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VOL. VIII.

MONTREAL AND TORONTO, NOVEMBER, 1898.

No. 11.

The Czar

suggests a Congress to consider "The most effectual means of ensuring to all peoples the benefits of peace." We, like the Czar, turn our attention to the arts of peace! By manufacturing and distributing the most artistic articles to be found in the ladies' branch of the DRY GOODS WORLD such as

SHIRTS and BLOUSES
MADE-UP LACE GOODS
LINEN COLLARS and CUFFS
APRONS and FIRRLINGS
CRAVATS, FANS and PINCUSHIONS

E. & H. Tidswell & Co.

3 and 2 WOOD STREET,

Please give English Reference House.

LONDON, Eng.

OXFORD and TWEEDS Homespuns

possess a charm of character and design not to be found in ordinary makes, and which removes them to a place of superiority distinctly their own.

Full line for Spring with ———

HUTCHISON, NISBET & AULD, Toronto Agents.
JOHN RANTON, Fort William to the Pacific.
W. G. LECKER & Co., B.C. Agents, Victoria.

Oxford Mfg. Co., Limited, Solo Makers Oxford, N.S.

HUTCHISON, NISBET & AULD

SELECT WOOLLENS AND
TAILORS' TRIMMINGS

34 Wellington St. West
TORONTO

Ladies' Cloth Department

Our stock is still well assorted in

Broadcloths, Venetians,
Whipcords and Cheviots

For
Dresses

Beavers, Meltons, Curls,
and Reversible Cloths

For Coats
and
Capes

(Plaid Back)

Also Linings for Ladies' Tailor-Made Garments.

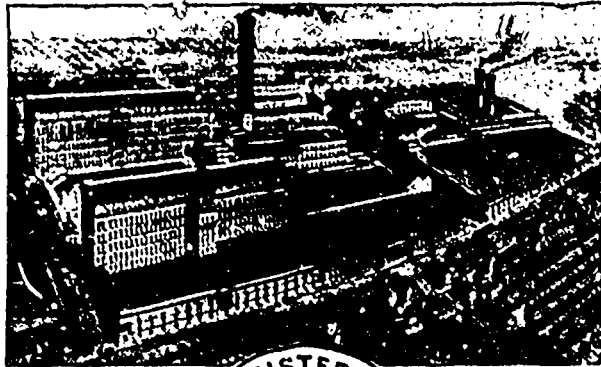
...HUTCHISON, NISBET & AULD...

LISTER & CO., Limited, Manningham

*Silk
Velvets*

FOR ...

Millinery and
Dress Trimmings.



*Silk
Plushes*

FOR ...

Upholstering,
Etc.

Mantle Velvets
AND
Silk Sealettes

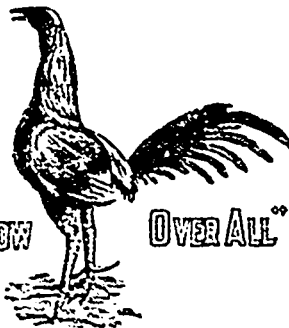


Mohair Plushes

FOR ...

Railway and
Street Cars, Etc.

"Rooster Brand"



Travellers now on the road
for Spring.

As usual, we lead in

Crash Suits
White Duck Suits
Bicycle Suits

Shirts of every description.

Overalls and Jackets for every class of
Mechanic.

SKIRTS

Real Irish Crash.

Plain and Fancy White Pique, Fancy Lines.

Wide Sweep, Broad Hem, Strap Seams, Side
Openings, Corded and Plain. Newest Ideas.
Splendid Assortment. See our Samples.

Manufactured by

ROBERT C. WILKINS

198 McGill St., MONTREAL.

Wyld, Grasett & Darling

Have recently received a shipment of

Fancy Linens

SUITABLE FOR

Christmas Trade

LATEST NOVELTIES IN DAMASK
CLOTHS, WITH NAPKINS TO
MATCH. SIDEBORD SCARFS,
FANCY TOWELS, H. S. HUCK,
ETC. A LARGE RANGE OF SWISS
AND IRISH EMBROIDERED AND
INITIALED HANDKERCHIEFS.

ORDERS SOLICITED.
INSPECTION OF STOCK INVITED.

WYLD, GRASSETT & DARLING

TORONTO.

BEFORE
STOCK-TAKING

Clearing Lines in
ALL DEPARTMENTS.

Flannelettes

Special Bargains at

Write for Samples.

MILL PRICES.

S. GREENSHIELDS, SON & CO.

Montreal and Vancouver, B.C.

SOLE SELLING AGENTS for { Priestley's Celebrated Dress Fabrics.
Pewny's Kid Gloves.

CANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, MONTREAL.

World Wide Popularity

The Delicious Perfumo.



Crab Apple Blossoms

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

And the Celebrated

Crown Lavender Salts

Annual sales exceed 500,000 bottles. Sold everywhere.

THE CROWN PERFUMERY CO.

177 New Bond St., London, Eng.
By all principal dealers in perfumery.



Medals taken at all Exhibitions.

THOS. HEMMING & SON, Ltd.

Manufacturers of

NEEDLES FISH HOOKS and FISHING TACKLE.

WINDSOR MILLS - REDDITCH, ENGLAND.

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

SOMETHING NEW

MADE IN ENGLAND
No connection with any American Corset House.



MADE IN ENGLAND
No connection with any American Corset House.

Thomson's NEW "GLOVE-FITTING" Corsets.

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

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

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

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

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

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

Second to None.

Pewmy's Kid GLOVES

Manufactured in France.

Sole Selling Agents for Canada.

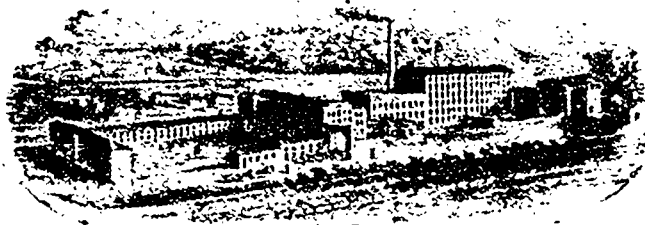
S. GREENSHIELDS, SON & CO.

MONTREAL.

Foster & Clay

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

Cable Cord and Soft Knitting Worsteds.



HOLLINGS MILLS, SOWERBY BRIDGE, ENGLAND.

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


Agent for Canada:

Wholesale Trade only supplied.


JOHN BARRETT, 33 Lemoine Street, Montreal.

Bagley & Wright Mfg. Co.

OLDHAM, ENGLAND.



SPECIAL
VALUES
IN . . .



Hosiery
Knitting Wools
Linens
Towels
Handkerchiefs
Cotton and
Wool Italians
Silesias

Retailers will do well to see our Travellers, who
are now on the road, before placing
their Spring orders.

Canadian Branch :

318 St. James Street, **Montreal.**

"Correct in Style, Weight and Finish"

CRAVENETTE CO'S

Cravenette

Reliable Rain-Proof Fabrics.

"WELL KNOWN--STEADY DEMAND."

The Celebrated Oxford

FLANNELETTE and FLANNEL
UNDERCLOTHING and
BABY LINEN

Factories:

LONDON OXFORD BANBURY CASTLEFIN



"Oxford Underclothing."
9221.



NEW PRICE LISTS
UPON APPLICATION.

W. F. LUCAS & CO.

129^a London Wall

LONDON, ENGLAND.



"Oxford" Underclothing.
1162.

BE SURE TO SEE

OUR SPRING SAMPLES OF

Canadian Cotton Goods and our
Immense Range of Canadian Prints

...AND...

CRUM'S CELEBRATED ENGLISH LINES.

S. Greenshields, Son & Co.
MONTREAL and VANCOUVER, B.C.

Something New.

M. & K. SILCOTON EMBROIDERY

This handsome line of goods is not yet IN THE TRADE, but will be in a few days
ASK TO SEE SAMPLES. No stock complete without it.
MORSE & KALEY Goods have no superior.

ASK FOR

M. & K. SILCOTON, SILKO
M. & K. TURKEY RED EMBROIDERY
M. & K. KNITTING COTTON

VICTORIA CROCHET THREAD
And don't forget
M. & K. SILCOTON EMBROIDERY

ROBERT HENDERSON & CO.

Dry Goods Commission Merchants.

181 and 183
McGill Street,

...MONTREAL

SOLE AGENTS FOR CANADA.

Wm. Taylor Bailey

27 and 29 Victoria Square
..... MONTREAL

Upholstery and . . .
. . . Drapery Goods

Selling Agents for

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

Jaeger & Schmiedel, Fancy
Silk Villosart Plushes.

Stead & Miller, Fine Silk Tapes-
tries, Draperies, etc.

Finley, Smith & Co.

Importers of . . .

WOOLLENS and

TAILORS'

. . . TRIMMINGS



29 VICTORIA SQUARE

WM. C. FINLEY
J. R. SMITH

MONTREAL

Sole Agents for

TRAFALGAR, BRITANNIA AND ROYAL NAVY SERGES

A full range of the newest designs in

BLACK CREPON BROCHES

in stock and arriving every week.

57½c., 75c., 95c.

Our Specialties

DRESS GOODS SILKS and HENRIETTAS

WILLIAM AGNEW & CO.

305 St. James Street,

MONTREAL

Wreyford & Co.

Manufacturers' Agents

and

Wholesale Importers

McKinnon Building

AND

85 King St. W.

Toronto

This month we are showing full ranges for SPRING 1899, from following English manufacturers:

Young & Rochester

Shirts and Collars, and Summer Vests. Latest designs in Oxford, Zephyr, and Caylon Shirtings and Neckwear.

Tress & Co.

Spring Shapes and Shades in Felt and Silk Hats.

Specialty—Ladies' Boating Straws.

We have full stock of every weight in fine Underwear, Combination Garments, etc., for Ladies, Men, and Children. Camelhair Dressing Gowns, Collie Belts and every specialty of

Dr. Jaeger's Sanitary Woolen System.

First week in November, Mr. Wreyford will be at Windsor Hotel, Montreal, with full ranges of above, and will be pleased to make appointments there, or to call on any merchant in Quebec or Maritime Provinces.

JAMES JOHNSTON & CO.

MONTREAL

FALL ASSORTING TRADE, 1898.

We are fully stocked with all lines needed for this time of year.

Plain and Fancy Dress Goods, Velveteens, Velvets, Silks, Ribbons, Jet and Fancy Trimmings.

Our Hosiery stock is most complete, Stockings Gloves and Underwear in great variety.

Fancy Hosiery, Laces, Muslins, Smallwares, and all Staple Dry Goods—Foreign, American, and Canadian.

A well assorted stock always draws customers. When you are asked for Smallwares—have them—they sell a variety of other goods, and you will find it pays. We have them in quantities.

FOR SPRING, 1899. Our Travellers are now showing samples of our Celebrated **103** and other Prints, Domestic Staples, Blouses, Skirts, and Cluze Patent Kid Gloves.

Special Attention given to **LETTER ORDERS**

The W.R. Brock Company, (Limited)

N
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30TH

is the last day of our financial year, and, during the month, it has been our habit to clear out, annually, such lines as we do not wish to take into stock. Arrangements are now complete in each department, and the goods can be seen in the warehouse, or by samples with our travellers, who have full particulars as to prices, etc.

We urge an early inspection, as these are the most interesting lots ever offered by us, and the quantities being smaller than in previous seasons, they are bound to be picked up quickly.

Complete sets of samples of Prints, Printed Muslins, etc., for Spring 1899, now on the road. See our special values in Regattas, Zephyrs, Brocades, Best Wide Cloth, Lappets, etc.

THE CANADIAN GOODS DRY REVIEW

VOL. VIII.

MONTREAL AND TORONTO, NOVEMBER, 1898.

No. 11.

THE MANAGEMENT OF A BUSINESS.

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

IV.

Opening a New Store.

I. When a merchant is beginning business or opening a new store in a town where he has already been doing business, his wisest course is to keep the public interested in the new place by frequent mention in the local newspaper. The local paper expects to get a contract from him when the store is running, and should, therefore, be ready to give news items from time to time regarding new features that are being introduced into the building and other facts that will be of interest to the public. These should, as far as possible, be items of news. Mere puffs do not have as good an effect in arousing interest. People are apt to turn away weary from puffs, and actual description of things that interest them is a better line of writing in all these cases of preliminary announcement. Supposing that the store is to be devoted to men's goods, there is no necessity in leaving out all reference to the fact that women shoppers are not primarily concerned in the new business. Let it be known that in boys' wear, in which mothers are much interested, the store proposes to take first place, and that all who have at times to execute buying commissions for their fathers, husbands or brothers should see the new premises and stock. Night is the best time for opening, even in the case of a store for men's goods, as then ladies will come with their escorts. A neat decoration of the store is desirable. If music and flowers are employed they make the occasion all the more successful. In the choice of a souvenir to give away to visitors, some care should be taken to make it a suitable one. Supposing the store is, as we have said, one for men's furnishings, something for the man's desk or office is better than something which will be carried in his pocket and never seen, a desk calendar, therefore, is to be preferred to a pocket memorandum book. If the size of the town and the store warrant it, a private view, before the store is open to the public, might be given to a few leading citizens or the newspaper representatives.

Keeping a Log Book.

II. Every man who runs a business of any kind should keep a log book, that is a book in which to record, from day to day, such facts about your business, and also that of your competitors, as may be of advantage to remember at some future time.* Next year you will find it a great help in your business to look back and see just what you did and

what your competitor did at this time. To look back and see what goods were advertised and note the results. This may save you from making many mistakes and may help you to find out the proper time for certain sales and certain trade movements. Keeping such a log book cannot do you any harm. Some of the brightest merchants in the country have practised this for years

and find that amongst the books that the house holds the most valuable is the record of what has been done and what came of it.

Deception Never Pays.

III. A business man consulted me as to how he should improve his business. He said he had not found advertising very profitable. After making some inquiry and sending a man to the store to answer one of his advertisements, I finally reported that he should change his methods and stop deceiving people. The person sent by me to the store to buy soap, which had been advertised, got something quite different. The merchant, on my making this complaint, denied, in very strong terms, that any one had been given another brand of soap for the kind that my purchasing agent asked for. He went on to say, in proof of this, that he had no similar soap to the one advertised, and, therefore, could not substitute anything. As a further argument, to show his sincerity, he stated: "Now, if you had said tooth powder, I might have believed that substitution had been practised, because we have a cheaper tooth powder that we sometimes try to sell to customers who ask for a certain standard brand." What an argument for a merchant to use. To attempt to prove his honesty in selling soap, by admitting his dishonesty in selling tooth powder.

Now, I hope there are very few merchants who do anything in the way of substitution as this merchant did, but this may suggest a thought to us. There are a great many merchants who attempt to do business in the right way in some things but neglect other things just as important. Business, to be good business, must be good all round, and a merchant can't afford to be honest in one thing and dishonest in another. He can't afford to give one part of his business careful attention and give another part of it slipshod attention. He can't afford to have good advertising and poor clerks. He can't afford to pay big rent for a store and keep the store dirty and untidy. Of course, it is well to be right in a few things, but it is necessary to be right in all things. The merchant who wants to be successful must have an all round good business. He must give every part of his store, of his office, of his factory, as thorough service as possible.

Odd Figures in Prices.

IV. Somebody originated the idea that odd figures were a means of attracting trade, and when the idea was first put into practice, I presume it did, to a certain extent, influence a certain class of buyers. It must have been

* These and the following hints are by Chas. F. Jones, New York, a practical authority.

MANAGEMENT OF A BUSINESS—Continued.

a good thing once, or so many merchants would not have taken it up, but I believe its usefulness has worn out, and, that the extensive practice that some stores make of marking their goods with odd figures has become simply ridiculous and a detriment to their business. Some time ago a certain department store had a window of very handsome lace wraps. There were five pieces only displayed in the window, on which the prices were marked, and these were the prices on them: \$49.99, \$99.99, \$149.99, \$299.99 and \$1,399.99. This system of marking prices is the worst that could be devised. It not only makes the store ridiculous in the eyes of the public, but evidently impresses buyers with the fact that the store is seeking after an odd figure, rather than seeking to mark the merchandise at a reasonable price. If I may be excused for referring to personal experience, for the second time in this article, I would quote a rule which I made for the advertising department of Siegel, Cooper Co., during my service for them, i.e.: "In marking goods for stock, as well as for advertising purposes, avoid as far as possible odd prices, such as \$1.99, \$3.98, etc., which are often used by some stores as catchpenny figures to make their goods appear cheaper than they really are. When the sum is less than \$1.95 any odd figure desired can be used, as in small amounts 1c. really means a good deal. In sums larger than \$1.95 no odd prices should be used, goods should be marked \$1.95, \$2.05, \$2.10, etc. In sums larger than \$10, goods should be marked \$10.25, \$10.50, \$10.75, \$11, etc., being multiplied by 25c. The purchasing power of the 'Big Store' should enable our buyers to sell for \$1.95 or less any goods which competitors feel called upon to mark \$1.98 or \$1.99, or to sell at \$10 any goods which competitors feel called upon to mark \$10.17, or any such odd prices." This, I believe, would be a good rule for many stores to adopt.

Overdoing Sales.

V. I have known stores to make mistakes in doing too much business. The merchant very seldom considers an overbalance of business as a detriment, but it sometimes is. In cities where goods are to be delivered, nothing enrages the customer more than to fail to get the goods which she has ordered. If your sales in certain lines are going to run so far ahead of your facilities to deliver, they are going to hurt you almost as much as doing the extra business would do you good. I have in mind a certain store in a city that makes a great feature in sales of housefurnishing goods. They will make an immense purchase of housefurnishings and have a special sale of them some Monday, advertising the lines extensively. The sales are so large that it is impossible for the ordinary delivery force to handle them, and many of the customers who bought goods on Monday are still waiting for them the following Monday. Now, it is a good thing to be able to push business to this extent, but it is very poor policy not to provide the necessary delivery facilities to take care of it. The delivery is an item of great importance and has to be watched very carefully. Sometimes it does not even pay, from a financial standpoint, to have to deliver an immense quantity of cheap housefurnishing goods. I have known storekeepers to argue after this fashion: I have got the delivery department and the delivery force, and, therefore, it does not cost me anything to deliver goods. They forget the expense of this delivery department, which might be saved if they did not have to deliver so many goods.

Errors in Measurement.

VI. I was standing in a store the other day, opposite the lace counter and noticed two clerks measuring laces for customers. One of these clerks, every time she made a sale, took hold of the piece of lace and stretched it as far as she could over the yard measure. I venture to say that every customer who bought lace and afterwards measured it when they got home, found they were short an inch to an inch and a half on every yard. The other clerk was just the opposite; she didn't

try to be accurate at all. She threw down the lace on the counter, laid it loosely over the yard measure and whacked it off anywhere within an inch or two of where it ought to be cut. Now, both of these kinds of measurement are bad. One injures the customer, and that also means the merchant, and the other injures the merchant, although it does not injure the customer. Clerks should be taught to measure goods accurately. The laces that were being sold were not very expensive, and, consequently, the house could afford to give good measure, but if over-measure is given to every customer on every purchase it would soon amount to a great deal of money, which would be a direct loss to the store. A little bit of care will remedy this, a fault which I believe is very common in many stores. See that the customer gets absolutely fair measure, but don't waste your goods. Be careful, however, to see that the customer does not get less than what she pays for.

The Sale of Remnants.

VII. If a dry goods merchant asked me what to do with his remnants, I would answer: Sell them, of course. Remnants ought not to be very hard to sell. I have seen some stores that could make a great sale of their remnants, many of them, in fact, selling out the remnants on hand so quickly that other pieces of the goods would have to be cut in order to get more remnants. Remnants must be as near as possible to a desirable length. Almost any woman knows what to do with a few yards of this or that dress fabric, and many of them even wait until they can buy a short piece, at a reduced price, rather than to have the same goods cut off the bolt. Put your remnants out on the counter. Mark them at a special price and let it be known, and I don't think you will have any trouble in selling them.

The Popular Prices Idea.

VIII. This is growing to be a medium-priced age. I mean by this that those things which have heretofore been called popular-priced, because they are neither high nor low, are now becoming more popular. I believe that this is followed in every line of business. One time in fifty a store can cater to the exclusive high-class trade and gain by it. Such stores there must be, and always will be, but the store that caters to the popular trade also encroaches upon the exclusive field every day. Again, the store that caters to the cheaper trade, the trade that wants the lowest in quality and price, is not to-day growing as rapidly as its neighbor whose aim is one degree higher. This, as I have stated, is not only shown in the dry goods business, but in other lines. Take, for instance, the theatrical business. The popular prices theatre is the one that is making the most money to-day, and the one that must be called a financial success. We hear talked about everywhere that "vaudeville, vaudeville" is all the rage. All the best actors are going into vaudeville. Some of the finest theatres are running vaudeville shows. Everybody says it's vaudeville that's so popular. Now, I don't believe it. It isn't vaudeville that's so popular, it's the fact that the vaudeville theatre charges 50c. for admission, whereas the other theatres charge \$1.50 and \$2. It is the popular price of vaudeville that catches the large mass of people. Some theatrical manager is going to find this out some day and is going to make a great fortune by putting a first-class drama on the stage at 50c. Now, the store of to-day that is making the greatest success is the one that is carrying popular-priced goods. They have the fine goods for those who want them, but they have discovered the secret that there is a vast majority of people who want to pay a medium price for a good article, and there are comparatively a fewer number of people who want to pay even a little more for a better one. I don't propose to countenance poor goods at any price, but I believe that the commonsense way of merchandising to-day is to give people what they want. The people at the present time seem to be demanding popular-priced goods.

MERCHANTS AND THE MILITIA.

THE REVIEW would suggest to merchants to keep an eye on the utterances of General Hutton, the new Commander of the Canadian Militia. He recently arrived in this country, and has spoken on militia affairs with sense, firmness and discretion. Without quoting his exact words, it is sufficient to mention that he thinks the time has come when the conduct of military affairs should be entirely separated from party politics. The General has not said so, but it is well known that political appointments by wirepulling and favoritism are continually being made and have been made to the permanent military force during the last ten years (not to go any further back). In other ways, the administration of military matters is affected by party considerations. This should cease.

The reason THE REVIEW directs the attention of merchants to this subject is that the volunteer militia is nearly always called upon to protect the trade and commerce of the country. Canada is not a warlike community. It maintains its militia force for defensive purposes only. The history of the last 30 years shows this. The Fenian Raids of 1866 and 1870 were menaces against the merchants and trade interests along the border. The militia repelled these attacks of bands of freebooters who would have pillaged if they had got a chance. Again, in the '70's the strike of railway men at Belleville led to riots, which, but for the calling out of the militia, might have been a more serious disturbance to trade than they proved. This duty was in aid of the civil power, which usually enforces its authority through the municipal police. Again, the Northwest Rebellion of 1885 was a signal example of the usefulness of the militia in restoring order and business con-

ditions over a large tract of country. For these reasons, merchants should loyally support the volunteers, who make great sacrifices in time and money to maintain their regiments, and who only ask that promotions and changes and the awarding of contracts for clothing, etc., should be made on a strictly business basis. In fact, the militia is practically an insurance against disorders and destruction of property by mobs, etc., and is entitled to the moral support of all merchants.



MAJOR-GENERAL HUTTON, the new Commander of the Canadian Militia.

WINDOW DRESSING.

Hints for the Season. Unless window dressing is done systematically it is not apt to yield results. A handsome window now and again will do very little to sustain the reputation of the store or to increase sales. That is the experience of every store that has tried proper displays. They found it was necessary to have someone whose principal duty it was to look after the dressing of windows all the time.

The season is now approaching when every merchant goes in for window dressing to a greater or less extent. But one window well dressed at the beginning of the holiday trade, and one a week before Christmas, will not show any particular results. The customers must be educated up to the point of looking to your windows for something new, of going there even when they don't intend to buy, because "Mr. So-and-So's windows always have the latest goods and the latest ideas."

Another point which cannot be too often insisted upon is the plan of utilizing some local event. It happens that a town which is not a very sensational place does not furnish events of sufficient importance to be utilized as the central figure of a window display. But, as a matter of fact, is it not usually that no effort is made to think of these events or to work them up into a display? It may be a football match, or it may be some local sporting event or some incident in municipal life, such as the opening of a new hospital, or an electric car service. Whatever it is, a clever adaptation to the business of selling goods can be made by a window dresser who makes it his business to think of these things and to embellish the window with them.

Perhaps, at no time in the year are efforts in window dressing more likely to yield actual results than from November 15 to Christmas, and no matter how small the town and how limited the trade or how narrow the window, the merchant who allows this season to go by without some nice window displays is making a mistake. One merchant who displayed plaids had the central figure a wooden model of a boy dressed up in complete Highland costume, with the cap, sporran and bare legs and all. It set off the goods to perfection. Another store had a display of handkerchiefs tastefully arranged in two pyramids, and, in the centre, between the two pyramids, seated on a pile of handkerchiefs, with his legs hanging down, was the figure of a little colored boy dressed in black and throwing into relief the quantities of white and fancy handkerchiefs which filled the window. These displays just show what a little ingenuity can effect.

Some Types of Windows. For a holiday window, have a Winter scene painted for a background. For the foreground, make an uneven surface, covered with white cotton batting. A stone wall or wooden fence can be painted on the scene, and on the window bottom let the real article be put in such a manner that it appears to be a continuation of that in the painting. An occasional sprig or bush should be placed in the snow.

After all this has been done, take a little mucilage or thin glue and brush the snowy parts of the painting. Then scatter ground mica on them and also over the cotton on the floor. This gives the bright sparkle of natural frost and enlivens the whole scene. A good idea is to place the figure of a woman in the foreground drawing a child's sled, on which you can place a child's figure with the arms full of packages.

For the painting, a sunset makes the best subject, and the windows of the cottages on the scene can be cut out and covered

on the back with sheet mica on which is to be painted the window sash or curtains.

Another good idea for a Christmas window is to take a large-sized Christmas tree and mount it on a revolving plate, which can be easily arranged with a small motor.

If you are unable to secure a motor it will pay to have one or two boys impart the motion by a crank underneath the window. A painted background and snow bottom can be used for this window if desired. A good-sized Christmas tree, well decorated and in motion, will not fail to attract attention.

Watch Results.

Did you ever try to keep tab on your calls from window displays? If not, you will find such a course interesting and profitable. If the goods shown in your windows are not selling, there's something wrong either with the goods, the prices or the way the window is trimmed, and the quicker you locate the difficulty the better. On the other hand, if a window is doing business it is a good idea to know how much it is doing, and this can be done by having the salespeople make note of the calls from the window display. You can thus keep a record of the successful points of the window for future reference.

Competition Of Other Towns.

Merchants in some towns complain about local trade making purchases in neighboring towns or cities of larger size. If merchants will look into the subject carefully, says the experienced writer for *The New York Economist*, they will find that the show window and store decorations have an important bearing on the case. In this age people like to trade in an up-to-date store, and if there isn't one in your town it is the most natural thing in the world for them to wander to the nearest place where such a store can be found.

You can head off a large proportion of this wandering trade by making your own store so attractive that the desire to seek further will be much lessened. This fact is well illustrated by the following anecdote:

In a certain town, long noted for its easy-going methods, the merchants were largely dependent on the trade of the farmers in outlying districts, and, as the town trade was regarded as more or less of a sure thing, the merchants acquired careless and negligent habits as far as display went. It was a rare thing to find a show window that even pretended to have any real attractiveness, and, as can well be imagined, there was no increase in the business of the town.

It finally became apparent that some of the regular trade was drifting away. The name of a certain merchant in a nearby town was becoming disagreeably familiar to the local merchants, and the seemingly phenomenal growth of the outsider's business was as much of a puzzle as it was annoyance to them. As he made one addition after another to his already large store, the merchants of the old town anxiously awaited the collapse which they supposed was inevitable, but this wide-awake merchant was not of the collapsible order.

Finally, one of the merchants of the first town mentioned who had tired of seeing his trade desert him decided to make a strike to get it back. He first realized that the trouble lay in the fact that he was behind the times, frequent comments on the beauty of the outside competitor's store having brought about this conclusion. He began by putting in a new front, the like of which the old town had never seen; the windows were then equipped in modern style, and a window trimmer was engaged who could also work in other capacities; then came a freshening of the interior; finally, the old store was completely transformed into an up-to-date business house.

For Velvets . . .

the demand is increasing. We have just received several cases of black and coloured velvets and velveteens, at prices ranging from 17½c. to \$1.50 per yard.

In Fancy Black Dress Goods

We were short for three or four weeks of lines at 37½c., 55c., 75c., 90c., \$1.10 and \$1.25. They are stocked now, **all new** designs. Do not wait for samples, write us for quantity wanted at each price, and trust to our sending you **the best**.

Black Silks and Satins for Blouses will be largely in demand this Winter. Last week we received Black Peau de Soie, Black Surahs, Black Glaces, Black Taffetas, Black Moire Barre and Black Satins,

— also —

Six Ranges of **Box or Costume** and **Covert Cloths**, all the newest shades. They are going fast. Some of the new shades are very handsome.

We have made special clearing prices for several ranges of coloured dress goods. They must be sold before stock-taking, **15th November**. It is for you to profit by this sale.

Just opened! New Ribbons, stripes, checks, plaids, 4-inches wide, to retail 15 and 20c. per yard. A large quantity of Ladies' Windsor Silk Scarfs, and a case of small black and white check Windsor Scarfs. Ladies' Silk Fronts—these can be worn with almost any style of dress—put up in boxes of half a dozen each, assorted.

We have bought from one of our best Canadian Manufacturers a quantity of Men's Shirts and Drawers. Their price was \$5.50 per dozen; our price in case lots, \$4.50, smaller quantities, \$4.80 per dozen.

Brophy, Gains & Co.

MONTREAL, 23 St. Helen Street.

WINDOW DRESSING—Continued.

It got the business, and the other merchants of the town were compelled to make extensive alterations.

In about two years hardly an old front was to be seen, and nearly all the stores claimed to be doing an increased business.

One would naturally ask: Where did this increased trade come from? In this particular case it came from the surrounding country, and the various resident merchants took on new life and the town grew. This is a good illustration of what one live, up-to-date store can do for a community.

Photographing Displays One of the greatest difficulties attached to photographing a window display is the reflection in the plate-glass front of the buildings on the opposite side of the street and of the passing throng. Many trimmers ask for a way in which their efforts may be taken by the camera without this annoying feature. If the artist will provide himself with a black curtain mounted at each end on wooden poles, nothing more will be needed. It must be of sufficient size to screen the largest window, and a centre aperture must be cut in order to insert the camera. This curtain, when held in place by assistants, will cut off the undesirable reflection and still admit light sufficient for all purposes from the top and sides. An additional advantage will be that the sensitized plate may be given as long an exposure as desired. When not in use the curtain can be rolled on the standards, and thus be easily carried about from place to place.

Late Ideas from Chicago. A large department store on State street, says The Dry Goods Reporter, is having its annual "red tag sale." This is not an entirely new idea, but may not have come to the attention of many merchants. The articles which are on sale bear large red tags with the sale price thereon. Other goods have white tags, but it is noticeable that the red tags predominate, and the others are used more to emphasize the red tags than to give the prices of the articles to which they are affixed. No one can enter the place of business or even pass by the windows without noticing the large red tags and learning that a sale is in progress. This deserves the attention of merchants where it has not been tried.

A very elaborate notion window is attracting the attention of State street shoppers. While this could not be reproduced in a small show window, the idea may be used. The main figure is a large arch, the round columns of which are spool cotton and the top is spool silk. Suspended from the arch is a large star of spool silk in various bright colors, and radiating upward from the curve of the arch are lines of light, formed by spool silk in all the colors of the rainbow. Fancy elastic web, in well harmonized colors, is suspended from the top of the window on either side of and diagonally to the arch, giving a rope portiere effect. Fancy garters in glass topped boxes, and other notions, are arranged artistically about the main figure.

A fancy millinery window has three large oval mirrors, one in the back and one on either side, with white background and gold trimming. This is very expensive, and hence remains unchanged, but it is necessary to give it a different appearance from week to week. At present, golden brown plush curtains have been suspended from the top and draped back on either side of each of the three large mirrors. The effect is a very marked change in the window and an added richness to the hats displayed.

A novel shoe window is formed by suspending shelves from the top by cotton cords. The centre is of long shelves sloping upward and back in stair-step fashion, and suspended on either side are two round fixtures about 12 inches in diameter. A round waiter or

a fancy dinner plate may be used. If desirable, a few shoes may be suspended singly at either side and at different heights.

Be Careful of Fire. Almost every year fire occurs in window displays where some soft, flimsy material is draped too near an open flame. Where gas or incandescent lights are used inside the window great care should be taken to avoid the danger of trimming too near the lights. Imperfect insulation of electric wires has likewise been productive of fires and should also be guarded against. Arc lights inside the store should be protected at the top by wire screens to prevent sparks flying from the burning carbons; a number of fires have been thus caused.

A little forethought may thus save a fire, with all the possible dangers that attend it, in a store crowded with people during the busiest week of the year, and that often in a building not too well provided with exits. Window dressers should keep the above in mind when arranging trims of cheesecloth and bunting, and also when using cotton batting in Winter scenes. These materials are highly inflammable and are easily blown against an open flame by the slightest draught.

Errors in Interior Displays. Much advancement is being made in the matter of interior display. The old method of continuous lines of exhibits over counters is gradually dying out, says The Economist writer quoted above, and the much superior methods of single or short section displays are taking its place.

The advantages of the latter methods are numerous: they do not draw a large amount of stock from any one department; they enable you to show many more lines at a time without giving your interior a cheap or mixed up appearance, the display is much easier taken care of, as each section is an individual display and can be rearranged in a short time.

On the other hand, the old style required much stock of one general style in order to give the display a uniform or symmetrical appearance, at the same time making it impossible to exhibit many other lines which should be shown. To have a continuous line or rod of display over the counters, with various kinds of merchandise on the same line, makes an unattractive appearance, which often produces more of a clothesline effect than anything else.

Another frequently occurring error in the matter of overhead display is the hanging of the exhibits too near the front of the counter. In doing this the display is robbed of at least half its value, as the goods hang almost over the customers' heads.

Overhead display, if not in short sections on an angle, should be set back at least as far as the rear edge of the counter.

Modern fixtures built on this principle are now very popular, and their advantages over the old style continuous fixtures are numerous. Placing the rods at different angles produces most satisfactory results, as the displays then catch the eye of the approaching shopper.

An English Window. An attractive window has recently been shown at Nicholson's, in St. Paul's Churchyard, London. It illustrated the hand-embroidering of sheets, pillow-cases, tea-cloths, etc. In the window two young Irish peasant women were to be seen engaged in this work. In Ireland the sheets are first thread-drawn and hemstitched. This is done on a sheet by drawing out the weft threads and working the pattern required with the loose warp. This very tedious process takes a long time. After being hemstitched the article is returned to the factory, where girls print, by means of a finely perforated tracing paper, with a liquid blue, the tracing of the design to be worked. The work is then sent by rail and cart to the Ards district of County Down, or away to the highlands of County Donegal. There the embroidering is done, after which the goods are laundered, boxed and made up for the market.

DEATH OF MR. GEO. CAUDWELL.

THE death of Mr. George Caudwell, of Brantford, a successful merchant of that city, and an old reader of THE REVIEW, is chronicled with sincere regret. Mr. Caudwell has been in poor health for some months, and died while in Toronto, last month, at the age of 52. He was a native of Reading, Eng., and before embarking in business for himself was European buyer for the late firm of Sanford McInnes & Co., winning a high name for himself in that position. Some years ago, he opened a store in Brantford, and his strict integrity and keen business instincts speedily won for him the success which such qualities always deserve. He was prominent in church and charitable work, and leaves a widow and five children, who have the sympathy of many friends. The funeral services were very impressive and largely attended, showing the high esteem in which the deceased gentleman was held. The business will be carried on by the widow, with the same manager, Mr. Beckett, who has been with the firm for over twelve years.

NEW STORE AT PETERBORO'.

A. W. Cressman, formerly of Norwich, has opened up his new store in Peterboro' and has made it one of the most up-to-date stores in the vicinity. It being an entirely new establishment, everything that is displayed for sale is new and stylish, a fact which, no doubt, accounts for the rush of ladies that daily visit the store. The attractive way in which it is laid out and the splendid manner in which it is lighted with electricity add additional brilliancy to the appearance of the store. The business is conducted on a cash basis, and Mr. Cressman buys direct from the mills in large quantities, thereby enabling him to sell at a reduced rate to his customers. On the first floor will be found on the south side staples, and the north side small wares. Then come the dress goods, silks and trimmings, which are imported direct. Further back are the housefur-

nishings. On the second floor is the millinery and mantle department. In this department will be found, as in every department, everything up-to-date in every particular. In fact, Mr. Cressman has an establishment which is a credit to the town as well as himself, and cannot help but secure a large share in his particular line. THE DRY GOODS REVIEW wishes him every success in his new enterprise.

FOR MEASURING LINENS.

Patent rights have been acquired by Robert Livingstone, Dysart, Scotland, for a measuring, marking, and rolling machine—an apparatus which will lead to a great saving of labor by the retail merchants of linen cloths. In its arrangement the great ingenuity is visible, and, while it has not yet been placed on the market for sale, the machine has stood the test of a year in the shop of James Norman & Sons, Limited, Dysart, of which Mr. Livingstone is the managing director. Not only does the machine measure the goods with unerring accuracy, but it prints on the selvedge the length in yards and half-yards, and the printing of the lengths is so arranged that the figures are obliterated at the first washing. The machine also rolls up the cloth in such a way that when made up it resembles ordinary lapped goods. Arrangements have been made with Robertson & Orchar, Limited, Dundee, to make and sell the machine under a royalty.—London Drapers' Record.

THE COTTON MILL AT KINGSTON.

The Dominion Cotton Mills Co. have decided to content themselves with 20 years' exemption from taxation at Kingston. Their original demand was for a bonus of \$50,000. This was reduced to \$25,000, and it was understood that if the city of Kingston could not see their way to paying it the mill would be closed. The city council declined to vote a money bonus, with the result that the company have offered to remain if they are exempted from taxation for the above term of years.

Repeat Orders

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

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

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

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

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

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

Letter Order Department

Guarantees satisfaction
in filling Letter Orders.

◆ ◆
DO YOUR
SORTING
WITH US.

KNOX, MORGAN & CO., HAMILTON, ONT.

THREE MONTHS OF THE PREFERENTIAL TARIFF.

LARGE INCREASE IN IMPORTS—SEPTEMBER MAKES A MORE MODERATE SHOWING—THE DETAILS OF DRY GOODS IMPORTS.

THE first three months of the new preferential tariff—July, August and September—indicate a decided increase in Canadian imports. Comparing them with the same three months of 1897, we imported about \$15,000,000 worth of goods more. As far as Canadian exports are concerned, in the same period, they amounted to \$43,000,000, compared with \$47,000,000 in the year 1897. This we consider a fair showing, although some critics of the Government are inclined to cavil at the decrease in exports. The increase in imports is a more important feature just now, since no one desires to see over-importation, although brisk trade is always welcome. In July last the imports exceeded those of the previous July by \$10,000,000; those of August were \$3,000,000 greater; those of September, \$1,500,000 more. The September figures look as if we were getting down to a normal level again, after the abnormal imports during July and August. To have the increase which took place in those months continue through succeeding months might have a bad effect on prices and business conditions generally. Consequently, our merchants will, we believe, be satisfied with the tendency not to increase imports much during the next month or two. At a glance, the position may be seen in the following table:

| TOTAL IMPORTS OF THREE MONTHS. | | | |
|--------------------------------|--------------|-------------|--------------|
| | 1897. | | 1898. |
| July | \$13,000,000 | \$3,000,000 | \$16,000,000 |
| August | 17,400,000 | 20,180,000 | 37,580,000 |
| September | 17,000,000 | 17,000,000 | 34,000,000 |

So much for the total imports. Taking the dry goods import trade of Canada, how do we stand? The September imports of dry goods are slightly under those of September, last year, which we consider a salutary tendency. It appears pretty evident that our importers brought in their goods rather earlier this year, and, consequently, the September results are not so large. In cottons, Canadian merchants continue to increase imports. The value of imported cottons in the three months of 1897 reached \$1,013,612; for the same three months of this year they reached \$1,516,257, or an increase of over \$500,000. This is certainly a marked increase for only three months, and chiefly relates to colored cottons. As regards woollens, the imports also keep up to a high figure. The increase in carpets will be observed. The falling off in woollen clothing may be noted. The full details are as follows:

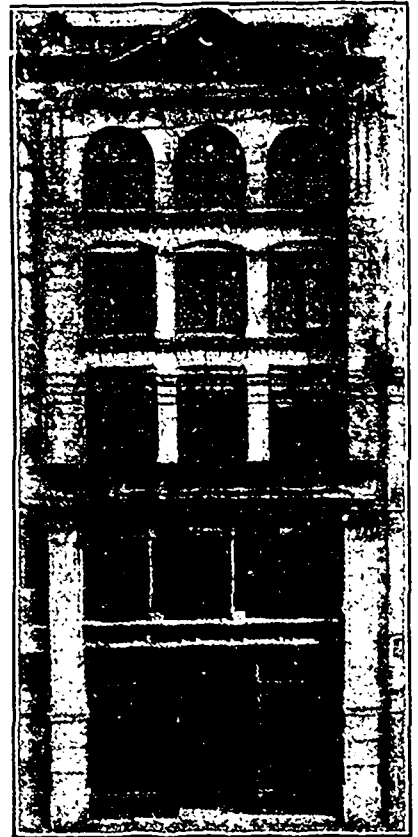
| | July, 1898. | July, 1897. | August, 1898. | August, 1897. | Sept., 1898. | Sept., 1897. |
|--------------------------------|-------------|-------------|---------------|---------------|--------------|--------------|
| Cottons, not dyed | \$ 4,511 | \$ 20,467 | \$ 27,362 | \$ 23,432 | \$ 16,187 | \$ 34,227 |
| Bleached or dyed cottons | 3,190 | 169,329 | 2,410 | 161,747 | 21,003 | 170,281 |
| Cotton cloth | 47,429 | 2,128 | 29,311 | 24,115 | 32,831 | 22,892 |
| Cotton threads and yarns | 21,145 | 25,386 | 21,500 | 21,500 | 32,559 | 8,251 |
| Cotton thread on spools | 43,929 | 41,112 | 4,110 | 29,702 | 7,333 | 23,172 |
| Other cotton goods | 141,621 | 61,384 | 89,664 | 63,255 | 61,356 | 74,637 |
| Linens, flannels, etc. | 102,984 | 41,724 | 62,944 | 57,228 | 53,859 | 45,328 |
| Laces, collars, neckties, etc. | 67,981 | 28,325 | 37,122 | 42,747 | 46,533 | 70,327 |
| Fur manufactures | 101,213 | 33,703 | 37,331 | 3,921 | 48,361 | 57,122 |
| Gutta serena goods | 31,297 | 28,239 | 41,607 | 32,701 | 29,007 | 31,330 |
| Hats and caps, all kinds | 83,550 | 60,519 | 178,650 | 151,457 | 111,924 | 127,811 |
| Boots and shoes | 21,161 | 17,283 | 36,329 | 32,504 | 41,318 | 32,527 |
| Leather manufactures | 811,293 | 194,857 | 237,335 | 206,131 | 272,168 | 289,103 |
| Carpets | 72,812 | 30,821 | 90,113 | 47,161 | 67,488 | 67,163 |
| Woollen clothing | 214,846 | 23,962 | 104,379 | 137,327 | 156,549 | 240,227 |
| Woolsteds, coatings, etc. | 131,921 | 28,090 | 34,119 | 31,837 | 246,108 | 218,074 |
| Woollen dress goods | 204,317 | 421,845 | 301,787 | 309,921 | 234,650 | 361,217 |
| Woollen knitted goods | 6,044 | 28,734 | 66,711 | 43,792 | 62,457 | 66,213 |
| Woollen shawls | 23,273 | 10,364 | 1,001 | 8,010 | 10,000 | 9,104 |
| Woollen yarns | 6,012 | 23,924 | 19,633 | 18,112 | 19,940 | 19,444 |
| Other woollen goods | 141,319 | 46,127 | 60,171 | 41,113 | 78,216 | 74,613 |
| | \$1,516,257 | \$1,013,612 | \$2,116,767 | \$1,922,812 | \$1,921,716 | \$2,633,701 |

It seems, therefore, that during the three months of 1897 we imported into Canada \$5,597,305 worth of dry goods, and, during the three months of 1898, \$7,904,129 worth, or an increase of nearly \$2,500,000 worth.

NEW CONCERN IN DRY GOODS SPECIALTIES.

WM. CLAPPERTON & Co., have divided their business into two departments. Cotton thread will still be handled under the name of Wm. Clapperton & Co., but for all other transactions they will use the name of their English principals, The Bagley & Wright Manufacturing Co. Retailers who have dealings with both departments should note that they will be kept entirely separate, and cheques, etc., must be made payable to Wm. Clapperton & Co. and The Bagley & Wright Manufacturing Co. respectively. The business of the latter will include dry goods specialties, such as linens, hosiery, handkerchiefs, etc., and tailors' trimmings.

The firm has found that the new arrangement makes greater facilities a necessity, and have moved into a handsome 5-storey warehouse, No. 318 St. James street, adjoining the down town offices of the Dominion Cotton Mills Co. The building is a fine grey stone one, with unusually large windows, which give the interior a very bright and cheerful appearance. Downstairs are the offices and sample department. The next three flats are devoted to dry goods specialties, trimmings and spool cotton. The top floor is given up to the spooling department. Passenger and freight elevators connect the various branches of the business, while a speaking tube and telephone system keep them all in close touch with the office. The interior is finished in hardwood, and the walls are tastefully decorated. The firm's new home is so handsome that The Review advises all retail men who visit Montreal to call and see it.



Warehouse of the Bagley & Wright Mfg. Co.

BOYS' WASH SUITS.

This is a line which almost every merchant has had frequent demands for, but few manufacturers have ever shown to any extent in Canada. Bulter & Stewart are making this a leading feature for the coming season, and are showing a range of over fifty styles to retail from 50c. per suit up. Separate blouses of same can be had if desired. Samples are now with their various travelers.

BED COMFORTERS:

Merchants who carry bed comforters in stock will be interested in the special bargain offer of The Alaska Feather & Down Co. in this issue. A post card addressed to the secretary at 290 Guy street, Montreal, will bring full particulars.

For Christmas Trade

WE HAVE IN STOCK:

SILK HANDKERCHIEFS.
INITIAL HANDKERCHIEFS.
JAPANESE EMBROIDERED HDKFS.
HEMSTITCHED CHINA SILK TIES.
DRAWN-WORK WINDSOR TIES.

PLAID WINDSOR TIES.
SILK MUFFLERS.
EMBROIDERED CHAIR SCARFS.
SILK TABLECOVERS.
ORIENTAL EMBROIDERED DRAPES.

And a Large Assortment of **PLAIN AND FANCY JAPANESE SILKS,**
also **ORIENTAL JUTE RUGS.**

Samples
will
promptly
be
forwarded
on
application.



K. Ishikawa & Co.

Manufacturers and Importers,

YOKOHAMA and TORONTO

ALWAYS RELIABLE.

“Perfection” Brand

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

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

GOOD QUALITY. HANDSOME DESIGNS. LOWEST PRICE.

Mail Orders given our best attention.

CANADA FIBRE CO., Limited

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

OFFICE AND WORKS: 582 WILLIAM STREET, MONTREAL.

INQUIRY INTO BUSINESS CONDITIONS IN MANITOBA.

"THE REVIEW" CORRESPONDENT PERSONALLY VISITS SEVERAL IMPORTANT PROVINCIAL TOWNS.

A STATEMENT REGARDING THE CROPS AND THE EFFECTS ON THE DRY GOODS TRADE—IMPROVEMENTS IN MANY STORES REPORTED—A CONFIDENT FEELING AMONG MERCHANTS.

From the special correspondent of THE DRY GOODS REVIEW.

WINNIPEG, Oct. 24.

YOUR correspondent has been making a brief visit to some of the more important towns in the Province outside of Winnipeg, and it will, no doubt, be of interest to many readers of THE REVIEW to hear something about the state of trade in these places, especially as this season has presented some unusual problems for the country to solve.

Manitobans are accustomed to expect a long, fine, dry Fall. They expect it, because, with rare exceptions, they have always had it. The October of 1882 was remarkable from the fact that it rained some part of every day along the Red River valley, but rain was not general through the Province. Manitoba has not had so much Fall rain since that date, until the present season. This year a great part of September and nearly all of October has been wet. This, in a country where stook threshing is a common practice, is a serious matter, and some very wild statements have gone abroad concerning the state of our crops. Your correspondent, therefore, made it a business to get all the reliable information possible as to the real effect of the wet weather on the country. Probably one-quarter of the crop was threshed before the rain came. Of the remaining three-quarters, half, or about half, was in stack and the balance in stook. Our farmers have never had to do much stacking against wet weather, and, no

doubt, quite a number of stacks will be spoiled, owing to bad building. The rain has been cold, and there will be little danger from heating in the stacks. Of the grain in stook, the color will be injured to some extent, without doubt. The weather has now cleared, and the farmers are pushing threshing operations with all

speed. Six large drying machines are being placed in various parts of the Province, so that little or any of the crop will be a dead loss. The yield has been enormous, far beyond the expectations of some of the oldest experts.

The next question is the effect this state of things is having on the dry goods trade. The first point noted is that Fall trade is anywhere from six weeks to two months later than usual in opening up. This is a serious annoyance to merchants who laid in heavy stocks early, in anticipation of a good Fall trade. The trade is sure to come, but just at present it is a waiting game, always the hardest on the patience of the players, and yet, your correspondent did not find one discouraged merchant. All had firm faith that the crop will come out all right in the end.

THE BERLIN



GILLESPIE, ANSLEY, & DIXON.

VISIT TO PORTAGE LA PRAIRIE.

The first town visited was Portage la Prairie, the oldest town, outside of Winnipeg, in Manitoba. Portage, as it is commonly called, enjoys many advantages. Situated on the main line of the C.P.R., 65 miles west of Winnipeg, it is the terminus of the Portage branch of the Northern Pacific and the starting of the Manitoba and Northwest railway, which taps 200 miles of as fine country for mixed farming as can be found in the Dominion. Immediately surrounding the town are the celebrated Portage plains, where wheat is grown in fields miles long, and frost cometh not in harvest or before it either. The site of the town is extremely pretty, and some day will be enhanced by a splendid artificial lake. Building has been very brisk in Portage this season. The fine stone post office, the handsomest in the whole Province, was completed in the early Summer, and is a great addition to the beauty as well as the convenience of the town.

A FINE NEW STORE.

Among other buildings noted is a large two-storey brick block erected by Dr. Cowan and occupied by J. & E. Brown as a departmental or general store. These merchants had the block erected with special reference to their requirements, and in few cities in the east can finer premises be found. The block is lighted throughout with acetylene gas, and it is also wired for electric lighting. The dry goods department, on the first floor, is fitted with the very latest improvements, among which were noted the handsome glass-topped ribbon counters. A very fine stock of general dry goods is carried, dress goods being the leading

"Maritime" Wrappers

Our range of
SAMPLES for SPRING, '99

is already complete.

WE SOLICIT YOUR ORDER.

For



"Trade Winners" and
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our lines are unequalled.

THE MARITIME WRAPPER CO.

Limited

Ontario Agent
J. H. PARKHILL
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French P.D. Corsets

10 Gold Medals

P.D. corsets are the only corsets enjoying a universal reputation, and are recognized in all civilized countries as the standard of perfection.

Whenever exhibited P.D. Corsets have obtained the first prizes for their scientific cut and fine workmanship.

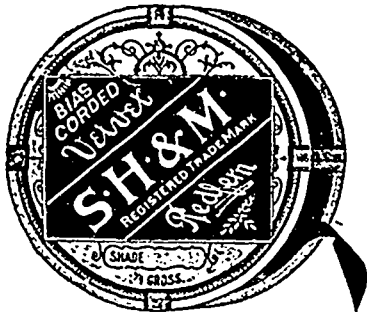
Konig & Stuffmann

7, 9, AND 11
VICTORIA SQUARE

Sole Agents for Canada.

MONTREAL

S.H. & M. BIAS VELVETEEN SKIRT BINDINGS



"S.H. & M." REDFERN.
Bias Corded Velvet
1 3/4 inch wide.



"S.H. & M." PRIDE.
Plain Velveteen
1 1/2 inch wide.



"S.H. & M." BELLE.
Plain Velveteen
1 3/4 inch wide.

Also "S.H. & M." WATERPROOF CORD EDGE.

The only Skirt Binding worthy the name.

The biggest seller in Skirt Bindings—known and used everywhere.

Cut evenly on a true bias, neatly and smoothly joined.

Put up on reels containing 36 yards continuous length.

The trade mark, "S.H. & M.," is a guarantee of quality, reliability and durability.

Add to your notion stock now and note the returns.

We also carry a line of low-priced Velveteen Binding.

Samples and Shade Cards with Prices mailed on application.

THE STEWART, HOWE & MAY CO.

24 Front Street West, TORONTO, ONT.

Manchester, Eng., New York, Boston, Chicago, St. Louis, Cleveland, San Francisco, U.S.A.

BUSINESS IN MANITOBA—Continued.

feature. On the second floor are the millinery showrooms, and clothing, furs and carpets.

The millinery department is divided from the clothing by a large open gallery, giving additional light to the floor below. The millinery opening was just on when your correspondent called. The rooms are lighted by large windows looking east and south. Magnificent tree fuschias in full bloom were arranged here and there through the rooms, lending additional beauty to the silks, velvets, feathers and flowers artistically arranged for display, while sweet strains from a hidden piano floated through the rooms. The show of trimmed hats was large and admirably arranged, much individuality and taste being shown in the trimming. Mr. Brown, senior, showed your correspondent through the premises. He is an old subscriber to THE REVIEW, and said he found it very useful in his business. Chatting of the state of trade and the making of collections, Mr. Brown said: "We do our business strictly on a cash basis. By that I do not mean that we sell for cash entirely, but we give credit only to those known to be reliable. To these we sell at the same price as we do for cash, take their notes at 8 per cent. and discount them, and we find the system works well. It was a little difficult to introduce at first, but we have no trouble now."

OTHER LARGE ESTABLISHMENTS.

The Hudson's Bay Company have a fine brick store, erected three years ago, where they carry a large stock of general dry goods, clothing, boots and shoes, furs, etc. Mr. Robertson, manager for the company, informed your correspondent that their business had doubled in the past three years; collections were good, and, though trade was delayed just at present, he anticipated a good Fall trade.

Burley, Smith & Co. do a large general dry goods trade in somewhat cramped premises.

T. A. Garland's is one of the largest dry goods houses in the west. Along with general dry goods, this house carries millinery, clothing, carpets and housefurnishings. This latter branch is one in which they take great pride, the stock carried being large and very well assorted. Their millinery showrooms are handsomely appointed, and it is their proud boast that they frequently send hats to Winnipeg, and as far west as Vancouver. The premises occupied is a three-storey brick block, 50 x 120, and it is full to repletion from basement to roof. There are one or two houses in Portage that devote themselves to clothing exclusively, and others again that carry smaller lines of dry goods, but the ones mentioned are leading houses and give a general idea of the trade.

BUSINESS AT NEEPAWA.

From Portage la Prairie your correspondent hied to Neepawa in the district of Beautiful Plains, about 60 miles northwest from Portage on the Manitoba Northwestern. Is not the combination of names delightful and suggestive, "Land of Plenty" and "Plains of Beauty?" And the names are but a literal description of the country and the town. The town is built on rising ground lying south of the railway, and round it flows a pretty little river backed by clumps of trees. Neepawa is also a progressive town and very strictly up-to-date. The business men are public spirited, and the town affairs have been run on liberal lines, but also with strict economy. There has been no parsimony and no waste. As a consequence, the improvements are good and the taxes light. In a few months the town will have its own system of electric lighting and telephone service.

The dry goods trade, is well represented. Brown & Co., successors to J. A. Davidson & Co., the first dry goods house of the town, occupy commodious brick premises two storeys high, and carry a very fine stock of general dry goods, clothing, furs, house-

furnishings and millinery. Miss Hewitt presides over the latter department and her showroom was enough to tempt any feminine purse. Chatting of fashions, Miss Hewitt informed your correspondent that in Neepawa they find it well to begin their millinery season as early as first week in September. They held a very successful opening this season, and during your correspondent's visit, did a large business with visitors to the annual fair, then in progress. It is of interest to note little differences of style and taste in the various towns. In Neepawa, for instance, burnt orange will not sell, but all shades of blue and green are very popular.

Kerr & Graham carry a fine stock of general dry goods, but make a special feature of men's clothing. To facilitate this trade they are now putting an addition to their premises where a first-class tailoring establishment will be carried on.

Stevens & Clare also do a general dry goods business, and handle a fine line of ready-made wrappers, blouses, etc.

J. Clare & Co. is another general dry goods house which has been long established and does a large trade. House linen, blankets, and carpets are special lines with this house.

Each house mentioned subscribes to THE REVIEW, and all spoke highly of its usefulness.

A VISIT TO CARBERRY.

From Neepawa your scribe returned to Portage and caught the Pacific express, and thus reached Carberry. As the crow flies, Carberry and Neepawa are but 32 miles apart, and, as Neepawa occupies the extreme west, and Carberry the middle of the great central wheat belt of the Province, there is a pleasant and healthy rivalry between the towns. Carberry is the larger of the two. It is well situated, and has that best of backing, a prosperous farming community. A year ago the town suffered from a bad fire, but already the burned sites are occupied with fine new buildings of brick and stone. Over \$75,000 worth of building has been done in Carberry during the past summer. The little town has now a most substantial air.

Among the dry goods men is W. G. Murphy, whose removal from Mitchell, Ont., was recently noted in THE REVIEW. Mr. Murphy moved into a fine two-storey brick block, built on purpose for him by his brother. When your correspondent called she found the whole staff busily engaged in getting the new stock into order.

J. Fairly carries a very fine line of general dry goods and clothing and does an extensive trade.

BRANDON.

Your correspondent sent THE REVIEW a full description of Brandon last October and there is not much to add. It was pleasant renewing acquaintance with the business men of the "Wheat City," and all gave a very cordial greeting to the correspondent of THE REVIEW, and had only good things to say of the paper.

Fraser & Co. have added to their premises, and have now one store devoted exclusively to men's clothing and furs. They report business good through the year, but, just now, like every other town, Brandon is waiting for the wheat to move.

Nation & Shewan report favorably on the year's trade.

The Strome, White Co. have altered and improved their premises, and are carrying a splendid Fall stock of general dry goods. Their dress goods department is especially complete. The department of men's clothing looked as if it might fit out an army. A new feature of the store is that of having the department for ladies' shoes open immediately off the dress goods department.

Wilson & Rankin have improved their premises also, giving much space to men's clothing and furnishings. Into this department they have introduced the glass counters which also serve as showcases for fine shirts, ties and the like. The millinery depart-



The Puritas

brand of
Wadded comforters, so called on
account of the purity of their ma-
terial. It is the best comforter
made, in workmanship and finish.
If you sold but once to the same
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goods, but the customer who buys
over and over again will be satis-
fied only with the Puritas.
Costs no more than any other
brand. Insist on getting it from
your jobber. If no substitutes,
write us direct.

**Alaska Feather &
Down Co., Limited**
290 Guy St. MONTREAL

A Down Quilt Bargain

We offer to the Trade, as a Special Extra Christmas Bargain, Down Quilts—a limited number of overmakes measuring 6x6 ft., which will be sold in assorted cases of one dozen each on special conditions, which insure it a ready, quick sale. This is a bargain which will set your town agog, if you take hold of it.

Apply for full particulars to

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The Alaska Feather & Down Co. *Limited*

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The Lace Warehouse of Canada

Are offering unusual inducements to close out the balance of Autumn and Winter Dress Goods. We carry no old stuff and **must** make room for new.

🌿 **SPRING 1899** *🌿*

Our travellers now have our full line of Dress Goods, Blouses, Capes, and Parasols for Spring 1899.

Our collection of Dress Goods represents the newest, choicest and most up-to-date stuff the world's markets can produce, and the selection has been made with the skill acquired by thirty years of experience. It will interest any buyer to see this exhibit. In **Laces** and **Lace Curtains** we are the recognized **leaders** in this market.

Kyle, Cheesbrough & Co. - - Montreal.

BUSINESS IN MANITOBA—Continued.

ment of this house deserves special mention. In no house in Winnipeg, wholesale and retail, could be found a finer collection of hats than was on view in the large and handsomely-furnished showrooms of this house. All the work was truly artistic. Miss McKinnon, late of Toronto, presides in this department, and shows the genuine artist's enthusiasm for combination of color and graceful arrangements of trimming. Mr. Rankin reported trade, during the year, very good indeed. "Of course, the Fall season is late in opening," said Mr. Rankin, "but we will get all the trade presently. I feel sure this wet season has a lesson for farmers and merchants alike, and we must try and profit by our experience."

MORDEN.

From Brandon, your correspondent went south to Napinka, and then east to Morden. Morden is one of the oldest and largest towns on the Southwestern branch of the C.P.R. Near the international boundary, backed by a fine wheat country, Morden is one of the solid towns of Manitoba. Profiting by the experience of two bad fires, Morden has erected a number of very substantial buildings of brick and stone. The stone used is granite boulder-stone, of which there is a supply convenient to the town.

Meikle & Coppinger do a large dry goods trade, and occupy commodious premises on one of the principal corners. Mr. Meikle took your correspondent over the building, and the stock is large, well-assorted and very complete. Here, as in most of the towns visited, in addition to dry goods, clothing, furnishings and millinery are carried. The strong point of the house, perhaps, is clothing and furs, though all lines are well represented. "Oh yes, we take *THE REVIEW*," said Mr. Meikle, in answer to the usual query. "We take it, and we like it."

Tobias & Co. have another large dry goods house. This firm succeeded to the business formerly carried on by Schultz & Hansen, a company that had branches all over the southwest of the Province, and largely catered to the Mennonite trade. Mr. Tobias informed your correspondent that business was good all year. September trade had been very good, but just now, of course, things were dull, waiting for the wheat to move. This house makes a special feature of men's clothing, and carries a very heavy stock.

Carley & Studer have just moved into large new premises, and are carrying a fine stock of general dry goods.

The Hudson's Bay Company also have a store at this point. It is an old-established post, doing a very large trade. At present, they are rather handicapped for want of room, but Mr. Kieler assured your correspondent that business was in a satisfactory shape.

All the towns mentioned in this sketch have a good future before them, because they have grown out of the requirements of the districts in which they are situated. It is not likely that any of them, with the exception of Brandon, will be cities for many years to come, but they will all be, and are, vigorous towns, forming centres of trade, culture and refinement all through our growing Province. All of them are blessed with more than the average number of energetic and public-spirited business men, and much might be written about them that would be of interest, but does not come within the scope of an article of this kind. Your scribe owes a debt of gratitude to the railway officials and the editors of the various towns visited.

E.C.H.

A CORRECTION.

There was an error in the statement in the last issue of *THE REVIEW* regarding the dissolution of Blackley, O'Malley & Co., wholesale millinery, Montreal. Mr. Blackley goes into business as Wm. Blackley & Co., while W. J. O'Malley continues the old business under the firm name of W. J. O'Malley & Co., at the same place, 1831 Notre Dame street, with favorable auspices for success.

HINTS FROM A BIG CHICAGO STORE.

THE large Chicago store of Marshall Field & Co., has added a retail cloak and costume department, and we condense from *The Dry Goods Reporter* an account of the new department, as it exemplifies well the modern methods of store making. The department takes up a whole floor in the main building. There is an office for the buyer and his staff, a waiting-room for selling agents, and an ordering-room where samples are inspected. Besides these, there are rooms for reserve stock (fitted with dust-proof cases), a receiving-room, and a room for cutting, etc.

A luxuriously appointed drawing-room for customers is given large space. Near by is a handsome toilet-room. At the north end of the building, and on the same floor, is the alteration department, in which from sixty to one hundred and twenty people are employed, according to the time in the season.

The main department and salesroom is very spacious, with wide aisles and many windows. The cases for holding stock are all in mahogany, and the woodwork is relieved, wherever possible, by mirrors. Some conception of the mirror space may be formed from the fact that there are twenty eight-foot mirrors, in addition to numerous others of smaller dimensions.

A novel feature of the-cases are the plate glass tops, every case being finished in this way to admit the light. Thus, all the stock in cases can be seen plainly without the aid of artificial light.

All cases are arranged in the interior of the department, and the window space reserved for showing goods. Drawers, for keeping waist stock and childrens' goods, have plate glass fronts that reveal the stock and make it possible to instantly locate any article as well as to keep it before the public without damage from displaying in the open air.

Throughout the various subdivisions of the department are mahogany tables for holding stock. In addition to many cases in usual styles, save for the plate-glass tops, are six new mahogany and glass cases costing \$250 each, in which imported costumes are to be shown.

The various lines of stock are arranged in separate sections, and include misses' and children's garments, dresses, wraps and waists, ladies' tea gowns and dressing sacks, ladies' waists, silk, cotton and wool, separate skirts, ladies' jackets, capes and mantles, tailor-made suits and wool and silk costumes.

An order department for ladies' waists and one for inexpensive tailor suits are also features of this floor. To accommodate the salesroom and facilitate the showing and selling of garments there are 21 fitting-rooms.

Completing the whole is a special room for displaying evening costumes, with artificial light and appointments that make fitting background for the choicest productions of world-famed modistes.

This room is very ornate, and is in pure Louis XVI. style. The walls are exquisitely decorated, the ceiling having an allegorical centrepiece, surrounded by smaller medallions representing the four seasons, each wrought out in Louis XVI. style. Special hangings representing the period have been made for the door, and even the chandeliers are of Louis XVI. period. The floors of the department are all of hardwood, highly polished, with handsome rugs.

COTTON GROWN IN CANADA.

An interesting sight is to be seen in the garden of Rev. Egerton R. Young, Deer Park, near Toronto. When Mr. Young returned from visiting the south last winter, he brought with him some cotton seeds, which he planted in his garden. The seeds grew into healthy plants. Great bulbs full of cotton are all over them, and are ready to burst. The flowers first had a yellowish tinge, which changed to pink ere they gave way to the bulb.

CARTWRIGHT

...ESTABLISHED in 1794
but "UP-TO-DATE" in '98

AND WARNERS

Spinners and Manufacturers of
the Celebrated

LIMITED

Hosiery and



Underwear

Which will not "Cott"

Absolutely Non-shrinkable
Pure Undyed Wool Underwear
The best unshrinkable finish in the market.

MILLS:

Loughborough, England

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"The Best Yet" *Red*

To their Town
Place Des

This is
Brush
Edge



This
is
Bias
Velveteen

S.H. & M.

Bias Brush Edge Skirt Binding

(PATENT APPLIED FOR)

An irresistible combination—"S.H. & M." Bias Velveteen and a perfect, silky, slightly brush edge the thickest and handsomest ever produced. The natural curve makes "S.H. & M." Bias Brush Edge conform perfectly to the shape of any skirt—no puckering or wrinkling. Sells at sight.

Article X—Plain Top. Article XX—Corded Top.

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BRUSH EDGE SKIRT PROTECTOR

(HERCULES HEADING)

Patented April 12th, 1898.



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CANADA'S NEW INDUSTRY.

The Merchants Dyeing ^{AND} Finishing Co.

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D. H. BURTON, President.

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AT THE WAREHOUSE—42 FRONT ST. W.

We have had a busy month, specially in New Blues, which we could supply better than anyone else, having stock in the Grey. Old-fashioned ideas as to Water and Climate are out of date—with our present Technical and Chemical Knowledge. Where else in the world can you find such bodies of pure, Fresh Water as we have in our lakes, and where can you find a nicer climate than Toronto?

We have also been busy preparing our New Spring Samples; they are now in the hands of our obliging and energetic Travellers, from Nova Scotia to Vancouver.

DRESS GOODS. Specialties in Black Figures of all kinds, Plain Colors in all weaves, Mixtures in all fabrics, Cotton Zephyrs, Checks, Organdies, Muslins, Piques, Novelties.

SILKS. Blacks and Fancies, Specialties—Taffetas and Checks.

RIBBONS, LACES, EMBROIDERIES, VEILINGS, Up-to-date.

CASHMERE HOSIERY. The best range we ever had.

COTTON HOSE. In Plain and Fancy, Lisle, Plated, and Silk Novelties.

GLOVES. Lisle, Linenese, Taffeta, Silk, all styles.

KID GLOVES. Specialty, "*The Albani*," New Cut, best glove to retail at a dollar in the Trade.

Lines of Serges, Henriettas, Ribbons, Japanese Silks and other foreign goods at old prices, as long as our stock lasts.

YOUR ORDERS WILL BE ESTEEMED. RELIABLE GOODS AND FAIR TERMS.

AT THE WORKS—LIBERTY ST.

We have been very busy the past month, with both Wholesale and Retail work, re-dyeing old colors and sending them out fresh and fashionable. If you have any bad shades, send them in at once, as the cold weather is coming.



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

MONTREAL and TORONTO, NOVEMBER, 1898.

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

THE FIGHT OF THE LOCAL MERCHANT.

THE methods adopted by the smaller stores in Chicago to fight the big departmentals are chiefly of two kinds. They propose to make collective purchases, believing that by placing larger joint orders they can buy cheaper than the department stores can. Another plan is to combine to buy stock at bankrupt sales and thus establish bargain counters to beat anything the department stores ever contemplated or even advertised.

It remains to be seen how these plans will work out in practice. They bear a strong resemblance to the advice that you should "fight the devil with fire," a proceeding which has never yet been attended with much success. Of course, the bargain counter, in addition to the attractiveness to a woman of making all her purchases under one roof, is very great. The hope of a bargain having once got the customers into the big store, it is found easy enough to make money out of them on other things. In fact, thrown off her guard by getting an undoubted bargain, the purchaser is in the mood to pay a handsome profit on other lines without being aware of it.

To fight this system of hoodwinking the gullible public is un-

doubtedly a hard task. But it can be done, in the smaller centres, by the methods which have often been referred to in these columns — by the cash system, by securing the confidence of the locality through honest goods, and by frequent and careful purchasing. The local merchant has the well-known timidity of people in buying by catalogue without seeing the goods to help him in his fight for his local trade. All these things taken together must, in the long run, with good business ability, give the victory to the local merchant.

There is no patent on the idea by which the department stores capture trade. They are cleverly conducted, and they use the weakness of human nature in wanting a bargain. As there are always plenty of fools in big cities, the department stores will continue to flourish. But there will be room for the local merchant, too, as soon as he realizes that to fight the big stores successfully he must, in his own small sphere, be just as enterprising, as obliging and as capable as they are.

DUMPING WHITE COTTONS HERE.

Several orders have lately been placed for American white cottons by Canadian houses. Some complaints have been made by jobbers to *THE REVIEW* that the Canadian mills are so busy that prompt filing of orders has been difficult. In one case, this was the reason assigned for buying a lot of New England cottons. Now, as our readers know, we are not specially concerned to defend the Canadian mills, but we doubt very much if purchases of American white cottons are due to slow deliveries. We rather suspect that the tempting terms offered by United States mills are the real cause of Canadian buying. To keep up prices at home, the mills there are anxious to unload in Canada, or any other foreign market, at almost any figure, and to a sure customer will accept almost any terms. This comes so closely to "dumping" upon this market that the fact should be kept in mind. Neither retail nor wholesale trade would benefit from a flood of cheap goods, so we hope the Customs officials will keep their eyes open and see that duties are paid on the regular market price. United States cottons have to pay the full 25 per cent. duty (no preference), and with this handicap and the liberal terms that are reported to be available by Canadian customers, it does not seem possible that the transactions can be profitable to the American mills.

THE QUESTION OF PRICE.

Much more is usually made of advance in price than of reduction in price. The merchant is always carefully notified of an advance, but those who sell to him do not lie awake at night worrying for fear he shall not learn that the price of some article has fallen. Despite these tendencies, however, advances of price do occur, and there seems to be no doubt that in dress goods made from fine wools advances of from 5 to 10 per cent. are taking place. In cashmere hosiery the advances are now admitted. As to silk, the Japanese silks have gone up more in price than the continental silks, which have advanced 5 per cent. That these advances are real is proved by the fact that several of the largest Canadian retail houses, who usually import most of their stuff direct, have been quietly picking up large lots of goods in the wholesale houses at the old prices, not feeling inclined to pay the higher prices for immediate trade.

THE CHANCES OF RECIPROCITY.

THE British-Canadian-American Commission to arrange a treaty between this country and the United States, has reassembled at Washington. Before the next issue of THE REVIEW reaches our readers the Commission may have come to some conclusion.

When the Commission adjourned last month, it was rumored that the Americans thought Canadian demands were too high. But the truth was that the Americans would do little until their November elections were over. The Executive being Republican cannot be sure of getting a treaty through the Senate unless the narrow Republican majority in that body is increased by the State elections, which will determine the political complexion of several vacant or expiring senatorships. The elections ought to increase the Republican hold upon the country, and then we shall see how far Mr. McKinley's Commissioners are prepared to go.

As far as Canadian opinion is concerned, no more acceptable charge could be made against the Laurier Government than that it is holding out stoutly for Canadian interests. That is a policy which it may continue to pursue with perfect safety. All previous treaties have been far too favorable to the United States; we say all, because even the old Reciprocity Treaty had its balance of advantage toward American interests. This may not be the view taken in the States, but it can be substantiated by official records. It was reported from Quebec a few weeks ago that the American Commissioners were loath to grant reciprocity. That may or may not be so. The events of the next few weeks will show how much truth there is in it.

The reciprocity in farm products that used to prevail may not be renewed. But, perhaps, a limited reciprocity may be arranged and, if so, more trade will result, and in western Ontario and the Maritime Provinces, especially, the result will be welcomed. If the present Government of Canada cannot get reciprocity, we do not see how any Government could, as Sir W. Laurier and his colleagues have always said they would go a long way in order to secure it.

The present Commission, therefore, under auspices so favorable to reciprocity, must determine the question for a generation to come. If we cannot get it now, when the movement in the United States is decidedly toward new markets, we shall have to do without it, and seek other outlets, especially Great Britain, as a market for our surplus products.

IMPROVEMENTS IN STORES.

THE outstanding feature of the dry goods trade of this country during the last ten years has been—not as many say, the development of half a dozen big city stores—the great improvements made in the town and village establishments. The merchants of our smaller cities and towns have made and are making able and successful efforts to cope with the demand of each locality for better facilities. The expansion of dry goods stores in many different centres all over Canada is an undoubted fact. We do not know of any class or interest in Canada which has made efforts so practical and telling to keep abreast of the times as our merchants have. This is not mentioned as an empty compliment to them, but is stated as a simple fact. The merchants who have bent their ener-

gies in this direction, instead of sitting down hopelessly to moan at the concentration of trade in a few large cities, or giving up their spare time, money and thoughts to party politics, are the wisest men we have in this country. Heaven helps those who help themselves, says the proverb, and our merchants exemplify the truth of the saying.

THE PRESENT TENDENCIES IN DRESS GOODS.

THOSE who know say that in fancy dress goods made in Bradford this season the mercerized effect is the leading feature. As this feature is evidently playing a very important part in the fancy dress goods, it imparts to Bradford materials a good deal of sameness, especially in goods selling at 25, 37½ and 45c., and even up to 75c., and this somewhat bars out the more expensive fabrics of Bradford manufacture. In the English markets, it is reported that everyone is talking up plain goods, and, to a certain extent, in Paris, the dresses are of one color as far as the eye can see, although a close examination often shows the material to be a skilful combination of two or more shades.

As far as Canada is concerned, there will probably continue to be considerable demand for fancies for out-of-town trade, particularly as the mercerized effect makes very pretty materials, which are hard to beat in plains at the same price. One of the strongest features in Bradford dress goods this year is the range of fancy blacks, mohairs, lustres, etc., which will undoubtedly be largely sold in this country for Spring trade. The low-priced blacks show some nice satin-ground figures and lustre figures. In the materials costing over 40c., the blister effects are likely to be popular.

To judge by the reports, prices are advancing, but we imagine that there will be a considerable quantity of very nice goods to be got on this market for Spring at last season's prices, although, of course, there will be some lines which cannot be repeated at the old prices.

In French dress goods, cashmeres, serges, etc., the advance has really come into effect, and the opinion prevails that Canadian houses, which have been selling these lines at a very close margin of profit, may be forced to ask more for them. This advance in French goods is said to be due not only to the higher prices of fine wools, but also to the fact that the dyeing syndicate have already put up their price, and threaten to make a further advance in December. Among the strong features in French goods for Spring are epingles, both plain and shot; whipcords, plain and shot, and mixture serges, with a certain number of decided novelties in fancies.

TRADE IN THE WEST.

Our Winnipeg correspondent sends an interesting account of visits to several of the principal business centres of Manitoba. The reports are favorable. Alarming rumors of injuries to the crops by wet weather have gone abroad, but there is reason to know that they were exaggerated. Manitoba and the west generally is in a good position. Immigration is much more rapid than it has been during the past five years, and the outlook for the west is very satisfactory. One cannot but observe the hopeful character of western merchants. They are alert, enterprising and aggressive. We wish we were as sure of everything as of the prosperity of our Canadian west during the coming year.

THE TARIFF POLICY OF CANADA.

FROM all enquiries made it does not seem that any serious injury to the woollen manufacturers has followed the adoption last year of the ad valorem system of duties, instead of the specific. At the time a good deal of alarm was felt, and deputations, it will be remembered, waited upon the Government to protest against the change. Perhaps it is early yet to know exactly how much outside competition has increased the difficulty which our manufacturers have of being restricted to a small market, and requiring, therefore, a fair measure of protection in that market.

As we have said, however, the current reports go to show that the principal mills are busy with orders for home trade, and are turning out, as usual, a very excellent line of goods. The secret seems to be that domestic trade has been so much more active, and orders have been so much more freely placed, that the mills have not felt the full effect of the lower duty. It will be very gratifying if our manufacturers can make progress under increased competition, and it will be greatly to their credit if this should be done in large measure by their enterprise and quickness in keeping up-to-date in all respects. The complaint used to be made that our manufacturers, having their own market secure under the tariff, did not worry themselves as much as if they had had a keener outside competition. Be this as it may, the activity of trade at present is a good sign, and must be due principally to the increased demand at home.

In fact, every branch of trade is rendered more satisfactory by prosperity in the country. Not a single interest or industry but feels the effect. The expansion which has been taken place in Canada during the last two years ought to be permanent, if our population goes on growing and our mineral development continues. It does not do to be too sanguine about these matters, but neither is it wise to be too pessimistic. The principal object of our Government should be to keep the commercial prosperity of the country constantly in mind, and by doing so neither our merchants nor our manufacturers will be found complaining.

Sometimes it is only common sense which is required to be displayed by the politicians, such as avoidance of commercial matters as subjects for party controversies. Sometimes, again, changes in tariff are required, and any Government can afford to do justice to any industry regardless of the consequence. Instead of yielding to clamor or being afraid of criticism from a few weak-kneed or quarrelsome critics, let the Government of the day frame their tariff after a careful inquiry into the circumstances of each case, and then boldly take the consequences.

The present Government are not being watched by the mass of the people with a view to seeing whether they are true to free trade or protection. The tariff legislation of this country is necessarily a compromise. Our situation in these matters is largely determined by conditions over which we have no control, such as the tariff of the United States. It would be simple insanity to cut down our duties while the Americans are affording the highest protection to their industries. Therefore, we would advise the Government to show a stiff backbone in all questions of tariff legislation, doing justice without fear or favor, and putting up the duties or cutting them down with sole reference to the necessities of each case, and

without caring what theoretical free traders or theoretical protectionists have to say. Both these classes of people are in the minority. The great mass of the business community wants good trade, and will try any policy put forward by competent men in an intelligent way. We have no knowledge whether the woollen manufacturers want a change or not, but if they did, and could show a good case, we would expect the Government to deal with the matter entirely from the standpoint of the general welfare.

THE ANALYSIS OF TRADE.

A rather remarkable statement was made to THE REVIEW a few days ago. It relates to the question of trade statistics; that is, the amount of goods imported into or exported from this country. Complaints have several times been made in these columns of the tardy appearance of these statistics at Ottawa, where they are collected and added up. For years, great delay has taken place in the publication of the annual results. One Government has been just as slow as another, so that there is no political animus in the complaint that more promptness should be shown in the giving of the returns to the public.

The gentleman, who is the informant of THE REVIEW, said that all Governments in this country were accustomed to take their leisure in publishing these annual returns, and were at particular pains not to have them ready too long before the meeting of Parliament in each year. He said that if the returns appeared promptly, business men, who were not politicians, would make a study of the returns and often be able to point out errors in tariff policy or other mistakes of Government which would not be discovered by professional politicians, who get hold of a bulky return just before Parliament meets, and study it more with a view to making out a party advantage than to consider commercial questions from a commercial standpoint alone.

We would be loath to accept this explanation of the delay in printing the yearly statements of our trade and commerce. These figures are of very great importance when carefully analyzed. But, when they are nearly a year old, many people think it waste of time to go into the facts dealing with a period so long past. The official year at Ottawa closes on June 30. The annual figures ought, therefore, allowing a reasonable time for compilation, to be ready Sept. 1. Here we are at Nov. 1, and the figures are not ready yet, nor will they be ready, so it is said, until January. It is no answer to say that one Government copies the policy of its predecessor in this matter. Two wrongs do not make a right, and so far as THE REVIEW can do so, it intends to keep this subject constantly before the attention of merchants until they realize how little any Government attends to the interests of commerce when some political matter attracts their attention.

A POCKET SOUVENIR FREE.

An interesting little pocket souvenir has been got out by John Macdonald & Co. for the trade. It is a small circular mirror for the vest pocket, mounted on celluloid, and made of a special glass which enables the whole countenance of the looker-in to be seen. It is useful, as well as ornamental, and those who have not had one may get one by dropping a post card to the firm's Toronto warehouse.

THE WORKING OF THE PREFERENTIAL TARIFF.

THE article in the last issue of THE REVIEW on the preferential tariff has drawn forth some comments in the daily press on both sides of politics. The Toronto Globe quotes our references to the difficulty of finding any dry goods which are not at least one-quarter British, and appears to think that this difficulty in classifying the imports is inseparable from the very nature of the preferential tariff. On the other hand, the Conservative newspapers are inclined to use the article as a means of criticizing the tariff policy of the Laurier Government.

No good is to be served by importing political considerations into the discussion. It is purely a trade question, and as such should be discussed. It is from this standpoint alone that THE REVIEW wishes to discuss it. We have not said, and do not say now, that the preferential tariff is going to prove a detriment to the trade of the country; because, in the first place, that remains to be proved, and, in the second place, the British preference is so popular in this country, that we doubt if the Government could abrogate it, even if desiring to do so.

The chief point of issue is this: Can the Customs officials prevent undervaluation (and, therefore, gross injustice to the honest importer) and other practices which tend to demoralize trade? It remains to be seen. We have pointed out some of the difficulties, and in a few months the Customs authorities should be able to tell us whether these difficulties have been overcome or not. The bulk of the Spring importations of dry goods do not come in before the end of the year, and then will be the severest test of the vigilance and capacity of dry goods appraisers.

The preferential tariff, it must be remembered, was rather a surprise to the country. It was not expected to take exactly that shape. The expectation was that the duties would be reduced on the principal lines of British goods, thus giving Great Britain a real advantage without specially preferring her before all other countries. The resolution which Sir Louis Davies offered in Parliament, in 1891, rather foreshadowed a tariff policy along this line, namely, reduced duties on British goods. Applied to the dry goods trade, this tariff would have worked out somewhat as follows: As British colored cottons are supreme in the world's market they would probably have been put at 25 per cent. They are now 35 per cent., with a quarter off to Britain. Then, in woollens, as Britain is easily first in blankets, flannels, cloths, doeskins, cashmere tweeds, coatings, overcoatings, etc., the duty might have been 25 per cent. In all dress goods, in which British manufactures do not excel, the duties might have been 35 per cent. Then, as to silks, ribbons, etc., which are nearly all of continental manufacture, the duty might have been placed at 35 per cent. instead of 30 per cent. as it now is, and which is certainly a very moderate duty for articles of luxury. Our imported cotton hosiery, being mostly of German make, would have paid 35 per cent., while woollen hosiery coming from England, could have been let off at 25 per cent. And so on through the list. The effort being to avoid a grave difficulty in administering the tariff on imports.

Now, we do not say that such a scheme of tariff revision should have been adopted in preference to the one now in vogue. Nor is it likely that the Government, having once tasted the fruits of their bold move in the praises bestowed upon Canada, will abandon the tariff, but, it is useless to deny the fact that operations at the Customs house during the next few months are going to place very serious responsibilities upon the officials, and entail, especially upon the small, honest importer, a good deal of unfair competition.

OUR BUSINESS WITH BRITAIN.

Every effort should be made to work up our export business with Great Britain, and if, as rumor says, Lord Strathcona desires to resign the High Commissionership in London, and that Sir Richard Cartwright will succeed him, the opportunity will be afforded for inaugurating an entirely new system in the London office of Canada. The new Commissioner should take with him a first-class man to act as commercial agent. This official could assume charge of the whole of the commercial department of the office, and, acting under the advice of the High Commissioner, promote commercial inquiries and lend every effort to expand Canadian dealings with Britain. The staff, also, should be Canadians with a personal knowledge of the country from ocean to ocean. There are many such men in the ranks of the merchants of this country, and, if a selection could be made, regardless of politics, a splendid staff could be got together. After all, why should it not be so? Are we asking anything so unreasonable, in suggesting that the men to represent us in England should have special qualifications regardless of their political faith? Sir Richard Cartwright, of course, is a politician himself, but no one doubts his ability, energy and integrity. He would make a good impression in England, and, if assisted by some one who knows Canada well, has a personal acquaintance with our commercial condition, and is full of activity, much good would result. We may be impatient in this matter. But we cannot see why the Government should not act promptly and take advantage of the prominence Canada is now enjoying in Europe. Later it may be too late.

RETURNING GOODS.

A statement, in our last issue, criticizing merchants who return goods in careless ways, has caused some comment in the trade. In order to verify the accuracy of our criticism, some inquiries and personal investigations were made. It appears that, instead of being exaggerated, our statement was mild. In one instance, some goods had been simply "thrown" into a packing case and, after going through the tossing of a railway journey, reached the warehouse in a condition fitted for the junk shop more than anywhere else. Perhaps the merchant who sent them back trusted to the storeman to have them properly packed. He, and other merchants, who are hardly spoken of in this matter, should consider how they would like it themselves. Good business, in fact, common decency, demands that they should treat others as they desire to be treated. We have an idea that merchants do not know of these things, and that the trouble is due to some careless employe. In any event, a remedy should be applied promptly.

REGISTERED

TRADE MARK



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

Registered Trade Mark, as above.

This Trade Mark means that the goods are

Salt's Belwarp Cloths

and are made at the famous mills of

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

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

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

The only houses from whom the Belwarp Cloths can be obtained for the Dominion of Canada are,

The Gault Brothers Co., Limited, Montreal
John Macdonald & Co., Toronto

both of whom carry in stock a full line of these goods.

NEW FEATURES IN WHOLESALE TRADE.

S. GREENSHIELDS, SON & CO.

S. GREENSHIELDS, SON & CO. have on hand a large line of golden draperies for Christmas trade.

Among the articles for Christmas trade are the following: Purses, hand-painted opal goods, pincushions and stamped goods. These will make ready sellers, and merchants will do well to order an assortment.

The firm have a well-assorted stock of Christmas neckwear in knots, derbys, puffs and bows in the newest designs. They have also a full range of men's sweaters, cardigan jackets, shirts and drawers in fleece-lined, ribbed, shetland and natural wool. Several jobs in men's knitted top shirts, at popular prices, are offered.

Special drives in sash curtain nets; exceptional values in floral hemp carpets; full ranges of Irish point, Brussels net and Nottingham curtains.

An off-line of 34-inch chenille curtains, all colors, at a very low price.

THE W. R. BROCK CO., LIMITED.

This firm are clearing, before stock-taking, a number of odd lines of fancy dress goods, this season's ranges, which are broken, with only a few pieces left of each coloring, and which they prefer to offer at a low price. They have adopted this plan for several seasons with success. The number of odd lines is limited, and merchants desiring some should order now. The same remarks apply to a very few ranges of fancy silks, which would be well adapted to Christmas trade.

In fancy black dress goods, the firm have a few very handsome high-priced blister effects, at a special price. In scarce cloths for ladies' costumes, the firm have a full range in black and all fashionable shades, including blues, which are difficult to obtain. Black satin, which is scarce, is in stock for present trade, with extra values shown.

The Brock Co. are showing for Spring a fine line of fancy silks for blouse purposes. There is a great range, to retail at 50c., 75c., and \$1, the fact that there is a demand for better stuff being kept in view. Shot glaces are a special line. The firm will again sell their well known black surah, P. 330, and their Jubilee peau de soie, P. 517, also. In black taffeta, the department is very strong. Chiffons are good for Spring.

In moreen skirtings for Spring, shown in mererized and satin stripes, both black and colors and plain, special values will be offered, and the firm are prepared to supply the manufacturing trade. Some handsome Lyons silks to retail at 75c., the pattern a stripe effect away from the tartan are among the present novelties and are shown in green, pink and brown.

In woollens, five or six lines of three-quarter Canadian tweeds are being cleared at less than mill prices, and cheap etoffes are being cleared at absolute mill cost. A line of Canadian beavers, in blacks and blues, at all prices, is being offered for overcoatings and mantlings. The department's exclusive brands of serge, "Tiger" and "Terror," which are stamped every two or three yards, are selling very well and are good. All the latest shades in fancy overcoatings, rough curl effects and soft llama, are being shown. There are some special good values in black twill and venetian worsteds.

Some lines of carpets in hemp, tapestry and brussels, have been added to the stock, and in draperies a clearing line of 50-inch coverings is being offered at prices which ought to effect a clearance.

To facilitate stock-taking in the hosiery, underwear and furnishing department, odd lines and broken ranges have been thrown out on tables to be cleared out at a price. Special values in hosiery,

gloves, underwear, and fancy goods are being offered at prices which enable merchants to compete at a profit with the bargains of department stores. The firm make a point of carrying a full range of fancy knitted goods, such as knitted wear, shawls, hoods, toques, clouds, polka jackets, cardigans, with or without sleeves, cuffs, etc. Among the new goods for November trade are several lines of black cashmere hosiery, bought before the recent advance in price; tartan and fancy ribbons, hemstitched and staple handkerchiefs and lawns. The firm have an immense stock of ladies' and misses' ribbed underwear, and can execute orders promptly at nearly any price desired.

Among the clearing lines in staples are some lots of wrapperettes, which have sold well; a line of Canadian tartan checks, dark and bright colorings, 36 inch cotton dress stuff, at 20 per cent. under regular price; three clearing lots of flannelettes, a line of linenettes in the bright colorings now in demand for skirt linings, 72-inch bleached table linens, an extra fine stock lot 60-inch Turkey and green, and 56-inch Turkey and white, and a line to retail at 25c.

In Spring prints, the range includes English, American and Canadian. A line of 36 inch percales, bought low, will be sold cheap. In the English prints, the range has been selected from ten of the best makers. A specialty is a 32-inch regatta cloth, the best standard cloth, to retail at 10c., with a good profit.

THE MERCHANTS DYEING AND FINISHING CO., LIMITED.

Previous to stock-taking, at the end of November, this firm offer Japanese silks, as long as the stock lasts, at the old figures. They are worth to-day 10 per cent. more in Japan, and the duty is 7½ per cent. more.

In henriettas, serges, ribbons and other continental goods, which have advanced 5 to 10 per cent. in Europe, and with 8½ per cent. more duty, they will also be sold for present delivery and date at old figures. Also other lines through the house in the same way.

S. F. MCKINNON & CO.

S. F. McKinnon & Co. anticipate a heavy November trade in their hat department, for which they are prepared. All leading styles and colors in sailors and walking hats are to be found in their stock, and orders will be promptly filled.

The firm give special attention to their stock of dress shapes in best qualities of fur felts, also white felts for children, correct styles, nobby shapes and suitable for the best class of trade.

They offer special inducements to clear odd lines in sailors, walking hats and dress shapes, all desirable goods.

The ribbon trade is very good, being largely used for millinery purposes, and the narrower widths for dress trimmings. S. F. McKinnon & Co. draw special attention to this department, it being one of their specialties, and claim to have not only a very large stock, but every make, width and shade, now in favor with the trade.

FINLEY, SMITH & CO.

Finley, Smith & Co. have in stock a fine range of ladies' mantle beavers in drabs, greens and reds.

The firm are now showing a grand range of overcoatings in llamas, vicunas, beavers, meltons and witneys. These goods are being offered at reasonable prices.

The travelers are now on the road with a magnificent range of Spring samples. Merchant tailors will do well to see them before placing their orders.

K. ISHIKAWA & CO.

K. Ishikawa & Co., Toronto, have received a big consignment of Christmas novelties in handkerchiefs, drapes, and Windsor ties. Some of these are entirely different from anything yet shown in

these goods, and, being thoroughly up-to-date in every respect, should prove fast sellers. Samples of these goods will cheerfully be sent by Ishikawa & Co., on receipt of post card asking for them.

Mr. K. Ishikawa will sail for Japan at the end of November. While there he will carefully fill all orders he has received from the Canadian trade, and will manufacture some entirely new novelties, which will be shown by the travellers of this firm early in the Spring.

JOHN MACDONALD & CO.

John Macdonald & Co., in their dress goods department, are showing some beautiful effects in black mohair and wool dress fabrics, all new goods, odds and ends picked up from amongst the different manufacturers, considerably below regular price.

New shipments have been received of black silk velvets, to retail at 65, 75, 85c., \$1 and \$1.25 per yard.

In ladies' ready-made skirts, they are showing two or three very special lines: No. 1948S, made of heavy costume cloth, navy and black only, lined throughout, velveteen bound and well made, to retail at \$2; No. 19581X, heavy black material, Vandkye pattern, very effective, to retail at \$2.50; No. 962, made of black and navy coating serge, special value, to retail at \$2.75 or \$3.

In men's goods, a low line of knot ties and derbys have been received to be sold cheap. The range of kid gloves is complete. A big line of men's neck mufflers have been received, and a big stock of Swiss embroidered handkerchiefs, from 72½c. to \$4 per dozen. Men's suspenders at \$2.25 per dozen are shown, and two clearing lines in top shirts, to retail at 40 and 75c. A clearing line of flesh colored, all-wool ribbed underwear, the regular price of which is \$4.50, is offered at \$3.90, and a 4¼-lb. ribbed wool sock is shown at \$2.25.

The silk department is a vision of beauty, with an immense range of the finest goods. Among the new lines are tartan velvets, made in the best German styles; a line of silk with velvet stripes for blouse purposes; a range of brocaded duchesse satins with plain satins to match; two-tone taffetas, dark colorings with small patterns, and medium in price; and some high-class French goods, black stripe with green and white foundation and a wave effect. These are only a few of a notable range, the department being recruited from the products of four different European countries are showing always a number of exclusive designs.

LARGER ORDERS FOR GERMAN HOSIERY, ETC.

Bearing out what has already been said in these columns regarding Canadian purchases of German dry goods, we learn from Canadian buyers, who have lately visited Germany, that no falling-off in trade is expected or observed. In fact, if our reports are well founded, and we see no reason to doubt them, the orders from Canada are larger than last year in such lines as hosiery, fabric gloves, etc. This is explained by the fact that in this market, last season, there was a scarcity in some lines of these goods. Canadian importers have determined not to be caught in this way again and have ordered rather more freely than before. These particular German goods are wanted here and no substitutes that sell so well

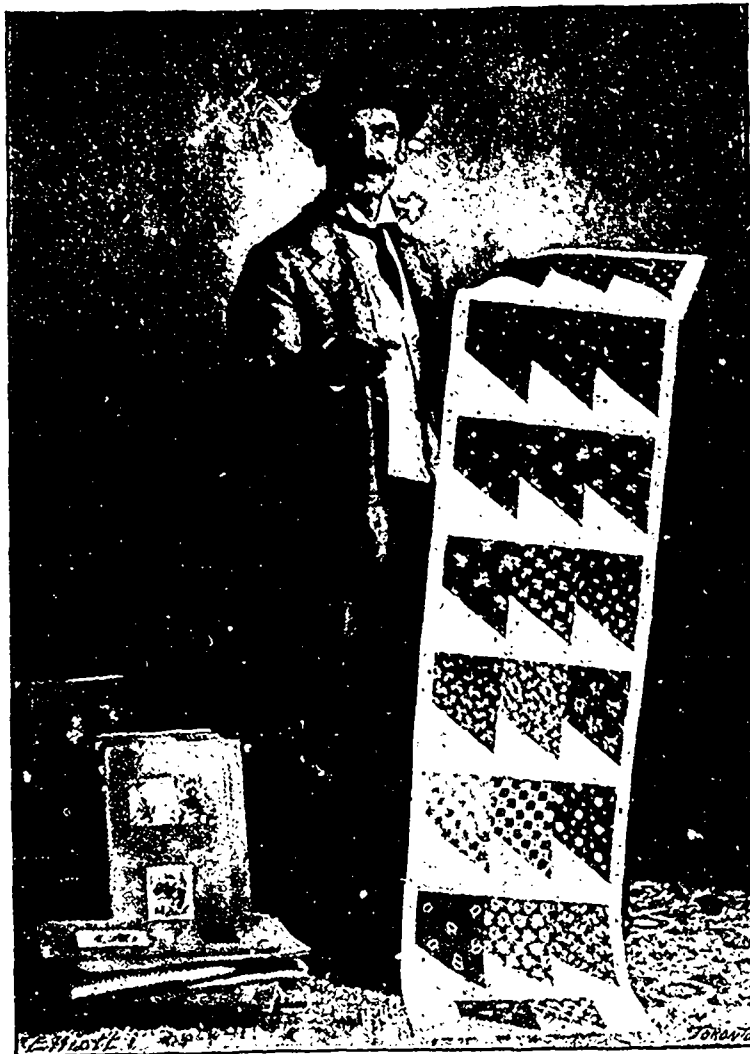
can readily take their place, consequently they will continue to be bought. Of course, in lines where British manufacturers can furnish competition, the orders will go to England, but this is not expected in the goods we have mentioned. The duty is certainly higher on German goods, but not high enough to exclude. Whether the Canadian consumer or the German manufacturer will pay the increased duty we do not know. That is a vexed question—as to who pays the duty. Circumstances usually determine that. Sometimes the foreign merchant pays it; sometimes the domestic importer; sometimes both divide it between them. In great measure the circumstances of each transaction govern the payment of the duty.

POINTERS.

A. W. Cressman, Peterboro', has had printed a neat card for his employes, and a copy of which has reached *THE REVIEW*, containing "Pointers for Success" They are well worth repeating here:

1. Never misrepresent your goods.
2. Politeness and attention are inexpensive—Give them freely to your customers.
3. The largest leakage in a dry goods business is careless measuring—a yard is 36 inches.
4. Handle each article as you enter it on your bill—this will save errors.
5. Don't forget (in a polite manner) to introduce goods—and invite your customers to call again.
6. Much of a firm's success depends on the individual efforts and courtesy of its employes.

W. W. Wilkinson & Co., Galt, have decided to add to their present store the one adjoining, thus providing one of the largest, most commodious, and complete establishments to be found in Ontario.



The above cut of the representative of Gold Medal dress goods, Seabelle serges and Crum's prints is one of the best advance cards from a traveler to his customers that *THE REVIEW* has seen. The gentleman in the cut represents one of the liveliest wholesale dry goods firms in Canada. He looks as if he had thorough confidence in the goods he is showing, and, from the pleased expression of his features, must be booking some good orders.

ABOUT ADVERTISING.

From The Woodstock Sentinel-Review.

THIS is the time of the year when business men are talking a good deal about advertising and advertisements. It is a big subject; and a good many sensible things have been said on it, by experts and specialist writers, during the past year or two, in these columns. Woodstock business men are good advertisers as a class. They understand their business. They know that there is not much sentiment about advertising.

Good advertisers don't advertise for sentiment, any more than a man works sixteen hours a day for his health. They advertise for business. They advertise among those whom they are likely to do business with. They advertise in mediums that circulate among those whom they want to do business with. They don't advertise where there is no business to be done. When a man spends his money in advertising he wants to get it back, and more, too, if he is sensible. A man is foolish to spend money in advertising if he is not likely to get it back. A sensible man may make a mistake and not get his money back; but a sensible man won't keep on making mistakes. He will look for the right advertising medium, and stick to it if he finds it pays.

The basis of advertising or advertising rates is circulation. Advertising rates and advertising profits depend on circulation. And there are both character and numbers in circulation. Good advertisers ask not only what the volume of a newspaper's circulation is, but its character; not only how many people, but what kind of people read a newspaper. They want to know how many people they can get at through a newspaper, what the newspaper is thought of by the people who read it, and whether the people who read it are the sort of people to do business with.

Some people who don't know much about advertising in a modern, up-to-date sense sometimes think that cheapness is the chief consideration in advertising. Good advertisers don't look for cheapness. They look away from it. They mistrust every advertising medium that is "cheap." With a good advertiser, to be cheap is to be worthless. They know that it costs money to build up a newspaper, it costs money to run a good one, it costs money to get circulation and to hold it; and time, energy, ability and money can't be sold cheap, much less be given away. Nine hundred and ninety-nine out of every 1,000 good advertisers in the world have found that high-priced advertising pays best, that so-called "cheap" advertising never pays at all. A fair and reasonable rate, though apparently high, in a good newspaper is very much cheaper—that is, it is more profitable—than so-called cheap advertising in inferior papers—that is, in papers of inferior standing and influence and circulation.

Some people who have not thought it out think that competition from a new paper will make advertising cheap. In ninety-nine cases out of a hundred, in this and every other country, it has made advertising dearer and more difficult. It has added a new burden to business men, to whom every newcomer professes to offer the blessing of competition and cheap advertising space. Competition between two shops might reduce the price of sugar if it had been sold dear by a single shop before; but competition, so-called, by the multiplication of newspapers, can never do such a thing. Quite the reverse. The obvious reason is that an old and largely circulated newspaper has something to sell which another one hasn't got and can't get. It is its circulation. Its circulation is its own. It can't be got—that is, it can't be duplicated—by another paper. Another paper may get some circulation of its own, but it will be a different circulation; and a newly got circulation is always inferior in character and advertising value to an old.

Advertising rates, as we have said, are based on circulation.

They relate to the value of what is given for the money which the advertiser invests. A paper with 1,000 of a circulation would, consequently, be a very dear advertising medium if it got one-half the rates of another paper with, say, 5,000 of a circulation.

Nothing in the world is more tenacious than newspaper circulation. An old paper seldom loses its circulation through competition. If others get circulation, it is usually not at the expense of an old newspaper, but at the expense of the reading public. If they get business, it is not at the expense of old established papers' rates, but at the expense of business men who pay twice, or something like it, for the same thing, that is, for the same or almost the same circulation.

At this season of the year advertisers should ask themselves what they want, who they want to reach, through what medium they can best reach the people they want to deal with, where people are in the habit of looking for advertisements, how they regard the paper in which these advertisements appear; are the rates reasonable, will they yield a return from the money paid, will it pay to change, will it pay to experiment, will it pay to spend money on a novelty in sentiment, or in any other way, except on strict business principles. In a word, when a man intends to spend money in advertising he should see to it that he invests it where he will get his own back and with interest. Advertisers who think for themselves, who have studied advertising up-to-date, will not throw away money on so-called cheap advertising—which is usually a poor, that is, a worthless investment. We believe, after a close study of many years, that advertising pays. It pays better than any other form of legitimate investment. But "cheap" advertising never pays, as every live business man knows.

OLD STYLES REAPPEAR IN PARIS.

All the old styles are coming up again, from the polonaise in blue velvet of Mme. du Barry, trimmed with zibeline, to the Greek tunique of Mme. Tallien, and the pelisse in blue fox of the Princess Borghese.

It is well known that the French are always frantic on the subject of furs, and there is no country where less imitation fur is worn, as those who cannot afford to have it real, prefer to go without. Of course, no one can vie with the Russians in this respect. It is said that the Empress mere has a pelisse of zibeline tails worth over 300,000 frs. Alexandre sent three wonderful skins of the black fox to Napoleon, who gave one to Desire Clary, the future Queen of Sweden.

It must also be remembered that the women of the first empire felt chilly under their light costumes, which were really nothing but fourreaux of satin and lace. The Queen Hortense loved to bury herself in zibeline. Under Louis Philippe, the talmas then fashionable were very simple, but how rich in fur!

REGRET EXPRESSED IN MANCHESTER.

In Manchester the news of the sad drowning of Mr. Blackey in the shipwreck of the "Mohegan," has been received with real regret. He was a frequent visitor to the markets, and a short time before he sailed was the centre of a happy group of friends at a dinner in Manchester. It is said that he had previous experiences of dangers at sea, being a passenger on the ill-fated "Oregon," which sank in sight of New York harbor several years ago (but without loss of life), and was also on board the City of Paris when that vessel met with an accident. The remains were brought to Toronto, where the funeral took place on Tuesday, Nov. 1, as THE REVIEW was going to press.

THE **GAULT BROS. CO'Y,** Limited

MONTREAL

Dress Goods Dept.

Job Clearing Lines

During this month we are offering to the trade several lines of Dress Goods at special job prices, to make room for our New Spring Purchases.

Black Goods.

This Department is well assorted in both Fancy and Plain Goods, having just received a few cases of the latest designs in Blobs and Blysters.

Prints.

A few cases of 2nds to be cleared out before stock-taking.

Linens.

Full lines of Tablings, Towelings, Napkins, Dowlas, etc.

Velveteens.

All prices in Black, and several special lines of colours in new shades.

P.S.--Don't place your Spring Order before seeing our range, which comprises all the latest novelties and a few special drives.

THE BENEVOLENT BROKER.

An Episode in Business Life.

A BROKER, whose office is on the ground floor of a building in LaSalle street, relates that he was sitting at his desk the other day writing a letter to a customer, explaining to him that his margins had been exhausted, when he was aware of that peculiar sensation that tells a man that he is not alone in the room. The sound of a slight cough assisted the sensation to some extent.

The broker looked around. Sure enough, he was not alone. A little girl, certainly not more than ten years old, stood in the middle of the room holding a well-conditioned pug dog in her arms.

She was an interesting-looking child, with flaxen hair, which was braided in two tails and tied with blue ribbon, and big blue eyes, which regarded the broker with an expression of blended timidity and resolution. Her dress was poor, patched and darned, the broker noticed, in two or three places, but scrupulously clean and neatly arranged. It bespoke the care of a loving mother.

"Well?" said the broker, looking benevolently at the little girl over his eyeglasses.

"If you please sir," she began, with a voice that quavered rather pitifully, "if you please would you—would you like to buy a dog?"

"A dog! Why, goodness me, no," said the broker. "What would I want with a dog?"

"He's—he's an awful nice dog," persisted the little girl. Then, gaining courage as she saw the interested look in the broker's face, she went on: "He will beg when you tell him to and play dead and bark once for 'yes' and twice for 'no' and do all kinds of tricks. He's an awful nice dog. I've had him ever since he was a weenty little bit of a puppy."

"Well, well!" exclaimed the broker, "you don't mean to say he does all that? Why do you want to sell him?"

The little girl looked down and dug the toe of her well-worn shoe into the carpet in a hesitating sort of a way. "My papa hasn't got any work to do any more and he can't get any money to bring home to mamma. Mamma told me not to tell anybody, though. There was a little boy told me Dewey would bring \$2 easy and—and I thought I would sell him and give my money to papa."

The broker rubbed his nose so hard that his eyes watered. "So the dog's name's Dewey?" he said. "What's your name, little girl?"

"I don't think mamma would like me to tell you," said the dog's mistress. "Don't you want to buy him, please?"

The broker fished his waistcoat pocket, and pulled out a crumpled \$2 bill, which he held out to his visitor. "Here you are," he said. "Here's your \$2."

With a serious face the little girl advanced and laid the pug dog on the desk, where he sat up like an enlarged paper weight. Then she threw her arms around his neck and kissed him lovingly on his wrinkled black muzzle. "Good-bye, Dewey," she cried, and taking the bill said, "Thank you, sir," very soberly, and started for the door.

Before she reached it the broker called her back. "Here, take your dog along with you," he said; "I haven't got a good place to keep a dog. You keep the \$2, little girl, and come in and see me some time when you're passing, and tell me how he's getting along."

The child ran back and snatched up the dog and hugged it to her, her big blue eyes dancing with delight. "Oh goody!" she said. "I don't have to sell you."

When she had gone the broker sighed and returned to his

letters. The child's happy face was a pleasant memory to him all that day.

The day following, as he was sitting on a high stool in a restaurant, absorbing a custard pie and iced milk, a fellow broker, whose office is near his, came in and took a seat beside him. They talked stocks for the space of a doughnut or two, and then the newcomer said:

"There was a pathetic little incident occurred in my place to-day. A little girl—one of the prettiest little girls you ever saw—came in and wanted to sell me her pet pug dog to help her father, who was sick and out of work. By ginger! it knocked me clean out, as tough as I am. I gave her the \$2 she wanted and told her to keep her dog, and she was tickled to death. It's the first good action I've done in 20 years—that's why I mention it."

"We swore then and there," said the first broker, "that we would neither of us, under any circumstances, be guilty of a good action again."—Chicago Record.

FIRM CHANGES.

Campbell & Downey, merchant tailors, of Perth, have dissolved partnership, Mr. Downey retiring. It is the intention of the retiring member to spend a term in the New York cutting school to fit himself in his line of business. Mr. W. Charles Elliott has become associated with the business, and the new firm will be known as Campbell & Elliott.

The firm of Smith & Ferguson, Moosomin, N.W.T., have been dissolved and Mr. Ferguson is retiring from the business. The books have been handed to Mr. Robert Millar, who will collect all moneys and pay all debts.

IDEAS OF A LIVE MERCHANT.

B. J. Gough, clothier, of Lindsay, is making it easy for people living at a distance to reach his establishment. Some time ago he offered to pay the one-way railway fare of parties living within 50 miles of Lindsay who purchased goods to the value of \$20 at his store, and lately he turned his attention to the needs of those who elect to drive to town. For their especial benefit he had close upon 150 neatly painted and lettered mile posts erected on the main roads leading to Lindsay, at a cost of about \$200, and they are proving a very great convenience in many ways, besides indicating the road to his establishment.

HONOR TO LORD MASHAM.

The freedom of the city of Bradford was presented to Lord Masham, the head of the great Lister silk mills, on Monday, Oct. 22. In paying this tribute to His Lordship, mention was made at the meeting of the city corporation of his inventive genius, his building up of the great silk industry at Manningham, and his recent presentation of an art gallery to Bradford, to cost £40,000.

In replying, Lord Masham acknowledged the many honors which had been conferred upon him by the people and the Crown. Many of these had, doubtless, been conferred with reference to his services as an inventor, and he promised when the Cartwright Memorial Gallery (his present to Bradford) was opened he would have something to say of his own career and experience as an inventor and silk manufacturer. While at his age he could only do arm-chair work, he could direct good work, if not by his voice, by his pen, and his pen was still, as they knew, often employed on the subject of fair trade.

Lord Masham is one of the foremost Englishmen of his time, and his successful career, wise commercial counsel and munificence have been fitly honored by Bradford.

Kid Gloves

IN STOCK

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

NEW BLUES
MYRTLES
OX BLOODS

Several ranges of
assorted packages

ROYAL PURPLE 2 clasp, fancy backs
BEAVERS
TANS, Etc., Etc. \$9.00, \$9.50, \$11.50

EUGÈNE JAMMET'S FRENCH
Kid Gloves.

FITZGIBBON, SCHAFHEITLIN & CO.
MONTREAL.

FALL and WINTER 1898

A. A. Allan & Co.

LADIES' AND GENTS'

Fine Furs

Buyers in search of

FINE FUR NOVELTIES

are invited to inspect our attractive collection of Fur Jackets,
Capas and Fur Neckwear made in all fashionable furs.

WE MANUFACTURE ALL OUR
GOODS.

We lead in styles.
Assortment large.
Values right.

It May Interest YOU to Know

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

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

JAMES CORISTINE & CO.

HAT, CAP, AND FUR MANUFACTURERS

469 to 477 St. Paul Street,

MONTREAL

HOW GERMANS PUSH THEIR TRADE.

ONE of the principal lessons learned by the German exporter of to-day is that of adaptation, viz., the necessity of adapting the goods he wishes to sell to the needs, tastes, and climatic or other home conditions of the customer, says a Berlin correspondent. Fate has been kind to the German exporter in one way, namely, in having such a convenient point of egress and ingress as Hamburg. That ancient sea-going and sea-trading city plays a most important part in German exports. It was not, however, until Hamburg, still a free and republican city, with her own sovereignty, at the time of the foundation of the empire, voluntarily yielded up a part of her ancient privileges (at the mild but persistent urging of Bismarck), that this old emporium of sea trade took the phenomenal rise which now amazes the world. And one of the chief secrets of Hamburg's wealth is the broker and commission merchant. To avoid the long delays before payment, which are necessary when dealing with South American, Oriental, and far Asiatic customers, the German inland producer sells, in many cases, to the Hamburg middleman, contenting himself with a small but sure profit, and leaving it to the shrewd and experienced Hamburger to get his money, with interest, back from the far-away purchaser. Another Hamburg specialty is the export agent. This man has a whole building full of samples and models of the goods confided to him. The foreign merchant anxious to buy on coming to Hamburg approaches the middleman, and he, in turn, introduces him to the export agent, who shows him a complete collection of everything, and thus enables him to buy much more understandingly. These agents, too, render themselves useful to the firms that employ them in other ways, by furnishing all sorts of information and hints.

Still another factor of importance in German export trade of to-day is the "Export-Address Book." That contains a wealth of information, such as the financial trustworthiness of transmarine houses, national, provincial and local idiosyncrasies and notions, and advice of every description.

Glancing through this odd book one may notice many things, which the cautious German trader is not slow to take advantage of. Here, for instance, is one of these hints: The success of goods sent to China depends in large part on their "lucky" or "unlucky" colors. Black and green must be avoided, as being decidedly "unlucky" in the eyes of a Chinese. An English merchant sent a large quantity of excellent needles to China, cheap, too. He lost money on them, the reason being that he had them wrapped in black paper. His German competitor, on the other hand, made a lot of money, because he had chosen a "lucky" tint for his wrappings, viz., scarlet. As to the American "peculiarities," I find these two hints: To write everything with the typewriter when intended for American eyes. Next, the exporter is advised to "blow his own horn" with a vengeance when dealing with Americans, and it is explained that unless this is done, the American customer will deem the goods inferior. Another hint touches the make-up and the packing of the goods, and that, too, is styled a matter of grave moment.

Another practice which is strongly urged in this book, and which, I am told, is very generally adopted by the agents of the export societies, is to keep their employers frequently and promptly informed, if need be, by wire, as to shifting tastes and sudden demands for new goods on the part of customers abroad. Events in the political, social, artistic life of each foreign nation are keenly watched on the spot, and new "heroes" and "heroines" are quickly utilized in German factories after their photographs have been transmitted to the home firm. Thus, it happens, for instance, that German fancy goods in leather, metal, or pasteboard, as well as export china, etc., show the portraits, more or less well executed,

of men like Dewey, Sampson, Hobson, Schley, Merritt, Miles, etc., in foreign markets before the home manufacturers have been able to turn them out. The promptness of service of these German agents abroad often enables their employers in Germany to be first in the field, even in such out of the way places as Uruguay, Venezuela or West Africa, and some instances have been told me where the German dealer has sent "notions" of every kind to some South American capital, with the faithful likeness of the latest popular idol, a newly elected president or a new prima donna in the first days of their fame.

The export societies and the single agents must work hand in hand in order to compete successfully with the world. But there is yet another valid reason for the phenomenal rise of Germany in the commercial line, and that is the excellent technical training which the young men intended for trade receive. Many of the agents abroad speak five or six languages with ease and tolerable correctness. In that respect, though, Germany is merely following old lines. It was said that the victories of 1866 and 1870 were the fruit of the German schoolmaster, and to a certain extent that saying is true. The trained intelligence which the young German clerk or salesman brings into his relatively humble sphere of life stands him in good stead in many cases.

HALIFAX FIRMS RETIRING.

It is announced from Halifax that two leading wholesale dry goods firms may retire at the end of the year. These are Murdochs' Nephews and Kenny & Co. Says The Halifax Herald: "The loss to Halifax by the retirement of such firms as these is very serious. For one thing, the city receives in taxes some \$4,000 a year on the stock and buildings owned by the proprietors of Murdochs' Nephews' business. There are probably 20 employes in that establishment. It is 60 or 70 years since the firm of T. & E. Kenny was established in this city, and a great deal of wealth was created by it. Its prosperity was wonderful, and the firm name became a household word. Some years ago this was changed to Kenny & Co., T. E. Kenny retiring, the firm then consisting of E. G. Kenny, James Heenan and Mr. Woodill. The Herald, on the occasion of the death of William Miller, which is the cause of the present situation, gave a history of the firm of Murdochs' Nephews. It is said that there are only two dry goods houses in Canada with more capital at their back than have had Murdochs' Nephews, and, like Kenny & Co., it has been a money-maker. If it be true that these firms are retiring from business, it will leave three splendid dry goods warehouses idle in the city, the other being that of Burns & Murray, opposite the post office."

A HEALTHY TRADE MOVEMENT.

It is most gratifying to note the growth of the cash system in Brockville, says The Brockville Times. Within the past few days our readers will have noted that several of the leading merchants have publicly announced their adoption of the cash system. The cash era is approaching rapidly, hastened by the terrible competition in all lines of business. This keen competition compels selling at small profits, profits so small that they will not permit of losses. Merchants cannot afford to incur bad debts, and as bad debts are impossible under the cash system the cash system is bound to grow. The cash system discourages extravagance and living beyond one's means, and is, therefore, to be particularly commended. The credit system is responsible largely for the existence of the big departmental stores, which sell cheap for cash, and make no bad debts. The widespread introduction of the cash system is the most effective method of counteracting the effects of these departmental stores. Everyone should support the local cash system methods.

Our stock for ❀ ❀ ❀



is now complete. We are showing a larger assortment than ever of

WOOLLENS and

TAILORS' TRIMMINGS



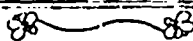
John Fisher, Son & Co.

442 and 444 St. James Street



QUEBEC OFFICE—101 and 103 St. Peter Street.

THIS SPACE BELONGS TO



**Ballingall,
Copeman & Co.**

PARIS, ONT.



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

WRITE FOR PARTICULARS, PRICES, ETC.

WM. PARKS & SON, Limited

ST. JOHN, N.B.

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

FLANNELETTES

Stripes and Checks

Domet Flannels
Shaker Flannels
Courtenay Flannels
Flannelette Sheeting

Cottonades
Denims
Tickings
Galateas, Yarns, etc.

Agents
J. SPROUL SMITH, 39½ Yonge Street Toronto
DAVID KAY, Fraser Building, Montreal.
JOHN HALLAM, 83 Front Street East, Toronto, Special Agent for
Beam Warps for Ontario.

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

Men's Furnishings.

THE NECKWEAR TRADE.

JUDGING by all reports, the neckwear trade is active, and the prosperity of the country is showing itself in large orders to the manufacturers and good business by the principal dealers. The puff shape is now in favor on all sides as the fashionable thing in neckwear. The Mogadore stripes, the warm, brilliant colors of which are exactly in line with prevailing taste, promise to be successful, especially with city customers, and THE REVIEW has noticed several on well-dressed young men who make a point of wearing what is new. Black and white checks, navy and white checks and stripes, bottle green and white stripes, and decided effects in two colors, are all much in vogue at the present time.

For Christmas, a line of multi-color bright brocades, almost startling in hue, but quite suited to those who keep abreast of fashion, are pronounced exceptionally good. Pure white goods, in the puff shape, either made up or to tie, are expected to meet with a good Christmas demand. Plain checks may also revive for holiday business here, as the expectation in New York is that they will do so. A range of steel greys, with small green, red or blue effects, are now selling well, and seem to be well adapted to the holiday trade.

Black and white continues to be a favorite combination both in London and New York, and is still having a great run in Canada. In fact, white on any dark color is in favor. Black checks are still enjoying popularity with out-of-town trade.

A new shape, which has just appeared on the market, is the graduated ascot. It has the double advantage of tying in puff shape or as a four-in-hand. It will probably please the dealer, because the customer who is slow to learn how to tie an ascot can make it look equally well as a knot. The ends are long, flowing and pointed, and while its price is greater than the lined puffs, the furnisher is able to say that it is really two neckties for the price of one.

LONDON NOVELTIES FOR XMAS.

In conversation with Cookson, Louison & Co., THE REVIEW learns that this month's business will terminate a very successful year. Their Thanksgiving advertisement in this issue is a novel one, and will illustrate more especially what we have reference to. This firm have made a hit in manufacturing their own neckwear; their maiden efforts have been well received by the trade. They have found it necessary to move into larger premises, and have leased the building No. 14 St. Helen street, Montreal, for their warehouse and factory. This is being put into immediate repair, and they expect to be in this building in about ten days.

Mr. Cookson has just returned from an extended buying tour in Europe, and, being late on the market, managed to secure for their Christmas neckwear business many novelties that the silk manufacturers were just producing to show to the London trade for Spring business. They will thus be about four months ahead of the market. Their new weavings, such as cotele stripes (a raised stripe), epangle bars, panama ecossais, etc., must be seen to be appreciated.

Men's bundle goods are not so active, says The New York Chronicle, chiefly because they are in bundles. A leading jobber

said: "I won't put another bundle of stockings in my house after this season. Goods that are not worth boxing are not worth the room they occupy." At a trifling expense for a neat box the appearance of the goods is improved immeasurably, and the goods are protected against hard usage and rough handling; they come out of the

box slick and smooth instead of rough and dilapidated looking, as in exposed bundles. There is no mistake that a neat box adds respectability to a stocking of any character, and sharp manufacturers of even the lowest-priced goods are beginning to find it out. Much handling of both stockings and half-hose soon takes the newness off them; the lustre of the mill gives way to the soil of many fingers and the dust of the store and friction from themselves soon roughens the smooth surface into deteriorating fuzz.

A SHIRT AND COLLAR TRUST.

Fred. S. Lyke, western representative of The United Shirt and Collar Co., of Troy, N.Y., is responsible for the statement that a gigantic trust is about to be formed of the different collar and shirt industries of the United States. This trust, which is to be controlled by English capitalists, will be organized within a short time, with a capital of \$100,000,000. The corporation will control the output of the leading industries of this kind in the United States, and will also own and operate its own cotton mills. According to the information given out, the plants will be consolidated where advisable, and the business conducted on a more economical basis. The goods manufactured will be sold through agencies, and, as far as convenient, the services of traveling agents will be dispensed with.

The trust, according to report, will embrace the principal concerns of Troy, Rochester and other centres of manufacture. Agents of the combination are visiting the principal manufacturers in the west, and the obvious purpose of the syndicate is to buy outright the larger concerns.

Practically, the entire output of the United States will be controlled. It is intimated that the agents are meeting with gratifying success. The existing management of the larger concerns will be allowed to continue for the present, and the smaller ones will be speedily consolidated and removed to the shirt and collar centres.

A GROWING TRADE.

Tooke Bros. report a steady increase in their shirt, collar, and blouse trade, in fact, it has grown to such an extent that the neckwear manufacturing department has been crowded out of the factory. New quarters have been found for it at S Latour street. The firm say that orders received, so far, for Christmas neckwear exceed their greatest expectations.

THE FUTURE OF STRIPES.

Authorities say that stripes are going to rule next year's shirts. They will come in all colors from a light blue to a dark brown, and from a mild retiring pink to a fierce and obtrusive green. The patterns, however, are modest, and come in neat and refined checks, or bars. The demand will be for fancy shirts, and the Canadian manufacturers are preparing to meet all tastes with a multitude of patterns.

A NOVELTY IN CUFF LINKS.

The adaptability of cuffs to work at the office, or according to individual taste, is an important matter in their sale. A device which can be used for the round cuff and the link cuff as well is a matter of interest to the furnishing trade. The new Derby link, No. 2, is made to fit both kinds of cuff, and is an invention by the

SPRING SAMPLES

. . . of . . .

COLORED SHIRTS

IN EVERY STYLE AND PRICE.

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

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

Underwear . .

Every price in Balbriggans.

All prices in . . .

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

Medium and light Weights. Popular Prices.

Half-Hose . .

Seamless Heels,
Hermsdorf Dye.

Plain, Black Cottons,
Tan Cottons,
Fancy Plaids.

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

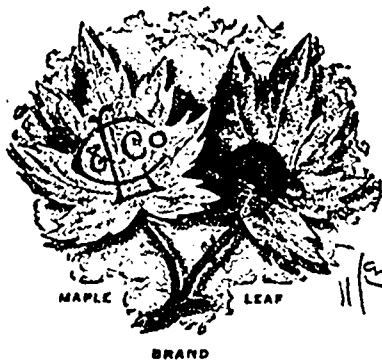
Bicycle Hose . .

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

FRESH LINES FOR SORTING
TRADE IN EVERY DEPARTMENT.

MATTHEWS, TOWERS & Co.

73 St. Peter Street, MONTREAL.



Neckwear Manufacturers.

MONTREAL

SHIRTS, COLLARS
and CUFFS
RUBBER COATS
UMBRELLAS
BRACES
HANDKERCHIEFS
SHIRTS and
DRAWERS
CAPS, SWEATERS
GLOVES, HOSIERY
BICYCLE HOSE
OVERALLS
JEWELLERY
WALKING STICKS
MUFFLERS
TOP SHIRTS, etc.

Cookson, Louson & Co's

"THANKSGIVING 1898"

"THANKS." To hundreds of merchants who have given us a share of their business we tender our sincere thanks, and promise our best services in return.

"THANKS." To foreign and Canadian manufacturers for confidence and assistance.

"THANKS." To the trade for wishing us success. We shall endeavor to retain your esteem.

"THANKS." To hosts of commercial travellers and sincere friends. We gratefully appreciate your singing our praises. Our first year's business has been very successful.

OUR NECKWEAR DEPARTMENT

We are glad to inform our friends that we now have our **Neckwear Factory** in perfect running order, in charge of one of the most competent neckwear specialists in America, and can guarantee perfection in finish and originality in styles.

Our range for **Xmas** and **Spring** is bristling with novelties.

Nine-tenths of the designs being of our own creation, are confined to us exclusively for Canada.

These are a few of the new weavings we are showing:

Côtelé Stripes

Natté Silks

Panama Eccossais

Serge Grisailles

Silk and Satin Warp Stripes

Panama Raye

Epingle Bars.

New effects in **Broches**, **Armures** and **Jacquards**, and an exquisite range of **Printed Warps**. Our new designs in **Printed Foulards** are works of art. The shapes we are now showing combine the very latest and most fashionable styles from **New York** and **London**.

Our travellers are now on the road, and we feel sure that it will be to the interest of the Furnishing trade to see our range at the earliest possible opportunity.

COOKSON, LOUSON & CO. - Montreal.

"POST" CARD

COMPETITION

1st Prize, \$15.00

2nd Prize, 10.00

HON. WM. E. GLADSTONE did much in his life to help the Post Card to survive the early death of the Waste Basket. Thousands of these cards are today treasured by individuals and business corporations, for fortunate enough to have received them.

Cookson, Louison & Co., desire, in a humble way, to assist Post Cards to live longer than they generally do. We have offered two prizes, but, apart from this, we want each reader to try and create something original that will help us along the lines of our business. To give you our idea. We herewith print you a sample of both sides of our last advance card. We have found that it has helped us. Several merchants have written in for other copies, and some, indeed, have committed the poetry to memory. Indeed, these very lines may encourage you, who knows? The poetry is not original, we picked it up several months ago in a paper. It has been pleasant to notice these cards here and there perched up on merchants' desks, or pinned to office walls. We feel so encouraged, that we gladly ask your assistance to help us to create Post Cards that will survive the waste basket.

We want each reader to try in this noble effort. Will you?

THE DRY GOODS REVIEW has very kindly consented to act as judge in this competition. We promise to print illustrations of the two successful cards, together with

names of the winners. These will appear in a future number of this journal. We sincerely trust that this competition will bring to us bright sparkling ideas upon the lines of our business, while at the same time you may participate in the noble effort of elevating Post Cards from waste basket humiliation.

Address all correspondence, care of

**COOKSON,
LOUSON
& CO.**

Wholesale Men's
Furnishers

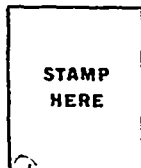
Montreal, Que.

TOOT YOUR HORN ANYWAY.

If you strike a thorn or rose,
Keep a-go-in'!
If it hails or if it snows,
Keep a-go-in'!
'Taint no use to sit an' whine
When the fish ain't on your line;
Bait your hook an' keep on tryin'-
Keep a-go-in'!
When the weather kills your crop,
Keep a-go-in'!
When you tumble from the top,
Keep a-go-in'!
'Spose you're out o' every dime?
Gettin' broke ain't any crime;
Tell the world you're feelin' prime!
Keep a-go-in'!
When it looks like all is up,
Keep a-go-in'!
Drain the sweetness from the cup,
Keep a-go-in'!
See the wild birds on the wing!
Hear the bells that sweetly ring!
When you feel like singin'-sing!
Keep a-go-in'!



MAPLE LEAF BRAND



11/3/99

COOKSON, LOUSON & CO., Montreal

THE SPACE BELOW IS RESERVED FOR ADDRESS ONLY.

Mr. John Allan

(Men's Furnisher)

Montreal, Que.



NECKWEAR

*in all styles and
made to suit
customers*

**SHIRTS, COLLARS
and CUFFS**

RUBBER COATS

UMBRELLAS

BRACES

HANDKERCHIEFS

SHIRTS and

DRAWERS

CAPS, SWEATERS

GLOVES, HOSIERY

BICYCLE HOSE

OVERALLS

JEWELLERY

WALKING STICKS

MUFFLERS

TOP SHIRTS, ETC.

COOKSON, LOUSON & Co.

Neckwear Manufacturers

IMPORTERS and MANUFACTURERS of MEN'S FURNISHINGS

16 LEMOINE STREET - MONTREAL
FACTORY, 3 ST. HELEN ST., MONTREAL

Dear Sir,

Our Mr. W. S. LOUSON will call on you shortly with a full line of Men's Furnishings and Novelties in Neckwear for Fall and Xmas Trade. We shall appreciate any orders given us, which shall have our best attention.

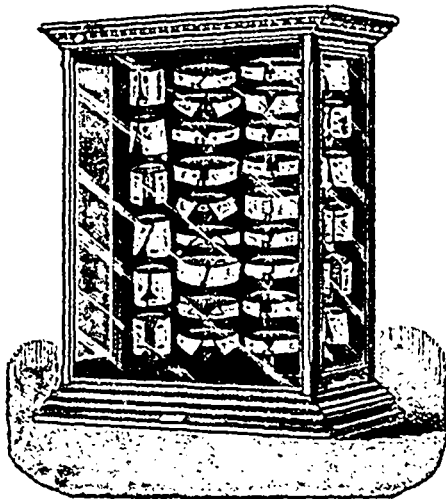
Yours faithfully,
COOKSON, LOUSON & CO.

MEN'S FURNISHINGS—Continued.

makers, J. V. Pitcher & Co., Louisville, Ky., who are introducing them in Canada. Having given special attention to this item in the novelty trade, the firm are introducing several things which seem to be called up in a stock of modern, up-to-date furnishings.

A COLLAR AND CUFF CASE.

The problem of displaying collars so that many styles can be shown together, so securely encased as to be kept clean, has been solved by contriving a glass and metal case, into which dirt cannot enter. It can be set on a counter or hung on a wall. The advantages of such a means of showing these goods need not be dwelt upon, for everyone in the trade recognizes them. There are three sizes, No. 1 having capacity for 14 collars and 8 cuffs, and costing \$10; No. 2 having capacity for 20 collars and 12 cuffs, and costing \$13, and No. 3 costing \$16, with room for 30 collars and 18 cuffs, and fitted with glass ends. The makers are



Collar and Cuff Case Closed.

A. N. Russell & Sons, Ilion, N.Y.

A LONDON FASHION, TOO.

A fashionable gentleman, who returned from a visit to London the other day, wore a somewhat remarkable polka dot necktie—white spots on a green and black ground. It was not exactly a loud tie, but it was sufficiently prominent to make itself heard, when the writer approached him along the street. He stated, in reply to a question, that the tie was also shown in London, with white spots on green and gold, and green and cardinal, but he had selected the least noticeable of the patterns shown him. The tie bears out the fact that in London, as in Canada, a combination of white with almost anything else is one of the present fashions.

A NEW BELT.

Another novelty being pushed in Canada is the "P. & P." hook and eye belt, for which a large demand, owing to present fashions, is predicted for next Spring. Its features are mainly absolute simplicity in the adjustment, and entire novelty in make. The belt is made in all classes of leather, and is specially adapted for the bicycle, golf, or other outdoor amusements now in vogue. The Canadian agent is Mr. F. H. Cragg, 11 and 13 Front street east, Toronto, who will deal with all demands from the Canadian trade.

LEAVING HAMILTON.

A new appointment in Montreal is that of Mr. Thomas Allan, to be manager of Tooke Bros.' shirt manufactory. Mr. Allan has been cutter for E. Van Allen & Co., shirt manufacturers, Hamilton, and a well-known church member and participator in all good work in that city.

THE ADJUSTABLE PUFF.

Much is said both for and against the half made up puff tie. It is provided to meet the demand of those who seem slow to learn how to tie a puff. By getting a tie which can be adjusted round

the neck, leaving the two flaps in front, which can easily be tied into puff shape, either by the dealer when he sells it, or by the customer when he gets it, the difficulty is supposed to be surmounted. Both this season and last this tie has been well made and largely sold in Canada. Some dealers have done well with them, others not so well. Of course, every customer who knows the correct style and is fastidious in taste, wants to tie the puff himself, and therefore demands a real puff, not one which is half made up. He learns how to tie it. At the same time it must be admitted that there are others besides the man who wants the correct thing and will take no other. They may not care for the wholly made up puff, and yet cannot master, or have not the time to try, the art of tying a puff. For these, the half made up puff is designed, and they are quite a numerous class. Each dealer must determine the merits of this tie for himself. He knows the customers who resort to the store, and how they will regard the matter.

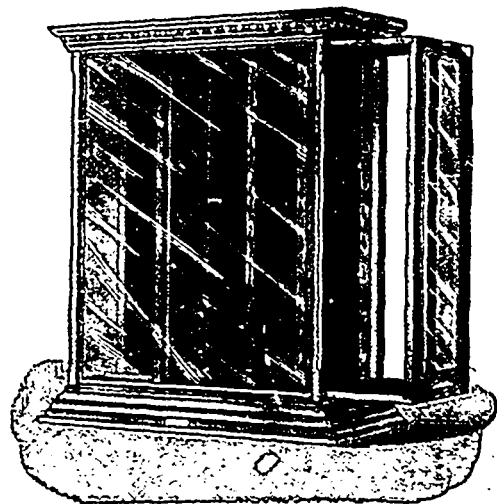
EXCLUSIVE DESIGNS.

So many Canadian firms have commenced the manufacture of neckwear, that the English jobbers are compelled to confine their attention to the few wholesalers who have not taken it up. In this way, Glover & Brais have secured control, for Canada, of the products of many of the leading Old Country manufacturers. They promise the trade some astonishing novelties for Spring.

MR. DENTON'S APPOINTMENT.

W. A. Denton, well known to the men's furnishing trade, has been appointed head of this department in John Macdonald & Co's., the position made vacant by the death of Mr. Blackey. Than Mr.

Denton no better choice could have been made, as he is popular with the trade and has had a long experience, and is a careful buyer. He has been 12 years with the firm, who have now wisely promoted him to the position of European buyer and chief of the department of which he has been assistant buyer for several years. Mr. Denton, who is a man of excellent judgment and thoroughly posted in men's furnishings, has the best wishes of THE REVIEW.



Collar and Cuff Case Open.

WHAT IS SELLING IN CHICAGO.

The smart stores in Chicago, according to The Reporter, find that in ties for Fall wear, the English silks, in flowing end four-in-hands, are the most proper, but with the cold weather this will be changed for the English silk Ascots and puffs. The most decided fancy is in broad, bias stripes, with lizards and other creeping animals thereon. The bright colored combination silk and satin stripes are given prominence. For the colored shirt the bat end crinoline tie is quite effective, as the tie is small enough so the shirt has a chance to show.

The extreme fancy for a full dress shirt is a perfectly plain, white bosom with two buttonholes. For business wear, the colored shirts are holding their own, and the white collar and colored cuffs to match the shirt are in best taste. The colored collars are only a

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

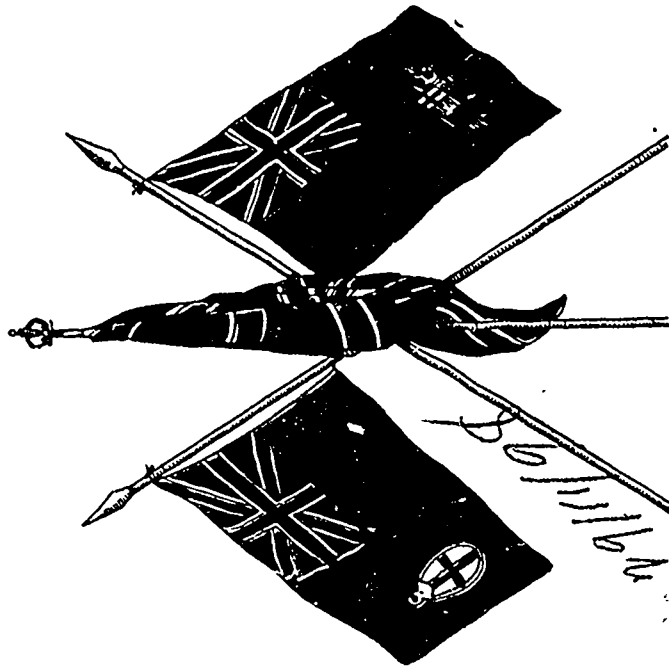
A good chance to buy 1,000 sample suits just returned from our travellers, to be sold at a large discount.



A. S. CAMPBELL & CO.
MONTREAL



Red
4/4/98
1



W. A. Minto

JAMAICA. GREAT BRITAIN. CANADA.

Welcome to Lord and Lady Minto, from
Canada's Largest Importers of Men's
Furnishings.



Red.
4/11/98
1



Highest Award to

THE

Qualis
BRAND



23/11/6/4

NECKWEAR

A Specialty.

White Dress Shirts
Top Shirts
Hosiery
Sweaters
Handkerchiefs
Umbrellas
Jewellery
Braces
Belts

Madras Colored Shirts
Collars, Cuffs
Underwear
Gloves
Rubber Coats
Overalls
Mufflers
Caps
Window Fixtures, Etc.

GLOVER & BRAIS

180 McGill Street

Largest Importers
Men's Furnishings.

— MONTREAL.

MEN'S FURNISHINGS—Continued.

fad, and will not be generally accepted. The white collars, $3\frac{1}{4}$ to $3\frac{1}{2}$ inches tall, are the best height. The round points in space, lap and wing collars are equally good.

For church wear, calling and similar occasions the gray suede gloves are used. For street wear the silk lined mochas and chevettes in dark tans and ox blood are in greatest demand.

In hosiery, the brilliant plaids and vertical stripes in cashmere and silk and wool are leaders. The ground is black, with the stripes and plaids in the bright colors.

The pure linen handkerchiefs in plain white are the only thing for dress, but for business wear the silk or linen in colored borders and fancy ground may be used. For the top coat the colored bordered silk handkerchief is best.

The bath-ropes are made of German terry in beautiful colorings and bright shadings in plaids and stripes. The silk gowns are of double faced Scotch goods or eiderdown. The traveling rugs come in Scotch plaids and plain colors. Some are plain on one side and large plaid on the other. They are made of vicuna wool, and are used for carriage-ropes.

From Chicago, also is reported the growing popularity of the shaped muffler. It appeared last year, but has not till recently been given the attention of the medium class trade. It is a very common sense article, for it fits closely about the neck, requires no folding, and is more economical. The higher the price, the larger and more elaborate the muffler. The prominent neckwear houses report that the sales of the old-style muffler have decreased, owing to the general acceptance of this new style. This will mean an increase in the muffler business, for many who have the old style will discard them.

NEW FADS AMONG NEW YORK MEN.

One of the first things a stranger in New York would notice, this Fall, would be the hats that are worn by a number of smart young men. They were brought to New York by the war correspondents, and have been quite universally adopted. Two distinct kinds predominate, the felt and the straw. The felt hats are like a large alpine, with a wide brim, having no curl at the edge, and they are bound with a fancy sash. Some are bound simply with wide black or white ribbon. The straw hats have a soft, wide, up-flaring brim and a conical crown, a little crushed at the top. These are bound with wide black ribbon. These straw hats, and also the felt ones, are worn with two very opposite kinds of clothes—golf suits and dinner jackets.

I have seen some of the best dressed New Yorkers riding their wheels in these hats, says a correspondent, and the cloak-room of the Waldorf-Astoria is always full of them at dinner time these Fall evenings. The effect is very striking on a large, well put up man, but slender chaps should avoid them.

Another thing that always strikes visitors to the metropolis is the prevalence of the dinner jacket, Tuxedo, Cowes coat or whatever one chooses to call it. It seems to be accepted as the regulation theatre dress. At Daly's I have seen the lobby filled with men in dinner coats and wearing derby hats and gray alpines, and perhaps one or two lone tail coats and top hats. It has always been my opinion, frequently expressed in this column, that the Tuxedo was not a coat to be worn when one is accompanied by women, nor for any formal occasion. Nevertheless it has taken New York by storm, and its popularity increases with every season. Some four years ago it began to make itself felt, and now it is emphatically the thing. Two things in regard to this I am glad to notice. Their position is established as informal evening dress. For formal occasions, grand opera, balls or formal dinners, they are not worn. The other thing is that the older men and old men are

wearing them. This establishes the coat on a solid basis of dignity, redeems it from the aspersion of "broilers' evening dress."

They should be made of thin, smooth thibet or broadcloth, cut like a sack coat, but somewhat longer, an inch or two inches. Two outside pockets are inserted, without flaps, of course. The collar is always of the roll type, and should be of grosgrain silk, and not of satin. It is not correct to wear either a white waist-coat or a white tie with this, although it is frequently done by people who should know better. Neither should one wear a silk nor an opera hat with a Tuxedo. Accompanied by the proper accessories and worn with dignity this is an exceedingly graceful and becoming costume, as all my readers will acknowledge.

The sack coat this year is a somewhat uncertain garment. Many men fondly cling to the big-shouldered and small waisted coat of the Spring, and others incline to the imported British idea of the very short round coat, which in its ideal state touches the body only at the shoulders, and barely conceals the "bosom" of the trousers. Both will be so much worn that either is correct. The double-breasted sack coat will be a rare sight this Fall and Winter.

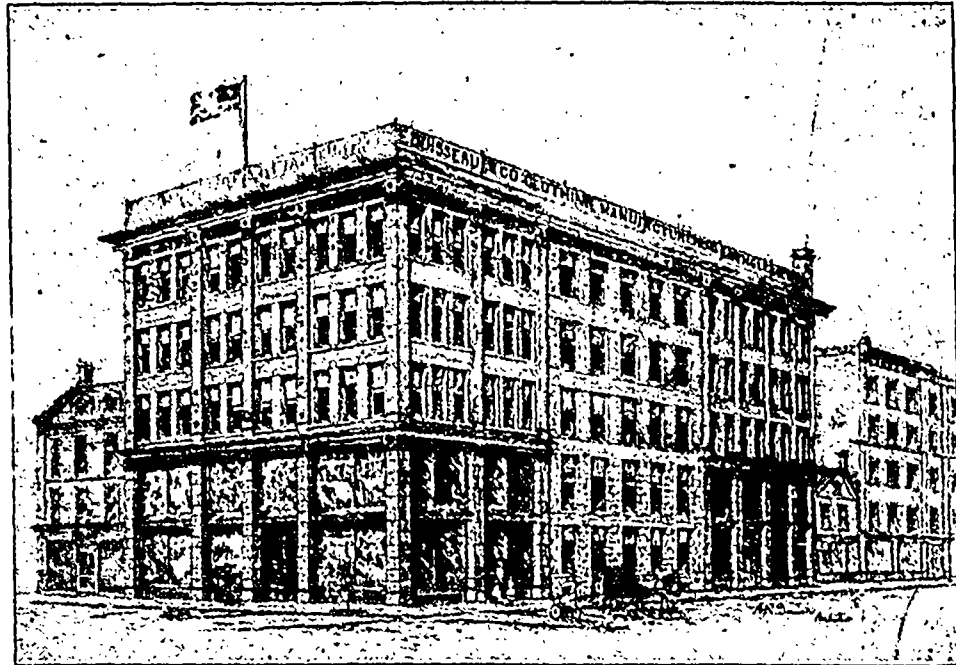
HOLDER FOR SAMPLES.

Merchants who want a convenient holder for sending samples through the post will be pleased with one which The E. B. Eddy Co., Limited, Hull, Que., have got out. It is a patent reversible one, enabling samples to be returned by the customer in the same holder. Two sizes of these holders are made, one 4 by 6, at \$9 per thousand printed, and the other 5 by 7, at \$11 per thousand printed. Trade discounts on these prices are given for large orders.

McQuire & Co., Parry Sound, have overhauled the store lately occupied by J. D. Laune as a bookstore, put in new counters and shelves for their stock of men's furnishings. An archway is made between the two stores, and is a decided improvement.

E.&S. CURRIE,
 MANUFACTURE AND SELL NOTHING BUT
NECKTIES
 AND EVERYTHING IN
NECKTIES
 COR. BAY & FRONT ST'S. TORONTO, ONT.

In Our New Home!



OUR NEW BUILDING, COR. YONGE AND TEMPERANCE STS.

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

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

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

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



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

BIG COMBINATION IN BRADFORD.

A DYERS' combination is now forming in the Bradford, Eng., district. It already includes twenty-four subscribing firms, and represents the whole piece-dyeing industry of the west riding of Yorkshire. The capital will consist of £5,000,000, three-fifths in ordinary shares and two fifths in debentures. Each business will be bought in cash and ordinary shares, and two-thirds of the entire capital will be reserved for the purchase of chemical and dyestuff works of sufficient capacity to supply the combined interests. Only one large firm is not included in the dyers' trust.

A Bradford correspondent says that the announcement has attracted a good deal of comment in the trade, and, although opinions certainly differ as to the amount of benefit which the trade will derive from the formation of a syndicate which practically annihilates intercompetition in prices amongst the dyers of the Bradford trade, it is certain, on the other hand, that the smaller firms of manufacturers will be able to compete on more equal terms, under the new arrangement, with the largest firms, who often obtained very special quotations where large orders were to place. A combination of the master dyers will now also be in a better position to hold their own when questions, arise between them and the operatives' unions.

A Canadian buyer of Bradford goods told THE REVIEW that, from all he heard while in England this summer, the proposed combination related more to the question of economical management and the cutting down of unnecessary expenses than the matter of prices. It was not expected that increase of prices would follow immediately.

A MOVEMENT IN GALT.

With reference, says The Galt, Ont., Reporter, to Ald. J. K. Cranston's resolution, introduced at the council meeting on Monday, the object of which was to secure cooperation between the council, board of trade and the landlords in the effort to investigate the causes of the diversion of trade to Toronto and elsewhere, it may be said that the whole remedy can be supplied by the merchants themselves.

"Men in business, who stick to old methods and bank on a reputation made when the conditions of trade were vastly different from those of to-day, cannot hope to compete with the big departmental stores. Expert buying, a yielding to the desires of customers, whose tastes must be studied, a candid bid for trade through the newspapers—all these features should be recognized in the merchant's position before the buying public. It is not the province of The Reporter to say to each merchant what he should or should not do. The business of publishing and printing has undergone a revolution during the past ten years, and men engaged in the trade have been compelled to bend to the conditions of the day. They know full well that the methods of ten years ago will not keep the pot boiling at the present time, and hence, they have either submitted to changed conditions or retired from business. The departments have 'caught on,' as a result of aggressive action, and their methods must, in part, be copied by the merchants of such towns as Galt, to keep the leviathans from grabbing everything in sight. We do not wish to underestimate the ability of local merchants. If, however, they feel the shoe of competition pinching, they cannot but see a way open to cope with the big fellows."

HE PROVIDES LOTS OF WORK.

"B—— is weak financially, isn't he?" "He hasn't much money, but he gives employment to a great many men." "Who are they?" "Other people's bill collectors."

"THE REVIEW'S" WANT COLUMN

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

WANTED—SALESMAN AND COLLECTOR FOR PETERborough and country. Good pay and steady employment to the right man. Previous experience not necessary. Apply personally or by letter to The Singer Manufacturing Co., 430 George Street, Peterborough.

FOR SALE—A FIRST-CLASS AND FLOURISHING DRY GOODS business for sale on the most liberal terms; situated in the flourishing and progressive city of Sherbrooke. Stock well assorted. Full information and good reasons for selling will be furnished on application. Address P.O. Box 643, Sherbrooke, Que.

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

WANTED — EXPERIENCED SALESLADY — GOOD salary to right person. Apply 1852 Notre Dame Street, Montreal.

WANTED—AN EXPERIENCED CLOTHING SALESMAN—speaking French and English; must be good window dresser. Apply J, 2554, Star Office, Montreal.

WANTED—GIRLS ON SEWING MACHINES. APPLY Montreal Quilting Co., 52 Nazareth Street.

WANTED—A FIRST-CLASS DESIGNER IN FANCY tweeds and worsteds; one with Scotch or English experience preferred. Apply, giving particulars and salary expected, to M, 1989, Star Office, Montreal.

WANTED—ONE GOOD COATMAKER AND AN APPRENTICE to the tailoring trade; must be industrious and strictly temperate. Apply to The Hub, Cowansville, Que.

WANTED—AN AGENT IN MONTREAL TO HANDLE OUR patented shade lamps for electric lighting. We desire a man of responsibility and who has a sufficient capital, of at least \$100. Full particulars may be obtained by addressing the Pacific Electric Co., La Crosse, Wis.

WANTED—COMMERCIAL TRAVELER—ONE TO CARRY a line of misses', children's and infants' shoes through Quebec and the Maritime Provinces, on commission. The Stratford Shoe Co., Limited.


WANTED—A MAN TO SELL NECKWEAR IN MONTREAL —one with a connection amongst retailers preferred; salary and commission. Apply W, 2956, Star Office, Montreal.

WANTED—FIRST-CLASS FINISHERS ON MANTLES. 14 Front Street West, Toronto.

WANTED—PARTNER, WITH \$700, TO START MANUFACTURING and introduce into Canada only patented device that positively prevents ladies' hats blowing off; big inducements to reliable party. Address, Inventor, 886 Osceola Avenue, St. Paul, Minn.

SITUATION WANTED—AS BOOKKEEPER OR SALESMAN in dry goods or general store; year and half experience in general store; hold commercial diploma; single; references. Box 438, Globe, Toronto.

SITUATION WANTED—EXPERIENCED BUSINESS MAN—thorough accountant, correspondent and traveling salesman; territory covered, Halifax to Vancouver, also Eastern and Western States. Box 105, Globe, Toronto.

Star  Shirt

Established 1870.

| | |
|----------------|--------------|
| WHITE SHIRTS | FANCY SHIRTS |
| NÉGLIGÉ SHIRTS | NIGHT SHIRTS |

There is unequalled value in every number. Prompt deliveries are guaranteed.

E. Van Allen & Co.
Hamilton, Ontario.

Collars, Cuffs and Shirt Bosoms

“WATERPROOF.”



Only the Best Materials Used

SUPERIOR TO ANY PRODUCED

The A. B. Mitchell Co.

16 Sheppard Street TORONTO

Agent—DUNCAN BELL, Montreal.



17 Front Street W.,
TORONTO.

Football and Hockey Pants

Also JACKETS in full range of sizes.

Our stock of *Football* and *Hockey Hose* in Black, Navy and Cardinal is well assorted.

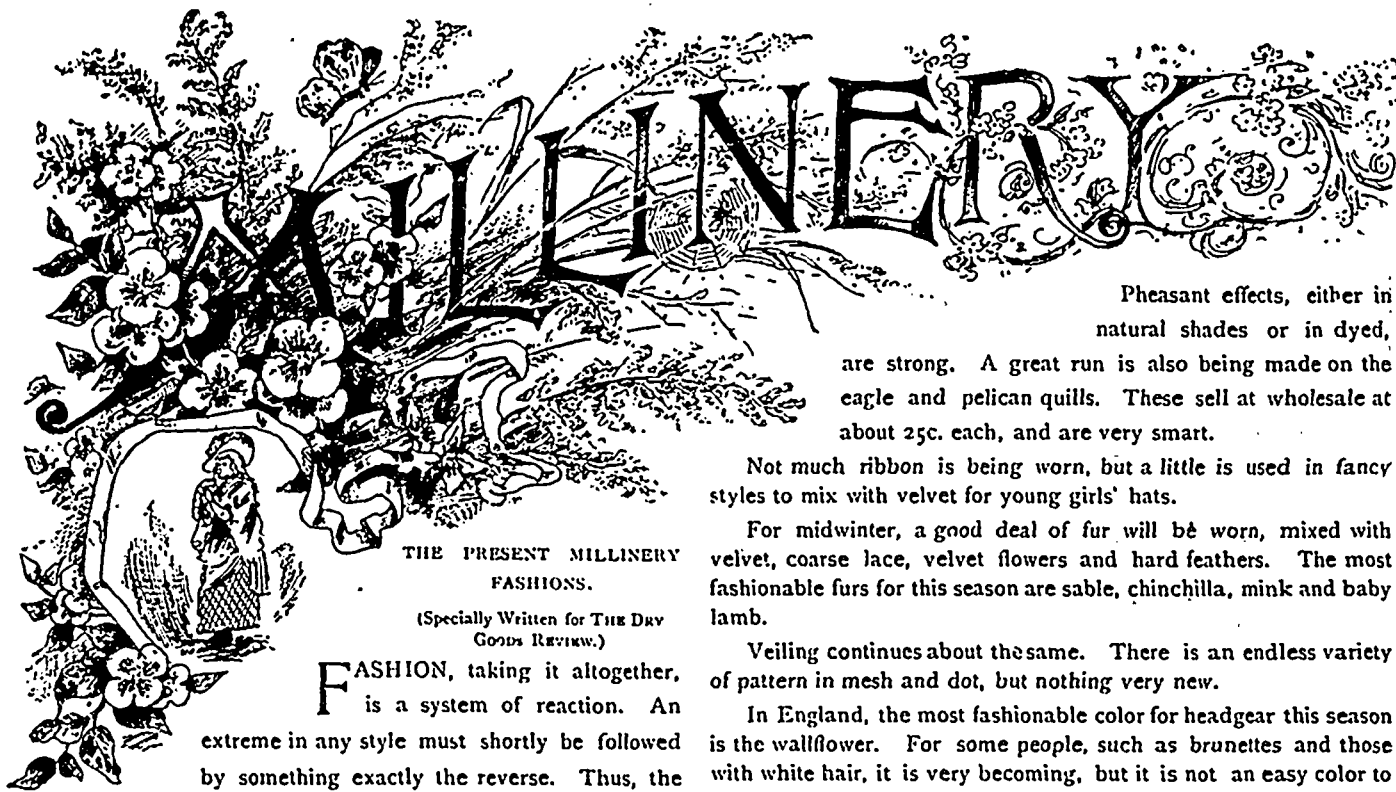
We wish to draw attention to our stock of *Rubber Coats*, which is complete.

See our Range of *Smoking Jackets*, the samples now being in the hands of our travellers.

LETTER ORDERS CAREFULLY AND PROMPTLY ATTENDED TO.

CAULFEILD, HENDERSON & BURNS

17 Front Street W., TORONTO.



THE PRESENT MILLINERY
FASHIONS.

(Specially Written for THE DRY
GOODS REVIEW.)

FASHION, taking it altogether,
is a system of reaction. An

extreme in any style must shortly be followed
by something exactly the reverse. Thus, the

riot of color in which fashion has been indulging during the past two seasons is now giving place to the sombre shades, or one color relieved by black.

This is the really artistic idea. It could not be expected that the jumble of color could last long; it served its turn, however, and the change back to quiet shading will be a relief to most people.

The polka-dot velvet trimming for hats is having a strong run, but some say that it will not have a long run. Felt "Alpines," trimmed with a band of black and white polka-dot, and wholesaling at \$1.25, are having an excellent sale. In fact, felts of all styles are selling well. One, a sailor, "The Avenue," with a roller brim, \$1.25 wholesale, is a great favorite. The colors most in demand are beige, brown, purple and blue. Blue miroir velvet is, next to black, about the most fashionable color for made hats and toques.

A number of very smart toques are made of felt crowns crumpled and gathered up, fastened here and there with buttons or pins. The brims are made of velvet or some other fancy goods; some of richly corded silk or velvet cut bias and felled on. The fronts, flaring from the face have a buckle in the centre, from which four wings stand out, two on either side. These toques are most becoming, and promise to have a good run.

Although the Alpine walking and sailor hats are having such a run in Canada they are hardly seen in New York. This is a prophecy of what will be the fashion here for the coming season. All hats are of velvet, pure velvet, not miroir, and flaring from the face. One style that is most fashionable has a large ostrich plume in black, falling away on either side of a made velvet hat with soft crown, and between the two plumes is set a large white dove with spread wings. This hat is very stylish and becoming.

The dove and breast effects are having a phenomenal run. Some hats have two fancy feather breasts set on, as described in the plume hat, and with two plumes set up in the centre in place of the dove.

Feather effects are everywhere. The demand is just as heavy as ever, and promises to go on. Orders can hardly be filled.

Pheasant effects, either in natural shades or in dyed, are strong. A great run is also being made on the eagle and pelican quills. These sell at wholesale at about 25c. each, and are very smart.

Not much ribbon is being worn, but a little is used in fancy styles to mix with velvet for young girls' hats.

For midwinter, a good deal of fur will be worn, mixed with velvet, coarse lace, velvet flowers and hard feathers. The most fashionable furs for this season are sable, chinchilla, mink and baby lamb.

Veiling continues about the same. There is an endless variety of pattern in mesh and dot, but nothing very new.

In England, the most fashionable color for headgear this season is the wallflower. For some people, such as brunettes and those with white hair, it is very becoming, but it is not an easy color to wear for the ordinary person of medium coloring.

JENNA.

THE PREVAILING FEATURES FOR OCTOBER.

The D. McCall Co. report that notwithstanding the unfavorable weather, the business done during October, this year, has much exceeded that of the same month in any of the previous years.

In millinery trimmings there are no special new features noteworthy. The month closes with a very brisk demand for demi-plumes, a new shipment of which has just been received by this firm. Stiff and mercury feathers are also frequently asked for.

In the mantle department, sorting orders have been very satisfactory. Whipcord goods made up in short lengths with the new military sleeve are at present the favorites.

There is a big run on white, cream, cerise and black satins and ribbons for dress and millinery trimmings. The activity in the demand for velvets, particularly in the leading millinery shades, is still evident. This firm are showing a beautiful novelty in metallic spots for blouses in all the leading shades. They have also received into stock a number of lines of staple ribbons, which makes their assortment most complete. Black narrow width ribbons in all sizes from baby widths up continue in strong demand both for dresses and millinery. A large lot of chiffons in all the evening shades has been received.

Sailor hats continue in as great favor as ever. The tire brim variety is meeting with fresh favor, a decided feeling for them manifesting itself of late. A feature of October has been an extraordinary demand for pearl gray fedoras. The supply of these hats has been limited, but The D. McCall Co. now have in stock a good selection of styles.

MILLINERY IN DAWSON CITY.

Last Spring, Mrs. Nellie Humphrey, of Spokane, invested \$2,000 in millinery and took it to Dawson over Chilkoot Pass, selling her stock at such high prices that she really surprised herself. She sold hats from \$100 to \$150 each. Her trip netted her about \$10,000 above expenses. She has purchased an assort-

WHOLESALE MILLINERY.

**BEST
RESULTS**

In consequence of the rather unfavorable weather during October, which somewhat retarded trade in many sections of the country, increase in sales for the month could hardly be expected. This circumstance has amply proven that adverse climatic changes do not always lessen the business, when conducted on progressive lines. The merchant who keeps his stock up-to-date, constantly replenishing with the season's novelties as produced, is sure to reap the benefit of the biggest share of what trade is going. That's exactly our experience during October. We received our share of the business, sufficient to show a substantial increase over corresponding month last year. It has been the same throughout the season, every month, almost every day, has shown large increases, accounted for by the fact as above stated.

Our stock is always up-to-date.

We are always prepared to meet
the requirements of the trade.

ORDERS RECEIVE PROMPT AND CAREFUL ATTENTION.

The **D. McCALL CO., Limited**

S. LENNARD & SONS

DUNDAS, ONT.

Manufacturers of the Celebrated

Crescent Brand

HOSIERY AND UNDERWEAR acknowledged to be the
best value in the trade.

Richard L. Baker & Co.

Toronto

SELLING AGENTS.

Crescent
Brand  **REGISTERED**

THIS
TRADE
MARK
STAMPED
ON
EVERY
GARMENT

MILLINERY—Continued.

ment of laces and silks and started again for the Klondyke. She expects to return in four months with a sack containing \$65,000 in gold dust.

Mrs. Humphrey said that when she arrived at Dawson the streets there, contrary to her expectations, were thronged by stylishly dressed women. All were very particular regarding their personal appearance, the only thing that bothered them being that there was not enough finery to go around until she arrived with her stock. She expects to come out over the ice early next year.

S. F. McKinnon & Co. say that their large staff of travelers are at present on their respective routes, and that within the past month have visited almost all the principal business points from the Atlantic to the Pacific Coast. Through their representatives, and from their own general observations, the firm have a very accurate



S. F. McKinnon & Co.

knowledge, not only of the demands and requirements of the trade, but also of the business being done in the different sections of the country. They say, that notwithstanding some slight murmurs of discontent at the slowness of trade in certain districts, owing to the exceptionally mild weather experienced in Ontario all through the greater portion of the month just closed, they think any disappointment must have been experienced in the demand for goods of a heavy winter character, for, as all business men know, there are a certain class of consumers, and at the

same time a desirable trade to cultivate, who do not go into the market until pressed either by cold or heat, according to the season of the year.

This firm also state in support of their views, that millinery has not been affected, hindered or retarded, by any climatic influences, and that the mild weather has rather had the opposite effect: "We believe this will be supported by the general millinery trade, as it is by our own experience, the October trade with us showing, like the preceding months of this season, a substantial increase over the same month of last year.

"In talking with you previous to sending out the October number of your journal, we rather regretted the introduction of and great demand for trimmed walking hats and sailors, believing them not to be in the best interests of the millinery trade, and gave our reason for so thinking. But, at the same time, stated that whatever popular favor pointed to in millinery that we were bound to produce, and are now forced to the conclusion, in view of the volume of business done in hats during the month of October, that these popular everyday hats have in the majority of cases been additional to the usual more dressy shapes which few ladies pass the season without. The same condition of things in the hat trade may be expected to carry through November."

"What about materials and trimming novelties?" "Well, as we said at the start, we are always willing to give any pointers we can, when we think they may interest or in any way advance the best interests of the trade. As stated at the beginning of last month, we have placed velvets in the front place for the season; also that we have made big provision along the velvet line; also

that royal, national, navy and other shades of blue would transcend all other colors. Our prediction has been fulfilled, although now closely followed by greens, browns, cardinals, purples and castors, with a fair demand for light shades, including greys. Velveteens and velvettas are on almost the same plane with velvets, in point of demand and colors. We have also pinned our faith to these lines for November, having provided a larger stock than for any previous November in the history of our trading, and you may advise the trade to class their selling strength as we have placed them above. We have had an exceptionally good ribbon season thus far, both in plain and fancies. They harmonize and blend well with the velvets, and, of course, the two must run in unity for the balance of the season. We are also selling a great many narrow ribbons, some of them known as draw ribbons. These are drawn or formed into a quilling, and are much used, even as dress trimmings, with a fine effect. As the trade know, we carry a colossal stock of ribbons, and from it we can supply every demand in any leading colors. Fancy leathers have been a leading feature in hat garnitures, particularly in mercury wings, quills and pheasant breasts and tails, and we further predict, for the November trade, a heavy demand, not only for these, but also single ostrich feathers, ostrich tips in black, white and colors, with a strong feeling for wave ospreys, steel buckles, daggers and cabuchons."

"What about the McKinnon-made jackets?" "Well, we are, of course, not making all the jackets that are to be consumed in the country, but we are making a big lot of them. The hum of our factory is heard from early morning until late at night. By adding extra machines we have been able to deliver the most of our orders within ten days from time of receiving them, but, of course, we keep a large stock on hand, so that many orders are filled from stock without any delay. With colder weather you will see a big rush for jackets, the trade by no means being overstocked, and first to place their orders will be the first to get them delivered. We were very fortunate in striking just the correct lengths in our garments. Buyers will notice three of our leaders shown in our advertisement and the cut accompanying this is, as you will see, quite a bit shorter than our regular goods, being the very newest proper caper on the other side of the line, and being sought after by the best trade in our own country."

NEW YORK WINTER MILLINERY.

Already, from models shown in the recent expositions in millinery at retail, there are intimations of what will obtain in head-wear, for afternoon receptions and evening places of amusement, when society will bestir itself for the Winter saturnalia, says The New York Millinery Trade Review. Toques and small bonnets, instead of hats, will probably prevail, appearing in rose color, turquoise and ciel blues, lavender, pale neutral tints, and whites, as seen in the creations on late display. An exquisite toque, from Loys Soeurs, of Paris, of draped-in rose-pink taffeta veiled with white tulle, embroidered with sprays of lilies-of-the-valley, in pearls, is faced with mirror velvet in strong reine pink, the brim is lifted high slightly at the left of the front by a knot of the velvet clasped by a large and handsome rhinestone buckle, and the knot holds two full white ostrich tips which nod over the right side.

A dainty little bonnet, with square crown, embroidered with pearls, gold bullion, and paillettes, and brim forming obtuse points around the front, has the brim turned back under facing of ceil blue velvet, a knot of the velvet, confined by a crystal ornament, catching back the brim slightly at the right of the front, and supporting a willow-shaded blue ostrich tip, which is posed to nod over to the left side.

A toque with crown draped with cream-white velvet, embroidered in a tracery design of white chenille outlined with gold, has a brim of turquoise blue velvet, draped in triple effect, the brim

S. F. MCKINNON & CO
TORONTO.

MILLINERY
MANTLES



631



589



602

MANTLES

Orders for McKinnon made mantles have been generous right along—a big staff of workpeople has been working long hours to keep even with orders. Reports from all points indicate the absolute satisfaction McKinnon made mantles are giving, and the ready sale for them puts them in the first place in the mantle trade in Canada for style—quality—up-to-dateness and exceptional value. We are continually adding new models—so that no matter how many you have bought or how complete the range, you can always bank on finding something newer still. The three cuts shown here represent three of our leading and most popular sellers. See description of them in our catalogue—if you haven't a catalogue drop a card for one.

NOVEMBER MILLINERY TRADE—everything that belongs to reigning fashion has been abundantly provided for—velvets, velveteens, velvettas—a score of grades and as many shades—ribbons, plain and fancies—single feathers and tips in ostrich effects—pheasants' breasts and tails—steel buckles, ornaments and pretty novelty trimming effects—and in Hats, all the qualities, all the colors in style in sailors, walking hats and dress shapes—not a weak point in the whole McKinnon collection—and values supreme.

S. F. MCKINNON & CO., Toronto

71-73 YORK STREET.

MILLINERY—Continued.

lifted high at the left of the front, and a natural yellow paradise bird plume sweeping back over the left side.

A large picture hat of white taffeta, embroidered in vermicelli design, with twisted silk cord in white and black, faced with black velvet, has a roll of black chenille and spangles on the edge and around the foot of the crown, two pairs of outspreading black wings held at the front by a knot of velvet, clasped by a cut steel ornament set with Rhinestones, three full white ostrich plumes at each side, and under the left side, laid on a bandeau of black velvet, a velvet bow holding a white ostrich tip pointed backward.

A large black velvet picture hat, with undulating brim faced with white malines tulle in ruffled shirring, and edged with a narrow fringe made of blue ostrich feathers, has the crown surrounded with a loose twist of black spangled chenille net, a knot of this at the left side being held by a stick pin, with a large faceted jet head set in an old silver sheath studded with crystals. A full bouillonne of the white tulle, confining a matching stick pin, holds up the brim at the left of the front, and two long black willow plumes, one at the left side sweeping backward, and the others sweeping across the front to the right side, complete the trimming.

A very remarkable bonnet, with upturned, wing-shaped sides, for visiting wear, from Madame Pouy-
anne, is of black velvet edged with a narrow binding of black

spangled net. At each side is a jabot arrangement of coral red taffeta edged with a very full narrow ruffle of the silk doubled; a long pin, with large ball head of faceted jet, capped by filigree steel network, is stuck into the jabot at each side of the front, and over the left side curve two black de grandee palmettes flecked with black chenille dots.

CASHMERE GOODS IN DEMAND.

The report that cashmere hose is stiffening in price is backed up by the fact that an order sent from Canada for 5,000 dozen was refused, except at an advance of 3d. to 6d. per dozen. Holders of stocks of cashmere goods are, therefore, in good humor. The W. R. Brock Co., Limited, report the arrival in stock of the "Clanish" cashmere glove, which can be had in black, tan, greens and navy blue, with colored points and welts. The clan tartan effect reproduced in this glove makes it very popular.

Thos. Bargett, who had charge of the cutter's department for two years in Keleher & Hendley's, Guelph, has opened up tailoring parlors upstairs in Tovell's Block.



"Oxford Underclothing."
9021.



"Oxford" Underclothing."
1162.

broidery to match. They have the usual large sleeves, and are ornamented with silk beading, collars and cuffs. No. 1162 is a cream Saxony flannelette nightdress (shrunken). It has silk insertion yoke, collar to match, trimmed with wide frill and silk embroidery, and edged with Torchon lace. Lucas & Co. make knickers and chemises to match most of these nightdress patterns.

NEW STORES AND IMPROVEMENTS.

T. H. Pratt intends to open a retail dry goods store in Hamilton, in the premises occupied by Pratt & Watkins, who are building a big new store.

J. K. Bricker has opened a store on Wallace street, Listowel, with the Hendry stock, which he removed from Sürton.

James H. Crawford has opened a merchant tailoring business in the Ash block, Thedford, Ont.

The general store of J. McJanet, Melita, Man., has been greatly improved.

J. Girard's handsome new store, in Sturgeon Falls, Ont., is completed. R. T. Burch has leased a store, and purposes opening a millinery business.

THIS YEAR'S SEAL OATH.

The official statement of the British Columbia sealing industry, for the season just closed, shows a total of but 27,865 skins for the fleet of 35 schooners, by far the lightest catch in years; also fewer schooners have been employed. The catch is divided thus: Asiatic coast, 440; British Columbia coast, 10,055; Behring sea, 17,370.

INCORPORATED.

George R. Gordon, the well-known wholesale clothier, of Vancouver, and others have been incorporated as The Geo. R. Gordon Co., Limited, capital \$100,000, the application for a charter having been made by Geo. R. Gordon, Chas. Putnam, T. Mathews, G. McIntyre, and E. D. Putnam. The company will continue the wholesale clothing business.

THE WOMEN'S OUTFITTING TRADE.

W. F. Lucas & Co. are the pioneers in that branch of women's outfitting devoted to flannelette night dresses, and have factories at

Oxford, London and Castlefin. Increased trade has compelled them to enlarge their premises several times within the last few years, and a good sized building was annexed this year. Several special lines are now being made for Canadian trade. No. 9021 is a new pattern in nightdresses, and is shown in both white and pink flannelette. The white one is trimmed with self and blue, and the pink one with self and em-

SPECIAL ANNOUNCEMENT.**HARRIS & Co., Rockwood**

Manufacturers of—

HARRIS' 6/4 FRIEZES, AND SPECIAL LINES
OF TWEED SUITINGS AND COSTUME CLOTHS,
ALSO WOOLLEN YARNS.

We take pleasure in announcing to our customers and the dry goods trade in general, that we have appointed Messrs. E. J. DIGNUM & CO., of 27 Melinda St., Toronto, Sole Agents in Canada for the sale of our goods, and would bespeak for them the favorable consideration of the trade when submitting our samples.

HARRIS & CO., Rockwood.**WM. CROFT & SONS**

Established 1855.

To the Dry Goods Trade--

Some Specialties requisite for an up-to-date Dry Goods Notion Counter :

Side, Bang, Pompadour and Empire Combs.

Hair Pins in Shell, Wire and Cabinets.

Curling Tongs, Kid Curlers and Crimpers.

Safety Pins in London, Empire and Cabinets.

Croft's English Brass Pins—will not rust.

Croft's Celebrated { Sewing and Machine Needles.
Darning Needles, Knitting Needles, etc.

Ladies' and Gents' Fancy Garters and Hose Supporters.

Fancy Hat Pins, in great variety.

Cuff Links, Cuff Buttons and Collar Buttons.

Purses in English, French, German, American and Canadian Styles.

**Harmonicas,
Combs, Pipes.**

53
BAY ST.,**TORONTO**
and WINNIPEG.

Carpets, Curtains and Upholstery.

AN ENGLISH VIEW OF U.S. CARPETS IN CANADA.

CARPETS from the United States are no longer a factor in the Canadian market, according to The Kidderminster Shuttle, and probably will not be seen at all there for some time, except job lines, which, for some special reason, are sent out of the country to be slaughtered. The new wool duties in the United States have raised the cost of carpets entirely beyond an export basis. The carpet market of the world is, of course, affected by the shortage in hemp, occasioned by the Spanish-American hostilities in the Philippine Islands, and this shortage will be felt more strongly in the United States, so that prices there will probably advance still further. The Canadian carpet manufacturer is subjected to a particularly severe form of competition by means of the sale in Canada at bargain prices of imported goods, which are, for the most part, seconds, and could not be offered on the home market by the producer without injuring the reputation and prices of his regular output. As no one but an expert can detect a second in carpets of this class, the competition is most injurious.

THE JAPANESE MATTINGS.

The introduction into Canada, by the direct importations of a Toronto firm, of Japanese mattings makes the remark of a well-informed English textile authority interesting. He says that there are things which can be done better in the east than in the west. One of these things is the weaving of straw matting. In this art Japan excels. The matting, made of the Japanese rush, all goes to the United States. It is woven in handsome colored patterns, and forms an admirable floor covering for hot climates. The better qualities range from 16s. to 22s. per roll of 40 yards. It is not so durable as Canton matting, but the variety in the patterns, and the artistic arrangement of the colors, give it the look of a far superior article.

SOME RARE PERSIAN TEXTILES.

At a London auction room, a few days ago, there were sold some rare and valuable Persian articles. The most important lot in the sale was a Persian state tent, formed of embroidery and rare old Eastern cut velvets of various colors. The tent was originally the property of the grandfather of the late Shah of Persia, and it is also interesting from the fact that the late Shah, on his last visit to England, when staying at Earl Brownlow's, held a meeting in it. It realized 350 guineas, or about \$1,500. The sale also included a Persian prayer carpet, embroidered with flowers and subject in gold thread—24 guineas; a panel of Beauvais tapestry, a park scene with a view of a French chateau, 13 x 8 feet—90 guineas; an old silk corridor carpet, 18 x 4 feet, and another larger—73 guineas, and several other lots.

PRICES IN THE STATES.

It is now settled that no auction sale is to take place, says The New York Carpet Trade Review, and it is hardly possible to lay too much stress upon the fact that such a menace to the trade is now removed. There will, doubtless, be some letting out of surplus tapestries and velvets by private sale during the latter part of this month, but they will be disposed of in a manner not disturbing to the market. It is also probable that the leading manufacturers of these goods will come together on a basis which will insure stability in prices for the Spring trade.

Prices of ingrains seem to be stiffened by the action of the yarn

spinners in stopping their mills, for the spinners, who have combined for this purpose, produce about 90 per cent. of the gray yarn used in ingrain manufacture. An advance in the price of gray yarn has already resulted from this action, and another is not improbable, although, of course, the Spring prices

of ingrains are not yet settled.

There has been some decline in the output of ingrains, but it should be remembered that these goods have been subjected to a very severe ordeal in being placed in direct competition with tapestries sold by auction at abnormally low prices. Dealers having bought large quantities of such goods have been unable to purchase as freely as usual in other grades. With the present assurance of an active Spring business, unmarred by any disturbing feature, the ingrain manufacturers may now look forward to a decided increase in the demand for their product.

ASBESTOS LEATHER.

A German inventor has obtained an English patent for an improved asbestos stuff—asbestos leather—and its mode of manufacture. The asbestos is divided into very fine fibres of the greatest possible length, then immersed into an India rubber solution; the whole is next thoroughly intermixed, until every fibre is thoroughly coated with the solution. The solvent, for instance, petroleum benzine, is thereupon evaporated. The asbestos fibres then cohere perfectly, and the mass may be pressed into any desired form, or may be rolled. The inventor calls the manufactured product "asbestos leather," and it is said to resemble, very closely, leather in its peculiarities and structure.

A CARPET SHOPPER'S GRUMBLE.

Shopping for a carpet is tiresome work at any time, but with a direct change in fashions from very light to very dark carpets, and with decorations unchanged, the selection of a new carpet now is exasperating business. "Rather than buy one of those light, faded-out looking carpets with that new array of dark carpets in sight, many of our customers would prefer to redecorate," an experienced salesman tells you, and then you try to imagine how that indigo blue carpet, with many greens in the border, would look in your dainty blue and white room. Of course, there is nothing so old fashioned as a fashion just passed by, and while, womanlike, you hate to spend your money for something out of fashion, still, your judgment tells you that the indigo blue carpet would spoil your dainty room. Between decorative consistency and the new carpets this Fall, either the decorators will have a big season, or many a room will be a strange sight. But above all things, don't buy a pretty carpet because it pleases you, with no regard for the room.

REMOVING SPOTS FROM CARPETS.

To take oil out of a carpet as soon as it is spilled, put on plenty of wheat flour or whiting to absorb the oil and keep it from spreading. If the oil is near a seam, rip it, so that the spot will not spread, and put whiting on the floor under the carpet. Next day sweep up all the flour above and under the carpet with a stiff brush, and put on plenty of fresh flour. To take out the grease spots, rub them with white flannel dipped in raw spirits of turpentine. If they show after awhile, rub again on both sides. If there are grease spots on the floor, remove them with potter's clay before the carpet is laid down.

THOUGHT SHE HAD BEEN SOLD.

A good story is told of a Boston woman, who bought a carpet recently, which was represented to her as a new pattern. Some days after the purchase, she returned to the store, and, with an



Top-Notch Sellers

—In Blouse Waists—

ONE HUNDRED STYLES

to retail from

65c. to \$3.00

Comprising all the up-to-date designs in the latest novelty materials

INCLUDING

Cambrics, Mulls, Lawns, Cordelle Cloth, Canvas Cloth, Piques, Gingham, French Novelties, etc.

SAMPLES NOW ON THE ROAD.

A Positive Necessity TAILOR-MADE SUITS

Cloth and Wash Materials

In Cordelle Cloth, Fancy Crashes, Fancy Ducks, Piques, Java Cloth, Boulevard Cycle Cloth, Novelty Linen Weaves, etc.

Bicycle Suits with skirts which hang correctly.

See our next month's "ad." for separate skirts (75 kinds), and boys' wash suits and blouses.



Suits to retail \$4.00 to \$10.00

Boulter & Stewart, Manufacturers, Toronto

CARPETS AND CURTAINS—Continued.

indignant air, declared that she had discovered that the carpet sold to her as a late production was an old pattern. The salesman assured her that there had been no misrepresentation, and asked her how she had reached the conclusion that the carpet was not one of the latest styles. Her reply was that she had found the figures 1895 on the back of the carpet, and that was proof enough for her! The ways of the trade were made clear to her when it was explained by the salesman that 1895 were merely the firm's number for the piece, and not a date.—N.Y. Carpet Trade Review.

THE CANADIAN PARCEL POST SYSTEM.

An attack is made upon the Post Office Department because "in Canada we have to pay 6c. for four ounces, or 48c. for two pounds, when sending a parcel through the parcel post, while if the same parcel is directed to Hong Kong, or any part of Great Britain, the charge is 16c. for the first pound and 12c. for the second, or 28c. altogether." Thus, it is urged, "it costs 20c. more to forward such a parcel from Toronto to Hamilton, than it costs to send it across the continent and the Pacific Ocean to Hong Kong." And why not? Canada is trying to build up a trade within the Empire and in foreign fields, and it is necessary to send samples and parcels by post at the lowest possible rate. The commercial travelers of Canada do this work within the Dominion, and a very low parcel post rate would be of small advantage to our wholesale merchants or our private citizens, while it would tend to still further increase the business of departmental stores. Does The Mail and Empire in making their complaint desire that our postal cars should become the delivery wagon of the big departmental stores, which are killing the smaller retail dealers, not only in Toronto, but all over the country? Are the people of Canada to be taxed for a deficit in the postal department in order that the corporations shall kill the stores at the doors of the taxpayer, destroy the business of the villages and small places, and make it impossible for the little fish to escape being eaten up by the big ones? If it were possible for the Post Office Department to discriminate between individual senders of parcels and the big stores, which are using the post office officials as peddlers of their samples and delivery wagons for their goods, it might be wise to do so, but, unless this can be done, it is well that the parcel postage rate should remain as high as it is, if not increased. Canada believes in a certain amount of protection as against outside countries, and, if popular opinion were to be consulted, it would be found that there is a well-grounded belief that certain protection should be afforded the smaller towns as against the immense departmental stores in the centres of population. While it is impossible to afford any such protection by tariff enactment, yet it is certainly not the Government's duty to so arrange the postal tariff as to lead thoughtless people to kill their own localities in order to be humbugged by the catalogues sent out from people at a distance, and who deliver their goods by parcel post.—Toronto Saturday Night.

DEPARTMENT STORE PROPOSAL.

"Hattie," said the clerk at the blanket counter in the department store, speaking rapidly and in an undertone, "just a moment. Will you—what is it, sir? Harness department? Six aisles down—Hattie, do you think you could—furniture, madam? Third floor. Take the elevator—Hattie, I'd like to know—handkerchiefs, ma'am? Third counter to your right. Blankets, sir? Right here. Wait on you in a moment—Hattie, will you marry me?"

"Yes, Tom," whispered the girl at the notion counter, still tapping with her pencil on the showcase. "C-a-a-a-s-h."—Chicago Tribune.

THE MAKING OF IRISH POPLIN.

THE poplin manufacture in Ireland, writes Miss Mary Gorges, owes its origin to the revocation of the Edict of Nantes, when thousands of silk weavers from Lyons sought refuge in England, and settled at Spitalfields, London, a portion of these subsequently setting up their looms in Dublin in 1693. In the hands of their descendants the trade remains; no one, even now, when all customs and traditions are being ruthlessly trampled down, ever dreaming of infringing the unwritten law which forbids apprenticeship to the silk weaving outside the community.

Why this manufacture should take root and prosper in Dublin as it has done I know not; but it is a fact that nothing really excellent in poplins can be had elsewhere, so that Ireland may fairly claim it as a specialty of her capital. In the old streets of Dublin are splendid houses, now given up to dust and decay, down whose staircases once fluttered the beautiful women who adorned the Irish court of the day; and it requires little imagination to picture them arrayed in the lovely brocades of their native land.

But the manufacture had not attained its present perfection and variety till after the Jacquard loom was invented in 1800, when a simple pedal, put in motion by the weaver's feet, superseded a complicated and difficult plan, by which, when the design was richly figured, the threads were grouped into a system, and raised simultaneously by a child, or "drawboy," in the order and at the time required by the weaver.

Poplin is the successful combination of silk and wool, the dyeing of which requires the greatest skill and care, the most delicate shades having to be produced to order. Considering its beauty and great durability, it is relatively an inexpensive material, ranging from 3s. 9d. to 7s. 6d. per yard, and in brocades from 6s. 6d. to 17s. 6d. per yard. The tissue used in the gold and silver brocades is of the pure metal. I was informed by the courteous manager of Messrs. Atkinson's firm that they are a present manufacturing a superb white poplin, with rich design in gold, for a great wedding soon to take place in London. £3 5s. per yard seemed by no means an extravagant price for so beautiful and costly a fabric. These brocades are greatly patronized by the Queen and the Princess of Wales, and, notably, by American visitors.

The proverbial reproach of Irish apathy certainly does not apply here, for the poplin manufacture has not been allowed to fall behind in the keen competition of the day. It owes much to the late senior partner, Mr. R. Atkinson, who brought to bear on it talent, taste, and a judgment of colors "seldom equalled, never surpassed." There is a new light texture, gossamer poplin, in the softest shades, and in tartans and checks, which forms a lovely material for children and young ladies' dresses, as well as blouses, ties, etc. I find that a dress length of any special color can be made to order in fourteen days, and any original design carried out. A charming design (of wild flowers, I think), was recently forwarded by a young lady, which, worked out on the ground chosen, produced a most lovely effect.

Little of the old Huguenot blood is left, yet the weavers retain some French characteristics. Thrift is one (though my informant, an employer himself, adds "not strikingly so"), and they are "a very cheerful, contented body, labor disputes being unknown, employers and employed working harmoniously together."

In Messrs. Atkinson's poplin warehouse, in College Green, Dublin, are still to be seen, in a glass case, samples of the poplin ordered in 1836 by the Duchess of Kent, for the young Princess Victoria.

“The Paleness of Death” is absent in a dead nigger.

Sun and rain may beat incessantly on him and the color remains, but--**his bones are white.**

Not so with Gloves or Hosiery bearing this stamp:

*Louis Hermsdorf
Dyer*

THEY ARE SURE TRADE WINNERS.

Washing and Bleaching never change the color, and when nothing but the Ribs remain, you will find that even--**they are black.**

If you handle this brand **you** will never **pale** before an angry customer.

American Bureau of Louis Hermsdorf

78-80 Walker Street

NEW YORK.

Woollens and Clothing.

MERCHANT TAILORS AND ADVERTISING PRICES.

THERE are some lines in which the advertising of prices is absolutely necessary. There are other lines in which the advertising of prices is not near as important as the advertising of other matters. There are some merchant tailors who solicit and gain business merely because their prices are as low, or almost as low, as the same goods can be bought ready-made? These tailors catch all the bargain seekers who would ordinarily patronize the merchant tailor. The remainder of the merchant tailors do their business on some other principle, and, I believe, says a New York authority, that the majority of men who have their clothes made to order do not consider the price as much an attraction as the fit, the cloth and the make. If I were a merchant tailor, endeavoring to push a high-class business, I would dwell particularly upon the merits of my goods and my workmanship, rather than quoting direct prices in an advertisement. I would dwell upon the reasonableness of my prices, considering the quality, of course, and would not forget to impress this constantly upon the public through my advertisement, but, except in rare instances, I would not make a practice of mentioning in each advertisement the price at which I was making clothing to order. Occasionally, however, I would have some special thing that I could use to draw attention to my store as a place where clothes were made to order for reasonable money. This plan would be well adapted to any merchant tailor, except where he might have the trade among the very exclusive class, and does not cater to popular trade at all.

I know of a certain merchant tailor who has a very excellent business, and who advertises his goods in an interesting way from day to day in the daily papers. About three times a year he makes a point to buy from the mill a large quantity of some one particular cloth. He usually takes this cloth in a large enough quantity to get a special price. Then, for a couple of weeks, purely as an advertisement for his store, he will make up this one cloth into suits or coats, as may be suitable, at ridiculously low prices. I remember one season he selected a line of very nice quality of black serge, and cut up several bolts of these into small sample pieces and sent these samples with a circular to the men he thought would be interested. He also advertised it in the newspapers and made a display of it in his show windows. These suits he made to order for \$20, and they were to all intents and purposes the same suits that would be ordinarily charged \$35 for. It was the best possible suit that could be produced for \$20 by anybody. I don't think he made a cent on it, but he did put his tailoring business before the attention of a great many people who had never thought of it before, and he did sell these suits to a great many people who had never patronized him before, and who will probably patronize him in the future, even if they do have to pay a little more, because his workmanship and the quality he gave for \$20 was such that would lead them to suppose that even if they had to pay more at some other time they were going to get the worth of their money.

Every business can have some point upon which it excels others. It cannot always be the point of low prices. The merchant who has no point on which he excels any one else is very likely going to get left; the point upon which you excel other people is the point upon which you must lay the most stress in your advertisements.

READY-MADE AND CUSTOM-MADE.

The extension of the business in ready-made clothing during the last year or so is not expected to have an injurious effect on merchant tailors. The reason given is, that when times are good, people will have custom-made clothes whenever they feel inclined to, and the present prosperity of trade

in Canada is largely believed to be a good time for tailors. All the reports are to that effect, and business in purchases of materials is good.

The same belief exists in England, where, The Tailor and Cutter says, the ready-made industry has not injured the ordinary "bespoke" tailoring trade. "Some years ago," it says, "the bespoke master tailors were inclined to look askance upon the ready-made trade, as something that in time would, in all probability, annihilate them, but experience has taught us all otherwise. The ready-made trade, instead of being a rival to, is simply an auxiliary to the bespoke. And it must now be admitted that many of the bespoke tailors find the ready-made clothier a very valuable auxiliary indeed, and also an increaser of business. The bespoke tailor can, in many ways, avail himself of all the facilities of a ready-made clothing factory. Take, for example, the making of a suit for a boy. In the great majority of cases, it absolutely does not pay the ordinary master tailor to make a boy's suit, when, by simply taking the measures, he can have it made by the clothier in any required style, and, it must be confessed that some wholesale clothiers do turn out juveniles in a way that leaves nothing at all to be desired, either in the way of appearance, finish, or workmanship, as they lay themselves out specially to clothe smartly and neatly the rising generation." The origin of the industry is traced back to the Plantagenet days, when the good citizens of London could buy ready-made hose and jerkins of certain shops in the neighborhood of Bishopsgate-street. The Jews claim that they brought the trade from Germany and Poland in the early part of the present century, but the real origin of the ready-made industry is traced to an order from Australia, somewhere about half a century ago. A certain firm of woollen manufacturers in the West Riding received a direct order from a Melbourne house for some 50 pieces of cloth. This was during one of the Australian mining booms, when things in Melbourne were flourishing and wages were high, and tailors and other skilled workers were demanding and receiving ever so much a day; consequently, the importing firm in Melbourne expressed, in their letter of order to the West Riding manufacturers, that if the 50 pieces of cloth which they were ordering could be made up in England, into ready-made suits, it would be a very profitable transaction, as a great saving would be effected, represented by the difference in the wages paid to tailors in Leeds and Melbourne; besides, at that time, the supply of tailors in the colonies was by no means equal to the demand, and such tailors as had emigrated from England to Australia had exchanged the needle for the spade, deserted the board for the mining camp, and prospected for gold; therefore, tailoring was both bad and dear at any time from the forties to the seventies. The suggestion recommended itself to the shrewd old West Riding manufacturers, who received it, and, to cut the story short, these 50 pieces of cloth were made up into men's suits in England, and when they reached Melbourne they sold like the proverbial ripe cherries, and repeat orders very soon followed. This transaction showed what the ready-made trade was capable of, and the object lesson was not lost sight of by our men of business.

Such was the little episode which set the English clothing industry on the high road to prosperity—that is, as it regards men's garments. The story of the development of the juvenile end of the trade is told thus: A certain tailor in a Midland town, when

Fall and Winter Underwear

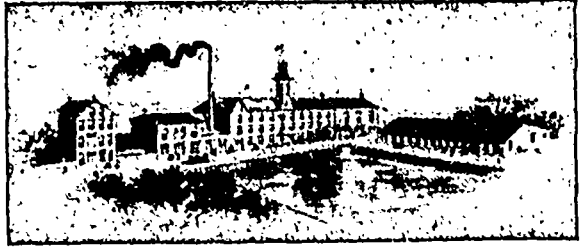
We manufacture everything your customer can ask for in

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

**VESTS . . .
DRAWERS
COMBINATIONS**

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

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



UNDERWEAR

TIGER BRAND



TRADE MARK

Made in sizes from 20 in to 46 in.

Unexcelled for Durability, Style and Finish.

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

TRADE MARK IN WOVEN LABEL

ON EACH GARMENT

The Galt Knitting Co. LIMITED
Galt, Ont.

RETAIL ONLY.

Do You Know

THE EVER-READY LINES

— ? —

An Acquaintance will be Interesting.

EVER-READY DRESS STAYS

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

EVER-READY DRESS BINDING

A new and durable kind: of a quality and at a price (\$5.50 per gro.) that will please.

EVER-READY CHILD'S WAISTS

To retail at 25 cents each.

You make 40% profit, too.

If you have not seen them write for samples.

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

1899 HOMESPUNS

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

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

• Would be glad to send you samples.

We are prepared to fill repeats for

Eureka Blankets,

so send your orders along.

EUREKA WOOLEN MFG. CO.

Limited

EUREKA, N.S.

WOOLLENS AND CLOTHING—Continued.

not very busy on men's work, was wont to keep his hands employed by making up little boys' suits for stock. His shop gradually became well known as a place where a good selection of boys' suits might always be seen, ready for wear, and all without the trouble of measuring, etc. So, when a proud father wanted a suit for his boy, he naturally patronized the enterprising tradesman who had the largest stock of boys' ready-made suits on hand. Tailors in neighboring towns hearing of the fame of his boys' suits, would come and buy six or a dozen suits at a time, and, eventually, he gave up his ordinary trade and confined himself to the making of boys' garments for sale, not direct to the public, but to the tailors themselves. These things proved, to all concerned, that there was a market for ready-made clothing, both at home and in the colonies.

COLONIAL WOOLLENS IN ENGLAND.

As everyone knows, the manufacture of woollens is one of the oldest and most satisfactory industries in Canada, as regards the quality of goods made. No very great effort is made publicly to introduce Canadian woollen novelties into England, although there is a steady export from certain mills, which, however, make no outcry about it. New Zealand, on the other hand, has challenged English attention by an exhibit of rugs, flannel, and wool for underwear at the Imperial Institute. These articles come from the Mosgiel wool factory, near Dunedin, New Zealand, the first establishment of its kind in the colony. The rugs, which are a speciality of the Exhibition, are very good. Blankets made of fine merino wool were shown. The flannels and wool for underwear seem a little coarse compared with the material used in England.

A MODERN CLOTHING STORE.

Boisseau & Co.'s new premises were opened to the public on Saturday, October 29. Without question, this building is the most magnificent structure devoted solely to male attire in Canada. The four large show-windows give an opportunity for display surpassing even that of the large departmentals. But it is the interior of the store that shows off the architectural beauty of the premises to the most advantage. The delicately-tinted metallic ceiling is supported by 21 pillars of such girth that a man could not reach round them. These are finished in imitation of marble. The store is lighted in the evening by incandescent lights festooned about these pillars, which creates a beautiful effect.

In the centre of the store large tables devoted to the display of ready-to-wear clothing run from the door to the back of the store. Along the southern or left side shelves, display racks and counters are devoted to the sale of gloves, neckwear, shirts, and the many small articles worn by men and boys. Two elegant dressing-rooms have been fitted up on the northern or right wall.

These with a large number of mirrors facilitate the fitting of garments, and aid materially in the sale of goods.

At the back of the premises the offices have been partitioned off. The woodwork of the offices and dressing-rooms is finished in natural wood, with glazed windows, and carry out nicely the effect of daintiness and beauty everywhere evident.

A NEW BRAND ANNOUNCED.

The Kennedy Co., Limited, who control the sale of E. A. Small & Co.'s "Fit-Reform" clothing in Montreal, Toronto and Winnipeg, have announced that on April 1 next they will place a special make of clothing on the market. It will be manufactured for them by A. S. Campbell & Co., of Montreal, and will be sold exclusively in their own stores in the three cities mentioned, and by agents in other places. The goods will be high-class and expensive. They will

be extensively advertised and the general plan of handling will resemble "Fit-Reform." The trade will recollect that last July, E. A. Small & Co. commenced to manufacture a brand of ready-to-wear clothing intended to compete with custom-made goods. Great attention was paid to pattern, fit and make-up. The brand was well advertised. The idea was similar to that on which the famous "Slater" shoe is sold, and was originated by John E. Kennedy, who had previously managed the promotion and advertising branches of the Slater business. "Fit-Reform" clothing, like the Slater shoe, is not sold to the general trade. One firm in each town is appointed agent and is given sole control of the locality. Mr. Kennedy was engaged to manage the advertising of the new clothing, and to generally oversee the agencies. He also formed a company known as The Kennedy Co. to take over the agencies in several cities. His partners were the Hon. Jules Tessier, of Quebec; J. A. Richard, of Winnipeg, and Chas. R. Barnard, of Montreal. Their arrangement with Messrs. Small was terminable on six months' notice, and, as The Kennedy Co. believe that it will be cheaper to have the goods manufactured under their own supervision, in a factory whose entire output they will control, they gave notice on October 1 that they wished to give up the agency.

At first, Mr. Kennedy expects that the three stores which they now manage will require all their attention, but, as time goes on, they will appoint agencies in other cities. The name of their brand has not been given out yet. They are not in the market, Mr. Kennedy says, to compete with the ordinary makes of ready-made clothing, but are after the tailors' trade.

The contract between the Kennedy Co. and A. S. Campbell & Co. is for three years. It is possible that before the expiration of this time, the former will sell their retail stores, and devote their time to jobbing the new brand of clothing. E. A. Small & Co. will, of course, continue to manufacture and sell "Fit Reform." When the contract with the Kennedy Co. expires, other agents will be appointed in the three cities which the latter control.

A CANADIAN VIEW OF LONDON TAILORS.

Let the Torontonians, who are accustomed to patronize the best tailors of Toronto, patronize the same class of tailors in London, and the latter's prices will be found to be many per cent. higher than the former, says the London correspondent of The Toronto Telegram. The man in Toronto who would pay \$50 for an overcoat, would most likely be one who kept a saloon or "told the tale" at the Woodbine races, as \$50 is not an ordinary price to pay for an overcoat, even though it were moulded by Toronto's best tailor. But London's best west end tailor would ask that price without a quiver of the muscle, and, if the customer request an additional pocket or two, or require that the velvet on the collar should be of special make, the price of the overcoat at once goes up thirty shillings or two pounds.

It is not the shop where any passer-by, who has the price, may stop and leave an order for clothing that the very high prices prevail, but in the shop where the stranger is asked, "Whom have we the honor to thank for recommending our establishment to you, sir?" Should the stranger reply, "No one; I was merely passing and just called in," the tailor will then express his regret that, as he has not the honor of knowing the stranger, he must decline to accept his order, even if the goods he might wish were paid for in advance.

It is in such shops that prices soar skyward, as in many of them there are different prices for different customers. The customer who settles once a year, without being asked, is charged 15 per cent. less than the customer who settles once in two years, after being asked three or four times. The tailor knows his customer,

Gloves

...AND

Mittens

BERLIN, ONT.

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

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

GLOVES AND MITTENS

Everybody should have them.
Right in quality and price.
Let US fill your orders.
Importers, stop and think!
None should miss seeing our samples.

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

W. CAIRNES & CO.

Manufacturers

BERLIN, ONT.

Everyone

Engaged in the Clothing Business
between Sydney, Cape Breton,
and Victoria, British Columbia,
should see some of our

SPECIAL LINES IN

Boys' and Children's Suits

Shall be pleased to send samples
on receipt of post card.

CLAYTON & SONS

Best Equipped Clothing Factory
in Dominion of Canada.

HALIFAX, N.S.

and knows his account will be paid, though some stand longer than others.

Almost any respectable tailor in the west end of London who does not require a customer to be introduced will charge seven or eight guineas for an ordinary suit of clothes; some of them ask more, few less. A decent pair of trousers cannot be had under 36s., or about 59, but £2 5s. is generally the price asked in the best shops. The materials supplied in these shops are the very best made, in many cases being specially made for certain shops, and are a class of goods not to be found on the shelves of the London exporters. The finish of the garments is not any better, and often not as good, as that of a Toronto made garment; but the shape is there. I was shown a pair of trousers in a west end shop recently, the price of which was three guineas; it was not the material that made them cost so much, but the workmanship. The strap usually affixed to the back part was in this pair dispensed with, a silk elastic band about two inches wide on the waist inside being substituted. Evening dress suits of the latest style and finished in the same way cost from eight to twelve guineas, and are much in demand at those prices.

Men's furnishing shops abound in London, and a large majority of them sell nothing but rubbish; their goods are cheap, but only in price. Shirts made to order from fancy linen cost 12s. each in the best shops; collars, 4-ply linen, 15s. per dozen. These were the prices a Canadian was asked recently. The Canadian compared the prices asked him in London with prices he has paid for similar articles in Toronto, the latter being much lower.

"But," said the shopkeeper, "You forget that the quality of the goods I am offering is superior to the articles you mention as having been bought at your home." The shopkeeper was correct, for the 25-cent linen collar sold in Toronto has very little linen in

it compared with the linen collar made in London at 15s. per dozen, or 1s. 3d. each.

No doubt, many Canadians who have made purchases of clothing in London, believing that the goods were cheap, have found that they were cheap—and nasty—and many other Canadians have found that some London tailors know how to charge, at which some Canadians do not grumble, not caring what the tailor charged, as long as he did not make them pay charges.

NOTES.

A big purchase of a thousand pieces of Canadian tweeds, containing five special lines, has been made by John Macdonald & Co., who are offering the whole lot at greatly reduced prices. They are also showing several special lines in mantle beavers and curls.

NEW JAPANESE "YUTAKA" RUGS.

K. Ishikawa & Co., the Japanese importers, have a large display of entirely new Japanese rugs at their warehouse, 24 Wellington street west. The new rug is called "Yutaka," meaning, in Japanese, "Well-to-do." Well-to-do people of Japan are using these rugs, and the same class here will appreciate them. "Yutaka" rugs have a beautifully finished cotton surface, and its jute foundation insures its durability. These rugs are decorated with hand prints, which are exquisitely handsome in designs and colorings. "Yutaka" is altogether different from "Dantsu" rugs. The new ones are much cleaner and lighter, while the cost is less. The firm's new 6x9 and 9x12 mattings are extraordinarily beautiful. This is the first lot of large mattings which have been imported into Canada. Orders are taken for any size of these mattings. The trade is cordially invited to inspect all these new displays.

INSOLVENT ARRESTED.

IMPORTANT JUDGMENT AT MONTREAL AS TO THE RIGHT OF CAPIAS.

IN the case of Gault Bros. v. Cloutier, of Winnipeg, Oct. 25, in the Court of Appeal, a judgment, having important bearing in the case of fraudulent debtors, was given. Mr. Cloutier, who was in business, at Winnipeg, about January was obliged to borrow \$10,000 from the banks to meet maturing and overdue bills, which amount he obtained upon a note endorsed by his brother, whom he secured by giving a chattel mortgage on his stock, which mortgage, under the laws of Manitoba, covered not only the stock on hand, but also any that might be subsequently added. The Manitoba law does not require the immediate registration of chattel mortgages, and this one was not registered.

Later, Mr. Cloutier came to Montreal, and, with his standing apparently good, obtained goods valued at \$9,000. These goods were forwarded to Winnipeg, where advances were obtained upon the warehouse receipts, with which favored creditors were paid. Some other creditors received payment in goods, and a portion was taken to the store. The chattel mortgage was registered, and Mr. Cloutier assigned, when it was learned that there would be enough to pay ordinary creditors about 2c. on the dollar.

At the instance of Montreal creditors, Mr. Cloutier was arrested and brought to Montreal on a charge of fraud, on which he was remanded by the magistrate and admitted to bail. As he left the court-room he was again arrested on a capias issued at the instance of Gault Bros. & Co. Mr. Cloutier's solicitors moved to annul this capias on the ground that there had been no sequestration in the Province of Quebec, that there had been no sequestration in the Province of Manitoba, and the writ was not recognized in that Province; and that Mr. Cloutier, under collusion, had been arrested in Winnipeg on a pretended criminal charge, the real object being to bring him within reach of civil proceedings.

The court below quashed the capias on the ground that the acts of sequestration with fraudulent intent, alleged against Mr. Cloutier, had not been admitted within the Province. Gault Bros. & Co. then appealed, and the Court of Appeal was unanimous in reversing the decision. The court decided that there was nothing to prove that Mr. Cloutier had been brought here on a criminal charge merely for the purpose of effecting his arrest on the capias. After a lengthy discussion of the legal points, Mr. Justice Hall, who acted as spokesman, concluded that the resident of another Province, who has committed sequestration of his property and is found here, may be arrested exactly as a resident of the Province of Quebec would be. Wherever the debtor's property may be, it is the pledge of his debts, and, therefore, the sequestration which he makes, though in a foreign country, does the same kind of injury to his creditors here as sequestration in this Province would do. The abstract right of capias does not at all depend upon the place where the sequestration is said to have taken place.

TURKS TAKE TO HATS.

The imports of hats into Turkey have continued to increase in a notable degree for some years past, and still show an upward tendency, due to the fact that the native element of the Christian population is now adopting European costumes. Merinos, soft

and imper felts (medium hard), are imported to the extent of about 10,000 dozen per annum. The countries of origin are as follows in order of importance: Italy, England, France, Germany and Austria. As in many other classes of goods, French hats, at similar prices, would obtain the preference.

DECEPTION IN FURS.

No class of merchandise admits of so much deception as furs, and many are sold by names unknown to natural history. In the fur business, as in many other departments of commerce, the unscrupulous are ever at work endeavoring to produce imitations. In few lines has this been carried to such a successful degree.

Coney, the oldest name in natural history for the rabbit, muskrat and other skins are dyed to imitate seal, and are advertised as electric seal, and often as genuine seal skin. Opossum is blended to look like stone martin and pine martin to look like Russian sable. Muskrat is advertised as mink, and many other furs of the cheaper sorts are passed off on an unsuspecting public as those rarer types.



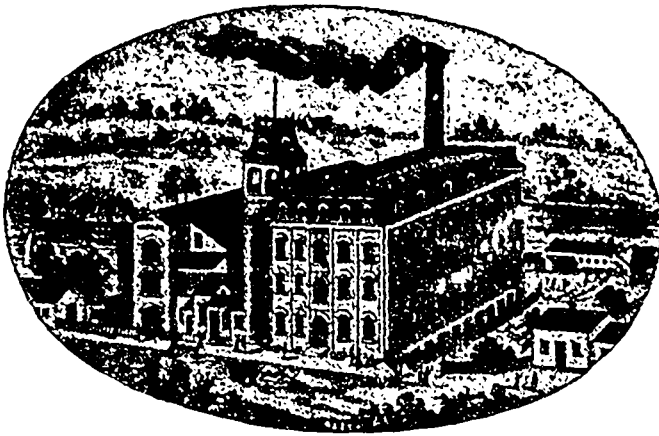
Wall Paper Exhibit of M. Staunton & Co. at Toronto Exhibition.

When the fur is not an imitation and advertised below the price of standard goods it is generally unprime; that is, made of skins that have been trapped at an unseasonable time of year. Such skins are always less slightly, less durable, and much lower in price than prime skins. Prime, well-dressed skins and well-dyed skins, if the garment is of colored fur, are not all that is required to make a first-class garment. Much depends on the manufacture of the garment, skilled labor being absolutely necessary. Improper manipulation will produce a poor garment even from the best skins.

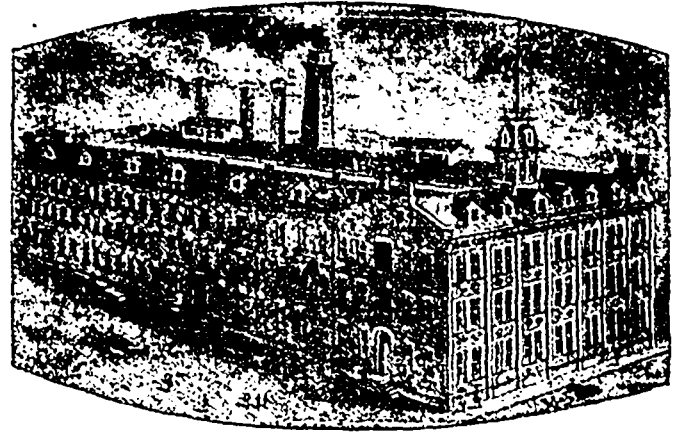
It is incumbent, therefore, on purchasers of furs that confidence be reposed only in those houses whose reputation is unquestioned.

AN OLD BUSINESS CHANGES HANDS.

James Craick & Co., Port Hope, who have been a leading firm in Eastern Ontario for many years, and have actually been in business for 40 years, have sold out to Thomas Millar & Sons, Oshawa, who will, in future, conduct the business. Messrs. Millar have done well in Oshawa, and THE REVIEW wishes them success in Port Hope.



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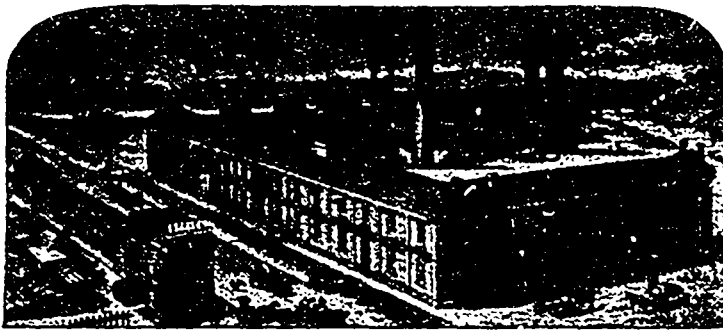


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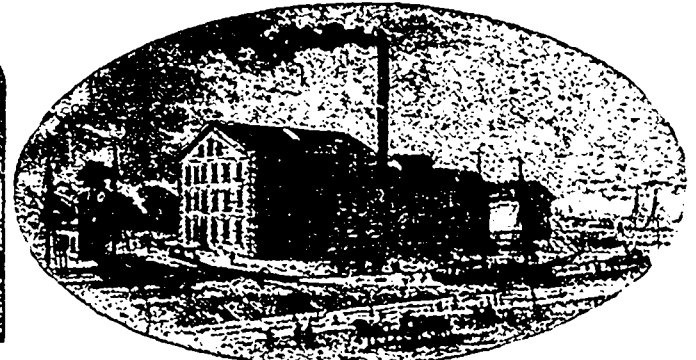
The Penman Manufacturing Co.

Head Office: PARIS, ONT.

Limited

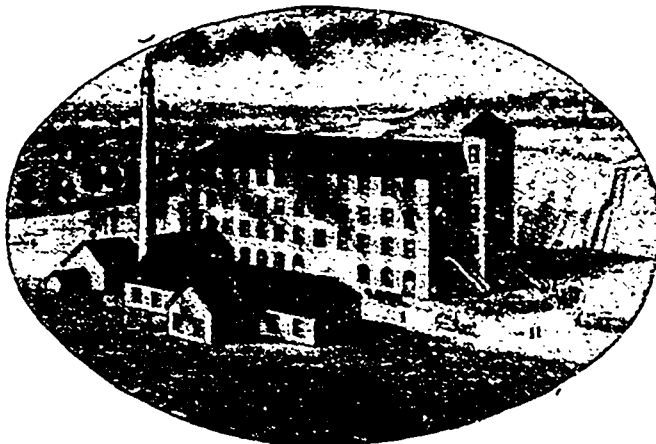


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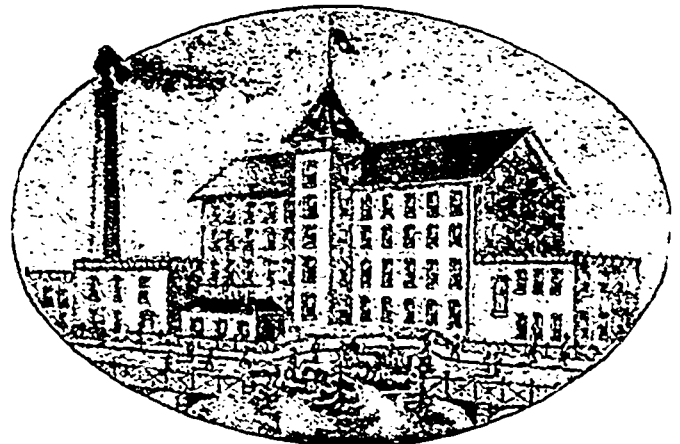


MILL NO. 4

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



MILL NO. 5



MILL NO. 6

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

BOOTS AND SHOES

THE CONDITION OF TRADE.

JOBBERs speak favorably of the situation in boots and shoes. Orders for Spring are considerably in advance of last year and the trade are buying with more freedom than for some time past. Though travelers have only been out for about two weeks, their returns have been most encouraging, and the wholesale trade look forward to an exceedingly good season.

No advance has taken place in leather, because the immediate demand is not great, but if repeats should increase, an advance will undoubtedly take place.

Speaking of the American trade, an exchange says: "Business is especially good with the jobbers and manufacturers receiving more orders for Spring goods, with a large sprinkling of demands for duplicates of heavier specialties. The call for duplicates and size-up orders is particularly encouraging and shows that the retail trade is in a very satisfactory condition."

A NEWLY INVENTED SHOE.

John E. Kennedy, of Montreal, at one time advertising-manager of the Slater Shoe Co., has invented a new shoe, which he claims will thoroughly ventilate the foot. It has a collapsible centre sole of elastic, which sinks under foot pressure in walking, and not only adds to the comfort of the wearer, but also pumps air into the shoe, keeping the foot warm and dry. The shoe, which is registered under the name of "Respira," is made in several shades of black and tan and in all sizes. It is not sold to the trade, but is retailed through "Fit-Reform" clothing agencies.

A SNARL AT US.

Canadian shoe and leather men are opposed to any reduction of the tariff on shoes and leather made in the United States. Our Canadian competitors fear that with reduced duties only Yankee-made footwear would be worn in Canada. Well, it would not be surprising, considering the superiority of goods sent from this side of the border.—Boot and Shoe Recorder.

NOTES.

Filion & Dion, boot and shoe manufacturers, of Quebec, have dissolved partnership.

Robert Lipsett, a well-known boot and shoe dealer, of Brockville, Ont., has retired from business. Mr. Lipsett has been actively engaged in business in Brockville for over 43 years.

NELSON B.C.'S FINE STORES.

The merchants of Nelson, B.C., are making great preparations for the winter trade, not only by getting in large stocks of goods, but fitting up their premises in attractive style. The new brick block erected on Baker street gives increased space to business firms to display their goods. Desbrisay Bros., grocers, have moved into the new block and are getting a large complete stock on their shelves. The store is well lighted and the shelves and counters of the latest design, with a well-equipped business office in the rear.

Lillie Bros., boot and shoe dealers, have also moved into the Aberdeen block and are engaged in filling their shelves with new stock, and are determined to make it one of the most attractive stores in British Columbia.

In the Victoria block, across from the Aberdeen block, are located the drug store of W. F. Teetzel, the men's furnishing store

of F. Irvine & Co., and The Nelson Hardware Co. Large plate-glass fronts have been put in the stores.

The Lawrence Hardware Co. have moved to their three-storey brick block on Baker street. The offices of the firm have been fitted-up with every convenience for transaction of Business. Hebden & Hebden, hardware merchants, have also moved into their new brick block on Baker street, and are fitting it up in first-class style. Other business firms are making extensive improvements in their premises preparatory to increased business during the winter months. The solid character of the business blocks, and the large stocks carried by the business houses is a surprise to the visitors to the city, who have not been slow to express their wonder that stores so attractive and so completely stocked should be found in a city the size of Nelson.

GINGHAMS FOR NEXT SUMMER.

Not for many years have gingham commanded such attention from buyers as for the coming Spring season.

For some time past there has been an increased inquiry for these goods, and, in view of this fact, the manufacturers have made special preparations to supply the demand. To attempt to describe the different styles and appearances of these fabrics would be impossible, but sufficient styles and colors can be found to suit all tastes. One of the most attractive features about gingham is the depth and richness of color which the process of dyeing and weaving allows. This, of course, has the effect of making these goods more popular, and superior for many uses over other fabrics.

NOVELTY CURTAINS.

Boulter & Stewart are showing a range of novelties in white and colored mull curtains to retail from \$2 per pair up. The patterns are endless in variety, and the materials in weaves not heretofore shown. They claim to show the largest range in art draperies in Canada, and this season their samples contain many new lines.



GONE INTO MANUFACTURING.

Boulter & Stewart, who, for several years past, have been representing American makers in ladies' ready-to-wear goods, have now established themselves as manufacturers of ladies' blouse waists, cloth and wash suits, separate skirts, fancy underskirts, bicycle suits and skirts, etc. Their travelers are now on their respective routes, and all merchants desirous of securing the latest ideas in each of the above lines are invited to examine their samples before completing their purchases for the coming season.

LARGE ADDITION TO A MILL.

The C. Turnbull Co., of Galt, have nearly completed the large addition to their already extensive factory, adding a building 60 x 134 feet, four storeys high. They expect to occupy part of the new addition this fall.

Are you still wedded TO THE OLD MAKES

or have you . . .



AN OPEN MIND ?

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



CORSETS



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

A FAIR ARGUMENT

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

W. PRETTY & SON, Ipswich, Eng.

The Hat and Cap Trade.

LOW PRICES.

REMEMBER that hats sold at a mere advance over cost can yield a gross profit of moment only when disposed of in immense quantity; every jobber and retailer should be able to approximately calculate the probable volume of his sales, and ought, therefore, to be able to determine whether it will be good business to cut prices with the hope of selling more hats than there are heads to cover, or merely to get the cheap trade of some other dealer.—N. Y. Hat Review.

VALUE OF AN ENGLISH BRAND.

And speaking of hats, makes me think that in one of our lesser business streets is a hatter who is exceedingly wise. A man I knew sent a silk hat to him to be reshaped recently. It was a very good hat, a hat of one of the best makes, and it bore its maker's name inside. It came back from the hatter's reshaped into up-to-date newness, but inside the crown, instead of the familiar brand, was the stamp of a famous London hatter. Our humble Washington hatter may be mad, as hatters are, but there's method in his madness, and if you see a London name inside the hat of the next man you meet—well, you must just remember that it is a vain, deceitful world, a world in which many a wedding present in a Tiffany box was bought in a department store.—Washington Post.

THE CONDITION OF THE FUR MARKET.

The October fur sales have shown no particular change in the fur market, particularly as the season up to the present has been mild in the great consuming countries. If this had not been so it is expected that there would have been a decided advance in prices. As mentioned before, the failure of the Australian rabbit crop has affected furs, as the demand for hatters' fur has trespassed on the lower grades of the furriers' stuff, and has sent up the price of hats, as was intimated last month.

The manufacturing furriers report that the demand for better goods keeps up, and the use of fur for millinery purposes is having its effect. Take the case of grebe for example. A couple of seasons ago it was not wanted at all, but now milliners are going around paying good prices for as much as they can get, such is the demand for it for ladies' hats. It is said that one Canadian firm which had the foresight to buy some grebe at the outset of the demand for it made quite a handsome profit by reason of their forethought. The last part of October has also made evident the fact that fur trimming for everything is coming in for this winter. This, too, will affect the fur market, and should cold weather set in there would be a big demand and a good season in furs. A mild winter, of course, would upset these calculations.

As one proof of the tendency for better goods, the case of Astrakan fur may be mentioned. For the last five years there has been a moderate demand for the cheaper kinds of Astrakan, but now there is a lively demand for really good stuff, and fur dealers find that where a retail customer wanted a jacket costing from \$20 to \$27, she is now willing to pay from \$40 to \$45 for a jacket. One wholesale fur house is now opening up some cases of Astrakan of this year's killing and dyeing, which is quite an unusual thing.

CONDITION OF THE HAT TRADE.

The wholesale hat trade report Spring orders as exceptionally good this season, and indicative of a good state of business through-

out the country. The demand for English felt hats is larger this year than usual, and, in consequence of the good trade in these, it is possible that American styles will not be shown to any extent until January. Some of the houses are showing samples of straws in Nova Scotia and Manitoba.

There are some novelties in the Falkirk shape, with leather peaks and matassa braid. One of these is a striped linen, with a leather peak, and well ventilated. Another linen hat is a neat fedora shape, with a silk zigzag stripe running through the linen. It is intended for very hot weather.

CANADIAN-MADE HATS.

It is extraordinary how little pluck some of the makers of Canadian hats have. They seldom put any sign of Canadian manufacture upon their goods, although in finish and value they are equal, if not superior, to imported lines of the same price. The other day, THE REVIEW examined a Canadian hat of fine, pliable make, done in black and colors, and well suited to the city trade. The wholesale price of the line was \$15 per dozen, and both the trade and the customer would be pleased with the quality and style; but there was no sign of Canada about the hat. The top inside bore the word "American" and a large eagle, so that the person examining the hat casually would think it was of United States manufacture. THE REVIEW was inclined to think that if the Canadian hatmen would appeal to the national feeling, by putting a good Canadian brand on their best hats, they would meet with some response.

THE OCTOBER FUR SALES.

Details to hand, of the October fur sales, show that of mink there were offered 24,557 skins, and in the finer sorts there was an increase of about 10 per cent., and for common southern skins former prices were realized; of marten, 7,803 skins were offered and an advance of about 10 per cent. was shown. Bear skins tended rather to decline in value. For skunks there was a good demand, but prices have not risen. There was demand for lynx and prices were unaffected. Otter was in fair request and prices a trifle firmer. Beaver was firm at the last sale prices. Regarding thibets, 58,977 skins were offered, and, while the medium and common class skins were coming forward in considerable quantity, there was a scarcity of the higher-class of goods, and prices for these went up about 15 per cent., while the commoner stuff is not wanted. The really great fur sales come off in January and March.

NEW HAT BOX.

The newest thing in men's traveling hat boxes is one made to carry four hats. The old and common style of leather hat box, with flaring sides, made to carry a silk hat, has long been familiar, as has also become what may be described as the two-storey hat box, made to carry a derby as well as a silk hat by adding a narrow, straight-sided section rising above the flaring part of the box. There is also a hat box made for silk hats that is square—cube-shaped. The four-hat box, made to carry a silk hat, a fedora, a derby and a straw hat, is in the form of a deep dress suit case, and fitted with two bowls, as the hat holders are called, one to hold the silk hat and the fedora, and the other the derby and the straw; The bowls are removable, so that on occasion this case may be used for the purpose of a suit case or to carry shirts in. Men's trunks have long been made with suitable apartments for shoes, and there are made also sole leather cases for traveling use, designed especially for the carrying of the traveler's boots and shoes only. There are now made sole leather cases fitted to carry shoes on trees. These are made in two sizes, a four-pair case and an eight-pair.

Canada for Canadians

The "Beaver Brand" Mackintosh is proofed with **Para Rubber**, and **Cured in Steam Heat**. We therefore give an absolute guarantee to be thoroughly waterproof and not to **harden**. Our **Covert Coating**, **Double Breasted**, **Box Back**, **Velvet Collar**, sells at sight for \$6.00, with a very good profit. Buy sample coat and be convinced. Beware of some **trash** that is **dumped** in Canada.

Remember, none so good as the

"BEAVER BRAND" MACKINTOSH

Manufactured only by

The Beaver Rubber Clothing Co.

1490 Notre Dame St. MONTREAL.

Tubular Braids

We have just received a large shipment of these goods in plain and loop edge, black and colors.

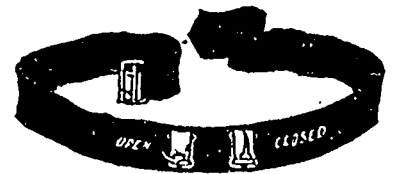
LETTER ORDERS WILL RECEIVE PROMPT ATTENTION.

A. B. BOAK & CO.

HALIFAX, N.S.

Peerless

Skirt and Waist Supporter.



PATENTED MAY 10TH, 1898.

The only supporter made that is complete in itself, holding the skirt up and the shirt waist down, without the necessity of sewing attachments on to the garments.

The supporter is concealed by waist and skirt excepting small sections of the pins which the narrowest belt will cover.

Sample Orders Solicited.

BRUSH & CO. - TORONTO

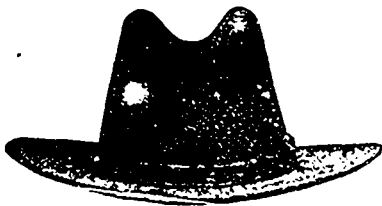
Irving Umbrella Co.

LIMITED

MANUFACTURERS

**Parasols
Sunshades
and
Umbrellas**

20 FRONT STREET W., TORONTO

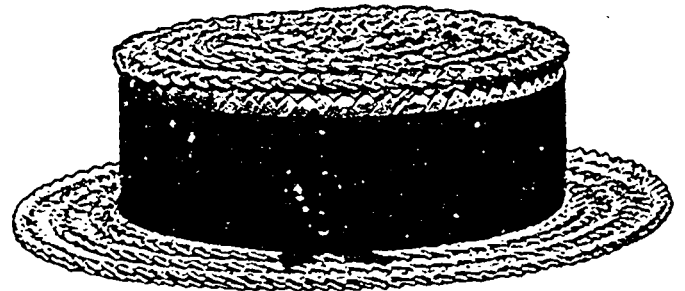


**We . . .
Solemnly
Declare :**

That we are manufacturing as good an article as the *best imported*, and, listen! They "*cost you less*," both

FUR, WOOL and STRAW

Samples for Spring now on the road.



DOMINION HAT CO.

68 Esplanade W.

TORONTO

THE NEW ELECTRIC LIGHT.

(Dry Goods Economist.)

IN ALL stores in which the goods require the most perfect display at all times during the business day, such as department and dry goods stores generally, as well as wholesale warehouses where goods are bought from samples, the question of artificial illumination presents a difficulty not heretofore easily solved. In no place is it more important to have a perfect light than in stores where clothes, cloths, silks, colored textiles of all kinds, fine glassware, delicate porcelains and chinaware are sold, and in none can a poor light work more harm to the owner by illy showing his goods. Many cases can be recalled in the experience of every store proprietor in which perfect matches of color by the artificial light on which he has had to depend have turned out unhappy marriages as soon as they were exposed to the pure white light of the sun, to the dissatisfaction of the customer and frequently the loss of his custom. What salesman has not been compelled to carry heavy rolls of cloth and bolts of silk to the store doorway to show that colors and shades are vastly different in the light of day than in the interior of the store gaslit or lighted by open arc electric lamps?

The perfect illumination of dry goods and department stores, and, indeed, all stores of a kindred character, has hitherto been an unsolved problem. Gas burning from an ordinary burner is far too garish and yellow. Used in an incandescent mantle, the light is too greenish and sallow. In both cases colors are falsified in a manner which the ordinary observer would consider impossible, and which, to the practiced eye, is almost inconceivable. The primary colors become complementary, and the complementary colors become almost anything. An additional drawback is to be found in the deleterious effect on the eyes of the employes, which tend to lose that power of color selection which is a prime necessity.

The intensity of the light from an open arc lamp lights up part of the store too brilliantly, while it throws the other part into deep obscurity. Even with the most careful distribution to avoid shadows, the cross lights from the open arcs caused inconvenience. Furthermore, with open arcs there is always a certain amount of sparking at the arc, by which heated particles of carbon are given off, frequently passing over the top of the globe and falling in the vicinity of the light. As the heat from them is not immediately extinguished their very presence is a danger.

Within a very recent period a new type of electric light has been introduced. It has successfully been put on the market by

the General Electric Company, and owes its development and present perfection to the genius of Prof. Elihu Thomson. It is an arc lamp, with the two carbons burning in an air-tight globe filled with the inert gas which the combustion of the carbons creates. By enclosing the arc in this globe the life of the carbons is tremendously lengthened, and, instead of burning only 10 hours, they burn from 90 hours in that used with alternating currents to 150 hours in that used with the direct current.

The point of greatest importance to the dry goods store is the quality of the light. From the enclosed arc lamp the light emitted is a pure white light, and its diffusion through the walls of the globe is as perfect as possible with any artificial light. The result is almost equal to the light of day, a light which cannot falsify colors, a light under which goods of any color may be shown with the assurance that if taken to the store door no difference in shade can possibly be seen. It is different from any other light artificially produced, and is the only light upon which reliance can be placed to give to dry goods stores a perfect illumination.

In open rooms each lamp can be depended upon to satisfactorily illuminate 600 sq. ft. of space, but where

a department has, suspended from its ceilings, draperies, portieres, rugs, carpets or other samples for display, which necessarily obstruct the light, the floor space illuminated would not be so great, and the lamps would have to be installed more freely.

The enclosed arc lamp is manufactured in two styles, known as the double globe and single globe. In both the mechanism is similar in every respect, and the carbons burn in similar small globes. In the single lamp, however, the place of the large outer globe is taken by a special widely flared glass reflector with a highly polished under surface. The double globe lamp is used where an absolutely even diffusion of the light is required; the single globe lamp where greater intensity and some concentration beneath the lamp are necessary. The enclosed arc lamps are constructed for use on alternating current circuits as well as on direct current circuits, the duration of the life of the carbons being somewhat shorter in the alternating than in the direct-current lamp.

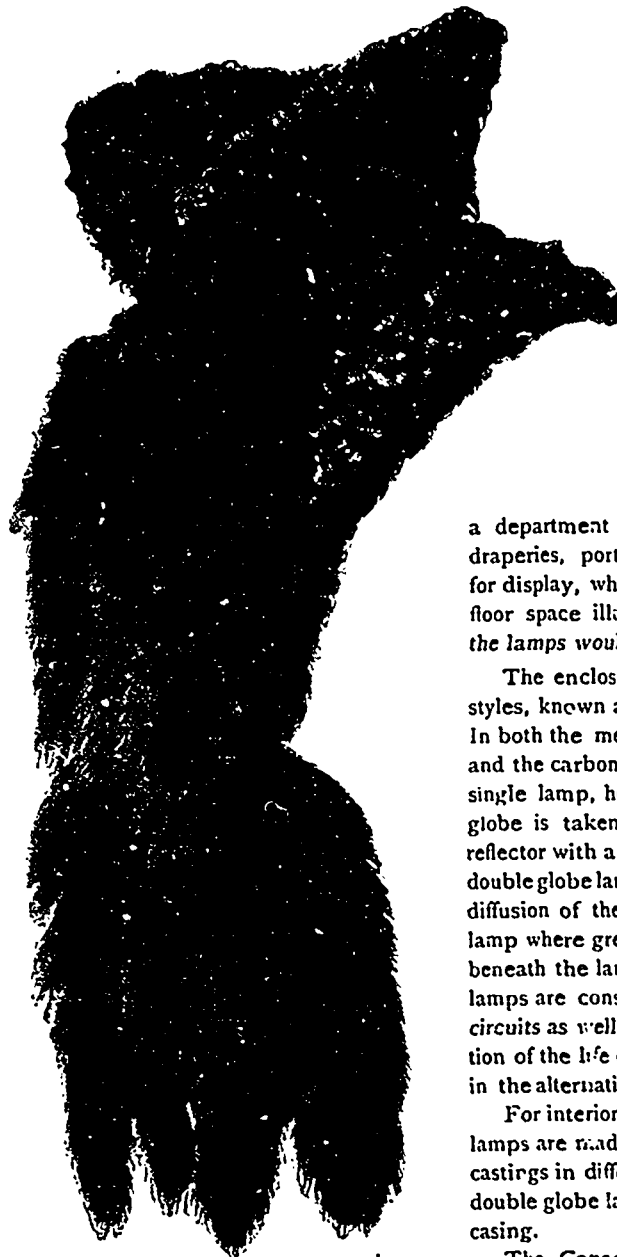
For interior lighting, both single and double globe lamps are made up with different styles of ornamental castings in different finishings. For outdoor use, the double globe lamp alone is used in a black japanned casing.

The Canadian General Electric Co., Limited, head office, Toronto, Ont., are Canadian agents for these celebrated enclosed arc lamps. Write for booklet on store and window lighting.

A JOKE ON A TRAVELER.

"I've a good story to tell you, boys," said a traveler on the western Ontario ground, to a crowd of others. "I don't think any of you ever heard me tell it before." "Is it a real good story?" asked one of the party, doubtingly. "It certainly is." "Then you never told it before."

THE BOSTON.



GILLESPIE, ANSLEY & DIXON.

Perrin's Gloves



PERRIN FRÈRES & CIE.

5 Victoria Square, MONTREAL.

Manufacturers
and ..
Importers of

KID GLOVES

of all Styles
and ..
Qualities ..

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

The Best Fall Attraction



THE SAILOR.

Our line of
**AUTOMATIC SHOW
WINDOW DISPLAY
FIGURES.**

These goods are of original
designs, in height from 22 to
35 inches, automatic motion
of the eyes from side to side,
sure to create and hold the
attention of every passer-by.

Price \$6, and \$6.50,
according to size, f. o. b.
Chicago.

Wholesale Notion
Houses will find this an ex-
cellent article for the Fall
season. We are open for
special arrangements.

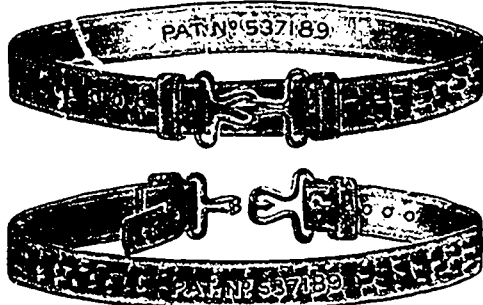
THE REGENT MFG. CO.

182 and 184 Wabash Ave., CHICAGO.

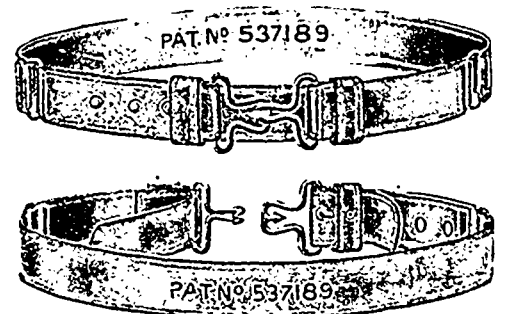
Toronto Office:

CHAS. EDWARDS, Mgr., 72 Bay street.

THE P. & P.



HOOK
AND
EYE
BELT.



Pat. July 27th, 1897.

SPRING SEASON, 1899

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

Its construction, though novel, is substantial, and so simple that it requires no explanation as to its workings. Made in all classes of leather and at a range of prices starting from the cheapest to the best.

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

Canadian Branch in charge of

MR. F. H. CRAGG

11 and 13 Front St. East,
TORONTO - - ONTARIO

Manufactured exclusively by ...

SCHEUER & BROTHER

Cor. Canal and Greene Sts. NEW YORK CITY, U.S.A.



C. K. HAGEDORN, Manager.



Suspenders ... and Buttons

Fall Samples now on the Road.

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

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

We are noted for filling orders promptly.
Try us.

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



OLD GOODS AS GOOD AS NEW

Old dress goods are just as good as new dress goods, so far as the fabric is concerned. It is only the color that is out of joint.

Dress goods that were new yesterday are old to-day—color fashions change over night.

Dress goods that are old to-day can be new to-morrow—we can give them the exact shade that fashion demands.

It is unwise for merchants to sacrifice worthy goods just because the color is wrong. Let us make the color right. Were it prudent to give names, we could tell you of scores of merchants who add largely to their profits, by placing their goods with us to be dyed the right colors.

Clothes that we dye are dyed to stay. The fact that they have been twice dyed can never be detected. We have the best dye works that we know of—we use the very best dyes—we employ the most skillful men. The result is absolute perfection—as nearly as perfection is obtainable in things mundane.

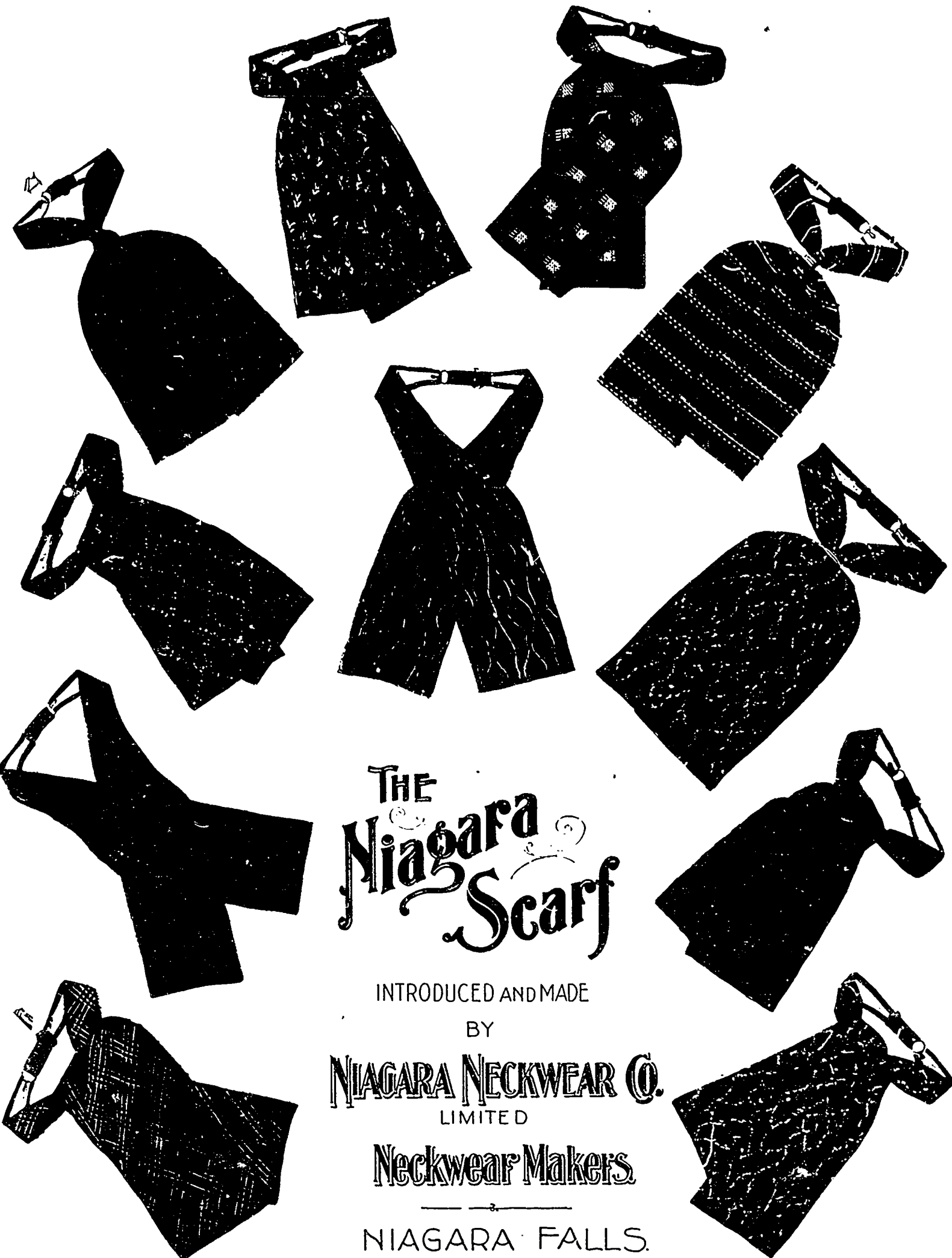
Ask for further facts and figures, and they will be cheerfully given.

R. PARKER & CO.

Head Office and
Works:

MONTREAL BRANCH:
1958 Notre Dame Street.

787-791 Yonge St., TORONTO.



THE Niagara Scarf

INTRODUCED AND MADE

BY

NIAGARA NECKWEAR CO.
LIMITED

Neckwear Makers

NIAGARA FALLS.



THE NIAGARA SCARF

*illustrated on the other side of
this sheet is the latest New
York novelty produced this season. Its merits should
appeal to every dealer and wearer of neckwear.*

The Advantages

which come to the dealer in handling the NIAGARA SCARF are many. For window dressing it is unequalled. With a few Niagara Scarfs properly manipulated, window effects of such style and originality result, as can be produced by no other means. The NIAGARA SCARF at once wins first place in the favor of the wearer, as its simplicity of construction and ease of adjustment allow him to become his own designer, and admit of him forming shapes which cannot be imitated in other scarfs, and yet the form can be changed at will without injury to the scarf. FLATS, RING SCARFS and ONCEOVERS are formed in exactly the same way as with any other.

Puffs,

of pleasing appearance are formed by taking the apron which naturally comes underneath when forming the onceover and simply bringing it on top of the other apron. In this way, narrow top, broad top, plain or pleated puffs may be formed.

The price is the same as other styles we make—\$3.50 and \$4.50 per dozen, and over 1,000 varieties of silks to select and be made from. A lithographed color plate accompanies each order.

Niagara Neckwear Co.

LIMITED

.. Makers ..

NIAGARA FALLS.

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, S^r
MONTREAL.

GENTS

CORSETS WITHOUT WHALEBONE.

Invented by a Doctor.

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

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

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

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

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

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

DYED, FINISHED AND PUT UP.

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

GARMENT WORK OF ALL KINDS.

BRITISH AMERICAN DYEING CO.
Technical, Chemical Dyers and Finishers.

JOSEPH ALLEN, Managing Partner.
Principal Offices--215 McGill St., Montreal. 123 Bank St., Ottawa. 287 Yonge St., Toronto. 47 John St., Quebec.



The Most Stylish
The Most Durable
The Most Comfortable

Corsets on the market, and handled by every leading merchant, are the

QUEEN MOO, VICTORIA CONTOUR, MAGNETIC QEBEH AND YATISI

Manufactured by
THE CROMPTON CORSET CO., Limited
Toronto, Ont.

THE PRESS CLIPPING BUREAU . . .

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

Politicians can obtain from it everything the papers say about themselves on any subject in which they are interested. Business men learn of new openings for trade, pointers to sell goods, addresses of people likely to become buyers, tenders wanted, stocks for sale or wanted, reports of new industries or stores, etc.

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

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

THE PRESS CLIPPING BUREAU

Board of Trade, MONTREAL

BEAVER LINE STEAMSHIPS Royal Mail

Sailing Weekly between Montreal and Liverpool.

CALLING AT RIMOUSKI, AND MOVILLE, IRELAND, EACH WAY.

| From LIVERPOOL. | STEAMERS. | From MONTREAL. |
|-----------------|---------------|----------------|
| Sat., Oct. 15 | "Tongariro | Wed., Nov. 2 |
| " " 27 | Lake Huron | " " 9 |
| " " 29 | Lake Superior | " " 16 |
| " Nov. 5 | "Gallia | " " 23 |

*Steamers "Gallia" and "Tongariro" do not carry cattle.

First Cabin, single, \$50 to \$65; return, \$95 to \$123.50. Second Cabin, single, \$32.50 to \$35; return, \$61.75 to \$66.50. Steerage to Liverpool, London, Glasgow, Londonderry and Belfast, \$22.50 and \$23.50, and all other points at lowest rates. For further particulars apply to--

D. & C. MACIVER,
Tower Buildings, 22 Water St.,
Liverpool

D. W. CAMPBELL,
General Manager,
18 Hospital St., Montreal

G. M. WEBSTER & CO., Quebec.

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CAPITAL, - - \$25,000.

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General Patent Agents in procuring Home and Foreign Patents, and all matters pertaining to Patents and Patent Causes, also the buying and selling of Patents, and the organizing and promoting of Joint Stock Companies. List of 500 inventions wanted and list of Canadian Patented inventions for sale, mailed to any address free, address

Toronto Patent Agency, Limited, - Toronto, Ont.



J. Walshaw Manufacturer of all kinds of White and Grey. **BLANKETS** BOLTON, ONTARIO.

A TORONTO BUYER DROWNED AT SEA.

SKETCH OF MR. JAMES BLACKKEY, WHO LOST HIS LIFE IN THE "MOHEGAN" DISASTER OFF THE ENGLISH COAST.

MR. JAMES BLACKKEY, who was drowned in the ss. Mohegan disaster, off the Lizard, between the Manacles and the Lowlands, on the Cornwall coast, England, returning from his semi-annual trip to the European markets, was buyer for the firm of John Macdonald & Co., of Toronto. Mr. Blackkey had been in the employ of that firm for about 18 years, and, for the past

12 years, was buyer for their men's furnishing, haberdashery and fancy goods departments. He was an expert haberdasher, having served a regular apprenticeship in the west end of London, England. He came to Canada in 1873. Obtaining a position with L. Page & Sons, then known as the "London House," his ability as a salesman soon became known and his services were sought after. Crawford & Smith, who at that time were doing a first-class business in King street, gave



THE LATE JAMES BLACKKEY.

him a position, which, after some time, he resigned to accept a more lucrative one with John Catto & Son, King street. From there he secured a position with the firm of which he has been a trusted employe for the past 18 years, as already stated.

In conversation with Mr. Macdonald, shortly after the news of the sad disaster was confirmed by cable, that Mr. Blackkey had been drowned, he stated that Mr. Blackkey was very highly esteemed by the firm for his sterling qualities as a thorough business man, and that they sincerely and deeply regretted having lost such a valuable employe. One of the most prominent traits in his character was a fondness for and refinement of taste in water colors and works of art. His private life was devoutly spent in the interests of his family. He was an affectionate son, a faithful husband and loving father.

Mr. Macdonald also stated that they could not understand or give any explanation whatever why Mr. Blackkey sailed by that ship, as all the firm's buyers travel by the best lines. We extend our sincere sympathy to the bereaved family.

A QUEBEC ASSIGNMENT.

Charles E. D'Auteuil, who carried on a general dry goods business at St. Koch's, Que., under the name of P. C. D'Auteuil & Co., has assigned. A statement of the liabilities and assets has not yet been prepared, but the latter are known to be well up in the thousands. The principal creditors are M. Saxe & Son, J. W. Boudreau & Son, J. Eveleigh & Co., John Cowen & Co., Montreal; Walter Blue & Co., Sherbrooke, Lailey, Watson & Co., E. Boisseau & Co., A. Bradshaw & Co., Toronto, The Green Manufacturing Co., London, Ont., John Calder, Hamilton, Gaspard

Rochette, Quebec Clothing Co., Delille & Dion and Mrs. P. C. D'Auteuil, all of Quebec. V. E. Paradis has been named provisional guardian.

ACTION IN THE EXCHEQUER COURT.

AN action was entered some days ago in the Exchequer Court against Fitzgibbon, Schafheitlin & Co to recover some \$188,000—made up of duties and fines for alleged undervaluation of goods. The case is one in which a good deal of interest has been worked up. It was brought to the attention of the Dominion Government, in September last, by A. Kannengiesser, Berlin, Germany, who, it is said, was at one time in the employ of this firm. Fitzgibbon, Schafheitlin & Co. deny the claims; in fact, they say that, so far, neither they nor their attorneys have been served with notice of action, and that the whole thing is a conspiracy against them.

When Mr. Kannengiesser's charges of undervaluation were made, Mr. Schafheitlin answered the Customs Department by presenting the declarations of 200 German manufacturers that there was no undervaluation. The Government sent Hon. Charles Russell, their law agent in London, to Germany to investigate. He presented his report, showing contradictory statements, and the Government leaves it to the courts to get at the facts under oath.

At the time the case was first before the Customs authorities, capital was made against Fitzgibbon, Schafheitlin & Co. by travelers of competing houses. THE REVIEW pointed out the injustice of this, for which it was criticized in some quarters. THE REVIEW has yet no reason to regret its course. No matter how strong the evidence, a firm or an individual should be regarded as innocent until proved guilty. That the Customs authorities are not infallible is shown by the number of times they made improper seizures or took actions which failed.

On the other hand, if the Exchequer Court action is successful THE REVIEW hopes that there will be no compromising, but that the Government may inflict the extreme penalty.

MR. GIBSON'S APPOINTMENT.

The readers of THE DRY GOODS REVIEW will be interested to learn that F. James Gibson, the author of the series of articles on "Good Advertising," has been appointed general superintendent of Journey & Burnham's dry goods establishment in Brooklyn, N.Y. The selection is regarded as an excellent one. Mr. Gibson, who, during recent years, has been advertising manager of Vantine's, was born at Whitby, Ont., in 1858. He received his education at Whitby high school. After a preliminary experience in office work and as a traveling salesman, he engaged, when still a young man, in the manufacturing business in Toronto, Ont. During this period he visited, more or less frequently, nearly every town and village in Canada, and acquired the knowledge of human nature and the art of salesmanship which have undoubtedly been of great service to him as an advertiser. To Mr. Gibson is due the formation of the Sphinx Club, an association of New York advertising men. In Mr. Gibson's position at Vantine's he won golden opportunities. He is a man of ideas, and he puts them successfully into practice. The interest taken in his contributions by DRY GOODS REVIEW readers has been very great.

CAPITAL CITY BUSINESS COLLEGE.

A. M. Grimes, M.A., Principal.

Shorthand, Bookkeeping, Penmanship, Telegraphy, Business Correspondence and Proof-reading, Pitman's or Munson's Shorthand, per month, \$3.00. White's Phonography, per month, \$8.00; Telegraphy, per month, \$8.00; Bookkeeping and Business Practice, per course \$35.00. Bookkeeping and Business Practice, per month, \$3.00; Penmanship, per month, \$3.00. Night School, per month, \$3.00. Private Lessons, each, \$1.00. Address, A. M. GRIMES, Principal, Cor. Bank and Sparks Sts., Ottawa.

NOTHING DECEPTIVE

— ABOUT —

Patent Roll Cotton Batting

North Star, Crescent, Pearl Brands

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

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

SYSTEMATIC SAVING

Can be accomplished by taking out an

**Unconditional Accumulative
Endowment Policy**

IN THE

Confederation Life Association

HEAD OFFICE - - TORONTO

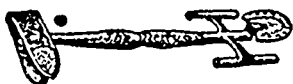
Under this form of Policy a man can obtain complete protection for his family, while capital is built up from year to year, to be used by himself in his old age. The Policies are absolutely free from conditions, and contain liberal privileges as to Extended Insurance, Cash Surrender and Paid-up Insurance.

Rates and full information sent on application to the Head Office, Toronto or to any of the Association's Agents.

W. C. MACDONALD,
Actuary.

J. K. MACDONALD,
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Patent Applied For.
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Keep your trousers up with the
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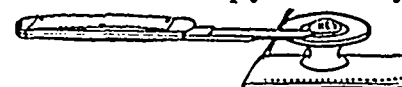
**NO
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The New Automatic



Patented June 5, 1894.

To unlock button simply raise the key.



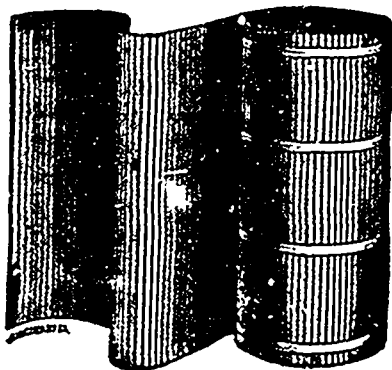
U. S. Patent June 5 1894. Eng. Patent No 11,631.

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**IT HAS
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Sanitary, Vermin Proof, Warm, Durable,
Deadens Sound, Saves the Wear of the
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No house is completely furnished without this lining beneath the carpet.

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For sale by best Carpet Dealers. If your dealer will
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FACTS AND FASHIONS.

Specially written for the DRY GOODS REVIEW by a Fashion Authority.

THE coming fashion in dress goods will undoubtedly be ornamental. At present, there is everything to choose from, beginning at the perfectly smooth finish, going on to the poplins with a coarse line here and there, and ending with the more elaborate and heavily embossed weaves. Next season will see the patterned goods well to the front in all kinds of material. At present, we are only in a transition stage.

Gowns are now more elaborately trimmed than ever, but all the lines of skirts and waists must be kept severely plain. The front of the bodice can be loaded with an abundance of rich trimming, spangle or flitter on silk net, crumpled and embossed satin, cut steel and sequins, lace, in fact everything that will enhance the rich effect of the bodice can be put on. Sleeves are close to the arm, and only relieved from the skin-tight appearance by a slight full or bow at the shoulder. A great deal of application trimming is to be worn, black cloth on black silk, or, on the same material in two shades of a color, in harmonizing colors, or black and white. Mantles can be completely covered with this applique work, and are very handsome. Many cloth coats are finished with applique bands on all the seams, and tailor-made gowns have the same in graduated stripes, stitched with four rows of stitching and finished at the ends with three passementerie buttons. The longest strip is in the front, and goes below the knees, three or four more run up on either side to a ten-inch strip at each side of the back fold, or seam. All are fastened with the three buttons. This is a very elegant style for a slight figure, but it accentuates too much one with a tendency to stoutness.

Chiffon is used, if possible, more than ever for decorating bodices of all materials. Long streaming sashes are made of it for evening wear. A smart imported evening dinner-gown is of black bayadere brocade, the skirt en demie train quite plain, with a ruffle of burnt orange taffeta on the inside edge. The low bodice has full gathered orange chiffon let into the front, banded with black passementerie. At the back of the waist are two rosettes made of black chiffon, and from them, falling to the hem, are two sash ends of the same, hemmed with heavy black silk and about 27 inches wide. Sequined black lace four inches deep borders the bodice, forming a berth.

Skirts are made to fit very closely over the hips and part of the way down, then they flare well out, but, at the back, they must be kept narrow to produce the desired effect.

Bands trim many plain skirts; satin folds can be used, or the same material put on with several rows of stitching. The designs are very elaborate, some are put on to simulate panels, and some skirts have five vandykes down the front and panels at either side with the lowest vandyke carried round in several smaller ones to the back. A seven gore skirt for stout people in plain woollen goods has lapped seams, and on each side irregular lengths of the goods in bands or braids narrowing to the top to give a tapered appearance. The skirt is 4 yards wide and takes 3 $\frac{3}{4}$ yards of 50 inch goods.

The bodice of different material from the skirt is still to be worn. It can be made as elaborate as the ingenuity of the dressmaker can suggest. In New York a number of white satin blouses and

bodices are worn—they are the correct thing for five o'clock teas, matinees, etc.

GLOVES.

There is not much change in the style or color of gloves at present, nor is there a likelihood of any before next Spring.

LENGTH OF GLOVES.

The two-lock fasteners receive the largest orders, and next to them the three-lock, these, though in good demand, are not strong enough to push the two-lock to one side. The fashion in dress sleeves, which are worn very long, necessitates for obvious reasons the wearing of a moderately short glove, hence the demand.

COLORS IN GLOVES.

The run on blue of all shades is still as strong as ever, but the darker shades are preferred, as the cold weather and winter costumes advance, these shades will go steadily through the coming season.

A special demand is being made, in the higher modes, for bright reds, greens, blues, etc., for the Christmas trade. These will be in the finest lines, but, of course, the business is to a certain extent a limited one. A call will also be made for electric blue, burnt orange and white for the same trade.

There is no change in the styles of embroideries, the fleur-de-lis is effective and sells well, and the three-strand embroidery is the ordinary width.

WHITE GLOVES.

White gloves are still much bought, and are asked for in the medium quality as well as in the highest. The very newest is the white with self embroidery, next in order comes black, and last, a limited demand for colored stitching.

JENNA.

A GOOD ROOF

Preserves the whole building

That's why

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Steel
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ARE SO POPULAR.

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They're the only shingles made with our patent cleat and water gutter.

Always reliable—the best shingle investment to be found.

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Putnam's Cloth Chart

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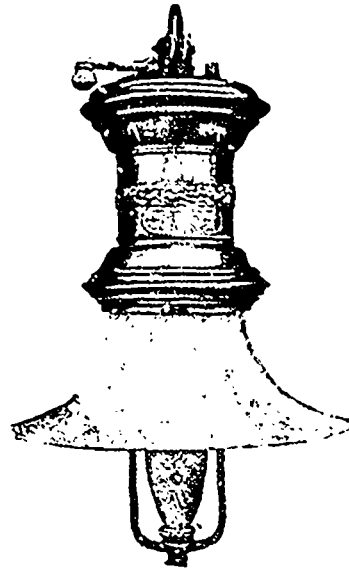
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Works just like a Lumberman's Board Rule, just as simple.
In use throughout the United States, in Canada, in England and South Africa.
A great labor-saver in taking stock, and also very useful in checking invoices.

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Canadian Patent, June 25, '97. RIGHTS FOR SALE.

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Enclosed Long-Burning Arc Lamps for all Circuits.

For indoor or outdoor use.
100 hours' light with one carbon.

The only means of perfectly illuminating your windows, and obtaining A PROPER DISPLAY of your goods WITHOUT FALSIFYING COLORS.

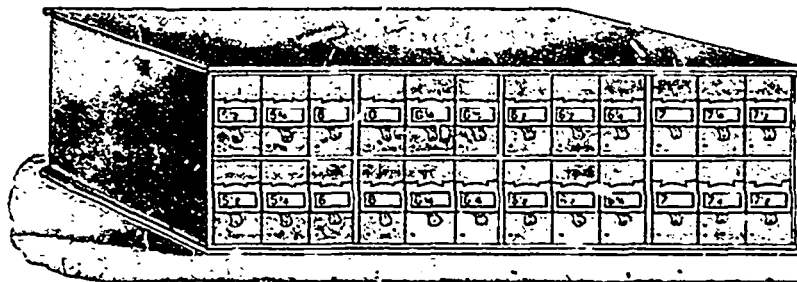
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Practical Kid Glove Cabinet.



PRICE LIST.

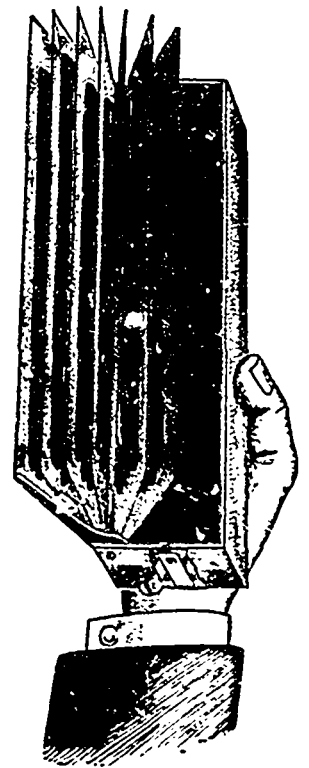
- No. 0—Containing 1/2 doz. holders (34 pairs gloves), 4 1/2-in. high, 15-in. deep, 14 in. wide, price..... \$ 4.00
- No. 1—Containing 1 doz. holders (72 pairs gloves), 8 1/2-in. high, 15-in. deep, 14-in. wide, price..... 7 00
- No. 2—Containing 1 1/2 doz. holders (108 pairs gloves), 12-in. high, 15-in. deep, 14-in. wide, price..... 9.50
- No. 3—Containing 2 doz. holders (144 pairs gloves), 8 1/2-in. high, 15-in. deep, 26 in. wide, price.....12.00
- No. 4—Containing 3 doz. holders (216 pairs gloves), 12-in. high, 15-in. deep, 26-in. wide, price..... 17.00
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- The Practical Ribbon Cabinet
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And a great variety of small fixtures.



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THE HOLDERS are made of cherry, highly finished and polished, each having a capacity of six pairs of gloves. They are perfectly dust-proof.

ARRANGEMENT FOR OPENING is unique. Take the holder in the right hand, thumb on top, fingers on edge of bottom, and by pressure the holder opens, as shown in cut. The cover of the holder forms a base, so that the gloves may remain exposed on the counter while the customer makes decision. A friction catch is so arranged that the holder remains closed when not in use.

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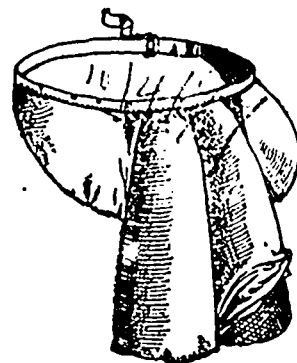
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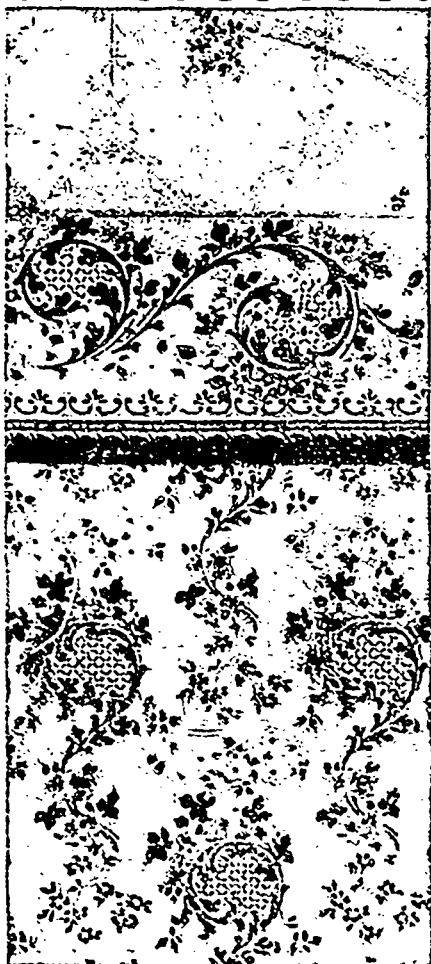
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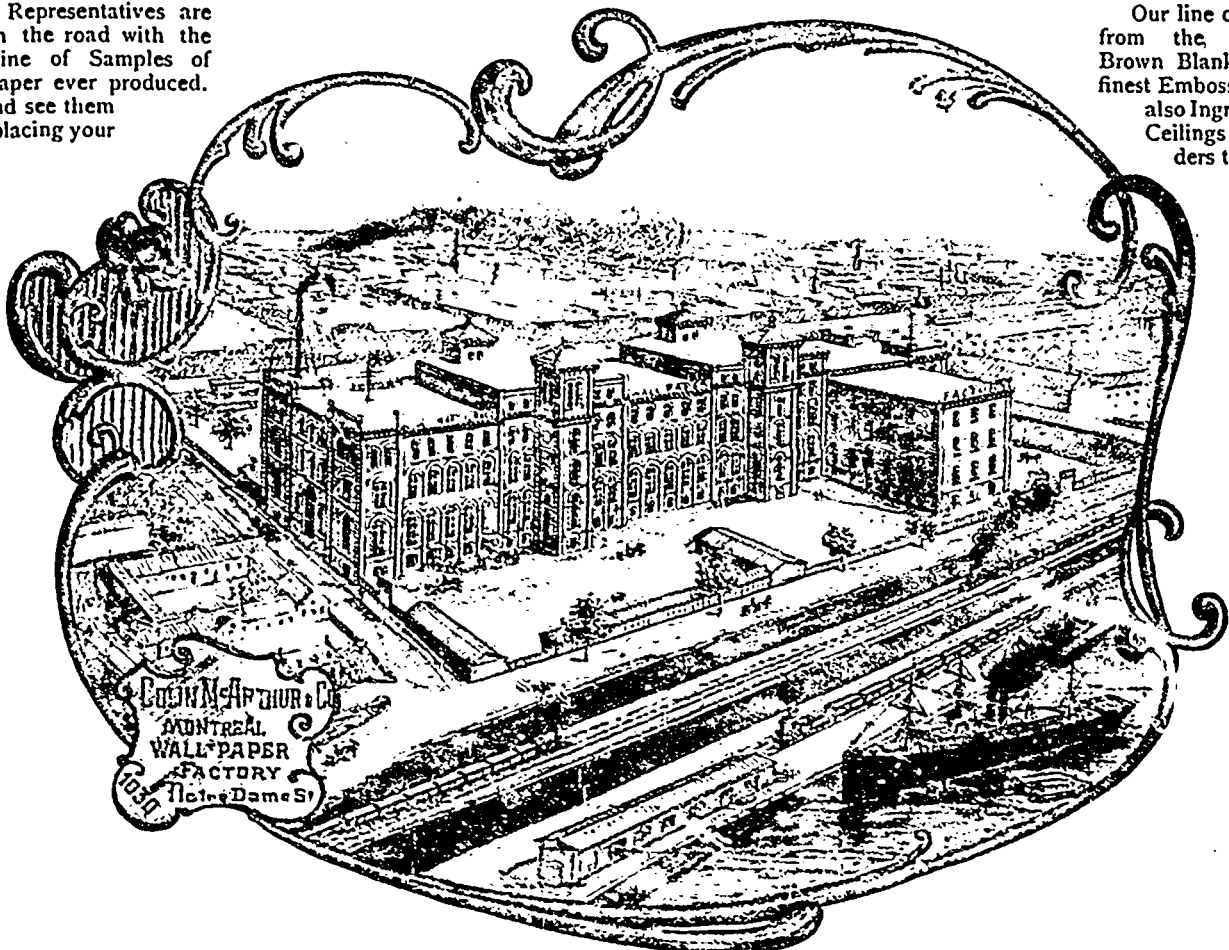
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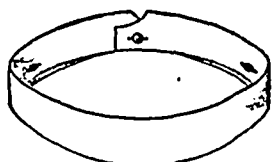
Absolutely No



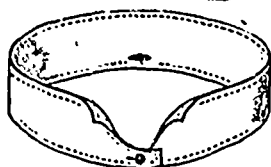
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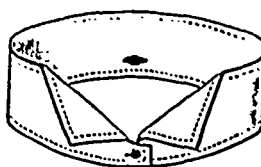
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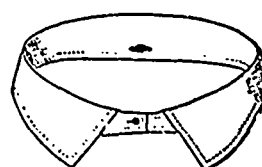
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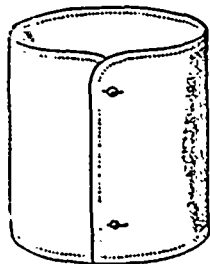
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Sizes 13 1/2 to 20 in.
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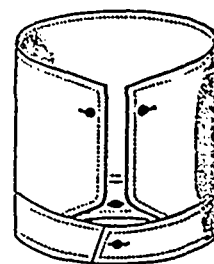
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