pins, Shade Pulls, Picture Hooks and many other metal goods connected with our window-shade and upholstery business.

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

OUR FACTORIES { TORONTO, ONT.  
VALLEYFIELD, P.Q.  
DETROIT, U.S.A.

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

LACE CURTAINS and NETS,  
FURNITURE COVERINGS,  
TAPESTRY CURTAINS and

" TABLE COVERS,  
CHENILLE CURTAINS and  
" TABLE COVERS,

UPHOLSTERY and DECORATIVE FABRICS,  
SASH CURTAINS and  
UPHOLSTERY SUPPLIES,  
LINEN VELOUR CURTAINS and  
PIECE GOODS.

Many of the above goods are from our own looms.

YOU ARE CORDIALLY INVITED TO VISIT OUR SAMPLE ROOMS.

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

## WINDOW SHADES.

SHADE CLOTH, 37 in. to 120 in., in 50 and 60-yard pieces.

MOUNTED SHADES, Plain, Decorated, Fringed, Laced and Lace and Insertion.

WOOD and BRASS CURTAIN POLES and TRIMMINGS.

GRILL WORK, SWINGING POLES, and everything pertaining to Window Drapings.

See our new  
Illustrated Catalogue.

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

**71 Bay Street, TORONTO.**

# CARPETS

Make—two and three ply  
Wools and Unions.

## BRANDS:

"Leader," "Chicora," "Royal," "Angora,"  
"Crescent," "Magnet," "Dominion," "Oxford,"  
"Granite," "Canadian," "Monarch."

## Rug Fringes

Twenty different colorings.

Full Samples Out.  
Wait for our Travellers.

Canadian Agents for THE MOSS ROSE MFG. CO.,  
Tapestry Curtains and Covers, etc.

# ROYAL CARPET CO.

GUELPH, ONT.

# Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete  
range of . . . .

## CHENILLE CURTAINS AND TABLE COVERS

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent

W. B. STEWART

27 Front Street West, TORONTO.

# An Important Change.

PRICES ON  
♦♦♦  
**DOWN CUSHIONS  
REDUCED.**

**"PERFECTION BRAND" ONLY.** You will ask the reason. It is simply this: We have just purchased the very latest and improved machinery for brushing, renovating and separating feathers, and we are giving you the benefit of the change.

*If you want the best money can buy wait for our traveller, who will call shortly with a full line of the following goods:*

DOWN QUILTS. DOWN CUSHIONS. TEA COSIES.  
COTTON AND WOOL-FILLED COMFORTERS.

All styles and sizes, from the cheapest to the best, marked "Perfection Brand."

# Canada Fibre Company, Limited, Montreal

# W. TAYLOR BAILEY

MANUFACTURER OF

Hand-Made Opaque Shade Cloth.

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

OUR PATTERNS ARE ALL EXCLUSIVE DESIGNS.

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

Our looms in Montreal are now producing a new weave of

COTTON TAPESTRY.

COTTON DAMASKS A SPECIALTY.

MAIL ORDERS SOLICITED.

27-29 Victoria Square - MONTREAL.

## The Guelph Carpet Mills Co.

Limited.

FINE BRUSSELS, WILTONS,  
and INGRAINS.

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

Goods which are Most in Demand Sell Quickest.

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

## The Guelph Carpet Mills Co.

GUELPH, ONT.

... LIMITED

**CARPETS AND CURTAINS—Continued.**

deliveries, and, as they carry in stock immense quantities of these goods, it should interest the trade in being connected with this progressive house. Their looms at their Valleyfield plant are now turning out some new and very desirable goods. Their recent importations of over 80,000 pairs of lace curtains contained many specially good things which the foreign manufacturers confine in Canada exclusively to them. If you are not already dealing with Geo. H. Hees, Son & Co., we advise you to give them a trial.

**THE OUTLOOK FOR SPRING TRADE.**

The Toronto Carpet Manufacturing Co. are now preparing their lines for next season's showing. They purpose making the coming season a record-breaker. It will be the first season of the new century, and merchants are invited to wait the arrival of their representatives before ordering, as they will have a choice which will mean good business. And there will be a good business for the Spring.

Never has the country been in better shape to buy goods, and never has there been a better feeling for buying by the people — the consumer. And this feeling is not local, or only Canadian. The carpet mills to the south of us are all looking for a big season, and many mills are adding to their plant.

But will prices come down? There does not appear any reason why they should. Raw cotton is scarce and the price has gone so high that 25 mills in Lancashire have closed down. An impression may be had that, owing to the Chinese War, a lot of cotton will not be required for that market, but then, new mills are starting, and, in the United States alone, several hundred thousand new spindles will run this Fall that never ran before. Further, the crop in several districts of the United States has failed, owing to inundations and continuous rains. In addition to all the foregoing, several cotton fields have been turned into grain, the price of cotton being too low to pay for growing.

There is no reason therefore to look for a fall in prices wherever cotton is a part of the article. Dye stuffs, too, continue to hold a stiff price. Owing to the great demands on the coal beds of the United States by foreign powers, it is not likely any reduction will be had in that commodity, and though water-power may drive looms it will not make steam, so necessary for dyeing. At present prices of carpet wools, spinners are not too ready to accept orders at old prices.

It can hardly be looked upon as a grievance that prices

should advance. Higher prices mean higher profits and less rubbish in the market. Possibly some makers may find it necessary, for the sake of making something, to produce cheap grade carpets, such as a six pair cotton chain, with only a three-quarter warp and two shots of jute in the filling, and about 20 per cent. of grease. There are merchants who may buy this class because the man across the street keeps it. Advanced prices of raw material will help to do away with all lines which bring carpet manufacturing into disrepute.

**CARPET NOTES.**

The plain ingrain terries continue in favor for nice carpet trade. The idea is growing in small towns, and, as the Toronto people keep several colors always in stock, from which they cut any length, dealers who would not like to stock them can get just what they require.

The beautiful new hotel, The Brant, recently opened at Burlington, Ont., has been carpeted throughout with Toronto axminsters, Smyrnas and ingrains supplied by T. C. Watkins, of Hamilton. It is really an eye opener to those who doubt as to whether carpets can be made successfully in Canada.

A visit to the leading carpet departments of Buffalo on Toronto's civic holiday (August 6) was interesting, though, at this time of the year, stocks are low and business quiet. Large rugs in Smyrna qualities are commanding big sales; also heavy, all-wool art squares. The favorite-weight ingrain carpet is barely 18 ounces to the yard. Canadians prefer the "Maple Leaf" quality, which



**YOUNGEST COLOR-MIXER IN THE WORLD.**

ROBERT FRASER, JR.,

son of Mr. Robert Fraser, Superintendent of The Watson, Foster Coy.'s Wall Paper Factory, Montreal. The Watson, Foster Co.'s train their expert help from childhood.

weighs 21 ounces to the yard. All the Buffalo merchants sell the Smyrna rugs in large quantities. They find no rug that surpasses it for length of wear. Other makes of rugs are used by a small proportion, but the large trade in rugs is done in Smyrnas.

The carpet department of John Macdonald & Co.'s warehouse, in Toronto, has been finely refloored in hardwood. With its spaciousness and excellent light, it is an ideal place for dealers to call and see the new carpet effects.

Several carpet manufacturers expect to attend the convention of manufacturers to be held in Toronto on August 29 and 30.

NO. 43 ST. SACRAMENT STREET, MONTREAL.

Is the headquarters for upholstery goods, furniture coverings, draperies, portieres, lace curtains, window shades, curtain

# READ THIS

## ABOUT OUR PARIS EXHIBIT OF WALL PAPERS

The following letter from Mr. P. Dartiguenave, an eminent designer of New York, acting in Paris as correspondent for "Carpets, Wall Papers and Curtains," published by that paper, June 30th, will be of interest to Canadian Wall Paper Dealers :

PARIS, June 20, 1900.

GENTLEMEN:—In my last letter I told you I would write to you again about what I might find interesting in the wall paper exhibits of the Paris Exposition. The other day I was visiting the English Colonies, when I was agreeably surprised to see a beautiful display made by the Watson, Foster Co. in the section of Canada. They have a very large and splendid show case where one can see a selection of the best samples of their line. I was not the only one to be attracted by their showing, for a whole crowd were standing around, admiring the richness of the colorings and the grace of the drawings. One of the company's best and most attractive samples is a large parlor paper in half-tapestry shades and with a heavy gold background. I have hardly ever seen anything of a more striking and artistic effect. I will not try to depict to you all the good things I have seen in their exhibit. A design is something that must be looked at, a description of it is hardly interesting. Still, I will tell you that their assortment is complete. Florals, heraldics, halls, scrolls, etc., are in great variety. Besides their central display, they have a number of panels, spread a little all over the rooms of the Canadian section.

Yours, most sincerely,

P. DARTIGUENAVE.

31 avenue de la Republique, Nanterre, near Paris, France.

**OUR TRAVELLERS ARE NOW ON THE ROAD  
WITH OUR SAMPLES—THE STRONGEST LINE  
WE HAVE EVER SHOWN. KINDLY RESERVE  
YOUR ORDERS.**

---

THE WATSON, FOSTER CO., LIMITED  
MONTREAL.

**CARPETS AND CURTAINS—Continued.**

poles and many other lines sold by dealers in this class of goods. Geo. H. Hees, Son & Co. made no mistake when they established a warehouse in the heart of Montreal for supplying the trade with their product, and, finding their present quarters too small for their growing trade, are contemplating moving into more roomy quarters. Dealers in the above lines in the vicinity of Montreal should not fail to see Geo. H. Hees, Son & Co.'s sample-rooms at the above address.

902, 904. These are the two numbers which The Watson, Foster, Co. ask discriminating dealers to consider. They will be found in new 1901 catalogue, and there are others, new designs treated in artistic and progressive style.

**LATE MR. THOMAS SAMUEL.**

News was received in Montreal of the death of Mr. Thomas Samuel, one of Montreal's oldest and most respected citizens, which occurred at St. John's, Newfoundland, August 10. The deceased gentleman left the city some three weeks ago, accompanied by Mrs. Samuel, on a business trip to the Maritime Provinces. Though he had been in poor health for some time, the sad news of his death was entirely unexpected. Mr. Samuel was born in Leith, Scotland, in 1825, and educated at Heriot's School, Edinburgh. He came to Montreal by one of the earliest steamers, the Bellona, in 1840, and has been actively engaged in business in Montreal, with the exception of a brief period he spent in Hamilton, for about 60 years. He successfully represented Barbour Brothers, of Belfast, for many years, and recently, on the arrangement of the different thread firms, he was appointed agent for the entire thread business in Canada. For over a quarter of a century Mr. Samuel resided in Westmount, and took an active part in all the town's interests. He leaves a widow, one son and six daughters.

**CANADIAN AGENT WANTED.**

As will be seen in our advertising columns, a firm of British linen manufacturers are seeking an agent to represent them in Canada. It is understood that they want someone with a good connection with wholesale houses, and one who is well recommended. The concern is an extensive one, having won world-wide repute with their goods.

William Clark, of Newark, N.J., president of the William Clark Thread Co., died suddenly at his home in Rhode Island, August 6. He was a Paisley man, and well-known on both sides of the Atlantic.

A. E. Adams & Co., the sole patentees of the famous "Lockstitch" hose, have decided to protect their rights by the adoption of a trade mark. They hope by this means to guard against imitations. Messrs. Williams & Bell, of Montreal, are their Canadian agents.

On account of the great rush for "Beaver" brand of macintoshes, the Beaver Rubber Clothing Co. would kindly ask their patrons to give their Fall orders as early as convenient, as it might be impossible to deliver orders that come in late in the season. They have contracts now for between 800 and 900 per week.

Brophy, Cains & Co., Montreal, say that one of the best selling lines they have had for this Fall has been fur ruffs in mink, sable, bear, astrachan, etc., running from \$4.25 a dozen up to \$48.00. Anybody who has not seen these should write for samples, as they comprise one of the most profitable lines shown this season.

**AMONG OUR RETAIL READERS.**

THE T. A. Garland & Co., of Portage La Prairie, Manitoba, have one of the finest stores west of Toronto. It is a fine, solid brick three-storey building 150 x 50. One may enter the building either from Ann street or the main entrances on Saskatchewan avenue, through four large double swinging doors of solid oak. The ground floor is devoted to dry goods, men's furnishings, boots and shoes and clothing. At the rear end are two large mirrors, which show the store to the best advantage. Back of these is to be found the general office and Mr. Garland's private office. The second flat is reached by two stairways, at each side of the building. Here are to be found wall paper, carpets, housefurnishings and millinery. The millinery room is 25 x 50, and very prettily arranged. The posts are cased in with mirrors and on each wall is another large mirror, so that no matter where one looks one is looking in a mirror. This adds greatly to the effect produced by the room.

The tailoring department occupies the third floor, 80 x 50. The grocery department is down in the basement, a space of 50 x 50 being set aside for it. In tone and neatness it is not behind the other departments. In the rear of the grocery is a fine large storeroom, 50 x 100.

The posts and pillars of the building are finished in aluminum, while the metallic ceiling is painted to match. The warehouse is heated throughout by steam, a special solid brick house being built for the boilers, which adds greatly to the protection from fire.

F. C. Manning, formerly of Harrow, Ont., is now doing a fine trade in general dry goods and millinery in the bright town of Leamington.

Frank Layman, formerly of Layman & Wigle, general merchants, Merlin, Ont., is now representing The Kay Corset Co., London, on western ground.

Morse & Jack, general merchants, Blenheim, Ont., are having a very successful season in all lines. They carry a large stock of fine goods and know well how to turn them over to good account.

E. G. Thompson, general merchant, Blenheim, Ont., is well stocked with goods bought with care, well kept, and selling at a margin of profit which will enable him to retire from business while young.

G. S. Morse, one of the leading dry goods merchants of Leamington, is, this season, enjoying a splendid trade in fine dress goods and millinery, of which lines he carries one of the finest stocks on the southern frontier.

J. K. Dryden, of Rat Portage, has erected a very handsome three-storey stone building on Main street, 25 x 50 feet. The floors are all set in tiles. The Bank of Ottawa is to have the ground floor, and the balance is to be divided into offices.

One of the thriving stores of Rat Portage is that of Gardner, Rice & MacLeod Co., Limited. They have four stores all in one, making a total frontage of 95 ft. and 75 ft. deep. An

archway connects the different departments. They are putting in a millinery and dressmaking department, which they expect will be in working order by September. At the present time they employ 14 clerks.

C. W. Hendershot, dry goods merchant, Kingsville, Ont., is turning over goods rapidly. He has a large stock of fine goods to select from and is an artist in the way of advertising his goods and believes it pays to advertise well.

J. M. Thompson, of Sault Ste. Marie, Ont., has been making some very good improvements in his place of business. He has taken the store next to him, and cut an archway between the two. This gives him a frontage of 75 feet, and 45 feet deep, and three windows for showing goods. This alteration gives over three times the amount of light the building previously had. Mr. Thompson calls his store the Arcade, which can be seen in fine large letters on his sign.

F. W. Batchelor, formerly of Batchelor & Co., Leamington, has opened out a fine new stock of dry goods, millinery and ladies' furnishings. In his fine new premises in the McSween Block he has one of the brightest and best stores in the town of Leamington.

I. B. Adams, general merchant, Harrow, Ont., was found with such a crowd of farmers and their wives buying goods that were it not for his quick eye to notice everyone and serve them, whether it be to take in or pay out money, that he will give each their turn, we should have had to stay for hours to get our business done. In answer as to how is business, he took time to say all right.

Stewart Anderson, general merchant, Wheatley, Ont., has, by push, energy and care, built up a fine business in the bright little village, surrounded as it is by a fine farming section. He enjoys a coveted location and knows a good thing too.

The business carried on by the late R. T. Morton, general merchant, at Ayr, Ont., is still being carried on by his sons under the name of The Estate of R. T. Morton.

Never in the history of Prince Edward Island have tourists gone there in such numbers. The Summer hotels are well patronized, and many strangers have located at quiet farm houses along the seashore.

Sir William Bailey, head of the Albion Works at Salford, says an English paper, has been telling a good story which will be of interest to gentlemen anxious to introduce mummies among their family curiosities. A certain merchant in the North of England saw a mummy in Egypt and brought away a portion of the cloth. This was handed to a buyer of a large Manchester warehouse, who was asked if he could tell where it was woven. After examining it carefully with his glass, he said he thought he could put his finger on the mill where it was produced if he could borrow the piece for a few days. Afterwards he reported that it was made where he had thought, near Oldham, and was called by the manufacturer his "No. 85." It is well known that in Egypt there are several manufactories of up-to-date mummies which are sold to visitors at very remunerative prices. There are, as a matter of fact, more Pharaohs scattered over the world now than ever existed on the banks of the Nile.

HOTELS FOR COMMERCIAL MEN.

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

**WESTERN** Incorporated 1851  
**ASSURANCE COMPANY.**  
**FIRE AND MARINE**

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

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

THE CANADIAN PRESS CLIPPING BUREAU

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

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

Terms—\$5 per hundred clippings; \$10 per thousand, payable in advance; but a yearly contract will be found the most satisfactory.

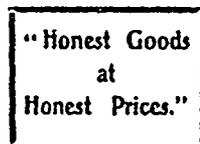
We have also lists of firms in every branch of trade in the Dominion the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

THE CANADIAN PRESS CLIPPING BUREAU,

505 Board of Trade, MONTREAL. 26 Front St. West, TORONTO.

FOR Fall Season 1900.

Fringes, Tassels, Ornaments, Cords, Braids, Barrel Buttons.



—MANUFACTURED BY—

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

N.B.—The oldest and original Cord, Fringe and Tassel Works in the Dominion.

REGISTERED



TRADE MARK

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

**Registered Trade Mark, as above.**

This Trade Mark means that the goods are

# Salt's Belwarp Cloths

and are made at the famous mills of

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

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

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

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

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

**Montreal**  
**Toronto**



## Clothing and Woollen Trade.

### THE FALL STYLES.

AS THE DRY GOODS REVIEW goes to press, advices received concerning the latest New York fashions for Fall and Winter, state that :

As to overcoatings, cheviots will be probably worn more than any other material by men, especially for "Chesterfields" and "Raglans." They will be generally in greys, and in plain and featherbone effects. Next in favor will come meltons, which promise to be much in vogue.

For suitings, cheviots will be popular for business wear, and will be employed specially in sack suits. The cutaway frock suits in fancy worsteds are likely to increase in popularity. Stripes are, perhaps, the most prominent thing that can be classified.

In trousers, stripes will predominate in greys, or greyish effects, but plaids (either distinct or mingled with checks or stripes, or both), are in trouserings for half-dress. As a material, worsteds will lead in this market, although cheviots are the favorite in New York.

Fancy vestings promise to be more in favor than ever.

### ENGLISH CLOTHIERS AND OVERCOATS.

A Leeds, Eng., correspondent says : "The cloths being made up for the Winter season are all of medium weight. Very rarely is there to be seen a frieze, or anything approaching that kind of cloth. Of course, a certain number of garments are made in the heaviest stuffs, but the proportion to the other classes is so small as to be out of the run altogether. Again, we must turn to the weather for the cause.

"The past few Winters have been of exceptional mildness, with perhaps a few days of Wintery weather here and there, but not of sufficient duration to bring in buyers for heavy overcoats. The result is that the wholesalers, who at first were left with big stocks of most unsalable goods, grew wary, and only make up small quantities. One of the consequences of this is that more overcoats are sold.

"This appears paradoxical, but the way it is brought about is very plain after a few moments' thought. When a man bought a heavy overcoat he could only use it when the weather was exceptionally severe. A rainy day, unless very windy and boisterous, would see him in a macintosh, and only the bad, slushy, cold days brought out his overcoat. This naturally kept the coat in fairly good condition, not one Winter, but

several Winters, and, the price also being high, he had to consider his pocket.

"Nowadays a man can, for a moderate sum, get a smart top-coat, which he will wear constantly day by day through the whole Winter almost, and it is, by the time Spring comes around, rather shabby looking; and as he has had a good deal of wear out of it, he thinks he has had his money's worth, and goes in for another coat the next Winter. So it is that the demand for overcoats is greater than ever, and this has caused the manufacturer to go in for smartly cut and trimmed garments in the place of the old style fit-where-they-touch overcoats."

### A TIP FOR TAILORS.

Some men have their Summer trousers made with brace buttons as well as belt-loops. The buttons are sewn on inside the tops of the trousers. This is no superfluous "tip," for I have known the best tailors to sew the buttons on the outside, and thus give the trousers and their wearer a negligent, undress appearance.

### WILL KHAKI CLOTH PREVAIL ?

A Londoner who thinks it won't writes in Fashion : "The worst symptoms of the khaki fever which has infected the British public during the war and seems to have picked off distinguished victims within the portals of the Public Departments, are evidently abating. Even the helpless idiot who took to wearing a khaki tie, with the Union Jack mixed up inartistically in its dusty yellow folds and creases, is ceasing to remain a common object of the Strand and the Embankment. Nevertheless, the War Office seems, one fears, to have got the idea of the paramountcy of the color so firmly fixed in its mind, that the danger to the troops who form that very mixed body the British army is very great. Ordinarily the W. O. head is a difficult thing to endow with a fresh idea; but its very woodenness and impenetrability to commonsense views make it difficult, once the nail of a notion has been driven home into its massiveness by the sledge-hammer of public opinion, to extract it by any means short of a surgical operation. The War Office understrappers have now been definitely khaki ed; and, whereas formerly they could only "see red," they now only see brown. Which accounts for the number of khaki tunics worn in combination with ordinary blue, scarlet-piped trousers, on the rolling grass-velde of Trafalgar Square and the rocky kopjes of Tower Hill.

"Now, khaki has proved itself an ideal costume for the dusty plains of India and the sandy deserts of the Soudan. Endued with a faint greenish tinge it has been found to secure

# JOHN FISHER

SON & CO.

Cor. Victoria Square and St. James Street

MONTREAL.



## WOOLLENS

— and —

TAILORS' TRIMMINGS.

Letter Orders receive prompt attention.

101 and 103 St. Peter Street, QUEBEC.

# Finley, Smith & Co.

Importers of . . .

WOOLLENS and

TAILORS'

. . . TRIMMINGS

Cor. St. Peter and Recollet Sts.,

WM. C. FINLEY  
J. R. SMITH

MONTREAL

Solo Agents for

Trafalgar, Britannia and Royal Navy Serges.

## We Can Do It

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

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

**The C. Turnbull Co.,**

of GALT, Limited.

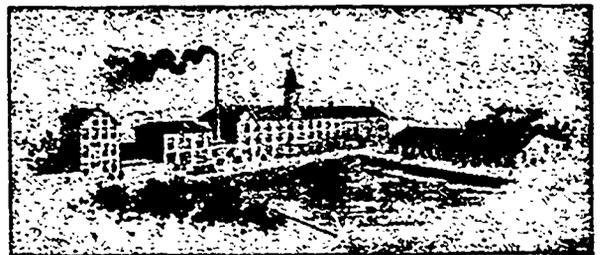
GOULDING & CO.,  
30 Wellington St. east  
TORONTO.

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

## The Galt Knitting Co.

LIMITED

GALT, ONTARIO.



Makers of the

**"Tiger Brand"**

of Underwear, in plain and fleeced effects.

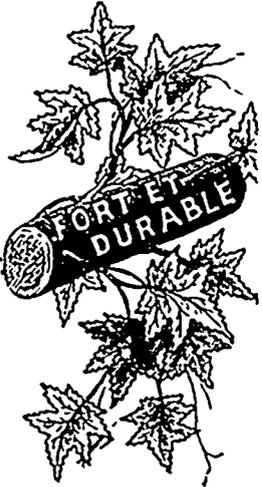


EIDERDOWN SPECIALTIES

and SHOE LININGS.

# The Maple Clothing Co

DRUMMONDVILLE, P.Q.



Trade Mark

(Strong and Durable)

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

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

**E. Pelletier, Manager,** Fraser Building,  
 MONTREAL.

# What is the Wolsey?



UNSHRINKABLE

Registered in Canada.

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

TO BE PROCURED FROM THE LEADING WHOLESALE IMPORTERS.

# Autumn 1900.

Our Shirts for Fall and Winter wear are made of up-to-date fabrics in correct patterns and styles.

Be sure and look at our goods, which are reliably made.

ALSO an extensive range of select designs for immediate delivery.



TRADE MARK REGISTERED

# The Empire Manufacturing Co. Limited.

Manufacturers of High-Grade Shirts, Collars and Cuffs, and Boys' Blouses.  
 646 Craig Street, MONTREAL.

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

at a little distance a fair measure of invisibility on veldt and kopje in South Africa. The world, led by the ha'penny press and headed by Government employes, inspired by the secret commissions of the army contractors, has, therefore, jumped to the conclusion that it must necessarily be in future the 'only wear' for the devoted British soldier. Nothing could be more erroneous. Khaki in Europe is a thousand times more noticeable than scarlet in the Soudan, or rifle green in the Transvaal, or blue in India, or white on Cove Common. The soldier does not like it. He abhors himself in it when he is on home service, and in the field he jumps at every opportunity of discarding it in favor of a soiled and faded scarlet jumper, a pair of ancient blue overalls, or even one of the much-abused field caps."

**CANADIAN BUYING FOR SPRING.**

Canadian woollen buyers who have been abroad for Spring are beginning to return to this country. They are reticent as to the outlook in prices, and contend that, whatever the future may hold, Canadian trade not having paid top prices cannot expect any fall in prices for this season.

In conversation with Mr. R. Begg, who buys for John Macdonald & Co., he replied, on being questioned regarding Spring styles, that there is a prospect of green mixtures being popular, and materials are being shown in different shades of green with other colors. There is also a feeling for fine stripe worsted suitings in drab and slate mixtures, and also for vicuna makes in blue and black serges. Broken checks promise to be popular both for suits and trousers. There is also a growing demand for fancy vestings. The popularity of Scotch tweed suitings is growing and the principal makers are showing some handsome new styles, principally mixtures and small checks and a few large broken checks.

**WHAT A WOOLLEN HOUSE IS DOING.**

A look into a men's woollens department just now is instructive. That of Nisbet & Auld is complete in all lines, and they report sales to be 50 per cent. over last year, which was the banner year in their business. In overcoatings, their vicunas and soft-finished goods deserve special attention. Fancy-back overcoatings are shown this year much more than heretofore, and Nisbet & Auld state that their sale has increased proportionately. Beavers, meltons, montignacs and curls, of course, will be extensive sellers, as they have been in the past. For evening dress, unfinished worsteds and fine clay twills will be, as usual, correct, though there will be, perhaps, more old-fashioned broadcloths and venetians worn. In suitings, cheviots, domestic and imported, are selling better than for some time, but Canadians seem to prefer substantial, medium-grade, fancy worsteds, a line of which Nisbet & Auld have a large stock. A few years ago stripes were the only style in trouserings; now the styles are as varied as in suitings. A large number of suitings are made in striped patterns, that formerly would have been used for trouserings only, and vice versa. Checks and fancy weaves are being used extensively for trouserings, greys, in all shades, being the groundwork of all patterns, with more dash of color than before. Nisbet & Auld show a handsome line of vestings of Tattersal styles that are meeting with great success. They are all bright grounds with small and medium overchecks in the rich velours finish so popular with fashionable dressers in England. In all men's woollens, domestic and imported are shown in large quantities.

**TORONTO WHOLESALE TRADE.**

THE W. R. BROCK CO., LIMITED.

THE W. R. BROCK CO., LIMITED, Toronto, have closed out the mill stock of a mercerized silkate, in black, navy, tan, brown, sage green, moss green, Nile green, helio, pale blue, pink, canary and cream, which can be retailed at 10c. a yard with a good profit. They ordinarily retail at 18c. This cloth is specially adapted for ladies' blouses, children's dresses, linings and fancy work.

A reversible salisbury in black and red and black and white spots, stripes and checks, to retail at 10c., is another line. This cloth had a very successful run last season. A great difficulty was to get it in sufficient quantities to satisfy their various customers. It has met with a ready sale already this season, and can't be repeated. A word to the wise is sufficient.

Mention is made of an A1 58-in. cream damask table linen, six different designs, nice mellow cloth, good heavy weight, to retail at 25c., and a leader at that.

B 18 is an 18 inch huck towelling, a last shipment of a purchase made 18 months ago when the market was at its lowest ebb, a nice, slightly cloth, to retail at 10c.; would be good value at 12½c.

In French canvas, this firm were fortunate in putting on a heavy order just after the first small advance, and are in a position to offer some exceptional values in four or five numbers, all good heavy round threads, fairly stiff finish, just what is wanted by the tailoring and dressmaking trades.

P 127 is a 20 x 40 fringed huck towel, good heavy weight and nice fine finish. These are exceptional values to retail at 25c., and will capture trade for any live merchant.

In their carpet department this firm are showing a full range of tapestry carpets, beginning at the lowest grade. The patterns are repeats of the best selling Spring designs. A full line of brussels is also in stock. The stock of cretonnes, art muslins and lace curtains has been added to lately and is very complete in extent and variety.

In woollens, they have two stock lines of pure worsted trouserings being offered at actual manufacturer's price. They have also picked up a few lines of black and blue twill worsteds, stock lines, much below regular prices.

A big range of grey cheviots is being shown for overcoatings, both in plain and herringbone effects, all qualities. These are to be the fashion this Winter.

The W. R. Brock Co. have their Fall lines in hosiery, underwear and gloves in very good shape for early buyers, and, from the orders taken so far in the season, they expect an enormous trade in these goods. In cashmere hosiery, they are offering very special values in "Trime," "Mackie," "Needme," "898," etc. These goods were bought to sell on sight, at the values are A1. In wool goods, such as infantees, bootees, hoods, shawls, etc., they are showing many pretty novelties.

They also report large sales of lawns. In Victoria lawns, especially, their values are unsurpassed, as their purchases were very heavy, and they are now selling lawns bought over a year ago at the old prices.

In men's furnishings, the orders for mitts, gloves, heavy socks and cardigans, etc., are highly satisfactory; also, in waterproofs, on account of the extensive range they carry, they report good business. The sale of fleeced underwear, boys' and men's, still continues. A steady stream of orders testifies to the excellent value of these goods.



**ADVANTAGES OF DELTA FINISH**

For Woollen Underwear.

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

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

**FOSTER & CLAY'S**  
Productions



Should be prominent in your  
**Wool Department.**

Ask your wholesaler for **FOSTER & CLAY'S**

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

**CABLE CORD and**  
**SOFT KNITTING WORSTEDS**

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

Works: Sowerby Bridgo, England.

Canadian Wholesale Trade Supplied by

**John Barrett,** 12 St. Nicholas Street, **Montreal**

Do you know a good

**MACINTOSH**

when you see it?

If so, be sure and GET the

**“BEAVER BRAND”**  
**MACINTOSH**

The best and cheapest MADE or SOLD in Canada.

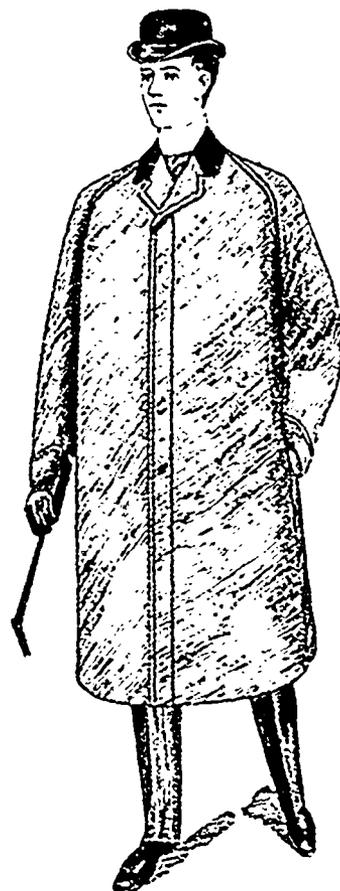
MANUFACTURED ONLY BY

The . . . .

**Beaver Rubber Clothing Co.**

1490 Notre Dame St., MONTREAL.

ALL THE RACE IN ENGLAND



“RAGLAN.”

## TORONTO WHOLESALE TRADE.

JOHN MACDONALD & CO.

In their carpet department, John Macdonald & Co. are busy making Fall shipments and are handling the third shipment of linoleums for season, and also a carload of floor oils and table oils, the second shipment of these goods. They are paying particular attention to the 4 yard wide linoleum trade, carrying 4-yard wide goods in six qualities; also showing a nice range of six patterns of Nairn's inlaid linoleums. Their carpet range for Fall is extensive.

A large quantity of lace curtains have been passed into stock, as also tapestry and chenille covers. A shipment of axminster floor squares has been received in the following sizes: 7.6 x 10.3, 8.8 x 10.10, 9.10 x 13.1, 10.11 x 14.3 and 13.1 x 14.6. These are woven in one piece and sell at medium prices. Photos of patterns are sent out to dealers writing for them. The department is making a specialty of velvet carpets.

The dress goods department have had a record season in black dress goods and are showing new and exclusive designs in figured stuff from 37½c. to \$2.25 per yard, with all popular intermediate prices in plain cords, zibelines, barritz, etc. One line, a black poplin ground, with large over-design of colored flowers in helio, cerise, blue, brown, purple and a Turkish pattern, is a decided novelty. Large plaids, camel's hair in beautiful combinations of color, automobile, etc., are going well. The persian effect, plain ground with persian lamb overcheck, cheviot cloths, plain and fancy, etc., are shown in nice goods. In plain broadcloth, three lines in blacks and navies, etc., to retail at popular prices, are specially mentioned.

In silks, the stock is complete. They are showing a range of black yarn-dyed satin, for blouse and skirt purposes, from 37½c. to \$1 per yard; also duchesse satins from \$1 to \$2.50; a full range of colors in five lines of colored satins, and a special leader to retail at 50c. A variety of blouse silks are shown, and three special lines of black taffeta silk at 55, 65 and 75c. Special value in black peau de soie at 75c. and \$1 is a feature.

The stock of black hosiery is in excellent shape. Their No. 308 is having a larger sale than ever, and special provision is being made for it. The stock of all plains and ribs at popular prices, in ladies', misses' and children's, is complete. The ready-to-wear department is doing well, and has not been able to keep up with the demand for skirts. Good workmanship is the cause, as no cheap work is sent out. A variety of garments are shown in plain meltons and broadcloths, mohair figures, tweeds, etc.

Up to the present, the prospect for Fall trade in woollens is looking well, and sales for the season are ahead of last year. The stock of woollens for ladies' skirtings and suitings comprises the latest novelties in homespuns, plain costume cloths, worsteds and tweed effects.

In men's furnishings a special line of etoffe pants at \$12 a dozen is mentioned. So are a lot of khaki overalls, double fronts and double seats, for \$1 retailing.

The smallwares department show a large range of hat pins, hat buckles, hair ornaments, hair combs, etc.

A special purchase of 1,000 men's waterproof coats, black, 24 in. cape, sizes from 36 to 48, to retail with a handsome

profit at \$2, is a feature. A mercerized cotton umbrella, silver tip handle, will retail at \$1. A large showing of ladies and men's linen initial handkerchiefs is made.

NISBET & AULD.

A large assortment of women's fabrics for tailor-made costumes, jackets, capes, etc., may be found in Nisbet & Auld's. They show all lines suitable for the Canadian market as quickly as they are produced in the centres of fashion. They are in constant correspondence with designers and makers of women's cloths in all European centres as well as at home, and the domestic goods take no small place in their large display, especially the goods made by the Oxford (N.S.) Manufacturing Co. The sales of these cloths have increased to seven times their volume in that many years. Nisbet & Auld are extensive advertisers and strong believers in the principle of advertising, if the most important part is carried out fully; that is, to have everything in stock they claim in their advertisements to have, and a little more.

A large assortment of light and bright shades in women's wear are kept. These will be popular the coming season. Dark greys that have been lately worn greatly are not so much in evidence, but lighter shades will be worn more extensively, in greys, browns, blues, greens and bright red. Khaki is again showing itself in women's Fall wear.

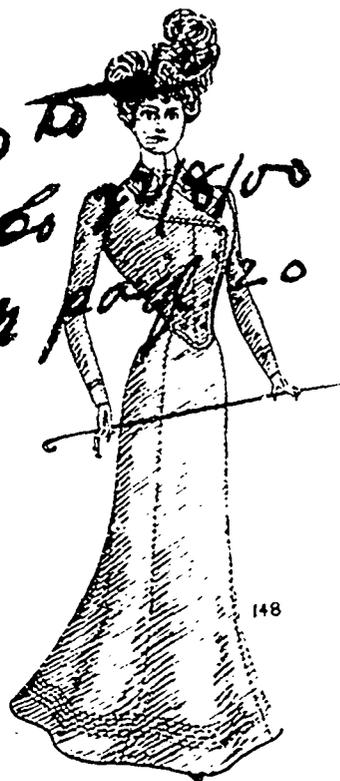
Tailors' trimmings, which, until recently, have been noted for plainness and substantiality rather than good taste and style, have undergone a great change. Nisbet & Auld claim to have brought this about to a great extent themselves, and report a doubling up of sales in this department. In silk linings they have a splendid assortment in blacks and colors in the various widths, and their new designs for Fall are very handsome. Durability is an important consideration in the purchase of every line they carry, and this, allied with choice colorings and qualities, assures merchant tailors of an assortment which will please their customers.

K. ISHIKAWA & CO.

This firm, who have recently been obliged to enlarge their capacity on account of the growth of their business and the prospects for the Christmas trade, have a beautiful line of silks in stock, and are fully prepared for the Fall millinery openings. Their Fall goods are now in and they are busy with shipping. They have already received a number of repeat orders for silks and silk handkerchiefs. A large shipment of silk initialed handkerchiefs has recently arrived, which they retail at 25, 50, 75c. and \$1. These handkerchiefs are in great demand this season. Old and new shades in plain silks are found in abundance in Ishikawa & Co.'s, including fawn, tan, Havana, steel grey, old rose, Oxford and khaki. Blacks in habutai have been selling in large quantities during the Summer months, and the demand still keeps up. They have these black silks in all grades, including 20-inch India at 18c.; 20 inch Japan and 23 and 27-inch Lyons dyed habutai silk. In Japan mattings, Ishikawa & Co. are doing a good business, and they have been able to cable to Japan for a number of large orders, while their travelers are booking quite a number of import orders. Freight rates overland and across the Pacific have advanced lately, and may be expected to have a bad effect on the matting trade, as the cost will be so much higher. To overcome this, orders are secured by this firm earlier than usual so as to come by way of the Suez Canal. It will be to the advantage of all, therefore, to place their orders with Ishikawa & Co. as early as possible, so as to get the low rates on vessels coming by way of the Suez Canal.

"THE MARK OF EXCLUSIVENESS"

**THE Northway**  
*Best garment*  
*EXCLUSIVE*  
*all over town*



That is why "The Northway Garment" is the most sought after in Ladies' Cloaks. They are exclusive in style, perfect in fit and their finish is in the most exquisite taste.

A garment must fit to wear as well as please, and we work always with that in view.

Our designers are practical men. Our agents in Europe and America keep us in due touch with every change. Our customers always have the newest in style.

**JOHN NORTHWAY & SON, Limited**  
 32 Wellington Street West, Toronto.

**GREENWOOD & MOULDS**

Hosiery Manufacturers  
 59 Gresham St.

**F. Merryweather, LONDON**  
 Manager.

Works: **LEICESTER** and **LUTTERWORTH.**  
 Hosiery of every description.

**WYCLIFFE BRAND**

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



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

**BALDWIN & WALKER**

Limited

Halifax, England,  
 are the makers of the celebrated

**"LADYSHIP"**

Knitting and Fancy  
**WOOLS.**

Their Agents in Canada are—

**John Gordon & SON,**

17-19 De Bresoles Street,

**MONTREAL**

who now hold a representative stock ready for the Fall trade.



## The Millinery Season

*General Mantles, Trimmings and Laces.*

### THE FALL MILLINERY OPENINGS.

THE Canadian millinery openings are set down for Monday, August 27, and following days, and the principal wholesale importers are now getting their stocks in order. The openings promise to be more than usually brilliant this season. The reports given by several of the leading houses in this issue will be found to contain a good deal of advance information.

One cannot fail to be impressed by the expensive materials that are more and more in demand for Canadian millinery. Furs promise to continue in vogue for trimming Autumn and Winter hats, mink and chinchilla being the favorites.

In color there is no radical deparature yet, the neutral tints prevailing to a considerable extent for very fashionable trade, with prospects of a change next season.

The taste for birds is again prominent, with larger birds in demand. The New York milliners use young eagles, but this patriotic touch may not suit this market.

The trimmings contain some novel effects, some revivals, but all very handsome, and, as a rule, costly. For example, maltese lace is coming in again. The old fashioned plush felt has another revival. Escorial laces in all tints are going to be used, and a pretty material used under the brims of hats is white crepe chine, nacre in effect. Silk shoelace braid, pulled out wide, is another novelty used for trimming.

Milliners who expect to visit the markets ten days hence, will find something to interest them in the reports of the leading importers given below.

### PARIS NOVELTIES FOR THE AUTUMN.

We are promised a revival of the fancy feather toque, says The Millinery Record, and it is expected by some of the leading manufacturers that these will take the place of the fur toques which have enjoyed several seasons' run, and have been too generally imitated in the low-class trade to retain their position in the coming season. Large hats will have the underbrims of felt or velvet, lifted to show a lining of coq or other soft plumage. A white felt hat just brought out by a Paris designer has the wide brim lined with short white swan feathers laid closely one over the other. The brim is uplifted in front with a knot of deep yellow velvet, "Cleopatre," and a rouleau of the same velvet is laid around the crown and knotted in front with one of the new silver buckles, from which outspreads on either side gigantic angel wings of white swan, that encircle the whole hat.

There are many such indications in the Autumn models that fancy feathers and courteaux are to be revived, and singularly novel ideas are evolved in the new patterns now shown. Black courteaux that are broad and long are curled around the new red boleros in felt with excellent effect, and wide outspreading or undulated black angel wings are used as the principal trimming on low-crowned hats of peony-

red felt, or fancy felt plait, over folds or drapings of peony cloth.

Other novel courteaux are so shaped that their width and length permit them to be arranged on the outer brim of turban shapes, which they completely encircle and rise above the crown. The feathers meet in the front centre of the brim, under a chou of velvet or satin, this chou being repeated in a larger form on the crown.

Birds with outspread wings are used to ornament the tops of low-crowned draped toques or turbans, and for this purpose short winged and tailed birds have the addition of other feathers to make them sufficiently long. Combination aigrettes of osprey, coq feathers and other fancies are being shown in considerable numbers, and the fancy for courteaux and aigrettes formed of feather on gauze continues in an increased form.

Cut ostrich pompons, with brush ospreys or curved aigrettes rising from their centres, are expected to go well, and cross aigrettes will remain popular with the trade.

Birds' heads alone, or with the addition of wings, appear on some of the best models, where also paradise and ostrich plumes make their appearance again. It is thought that the three-quarter plume will be passed over for the flat or Amazon by the better class trade. Narrow bandeaux of small plumage such as "Paradisier," "Lophophore," "Impeyan" and Indian game birds are very new, and are intended for velvet toques and bonnets. Hand-painted quills, laid on leaves of velvet, are new and the successors of the quills on skeleton leaves, so long popular in Paris.

American buyers in Paris have bought freely of birds, wings and breasts.

Plain felts are spoken of as likely to be well taken up by the milliners, and we have seen some excellent styles in felts bound with velvet in the same shade and trimmed with large artistic bows of wide ribbon velvet to match, through which is passed a large couteau of natural or manufactured feathers.

Amongst the new shapes in these are several variations of the Spanish turban, or toreador; others have peculiar crowns that are very high at the back and slope off to nothing almost in the front. These have quaintly-blocked brims that are wide in the leaf on the right side and right in front, which is sharply uplifted, the left brim remaining flat to support the trimming.

Other very new shapes have extremely short backs, with low-blocked crowns and wide front brims, the whole brim being curled at the edge and much caught up at the back for the display to due advantage of large velvet ribbon bows laid across them.

Fancy toques of the new felt and leather plait are also spoken well of. The plait in question is formed of narrow

# Wholesale Millinery

CANADA'S LEADING MILLINERY HOUSE.

The  
Date  
is  
August  
28th.

The trade will, we are satisfied, approve of our decision to hold

**OUR FALL DISPLAY**

-- COMMENCING --

**TUESDAY, AUGUST 28th.**

We are now ready to receive buyers.

The **D. McCall Co.,** Limited

**OUR FALL OPENING**

— WILL TAKE PLACE ON —

TUESDAY the 28th inst., and following days,

when we will show an unusually attractive selection of Paris, London and New York patterns. Our selection of Millinery Novelties will embrace everything new and desirable. Our Staples in Velvets, Velveteens, Velvet and Satin Ribbons, Silks and Satins, Silk and Satin Ribbons, Ostrich and Fancy Feathers for either variety, quantity or value cannot be equalled.

**CHAS. REID & CO.**

9 and 11 Wellington St. East, ———— **TORONTO**

**MILLINERY—Continued.**

strips of silk, undressed leather, velvet and felt plaited as in straw weaving. It is produced in all the new and standing shades, and looks particularly well in white, grey, fawn, red, dark blue and brown. Velvet ribbons are to be much used in addition to various novelties in embroidered cloth ribbons.

Exquisite things in richly-colored velvets, ornamented with chenille and metal thread embroideries, are shown, the purposes to which these can be put by the milliners being many. Nothing could be better or more effective for crowns for Winter toques, edged with fur or feathers. One of the designs is a beautiful amber velvet overlaid with a fan and scroll pattern of black chenille, outlined with fine silver cord and small black and silver sequins.

Silks in various soft makes also show chenille, sequin and jet embroideries, as, for instance, a delicate biscuit-colored silk that is covered with a lightly-traced design in chenille, fine cut black jet beads and very small black sequins. Wide insertions of chenille, crin and jet show many novelties.

**S. F. McKINNON & CO., LIMITED.**

This company say: "In looking back over the past season, we believe, generally speaking, satisfactory results have been shown in millinery departments, and the season closed with stocks low.

"There have been some special features in connection with the August trade. This month, so far, in common with July, was marked by the great run on chiffons and black velvet ribbons, particularly the latter. When we had our last chat, previous to your sending out the July number of THE REVIEW, we then said that chiffons and black velvet ribbons were prime favorites, and would likely remain so for the balance of the season. This they have done, interfering, to some extent, with flowers, which suffered during July and August.

"Another feature of the July and August trade, like the same months of last year, was the big demand for ready-to-wear felt hats, which, to some extent, displaced sailors, usually worn so much during the two hot Summer months.

"As you see, our importations are nearly all forward and our entering department is running early and late in order that all orders on our books for millinery and McKinnon-made jackets, costumes and skirts may reach their respective destinations on time. We hope, with hard work, to get them all off before the end of the month.

"Our opening takes place on August 27. We would have preferred being a week later, but, as the Exhibition opens on that date, we do not think that a later date would have met with favor by the general trade. Many of our patrons are a great distance from here, on account of which they may find it necessary to make their selections even before the date fixed for our opening. We hope to have our collections so as to be able to accommodate such.

"When we had our last chat, about a month ago, we said that, generally speaking, the outlook for Fall was bright, at the same time reports from several sections of the Dominion were then gloomy. We are now encouraged to believe that the business outlook is better and more assuring than when we gave you our ideas last. And we firmly believe that you will see more millinery and mantle buyers in Toronto during the next two or three weeks than ever before.

"Your time and space are too limited to give a detailed account of the Fall millinery. You may, however, say that it will not be lacking in richness and ladylike effects.

"Velvets will be largely employed in the manufacture of stylish millinery in plain, panne, beaded and broche effects.

"French novelties, which count so much in high-class millinery, are very choice this season. Leading features in hat adornments are feathers, pompons, breasts in gull, pheasant and hackles, mounts, *Bird of Paradise feathers*, *ostrich tip*, three-quarter flats, buckles and fancy ornaments.

"In speaking of our manufacturing interests, McKinnon-made jackets, costumes and skirts have met with great success, having found favor in every section of the Dominion from the Atlantic to the Pacific. It is a common saying 'blood will tell,' but fit and finish are the telling features in the present day ladies' jackets, costumes and skirts.

"Even with the large extra factory space which our new building affords, every hour of time will be required to get our orders off on time and provide a warehouse stock to meet the many jacket and costume buyers who will visit the city within the next two or three weeks."

The trade in trimmed and untrimmed hats and novelties is a paying one, and milliners are always on the lookout for new ideas. Weber & Leopold, New York, as announced elsewhere in this issue, are showing a number of original creations, adapted from Paris and London styles, but specially intended for trade on this continent. They devote themselves particularly—and this is a point of considerable importance in millinery these days—to what will prove quick and profitable sellers. Pattern hats are ready, and Canadian dealers who want a few specialties are invited to communicate with this Broadway house.

**THE JOHN D. IVEY CO., LIMITED.**

The John D. Ivey Co., Limited, state that they expect a good millinery season from the fact that the outlook in Ontario was never better and that advance orders have been over 50 per cent. larger than a year ago, while payments have been particularly good.

As to the coming styles in millinery and millinery novelties and requisites, the keynotes are variety in shape and variety in color. Never before have more elegant or newer fabrics been used for Autumn headgear.

The indispensable materials are velvet plain, or mirror satin panne, liberty satin, and a decided novelty, known as "Fleur de Velours," which is similar to crimped satin, though a much finer texture, and employs beautifully with any of the above-named materials. All of the goods are necessary for the foundation of all millinery, and any of them may be used in unison with tulle, lace or gauze. The variety of these fragile trimmings gives the milliner full scope to display her artistic talent. Sequin trimmings are even more in evidence, and have the richness of chenille in their composition, or with velvet leaves applied on it. These, used as brim drapery, are most effective. Real laces again play an important part for Winter dress hats, the newest makes being cluny and lace de Luxembourg.

Ostrich feathers are used very freely on large hats, and wings, breasts, amazon quills, pompons, birds and osprey are the correct garniture for up-to-date hats. The novelty in millinery ornaments is the long narrow buckle which, in extreme shape, reaches from side to side across the front of the hat and is made of gun-metal with rhinestones inserted, cut steel or imitation of ancient Egyptian jewelry.

The leading color will be a repetition of the neutral hues known as pastel tints, wedgewood, crushed raspberry, apricot,

# Fall and Winter 1900.



## S. F. McKINNON & COMPANY

LIMITED



OUR Importations are now well forward.

Orders for Millinery and McKinnon-made Jackets, Costumes and Skirts are being executed and sent forward with all possible despatch.

Our Millinery openings will commence on Monday the 27th August, when we hope to make a worthy display. Our Importations of Millinery and Millinery Novelties are the heaviest, and we believe our offering will prove the most tempting one we have ever made.

McKinnon-made Jackets, Costumes and Skirts convince and find favour at sight.

If you are in the trade, no matter where located, you are invited to inspect our collection and look through our warehouse.

Do not forget our display of rich laces.



## S. F. McKINNON & COMPANY

LIMITED

Wellington and York Streets,

TORONTO.

**MILLINERY—Continued.**

browns, castor, greys and violet. Regarding the shapes of hats there is a decided change, as far as the trimming is concerned, for it must be arranged rather lower than last season, and not so massive nor broad, and much more of the outline of the shape is to be seen. Piece felt, or felt and chenille will be largely used in the ready-to wear hats to be worn with tailor-made costumes.

**D McCALL CO.**

The D. McCall Co. are furnished with a full line of all the latest Fall millinery articles. Hats are to be worn rather large this season, with trimmings of all kinds. The most up-to-date styles in trimmings are long quills, pheasant quills and breasts, coque plumes and breasts, amazon plumes and feather bands. Black ostrich plumes and tips are to be used extensively. The D. McCall Co. have a large stock of toques, which will be much worn this season. They are in velvets, plain and fancy stitched felts, fancy chenille sequin and horsehair. They show also some feather toques, which are very pretty, in pheasant and coque. Velvets, as usual, will be used greatly for Fall trimmings. Plain and panne velvets are shown in The D. McCall Co.'s warerooms, and also plisse velours, plain and stitched felts, chenille and sequin and chenille and horsehair, galoons in widths from  $\frac{1}{2}$  to 8 inches in sequin, chenille and horsehair. Ribbons are popular this year in liberty satin, taffetas and black and colored velvet ribbon from baby 2-inch. The latest novelties from Paris are polka-spot ribbons and polka-spot velours.

Colors are well assorted and very pretty. Black and white, black and gold and black and aluminum are the most popular combination colors. In plain shades, beige, castor, tabac, nationale, argent, turquoise, coquelicot and reine will be the most thought of for the season. Champ de Mars and trocadero are handsome blue tones, exposition and universelle in new green tones, congress and nations in old rose tones and Champs Elysees and 1900 in new lilac tones are expected to be the reigning fancy colors for the season.

**CHAS. REID & CO.**

A fine assortment of millinery goods may be seen in the showrooms of Chas. Reid & Co. They have been making thorough preparations for the Fall trade, and are convinced that early buyers will not be disappointed when dealing with them.

Mr. Reid has just returned from the centres of fashion in the Old World, bringing with him the latest styles and some handsome novelties in millinery articles. A splendid line of panne velvet, for made up hats, is shown. The shades are principally in trocadero blue, Champ de Mars, lumineux, universelle, a shade bordering on old rose, a new pink called "Nations," the lightest shades in khaki, gazelle, brown and beige. All these are expected to be worn this season. A new shade in heliotrope, called "1900," is shown, which will be a popular color this season. Feather trimmings will be frequently used this season, large feather bandeaux and breasts, large birds and quills similar to those worn last Winter will be the most worn. The cheaper grades are not so much in demand this season. Also, a large trade is expected in chenille galoons with sequins in black and gold and black and silver, felt applique galoons and woven horsehair galoons with sequins.

The black and gold sequin, Reid & Co. find, is popular with the best milliners. This firm anticipate a big season in

ostrich feathers, and they have placed in stock some of exceptional value. Hats will run mostly on the toque order and large picture hats. Bonnets are not much thought of for the coming season. Apart from the ready-to-wear hats, this will be almost entirely a made up season. The "Strathcona," "Volunteer," "Baden-Powell" and "Roosevelt," in ready-to-wear, are good early-selling hats, also a grey hat with drooping front and back, called "The Link." In ornaments, Reid & Co. show a line of long, narrow buckles in steel or rhinestone, which milliners are using again.

**NEW YORK PRESENT IDEAS.**

The new shapes are all moderate, that is those that will be best in the season's work. A rather low crown and a broad, flaring brim are the average component parts of the hat of the season. Of course, built upon this outline of crown and brim, the shapes are seen in great variety. The tendencies, however, are toward broader, round, low-lying shapes. There are brims which flare at the right side, flare at the left or turn down in the back, but the general form is a flare on the left side with a moderately low crown. Upon this distinct shape are built at least a dozen varieties of form, according to the taste of the different manufacturers, and all of which are excellent and reliable.

The trimmings and materials for this season have been designed to fit hats of this class. Turban shapes are also good style, as are a limited number of ideas of the Amazon variety. Beyond this very little is necessary or advisable, except as staple stock.

A word about qualities and colors. Brown, blues, some purples, and possibly a few reds may be good, but black is the idea of the season. The stylish felt hat will, however, be white.

It is strange to record, but fashion clings to black and white tendencies rather than to vivid colorings. The best hats imported are confined to the combination of black and white. Not only is this true of imported goods, but also of the better class hats that are being taken by the stylish wearers in this section for early Fall use.

Good wool felts are better than cheap fur felts. It is, however, wise to know your trade's feelings on this subject. The best well finished Persian and Australian wools are the most satisfactory goods in wear, and should be taken, especially in ready-trimmed merchandise, in preference to low-priced fur felts.

The promise of fancy feathers and wings is stronger at this moment than even the most optimistic dared to believe in the early season. As we have remarked before, much depends upon how materials are used. Ingenuity and good taste, if worked together in creating a place for fancy feathers in the new styles, can insure popularity for those articles which are especially new.—Economist.

**WHOLESALE FIRM SUSPENDS.**

The wholesale millinery firm of G. A. McGillivray & Co., London, Ont., were unable to meet their paper maturing on August 4, and have suspended payment. A statement of affairs is being prepared, which will be submitted to the creditors at as early a date as possible. Heavy losses by the firm in the Northwest are given as part of the cause of financial embarrassment. Mr. McGillivray is a large property owner, both in London and near Petrolea, the latter of which he had been expecting to dispose of to a large English syndicate, which was negotiating for the purchase of the oil-producing properties in and around Petrolea, but which abandoned the scheme owing to the tightness of the money market in London.

# FIRST OPENING

## Fall Millinery

Pattern Hats and Bonnets  
and Latest Novelties

AUGUST 27th and following days.

Ready for  
**EARLIER BUYERS**  
August 20th

THE...

# John D. Ivey Co.

TORONTO.

MONTREAL.

LIMITED.

We are head-quarters for the now popular

## KHAKI SERGE

**Oxford Mfg. Co., LIMITED** OXFORD, N.S.

NISBET & AULD, TORONTO AGENTS.

## DYEING DRY GOODS and MILLINERY

Dress Goods, Cloths, Tweeds, Drills, Ducks, Cottons, and Velveteens, Hosiery, Yarns, Gloves, Braids, Etc.  
DYED, FINISHED AND PUT UP.  
Also FEATHERS, SILKS, VELVETS, RIBBONS, LACES, Etc.  
And Garment Work of all kinds.

**BRITISH AMERICAN DYEING CO.**

Technical, Chemical Dyers and Finishers.

JOSEPH ALLEN, Managing Partner.

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

125 Bank St., Ottawa.  
41 John St., Quebec.

## American Silk Waists



Manufactured by

**THE AMERICAN SILK WAIST CO.,**

323 St. James St.,

Samples on application.

Prompt Attention to Letter Orders.

... MONTREAL.



## Men's Furnishings.

**T**HERE may yet be a number of warm Summer weeks before the Fall trade will actually begin, but travelers with Fall goods have been busy lately, and active men's furnishers have received a good part of their Fall stocks. This month and the first part of September should see the merchants get rid of their Summer stock,

though, in men's wear, a number of articles that are selling well now will continue to move freely during the Fall.

The most salable things in neckwear are the batwing and flowing end ties. The latter are in many different patterns, but in each there is a fancy border across the ends. The batwings will be worn all through the Fall. The popular colors are blue and grey, the greys are very pretty and are having a good sale. In blues, the navy polka dots sell better than anything else.

The new high-band turned down collar is having a good sale. This is made for both sexes, and is popular with both. City furnishers say the demand shows no signs of lessening, and these collars will be worn through Fall and Winter. They are made in high, medium and low sizes.

Colored shirts may be expected to sell through the Fall fairly well, also, though they are having their best run now. The blue stripe is in greater demand than the others, though all colored shirts are selling well.

Leather goods (those who deal in them say), principally belts and valises, are going rapidly. The season of traveling should see every window have at least one or two samples of goods in this line. Traveling rugs, too, are being sold in good numbers. They look well in a window, when done up with carrying straps, thus showing both articles at once.

Seen in Dealers' Windows. Double-sole cotton hose, 25c. Single-sole cotton hose, 2 for 25c. Black cashmere socks, 3 for \$1. New English stand-up collars, 2 for 25c. High standing lay down collars, 3 for 50c. Special balbriggan undershirts, 25c. Double-threaded balbriggan undershirts, 50c. Fish-net undershirts, 25c. Colored negligee shirts, stiff collar, 50c. Colored negligee shirts, silk front, stiff collar, \$1. Unlaundered white shirts, 40c. Duck trousers, \$1. String and batwing ties, 3 for 25c. Suspenders, narrow, 25c. Four in-hand, flowing end ties, 2 for 25c.

### The Neckwear Outlook.

As intimated above, the best selling neckwear, according to city dealers, includes flowing ends and batwing ties. I spoke also to a high authority in this trade, because it is so important for dealers to know what is correct. He stated that, in shapes, flowing ends led, while the recent hot spell had revived the kerchief tie. Bows, especially the batwing, are coming to the front.

In colors, blues, all shades, sell well, and this includes purple blues. There are strong indications that red will be in favor for Fall trade.

In patterns, spaced figures large and small are correct, although stripes show as yet no sign of losing their popularity. In fact, there is a greater demand than ever. All figures should be brought out with a great deal of white. A great many of them are solid white figures on a plain ground in satin of different shades of blue black or dark green. In stripes, also, whites are used largely on dark ground.

### New York Ideas.

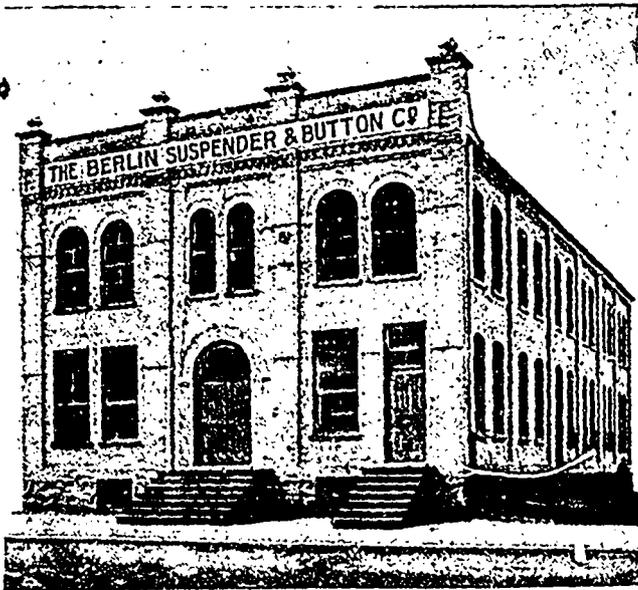
The other day I saw Mr. G. W. Nixon, an up-to-date Toronto dealer in men's furnishings, who had just returned from New York. In conversation as to the men's furnishing business in the American metropolis, Mr. Nixon remarked that about the only thing he saw worn in neckwear was the batwing tie. "The flowing-end ties have not begun to sell there yet, but batwings, mostly in bright colors and in either silk or cotton, are worn by all. These are in plain ends and fancy—that is, the ends are shaped something like a violin, but with a square end, so that when tied together it makes a well-shaped bow. In collars, the high turn-down is worn altogether. The most popular shape in this collar is that where the turned-over parts meet at the top. Hosiery is worn in the 'loudest' colors they can get, and so are shirts. Large stripes running vertically are altogether worn in shirts; there are no cross stripes whatever this season. They have a new thing in white and colored shirts, with pleated pique fronts and pique cuffs, which are worn a great deal."

Mr. Nixon noticed that bright colors prevailed in everything, but did not think they would become popular here for some time, if at all.

### The Well-dressed Man.

A well-posted fashion authority in New York, writes: "It really seems as if the looms have stopped their work as Dame Fashion sits dozing at the wheel, so little new is there in the styles of clothing and haberdashery. And yet I must still sing

**SAMPLES** Now on the road. .



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

Remember, we guarantee satisfaction.



**The Berlin Button and Suspenders Co.**  
BERLIN, CANADA.

**E. & S. CURRIE.**

MANUFACTURERS  
OF

NOTHING  
BUT

**NECKTIES**

EVERYTHING  
IN

58  
&  
60

WELLINGTON ST. WEST  
**TORONTO,**  
ONT

**Perrin's**



**Gloves.**

QUALITY GUARANTEED.

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

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

5 Victoria Square

**Perrin Freres & Cie.**

MONTREAL

**MEN'S FURNISHINGS—Continued.**

the song of the shirt. The notes are the same old notes, and there is scarcely a variation in the whole score, but, strange as it may appear, there are vast numbers of men who either never have heard the tune or who persist in whistling it abominably. It is, of course, too much to expect that every man should wear only a white tie with a long-tailed evening coat and a black tie with a dinner jacket, but it surely is encouraging to see men who certainly should know better, wearing any old thing in apparently cold-blooded disregard of all proper custom and convention. It is sad to see in the windows of good clothing establishments wax figures of supposedly correctly dressed men in shockingly incorrect costumes. What a dreadful example is set to the unthinking and ignorant by such a figure in a combination of dinner coat, double-breasted white waistcoat with gilt buttons, white tie, and high hat! One might almost expect to see tan shoes, and I dare say one would if it were not for the fact that most of these figures have imitation boots painted with good, black paint.

"The fact of the matter is that, notwithstanding all that has been said on the subject of masculine attire within the past few years, most men know extremely little about clothes and rely almost entirely upon the supposed knowledge of the tailor or the salesman. Only the other day, as I was looking over some ties which caught my eye in passing through one of the large retail stores, I overheard a man asking advice from a woman clerk behind the counter as to the proper style of gloves, and I lingered long enough to see him purchase a pair of bright-yellow kid with black stitching on the backs and patent buttons, after being assured by the saleswoman that they were quite the fashionable style. I suppose it never occurred to him to doubt her knowledge of what was correct, and it was with the greatest effort that I refrained from intervening in what was certainly no concern of mine, out of pure kindness of heart, and at the risk of brazen impertinence. This is but one example of what occurs every day in every clothing shop and haberdashery in the city, simply because men do not know exactly what they want, or how to get it.

"It is natural, on the ground of comfort, that gloves should be less worn during the Summer months than in Autumn or Winter, but because they are not so generally in use is no reason why they should be laid aside. Though not as necessary as a hat or boots, they are decidedly a requisite of a well-dressed man's attire, and even if not actually worn, they should be carried in the hands or in the pocket, so that the fact is apparent that they have not been intentionally left at home or forgotten. Even in warm weather, the cape, dogskin, or heavy, tan walking gloves are the best looking as well as the smartest. The backs should have three stripes or spears of self-stitching, and the buttons should be of bone or gilt, which actually button through buttonholes, instead of fastening with a snap patent clasp. Besides the dark shade of tan, there are one or two good light shades that are correct and good looking."

**The Autumn Leaf Design.**

The head of Young & Rochester's tie department in London, Eng., Mr. Maurice, is responsible for an exceedingly artistic window card which is now in preparation, and will doubtless be very much in evidence in the men's departments of the best shops before long. It is a photographic reproduction of a handsome tablet, modeled in clay, giving prominence to a new series of ties for the Fall trade, called "Autumn Leaves." The photo. is mounted on bevelled card with wide margin, free

from printing, and shows one of the ties in a knot, with its actual colors and shading shown by means of the new colored photography. These "Autumn Leaf" ties are in 16 different colorings, and the effects in rich, shaded olive greens, golden browns, etc., are very attractive. The brocades are, perhaps, leaders, but the same idea is being carried out in foulards for handkerchief ties, the designs in the latter case being slightly larger than that in the brocades. Messrs. Wreyford & Co. will be showing these and they promise to be a very popular pattern during the coming season.

**A Nice Range.** The Gault Bros. Co., Limited, are showing a very handsome range of neckwear for the early Fall trade. All the latest styles of scarves are shown in the newest colorings, which include red in the Othello, pourpre, garnet and Richelieu shades, and blues in the Paris, Yale, royal, navy, marine and latour shades.



NO. 100.—Our Special Grad. Derby at \$4.00.  
The Gault Bros. Co., Limited.

Just now, the most popular things in the United States are two new shades of green, nimrod and hunter; this firm have a large variety of designs in these lines. Wedgewood and eldorado are two other new colors that their travelers are showing in a variety of patterns.

**A Crusty Customer.**

In the neckwear department of a large store hung the notice: "We cannot exchange or send neckwear on approval." This had become really necessary, for it had been found that there were people with sufficient audacity to procure fine neckwear that they might wear it for a special occasion—possibly



# Nisbet & Auld

TORONTO.

*TAILORS' WOOLLENS*  
*TAILORS' TRIMMINGS*  
*LADIES' FABRICS*

Each of the above departments is well stocked with new goods for the coming season, and visiting buyers will find in our warehouse the latest novelties in designs, weaves and colorings, for men's and women's wear.

The reputation of our department for

## COSTUME CLOTHS

has been established on our large assortment of pure wool, well-made goods in styles and colorings unequalled in Canada.

FASHION PLATES IN STOCK.

---

**34 Wellington Street West.**

# Nisbet & Auld TORONTO

*Selling Agents in Canada for*

## "DEVONIA" SERGES

*Selling Agents for*

## "OXFORD" TWEEDS

### HAMLIN'S "DEVONIA" SERGES

PURE INDIGO  
WEST OF ENGLAND  
Two Years' Guarantee.

*Sole Agents in Canada*

**NISBET & AULD**  
TORONTO.

### "OXFORD" TWEEDS and HOMESPUNS

ARE THE BEST IN THE WORLD.

Our display this year, at  
**TORONTO EXPOSITION**  
will be much larger than in former years,  
and every pattern exhibited can be  
duplicated at our warehouse.

*Selling Agents*

**NISBET & AULD**  
TORONTO.



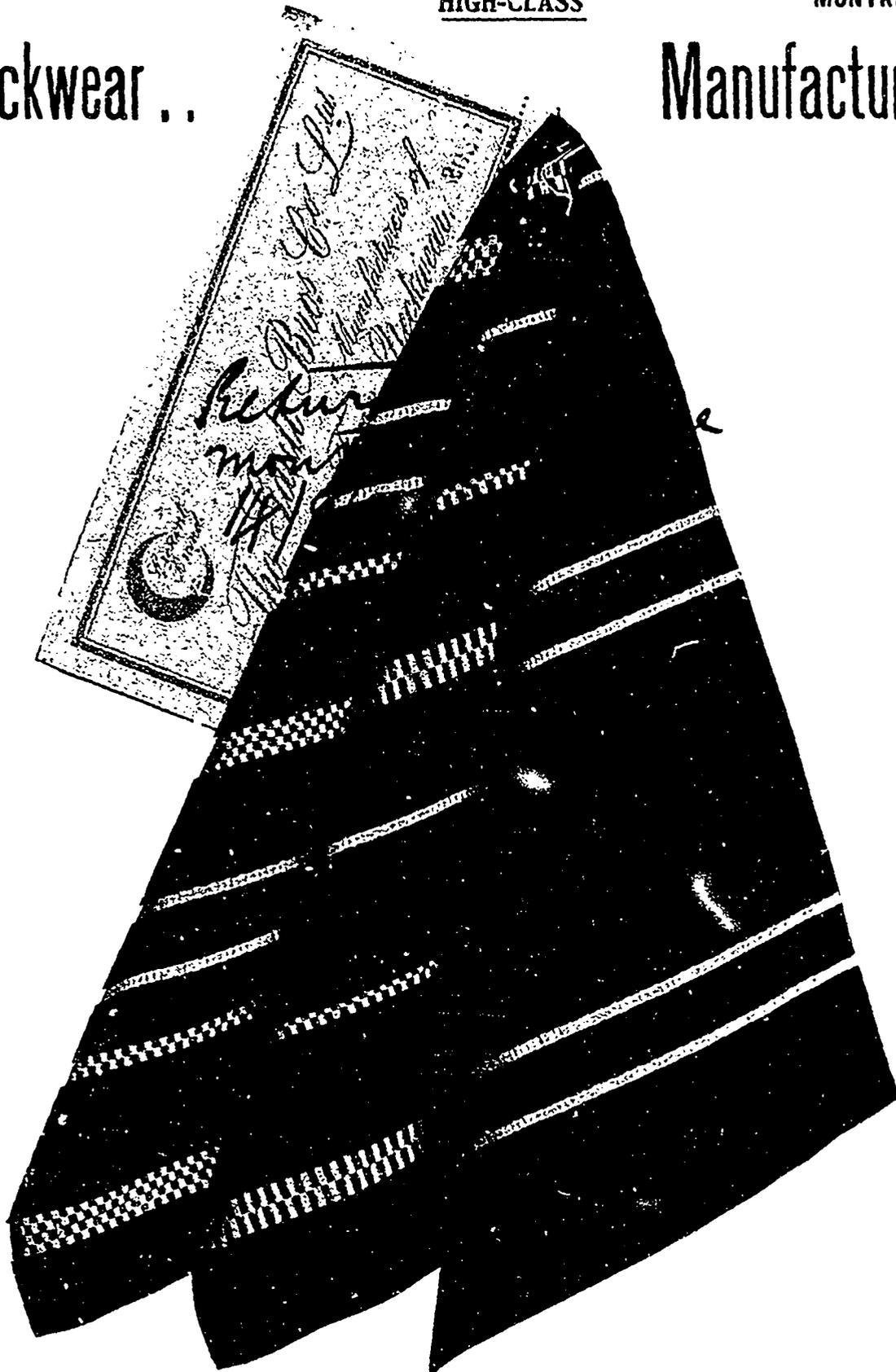
# The GAULT BROTHERS COMPANY, Limited

HIGH-CLASS

MONTREAL.

Neckwear ..

Manufacturers



ONE OF OUR LATEST.

See our new shades for early Fall—HUNTER GREEN (as above cut), GENDARME, RICHELIEU, SIMROD, ELDORADO, WEDGWOOD, LATOUR BLUE, PARIS, VALE, OTHELLO REDS, Etc. We are the only manufacturers showing Hunter Greens for present delivery. Two Months ahead of others. Produced for the Canadian market simultaneously with NEW YORK, in all the latest shapes. Our traveller—on now on the road, showing a full range. **WAIT FOR THEM.**

SOLE AGENTS IN CANADA FOR FOWNES' GLOVES.

**MEN'S FURNISHINGS—Continued.**

when having a photograph taken—returning it the following day. The rule had not been posted up long before one of the wealthiest and most touchy of the customers wanted some neckties on approval. "What!" said he, "not send neckwear on approval? Why, I never heard of such a thing. In future, I shall go where they are more accommodating." And he thereupon left the counter very much annoyed.

**Men's Fashions in London.** Lord Ronald Gower has taken another "whack" at the silk hat in Summer by writing to *The Times* as follows during the hot spell which afflicted London at the end of July: "This torrid weather, and the oft-repeated presentations of Mr. Kruger in a tall, and generally seedy, hat, have, I rejoice to see, sensibly reduced the number of such hideous headgears in our streets. Of course, where the wearing of the frock coat (a most inartistic garment, as anyone who looks at our public statues must see) is a necessary evil, at those melancholy functions of garden parties and funerals—and even weddings—the tall hat will prevail; otherwise, we may hope that the day of the 'cylinder' as our neighbors call the top hat, are numbered."

During the heated term a certain number of people took his lordship's advice and went in for straw hats. London dealers sold an enormous quantity. Retailers report that, besides abnormal demand for straw hats, the alpaca coats were sought after, and even the white cotton umbrella, recognized in other countries as a valuable protection against the sun, is coming into favor. Light canvas crush hats were also worn, while the canvas helmet with green-shaded interior, was in demand. Many men going abroad took helmets of this kind with them.

The Summer ties, for variety of design and tasteful composition, compare with any previous year. The Briton's alleged love of sombreness and gloom is evidently a thing of the past—so far as his tie is concerned.

An "expert" writing in *London Fashion* on men's costumes for boating and other aquatic outings, says: "The ordinary coarse-plaited 'straw-yard' is undoubtedly more popular with the stylish river man than any other form of head-dress. Very few Panamas were seen at Henley regatta; and as to the horrifying top hat, it appeared to be strictly confined to the smart grooms of the riverside roads, who carried the lunch baskets of the well-to-do holiday-makers from dog cart to ralli car to punt, launch, or canoe. There is conspicuous absence on the Thames this year of colored ribbons, both as ties and hatbands. While there is no lack of color as regards loose fronted river-shirts, made either of linen, of linen and silk mixed, or of silk entirely, hatbands and bows are mostly black; and the colored handkerchief as a means of supporting the trousers has been almost entirely replaced by the brown leather belt. The most fashionable flannel jacket of all is a silver grey with white stripe. It is cut single breasted; the buttons are covered with same material; and the patch pockets are double sewn, as are also the seams, and front and bottom edges of the garment. The white linen duck trousers to be worn with this should not be too thin, or they will crumple and crease, and generally get out of order in a very short space of time. The stout linen duck is almost as cool as the thin kind, and it keeps its shape quite as well as the best flannel. Although a cotton duck has not such a rich look as a linen duck, and is, in point of fact, an inferior material so far as price and appearance are concerned, it is often worn by yachts-

men in preference to the finer kind, by reason of its being a little warmer and less giving to creasing.

To return to the get-up of the riverman of to-day. If he prefers trousers of the same material as his coat, and the material be mainly dark blue or medium or dark grey, he should have brown boots, but with white duck trousers boots should be of white buckskin or white canvas with buckskin toecaps and lacehole fronts. A favorite color for the shirt, and one which certainly looks very well when the bow worn with it is black, is a faint heliotrope striped at two inch intervals with white and black hair lines. The white shirts of a canvas weave are also very stylish, and with these colored ribbon bows may be worn.

"I have lately been asked for information as to the latest fashion in dust coats. I have advised a drab Raglan of the very thinnest make. I would also draw the attention of readers to a natural color holland dust coat, made on the full ulster pattern, now very popular in Germany."

A man of note, who attended a swell dinner party the other night, says that the older men still wear their watch chains with evening dress, although the young man about town does not. Plain white studs are used in the shirts. The evening coat has four buttons. The white tie, of course, must be tied by hand.

**News of the Trade.**

Henderson, Hunt & McLaughlin have purchased the business of Fraser, Fraser & Co., St. John, N.B., and will carry on the clothing, men's furnishings and custom tailoring trade at the same stand. The members of the new firm are energetic men, well acquainted with the requirements of the community in their particular lines, and will make a big push for business. Their prospects for success are of the brightest.

W. C. Wood, of the firm of Closson & Wood, has purchased the men's furnishing establishment of W. G. Richardson & Co., Strathcona, N.W.T. Mr. Richardson joins the staff of W. T. Henry & Co.

Christie & Caron, Aylmer, Ont., have purchased the stock of ready-made clothing and furnishings of N. P. Finch, Paris, amounting to some \$5,000. Mr. W. S. Caron went to Paris and cleared out part of the stock before taking it to Aylmer.

Guy Bros., the enterprising proprietors of the Cornwall Steam Laundry, purchased the stock of McArthur & Co., and will continue the business at the old stand.

Los Angeles papers note the death there of R. M. Glass, a well-known commercial traveler, formerly of Adrian, Mich., and more recently of Vancouver. The deceased was but 42 years of age.

Messrs. A. McArthur and J. M. Harper, dry goods merchants and outfitters from Kamloops, B.C., where the firm has been established for 18 years, catering not only to the general public, but also to the miners of Quesnelle and Cariboo, have opened a dry goods department in Rossland under the management of H. M. Fraser, formerly of the Hudson's Bay Company.

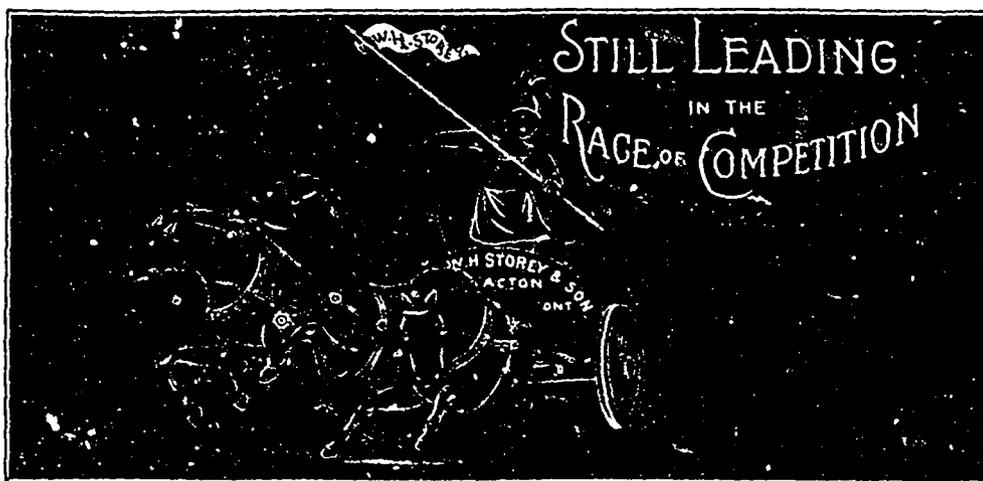
Extensive repairs are being made at the store of F. Simard, St. Joseph street, Quebec. To improve the light the upper parts of the show windows have been provided with Luxfer Prisms. This makes the back of the store as light as the front, and will do away with the skylight well which occupies so much space in the three flats. The well will be floored, and thus the second and third flats will be greatly enlarged, permitting the establishment of a dressmaking department in the building. New counters are to be provided, and the millinery department is to be greatly improved.

*Niagara Neckwear Co Limited*  
*Niagara Falls*

*Makers of American Styles*  
*Of Neckwear*

*Dominion Suspender Co*  
*Niagara Falls*

*Makers of Trade D Mark Suspenders*  
*Guaranteed*



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

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

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

**1000**

**CATCH PHRASES & IDEAS.**

**FREE**

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To All who Write Ads, Show Cards, Cir-  
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The price is 50c. but you can get it  
by simply filling out one of our  
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**THE MERCHANTS MERCANTILE CO.**

260 St. James St., Montreal.

**MERCANTILE REPORTS AND COLLECTIONS.**

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THE CANADIAN COTTON AND WOOLLEN MARKET.

THE reports (August 10) go to show that prices in this market continue firm. The decline in the prices of fine wools reported from London has affected some lines of woollen fabrics and dress goods there, but not here, as Canadian importers never paid the highest prices when the market was strong, and are not affected by the decline from top values.

As to prices of cottons, the Canadian mills keep up values, and we hear of no immediate change either way. As one evidence of the stability of staple cottons, it may be mentioned that early in August the prices of cotton yarns in New York for 3-8's declined 1/2c., to 13c.; 2-14's sold at 14 1/2c., and 2-20's at 17c. The Canadian prices for these three numbers of cotton yarns are 18, 19 and 22c., our market being unaffected by the New York reaction. The English price for 2-14's cotton yarn is 10d. per lb., or 20c., in England.

FLANNELETTES.

The sales of flannelettes are said to be good this season. There is especially a good demand among retail buyers for the better grades. Repeat orders so far to the mills have not been heavy, because placing orders were heavy. It is said by those who profess to know that if any change in prices takes place it will be an advance.

TAPESTRY AND VELVET CARPETS.

Since our last issue a further advance of 1/4d. a yard on tapestry and velvet carpets has taken place. This is said to be due to a mutual decision arrived at by the different British manufacturers of these goods.

THE NOTTINGHAM LACE MARKETS.

Nottingham advices to The London Drapers' Record says: "The demand for fancy millinery laces, especially for export, remains steady. The ordinary lines, such as valenciennes and torchons, of which goods there is an extensive range of qualities, styles and prices, are selling well in edgings, laces, and insertions. Victoria, brabant and point de Paris laces are in good request for special markets. Crochet laces and warp goods are steadily inquired for. As the yarn market continues unsettled, buyers operate cautiously, and they are obliged in many instances to keep the price of the finished product sufficiently high to guard themselves against any loss through yarns going still higher. The silk lace trade remains comparatively languid, and few novelties are being introduced in this branch. Export orders for mosquito nets and finer goods for embroidery purposes monopolize a large amount of attention, even at the higher prices that are ruling, and the supply has not yet overtaken the demand. Tulle for millinery purposes still sell freely in cotton, but silk tulle and chantilly nets are not so much inquired for as formerly. There is only a limited inquiry for heavy foundation nets."

THE ENGLISH WOOL MARKET.

The result of the July wool sales was, on the whole, a decline in price. At first the bidding showed a reduction of 5 per cent. for common cross-breds from the values at the May sales, but toward the close the price recovered and, finally, the initial decline gave way to prices in excess of May values. Fine cross-breds at first declined from 10 to 15 per cent., but later on recovered about 5 per cent. The end of the sales saw steadily hardening prices, due partly to the decision of the Colonial Wool Importers' Association to have only five series of sales. The next and concluding series will begin October 9. Many buyers believe that this is an attempt to bolster up the market unduly.

COTTON STOCK QUOTATIONS, AUGUST 8.

	Share.	Half-year dividend.	Sellers.	Buyers.
Montreal Cotton	\$100	4 p.c.	140	134
Canadian Colored Cotton	100	3 p.c.	88	78
Merchants' Cotton	100	4 p.c.	135	....
Dominion Cotton	100	3 p.c.	90	86
Montmorency Cotton	....	....	110	....
Colored Cotton Bonds	....	3 p.c.	100	99

MAGOG PRINTS PRICE LIST FOR FALL.

	c.		c.
Salisbury	8	Ladas tweed	12
N P fancy costumes	9	Heavy moles	16
N B. fall suitings	9	Extra heavy moles	20
Fancy wrapperettes	11	Twill cretonne	7 1/2
Reversible wrapperettes	11	Ottoman cretonne, 10-in	9 1/2
Costume twills	10	Oatmeal cretonne	11
Coat lining	10 1/2	S. C. indigo	8 1/2
T. K. napped skirting	11	N. H. H. indigo	10 1/2
S. K.	12 1/2	D. C.	10 1/2
Moreen skirting	10 1/2	G. C.	12 1/2
X X K.	10 1/2	H. H. H. prints	9
Heavy twill	11 1/2	H. H. H. anilines	10
Napped sateens (aniline and indigo)	12 1/2		

SLEEVE LININGS.

No.	d.	net
No. 11	9 1/2	"
No. 22	10 1/2	"
No. 33	11 1/2	"
No. 44	12 1/2	"

OVERCOAT SLEEVE LININGS.

No.	d.	net
No. 22 X	10	"
No. 22 embossed	11 1/2	"
No. O. C.	12	"
No. O. C. embossed	13 1/2	"

CANADIAN OILCLOTH PRICES.

ENAMELED OILCLOTH.

Muslins.	In 12 yd. pieces.	
	Widths.	6/4
	5/4	50 in.
	Cents.	
Black, bright (glazed) and dull finish, per yd	19	25
Black, patent face, per yd	23	25
Browns, greens and maroons, per yd	24	31*
Russet and tan, per yd	24	27
Blue, yellow and red, per yd	31*	35*
Scarlet, white and crimson, per yd	43*	48*
White sign cloth, per yd	19	25

Drills.

Black, bright (glazed) and dull finish, per yd	24	26	32
Black, patent face, per yd	27	29	..
Black, tan back, patent face, per yd	33	..	..
Black, figured back, per yd	29	32	37
Black, brown back, per yd	32	34	39
Browns, greens and maroons, per yd	33	35	40*
Russet and tan, per yd	33	35	..
Blue, yellow and red, per yd	38*	42*	..
Scarlet, white and crimson, per yd	50*	56*	..

Ducks, etc.

Black, bright (glazed) and dull finish, per yd	30	32	37
Black, patent face, per yd	34	37*	..
Black, figured back, per yd	35	37	42
Black, brown back, per yd	38	40	44
Browns, greens and maroons, per yd	40	42	46*
Russet and tan, per yd	40*	42*	..
Oiled, for wagon tops, 50 yd. lengths, per yd	..	..	44
Black moleskin, patent face, per yd	78	..	..

\*Lines made to order only.

CANVAS STAIR OILCLOTH.

	Widths		
	3/4	5/8	3/4
	Cents.		
Canvas back	09 1/2	12	14 1/2
Painted back	13	16 1/2	20
Lengths of pieces 30 yards.			
Terms: Cash, less 3 per cent. in 10 days.			

**THE MARKETS—Continued.**

TABLE, SHELF AND COTTON STAIR OILCLOTHS.

	Widths.	
	5/4	6/4
Fancy mosaics, per piece of 12 yards	\$2 40	\$3 40
Fancy marbles, " " "	2 40	3 40
Fancy Woods, " " "	2 40	3 40
White Marbles, per piece of 12 yards	2 60	3 60
White Muslin, " " "	2 60	3 60
Colored Muslins, " " "	2 60	3 60
Bronzes, " " "	2 60	3 60
11 in. wide.		
Shelf oilcloth, " " "	0 65	.....
Shelf oilcloth, " " 24 "	1 30	.....
15 in. 18 in.		
Cents.		
Stair oilcloth, muslin back, 50 yd. lengths	7	9
Stair oilcloth, duck back, 40 "	10 1/2	12 1/2

Terms: Cash, less 3 per cent. in 10 days.

**FLOOR OILCLOTH.**

	Cents.
No. 1 quality, in widths 4/4, 5/4, 6/4, 8/4, 10/4 per sq. yd.	34
No. 2 " in " 4/4, 5/4, 6/4, 8/4, 10/4 "	26
No. 3 " in " 4/4, 5/4, 6/4 and 8/4 "	21
C " in " 16/4 (4 yards) only	50

Mats or rugs, No. 2 quality, in the following sizes:

4/4 x 4/4, 4/4 x 6/4, 5/4 x 5/4, 6/4 x 6/4, 6/4 x 8/4,	34
8/4 x 8/4, 8/4 x 10/4, 10/4 x 10/4	

**CARRIAGE FLOOR OILCLOTH.**

	In 30 yd. pieces			
	Widths.			
	5/8	3/4	7/8	5/4
	Cents.			
No. 1 quality, per yd.	26	32	37	53
No. 2 quality, " "	16	19	22	32
No. 3 quality, " "	13	16	.....	26

Terms: Cash, less 3 per cent. in 10 days.

**DRY GOODS THREAD PRICE LIST.**

<b>STANDARD—16-oz. lb. (in red boxes.)—Hanks.</b>				
Genuine, Nos.	25	30	35	40
Per lb.	\$1 20	1 35	1 45	1 70
<b>A. QUALITY—12-oz. lb. (in boxes)—Hanks. 1/2-oz. knots.</b>				
Genuine, Nos.	25	30	35	40
Per lb.	\$1 00	1 15	1 25	1 40
<b>BEST "LAGAN" LINEN THREAD—</b>				
12-oz. lb. (in boxes)—Hanks. 48 to box.				
Nos.	25	30	35	40
Per box.	\$0 52	0 58	0 65	0 75
<b>"PASSAIC" LINEN THREAD—8-oz. lb. (in boxes)—Hanks.</b>				
Nos.	25	30	35	.....
Per box.	\$0 32	0 35	0 40	.....
<b>CARPET THREAD—16-oz. (in red boxes)—Hanks.</b>				
3 Cord drab, green, black, white, brown	\$1 00 per lb.			
3 Cord red	1 05 " "			
<b>EXTRA STRONG BUTTON THREAD—" Fil au Grand Prix" \$1.20 per box of 48 balls, Nos. 30 and 40, black and drabs.</b>				
<b>WHITE LINEN FLOSS.</b>				
1 <sup>o</sup> , 2 <sup>o</sup> , 3 <sup>o</sup> , 4 <sup>o</sup> , 72 knots to box, or assorted 1 to 4	\$1 05 per box			
<b>LINEN THREAD ON SPOOLS.</b>				
Black, drabs, { 3 Cord—200 yds. .... \$1 00 per doz. } Nos.				
W., B., and white { 3 "—100 " ..... 60 } 25 to 100				
Machine 3 cord, 1, 2 and 4-oz. Spools, 16-oz. lb.				
Nos. 16	18	20	25	30
35	40	50	60	70
80	.....	.....	.....	.....
Lb. \$1 05	1 10	1 15	1 30	1 40
1 55	1 75	2 05	2 25	2 60
2 90	.....	.....	.....	.....
<b>GILLING THREAD—3 Cord—14-oz. lb. 1/2-lb. balls.</b>				
Nos.	25	30	35	40
50	60	.....	.....	.....
Per lb.	\$0 77	0 90	1 00	1 10
1 25	1 5	.....	.....	.....

**MAGOG PRINTS TO GO UP.**

At the moment of going to press we hear that on August 15 the prices of certain lines of Magog prints will go up as follows:

- H.H.H. prints, from 9c. to 9 1/2c.
- A.A. indigo and aniline ducks, from 10c. to 10 1/2c.
- S.C. 30-inch indigo, from 8 1/2c. to 8 3/4c.
- Ladas tweeds, from 12c. to 12 1/2c.

This corrects the list of prices on page 72. Other lines in the same list, it is said, will not be affected.



**A DOWN QUILT**

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

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

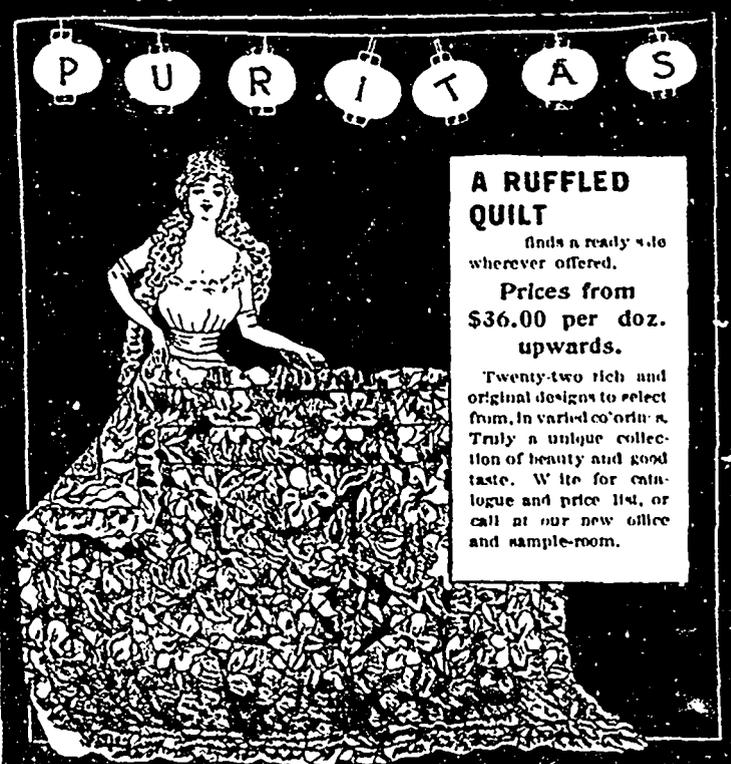
- "Puritas," for Comforters.
- "Alaska," for Down Quilts, Cushions, Pillows, etc.
- "Health," for Mattresses.
- "Patent Elastic Felt," for Mattresses or Church Cushions.

**Alaska Feather & Down Co.**

301 St. James Street, corner Victoria Square Limited

**MONTREAL.**

P U R I T A S



**A RUFFLED QUILT**

finds a ready sale wherever offered.

Prices from \$36.00 per doz. upwards.

Twenty-two rich and original designs to select from, in varied colorings. Truly a unique collection of beauty and good taste. Write for catalogue and price list, or call at our new office and sample-room.

**MONTREAL WHOLESALE TRADE.**

**T**HE Montreal wholesale houses are just completing their Fall shipments and beginning to settle down to receive duplicate orders. Nor are the thoughts of the business men entirely confined to this year's trade. Next Spring's fashions are beginning to be troublesome, and the buyers are already leaving on visits to English and continental markets. Meanwhile the Fall stocks of the various houses are well filled up, and sorting orders ought to be filled satisfactorily. Many new Fall lines are also in stock.

—

**GAULT BROS. CO., LIMITED.**

That the taste of the man has a great influence upon the style of the dress of the woman is shown by the fact that The Gault Bros. Co., Limited, report a great demand for tweed costumes in their woollen department. Brighter colors and homespun effects are perhaps most popular. Golf cloths, for capes and skirts, also in bright colors, are receiving a fair share of attention. Ladies are showing some favor for drab beaver cloths.

In the cotton department, some new lines are to be seen setting off the staple lines. They have a range of fancy velours and a line of Parisian flannels, in stripes, small dots and fancy stripes, that are worth seeing. Varied styles are shown in wrapperettes, including a range of fancy Salisburys. They have a line of fancy 36 inch curtains of Venetian pattern that ought to take well. The assorted shades of 34-inch check dress goods, double width, are handsome and of good value. A special line of 27-inch eiderdowns, for children's wraps, has just come into stock. This firm have made a specialty of 72-inch woollen sheetings, in grey and white, a line not always carried by dry goods firms. Tweeds in small checks, stripes and twills are popular this year for boy's suits and ladies' bicycle skirts. Add to this a good range of cotton yarns and an interesting cotton department is complete.

The newest thing in dress goods is "Zibeline," in checks and spots. It promises to be very fashionable. French tweeds of camel's hair finish, satin finished crepons and repp-grounds are in best demand. Plaids, especially Scotch tartans, are shown in wide ranges, white poplins, in blacks and colors, bid fair to be worn a good deal this Fall and Winter. The predominating color of the season is not determined as yet; fawns, browns, blues and reds, with a few resida, appear to be taking best. In silks, there seems to be a feeling for black broche silks, but all the newest pastel shades, including wedgwood, will be fashionable. Velveteens are going to be extensively used for trimmings.

In the trimming department, some rauges of mecerized Italian cloths, in all colors, both plain and fancy, are being sold for blouse, skirt and jacket linings. Fancy vestings are stock in heavy lines this year. Gault Bros., Limited, have gone extensively into the silk trimming business this year, and are consequently showing good values.

Samples are now on the road for laces and embroideries for Spring. It will be well worth our friends' while to look at this range, for it is very extensive. Novelties in elastic web belts are shown for immediate delivery. This firm report a heavy demand for Shetland floss wool, used for various fancy articles. They have just put into stock a large range of black chiffon which offers exceptional value. Their customers would

do well to see their soft finished colored quilts made of Egyptian cotton; pinks and sky blues are the favorite colors in this line. The popular "Crescent" brand of skirts and wrappers are selling so well that it is difficult to have the orders put through.

—

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

The W. R. Brock Co., Limited, are now showing, in their staple department, some very interesting lines in flags, flannel-ettes, wrapperettes, cottonades, grey and white cottons, linings and sateens. They have a nice assortment of linens, in damasks, table napkins and cloths, crash towelings, towels, butcher linens and canvas, at prices that defy competition. A large stock of flannelette and wool blankets is being carried this Fall.

In the smallware and notion department, as is well known, this firm always carry a good stock of staples and season's novelties. They draw special attention to the following this year: Pompadour combs and hair ornaments, belt buckles in all the latest styles, and jewelry in great variety. In elastics, they keep the famous "Lion" brand, and they say one trial of this line will convince the user of its superiority.

Mr. Brock states that the firm are in extra good shape this season to deliver promptly all orders for ladies', gentlemen's and children's underwear, hosiery and gloves. Merchants should see their ranges of whitewear, flannelettes, underwear, blouses and wrappers before buying, as their values are good.

In their dress goods department, they are making a specialty of blacks, but are also showing one of the most complete ranges in the market, in all the latest styles, including fancies, tartans and plain colors. Their "Sunbeam" velveteen still holds the cake as the leading line in the trade; the price is not changed, in spite of the market advance.

In the silk, ribbon and trimming department, the size and quality of their stock rivals any in the Dominion. They show black, colored and fancy silks and satins in every make, not to mention black and colored velvets. Large shipments of velvet and velvet and satin ribbons are coming in by every steamer. In trimmings, there is a large demand for beaded braids, appliques, steel sequins, swansdown, angora and lamb's wool, in all of which they are by no means sold out.

In "E" department, on the third floor, where muslins, laces and embroideries are shown in great profusion, a large shipment of pillow shams, bureau and washstand scarves has just been received. Valenciennes and guipure laces and some extra fine lines of swiss embroidered and hemstitched handkerchiefs are shortly to hand. The neckwear department is complete in all the latest novelties, both for ladies and gentlemen. They have a knot tie called "Sport," to retail at 25c. It's a cracker jack. On this floor, too, is the curtain department, where there is a large stock from 17½c. to \$12 per pair.

A special line of curtains, called the "Fitu" and "Patriotic," at \$9 per dozen, is just arriving, together with a variety of fancy hosiery in hood cloths, mitts, and many sorts of fancy woollen goods.

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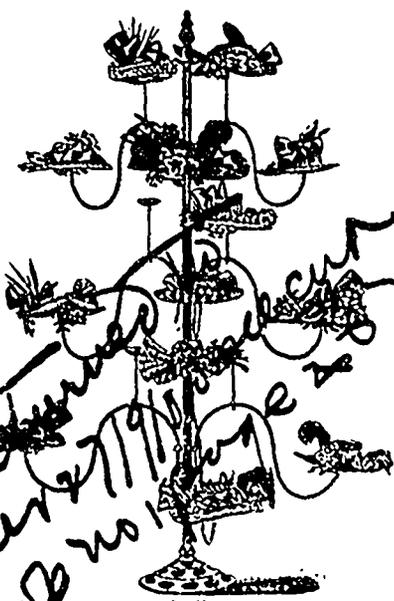
**S. GREENSHIELDS, SON & CO.**

This firm are doing a hustling business in their large new establishment, and the customer that can pay a visit here and come away dissatisfied must be fastidious, indeed.

The cotton department is full and up-to-date. Just now they are showing special lines in white remnants, etc. They announce a couple of bargains in some low grades of bleached

# Display Fixtures

- INCLUDING
- Millinery and Hat Stands.
  - Flower and Feather Stands.
  - Wax Figures.
  - Papier Mache Forms.
  - Mantle Racks.
  - Glove Cabinets.
  - Mirrors.
  - Ribbon Cabinets.



*all returned to owner 7/19/1919*



Show Cases.  
Nickel Plated Window Fixtures.  
Lace Racks.  
Store Stools, Etc.  
Write for Catalogue.  
**CLATWORTHY & CO.**  
46 Richmond St. W.  
TORONTO, Ont.

# BEAVER LINE ROYAL MAIL STEAMERS.

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

From Liverpool.		From Montreal.	
Tuesday, July 24	LAKE CHAMPLAIN, New, 9,000 tons	Friday, Aug. 10	
" " 31	LAKE MEGANTIC	" " 17	
" " Aug. 7	LAKE SUPERIOR	" " 24	
" " 14	LAKE ONTARIO	" " 31	
" " 21	MONTEFORT	" " Sept. 7	
" " 28	LAKE CHAMPLAIN, New, 9,000 tons	" " 14	
" " Sept. 4	LAKE MEGANTIC	" " 21	
" " 11	LAKE SUPERIOR	" " 28	
" " 18	LAKE ONTARIO	" " Oct. 5	

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

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

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

THE

# CANADIAN COLORED COTTON MILLS COMPANY

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

Only Wholesale Trade supplied.

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

## ILLUSTRATE YOUR ADVERTISEMENTS. ILLUSTRATE YOUR PRICE LISTS. EMBELLISH YOUR ADVERTISING MATTER WITH ILLUSTRATIONS OF YOUR PRODUCTS.

Illustrations are silent salesmen. They show prospective buyers at a glance just what you are selling. No verbal or printed description can equal in clearness a cut of a particular article. Do you want a cut, from photograph, of yourself, of the interior or exterior view of your store or building or of any article of merchandise? If so, write for estimate. Send photo, if possible, and state size you want cut to be made.

If you see the print of any cut anywhere that you would like to use in your advertising, clip it out, send it to us, and ask for price of electrotype of it. Write to-day. Don't wait.

Electrotypes size of those shown in this ad. will be sent with postage and duty prepaid at the following prices:

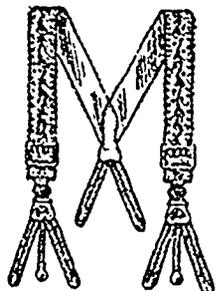
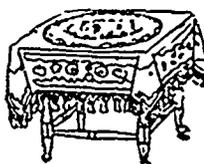
- Less than 10, 25c. each.
- From 10 to 24, 24c. each.
- From 25 to 49, 23c. each.
- From 50 to 99, 22c. each.
- 100 or over, 21c. each.

Send for proof-sheet. Hundreds of cuts to select from. Half-tones, Zinc Etchings, Electrotyping, and Stereotyping.

## THE STANDARD ELECTROTYPE CO., WILMINGTON, DEL., U.S.A.

Electrotypers and Photo-Engravers.

**THE PUGH CO 67 Yonge St., Toronto, Ont.**  
Distributing Agents for the Dominion of Canada.



**WHOLESALE TRADE--Continued.**

and unbleached canton flannels which they have had made especially for themselves.

In carpets and housefurnishings they are showing some special values in single and double-width cretonnes. The carpet stock is full and varied; one would think, to look at the large stock carried, that they were ready for the Spring rush; but they say there is a lot to be added before they are ready for the Spring trade.

The newest thing in the smallwares department is the "Zaza" pulley belt. This is the latest development of the belt craze. It comes in two styles, one in plain satin, at \$6.50, and one in satin with sequin trimming, at \$9.50. They have a new line of jet, and jet and steel pockets, to retail at 50c. Special attention should be paid to their large stock of fancy goods, including albums, photo. frames, kid dolls, glove and handkerchief boxes, blotting pads, scrap books, tea sets, writing desks, work boxes, necktie boxes, blocks, scrap albums, photo. holders, harmonicas, etc.—in fact, everything the Christmas and gift giving season demands. The stock of Berlin and Shetland wools is now complete, and every shade is in stock. Satisfaction in other lines is also assured. A new range of purses has just been received and it includes the finger purse in assorted colors, at \$4.00 a dozen.

In the woollen department, S. Greenshields, Son & Co. are showing a complete range of mantle and costume cloths for ladies, and a fine line of serges, fancy worsteds, and Scotch and Irish tweeds for men's wear.

The dress goods department is too well known to require comment. Here are the newest things, and they are worth seeing; a line of French pointed opera flannels that are very pretty; a range of camel's hair checks in assorted patterns that give promise of being decidedly popular; a handsome array of silk and mohair figures which bid fair to displace creponnes among the tasteful dressers; an assortment of fine cloths dotted with libertine spots of a high quality, presenting a new effect, and, finally, a camel's hair serge in black and navies.

**KYLE, CHEESBROUGH & CO.**

Attention is drawn to the advertisement of Kyle, Cheesbrough & Co. in this number, particularly to the corset vest represented in the cut. It is the newest thing in this line and will be welcomed by many of the feminine gender as the proper article to wear over a corset when being fitted for a new tailor-made gown this Fall. Also, the young ladies will find it a treasure when cycling, golfing, etc., as they can do without their corsets, the vest giving the required form and still does not curtail the freedom of action of the body. All leading merchants should see these and they will profit thereby. It is not a roughly-made article, but the best one made in this line, being perfectly smooth and of exquisite form.

They are also showing several pretty lines in new neck wear. The new corded ties, belt buckles and sets, also many other novelties, besides a full line in dress goods, hosiery, gloves, underwear, etc.

The travelers are also showing a complete range of silk, sequin, jet, mohair and combination trimmings. This season will be a leader in silk trimmings, as the leading modistes in Europe are using all silk galons very extensively in their latest creations. The Plauen market, from latest advices, reports a very large demand for these silk trimmings, particularly in ivory and black. There is certainly no more beautiful garniture than what is now turned out of Plauen in these silk effects. They are being shown in many beautiful designs and also the

lower grades which come from other parts of the continent from 25c. dozen up to \$10. These need to be seen to be appreciated.

The ten travelers of this firm are now out with laces and embroideries for Spring 1901, showing a range of between 6,000 and 7,000 numbers. Everyone who will favor them with a look through their range will not be disappointed. They will, it is claimed, see many novelties that no other range in Canada can show. The styles now prevalent in Europe and America will certainly demand much lace in their make up—particularly in all-overs. Of this line they are showing a most comprehensive range in silk and cotton effects, and of exceptional value. On this point, they say: "We know that by making a specialty, as we do in this line, that we certainly cannot be surpassed by anyone in Canada, or by any middlemen in the United Kingdom, as we buy in as close markets as anyone in this line, our purchasing power warrants it."

**BROPHY, CAINE & CO.**

Brophy, Caine & Co., Montreal, have some special men on the road showing laces, embroideries and veilings in all the various makes for December delivery.

They are also showing a special range of Christmas handkerchiefs in motto and in fancy box goods. These lines are confined to this house.

**McINTYRE, SON & CO.**

The Western Ontario representatives of McIntyre, Son & Co. will be at the Toronto office, 25 Colborne street, during the Exhibition, and will be pleased to see their customers and the trade generally.

The Ottawa district representatives will be at the Ottawa office, Carleton Chambers, Sparks street, during the Ottawa Exhibition. Customers and the trade are invited to call.

**The Review's Directory of Agents.**

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

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

Dry Goods Commission Agents.

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

**A. ROLAND WILLIAMS** Manufacturers' Agent, Room 502 McKinnon Bldg 19 Melinda St., Toronto, Woolens, Silks, Ribbons, Gloves, Fancy and Staple Linens, Felt Hats, Dress Trimmings, Canvas, etc.

**CONDENSED OR "WANT" ADVERTISEMENTS.**

Advertisements under this heading, 2c. a word each insertion; cash in advance. Letters, figures and abbreviations each count as one word in estimating cost.

**WANTED, BY A BELFAST FIRM OF HANDKERCHIEF** Manufacturers, an agent to represent them in Canada. Must be well recommended, and have a good connection with the best wholesale houses. Address, stating terms, to "A. B.," care Advertising Department, THE DRY GOODS REVIEW, Toronto. (9)

**RESPONSIBLE, EXPERIENCED DRY GOODS MAN,** JUST recently having severed his connection with large dry goods house, is open for agencies of firms not now represented in Quebec. Can furnish the best of references as to personal standing. Address replies to "Agency," care THE DRY GOODS REVIEW, Toronto or Montreal. (8)

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

# The Penman Manufacturing Co.

Limited

Manufacturers of

## KNITTED GOODS

of all descriptions

INCLUDING . . .

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

Head Offices :

PARIS, ONT.



Mills at

Thorold,  
Coaticook and  
Port Dover.

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SELLING AGENTS:

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

# *To the Trade:*

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## *To Capital, Skill, Observation and Truth*

in securing the support and confidence of our customers we attribute our success. Capital to buy on the very best terms; skill in knowing how, when and where to buy; observation in seeing the class of goods required; truth in representing the superior value of our goods by facts and figures.  
To buyers

## *Visiting Toronto's Great Annual Exhibition*

we would like to impress upon them the importance of calling at our warehouses in order that they may see the variety of goods we show in Foreign and Domestic Staples, Linens, Silks, Dress Goods, Hosiery, Cloves, Men's Furnishings, Haberdashery, Fancy Goods, Carpets, House Furnishings, Woollens, and Tailors' Trimmings.

## *Do Not Fail to see our Special Brands:*

"Crescent" Black Dress Goods, "Seabelle" Serges, "Imperial" Hosiery, "Queen City" Domestic Cotton Goods, "Empire" Quilts, "Diamond" Shirts, and "Arms" Brand in Foreign Printed Goods. We assure you of a hearty reception and prompt attention. We want all our customers to

## *Feel at Home while in our Warehouses.*

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# JOHN MACDONALD & CO.

Wellington and Front Sts. E.  
TORONTO.    ❁    ❁    ❁