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VOL IX.

MONTREAL AND TORONTO, NOVEMBER, 1899.

No. 11

OUR COMMERCIAL
POLICY

is that of the

“Open Door”

... FOR ...

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

APRONS,
ROBES,
CRAVATS,
COLLARS,
BELTS, Etc.

TIDSWELLS

Factory:
Old St., London.

8 and 2 WOOD STREET,

Also at Glasgow,
Sydney and Melbourne.

LONDON, ENG.

A SPECIALTY

THE “EMINENT”

Imperial Waterproofs

“Cravenette” Proofed

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

DEPARTMENTS:

JACKETS,
MANTLES,

COSTUMES,
GIRLS' and MAIDS' DITTO.

Agencies in all countries.

BRICE, PALMER & CO.

Telegrams:
“Eminent” London.

14 Cannon St., and 90 to 96 City Road
LONDON, ENG.

FOR AUTUMN AND WINTER.

PRIESTLEY'S

“CREPOLINE” CORD

(REGD.)

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

S. GREENSHIELDS, SON & Co.

MONTREAL and VANCOUVER.

Sole Agents for Canada.

LISTER & CO., "Limited"

MANNINGHAM
MILLS

BRADFORD, ENG.

Silk Velvets, black and colored, 17/18 in., 32 in.
Silk Velours, black, 32 in.
Silk Mirror Velvets, colored.
Silk Collar Velvets, 21 in.
Silk Millinery and Dress Plush.
Silk Fancy Embossed Velvets.
Silk Seals, Lisreine, Rainproofs, etc.

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

PLACE ORDERS EARLY
and save advanced prices.

Dr. Gray's Back Supporting

Shoulder Brace.



Made in
Three Sizes:

Small

Waist Measure,
18 to 22 in.

Medium

Waist Measure,
22 to 26 in.

Large

Waist Measure,
27 to 30 in.

For sale by the Druggist and
Ladies' Furnishing Trade.

Sole Manufacturers in Canada

BRUSH & CO. - Toronto.

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

The Wyld, Grasset & Darling Co. Limited

PASSED INTO STOCK

LINEN DEPARTMENT

Irish and Swiss Embroidered Handkerchiefs,
Tray Cloths, 5 o'clock Tea Cloths,
Sideboard Drapes, Applique Pillow Shams,

And other ranges of Fancy Linens
suitable for

XMAS TRADE.

As these goods cannot be repeated, owing
to the rise in the market, early orders are
solicited to secure delivery.

The Wyld, Grasset & Darling Co. Limited

S. GREENSHIELDS, SON & CO.

MONTREAL AND VANCOUVER.

OUR TRAVELLERS

ARE NOW SHOWING FOR

Spring and Summer 1900

A SPLENDID RANGE OF

COTTON GOODS

INCLUDING A GRAND COLLECTION OF

Canadian and Foreign Prints

OF THE **NEWEST DESIGNS**
AND **BEST VALUES.**

Sole
Selling
Agents

for BRIGGS PRIESTLEY & SONS,
BRADFORD, ENG.
EMIL PEWNY & CO.,
GRENOBLE, FRANCE.
and "EVERFAST STAINLESS HOSIERY."

DRESS GOODS DEPT.

SPRING
1900



SPRING
1900

The . . .

GAULT BROS. CO., Limited

MONTREAL

Now represent the English Makers of the celebrated "**Tiger Brand**" of Black Dress Goods for Canada, viz.:

THE NEW ZISKA CLOTH.

Blk. Brilliantines	Blk. Fig'd Brilliantines	Blk. Mercerised Figures
Blk. Sicilians	Blk. Fig'd Repps	Blk. Crepon Repps
Blk. Persian Cords	Blk. Lace Figures	Blk. Frieze
Blk. Grape Cloths	Blk. Fig'd Grenadines	Blk. Soleils

Silks, Velvets, Velveteens.

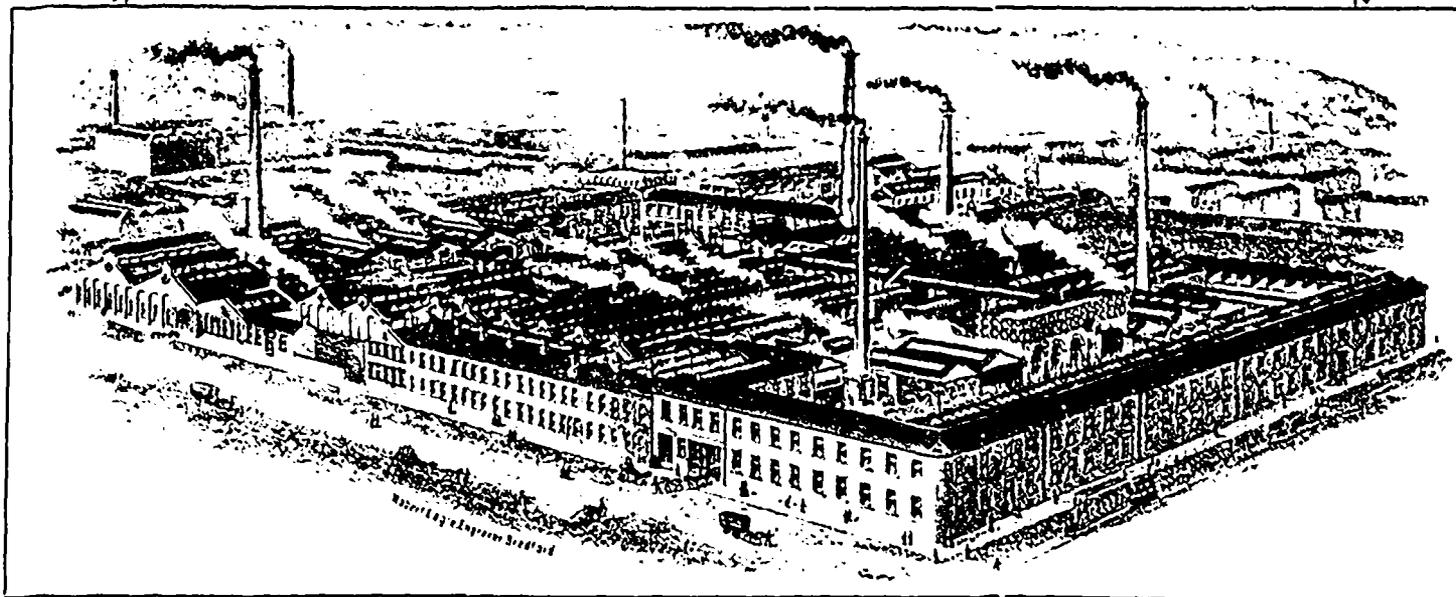
A complete range of Silks, Velvets, Velveteens at popular prices.

PRINTS, MUSLINS, LINENS.

We would draw your special attention to our Victoria Lawns, Table Linens and Damask Napkins.

SOLE AGENTS IN CANADA FOR FOWNES' GLOVES.

W. GRANDAGE & CO., LIMITED



LOW ROYD & BROWN ROYD DYEWORKS

Bradford, England.

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

THE ABOVE FIRM MAKE A SPECIALTY OF

Mercerised Cotton Sateens, Brocades, etc.

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



SYDNEY and MELBOURNE,
AUSTRALIA.

Kaye Fielding & Co.

Moore Street,

— SYDNEY.

Manufacturers' Agents and Indent Merchants.
Bankers, Commercial Banking Co., of Sydney, Limited.

We are prepared to handle with advantage:

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

CORRESPONDENCE INVITED.

PEWNY'S KID GLOVES

This Brand in a Glove
Insures



GOOD FIT GOOD STYLE
GOOD WEAR

All orders will receive prompt and careful attention.

S. Greenshields, Son & Co.

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

DENT'S GLOVES

Dent, Allcroft & Co.

GLOVE MANUFACTURERS

LONDON: 97 WOOD ST.

NEW YORK: 15 & 17 GREENE ST.

PARIS: 30 RUE DES BOURDONNAIS

Worcester, Brussels, Grenoble, Prague, Naples.

Skin Dressing Yard: OTTIGNIES, Belgium.

Agents in Canada:

J. T. DONNELLY & CO. 20 La Moine Street **MONTREAL**

Mantles, Costumes, Skirts, etc.

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

SKIRTS, BLOUSES, JACKETS,
MACKINTOSHES, CAPES, etc., etc.

in our showrooms. Special attention is being given to the require-
ments of the Canadian Trade, and we will be glad to show our
samples, and learn your needs.

CORBY, PALMER & STEWART

39, 40, 41a St. Paul's Churchyard, LONDON, Eng.

THE

CANADIAN COLORED COTTON MILLS COMPANY

Cottonades, Tickings, Denims, Awn-
ings, Shirtings, Flannelettes, Ging-
hams, Zephyrs, Skirtings, Dress
Goods, Lawns, Cotton Blankets,
Angolas, Yarns, etc.

Only Wholesale
Trade supplied.

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

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.

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Actuary

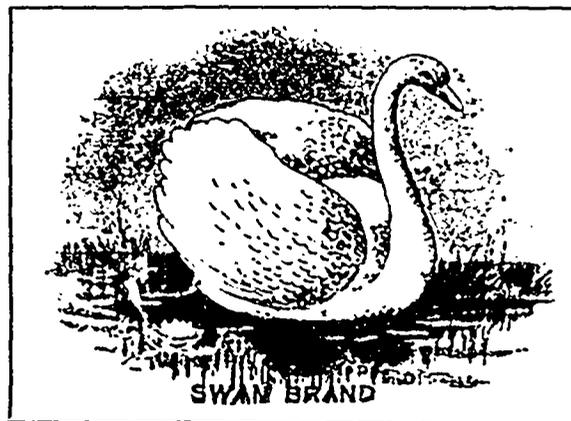
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Managing Director

Down Comforters

WOOL-FILLED COMFORTERS

Sample books of coverings mailed for inspection.

Satin Comforters
three
different styles



Silk and Satin
Cushions
in great variety

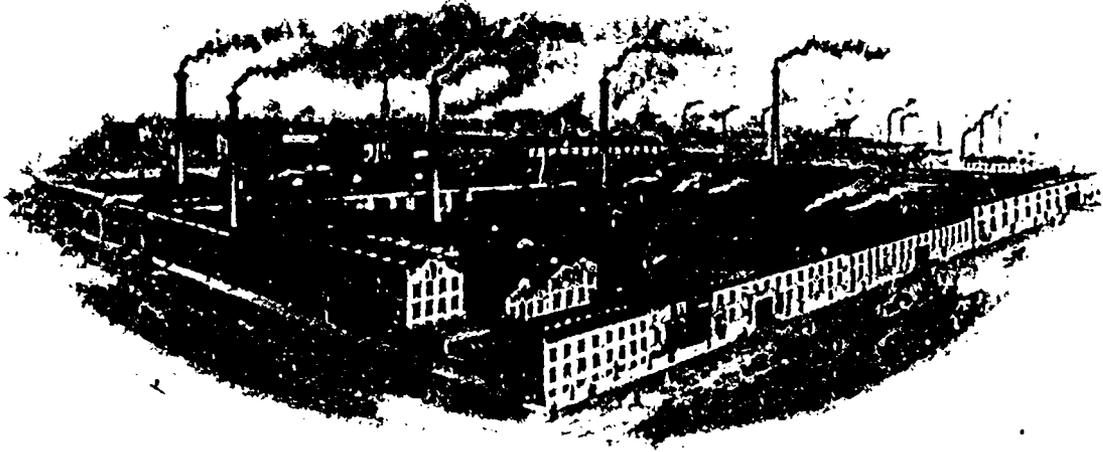
LETTER ORDERS PROMPTLY AND ACCURATELY FILLED.

SEND FOR PRICE LISTS.

Samples shown on the road from Atlantic to Pacific.

The Toronto Feather & Down Co., Limited

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



WATER LANE DYEWORKS, BRADFORD, ENGLAND.

The Patent Permanent Silk Finish

ON

*By Her Majesty's Royal Letters Patent
Nos. 10,740 and 15,160.*

Cotton Italians and Linings.

The Superiority of Goods finished by this method is in

- 1st.—Appearance and touch scarcely distinguishable from the finest Satins.
- 2nd.—A brilliance and silkiness never before attained on Cotton Italians and Linings.
- 3rd.—Altogether exceptional strength and durability.
- 4th.—No deterioration in appearance however long the Goods may be kept in Stock, thus making them peculiarly adapted for shipment to far distant places.
- 5th.—The fastness, depth, and richness of colour in the Aniline Blacks, which is guaranteed unalterable.
- 6th.—The fastness of the finish, which will not go off under the Tailor's iron.
- 7th.—Its peculiar adaptability for all Lining purposes, Waistcoat Backs, Skirts, Corsets, etc., whilst the strength, brilliance, and permanence of the finish makes it of special value for Dress Foundations and Linings.

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

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

PATTERNS WILL BE SENT ON APPLICATION.

Dyed and Finished
only by

GEORGE ARMITAGE, Limited

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

WATER LANE DYEWORKS,
BRADFORD, ENGLAND.

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

“Monodye” HOSE AND
HALF-HOSE

(REGD)

TO SAY THAT _____

CARTWRIGHT & WARNERS'

ARE THE ONLY



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

They should become as well-known as the celebrated
“Squirrel Brand, Premier-Finish” Hosiery.

CANADIAN AGENTS

R. FLAWS & SON MANCHESTER BUILDINGS
MELINDA STREET **TORONTO**

The Best House
in the Trade for



**Linen Towels
Linen Tabling
Handkerchiefs**

We make Specialties of these Lines,
and can beat all Competition.

THE BAGLEY & WRIGHT MFG. CO.

MILLS: Oldham, England.
WAREHOUSE: Manchester, England.

318 ST. JAMES
STREET, **MONTREAL.**

"BOTTLED SUNSHINE"

*Is what you
get in*
Phillips's
Illuminated

Silent Salesman Case
TRADE MARK

A LIGHT that rivals that of the SUN is thrown on the contents of the case from CONCEALED LAMPS. Merchants using these cases say that this wonderful improvement adds 20 per cent. to the value of the case for selling power, while the actual cost is nominal.

We can furnish the opinion of merchants using 200 feet of them

SEND FOR DESCRIPTIVE CIRCULAR.

Enter your order now
if you want cases for ---

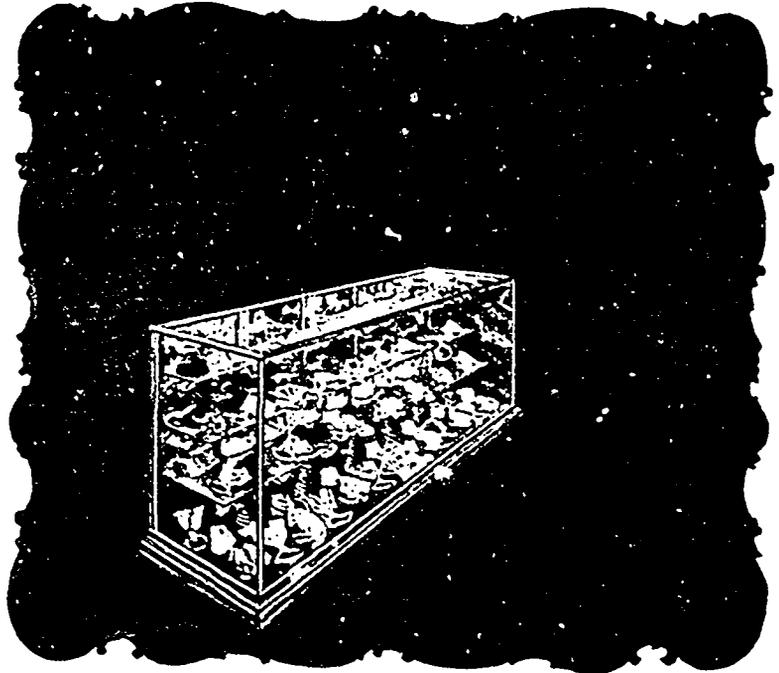
Christmas
Trade

as they are in great demand

Canadian trade supplied from
Windsor, free of duty

John Phillips
& Co., Limited. Detroit,
Mich.

ESTABLISHED 1864.



MAKERS OF MODERN SHOW CASES OF EVERY DESCRIPTION.

Rain Will Not
Affect Them....

Cravenette
TRADE MARK

SHOWERPROOF
CLOTHS

FOR WOMEN'S WEAR

The Penman Manufacturing Co.

Limited

Manufacturers of

**KNITTED
GOODS**

of all descriptions

INCLUDING . . .

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

Head Offices :

PARIS, ONT.



Mills at

Thorold,
Coaticook and
Port Dover.

SELLING AGENTS:

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



Brock Company,
(Limited)

Cor. Bay and Wellington Sts.

TORONTO.

On DECEMBER 1st.

the business of the **Firm of James Johnston & Co., of Montreal**, will form a part of, and be carried on in conjunction with the Toronto House, and under its trade name.

The Montreal House will be in a position to offer all the advantages and facilities which the **Toronto House** enjoys of being in **close touch** with Ontario Manufacturers,

The Toronto House receiving and extending to their customers similar advantages, resulting from the position of the **Montreal House**, being in the midst of Quebec and Lower Province Textile Manufacturers.

THIS UNIQUE POSITION we expect will be greatly to the advantage of all our customers.

DURING NOVEMBER both Houses will reduce stocks by clearing out all odd lines.

THE CANADIAN DRY GOODS REVIEW

Vol. IX.

MONTREAL AND TORONTO, NOVEMBER, 1899

No. 11.

PROGRESSIVE STOREKEEPING.

A Monthly Article on the Proper Management, System, etc., of an Up-to-Date Retail Business.

BY CHAS. F. JONES, NEW YORK.

Specially written for THE DRY GOODS REVIEW.

Give What Is Wanted.

The system of having each department in a store separate and distinct from every other department is one of the best which has ever been devised for conducting a general dry goods business. Still, there are some inconveniences which must be carefully watched, for fear that they will lead to dissatisfaction among the customers if proper attention is not paid to the subject.

One feature that I would particularly like to dwell upon is the fact that there are some salespeople who are so eager to make sales for which they will get individual credit that they often forget the interests of the house, and do things which, while it may result in their making a sale for which they get personal credit, still it is to the disadvantage of the house in the long run, in that it does not give the customer as good satisfaction as if the clerks had neglected their individual interests for the time being.

For instance, in some stores, goods of a similar nature, but differing in some particular, are kept in different stocks, and are, consequently, under the control of different salesmen.

A short time ago, in passing through a large dry goods store, I noticed a saleslady who was waiting on a customer for underwear. The lady asked for a particular kind of underwear, but stated that, while she desired very much to get it, if it could not be had she would take something else. It happened that the first choice of the lady was in the store, but in a different stock from the one at which she made the inquiry, while the second choice was in that stock. The saleslady who waited on her, instead of informing her that her first choice was easily obtainable by stepping across the aisle, told her that the firm did not keep the first goods wanted, but that she could show her the second choice.

The saleslady thus secured the credit of the sale, but she did not work to the interest of her employers by endeavoring to please the customer.

This practice cannot be too much condemned, as it leads to a great many annoyances to patrons, and, in the event that the customer afterwards finds out that the goods were kept in stock, but that the salespeople did not give her the proper information, it will often cause the customer to feel badly towards the

firm, under the supposition that it might have been possible that they were trying to work off on her some undesirable goods on which they would make a larger profit than on the goods that she really wanted.

Substitution Never Does.

The practice of substituting other goods for what the customer desires is one which is becoming prevalent among some retail dry goods stores. It is a practice which I must condemn in the strongest terms; it is a nearsighted policy, which only looks at the to-day and forgets the to-morrow.

Substituting different goods from those ordered or purchased, or any kind of imposition upon a customer, is a policy which might pay very well if there was no future, but every sale that one makes of this description will probably lose many sales in the future.

If a merchant intends to go out of business in three months from this day and never again go into the dry goods business, then it may pay him to palm off on his customers things which they do not want. Otherwise, it will not.

Substitutions can be made in any department of a store. For instance, a lady comes in and wants to purchase a pair of shoes. The merchant sees at once that she ought to have a certain width of shoe for comfort and wear, but does not happen to have just that width in the grade of shoes which she wants. The substitution plan is to take the shoe behind some counter, where the lady will not see it and by a stroke of the pen change the size or the width to suit the occasion. The shoe is then tried on and probably the lady, supposing it to be the right size, does not notice just then that it does not fit quite as perfectly as it ought; but when she gets home and wears the shoe awhile she will find out that she has been deceived about the size. Then she does not buy shoes from that store again.

This same practice can be carried on in every department and will be just as hurtful wherever it is tried. If a storekeeper has not the size that the customer desires, let him say so in so many words; then, if he can persuade her to take something different and it proves unsatisfactory, she cannot blame him. It is better to lose a present sale than to lose the future sales.

The same bad practice is sometimes used to a great extent

PROGRESSIVE STOREKEEPING—Continued.

in filling mail orders in dry goods houses. This is, if anything, worse than imposing on a customer who is present. If the merchant has not the goods which the customers desire and wishes to send something else, let him write to them to that effect, stating that he is out of what they wish; that he takes the liberty of sending other goods which he thinks will answer the same purpose, but if they do not, the customers have the privilege of returning "at your expense." Please note the last three words—"at your expense"—because, if returned at their expense, it is manifestly almost as much of an imposition as if they were compelled to keep the goods.

Placing a Bargain Line.

A great many persons tell us that the bargain counters of a store ought to be located in the front of the building. This is true in a good many cases, but they might, in other cases, be advantageously placed in the rear of the store. This depends a great deal upon what purpose we have in view when offering a special bargain that is to be placed on open counters in the centre aisles of the store, or any other place that you may wish.

In the first place, if your object in view is simply to sell the goods and get rid of them, then you ought to place them where the largest number of people can see them—that is, near the entrance. Here a great many people will view them and make purchases.

Again, if your object is to give your store a well filled and busy appearance, it is well to place the counters so that the people shopping may be seen from the door. It is a good feature to think of, in arranging special sales, to give the store the appearance of being as busy as possible. Human nature is a great deal like sheep's nature. People like to go where others go; and whenever a store has the reputation and appearance of being well patronized, this fact in itself secures for it other patrons who could not otherwise be induced to attend the sale.

If, however, as is sometimes the case, a special sale is gotten up expressly for the purpose of drawing people to your store to view it, or to get them in the habit of coming and seeing what kind of goods you keep, it is sometimes well to have the goods offered in rear of the store, with proper signs in the windows and in the front of the store directing them where the goods may be found. This draws the people back into the store, and gives you more of an opportunity to show them the different stocks of goods as they pass by, and, if the store is in any way a large one, it inculcates in their minds a knowledge of the improvements and the character of the business being done.

The Trade Paper.

What do you do with THE DRY GOODS REVIEW every month after you have received it? This paper is published with the hope of doing you and your business some good. Do you get out of this paper all that you could? Do you not only get its good features in your own head, but do you also get your employes to learn from it all the lessons of business economy which it is constantly endeavoring to teach?

I have lately heard three merchants express themselves on the way in which they use a trade paper every week.

One of them said that when the paper came he first read it over carefully himself, and then he filed it away for future reference. Possibly he might refer to it again at some distant time and possibly not.

Another one said that after reading the paper himself he

turned it over to his partner, who likewise read it, and then he passed it around the store to the heads of the principal departments, who looked over it at their leisure and picked out such good points as might be of use to them.

The third one said that after reading it over himself, he carefully tore it up into pages and gave to each clerk in his store those pages which contained articles which he thought it would be to their benefit to read. After the clerks had read the pages distributed to them, they exchanged about among themselves until the paper had circulated pretty generally all over the store; then all the pages were returned to the office and bound together with a wire clasp so as to hold them as nearly as possible in their original position.

Now, what do you do with your DRY GOODS REVIEW?

Do you follow any one of these plans? I think that the last two were much better than the first, and I should be glad if I could get every subscriber of this paper to take interest enough in themselves and in their business to see that their employes read the different articles which bear on the subjects in which they are interested.

I presume there are quite a number of subscribers who not only take one copy, but who take several. I believe if they will distribute these among the different heads of their departments that they will receive more than their money back in the advantage which they derive from keeping their employes well posted on dry goods subjects.

It is, no doubt, worth more than the price of this paper if you can put one or two good ideas into the heads of any of your buyers or stockkeepers. Still, if you do not feel disposed to subscribe for more than one copy, why not make use of the copy which you are getting, by seeing that all your employes read it in either one of the ways which have been suggested above?

COLONIAL PRINT WORKS.

The building operations of the new Colonial Print Works at St. Henri, Que., have been progressing rapidly, and the expectation is that goods will be ready to be shown about February 1.

All arrangements have been completed as to contracts for machinery, and just as soon as the building is ready for its admission, it will be placed in position. The structure, which consists of a main building and two wings, is two storeys high, of solid brick, with stone foundation. The main building is 412 by 62 ft., while the wings are 180 by 62 and 150 by 64 ft. respectively. The company have secured seven acres of property, about five of which the works cover, the rest being reserved for extension purposes. The idea in holding this additional property is to make provision, in case of a failure to secure the cloth required, for the erection of a cloth mill.

The works are now completed up to the first storey, and it is expected that by the end of October they will be in condition to start with the inside work.

The new Colonial Print Works ought to have the support of the whole trade, as they would partly supply a much felt want.

All the cotton mills are overtaxed with orders, many of them working overtime, and, in some cases, we hear of a night staff and a day staff. Grey cotton can be bought in the open market in the United States, England or Canada, taken to this company, and they will bleach, dye or print it at so much per yard. They are known as converting mills.

There is no occasion to over-do it, **BUT BUY NOW.**

You can do better by buying Cotton Goods in November than you will later.

We are not going to discuss the present state of trade (it is healthy), or future outlook of business (it is good).

We have placed very large orders for Staple Cottons, Fancy Cotton Wash Goods and Cotton Goods generally—of English, American and Canadian Manufacture.

We want **you to take advantage of present prices** of these goods and place your orders **with us at once.**

You can get your choice of hundreds of the most beautiful patterns and newest weaves of Fancy Cotton Wash Goods ever shown.

Make your selection of Lace Curtains, Laces, Hosiery, Gloves, Silk Front Shirts and Underwear for Spring 1900 at the same time. Our travellers have samples with them.

Two new lines of Blousing Velvets, Broche and Stripes, just put into stock. These are for the Holiday Trade.

Eight new ranges of English Blousing for Xmas Trade, now shown in Canada for the first time. These goods will be delivered about 1st of December.

We wish to emphasize the fact that our range of Dress Goods for Spring will be handsomer than ever.

Sorting brisk. Stock very complete. Letter Orders increased three fold in twelve months.

BROPHY, CAINS & CO.

23 ST. HELEN STREET

MONTREAL

WINDOW AND STORE DECORATING.

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

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

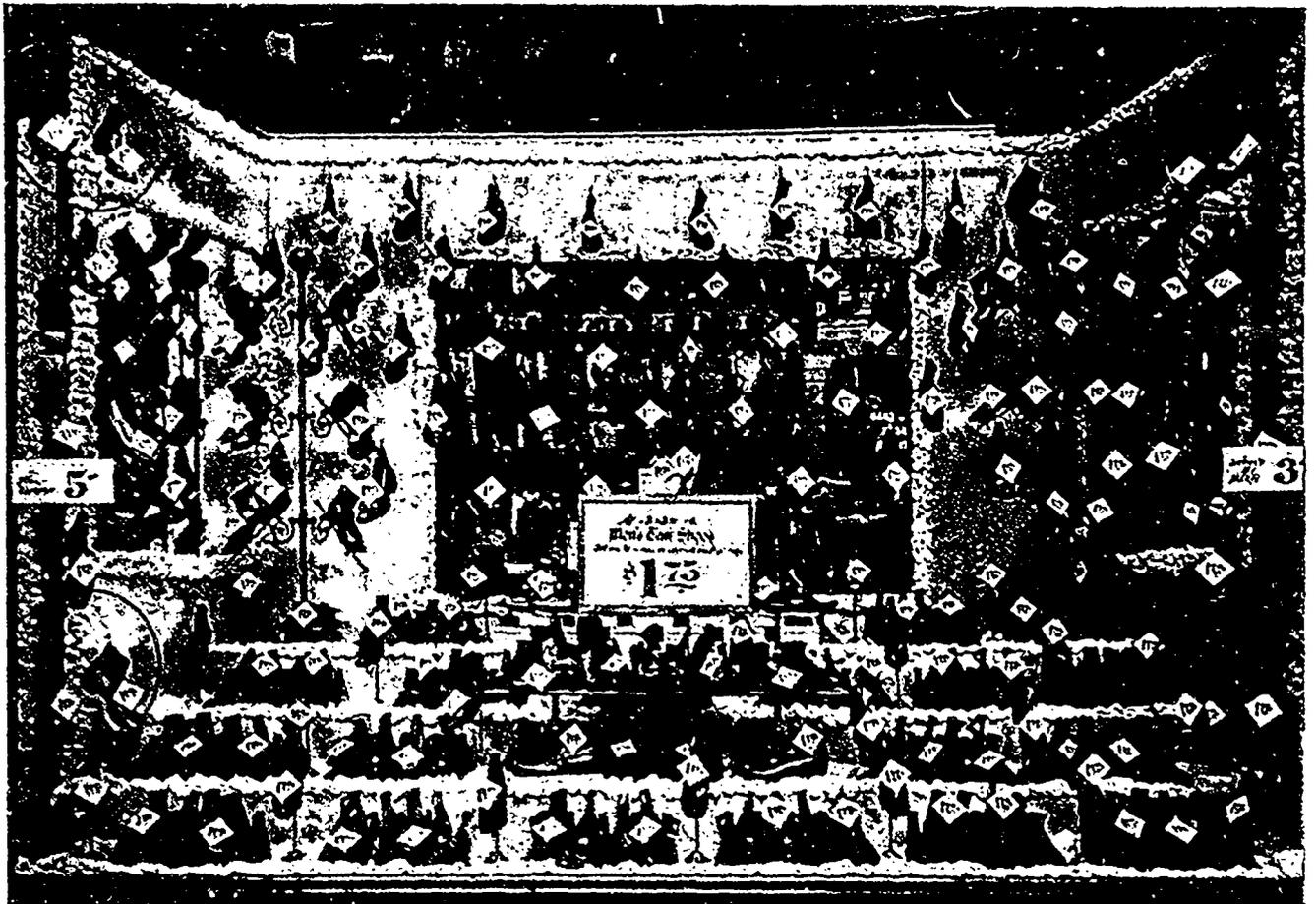
SHOES.

Of all the lines displayed in the windows of a department store none are more interesting in themselves and yet so hard to show satisfactorily as shoes. Interesting in themselves, because of their universal use; difficult to display,

on the outlay. To show each individual shoe properly, lasts or forms are necessary. To show them collectively, use the modern metal fixtures. Mirrors add greatly to the attractiveness of a shoe display, especially if placed at angles, so as to reflect all parts of the display. Plush hangings on rods are also calculated to heighten the good effect of a shoe trim.

The bottom of the window must not be neglected. This should always be covered with plush or felt, etc., in a color to contrast or blend with the color of the shoes. Price tickets, uniform in size and neatly printed, should be freely used.

The shoe display should be changed often, and each trim should differ greatly from its predecessor, so as to make the change noticeable. A few potted plants heighten a display of this kind.



A BOOT AND SHOE DISPLAY.

because of their comparatively small range in shape, color, and general appearance.

To make an interesting window of this line alone requires more care and ingenuity than are bestowed upon any other, and a greater regard for fixtures and accessories.

The main object to be kept constantly in sight is neatness. To obtain this essential good fixtures are necessary, and the money invested therein will be found to pay a liberal interest

A good-sized card with some pertinent remarks re your mode of doing business, or touching the value of your goods, will also help results.

A whole window is not always available for shoes alone. In such cases it will be found judicious to place them in combination with some other lines, viz., dress goods, costumes or hosiery.

In the gentlemen's line they could be placed here and there

with a display of clothing, trousers, and gentlemen's hosiery. I don't think any other lines but those mentioned would be in keeping with shoes.

For instance, it would look quite out of place to mix shoes in a display of underwear, neckwear or hats; or in the ladies' line to mix ladies' shoes in a display of corsets or millinery.

Gloves are quite in keeping with shoes, and the two lines combined form a neat display. In a display of evening silks, a few opera shoes or a few fancy slippers placed here and there between the forms would be quite appropriate and attractive.

An effective display of footwear and hosiery is obtained by using the ordinary bar window fixtures about three sides of the window, on which are placed fine quality silk or listé thread hosiery. One side is used exclusively for tan, the centre for black or black and white, and the other side for striped or fancy hose. These are hung artistically over the bars and the bottom after being covered in cardinal or pale blue felt, etc., is nicely dressed with shoes.

Never leave off scheming to make the show window attractive and striking, having in view the one object viz., to make it a selling window, and to make the impression on the observer that the goods you are selling are the best and cheapest to be obtained anywhere for the price.

There is nothing like occasionally showing a line at one price. Take a lady's \$2 shoe for instance. Have a pair of every style carried at this price shown on stands or forms with a small \$2 ticket attached. (See illustration.) The balance of the window should be well filled with \$2 shoes nicely arranged and fitted up as a "sale window." A large card,

nicely worded, calling attention to these lines of \$2 shoes should be hung in the centre of the display. The passerby is impressed by your assortment of \$2 shoes and recognizes that you are making a specialty of them for the time being. Such displays help to break the monotony of shoe displays, which, at their best, are unattractive when compared with other lines of goods.

THE INTERIOR OF THE SHOE STORE.

With the window display attractive enough to induce a customer to enter, don't spoil the good impression made by having the department look uninviting. A shoe department, if not luxurious, should at least have a neat and comfortable, yet businesslike, air about it. Easy settees or chairs, arranged in the most convenient positions, and a few foot rests add to the attractiveness. A carpeted or hardwood floor with rugs not only helps the appearance of the department but saves the boots from soiling while being tried on. This saves time and insures better attention to the customer. Cases for shoe displays can be used in many parts of the store. They induce many to purchase by introducing styles which would not otherwise come to their notice. A small table or case for shoe dressings, wool soles, overgaiters, etc., should find a place in every shoe department.

In the next edition of *THE REVIEW* the remarks under the heading of "Window and Store Decorating" will be on boys' and men's furnishings and ladies' and children's wear. The following editions will bear on linens, notions, chinaware, housefurnishings, rugs and carpets, furniture and stationery. We invite criticism on any of these articles on window arrangement so that we may correct and better any mistakes in opinion.

KNOX, MORGAN & CO.

...**W**^{HOLESALE}
DRY GOODS

Hamilton, Ont.

Shawls
Shawls
Shawls
Shawls
Shawls
Shawls



Shawls

Special Offerings

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

QUEENSLAND WRAPS, at \$1.00, very special line.

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

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

DOUBLE LONGS, at \$2.25, \$3.00 and \$4.00,

In Green and Red Colors, also Greys, Assorted Tape and Fancy Borders

BRITISH AND CANADIAN PRINTS AND DOMESTIC STAPLES.

This month our travellers will show very large and attractive ranges of these goods, in all the best productions for the coming season. Do not place orders until you see our samples.

THE RELATIONS OF EMPLOYER AND EMPLOYEE.

THE relations of employer and employe are an important factor in trade. The other day THE DRY GOODS REVIEW was privileged to be present when Mr. W. J. Clarke, who is retiring from the staff of The W. R. Brock Co., Limited, to go into the insurance business in Winnipeg, received a handsome token of good feeling from the directors of the company and his fellow members of the staff.

The occasion illustrated the cordiality of feeling which is wisely preserved among the members of all large and successful concerns. Mr. W. R. Brock himself made the presentation. Gathered about him were the house staff, when, on handing to the retiring traveler a fine silver tea service of six pieces on an elaborate tray, he said: "Mr. Clark our feelings to-day are of a mixed character, for, while we are sorry to lose you from among us, we are glad to express the hope that the new connection you have formed in the West may prove profitable and give full scope to your abilities. This present, as you will observe, comes from both employers and employes, because it is recognized here by us all that we are co-workers and associates, and that a business of this kind must succeed by cooperation." (Hear, hear.) "We feel that you will succeed in your new position, and that at anyrate you deserve success. (On behalf of myself and the other directors of this company, I offer you our good wishes for the future of yourself and your family, and do so in the conviction that those who leave us to seek wider openings for their energies do not really leave us, but are still with us in cordiality of feeling and mutual esteem." (Applause.) After a few more words from Mr. Brock, Mr. W. R. Smallpeice, one of the directors, was called upon.

Mr. Smallpeice said, in part. "I would like to express, as a buyer and manager of a department, the sentiments of the staff towards Mr. Clarke. These have always been of the most harmonious nature. As a traveler, working hand in hand with those who, like himself, have to solve the knotty problems of business, he has no unpleasant word to recall and no incident save of the most friendly character. His departure, therefore, is a source of common regret. The last presentation in this establishment was on the occasion of a marriage; now it is a divorce—(laughter)—between Mr. Clarke and the dry goods trade, but he is followed by cordial wishes for success by all who cooperated with him." Mr. Clarke, in replying, said he appreciated the remarks of the president of the company and Mr. Smallpeice because he knew they were sincere, and, so far from feeling that he was being divorced from the house, he would always regard himself as part and parcel of the concern, and that its prosperity would be a pleasure to him. He concluded by expressing his thanks for the handsome gift, and the proceedings terminated with many cordial handshakings.

WINDOW DISPLAY FIXTURES.

It has now become a necessity to have a well-dressed window to attract the passing public's attention sufficiently long enough to impress upon their minds the values or novelties you have to offer, if, indeed, it does not induce them to come in and purchase at the time. Effective window dressing some years ago was a matter of the hardest kind of work. Now it is made easy, because, at one's disposal are placed so many mechanical aids to the proper placing and artistic arrangement of what is to be shown.

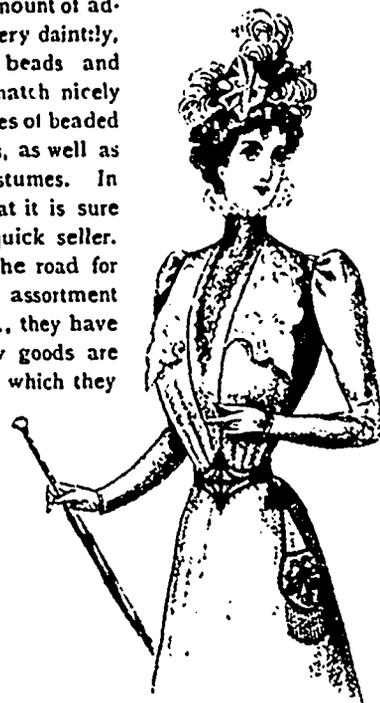
The modern fixtures and forms, such as are placed on the market by The Toronto Brass Manufacturing Co., are the result of careful study practically applied, and made to last

for years, making pastime of what was once the hardest kind of labor. Make a short study of the subject of window dressing; purchase those implements best fitted for the display of the goods you have to sell; arrange those goods in your window until they suit your own ideas of beauty; then watch the result of your labor and you will be convinced that the small expense of the fixtures is money well spent.

A PRETTY CHATELAINE.

A very pretty and attractive chatelaine bag, recently put upon the market by Flett, Lowndes & Co., Limited, has attracted an unusual amount of admiration. It is made very daintily, decorated with steel beads and ornaments, and will match nicely with the prevailing styles of beaded stock collars and belts, as well as with the tailor-made costumes. In fact, it is so effective that it is sure to be a favorite and a quick seller. This firm has now on the road for Spring trade the largest assortment of trimmings, laces, etc., they have ever shown. The new goods are very handsome, besides which they promise a number of surprises that are bound to interest every buyer.

Many of these are exclusively gotten up for them and are out of the ordinary run of such goods, making their line well worth seeing



THE REBUILDING OF BRIDGEWATER.

Bridgewater, N.S., is rapidly rebuilding since the fire which took place in the early part of this year, and burned the whole business section. The main street, running along the river, will only be built on the upper side. This will give the town a much cleaner and pleasanter appearance to one coming in off the train, where, before, the first sight one met was the backs of all the stores and buildings. Bridgewater being a very pretty town on the banks of the La Have River, it would not do to have the traveling public go away with a bad impression.

Mr. H. M. Patillo has got comfortably settled in his new store. It is a very nice large one with plate-glass front, metallic ceiling, and the office raised about eight feet at the back of the store, so that he can attend to his office work and yet see all that is going on in his place of business.

Mr. G. A. Hubley is having a very nice building erected, and would have been in it before now, only the metallic ceiling, which he is going to have, went astray in transit, and this has necessitated the occupying of the building which was erected hurriedly after the fire.

Messrs. W. R. Stoddart & Co have got into their new premises, where they are displaying, with good effect, their fine new stock.

Mr. G. H. Burkett has also got into his new place of business, which is a pleasant, large store, with plate-glass front. Mr. Burkett handles groceries as well as dry goods.

S.H.&M. Bias Velveteen Skirt Bindings

ARE UP-TO-DATE IN EVERY SENSE
OF THE WORD.

They represent progressive ideas applied to a small article which is nevertheless in such constant use as to be termed a staple commodity, like spool cotton.

We furnish the S.H.&M. Bindings to you neatly put up on 36-yard reels, ready to measure off to the customer—no bother handling and cutting piece goods.

Moreover, the S.H.&M. Bindings are made from Velveteen woven expressly for the purpose, and are cut evenly and joined smoothly, forming a more perfectly finished Binding than can be obtained by the old method of cutting from the piece goods.

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



S.H.&M. REDFERN Bias Corded
Velvet, 1 $\frac{3}{4}$ -in. wide.



S.H.&M. BELLE Plain Velveteen.
1 $\frac{3}{4}$ -in. wide.



S.H.&M. PRIDE Plain Velveteen
1 $\frac{3}{4}$ -in. wide.



S.H.&M. WATERPROOF
CORD EDGE.

The STEWART, HOWE & MAY CO.

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

Manchester, Eng.

24 FRONT ST. WEST, *Toronto, Ont.*



FIELDING & JOHNSON'S
Knitting and Fingering Yarns

Noted for Softness, Fullness and Wearing Properties.

KNITTING

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

In Spindles, or Banded
 and Boxed.

FINGERING

In Six Well-Known
 Qualities.

STOCK IN MONTREAL.

Careful attention to Letter Orders.

Sole Agents for Canada

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

McINTYRE, SON & CO.

13 Victoria Square,

Importers of Dry Goods and
Manufacturers' Agents.



MONTREAL

Dress Goods

The latest novelties for autumn.

Velvets and Velveteens

Black and colors.

Linens

The most complete assortment in
the Dominion.

Linings

Ferguson's Percalines and
linings are the best.

Smallwares

A large variety from the most
reliable makers.

Muslins and White Goods

a specialty.

Silks

High-class novelties. New Shades.

Best made
in France.



Best sold
in Canada.

Rouillon Gloves

The old reliable make. Quality
guaranteed.

ORDERS FROM STOCK OR
FOR IMPORT SOLICITED.

Careful attention given to Letter Orders.

TORONTO OFFICE :
25 COLBORNE STREET.

WINNIPEG OFFICE :
McINTYRE BLOCK.

COTTON MANUFACTURERS IN CONGRESS.

ON Thursday and Friday, October 5 and 6, the 67th semi-annual meeting of the New England Cotton Manufacturers' Association took place in Montreal. This is the first occasion on which any meeting of the association has occurred outside of the United States, and, to judge from the expression of satisfaction on the part of the visiting members in regard to the treatment they received at the hands of their Canadian brethren, it is not likely to prove the last. The Canadian guests of the association were: Mayor Prefontaine, Messrs. A. F. Gault, A. A. Ayer, D. Morrice, R. R. Stevenson and J. W. Mackay.

The programme throughout was an extremely interesting and instructive one. The proceedings were opened by a call to order, and an address of welcome by the mayor, who was followed by Mr. A. F. Gault, president of The Montreal Cotton Co., and Mr. A. A. Ayer, president of The Merchants Cotton Co. President Clarke, of Boston, Mass., then delivered his address to the members in session, after which the association proceeded with the reading of papers and discussion of topical questions. In all 14 papers were read, and the opportunity was afforded those who wished to vary the programme of enjoying trips during the day and entertainment at the theatres in the evening.

Mayor Prefontaine, in the course of his welcoming address, said, in part: "I have a most agreeable task to perform, both as mayor of the city and on behalf of the citizens of Montreal, in extending you a hearty welcome, and I can assure you that we are glad to have you in our midst. Your association, con-

sidered in its objects and in the results of its labors and the vast interests which it represents, is of the utmost importance in this country. I am all the more happy at being called upon to address your association to-day, because the cotton factories of New England provide employment for thousands of Canadian families. It is true that a very laudable effort is being made in order to prevail upon our people to return to Canada in as great a number as possible, and help us to build up a Canadian nation; but we cannot overlook the fact that artisans of Canada, who have gone to the United States, to add to the

strength, power and wealth of a foreign nation, are well looked after by our American cousins, and treated on every occasion as if they were their own. I pray you, ladies and gentlemen, to consider yourselves at home in our city, and I earnestly trust that your meeting will prove fruitful, and will result in good to you, as a body, and the community at large. You may rest assured that one and all, the citizens of Montreal appreciate fully the honor you have done in selecting their city for this meeting, and whatever destiny may have in store for you, the good wishes of our people will always accompany you."

The president, in his opening address, gave a clear and comprehensive review of the cotton industry. He said, in part: "One cannot look through the records of our transactions

without being convinced, not only of the magnitude and diversity of our work, of the knowledge and wide investigation shown in the many papers read, of the thorough familiarity displayed in the topical questions discussed, but also convinced of the great encouragement and stimulus its doings have given to improvement and perfection of method and machine in all branches of cotton manufacturing. The dawn of a new era in civilization is penetrating the superstition, ignorance and barbarism of some of the older nations, and awakening them to consciousness of a better condition of life. New ideas, habits

FUR LINED CAPE.



GILLESPIE, ANSLEY & CO., TORONTO.

FOR XMAS 1899 and NEW YEAR 1900 TRADE

The Morse & Kaley Mfg. Co.'s

GOODS HAVE NO SUPERIOR.

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

Morse & Kaley Silcoton

Morse & Kaley Silcoton Embroidery

Morse & Kaley Turkey-Red Embroidery

Morse & Kaley Knitting Cotton

Victoria Crochet Thread, etc., etc.

Robert Henderson & Co.

DRY GOODS COMMISSION MERCHANTS...

181 and 183 McGill St., MONTREAL.

THE LACE WAREHOUSE OF CANADA.

Owing to the too limited space in our present warehouse we are compelled each season to clear out large quantities of goods to make room for the incoming stock.

With this object in view, we have furnished all our travelers with a list of reduced prices and Job Discounts, which represent a large range of lines sacrificed regardless of cost or the fact that prices are advancing sharply abroad. **We must have the space and that settles it. See what we are offering to close out. It will pay you.**

Our collection of Dress Goods for Spring 1900 will be the most attractive we have ever shown, especially in Blacks, Plain and Fancy, Black Crepons and Figured Brilliants. Almost without exception we have been able to secure our purchases in Dress Goods without any advance in prices whatever.

LETTER ORDERS RECEIVE SPECIAL ATTENTION.

Kyle, Cheesbrough & Co.

16 St. Helen St., MONTREAL.

COTTON MANUFACTURERS, Etc.—Continued.

and customs will follow, and, as intelligence combined with industry multiply the natural products of the soil, and promote intercourse with other nations, the use of cotton fabrics will grow and create large demand in the producing districts of the world." In concluding his address he paid a graceful tribute to the Queen, "whose pure life, devotion and loyalty to the social, moral and material interests of her subjects have enshrined her in their hearts, and made her the model queen of history."

Mr. Tompkins' paper on "Export Trade," was an exceedingly able one. He referred to the close connection of the spinners and weavers of America—not alone of the United States, but of Canada as well. He emphasized the importance of the Eastern trade, especially in China, calling attention to the fact that England had done much in maintaining an open door in China; and he expressed the hope that the United States would join hands with England and Canada in insuring the continuance of that open door, and in preventing the partition of China.

About 190 delegates and ladies accompanying were present at the convention. On Friday afternoon, The General Electric Company took the visitors and their friends to Valleyfield to see the hydraulic electric installation for driving the cotton mill there. The members expressed themselves as astonished at the ease with which the machinery was operated. The four principal cotton companies, who were doing the entertaining, took their guests down the Lachine Rapids, and in the evening there was a theatre party for ladies and their escorts to attend "The Sign of the Cross" at the Academy. The weather was beautiful throughout, and it was remarked that the streets were unusually clean, whether by accident or design no one would be positive.

The subjects of the papers read were as follows:

"Export Trade."—D. A. Tompkins, Charlotte, N.C.

"Valuation of Manufacturing Property for Taxation."—Chas. T. Main, Boston, Mass.

"Various Systems of Computing Costs of Manufacture."—James G. Hill, Lowell, Mass.

"Textile Education by Mail."—Christopher P. Brooks, New Bedford, Mass.

"Eli Whitney and His Cotton Gin."—W. F. Foster, Wilford, N.H.

"Cotton Ginning."—J. E. Cheesman, New York City.

"The Round Bale."—Louis Simpson, Valleyfield, Que.

"The Dederick Bale."—W. H. Perkins, Boston, Mass.

"What Must be Done to Spin Fine Yarn on a Filling Frame."—Arthur H. Gulliver, Ashton, R.I.

"Oiling Fly Frame Spindles."—Russell W. Eaton, Brunswick, Me.

"Practical Results Obtained in the Drying of Textile Fabrics with the Assistance of a Vacuum."—Charles H. Fish, Dover, N.H.

"Economy of Using Turbines at Full Gate."—Frank P. Vogl, Claremont, N.H.

"Advantages of Coke Over Coal as a Fuel for Generating Steam."—Arthur C. Freeman, Waltham, Mass.

"Mechanical Stokers."—Byron Eldred, Boston, Mass.

The Canadian active members of the association are:

Chas. Owen Dexter, Hamilton, Ont.
Lewis Dexter, Jr., Milltown, N.B.
Alfred Hawkesworth, Montreal, Que.
Fred Hawkesworth, Montreal, Que.
W. S. Hume, Hochelaga, Que.
Harry W. Kimball, Magog, Que.
Fred Lacy, Valleyfield, Que.

A. T. Malcolmson, Hamilton, Ont.
J. Muir Farquharson, Milltown, N.B.
John H. Parks, St. John, N.B.
Lewis Simpson, Valleyfield, Que.
Jas. M. Young, Hamilton, Ont.
John R. Cudlip, Marysville, N.B.
S. Greenwood, Cornwall, Ont.

W. F. Journey, of Weymouth, N.S., who was burned out sometime ago, has built a store which is not only a credit to himself, but an ornament to the town, it having a fine plate-glass front. Mr. Journey not only carries a general dry goods stock, but has men's furnishings, millinery department and ladies' dressmaking. One good feature he has adopted in his business and that is conducting it on a cash basis.

OUR TRADE WITH AUSTRO-HUNGARY.

An Export Museum Opened in Montreal.

FOREIGN countries are evidently going to make fresh efforts to get a share of Canada's custom now that it is growing more valuable. One of the first European countries to seek advantage from our growing time is Austro-Hungary, and, with this end in view, an export museum of Austro-Hungarian manufacturers has been opened in Montreal at 45 St. Francois Xavier street.

The museum, or exhibition, owes its creation to the Austro-Hungarian Export Association, of Vienna, under the auspices and protectorate of the Austro-Hungarian Ministry of Commerce. It embraces the nations' leading productions in staples and novelties, and is well worthy of an inspection by Canadian importers. The export museum has been established in Montreal at the suggestion of Mr. Otto Thorning, secretary to the Austro-Hungarian Consul-General. There is a fine collection of laces, jewelery, cloths and all kinds of novelties for the manufacture of which the Austrians and Hungarians are justly famous. The object of the museum is the bringing of Canada into closer commercial relations with Austro-Hungary. It is thought that a line of steamships might, with profit, be established between Montreal and Trieste and Fiume.

The blue books do not show adequately the trade we already do with Austro-Hungary, as on account of the lack of direct steamship communication the exports from Canada to Austro-Hungary are either credited to Germany when going via Hamburg, or to the United States when being shipped via New York. Austro-Hungary should prove a good market for our products of the fisheries, the mine, and even agricultural, dairy and other animal products, thus opening a new field to the enterprise of our exporters of the productions of our great national industries.

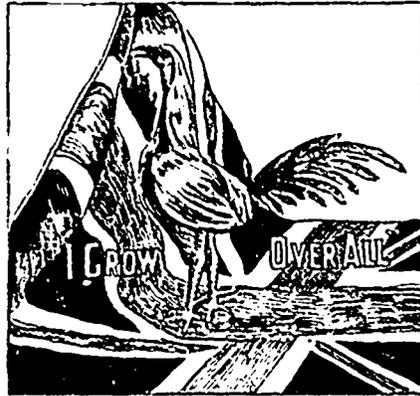
From official figures it appears that out of total imports of 870,768,758 florins during the year of 1898, Austro-Hungary imported of articles, which would interest our Canadian exporters, as follows:

	Florins.
Breadstuffs, chiefly grain of all kinds.....	77,167,755
Apples, green and dried.....	1,634,439
Clover and flax seeds.....	3,932,647
Fish.....	5,146,348
Eggs, butter and cheese.....	16,994,169
Lard and provisions.....	16,035,289
Hides, skins and leather.....	36,624,487
Wool.....	29,870,992
Minerals.....	11,993,093
Wood pulp.....	161,704
Timber and lumber, and manufactures of wood.....	12,584,326
Agricultural instruments and bicycles.....	1,983,592

The United States have already found a profitable market in Austro-Hungary, and have actually exported to that country during the year 1898, in all, 318,638 tons of merchandise, chiefly of the above-specified articles, while Canada only furnished 704 tons.

It is, therefore, plain that this export museum, which will be the means of bringing Austro-Hungary before the Canadian public, might, on the other hand, succeed in developing the Canadian export trade, in so far as through its semi-official character it will be in a position to furnish to interested parties the names of responsible importing firms in Austro-Hungary. The museum is in capable hands, and every attention is paid to the visiting public.

"RULE BRITANNIA"



The Canadian Contingent for the

TRANSVAAL

are supplied with the famous

ROOSTER BRAND SHIRTS.

Every Canadian Soldier is pure game, and, like the motto on his Shirt, can say, "I Crow Over All."

We know those Shirts cover hearts loyal and true to our United Empire.

We know each and every one of our boys will honorably represent our beloved Canada.

May every Shirt return to Canada unpierced by Boer bullets.

GOD SPEED THE CANADIANS.

N. B.—Cash paid for Boer Whiskers to stuff our Football and Hockey Pants.

Robert C. Wilkins, - Montreal,

MANUFACTURER

SHIRTS, OVERALLS, CLOTHING SPECIALTIES, and LADIES' SKIRTS.

GOD SAVE THE QUEEN.



The Hat Trade.

The reports of retail dealers as regards briskness of trade during October are satisfactory. Sales in town and country have probably been even better than in the large cities, and the wholesale houses say that orders for Spring goods are large. Travelers of importing firms are now showing the samples which have already been described in this column, and are meeting with good success. On all hands the prospects for the coming year are said to be good. The Canadian and United States manufacturers of hats are also showing their samples, while the later novelties from the same quarters will probably not appear for some time yet.

Activity In Furs.

As already dwelt upon in this column, the prices of furs have recorded phenomenal advances, and those who handle furs, whether as manufacturers, or dealers, cannot regard the future with perfect satisfaction. For the present, the conditions for next year can hardly be definitely predicted. The October fur sales in London are not of prime importance, while the excited state of the New York fur market is not a safe guide as to the exact position of affairs in Canada. But the situation here was briefly summed up by an experienced authority as follows: Furs are scarce, hard to get, with prices stiff; dealers who want to buy should do so now.

Treatment of the Silk Hat.

A London fashion authority writes: "The dusty silk hat should not be brushed at all. (I believe I felt the vibration proceeding from a 'back fall' on the part of the reader overpowered by amazement. I am sorry if I have caused many fainting fits, but when an editor is speaking for the benefit of his subscribers he has to tell the truth first and concern himself with the damage afterwards.) The dusty silk hat, I repeat, should not be brushed at all. See what happens when you do brush it. Less than half the dust comes away. The rest you have carefully admitted into the silk of the hat by opening its pores, so to speak, with the brush. It is in this way that the silk hat becomes prematurely grey. The dust should be gently knocked off with a silk handkerchief, and when that is done the plush pad does the rest. If I feel a little proud of being the first to give this advice publicly it is less because I am the first than for the reason that the 'tip' is an excellent one."

Signs for The Store.

The up-to-date hatter needs something besides his newspaper ads. or his business cards and circulars to advertise his business, says J. S. Grey, in *Printers Ink*. It is not sufficient that the advertising shall draw buyers to his store, there must be something to attract and impress them when they get there. The practice of displaying advertising cards in the store is becoming quite common in every business. However brief a

purchaser's visit may be, he has time to peruse the terse cards that should meet his gaze whichever way he turns in the store.

Here a few ideas which might be inscribed on cards and hung in prominent places around a hat store:

If your friends ask the question "Where did you get that hat?" mention our name, and they will know you have good taste.

"Though the style of the tile
Changes once in a while—"
You may be always sure of the latest fashion
and the best make here.

This store is headquarters for hats which always get ahead.

Hats of many men remind us
Of the best we ever wore,
We're in style if people find us
Buying headgear at this store.

Hats, like human beings, look seedy when they "lose their nap." Ours are made of too good material to lose it.

Here we take the greatest pains
To cover well a fellow's brains,
And brassy men are just the kind
Of buyers we get here, you'll find.

"Your head, sir, is the noblest part of you."
Add to its noble appearance by wearing one of our hats.

"A gentleman is known by the hat he wears."
Is yours in style?
It is if you buy here.

Nothing looks worse on a man than a shabby hat.
Only \$3 between perfect style and shabbiness.

Don't envy your friend his stylish new hat. The chances are that he bought it here.

"Keep the head cool and the feet warm." That is the chief rule of health.
Well, we keep the coolest hats in town!

Ask your wife, sister or sweetheart how you look in the hat you buy here. Their reply will flatter you.

A Hat Memo. From the United States.

The soft felt hat is selling freely in the United States, according to The American Hatter, not only for out-of-town, but for city wear. A prominent feature of the stiff hat trade is a decline in the popularity of light brown shades. The expectation is that the pearl greys will to some extent replace the light browns for Spring trade. As to soft felts, the fashion for low crowns and wide brims is pronounced, and these hats, originally intended for outdoor sports, are now



No. 2.—LADIES' FUR JACKET, Box Front.

Latest Styles, Good Values,

in all . . .
manufactured

FURS

SEND FOR ILLUSTRATED
CATALOGUE.



No. 5.—LEONORA.



No. 4.—VICTORIA.

Waldron, Drouin & Co., Montreal

ARE YOU *etc etc etc*
INTERESTED IN

Hats?

Note that our representative will call
upon you this month with

Spring Samples

Without exception this comprises the
CHOICEST RANGE
LARGEST ASSORTMENT
BEST VALUES we have ever submitted to the Canadian Trade.

James Coristine & Co.

LIMITED.

Importers and Manufacturers of
Hats, Caps and Straw Goods.

469 to 475 St. Paul St.,
MONTREAL.

HATS AND CAPS—Continued.

worn in the cities by men who are particular about these matters. It is also noted that the wool hat manufacturers in the United States are busy, and the straw goods men are starting up their factories earlier than usual. The demand for better grades is noticeable.

Value of a
Good Brand.

What there is in a name depends on what quality of an article the name is in. If it's low grade and won't stand the test of wear, there is nothing in it, but there is everything in the name, or, more properly speaking, brand or trade mark, when it appears in a product which has everything to recommend it; when the quality is jealously guarded; when the merchant and consuming class finally conclude that the trade mark stands for the best in quality, the correct thing in style and regularity in product.

Then there is a great deal in a name. It becomes a salesman in itself. It advertises itself. It proclaims the merchant who handles such goods as a distributor of the best, and gives his store a reputation as a depository where reliable merchandise may be secured.—Stetson's Monthly.

Notes of Interest. As an illustration of the activity in furs, one Canadian shipper, this season, showed a net profit, on his shipment of new furs, of \$25,000. This is, of course, an exceptional case.

Sir Jung Bahadur, the Prime Minister to the King of Nepal, has a hat made of diamonds worth over \$2,500,000, and perched on the top is a single ruby of incalculable value.—Exchange.

"Don't the heathen dress ridiculously?" said Maud. "Of course they do," replied Ethel. "What else can they do, when we send them trunkfuls of shirtwaists and beaver hats every year?"—Harper's Bazar.

An Englishman, just home from the west coast of Africa, says he saw a whole village swimming out to the steamer, wearing, as they swam, renovated, second-hand stovepipe hats, in all the glory of the white tissue paper in which they are shipped out for sale.

Popularity is a queer thing. No sooner is a thing pronounced good and taking than, in a sweeping, wholesale manner, it seems to fairly possess the streets. For instance, in the case of the present soft grey hat with one lone quill, it seemed to spring up simultaneously in every part of the city. It cannot be that tastes differ so much, after all. But there are some items of dress with which one wishes that popularity would take its usual course, and few would complain if the dingy violet should be called a weed and have a needed rest. It doesn't take long for a fashion to be overdone, and the things one grows tired of would make a lengthy list.—New York Hat Review.

Mr. A. W. Cochrane has recently returned from Europe, where he has been for some time in the interests of the Colonial Print Works, of St. Henri, Que. He is well pleased with the arrangements he has been able to conclude there.

The Toronto Brass Manufacturing Co. are meeting with great success with their new line of display fixtures, wax and papier-mache forms. Trade has so much increased that arrangements are about completed for the addition of a large factory in rear of the present one, at 93 Richmond street west.

The Bishop

NATURAL LEATHER

Fur Robes AND Coats

FOR 1899

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

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

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

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

THE . . .

J. H. BISHOP CO.

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

A. A. ALLAN & CO.

Wholesale Manufacturers

HATS CAPS and FURS

LARGE PREPARATIONS FOR THE

FALL AND WINTER TRADE OF 1899.

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

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BRAIDED WIRE BUSTLES AND FORMS

Correct the bad, emphasize the good. Indicate whatever the wearer pleases. Are pronounced or suggestive—as you wish.

Are reliable, durable ventilators, non-heating.

They distribute and relieve the skirt weight.

All you see is style, beauty, grace.

What you feel is comfort, ease, satisfaction.

For Sale at Leading Dry Good Stores.

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Sole Manufacturers in Canada.

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K. Ishikawa & Co.

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For Spring 1900

Japan Habutai Silks

Japan Fancy Silks

Japan Mattings

TRAVELLERS ON THEIR USUAL ROUTES . . .

Largest Assortments ever shown in Canada.

RIBBONS, FRINGES AND TRIMMINGS.

WHAT IS SAID IN THE TRADE ON THIS SUBJECT.

EVERYTHING relating to trimmings is interesting this season. While chatting with Moulton & Co., Montreal, the other day, THE REVIEW was shown some of New York's latest novelties in the line of fringes and dress trimmings, and it may here be remarked that the coming fashions in this department are somewhat of a return to former ones. The present style of dress with overskirts and various designs lends itself naturally to the use of fringe, which is the most fashionable trimming nowadays. The line most in demand probably is the knotted silk with a variety of design; but several others are very prominent, such as the "Tom Thumb," a narrower fringe, ranging from half an inch upwards. It is straight, and is utilized mostly for trimming flounces on skirts, and chiffons.

Quite a beautiful effect is produced by a new ornamentation for shirts and waists, consisting partly of fringe and partly of gimp. This novelty is, for the most part, made of silk twist, at present chiefly in black and white, but colors will undoubtedly predominate in the Spring. Mr. Moulton, who has recently returned from New York, says that scarcely anything is to be seen there but colored fringes.

Chenille fringes are gaining in favor, the commonest kind being the straight with silk bead at the bottom.

Silk twist aprons also are beginning to come into considerable request.

A difference is noted between the New York custom and ours on this side of the line in the matter of displaying the more expensive goods. The displays there at present are said to be real works of art, whereas, here, our merchants hide away their fine goods out of sight. Embroidered chiffons, for instance, for skirt openwork, and applique trimmings in black, white and delicate colorings are to be seen; also, in overskirt style, rich and handsome silk embroidery patterns, beautiful trimming for expensive robes.

VELVET RIBBON AND LACE.

Velvet ribbons, declared Brophy, Cains & Co., especially in narrow widths, are in such demand that there is no telling how high prices may advance in the near future. Manufacturers on the other side are not prepared to meet the heavy demand for these goods, which are now used in enormous quantities on all sorts of gowns, wrappers, tea gowns, skirts, etc. If one may judge from some of the confections of the leading couturieres, whole dresses will be covered with narrow ribbon velvet. A Paris model of this description had a skirt covered from hem to waist with narrow rows of shirred velvet ribbon, while waist and sleeves were confectioned in the same way with elegant effect.

Dresses, skirts, tea-gowns and waists are profusely trimmed with ribbon velvet. It even plays an important part in women's neckwear, both in broad and narrow widths. The broad velvet is brought twice around.

Satin-back ribbon velvet sashes are worn a great deal. A very broad velvet ribbon is used, and a heavy fringe of black silk is knotted on the ends. These sashes are extremely stylish, and they may be worn with black, white, or colored dresses

with equal effectiveness—hence their popularity. They will be worn all through the Winter over evening and dinner gowns and on other dress occasions.

Velvet or ribbon bows for the hair are in great favor. At the seaside and other Summer resorts ladies found these coquettish bows a substitute for hats. They are wired and twisted in the irregular outline known in France as the Louis Quinze bow. Now, for Fall and Winter, velvet with an aigrette is the proper thing.

The great diversity of trimming in vogue this season will give greater prominence to lace. Two shades of lace are frequently employed on the same gown. Lace and fur are also used to a great extent, and on millinery it obtains considerably. Black lace in heavy designs is especially adapted to the styles of trimming expected for the coming season. In fact, lace enters the composition of almost every gown that has any pretensions to effectiveness, and on evening gowns it is a most important factor. You can buy many handsome styles in lace from Brophy, Cains & Co.

Now that the first Fall effects in millinery are making their appearance, it is quite clear that velvet forms an important part of the trimming. Broad velvet ribbon is wired or twisted on the crown even when several other trimmings are used. Feeling that this information is sound, silks and velvets at all prices and velvet ribbons in about twenty numbers and widths are shown by Brophy, Cains & Co. They are showing some very pretty laces. This is one of the greatest trimming seasons known in a long time. Lace goes hand-in-hand with embroidery on all handsome gowns—evening dresses, house dresses, tea gowns, as well as matinee and other house gowns.

"White petticoats are flounced to the knee with lace, which is used for this purpose in great quantities," said Brophy, Cains & Co., and they added: "The new ideas in corset covers and chemises are exquisitely delicate arrangements of lace and insertion on fine batiste or linen lawns. Many ladies prefer having their corset covers and chemises made to order. We supply the trade with the most desirable goods for making these garments."

FEATURES OF A MODERN STORE.

Markdale's business men appear to be enjoying the present prosperity of the northern part of Ontario, and, judging from the enlargement and improvement in the several stores in their smart town, they are not hiding their lights under a bushel. First, one notices on the main corner, what for years was considered the mart of the district, W. J. McFarland & Son's large general store which they have now enlarged to a floor space of 25,000 square feet. Some idea of the embellishments of this big concern may be arrived at when we learned that to light the building required 1,025 square feet of plate-glass window, while 60 electric jets illuminate it at night. The building is heated throughout by steam; cash-carriers traverse the store; a china-room alone, in the basement, is 34x70 feet. A new department, and a very convenient one, is a well-furnished waiting-room with a ladies' lunch-room opening off it, and, conveniently situated, are wash-rooms and lavatories, so closely has the head of this firm considered the convenience and comfort of his customers. Though well advanced in years, and a very busy man, Mr. McFarland always takes time for details.

The Bagley & Wright Mfg. Co., Montreal, are carrying a very large and varied stock of towels. Their trade in this line is fast increasing. This speaks well for their goods.

NOVEMBER MILLINERY

Everything requisite to the reigning fashions has been abundantly provided for. Large shipments of White Osprey, Black Tips and Colored and Black Velvets and Velveteens have just been received.

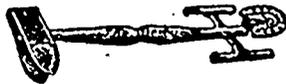


Letter Orders Receive Our Prompt Attention.

THE JOHN D. IVEY CO., Limited

TORONTO AND MONTREAL.

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Patented Nov. 29, 1893.
FOR ALL CUFFS.

Use the New "Star" Cuff Holder



Patented.
For Link and Plain Cuffs

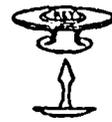
Keep your trousers up with the "Automatic" Bachelor Button



WRITE TO YOUR JOBBER.

NO NEEDLE REQUIRED.

The New Automatic



U.S. Patent June 5, 1891. Eng. Patent No. 11637.

"Au Fait" Scarf Retainer



Patented.
Opens Wide at Mouth.

For Sale by Principal Jobbers Everywhere.

The J. V. Pilcher Mfg. Co., Sole Manufacturers, LOUISVILLE, KY.

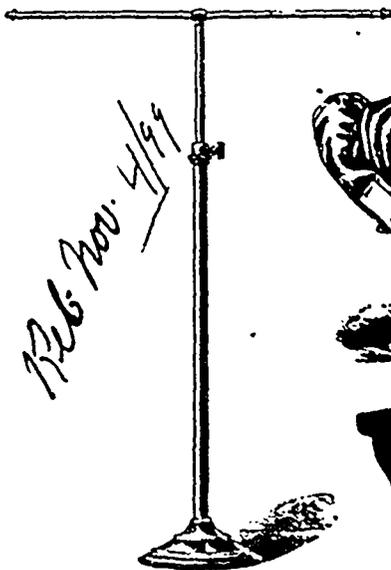
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WINDOW REACHER, made in three sizes.

Price of this Window Reacher reduced from \$2.50 and \$3.00 to . . .

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NICKEL-PLATED STAND.
Extension Standard.

A Full Line of . . .
Wax Figures,
Paper-Mache Forms,
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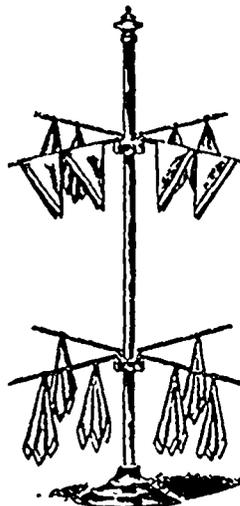
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Nickel plated base and extension standard.
Bust adjustable to any Angle.



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Price, \$3.00.

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When lowered, 35 in high.
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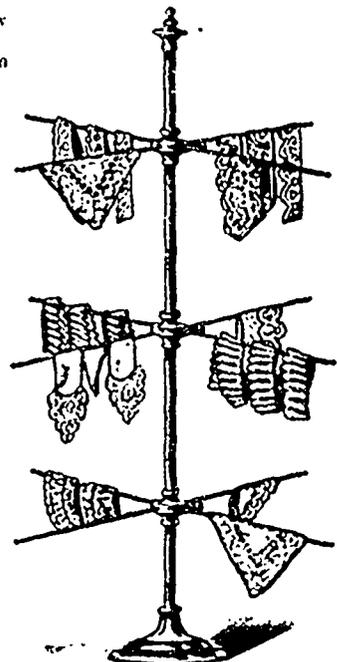
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8 AND 12 ARM DISPLAY STANDS.
2-ft., 2 ft. 10-in. and 3-ft., 6-in. high. Arms movable on standard

Nickel-Plated Window Fixtures. Nickel-Plated Flower and Feather Stands.
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FOR SPRING 1900.

Range more extensive than ever.
Each number a "Trade-Winner."
Do not fail to see our Bicycle Skirts
made from the famous "Oxford
Mills All-wool Homespun."

THE...

Maritime Wrapper Co.

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Enclosed Arc Lamps Enclosed Arc Lamps Enclosed Arc Lamps

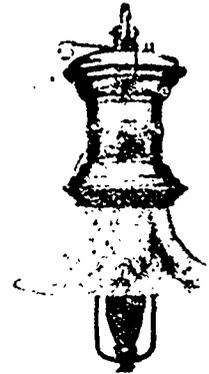
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New Life for Old Goods . . .

How Merchants Make Money.



POSSIBLY you have been prejudiced against the re-dyeing of dress goods and other stocks that have become shelf-worn, faded, or unfashionable in color. We do not know why, for many of the most wide-awake merchants in all parts of Canada find that they save good profits by keeping their stock always up-to-date.

But why keep stock that is old and off color? It can be made as saleable as new stock if dyed to some staple or fashionable shade. With our large works and modern machinery, we are able to do this in a way that enables us to hold a customer who has once made the experiment. The original lustre and finish that is a feature of new goods marks the old goods when returned to you from these works.

Dyeing and cleaning of feathers and plumes is a special department with us—the best Ostrich Feathers and Plumes cleaned, dyed, and curled with scrupulous care.

This little talk is suggestive. If you want to know more about our methods write us and we will give you any particulars desired.

R. PARKER & CO.,

Dyers and Finishers . . .

787-791 Yonge St., TORONTO.

A LINE OF HERMSDORF-DYED HOSIERY



binds hundreds of
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 to your store.
 It makes friends and
 regular customers
 of them.

YOU
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Louis Hermsdorf
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The confidence that millions of Hosiery wearers have in Hermsdorf
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Write it in the order that every pair of Imported Black Hosiery is to bear the stamp,

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Successors to CALDECOTT, BURTON & SPENCE.

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

Every Fabric that Makes a Dress.

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

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

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

FOR SPRING 1900 IMPORT ORDERS

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

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

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

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

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

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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, 1899.

NIGHT WORK OFTEN NEEDLESS.

THE head of a department in a large dry goods establishment was talking to THE DRY GOODS REVIEW recently about the amount of night work which might often be prevented by a little arrangement and policy. During the busy seasons, when new shipments are coming in, the goods must be unpacked, checked off, and put in their places. This occasions extra labor. During the day there is the regular work to do. There is, in consequence, often a tendency to work at night.

Our informant has come to the conclusion, after a long experience, that much of this might be avoided. He advocates a little extra energy and push during the daytime, a determination to seize every opportunity for clearing off the accumulation of stock, and cooperation among the staff all around. If need be, begin work half an hour or so earlier in the morning and work on a little later. The time thus gained will see as much work accomplished as coming back at night. Young men are not machines, and cannot be wound up to order. If they know that they have to come back night after night, they do not do their best during the day, for two reasons: They are

played out from continued night work, and they know that they have to come back anyway, and that there is no need for them to exert themselves.

There is a great deal in this argument. It is only applying a very old maxim: "Don't put off till to-morrow what you can do to-day." Men in business need all the rest and recreation they can get. The spare hours ought to be carefully guarded against encroachment. The habit of putting off surplus duties that ought to be performed, whenever possible, in the time devoted to work is a bad one.

THE PROGRESS OF PRINCE EDWARD ISLAND.

THIS being the "growing time" all over Canada, it is not surprising to find that Prince Edward Island shares in the general advance.

Lately, THE REVIEW had a pleasant chat with one of its valued readers from the Island, namely, Mr. James Paton, of Charlottetown, who visited Ontario and Quebec on his way to Philadelphia to attend the Commercial Congress there as a delegate from his Province. It is about 14 years since he saw Central Canada, and he found many evidences of improvement and development. The dry goods stores are larger and better, and make, in his opinion, a creditable showing as compared with those in the leading United States cities. The business outlook in the Island is good, and Charlottetown has a population of 12,000, while some estimates place it as high as 14,000. It is growing like other Canadian cities, and the new sewerage system is one evidence of progress in the right direction.

As everyone knows, Prince Edward Island is an agricultural Province, and the crops and the prices of produce have a direct influence upon the condition of trade. It is gratifying to know that the crops this year have been abundant. This applies practically to all the products of the farm. In dairying, the Island has made remarkable advances in a few years, and the factory system, so recently introduced, promises to yield rich profits to the intelligent farmers there. Already, the results of skilful methods in the making of cheese and butter are apparent. The Island cheese won prizes at the St. John Exhibition, and exporters of butter have been able to sell their best quality at 22c. per lb. by the ton in the British market. This fact, with cheese at 11 to 12c. per lb., must explain to some extent the cheerful outlook which the Island people are able to see. For the year ending June, 1898, the Island exported 85,000 lb. of butter and about 2,500,000 lb. of cheese, and we may be quite sure that when the figures for 1899 are published they will show a great advance on these creditable results.

In the matter of a Winter freight service, the Island hopes to do much better this year, and the new steamer Minto which has been put on this route will, it is hoped, enable shippers to send forward their exports all Winter without interruption. With larger hotel accommodation, Charlottetown should be able to retain many of the Summer visitors who now pay but brief visits to the Island for its fine scenery and healthy

climate. THE REVIEW cordially hopes to see the reasonable expectations of Prince Edward Islanders realized.

The Maritime Provinces are a valuable portion of this country. What would this Dominion be without the resources, the men, and the seaports which they afford us? These Provinces have made sacrifices in joining the Dominion, and they are entitled to the most generous cooperation from all the other Provinces.

COMMERCE AND POLITICS.

CANADA might with advantage to herself have played a larger part in the Commercial Congress, a report of which, in its Canadian features, appears elsewhere. This country sent some able delegates, and the speech of Mr. Allan and the motion offered by Mr. Cockshutt are much to be commended. Mr. Allan seems to have crowded into one short speech a valuable lot of information which it was well for our American friends to know. The resolutions passed regarding reciprocity in coasting trade and the free exchange of natural products were also of much significance.

These results, achieved by our delegates, just show how quickly and intelligently commercial men can reach the correct conclusions when unembarrassed by political considerations. It is a pity many subjects of this kind could not be divorced from party politics. We do not seem to make much progress in commercial reforms when they become mixed up with politics.

It may be that the extension of trade can best be accomplished by commercial men acting in organized bodies rather than by Departments of Government. We have had in Canada for some years a Department of Trade and Commerce, and the Ministers in charge of it have not wanted brains and energy. But does it really achieve as much as we expected? We do not like to speak lightly of valuable work done, such as the correspondence with our agents abroad, etc., but we would like to see the business men enlisted more actively in the work.

TAXING DEPARTMENTAL STORES.

The fight against the big departmental stores in the United States has not stopped, although, with the advent of better times, there is not so much anxiety to get after them as there was.

We have always believed that big city stores are just an enlargement of the general store in the country. When they are well conducted and well-managed their success is often due to methods which we could all imitate with advantage. Where we object to their procedure is in cutting prices, in using the post office for purposes not contemplated, in raising the cheap cry, and in escaping local taxation.

The latter feature is one which concerns the municipality, and any statute passed to secure a proportionate share of municipal taxes from these stores is perfectly justifiable. To abolish them is all nonsense; to make them pay up in the right proportion to the business they do is a fair policy. By the way, now that there is a new Premier in Ontario, what has become of the promise made to conduct an inquiry into the question?

THE CANADIAN COTTON MARKET.

THE month has been an exciting one in the Canadian cotton trade. Hardly a line of Canadian manufactured stuff has been without an advance in price of some sort, and if any retailer is buying at the old price it is because the wholesaler's stock is large. Sooner or later the advance will come upon the retailer, and the general consuming public may as well be made to know what is before them.

There was a sharp advance in cottons in September, and these, like the advances in October, were based upon the rise in raw material and the continued dry weather in the South. Buyers have been holding off, trusting to optimistic crop reports, and expecting to get in at lower figures than ruled early in August. There will soon be a rush to buy, and prices, it is believed, will jump higher.

At present, no order can be placed with The Dominion Cotton Co., The Canadian Colored Cotton Co., The Merchants Cotton Co., The Parks Co. or The Montreal Cotton Co., except at the price of the day. There have already been two, three, and, on a few lines, four advances of about 5 per cent. in prices. The moment the great cotton combination now forming in England is completed, cottons there, of every description, will advance 10 to 15 per cent. over present prices, and further advances will follow here. This at least is the view of shrewd buyers. Apart from the causes mentioned, the improvement in trade generally, and the largely increased demand for all classes of goods has been a strong factor in advancing prices. The cotton crop of China will be about one-half the amount estimated up to within a short time ago.

It will be hard to make some men believe that inquiries have been received in Montreal from the United States asking for quotations of cotton goods, but such is the fact. Unfortunately their high tariff keeps out the Canadian manufacturer, otherwise he would make a bid for some of Uncle Sam's trade.

Though the wholesalers admit that there is nothing for them to do but to pay what is fixed as the price, they are well satisfied with the state of the cotton trade at present. There is no doubt that the uncertainty as to when prices may be advanced causes inconvenience, but inconvenience is not to be regarded as of serious moment when prices are going up. The retailers throughout the country recognize the fact that the advance is not of an uncertain or fleeting character, and not confined to a few lines, but that there has been a decided and general rise in every department. They have become convinced that their best course is to buy before any further leap in prices takes place.

The makers of made-up cotton goods regard the situation in a different light from the wholesale trade. To the latter the rising market, though it causes a considerable amount of inconvenience, inasmuch as they have almost daily to telegraph their travelers changes in price, represents a satisfactory feature. Buying is naturally more in quantity and more spontaneous on a firm and rising market than at any other time. But in the case of shirt and collar makers, etc., the present advancing market comes harder in proportion as

Carpets, Curtains and Upholstery.

THE CANADIAN CARPET TRADE

THE leading Canadian importers state that Spring orders are good. The travelers, who are now on the road with new patterns, report a satisfactory trade. Prices in this market have not, so far, been advanced, but those who keep a close eye on the situation state that there will be an advance almost any day now, and when it comes it will be without warning.

In order that carpet dealers may determine the position of affairs, we note that there has already been one meeting of manufacturers in London. It is announced that the meeting was held simply in the interest of the trade, but it is pretty generally believed that the aim of the meeting was to arrange a new schedule of prices. The linoleum people have met, and put up prices from 7½ to 10 per cent., the prices taking effect on the following morning.

The jute trade is excited, and, owing to the Dundee strike and the rise of raw jute (nearly 50 per cent.), will, it is believed, make a difference in the price of the manufactured article after the present stock of raw material is made up.

NEW BRITISH PATTERNS.

A London correspondent says that most of the British carpet manufacturers have decided upon their new patterns for next season. He says:

"A few very good things are being produced in yard wide and Kidderminster squares. For some time past we have had inquiry for smaller patterns, a little on the old lines, in two and three points. The latest production will be somewhat of a novelty in effect; some really smart things have been drawn from lace work. These can be artistically worked upon for carpets, as, although the lines are very fine and only in black and white in the original drawings, they can be adapted with advantage to this class of goods over a self-colored fabric. It is expected that the demand for Axminsters will increase and sell more freely as the season advances.

"The 1st of September was the usual date for the makers of machine-printed linoleums and floor cloths to get the patterns for the coming year landed at the wholesale houses. Last year and the year before it was a race who should be first in the field; not so this season. One or two manufacturers are ready with the full set of patterns, but are waiting to see if the new order of things in connection with the Scotch combination have any surprises to offer. It is now a question of who will show the hand first, or what are they waiting for?"

DECORATIVE DON'TS.

Don't make a narrow doorway narrower by a heavy portiere. A small house is made stuffy by too many hangings.

Don't furnish a north room in blue, or any cold color. Yellow or golden brown hangings will produce the effect of perpetual sunshine.

Don't buy a bright-colored carpet to put into rooms where the furniture is not to be correspondingly toned up. A "cheerful" assertive carpet will often make everything else in a room look faded, and itself become the leading object in the room; whereas a carpet should always be a background,

and consequently lower in tone than the objects to be placed upon it.

Don't have the floor, wall and furniture in a room covered with material which has a decided pattern. Too many patterns confuse

the eye, which should have some plain spaces to reston.—
N.Y. Upholstery Review.

USES OF DENIM.

Blue denim now holds a prominent place as a fabric for wall hangings and upholstery purposes.

For wall covering, it may be used in a variety of ways; sometimes it forms the main covering, then again is only used for a frieze or dado.

For a room that is light and flooded with sunshine, it might be used for the entire wall covering, making the frieze of the blue and white Japanese calico, which harmonizes so well with it. This calico is three-eighths of a yard wide. It could be used the whole width, if the walls are high enough to admit of so deep a frieze. A picture molding of gilt should be fastened over the lower edge.

Where the Japanese calico is not to be had or not desired, the frieze may be made of the denim turned wrong side out. Cut a border, and applique it wrong side out, finishing the edges with a couching of large white cord.

A very pretty contrast was a room, the walls of which were covered with the straw-tinted butchers' paper, finished with a frieze and dado of blue denim, a narrow gilt molding outlining the edge. Another wall had a frieze of this kind bordered with a narrow band of maroon plush.

The denim is also used for upholstering furniture, being durable and of a color to harmonize with almost anything—
Upholstery Review.

NEW FASHIONS IN WINDOW DRAPERIES.

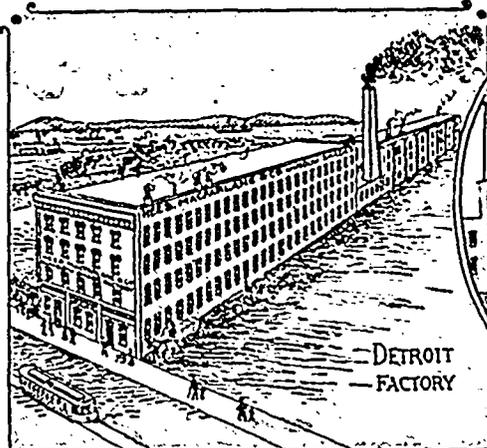
The strictly proper thing for a window drapery is the ruffled bobbinet curtain, says a writer in a New York fashion magazine. They are not only the most graceful and artistic of all finishes for a window, but they are practical as well, for the good qualities will wash "like cotton cloth." Never buy the cheap bobbinets, for they are not economical, as they will not launder satisfactorily, and a good quality can be bought, 2½ yards long and 50 inches wide, with lace insertion and ruffle, for from about \$2 up. These curtains, being ruffled, are used as sill curtains; that is, they are allowed to fall only 6 inches below the window-sill when draped, and not to the floor, as was the old-fashioned way. Two yards and a half is the common length, but as bobbinet is manufactured 260 inches wide, they can be obtained in any width and length to fit any window, such as French, landscape, etc. Bobbinet being light, airy stuff, the fuller curtains are made the better. The flounce is much wider, too, than when ruffled curtains first came into vogue, and much more effective.

The new double "Parisian" rod that is used exclusively now, has revolutionized the style of draping; in place of the heavy single poles of the past we now have two dainty brass rods, and on each rod is hung half a pair of curtains.

After double hemming the curtains at the top, slip each rod through half a pair. This brings one half pair over the other, and an almost endless variety of draping can be obtained in this manner. When curtains were hung in the past with

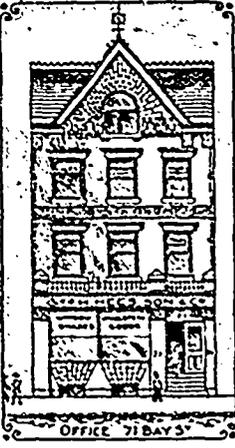
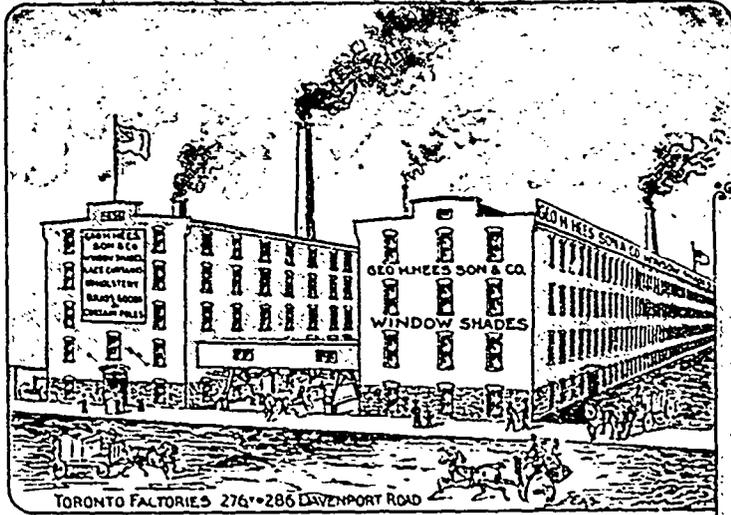
Geo. H. Hees, Son & Co., Toronto

HAVE THE PICK OF THE MARKET.



71 Bay St. Toronto

*NOV 2 1891
to Arthur Post
Handwritten*



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

See Our New Illustrated Catalogue.

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

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

 Many of the above goods are from our own looms.

WINDOW SHADES.

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

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

You are cordially invited to visit our Sample Rooms:

GEO. H. HEES, SON & CO., 71 Bay St., TORONTO.

CARPETS AND CURTAINS—Continued.

drapery pins, they were always sagging and getting out of shape, whereas now, with the "Parisian" double rod, they are always in place, and there being no pins, are easily slipped off and shaken free of dust, which will appeal to all good housekeepers, and the rod is so simple that a child can manipulate it.

I was calling at one of the largest importing houses in New York the other day, and such a display of these dear, dainty, soul-satisfying things as I saw; surely every taste can be supplied this Fall, for the variety is endless. Among some of the most noticeable are the beautiful Renaissance and Battenberg laces, wide flounced creations in a multitude of designs which does one's heart good to look upon. Another style that is very effective has an embroidered centre in Empire designs, in the dainty wreath, crown and fleur-de-lis, with insertion and lace to match. A particularly pretty curtain, which I noticed on another pole, was a cross stripe; alternating stripes of point d'esprit and fine plain net with lace insertion and wide lace ruffle.

This house also make bed sets and French dresser or bureau covers to match all curtains, and show some charming novelties in this line. The bed sets are very beautiful and reasonable withal. They are made to fit any sized bed, and have bobbinet centres with lace insertion running around the top edge, and a wide flounce edged with insertion and lace which falls to the floor. They are cut up at the lower corners to allow for the brass bedstead posts, and the lace carried up around the cut, when it jabs down beautifully.

I saw in one of New York's swell residences the other day a chamber which had been recently done with this new style bobbinet, in the Empire wreath design—curtains, bed set and dresser cover—and it was the handsomest thing it has been my privilege to gaze upon for many days.

Formerly, people thought that ruffled curtains were used only for chamber curtains, but now fine Brussels draperies at \$60 per pair are made with ruffles for drawing-rooms, etc. To meet this demand for a moderate-priced curtain for parlor and library use, there have been brought out the point d'Paris and point d'Honiton curtains, which are heavily corded in rococo and Renaissance designs. For those who desire something more elaborate, still at a moderate expense, the very newest thing is to use the ruffled curtains next to the glass, with a pair of savoy or straight-edged ones to match, inside. They are inexpensive.

A vast collection of new designs has recently been produced for inexpensive cornices, and, while they are not as cheap as a curtain-pole, they give a finish to a window which never has been improved upon. These cornices are made in a finish of any character—gold, enamel or plain wood—and for window decorations are the most artistic style.

ORIGIN OF THE EMPIRE STYLE.

As is well known, the "Empire" style of furnishing was introduced through the influence of Napoleon. It was he who encouraged the manufacture of tapestries at the Gobelins, after Marat and other revolutionary fanatics had attempted to close this historic factory. Important improvements were introduced into the manufacture, and the painters Vincent, Vien, Mengesot, Le Harbier, Lagrenee, Doyen Regnault, Lemonnier and David presided over the production of the tapestries. The painters then in esteem were Gerard, Girodet, Isabey, Gros and Prudhon, and the favorite sculptors were Houdon,

Chaudet, Berruer, Rolland, Moitte, Pajou, Cartellier and Girard.

The practical school of dyeing, created at the Gobelins in 1804, thanks to Chaptal and Berthollet, educated dyers of the first order, who, at Paris, Lyons, Mulhouse and Tours, founded establishments that were noted for the solidity and perfection of their colors.

In 1805 Count Daru, intendant-general of the Emperor's house, wrote to Guillaumot that Napoleon wished to furnish his palace with magnificence. "The perfection to which the arts have been brought in France permits of introducing into the furniture a sumptuousness that no sovereign could find it possible to equal. The Gobelins manufactory which you direct ought to furnish the means for it. The paintings which your workmen are reproducing with inimitable perfection will henceforth be the principal ornament of imperial houses."

The exposition of 1806 proved a magnificent success for the Gobelins tapestries, and over the door of the establishment there was a question of placing this distich.

*Ici l'art d'Arche, rival de la peinture,
Reproduit les heros, les dieux et la nature.*

The manufactory of Beauvais, which was more specially devoted to tapestry for furniture, and which was closed under the Revolution and reopened in the year 1808, entered, like the Gobelins, into the service of the Emperor's house.

Private industries began to awaken from their long sleep, and manufacturers, stimulated by rewards, set their wits to work to extend and improve their productions. Under the old regime carpets and tapestries were objects of great luxury. It was at the beginning of this century that appeared velvet and short nap carpets of superior quality, as well as common carpets. The former were manufactured at Aubusson and the latter at Felletin. What are now called axminsters were beginning to come into extensive use, and the centres of their manufacture were at Abbeville, Amiens and Rouen. Sallandrouze, aided and encouraged by his friend Chaptal, made a model establishment of his manufactory at Aubusson, and his carpets and tapestries were soon distributed throughout Europe. The Savonnerie manufactured carpets and screens and tapestry for furniture, and carpets for imperial palaces.

The order and security to which everyone was aspiring having restored calmness to the nation, people began to live so much the better in proportion as they had suffered the more. Buildings rose from their ruins, mansions were restored, and needs for the beautiful and the comfortable were manifested on all sides. This was soon followed by a luxury based especially upon sensuality and vanity. Percier and Fontaine, two architects of renown, interpreted with rare happiness the feeling of this Republican society, which, in its new life, wished nothing that recalled the old regime.

Taking as an inspiration their studies at the Academies of France and Rome and the work of the painter David, these architects found the definite formula of the decorative arts of their time. They designed not only the pieces of furniture essential to every mansion, but also goldsmiths' work, vases and table service in a style that was somewhat severe, but with that wealth and elegance of decoration which characterized the finest models of Greek and Roman antiquity. This was the true "Empire" style, which has nearly disappeared in our day. Lignereux and the Jacob brothers were the skillful artisans who put into execution the ideas of Percier and Fontaine with respect to the furniture and decoration for fine mansions, and Lepaute and Janvier, clockmakers without a

A WORD

ABOUT YOUR

Carpets and House Furnishings

**FOR
SPRING
1900**

Our Mr. Burrows has just returned from New York and Philadelphia, where he has been on the lookout for the latest designs and colorings, for the trade, in Carpets, Rugs, Draperies, etc. Having made a selection of designs, we will have pleasure in displaying them before you for your inspection. Do not buy until you see our Spring Samples.

We have the nicest line of patterns in Carpets we have ever had, and you will say so when you see them. Favor us by looking through our line before buying for Spring. Up to date qualities and patterns; right prices.

ROYAL CARPET CO.
Guelph

OUR SPECIAL LINE: **"THE CANADIAN BRAND"** *The best wool carpet in the world*
BEWARE OF IMITATION

The Empire Carpet Co.

St. Catharines,
Ont.



**Pioneers of Ingrain Weaving
in Canada**

We make only one line of Carpets—Ingrains. All our time, energy, experience, and capital are devoted to producing this one line right. We believe in doing one thing at a time and doing it well. Our samples for Spring have been on the road for some time. Orders so far indicate a large increase in our trade for the coming season. Values, designs and colorings are right. Prompt delivery of Spring orders is assured our customers

Wait for our Travellers, they are coming your way soon.

THE . . .

EMPIRE CARPET CO.

The Guelph Carpet Mills Co.

LIMITED

**FINE BRUSSELS, WILTONS
AND INGRAINS . . .**

which appeal to the most discriminating buyers. Brussels and Wiltons, 3, 4 and 5 frame, borders and stairs to match. Ingrains, 2 and 3 ply, all standard grades. Art squares, 3 and 4 yards wide, any length.

OUR SAMPLES ARE READY.
OUR SALESMEN ARE OUT.



WAIT FOR THEM.

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

CARPETS AND CURTAINS—Continued.

peer, furnished the marble, porphyry, antique bronze, or ormolu clocks. At this period, the paperhangings and draperies and all decorative industries combined in forming a complete and harmonious whole.—Upholstery Review.

THE EVOLUTION OF THE RUG.

Nearly every manufacturer of wilton and brussels carpets in the country is engaged, says The American Carpet Journal, in producing rugs of various sizes, from the common door mat up to dimensions required for the centres of large rooms. In most cases they are made in breadths three-quarters of a yard wide, which are skilfully sewn together; in some instances, breadths of one yard and a-half wide are used. Some of the finest designs and colorings ever produced in that quality of goods are now being brought out. It seems to be the purpose of the manufacturers of these goods to produce designs and colorings that will far surpass all previous efforts. The rugs were first made in the wilton fabric, but afterwards they were brought out in the quality known as "body brussels." These were made in the same patterns and colors as were the wiltons, and have proved a great success. Doubtless, later on, these goods will be made in one entire piece, and will then compete with any rug of a similar character now known in the market, especially those made in the wilton fabric.

Just what quality of carpets these goods will be apt to crowd out of use it is difficult to determine at the present writing. As far as we can estimate, there seem to be about as many looms employed in weaving the ordinary wilton and brussels carpets that are made and fitted to the entire room as ever before.

A large class of consumers of carpets have not yet fallen

into the rug procession, still adhering to the comfortable old custom of covering their rooms entire. These will keep up the demand for the regular goods for some time yet. But then, rugs will be rugs, and the manufacturers of all grades of carpets are prepared to furnish them from the common ingrain "art square" up to the highest known to the trade.

Mr. C. W. Hendershot, of Kingsville, Ont., who has had two stores in that town, one carrying dry goods, etc., the other, men's furnishings, boots and shoes, etc., has sold the clothing business to his brother, Mr. P. D. Hendershot, who has been managing it for him for two years. Mr. C. W. Hendershot continues in dry goods as before.

The shareholders of The Merchants Cotton Company met on Monday, October 16, at the company's city offices on St. Sacramento street, Montreal, Mr. A. A. Ayer, the president, occupying the chair. Some of those present were: Messrs. R. B. Angus, Jas. Crathern, J. P. Cleghorn, J. Hodgson, Jesse Joseph, J. Crawford, W. Kingman and J. McKergow. The shareholders authorized the directors to increase the capital stock of the company from \$1,000,000 to \$2,000,000. The company's new extension is already well under way. This extension is to hold spinning machinery for giving knitting mills cotton yarn. New looms are being placed in the basement, and it is expected that the new Colonial Print Works will keep the looms supplied with grey cloth. A new mill will be built immediately upon land near the present structure, the length to be 250 feet, and the width 110 feet, while it will be four storeys in height. This mill will be chiefly devoted to the manufacture of hosiery yarns, and \$250,000 of capital will be called in for this purpose.

Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete range of

CHENILLE CURTAINS AND TABLE COVERS

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

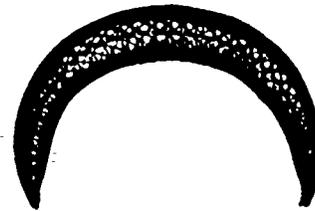
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W. B. STEWART

27 Front Street West, TORONTO.

Braided Wire Hair Rolls

4, 6, 8 inch
12 inch
15 and 18 inch



Back Puffs
Side Rolls
Pompadour

These weigh less than half an ounce.
They permit of perfect ventilation.
They match any shade of hair.
They do not prevent the use of hair pins.
They cannot heat the head.
They cannot be detected.
They make meagre locks seem abundant.
They have everything to recommend them.
Nothing to condemn.

SOLE MANUFACTURERS IN CANADA

BRUSH & CO.

TORONTO.

W. TAYLOR BAILEY

—MILL AGENT—

Upholstery and Drapery Fabrics.

Upholstering Goods
Drapery Fabrics
Lace Curtains
Frilled Muslin Curtains
Printed Lappets

Window Shades...

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

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

27-29 Victoria Square, MONTREAL.

**BEST MATERIAL
WORKMANSHIP
RESULTS**

are combined in . . .

Perfection Brand Comforters Cushions and Tea Cosies

See the goods and
be convinced.

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

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

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

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

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

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

CANADA FIBRE COMPANY, Limited

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

MONTREAL.

AN INTERNATIONAL TRADE CONGRESS.

CANADIAN DELEGATES AT PHILADELPHIA—A VIGOROUS SPEECH BY MR. JAMES D. ALLAN—RECIPROCITY IN COASTING TRADE AND NATURAL PRODUCTS ENDORSED.

Reported for THE DRY GOODS REVIEW

THE International Commercial Congress, which met at Philadelphia last month, opening on the 10th, was a very important affair. It was summoned to discuss matters affecting the world's trade—practical subjects that interest all the principal civilized nations, and none of them more than Canada. What subjects, for example, have a more direct concern for Canada than these: Reciprocity and Export Trade, International Arbitration from a Commercial Standpoint, Railways and Exports, International Canals, Future of the British West Indies, United States Trade with Australia, etc.? Representatives from all countries were there. Australasia was represented by three of the agents general from London: Hon. W. P. Reeves, of New Zealand, Sir Andrew Clarke, of Victoria, Sir Horace Tozer, of Queensland, and other prominent gentlemen, 20 in all.

Although Canada was not officially mentioned in the programme, the Dominion was not unrepresented by able men. Among the Canadian delegates sent by boards of trade were: George Mitchell, E. de Wolfe and M. Dwyer, Halifax; James Paton, R. B. Norton, Charlottetown; A. Desjardins, Joseph Haynes, C. F. Smith, J. K. Ward, John Macfarlane and Henry Miles, Montreal; James D. Allan, W. F. Cockshutt, S. F. Wilson, Edgar A. Wills and Geo. Anderson, Toronto; G. D. Brymner, Vancouver; J. F. Hume, Victoria; D. W. Bole, Winnipeg; Hon. R. R. Dobell, J. F. Langlois, M. Joseph and B. Rattray, Quebec; J. H. Preston, Brantford; John McLaren, J. M. Gill and R. A. McLelland, Brockville; E. J. B. Pense, Francis King, John Gaskin and Allan Chadwick, Kingston; John Pringle and J. A. Relles, London; J. E. Hening, Napanee; W. J. Ferguson, Wm. Preston, E. K. Barnsdale, W. S. Thornton and Geo. McLagan, Stratford, and others. Hon. R. R. Dobell was present not as a member of the Dominion Government, but simply as a delegate from the Quebec Board of Trade. While the aim of the Congress was to discuss the prospective growth of trade between the United States and such countries as Australia, South America, China, the West Indies, etc., the obvious wisdom of cultivating closer commercial relations with Canada was not considered. And this somewhat extraordinary omission, seeing that statistics laid before the Congress showed Canada to be the third best customer of the United States, was remarked upon by one of the delegates from another country. As no place in the programme was assigned to them, the Canadian delegates held a short informal meeting of their own, and passed a resolution favoring the revival of the Dominion Board of Trade, in order that some body might be in existence in Canada to take advantage of such opportunities as this to increase Canada's trade and emphasize her commercial position.

The commercial Museum in connection with the Congress and Exhibition was a great building of five storeys filled with exhibits and arranged so as to give the commercial men present information as to the chief products for international exchange. The members of this exchange or mart pay an annual fee which entitles them to all the reports issued in connection with it. It enables them, as a combination of individuals, to get information regarding openings for foreign trade, etc., which,

as single individuals, would cost them too much. Prof. Wilson, formerly of Yale, the director, is a man of many energies and accomplishments. The Canadian delegates, notwithstanding that the Dominion had no distinct place in the Congress, did well. They were able to show, mainly through the speeches made by two of their number, that Canada has a place in international commerce, and is a country of many resources and excellent prospects.

MR. JAMES D. ALLAN ON INTERNATIONAL TRADE.

It happened that on Saturday, October 14, the subject of transportation as it influences trade, especially between two contiguous countries like Canada and the United States, was discussed, and, on Monday, October 16, some further debate took place upon it. Director Wilson, therefore, called upon a Canadian delegate, Mr. James D. Allan, Toronto, to make some remarks, and the vigorous and earnest eloquence of that gentleman's speech as it is found in the official record—a copy of which was sent to THE DRY GOODS REVIEW—must have greatly impressed the listeners, for it brought forward prominently the direct interest the Western States have in our water routes, and also most happily alluded to some of Canada's rich resources.

Mr. Allan began by a reference to the lake and river route for freight. "These waterways," he said, "are largely—almost entirely, I may say—within Canadian territory. Obstructions do exist, but these have been overcome by the enormous expenditure of money by the Canadian Government * * * and, if you will trace these waterways through the interior of the country, you will see that the western part of the United States is just as much interested as Canada can be in the perfecting of the system of cheap communication. * * * We in Canada have adopted a very liberal principle, partly of our own free will and partly as a result of the treaty meeting in 1871 with the United States Government, by which we have given the free use of our canals to the Americans." The speaker then proceeded to point out the significance of the Parry Sound Railway, and its effect upon the carriage of western grain to the seaboard; the enormous development of lake tonnage, exceeding the wildest dreams of men who considered the subject years ago; the opening up of the western agricultural lands, and especially the vast Canadian wheat lands containing 1,600,000 square miles of magnificent agricultural soil; and showed that the products of the region must get to the seaboard, and that it behooved them, as shrewd commercial men, to look to the future, for the resultant trade was the heritage of both countries, for the people of Canada were their brothers and cousins, part of the same stock. (Loud applause.) Turning again to the question of international traffic, Mr. Allan, with much courtesy, but with admirable point and force, alluded to the one-sided coasting laws of the United States and to their refusal of the use of the New York canals to Canadian vessels. His concluding words have the right ring, and are quoted entire:

You will ask what we are doing. We are only asking to take a part in liberality with you in trade matters, and in that matter we appeal to your good sense. Our mineral discoveries and developments up there read almost like a fairy tale. We have the greatest nickel deposits in the world. According to Congressional reports furnished your American

Congress, we have one district lying 200 miles north of Toronto 300 miles long and 75 miles broad, consisting of 650,000,000 tons of nickel. What possibilities there are in this for manufacturers of the United States and Europe it is not necessary for me to state. You can estimate the vast possibilities of this. You are all business men. We have made rich discoveries in copper, and, with the rise in the price of copper during this last year, it seems to us a very opportune time to have made the discovery. We have opened up corundum mines which are very wonderful. We invite you to come in and develop them. We have no alien labor law in force; we are willing to make all these things as free as possible. We ask the attention of the world to us as a country to be developed, and we do not fear. You will find in us children of the same parent stock which wrested from King John the rights of Magna Charta and made the Anglo-Saxon race throughout the world synonymous with justice and fair play and of benefit to civilization generally.

Mr. Allan then moved, seconded by Mr. Bole, of Winnipeg, a resolution of reciprocity on equal terms to both countries in respect of navigation in the inland waters and canal systems. The resolution was unanimously carried by a standing vote.

MR. COCKSHUTT'S RESOLUTION.

Another important motion was presented in a resolution by Mr. W. Foster Cockshutt, Toronto, in a resolution which embodied this sentiment: "That the world's commerce would be benefited by the United States extending to other countries the same freedom of trade as those countries extend to the United States." Mr. Cockshutt said it was simply reciprocity, and that if their American friends could pass the resolution the work will not be put back. The motion was endorsed and passed by the commercial delegates present. Mr. Mitchell, of Halifax, presented another motion that a joint commission be appointed to arrange free trade in natural products between Canada and the United States. This, too, passed. Later on, Mr. Reeves, representing New Zealand, delivered a clever and eloquent address, in which he put some kindly, but pointed, criticism of the policy of the United States towards other countries. "We are always glad to see you," he said, "but if you pursue the policy of doing the selling without doing any buying, you will find that the countries on the other side of the ocean can play the same game." (Hear, hear.) "So far this great republic has not thought it worth while to make any special exertion to get our trade, but there is another country on the north of you that has had the far-sightedness to look a little in our direction—(hear, hear)—and I take the opportunity to welcome, on the part of New Zealand, that great country (Canada) on the north that is endeavoring to meet us half way."

The Congress was, therefore, not without its practical results and good influences.

Geo. R. Joseph, who is visiting Nova Scotia in the interests of The Cloak Co., Toronto, reports that business with the firm was never better, and that trade in the Maritime Provinces has improved to a very large extent in every line.

During the month of October, about 20 employes of the cotton mill in Kingston have been working in Montreal in The Dominion Cotton Company's mills. The employes are all weavers, who would have been out of work probably for the whole month, or, at any rate, would have had to look around for a situation had they not been sent to the Montreal mills. New machines were being put in at Kingston, and the weaving-rooms had to close down. Wishing to retain their old employes, the company generously paid their way to Montreal, and furnished them with work for a couple of weeks, until it was time to resume operations at their old location. This action on the part of The Dominion Cotton Company would certainly prove beneficial to the interests of both employers and employed.



The Puritas

brand of

Wadded Comforters, so called on account of the purity of their material. It is the best comforter made, in workmanship and finish.

If you sold but once to the same customer you would not need our goods, but the customer who buys over and over again will be satisfied only with the Puritas.

Costs no more than any other brand. Insist on getting it from your jobber. If he substitutes, write us direct.

Alaska Feather & Down Co., Limited

290 Guy St., MONTREAL.

IT WAS THE ALASKA

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

IT WAS THE ALASKA

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

IT WAS THE ALASKA

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

IT WAS THE ALASKA

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

IT IS THE ALASKA

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

IT SHOULD BE THE ALASKA

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

IT WILL BE THE ALASKA

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

Call, address, or telephone

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

Montreal Wall Paper Factory



The Way it's Done.

A great many people are ignorant of the way in which wall paper is made. Few really imagine what great care is put into designing and printing a first-class article of paper. We put into the manufacture of our wall papers all the high qualities which insure their being popular with the discriminating public. The dealer is never at a disadvantage when he carries our stock of papers. We give you satisfactory designs, beautiful shadings and perfect qualities. You are sure to be pleased in handling such papers as ours.

Printing the Figure.

The secret of successful wall paper manufacturing is more than the designing of attractive figures. A great necessity is to put such care into the manufacture and watch the points so closely that you can have a high quality paper to sell to your customers at a low price. The business manager of our establishment has so carefully attended to that, that we are able to manufacture at low cost these high quality papers, an advantage to you and to your customers.

COLIN McARTHUR & CO.

OFFICE: 13 VOLTIGEUR ST.,

MONTREAL.

DYEING DRY GOODS and MILLINERY

Dress Goods, Cloths, Tweeds, Drills, Ducks,
Cottons, and Velveteens,
Hosiery, Yarns, Gloves, Braids, Etc.
DYED, FINISHED AND PUT UP.

Also Feathers, Silks, Velvets, Ribbons, Laces, Etc.
And Garment Work of all kinds.

BRITISH AMERICAN DYEING CO.

Technical, Chemical Dyers and Finishers

JOSEPH ALLEN, Managing Partner.

Principal Offices—215 McGill St., Montreal.

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No Handlos a Good Line
Who Handlos

Crompton Corsets

Inferior stays are "fated for destruction,"
and the worse of it is they not only de-
stroy themselves, but they destroy the
figures of their wearers. Discriminating
purchasers have confidence in **Crompton
Corsets** which are ready sellers.
No corsets upon the market bear such dis-
tinguishing features of merit as:

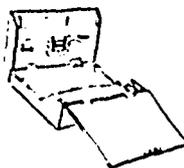
The Victoria,
Contour, Queen Moo,
Magnetic and Yacht Corsets,
and the celebrated
Hygienic Waists,

Manufactured by

The Crompton Corset Co.

Limited

Toronto, Ont.



ALL FOR HOLIDAY
TRADE.

Fancy Goods

Toys



China ware



The H. A. Nelson & Sons Co.

Limited.

59-83 St. Peter St., MONTREAL, QUE.

OTHER SAMPLE ROOMS:

56-58 Front St. West, TORONTO, ONT. 72 St. Joseph St. GRAND UNION HOTEL,
QUEBEC, QUE. OTTAWA, ONT.

Write for Catalogue.

SMALLWARES OF ALL KINDS ALWAYS IN STOCK.

JAMES JOHNSTON & CO.

Importers

MONTREAL.

We are to the front, as usual, in all

DEPARTMENTS.

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

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

Letter Orders have prompt and
careful attention.

James Johnston & Co.

NEW FEATURES IN WHOLESALE TRADE.

BROPHY, CAINS & CO.

CRYSTAL and steel buttons will be used a good deal for dress waists, especially silk waists and confections of mousseline, etc. Brophy, Cains & Co. have some very neat designs in the proper sizes for this purpose.

There is every indication that this season will be an extremely active one in the handkerchief trade. In addition to the large stock usually carried by them, Brophy, Cains & Co. are showing some special novelties for the holiday trade. Their lines will be delivered about December 1.

Jet trimmings will be used in a multitude of styles. All-overs of jet on black net, jet passementeries, jet embroideries on black velvet for collars, yokes and bodices, jet bands, revers and garnitures for skirt and waist will be worn extensively. Some of the prettiest styles offering can be had from Brophy, Cains & Co.

Black and white gimps are considered very good, as black and white creations are to be a dominant feature of the Fall and Winter styles. A few numbers in neat designs are shown by Brophy, Cains & Co.; they are very effective.

McINTYRE, SON & CO.

McIntyre, Son & Co. call the attention of the trade to their well-assorted stock of imported goods. Travelers are constantly on the road. About the middle of November new Spring samples will be ready, and your inspection is invited.

The kid glove department of McIntyre, Son & Co. carry in Montreal a large and varied assortment of the newest styles. Import orders and advance orders are solicited. All Rouillon gloves and Trefousse gloves are warranted.

McIntyre, Son & Co. have put into stock in their linen department a range of bleached damask cloths, with napkins to match, hemmed and ready for use, in all sizes and qualities. An assortment of these lines will help a retail linen department in the approaching holiday season.

McIntyre, Son & Co. are having great success with the yarns manufactured by Feilding & Johnston, Leicester. The quality is as good as the best, and the prices lower than other imported yarns of the same quality.

S. GREENSHIELDS, SON & CO.

S. Greenshields, Son & Co. are showing extra value in silks, both stripes and plain, for blouses. These goods were bought previous to the recent advance in silks, and will be in stock ready for delivery the first week in December. They are very suitable for the Christmas trade.

They have also placed in stock a large shipment of black crepons in various qualities and designs. They expect large deliveries in Priestly's latest styles in fancy blacks, crepons, silk and wool, and wool and mohair effects, all suitable for Christmas trade.

In serges, coatings, cashmere, etc., their stock is now fully assorted in all the leading shades for evening wear.

Attention is called to the exceedingly fine line of fancy goods which S. Greenshields, Son & Co. are showing for the Christmas trade. The stock is a more than ordinarily large one, and comprises many novelties not hitherto included in

this department. Among the numerous articles of interest are a splendid range of atomizers, as well as a large assortment of perfumes, face powders, etc. Fine pocketbooks, purses, fancy dressing cases and toilet sets are made quite a specialty. They would like the trade to note particularly their novelties in the way of jewelry. There is a new hair brooch, for evening wear and for the opera, which is expected to take very widely.

HUTCHISON, NISBET & AULD.

Hutchison, Nisbet & Auld report a very brisk demand for their blanket cloakings and serges, both in plain and checked cloths. With the advent of cold weather the warm and light weight material commends itself to the trade as a most serviceable and medium-priced cloth for ladies' evening wraps, circulars, etc., and children's coats. These goods are made in 56-in. and 64-in. in a number of fashionable and pretty shades.

JOHN MACDONALD & CO.

John Macdonald & Co.'s entire stock of carpets, curtains, etc., for Fall sorting is now complete, and consists of repeats of the best selling patterns in various wools, tapestry, brussels and velvet; also eight-quarter and sixteen-quarter linoleums, which have advanced in price, but which the firm are still selling at old prices.

The men's furnishing department is clearing a line of fleece-lined underwear and some stock lots of handkerchiefs.

John Macdonald & Co. have been appointed sole wholesale agents in Canada for the Chester brace. This is an article in the suspender trade which is much sought after in the United States, and should meet with a large demand in Canada. It is a non-elastic web, with the elastic at the ends, back and front. The wholesale prices for the two lines of the Chester brace are \$2.25 and \$4.25 per dozen.

In woollens, several special lines are worthy of note at present, namely: A 40-in. blue Mackinaw cloth, a 50-in. curl mantling, 54 in. colored friezes, 28 in. fancy worsted trouserings, low-priced 27-in. Canadian tweeds, and some 27-in. plain and fancy friezes.

DRESS GOODS.

The latest reports from the Old Country point to a very heavy Spring trade in all lines of dress goods. The samples shown are mostly in plain cloths, and the colors will run in the same direction, slates and drabs being the prevailing shades. Venetian cloths form an important part, and are in good demand. There is still as much demand as ever for black crepons of various designs; and a big Spring is expected in serges. In this line English goods are to the fore, rather than French. English made silks for blouses are all the rage.

The feeling for homespuns for skirts is very strong, and a great variety of patterns and colors is being presented. Large checks and small checks in nearly every color are so varied as to please vastly different tastes. These goods are, of course, not specially for ladies bordering on 90; but will follow the line of goods which young ladies have been wearing, i.e., camel's hair effect.

Mr. A. W. Cressman, during the past year, removed from Norwich to Peterboro', where he occupies a fine store of four floors in the centre of one of the best blocks in the place. Mr. Cressman reports business good and rapidly increasing. He has issued an illustrated price list booklet, of which something will be said on another occasion.

PATON'S ALLOA WOOLS



USED
ALL OVER
THE
GLOBE.

LONDON, 44 JEWIN ST., E.C.
MANCHESTER, 7 MOSLEY ST.
MELBOURNE, 187a FLINDER'S LANE.

**WORKS: KILNCRAIGS FACTORY
ALLOA, SCOTLAND.**

AGENT FOR CANADA . . .

PHILIP DE GRUCHY

207 ST. JAMES STREET.

Who holds Stock.

MONTREAL

WREYFORD & CO.

MANUFACTURERS' AGENTS AND
WHOLESALE IMPORTERS

Romain Building

TORONTO.

Mr. Wreyford, now on eastern trip—
Windsor Hotel, Montreal, Nov. 1 to 10; Que-
bec and Lower Provinces later in the month—
will arrange to see merchants in smaller towns
with full range for Spring, 1900.

FINE UNDERWEAR

Young & Rochester's

LONDON, ENG.,

Summer Shirts, Vests, Flannel Suits, etc.
Latest Neckwear for Xmas delivery.
Their Novelties—"Tandem" Scarf and
"Peacock" series.

ALSO—

Tress & Co.,

LONDON, ENG.

High-class Hats for Spring—Black and
Colored Felts; Stylish Straws for Men
and Ladies.



REGISTERED

BEE HIVE Knitting Wools

-- MADE BY --

J. & J. BALDWIN, HALIFAX, ENG.

The Oldest Established
and Largest Makers of

ALL KINDS OF KNITTING WOOLS

KNOWN ALL OVER THE CIVILIZED WORLD

Scotch Fingering
Wheelling
Petticoat Fingering
Soft Merino

Berlin Fingering
Balmoral Fingering
Merino Fingering
Soft Knitting Wool

Vest and Silk Vest Wool
Lady Betty
Shetland
Andalusian

Pyrenees
Fleecy
Dresden

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

Especially Adapted for Cycle Hose and Sweaters

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

Wholesale Only.

Send for Samples.

Agent

Duncan Bell

MONTREAL and TORONTO

A PAIR OF LEADERS



No. 753.

No. 753

“Roses”

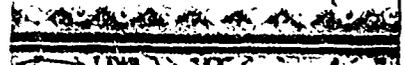
The dainty and delicate motif of this design is very much appreciated by connoisseurs. The choice of colors on soft, natural, and sober grounds, such as reseda, grass green and azure cannot be equalled for effectiveness in gilt and flat papers.



No. 843

“Pinks”

This is one of the many bewitching florals shown in the upper end of our line, printed in flats and embossed varnish golds. The beautiful succession of cheerful colorings on baize, modern blue, cream white, old ivory, and blossom green grounds, makes this pattern a remarkably good seller.



No. 843.



The above patterns are DRAWING CARDS in any display window or rack—the buyer will pick them out of the largest assortment.

Can you afford to be without the best? We have others, too.

Let us send you a representative or a set of samples, free of all charge—you will then be able to understand the reason why we are Leaders in the trade and our Wall Papers find such a ready sale with best resulting profit to dealers.

In point of originality, variety, novelty, and quality we excel.

Don't wait. Order now and get best selection and early delivery. Perhaps you will need the goods sooner than you anticipate. The tide of prosperity will benefit you ever so much more IF YOU HANDLE “PROSPERITY” WALL PAPERS, only manufactured by

The Watson, Foster Company

MONTREAL, QUE.

... LIMITED

GEO. H. HEES, SON & CO.'S FACTORIES IN DETROIT.

THE firm of Hees, Macfarlane & Co., window shade manufacturers of this city, says The Detroit Free Press, is a branch of The Columbia Shade Cloth Co., which controls nine similar plants. The head office is in New York, with branch offices in Boston, Philadelphia, Detroit and Chicago. This enormous concern has an investment of over \$3,000,000, and the combined factories supply over 80 per cent. of the window shades and spring-roller shades in this country, besides doing a large export trade to the countries of Europe, Australia and South America.

The Columbia factories manufacture all grades of shade cloths, and, in addition to its large plants for this work, has three extensive factories for manufacturing spring rollers, one of the largest being situated at Saginaw, the others at Meriden, Conn., and Minetto, N.Y.

The Detroit branch, already one of the largest plants of the kind on the continent, is now erecting an additional factory on a tract of land recently purchased on the corner of the West Boulevard and Hubbard avenue, adjoining the belt line, giving excellent shipping facilities.

The new factory, when completed, will be one of the largest in the city. 205 x 55 ft. and 4 storeys high, giving a floor space of about 50,000 sq. ft. The plans were prepared by Mortimer L. Smith & Son, and the contract for the entire work has been given to Henry George & Son. The most improved and scientific methods of heating, lighting and ventilating the building will be utilized. Ex-

tensive machinery will be used for forcing cold air through the factory, thereby enabling the men to carry on their work in warm weather, which has heretofore caused considerable interruption. Field, Hinchman & Co. will supervise this portion of the work.

No expense will be spared to make the building and equipment the most up-to-date window shade plant in the

world. The new building, in addition to the large buildings now occupied on Fort street west, gives a floor space of over 100,000 square feet, or about two and one-half acres. This affords some idea of the capacity of the factories.

The new factory will employ 75 men, nearly all skilled, and both factories will employ from 130 to 200 people at different seasons of the year. Since locating in Detroit, five years ago, this firm has enlarged the capacity of its Fort street plant twice, and, by this latest addition, hopes to be able to meet the future requirements of the business. William R. Hees has active charge of the business in Detroit, assisted by J. F. M. Macfarlane, who spends most of his time at the New York office of The Columbia Shade Cloth Co. The members of the firm are: George H. Hees, William R. Hees, J. F. M. Macfarlane and Stephen Haas. George H. Hees and Mr. Haas look after the Canadian business, with headquarters at Toronto, where they manufacture other lines, such as furniture coverings, tapestry, chenille curtains, lace

curtains and hardware, in addition to window shades. These gentlemen have spent most of their lives in the manufacture of window shades, and are experts in the business. Their decision to double the capacity of their Detroit plant is the best evidence of their appreciation of Detroit's advantages as a manufacturing centre.

In ladies' mantles, light colored beavers are in good demand.

Good men

are buying in large quantity, and stocks are going up. One of the lines in which this is particularly noticeable is cashmere hose.

Large checks are mostly in request for ladies' costumes.

The Bagley & Wright Mfg. Co., Montreal, are doing a very extensive trade in handkerchiefs, and buyers are invited to get their prices.



GILLESPIE, ANSLEY & GO., TORONTO.



Men's Furnishings

WHAT are we coming to? Men actually beginning to wear night shirts with embroidery almost as fine as the ladies! They are looking for new ways of spending their superfluous cash, and if they can't do so in the daytime, they will enjoy the expensive luxury of sleeping in delicate robes. Presumably the sale of this line of goods

is chiefly to benedicts, as otherwise the effect would be lost in this western clime—unless upon the laundress. People are paying all the way up to \$8 for fine silk nightwear. What is the matter? Are we becoming effeminate? Not at all; luxury is the product of the highest civilization, and such demands only mean that those who before wanted, or had to content themselves with cheap goods, are now buying the better class of wear, and that those who had already been accustomed to purchase the best article, now have to have a few trimmings on the same. A similar tendency may be noted in the lines of socks, flannels and neckwear.

For the past few years plain socks have been the order of the day; now there is a return to fancy colored socks in stripes and checks. Generally for late Fall and Winter neckwear sombre colors are the rule, whereas this season neckties are strikingly bright in hue and large in size. Even in underwear there is often a good demand for silk goods in our cities on the part of American visitors. It is, indeed, characteristic of American people to buy silk underwear, as they can get it here cheaper than in the United States.

Another result of the circulation of money is seen in the increased travel, and, as a consequence, some of the men's furnishers are making quite a sale of traveling bags. A new article in this line is the "Kit" bag, which is made in Manchester. Many people are too busy these days to carry walking sticks, except on Sunday; but they make up then by carrying good and expensive ones. The case is simply this, that men are wearing new clothes and more of them. Pyjamas are coming much more into ordinary use than heretofore.

Travelers buy a great many of these, and they are specially convenient for that class of people, but they are having quite a sale among the ordinary public as well.

Neckwear in City Trade.

No considerable change has taken place in styles of neckwear within the past month. The flowing end ties have kept right up, and the demand for them has so exceeded the expectations of some of our merchants that they have found it necessary to place further orders. These, with string ties, constitute the great bulk of the goods which are in request at present, and there is no immediate likelihood of dropping off.

The made-up puff is expected to sell well in the future, and a great many varieties of the same are being shown. One or two of the latest New York styles in puffs have made an appearance in the retail windows. The style is somewhat new, and the prevailing colors are black and blue, either with white dots or lines. A pretty puff is one of blue color with squares of black and white. The puff Ascot in new baratheia silks is having a splendid sale, as also certain tartan puffs. Puffs are just beginning to sell in New York. One that may shortly be seen here is the "Columbia," which is at present all the rage in that city.

Bows have been poor until the present time, and cannot be said even yet to have taken much hold, but one or two nobby lines are to be seen. The "Bat" tie is one of these.

As to shades of color, ties are still inclined to be bright—large checks and large stripes taking well. All shades of blue and purple sell easily, and an especial run is being made on flowing ends with cardinal stripes. For Spring, the samples of gentlemen's neckwear run in plum color and all shades of cardinal.

Seen in Dealers' Windows.

Walking sticks, acacia wood, cherry, and new Congos, very heavily silver-mounted; in price, from \$2 to \$15.

Needle-pointed umbrellas, thin rolling, in weight, from 4 oz. to 12 oz., \$4.50 to \$15.

Gentlemen's vests, lined with flannel, double and single-breasted. Also, silk-sleeved billiard vests.

Various lines of Dent's gloves, comprising dogskin, chevette, reindeer, squirrel-lined reindeer, otter-lined deer-skin, fur-lined dogskin. Also, mocha gloves, fur-lined and without lining; Dent's silk-lined reverse, at \$1.25; buckskin, Angora wool lining. [Note.—Wool gloves will be better this season.]

Reversible muffler and chest protector in one, suitable for day or evening wear. Selected patterns in stripes, checks, polka dots, and satin figured.

Golfing vests, stockings, and knickers.

Combined scarf and muffler, mostly in blue, and in red and black stripes faced with satin.

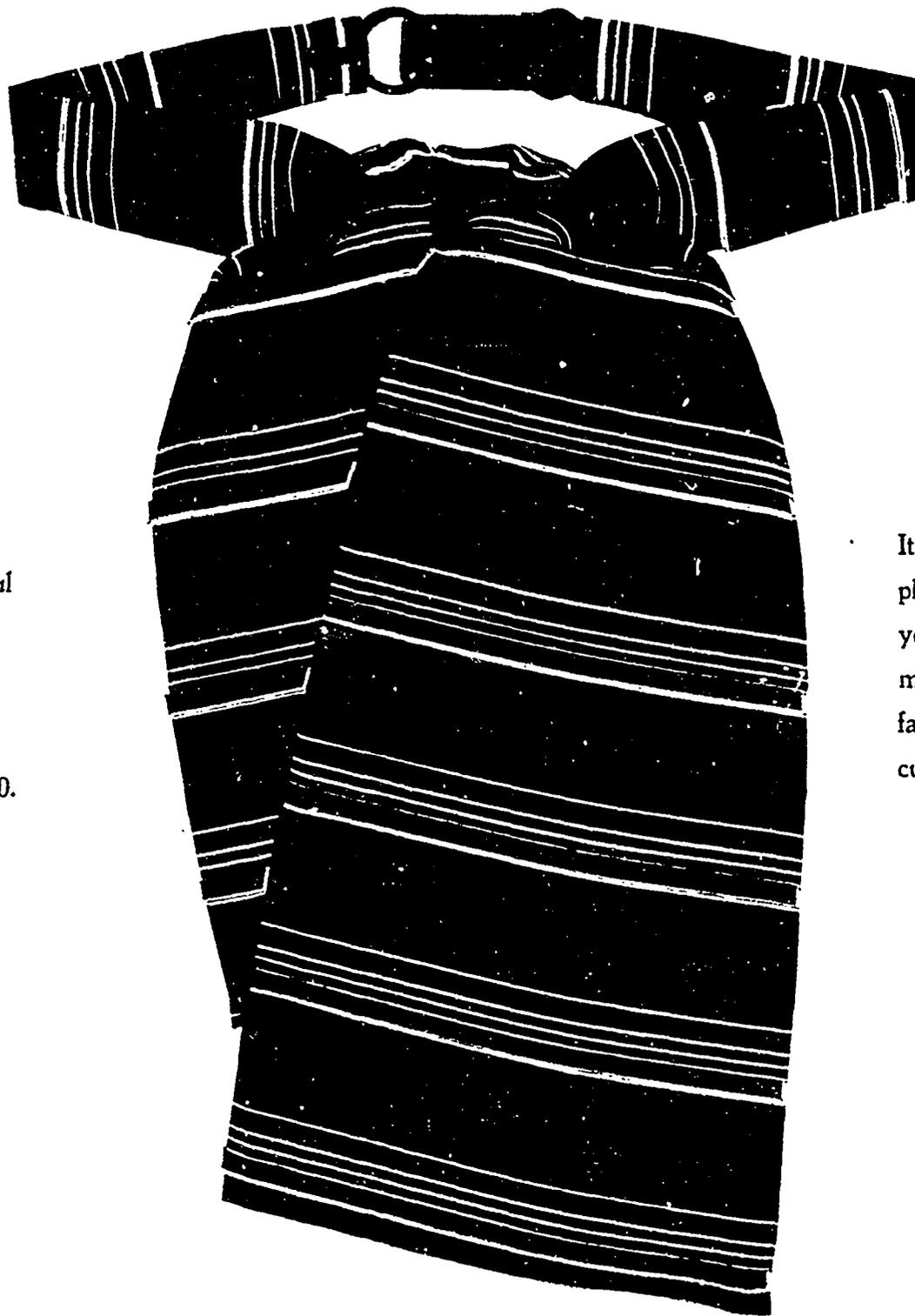
Turkish towelings, with slippers and bath robes of same material.

Two lines of collars are in great demand—the high-banded turn over and the close-fitting round corner. We don't seem

THE ✨ ✨
WINNER

“Columbia”

Cookson, Louson
& Co's. Latest



✿

This beautiful puff in our newest silks at \$4.50.

✿

✿

It will please your most fastidious customers.

✿

The Columbia Has Won

the admiration of all who have seen it.

COOKSON, LOUSON & CO.

Cravat Manufacturers

. . . . MONTREAL.

MEN'S FURNISHINGS—Continued.

to be able quite to swallow all the American fashions, and the collar with one corner turned over, which goes on the other side of the line, is not sold here at all. In cuffs, the round corner has superseded the square.

Pagosmer suits, English flannelette to silken wool, price \$2 to \$15.

Negligee shirts, specially for Fall wear, light flannel, without collar.

Fine silk suspenders with fleur de lis embroidery, suitable for Christmas presents for ladies.

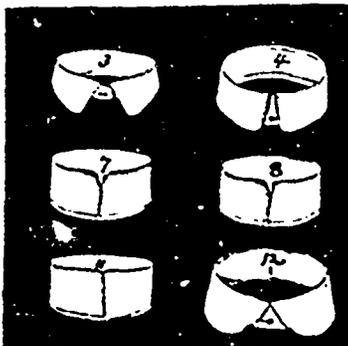
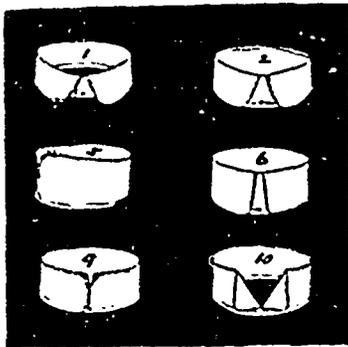
Canadian and Scotch underwear, heavy lamb's wool, \$1.70 per suit, 85c. per garment, and upwards. Heavy natural wool, double breast and back. Also fleece lined underwear, 75c. and \$1 per suit.

Smoking jackets, fancy vests, cardigan jackets and dressing gowns. Nice presents for ladies to give their gentlemen friends.

A new cuff link, each part of which revolves on its own pivot. Can be put through both sides of the cuff at once. It is plain on one side and embossed on the other; either side can be shown.

The Fashions in English Collars.

There are many English collars worn in Canada as well as in New York and other cities of the United States. The accompanying illustration, which appears in a London fashion journal, gives an idea of the styles that are worn, some by ultra-fashionable people, others by steady-going persons, elderly men and other people who never care to be in the forefront of fashion. As far as I have observed in recent visits to the larger Canadian cities, the stand-up turn-down prevails



Shapes of English Collars.

with smartly-dressed young men. A New York fashion writer, however, who keeps a keen eye upon these matters, thus sums up the various collars illustrated in the range:

In collar No. 1, the height is 2 inches in front, and 1½ inches in the back. This is an excellent collar for sporting wear, golfing, bicycling, etc. It is scarcely high enough for any dressy occasion, unless the wearer happens to be extremely short-necked.

No. 2. Size: Front, 2 inches; back, 2 inches. The flap or tab going ½-inch under the outside turn-over, and therefore it keeps its shape well. This is one of the most fashionable collars at

present. It is suitable for almost any occasion.

No. 3. Size: Front, 2½ inches; back, 1½ inches. A very comfortable collar, suitable for all field sports. It is too low, however, for any occasion where one is required to be smartly dressed. Elderly gentlemen will find it comfortable

on account of the perfect ease and freedom it gives to the movements of the neck.

No. 4. Size: Front, 2½ inches; back, 2 inches. Very much worn with the lounge or morning suit. The tab is carried under as in No. 2.

No. 5. Size: Front, 3 inches; back, 2½ inches. Only men with very long necks should wear this collar. It is hardly fashionable at present; indeed, it is distinctly a thing of the past, in the larger sense of the term, although still worn by many. The high collar, of which this is a good example, is fast giving place to the lower and more sensible variety. But still, if one has a long neck, one may wear this collar to some advantage. It is intended for frock coat and evening dress wear.

No. 6. Size: Front, 2½ inches; back, 2 inches. A morning suit collar, very neat and smart and much worn, although No. 2 has practically taken its place among good dressers.

No. 7. Size: Front, 2½ inches; back, 2 inches. To be worn only with evening dress.

No. 8. Size: Front, 2½ inches; back, 2½ inches. About the same as No. 7, and likewise only for evening dress.

No. 9. Size: Front, 2 inches; back, 1½ inches. An evening dress collar for men with moderately short necks. Should it be required to open a little more in front, it should be made with ½ inch tabs.

No. 10. Size: Front, 2½ inches; back, 2½ inches. Exceedingly smart and comfortable. This collar has been rapidly gaining in favor lately. But if your neck is long you had better confine yourself to some of the other patterns. The Prince of Wales wears this style almost exclusively, and Lord Rosebery has been photographed in it a number of times. In London such facts have had much to do with its popularity.

No. 11. Size: Front, 2½ inches; back, 2½ inches. A collar that is fast coming in again with fashionable men and one of the best for evening dress or frock coats.

No. 12. Size: Front, 2 inches; back, 1½ inches. Very smart and comfortable; one of the most fashionable at present. It looks extremely well with a sailor's knot and was much worn with this form of tie last Summer.

Men's Wear in New York.

In the course of an entertaining chat on men's dress, a writer, who occasionally contributes his views on fashion's changes to Vogue, discusses the present outlook: "The Frenchman has pounced upon the grey undressed suede glove, and it is worn by him constantly in the morning and the afternoon, and always in the street. I have favored them for eight years, although occasionally I like a dogskin for the morning or a kid for the afternoon, in dark browns and reds. The very flamboyant yellow is beyond me.

"The morning or lounge suits are as usual—sacque, single-breasted—and the waistcoats are generally single-breasted also. Englishmen are wearing very extreme waistcoats in the morning, and I have seen some extraordinary samples of reds and one of bright canary, but I hardly think that the best men will wear such affairs, either in London or New York. I have still to see some more patterns for trousers. Those already shown lack originality; they are neat and unobtrusive. The cut will not be changed either. I shall see more black morning coats and cutaways worn this year than last season.

"The evening clothes remain practically unchanged in fashion. Evening waistcoats are of white marseilles or duck, and still cut with the very low U shape. I have heard of other designs, but the well-dressed man will be conservative.

"If anything, boots and shoes are becoming broader-soled

WE ARE NOW SHOWING A LARGE ASSORTMENT OF

MEN'S TIES

FOR . . .
IMMEDIATE USE.

ALSO NOVELTIES FOR

CHRISTMAS TRADE

— IN —

NEW DERBY, GRADUATED DERBY, PARIS TIES,
BOWS, NEW PUFFS, FLOWING ENDS, Etc.

1900 ❁ SPRING ❁ 1900

MEN'S FURNISHINGS

WHITE SHIRTS. Our own make. All prices.

NEGLIGEE SHIRTS. Every price and style.

WOLFF & GLASSERFELD'S
GERMAN SHIRTS and COLLARS always in stock.

ENGLISH COLLARS. All styles and prices.

Matthews, Towers & Co.

73 St. Peter St., MONTREAL.

SEE PAGES 54, 55 AND 58.



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

1900 SPRING 1900

"Comfort Half-Hose"

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

ABSORB PERSPIRATION AND PROMOTE HEALTH
AND COMFORT. SEE THAT EVERY PAIR IS
STAMPED "COOL FEET"

SPECIAL VALUES:

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

Matthews, Towers & Co.

Manufacturers and Importers of
Men's Furnishing Goods.

73 St. Peter Street, MONTREAL, CANADA

See pages, 53, 55, 58.

Genuine . . Celluloid

Collars, Cuffs and Shirt Bosoms

All Fine, Fresh Stock.

GENUINE GOODS are
stamped with our TRADE MARK
Trade Mark.



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

Toronto Agent:

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

Gents' Umbrellas



ONE RAINY DAY
soon reduces your stock.

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

The Irving Umbrella Co.

Manufacturers Limited.

20 Front St. W. . . TORONTO



1900 SPRING 1900

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

SEE OUR NO. 3772.

ALSO

Split Natural Wool Foot

FOR LOW SHOES. SEE OUR NO. 3773.

"SEAMLESS HEELS"

ABSORB THE PERSPIRATION
PROMOTE HEALTH

AND INSURE COMFORT

SEE THAT EVERY PAIR IS STAMPED
"COOL FEET."

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

SEE PAGES 53, 54, 58.

C. A. & B.

TORONTO.

SNAPS

We are clearing out all odd lots of Underwear and Hosiery at prices that will interest you, previous to stocktaking next month.

This, in the face of the rapid advance in market values, affords a rare chance to sort up and secure trade helps for holiday business. Do not delay, as best will naturally go first.

TRAVELLERS' AND LETTER ORDERS SOLICITED.

CAULFEILD, HENDERSON & BURNS

17 Front Street West,

— TORONTO

MEN'S FURNISHINGS—Continued.

and the toes absolutely rounded. The black walking boot has even taken the place of the patent leather. For evening, however, the patent leather Oxford is even more popular than the pump, although for dancing it is hard to get along without the latter.

"In ties, the flat scarf seems to be coming in again. It will be tied with a slight puff and the aprons will meet very near the collar. The four-in-hand, however, will be always *comme il faut*. I wish I could speak of new designs or new colors. The best are the dark green, blue and black silks, with small squares or geometrical figures in white—you know the effect. The design is not new, and it has been done many times in the foulards. I have seen some cherry red with white polka dots and some club ties in stripes. Black ties are very fashionable, and those made of a soft silk with designs in black for four-in-hands and flat bouffant scarves—this seems a paradox, but it is the only way to describe them—are exceedingly smart.

"Returning to the subject of cravats, an authority more skilled in technicalities than I am has stated 'that Ascots—slightly changed in the flatter, yet still bouffant effect—should be in dark-toned silks, with large units in brilliant tones.' I do not think that the once over, as it is called, with the safety-pin, will be very smart this Winter. There is something very vulgar in this style of tie, and when I see it I am always reminded of the Burlington Arcade. The evening tie is almost square in effect. The ends are broad, and it is graduated towards the middle. I have seen some made of pique, and I have noted that some evening shirts are to be made of the same material. The haberdasher who introduced them insists that the shirt and the tie should be of like texture and linen. Whether the black ribbed silk tie will hold its own for the dinner jacket is again a question. I never cared for it very much, but I must confess I did order some of the soft silk kind last Winter, and I found them very useful afterwards in wearing them in the morning with the all-around turn down collar. The soft silk tie is picturesque in multi, but then one will not wear much of this during the Winter except in the country.

"A new way of securing the Ascot is to pierce the tie with the pin horizontally, working it in and out through the material. The pin should be of heavy gold—one rather short with a round head."

What Goes In Chicago.

The Chicago furnishers report quite a big demand among the young men for walking sticks, or canes, as they are usually termed on this continent. A prominent furnisher tells *The Dry Goods Reporter* that he attributes the demand for canes to the coming Paris Exposition, as it has been his observation that before any great international event like the Philadelphia Exposition, the Chicago Exposition, etc., people begin to want canes. They want them to knock about with while sight seeing. This may be true, but few people, comparatively, can go to the Paris show, still, as fashion is a matter of "follow the leader," what the wealthy do the middle class will do, so after all a large cane season may be expected. The most popular woods seem to be penang and partridge, both fine grained and hard, permitting the surface to be highly polished. Silver and gun metal ornaments are most used. A fine imitation of penang is made from hickory, so polished and stained that the buyer is easily deceived. A very swell thing is a furze cane with a handle made to represent the end of a golf

stick, the end trimmed either with gold, silver or brass. Canes of bright color or flexible canes are out of date, and are not shown by the best furnishers.

The tendency towards a much better class of goods is as marked in the neckwear as in other lines of men's furnishings. Retailers that have never dared to handle ties to sell at over 50c. are now stocking up with \$1 and \$1.50 cravats, and even at this price the demand is stronger than when the cheaper tie was selling.

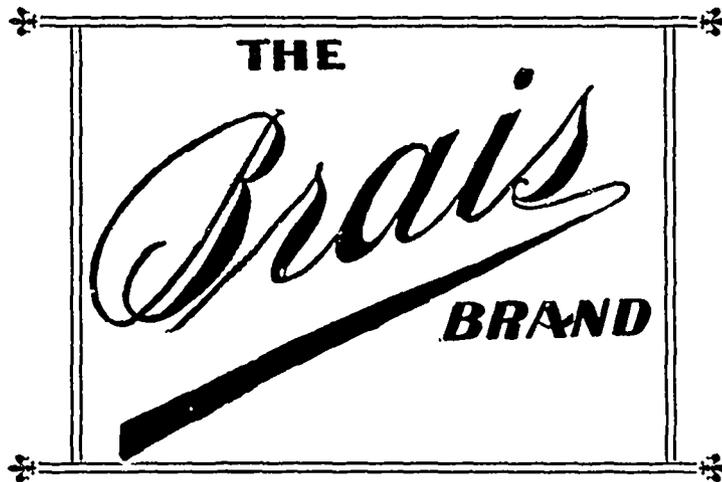
Patterns seem to be tending entirely towards figures clean cut and well-spaced, as, for example, diamond shapes, the somewhat over-popular fleur-de-lis, golf figures, etc. The tendency in color runs toward purple, not necessarily pure purple, but so combined as to always be in evidence. Ties of red, white and blue have been prominent and dealers have stocked up on them pretty well in all the larger cities. The patriotic citizen, it seems, has bought freely. But now that the Dewey tide has swept over the land such novelties are not selling, and, unless the admiral takes a Western trip, they will not sell much before the campaign of 1900.

Thomas H. Murray, of blue pencil fame, has originated a novel thing in the umbrella line. It is of walking-stick size and covered with a rich navy blue silk, on which are embroidered fleur de-lis in white silk. It is a nobby thing and out of the run of the conventional black umbrella.

There are a lot of odd things selling in handkerchiefs that are attractive both in design and color. A line of Japanese silk handkerchiefs with hemstitched borders, having different designs than those in the centre, are shown. In fine linen, white handkerchiefs are shown with narrow borders one-fourth to one-half inch, having colored patterns of pin dots, small vines in violet, cardinal and paris blue. A golf handkerchief is also shown among new specialties; appropriate figures in color appear in each corner. Other styles are the reverse of the above; that is, a white border and colored or figured centres. Pineapple silks, soft and delicate, yet easily washable, are shown.

The Martial Spirit.

The successes of British arms in the Transvaal and the departure of the Canadian contingent to help the Mother Country there is well calculated to arouse a certain martial spirit in the land. Such a feeling naturally affects and influences all men, but especially the younger ones. When such a feeling as this is manifested a special opportunity is offered the merchant to show whether he be wide-awake or not. Many men's furnishers have grasped this opportunity to make their advertising more effective in winning attention. By a brief reference to the war or to the Canadian contingent they have drawn attention to the goods they are advertising. The opening sentence in a short advertisement of F. A. Hicks, furnisher, etc., Perth, Ont., illustrates. It reads: "The Canadian contingent may have it 'hot' enough in the Transvaal, but Canadians at home are bound to have it 'cold' enough soon." As the three first words were displayed, the advertisement would be read by all young men and the majority of the older ones. The same means could be adopted to advantage to make window displays draw attention. A drapery of Union Jacks, or the national colors around the window, or the figure of a Boer, a rough-rider or a volunteer (if the uniform could be secured), as a central figure, would not fail to excite interest in everything shown in the window. Even better than this is the scheme that was adopted by a Toronto merchant during the Cuban War. He devoted about two feet of his window space to war scenes and despatches. As he watched the



NECKWEAR FOR CHRISTMAS AND SPRING.

Flowing Ends, Puffs, Derbys, Knots, and Bows. English, French,
and Canadian manufacture.

Underwear

Balbriggan, ecru and natural shade; balbriggan in stripes, checks and ombres; natural wool, white and fawn shades. Thousands of designs in fancies.

Half-Hose

Plain blacks and tans, ventilated and split soles.

BLEACHED AND UNBLEACHED.

Shirts and Collars, white and fancies.

BRACES—English, French, American and Canadian.

Handkerchiefs of all kinds.



GLOVER & BRAIS

196 MCGILL STREET

... MONTREAL

1900 - SPRING - 1900

UNDERWEAR
 AND
HALF-HOSE . .

Our travellers are now out with a very complete range of

PLAIN, STRIPED and FANCY SHADES in

Balbriggan Underwear

ALL PRICES. EXTRA SPECIAL VALUES.

HALF-HOSE . . .

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

3758, 3759, 3760, 3762, 3765.

For 3756, 3742, 3771, 3777, see page 54.

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

AWAIT OUR SPECIALTIES

MATTHEWS, TOWERS & CO.

73 St. Peter St.

 MONTREAL.

See pages 53, 54, and 55.

Perrin Frères & Cie.

The Glove House of Canada.

Perrin's
Gloves

ARE THE BEST.



QUALITY GUARANTEED.

Perrin's
Gloves

ARE THE BEST.

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

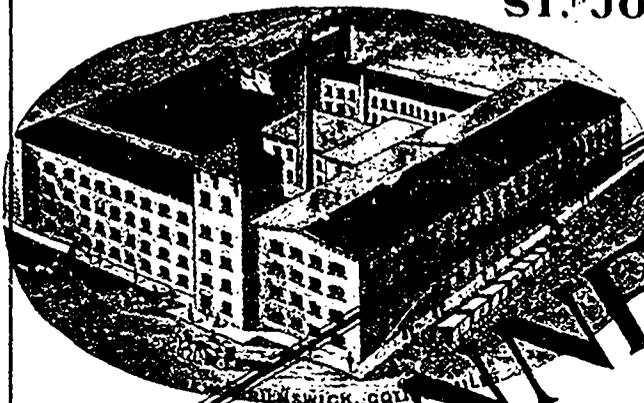
PERRIN FRÈRES & CIE.,

5 Victoria Square.

MONTREAL.

W.M. PARKS & SON, Limited

ST. JOHN, N.B.



Cotton Spinners,
Bleachers, Dyers,
and Manufacturers

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

THE ONLY "WATER TWIST" YARN MADE IN CANADA

Agents . . .
J. SPROUL SMITH, 39½ Yonge Street, Toronto.
DAVID KAY, Fraser Building, Montreal.
JOHN HALLAM, 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—Continued.

newspaper bulletin boards closely and used the principal despatches as soon as possible, and as his store was up town, while the newspaper offices were down town, his window was a constant centre of attraction. As he kept the despatches in the background, those reading them rarely failed to examine his goods, and many sales were made in consequence. This scheme could be followed to advantage in a country town where the majority of the residents do not get a daily paper.

A Model City Store

J. J. Hannan, St. James street, Montreal, has renovated and improved his store, so that now it presents a remarkably fine appearance. He has turned what used to be Nordheimer's Music Hall into a room for the display of smoking-jackets, dressing-gowns, dinner-jackets and vests, and has arranged all especially for the convenience of ladies. Jackets, etc., are ranged, according to size, in different piles, so that no difficulty may be experienced in selecting the articles wanted. The rotunda is admirably adapted for the display of larger goods, or for towel and flannels. On the main floor, Mr. Hannan has an exceedingly large and fine assortment of men's furnishings. Domestic and English underwear come to him direct from the manufacturer, and he says he is able, consequently, to sell 25 per cent. cheaper than he otherwise would, if goods were bought through middlemen. Special lines of sweaters are shown, among which might be mentioned the "Century," being one with button and turn-over collar, sold in all shades. There is also a new one which is being used a great deal by athletic clubs in the Old Country and in Europe. It opens at the sides, and has a pattern of perpendicular or horizontal stripes. This season has been a good one for gloves, and Mr. Hannan says he never sold so many before.

Novelty for Christmas.

Since the last issue of THE DRY GOODS REVIEW that which was anticipated as likely to be the vogue in neckwear has proven to be correct, and now decided opinion is manifested where last month manufacturers were but forming their opinion of what was likely to meet with popular favor.

The leading shapes are flowing ends cut on the bias, in all checks and stripes; puffs, which are likely to grow in favor as the cold weather advances, and graduated four-in-hands. In colors, purple is king, with blues and reds strong seconds. In patterns, the demand is for bold, decided stripes and checks, with white patterns on purple, blue or red in especial favor.

The great novelty of the Christmas season is the combination scarf. The body of the tie, whether flowing-end, derby or puff, is a plain satin or plain cord, relieved by an insertion of rich barathe stripe in a fashionable color strongly marked with white.

The latest shape of Oxford wraps, which are entirely superseding the old muttler square, is cut concave on both sides, which allows the scarf to be worn either side out, thus giving double wear. This has entirely replaced the muttler of last season which was cut straight on one side.

Seasonable Displays.

The more I study the art (or is it a science?) of advertising by means of window and counter display the more settled I become in the conviction that a display that is especially seasonable is worth many times more than even the most tastefully arranged display of goods that are not in special

demand. Last month, I made mention of a good display of gloves—effective because of its seasonableness. Since then, I saw the same result reached by a display of umbrellas. It is a fact that every down-town furnisher in the city makes it a settled policy to show umbrellas in his window or doorway every day it rains. But the display I refer to was made so striking that in less than 10 minutes I saw four young men buy umbrellas there. The window was a comparatively small one. The floor was about three feet higher than the walk outside, and inclined steeply towards the front. It was covered closely by the umbrellas, the handles of which were grouped in an even line at the back. From the sides and from about four feet above the floor, other umbrellas were arranged slanting towards the centre, thus forming at the centre a square about 18 inches in diameter. Those on the floor were loose, and, as they included every style of handle shown, buyers picked from them, and thus did not disturb those at the sides or top. In the square at the centre, a small card told everything necessary. It said: "We are fast black. You can have the best of us for \$1. Come in and examine us. To-day's rain will be followed by others." I feel sure that closing sentence clinched many a sale.

Bright Notes Here and There.

Some of the men's furnishings stores are making a specialty of football supplies during the Fall weeks. Exceedingly attractive windows can be made along this line. Ties to correspond with the different colors of various clubs form usually a taking addition. A few choice tobacco requisites don't seem altogether out of place, and can be made use of to advantage for decorative purposes.

Brais & Co., St. James street, Montreal, are having a clearing sale. Their lease expires shortly, and their goods are being rapidly disposed of for cash.

Tooke Bros. intend moving to their new factory shortly. Their travelers are all out at present, and are busy getting in orders. The universal opinion is that their samples are the most attractive which they have ever submitted.

The order for the making of the pants for the Canadian contingent to the Transvaal was given by the Government to Workman, of Montreal. The order called for 1,500 pairs, and they finished them within the allotted space of time. The W. E. Sanford Co., of Hamilton, made the tunics.

The order for flannel shirts for the Canadian contingent which went to the Transvaal was given to Mr. R. C. Wilkins, of Montreal. He received the order on Saturday, October 14, and immediately opened communication with Lomas & Son, of Sherbrooke, manufacturers of military flannel, who had the goods on the C.P.R. the same afternoon. Everything was in readiness to begin work that evening, before Mr. Wilkins went home. He put on an extra staff, and kept the work going night and day, with the expectation of getting out the shirts in time. Our gallant soldier boys certainly ought to feel quite "cocky," as they march against the Boers with "Rooster" brand shirts on their backs. It is pretty certain that it won't be the back of the shirt that receives the bullet.

S. Greenshields, Son & Co. have made a change in their men's furnishings department. Mr. Lee, formerly with Glover & Brais, is now buying for the department. Mr. Lee, who is at present in Europe, writes to say that he will soon be home again, bringing all the latest novelties in men's neckwear for the Christmas trade. He has also picked up a very special job in silk mufflers. The men's furnishings department will be found replete in all the new styles of ties—derbys, puffs,

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

**THERE'S A DIFFERENCE
 IN GLOVES.**



**SEE THAT
 YOU
 GET THE
 RIGHT
 KIND.**



STOREY'S GLOVES ARE STANDARD FOR EXCELLENCE OF MATERIAL, FIT, STYLE, WORKMANSHIP AND DURABILITY.

THEY NEVER DISAPPOINT.

We also make MOCCASINS, SHOE PACS, TRAVELLING BAGS, Etc.

W.H. STOREY & SON
 THE GLOVERS OF CANADA.
ACTON, ONT.

" IN UNION THERE IS STRENGTH. "

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

UNION OVERALLS

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

Pants, Overalls, Jackets, Smocks

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

Myron McBride & Co.

Wholesale
 Men's Furnishers

Winnipeg.

MEN'S FURNISHINGS—Continued.

flowing ends, etc. Mr. Lee will make a short trip to see his old friends as soon as ever the samples for his department are complete

James A. Sword, dealer in men's furnishings, Yonge street, Toronto, has assigned to James P. Langley, Toronto. His assets are placed at \$17,566, the liabilities at \$17,142, leaving a nominal surplus of \$424. The stock will be sold by auction on November 8.

Suckling & Co., Toronto, are advertising two stocks for sale on Wednesday, November 1. One of these is the general stock of Michael Sarles, Frankford, Ont., valued at \$3,828; the other is the stock of W. R. Boyce & Co., clothiers and furnishers, St. Marys, Ont., valued at \$2,746.

Those who buy the celebrated cuff holders known as "Climax," "Slide," "Tip," "Derby Link" and "New Star" will be interested in noting that the manufacturers have been incorporated, and may in future be addressed as The J. V. Pilcher Manufacturing Co., 914 Mason avenue, Louisville, Kentucky.

A. Ballentine & Son, general merchants, Arthur, Ont., have left that place and gone to Neepawa, Man., where they have purchased two businesses. Mr. Ballentine, sr., will conduct one of them, men's furnishings, under the style of Ballentine & Co., and the other, general merchandise, will be conducted by the son, W. E. Ballentine.

Cookson & Louson have some fine novelties in ladies' neckwear. Ladies' bows of the latest style, trimmed with chiffon, in fancy stripes, purples, sky blue, pink, cardinal,

and fuchsia. There is a lace bow made on a stock collar, which is expected to sell particularly well. Another very promising one is a bow with drooping ends of about 10 inches in length, with wide loops, made on a collar trimmed with chiffon. Chiffon bows, also, are shown in plain or fancy colors, the collars being trimmed with chiffon. The predominating colors for ladies' Spring neckwear will be fuchsia.

Henry Morgan & Co., Montreal, are making an addition of 150 feet space to their already large premises. This department will be specially devoted to the interests of men's tailoring, men's furnishings, and boys' clothing. They are making a good move when they decide to include umbrellas and hats among their men's furnishings. Formerly these were not to be found in that department, and it was necessary to go upstairs to the second floor to see the assortment. The objections to such an arrangement are two-fold. In the first place, men's furnishings is the one line in dry goods which most men particularly prefer to purchase for themselves, and, as a rule, they like to be waited on by men rather than women. And secondly, it is to be remembered that when a man wishes to buy an umbrella, he does not set apart a whole morning for that purpose, neither does he calculate upon having to wander through several divisions of a building, and upstairs and along, ad infinitum. The thought that he is in need of such an article probably only strikes him some day when he is down town and gets caught by a shower, and he immediately makes for the nearest store with which he is acquainted, which is most likely to sell men's furnishings, because that is about the only one he is accustomed to patronize. Hence the advantage of having this line of goods handy to the passer-by, so that he can simply step in and pick up what he wants.

HUTCHISON, NISBET & AULD

FINE WOOLLENS and
FINE TRIMMINGS

TORONTO

LADIES' CLOTH DEPT.

We have just added to our stock

35 PIECES

of new and handsome—5 1/2 inch, all-wool—tweeds and homespuns,

LARGE CHECKS

in correct combinations of color—confined styles.

MAIL ORDERS PROMPTLY FILLED.

HUTCHISON, NISBET & AULD.

FOR LADIES

OXFORD TWEEDS

(Beware of Imitations.)

FOR GENTLEMEN

WESTERN

Incorporated
1851

... ASSURANCE
COMPANY.

**FIRE
AND
MARINE**

Head Office
Toronto,
Ont.

Capital Subscribed -	\$2,000,000.00
Capital Paid Up -	1,000,000.00
Assets, over -	2,320,000.00
Annual Income -	2,300,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

At Old Prices

Notwithstanding the decided
advance in wool

WE ARE SELLING

at old prices all the "Maple Leaf" Pure
Wool Flannels that remain in stock, of
which we have a good assortment.

◆ ——— WRITE FOR SAMPLES ——— ◆

The **MAPLE LEAF WOOLLEN MILLS CO.**
Limited

45 Bay Street, TORONTO.

BRITISH COLUMBIA TRADE NEWS.

THE Marseilles and Paris Chambers of Commerce have arranged with the Canadian Pacific Railway to interchange cargo at Hong Kong, issuing through bills of lading in Marseilles, Paris, or Vancouver, according to the place of shipment. Through freight will be £4 per ton from Marseilles to Vancouver. It will thus be necessary, says a correspondent, for Great Britain and Ireland to make the same arrangements, or to continue the voyages of the cargo steamers to Japan Honolulu, Victoria and Vancouver, which could take cargo from Manchester or London for possibly half the money. Sailing vessels bring cargoes of heavy goods from London and Liverpool, Victoria and Vancouver, but the uncertainty of arrival is awkward, and it is time that steamers came to connect British Columbia with Europe. The same arrangements for through bills of lading and freight can be made via Sydney, the cost being the determining factor. There is a trade between Vancouver, Japan and China, as also between Vancouver and Australia, and this is rapidly expanding.

R. J. Myles, who for the past four years has been employed at Stark's Glasgow house, Vancouver, has entered into partnership with John Horner, proprietor of the Argyle dry goods house on Westminster avenue. The Argyle house, under the new proprietorship, will extend its business with such enterprising gentlemen as Messrs. Horner & Myles at its head.

Mr. Lowit, manager for Mark, Long Co., has introduced a new feature into the dry goods business in Vancouver, that is, the establishment of a bargain day. At each hour, from 10 a. m. to 5 p. m., bargains are offered in special lines.

The New Westminster Exhibition was a great success, and did credit to the whole Province. One day there was a street parade, and many merchants took part. W. Johnstone had a large drayload of boxes, showing the extent of his Winter's stock of boots and shoes. H. L. DeBeck had a float displaying Fall and Winter clothing.

The steady growth of Nelson is shown by her increased imports and exports. September collections amounted to \$16 780.61, being almost \$2,000 in excess of the August total. Of the imports, valued at \$755 363, \$60,111 were dutiable. The mineral exports reached \$175,248, mostly from the Hall Mines, Limited, smelter. Copper naturally was the leading metal; \$129,203 worth against \$33,015 of silver-lead. In addition, gold bullion to the value of \$12,813 was exported.

Donald McEwen, one of the best-known commercial travelers in the Dominion, has just been over his British Columbian ground for his firm, Shorey & Co., clothiers, of Montreal. Mr. McEwen is an expert amateur photographer, his collection of British Columbian views winning first prize at the late Winnipeg Industrial Exhibition.

J. Harry Bastedo, representing Hespie, Ansley & Co. Toronto, and well known as the traveling salesman of the Christie hats, is visiting the leading centres.

Walter H. Deeks, of Toronto, representing Boisseau & Co., the manufacturers of Tiger brand clothing, is on his semi-annual tour.

A great advantage to the business community is the completion of the Dominion Government telegraph line from Bennett to Dawson, just accomplished. There will now no

longer be the anxiety waiting to hear from shipments of goods sent in. There will be also the greatly facilitated method of doing business by being able to be in close touch with the market, and knowing what is required so as to be able to meet the requirements promptly.

George F. Williams, dry goods dealer, Trail, B.C., has opened a branch at Phoenix.

The Sandell Shirt Co. are starting as dealers in men's furnishings at Vancouver.

A MILITARY FAMILY.

Mr. Arthur W. Wilkins, who travels for his brother, Mr. Robert C. Wilkins, of Montreal, in New Brunswick and also along the Ottawa Valley, is going to the Transvaal as a member of the Canadian contingent. This will necessitate the procuring of a successor in the meantime, and Mr. Wilkins is anxious that his customers should not become impatient, if not called on quite so soon as usual, but reserve their orders. The Messrs. Wilkins come of a decidedly military-inclined stock. Their great grandfather, Capt. Robert Wilkins, was an officer in the 17th Light Dragoons, and had two horses shot under him at Bunker Hill, as well as being wounded himself, with the loss of his thumb. He was also one of the forlorn hope in the battle of White Plains in the American Revolution. In 1783 he came to Canada as one of the United Empire Loyalists. His son, the Hon. Robt. Chas. Wilkins, had charge of all commissariat at the carrying place between Upper and Lower Canada during the War of 1812, and had Col. Scott a prisoner in his house for a week when on his way to Quebec. After the war he received the thanks of Parliament for his efficiency. During 1837-1839 he was colonel in the 2nd Prince Edward militia. Mr. Wilkins' father was captain of cavalry, and now Arthur is going to Africa to keep up the reputation of the family. Though Mr. Robert Wilkins is not going to take an active part in the war, he is doing what is equally necessary, i. e., making clothes for those who do. His contract allowed until Tuesday, October 24, to finish the 1,500 shirts ordered, and they were ready 24 hours ahead of time.

The store of W. H. McFarlane, Paisley, is one of the best and most complete north of Toronto. It is of three storeys. The ground floor has the office in the centre with a floor space of 40x80 feet. The counters are of native wood with plate-glass top. This fine store is filled with the best class of goods, and Mr. McFarlane is a man in the prime of life and energy and has a full grasp of the dry goods business.

Anderson & Langstaff, of Kemptville, are one of the most successful firms in Eastern Ontario. They carry on a general business, which has more than trebled in volume in the last six years. They have had to increase their floor space, until it now covers some 14,000 square feet. Mr. Anderson was sole proprietor until about two years ago, when, owing to the increasing volume of trade, he admitted Mr. Langstaff, and it is now one of the best conducted stores to be found anywhere. They adhere to the cash principle of doing business, they have always subscribed to THE DRY GOODS REVIEW, The Canadian Hardware and Metal Merchant and The Canadian Grocer, and take great pleasure in stating that the money spent in that direction is the most profitable. They carry a large and well assorted stock of general merchandise, and the way the store is generally crowded with buyers is evidence that this is generally appreciated in that locality.

MANUFACTURERS OF
*All Wool and
Union Flannels.*



Tweeds, Serges &c.

A.H. BAIRD.
SECY TREAS

H. STROUD.
MANG

The Paris Wincey Mills Co.
Paris, Ontario.

THE REVIEW'S DIRECTORY OF AGENTS.

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

BAKER & BROWN 43 St. Sacrement Street

Manufacturers' Agents,

MONTREAL

Representing—STANFELD BROWN & Co., Bradford, Eng., manufacturers of meltons, carriage cloths, rugelins, etc. HENRY COLLARDY & Co., Philadelphia, U.S.A. manufacturers of dress trimmings, fringes and upholstery goods. ANSON H. HIRSH & Co., St. Gall, Switzerland, manufacturers Swiss embroidered handkerchiefs, Swiss embroideries and curtains.

R. FLAWS & SON Manchester Bldg., Toronto

Dry Goods Commission Agents.

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

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

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

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

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

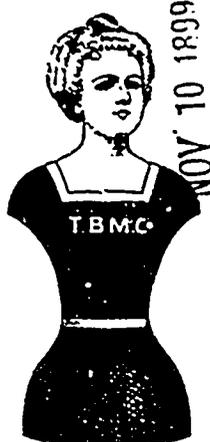
FRED. R. WILLIAMS & CO. Manufacturers' Agents

Representing 246 St. James St. Farnham Corset Co., Farnham, P.Q. MONTREAL, QUE.

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

The most satisfactory way to display Clothing, Millinery, etc.

price each, \$15.00.



NOV 10 1899

PURE WAX HEADS AND BUSTS.

For store decorations or "story without words" when suitably dressed.

PAPIER-MACHE, WAX, and METAL

WINDOW DISPLAY FIXTURES

for every purpose
Write for catalogue

TORONTO BRASS MFG. CO.,

91-95 Richmond St. W.



REGISTERED



TRADE MARK

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

Registered Trade Mark, as above.

This Trade Mark means that the goods are

Salt's Belwarp Cloths

and are made at the famous mills of

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

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

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

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

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



Clothing and Woollen Trade.

IN the case of the evening dress suit, says an English fashion authority, there is a roll collar of rich corded silk. Readers ordering this kind of dress during the next few months should see that the silk used is dull, and not shiny. Dull silk is indicative of good taste, and quite the fashion at the present time. You have the antipode in the article that glistens. The waistcoat is edged with a fine braid of the serrated pattern. The trousers are cut close and straight, and there is no fold or crease down the front. If you want to exhibit bad taste have a crease down your evening dress trousers. If you are a student of the mysteries and mechanisms of a trouser press, use your knowledge and employ your patience in making a crease in your tweeds. The dinner jacket has a silk $2\frac{1}{2}$ inch cuff—a new thing, in its way, this season. This is intended to match the roll silk collar. The waistcoat is black braided and of marcella or silk. There is also shown a Talma overcoat for evening wear. It is made of soft black cheviot or covering. It has a silk lapel faced to edge and lined inside with silk to the side seam. Sometimes it is fully lined. The side pocket (upright welt pattern) is greatly favored.

Everywhere this coming Winter trousers will be made closer. In 1890-1891 the fashionable cut was decidedly narrower than it is at present. Trousers were then made so close to the leg that it was difficult to pull them over the foot. The bottom, at that time, had a bell-like finish, and the trousers were often dragged down on to the foot by means of a strap. So tight were they that there was a constant pull from the knee downwards. Now, the greatest sartorial vulgarity of the day is a bell-bottom; you see it in the East end, and some young men who live on the Isle of Wight appear to have made a study of London coster fashions.

Morning coats are being cut a little shorter. They were never longer than they were some two years ago. Some six years since they were made very short, and some of these coats which survive at the present time are not much longer than a good fitting lounge coat. Many men wear bowler hats with black vicuna and saxon, morning coats. This is bad form. These hats should be worn with tweeds. An excellent, if expensive, material for morning and frock coats is a pin-head cheviot.

Plaid trousers, cut narrow, should not be worn with heavy boots. A pair which we saw in Piccadilly the other day were never made in that centre of fashion. Plaid caps are made of a soft cloth with a pronounced pattern, which is cleverly matched at the seams. These caps are not so often seen in London shops, though they are still largely worn by men who are traveling. A Regent street tailor, with a large sporting busi-

ness, makes a special show of plaid overcoats with the red lines fairly pronounced.

MALE DRESS IN FRANCE.

As a recent contributor has very justly remarked in Fashion, the clothes of a well-dressed Frenchman are made, generally speaking, of English stuff, on English models, and not impossibly by English cutters and workmen. The last conclusion is, perhaps, a little questionable, but certainly these stuffs and these modes are worn with a difference. The difference is partly in the man inside the clothes. Your Frenchman's figure is not like an Englishman's, and, despite a certain superficial smartness, he doesn't wear his clothes so well. The difference in the latter respect is not easy to define, but I think the real point of it is this. That an Englishman who has all his life had a good tailor, and is accustomed to the sort of life which people who have good tailors lead, can be smartly dressed and look, at the same time, easy and comfortable. Perhaps it was this art of the well-dressed Londoner which shocked the traveled Scot, who was outraged by meeting on the Sabbath people who looked "perfectly happy." The man of the Provinces in his Sunday clothes doesn't look (or feel) "perfectly happy", neither does the Frenchman.—London Fashion.

WOOLLENS AND THE CANADIAN MARKET

Wool is advancing "out of sight." Canadian wool is up from 5 to 10 per cent., about an average of $7\frac{1}{2}$ per cent. all around. Woollen dress goods and fine wool yarn have leaped ahead just about 35 to 40 per cent. Sixty's botany tops have never been so high since 1890. They were then about 29c., from which they steadily dropped to $16\frac{1}{2}$ c. in 1895. At the end of 1898 they were at 21c., and they are now over 30c. What is more, the dealers are not anxious to take orders at these prices, as there is every likelihood of further advances.

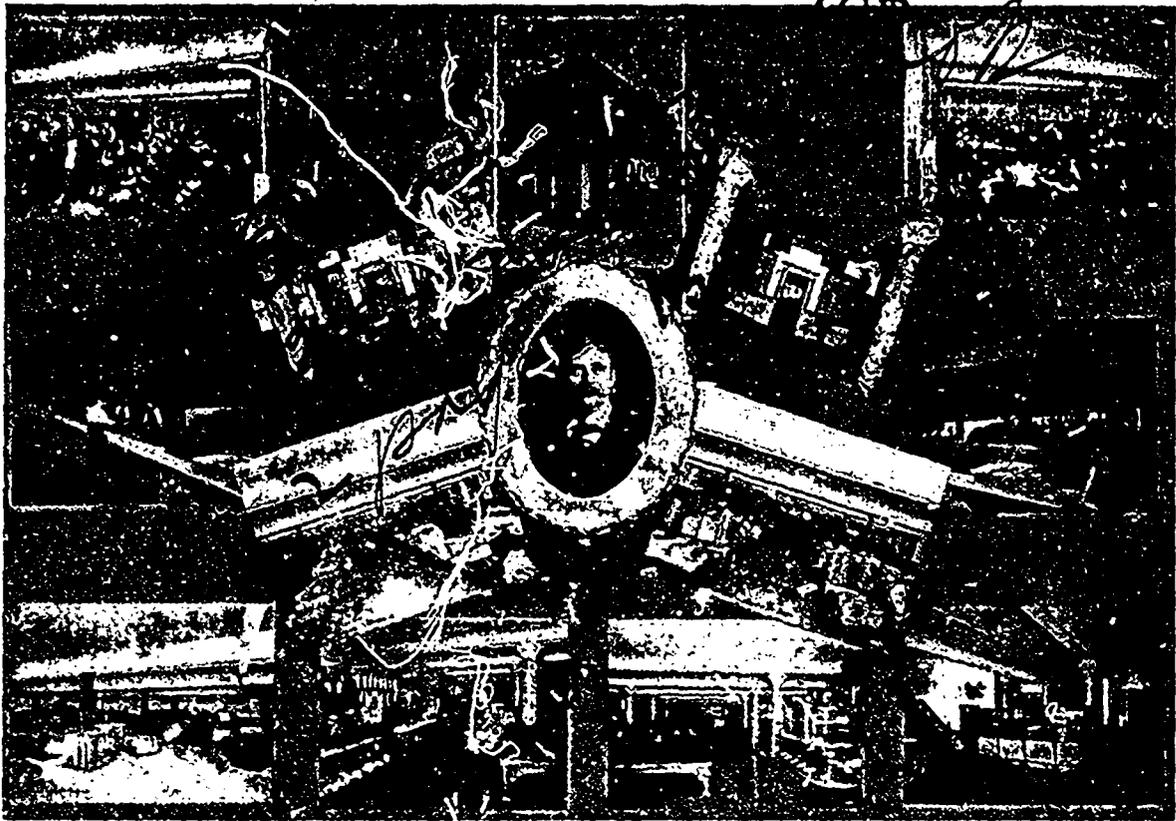
It is predicted that the woollen market of Canada will, within 30 days, see the sharpest and firmest advances in woollens that the Canadian market has known for years.

Some criticism is indeed being bestowed on Canadian woollen mills for being so slow in advancing their prices. Their stocks of raw wool must be large to enable them to hold back so long, when prices are going up all over the world. It is contended that the advances now announced by them are inadequate. However, competition is keen in Canada, and woollen mills find it hard to arrange anything like a common basis of price.

Several of the woollen mills have withdrawn all quotations for flannels.

Advices from Australia, of September 24, say that on that date 2s. 6d. per lb. was paid for wool which sold for 1s. 5d. two years ago. This wool, which is, of course, the best in the world, has only touched here twice in the history of the

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



"Tiger Brand" Quality

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



E. BOISSEAU & CO., TORONTO

..OUR SPECIALTY..



MEN'S
BLACK AND BLUE
Worsted Suits.

Write for Samples

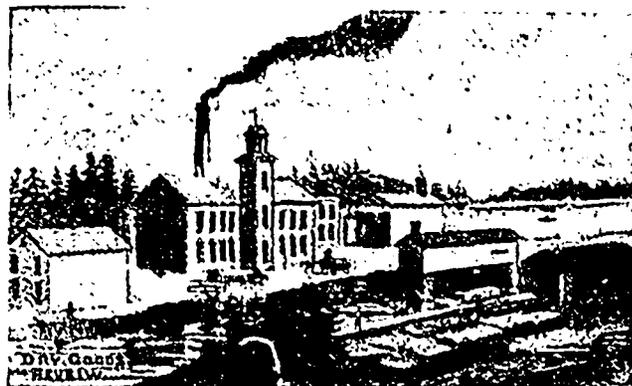
THE...

G. A. Thorpe Mfg. Co.

Wholesale Clothing
Manufacturers. . .

57-59 Bay Street, - - TORONTO

HARRIS & COMPANY,
ROCKWOOD, ONT. . . . LIMITED.



Pure Wool Goods

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

SOLE AGENTS

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

We Can Do It

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

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

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

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

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

Is your business

HEALTHY

Do you wish to be

WEALTHY

and underwear

WISE . .



NOV 2-1899

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

That's Stanfield's.

A POSTAL AND BOOKLET WILL DO IT.

The Truro Knitting Mills Co.

Sole manufacturers
for Canada.

Truro, Nova Scotia.

colonies, and only remained there for 60 days; but now circumstances are entirely different. Out of 61,000,000 sheep alive a year and a half ago, only 31,000,000 are left to-day, and, as one merchant put it, it is a question which could be best answered by sheep-raisers as to what length of time would be required to make up the deficiency. The point is not one of manufacturing, but of letting nature take its course.

The worsted market is still advancing, and buyers say they haven't seen the top yet. The Canadian woollen houses have had their travelers on the road for some weeks, and, notwithstanding the extra advance, orders are freely placed, while the assorting trade in woollens, during October, has been fully up to the standard.

As far as can be seen in the centres of industry, it is not a question so much of price as of getting the right goods to please the customer. The delivery of goods, both cottons and woollens, from the fountain head is going to be very slow, and all retailers ought to look for the Spring trade without hesitation when they see goods which they feel assured will suit their trade. The finer classes of stuffs made in Canadian mills, such as percalines, fine printed effects, organdie gingham—*in fact*, all kinds made of fine yarns, mercerized satines, etc., should be looked after at once.

The great pressure of work in the woollen mills is bound to affect the delivery for Fall trade next year, the orders for Spring are so numerous. The absence of requests for common goods is very noticeable, and the mills which have striven to compete for fine trade against Bradford, etc., have all they can do to fill orders. The advanced prices don't prevent orders from rolling in.

The following is a sample of the kind of letter wholesalers are receiving from manufacturers:

"Dear Sirs,—Your favor of yesterday to hand. Concerning your order for whipcords, in view of English prices for wool, we would strongly advise you to multiply your order four or five times over. Yours, etc.,"

A CANADIAN TRAVELER IN AUSTRALIA.

THE DRY GOODS REVIEW had a very interesting talk with Mr. F. P. Evans, who recently returned from the Australian markets, where he was engaged in the pioneer work of placing Canadian neckwear for Messrs. E. & S. Currie, Toronto, in the markets at the antipodes.

Many of Mr. Evans' experiences are extremely interesting to the average Canadian merchant. He landed first at Brisbane, in Queensland, and at once noticed some of the differences in custom, in habits of dress, etc., which distinguish our Australia cousins from ourselves. The fact which strikes a Canadian traveler first is that the railways in the various colonies are not of the same gauge, so that through journeys are not made with the same comfort as they would be with us. The distances between their cities are, of course, lengthy, just as they are in Canada, and, when you have to transfer from one railway carriage to another in the middle of the night, the wisdom of having one gauge for all lines impresses the visitor. The charges on excess of baggage are also pretty high.

The people, Mr. Evans found to be thoroughly English in many of their ways and styles of dress. One of the first things that impressed him was the extensive use of corrugated iron for roofing, fencing and other purposes, owing to the high price of lumber in Australia. The climate is not so cold as our Winter, but they have snow in Australia, though rarely, and, in the more distant colonies like New Zealand and Tasmania, the climate is a trifle colder, with snow on the mountains.

In connection with business, he found a good many interested in Canadian trade, although, of course, some people knew very little about Canada, and, just as in England, it was often the habit to class everyone on this continent together as "Americans." Mr. Evans found the Australian buyers to be

shrewd, able men, who bought, not from sentiment, but where they could do the best. If Canadian goods are the right kind, the Australians will buy them; if not, they will look elsewhere.

The large shops in Sydney and Melbourne are very fine establishments. They often have a permanent covered awning over the front out to the edge of the pavement. This is apt to darken the windows a little, and, as far as window dressing is concerned, our Canadian shops are quite as well attended to in this respect, if not better, than in the large Australian retail establishments. The Australians are disposed to be surprised at the pluck of Canadian manufacturers, like Messrs. E. & S. Currie, going so far as to sell their goods. The tariff question is one which is to be considered in doing business in that part of the world. At present, while the New South Wales tariff is on a free trade basis, with duties of about 25 per cent. in Queensland and South Australia, and 35 per cent. in Victoria, the coming union of the colonies involves a general tariff which, it is generally expected, will be about 25 per cent. This, however, is not too high a barrier to trade between Canada and Australia. The buyers there are already well acquainted with Canadian cotton goods, and speak well of our cotton companies which have been doing business with them. Notwithstanding the expense of initiating trade in neckwear, Messrs. E. & S. Currie are confident that a profitable market can be opened up for it. "I had several copies of THE CANADIAN DRY GOODS REVIEW with me," said Mr. Evans, "and it was interesting to see the admiration given to it. Frequently I was asked for the loan of a copy that the ad.-writers of the houses there might get some pointers from it. They all thought it an excellent paper, and were greatly struck with the wording and display of the advertisements in it."

One great obstacle in the way of a Canadian house doing business in Australia is the custom of the large wholesale establishments of that colony of keeping, at large expense, a resident buyer in London, Eng. Mr. Evans found nearly all the houses he approached confident that their buyers could purchase to better advantage in the British metropolis than a Canadian firm could sell, and it was only after a critical examination of his samples that he was able to shake their confidence in the ability of their buyers to make the best terms possible in London. Mr. Evans visited all the Australasian colonies, including Tasmania and New Zealand, but not West Australia. He looks well after his lengthy travels, and speaks in the highest terms of the country and the people he met. He leaves in December to make a second trip there.

Another advance of $\frac{1}{2}$ c. per yard on domets was made by Wm. Park & Son, Limited, October 31.

The capital stock of The Dominion Oilcloth Co., Limited, Montreal, has been increased from \$50,000 to \$900,000.

The postage rate between Canada and Cape Colony has been reduced from 5c. per $\frac{1}{2}$ oz. to 2c. per half oz., dating from October 1.

The Canadian trade find an advantage in ordering the showcases made by John Phillips & Co., Limited, Detroit, by the f.o.b. delivery at Windsor, Ont., where the firm have opened up a warehouse, and, being large buyers of English glass, are able to place their cases on the Canadian market at a very reasonable price.

J. F. McAlister, of the Empire Carpet Co., who has been in Nova Scotia lately, says the outlook in the Lower Provinces is bright. The apple crop is good, while prices are also satisfactory. The lumber cut is larger, with higher prices; one lumber dealer cleared out stock that had been on hand for 12 years. Sydney is going to benefit greatly from the iron and steel boom, and 100 new houses for workers will be ready January 1. Business blocks are being erected, and carpets have sold well in that town.



D. B.



C. C.



S. B.

❖ MERCHANTS ❖

As you are aware, the *price of Cotton, Wool, and Paramattas* has *raised from 15 to 35 per cent.* We beg to inform you that we bought our goods for next Spring before the rise came. Therefore, take *NOTICE:* Our prices are, as usual, *the lowest in the market, quality considered.*

Why buy from others at a higher price, when you can get direct from the manufacturerer, *the celebrated*

“Beaver Brand”
Mackintoshes?

We shall be pleased to send Sample Cloths of our Coats, free of charge, on application. Prices from \$3.00 to \$10.00; others charge for inferior goods from \$3.75 to \$15.00. By dealing with us you can considerably increase your bank account.

The Beaver Rubber Clothing Co.

1490 Notre Dame Street,
...MONTREAL

We Aim to Merit Canada's Trade.

THE NORTHWAY GARMENT.

As each season closes, and another opens up, we find ourselves in touch with an increased number of Canada's leading retail merchants, and with largely increased orders from those who have dealt with us the longest. This fact should be a sufficient guarantee to you if you are not already a customer.

*It will Pay you, Because you can Buy Nothing as
Good for the Same Money in any Country.*

Our travellers will be on the road in a few days with our new designs for Spring. Our lines are:

Ladies' Cloaks and Jackets

Ladies' Tailor-Made Suits

in Tweed, Homespun and Plain Cloths

Ladies' Separate Skirts

Men's and Boys' Clothing

See that every garment bears the name "NORTHWAY" -- it means the best that can be made.

JOHN NORTHWAY & SON

TORONTO, CANADA.

For
the **“Sorting”** Season

*We are offering one of the largest and nobbiest lines of **Costumes, Coats, and Capes** in all the latest shades and effects.*

Our range of Spring and Summer Costumes, Skirts, Capes, Wash-Suits, and Blouses are now in the hands of our representatives.

*It will pay you to inspect same—each and every **Garment** shown is the embodiment of the highest artistic elegance.*

For style, material, and workmanship they have no equal, and are famous for absolute perfection of fit.

THE CLOAK MANUFACTURING CO.

OF TORONTO, LIMITED.

18 Front St. East, **TORONTO.**

CLOTHING



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

CLAYTON & SONS
HALIFAX, N.S.

It Has Been Our Constant Aim

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

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

WE MANUFACTURE:

Overcoatings

Venetians

Overcoat Linings

Whipcords

Scotch Suitings

Serges, Fancy Vestings

Dress Goods

Steamer and

Travelling Rugs

in tartan and other designs

ALL MADE FROM PURE WOOL.

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

BOYD CALDWELL & Co.

Clyde Woollen Mills, LANARK, ONT.



An Ancient Grecian

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

Sold to the retail trade only. We also make EIDER-DOWN SPECIALTIES and SHOE LININGS.

THE GALT KNITTING CO.,

GALT, ONT.

Limited

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

and all latest novelties received weekly.

CAVERHILL & KISSOCK.

WHOLESALE
MILLINERS.

91 St. Peter St.,

Montreal.

**TRIMMINGS
LININGS
AND SPECIALTIES**

Flett, Lowndes & Co.

LIMITED

61 Bay Street.

TORONTO.

CORSETS

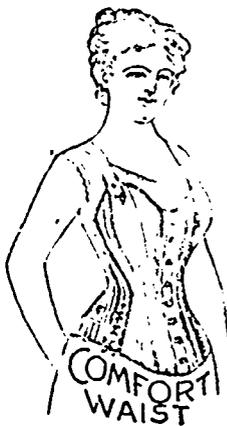
AND



COMFORT
WAISTS

- FOR -

LADIES,
MISSES,
CHILDREN.



SOLE MANUFACTURERS



CORSETS

SAMPLE ORDERS SOLICITED.

BRUSH & CO., Toronto.

SILK

FRINGE

The
Fashionable
Dress
Trimming.

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

ALSO ..

NOVELTIES

- IN -

Fringed Ornaments
for Skirt and
Waist.



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

-MANUFACTURED BY-

MOULTON & CO.,

12 ST. PETER ST.,
MONTREAL.

THE MILLINERY TRADE.

THE Canadian houses, both retail and wholesale, report a good October trade, and business has been brisk. The weather was favorable for all but heavy goods, and millinery came in for a good share of business.

Speaking of novelties in bows and other hat garnitures for Winter, The London Millinery Record says that piece satin or panne is much used to form flower-shaped ornaments of the tulip order, and in these much ingenuity is displayed.

A continental idea is to roll ribbon in tulip fashion and to insert ospreys in their centres, this idea being capable of much variation. A singularly smart bow of turquoise blue liberty satin ribbon seen on a Paris model had three short loops turned downwards and three high ones upstanding, a rouleau of tulle in the same shade being knotted through each loop.

A novel use is made of cut strips of felt in the composition of knotted bows, wherein the narrowest strips are plaited and then smartly twisted into fantastic loops.

Another good style shows two inch strips of felt sewn into a set of five upstanding loops, with tulle in a contrasting or harmonizing shade puffed between them.

A smart style which appears to find favor with the best-class houses who do a special trade in neatly-trimmed felts is to twine around the crowns of soft, closely-fitting Amazone felts a simple draping of suede leather.

Another popular style is to place three very full, perfectly round pompon rosettes well in front, these being usually in three colors or three tones of one color. On grey felts there may be two in shades of grey and one in bright cardinal.

Cockscombs of white tulle are very chic and are most feathery in effect. They are in the finest tulle, very closely gathered, and are sometimes the length of a three-quarter plume. A novel toque of cherry-colored velvet showed one of these very light ornaments laid on the left side, while a sable head and tail was arranged with good effect on the right.

ARE FILLING SORTING ORDERS PROMPTLY.

Since the Fall opening in September, millinery houses have been devoting their energies to sorting orders. The briskness of trade and the fact that the Demand, this season, has been active for almost every class of material, has kept staffs busy both in filling orders and keeping stocks from becoming depleted. The D. McCall Co., Limited, have, this season, as is their custom, kept their stocks so full and large that they have been able to meet all contingencies and supply all demands. As this



The D. McCall Co., Limited.

firm have 13 travelers on the road, these demands have been large and pressing, yet a walk through their warehouse the other day showed that they have still in-stock a full range of velvets, taffetas and oriental satins in the popular colors; also a big variety in the newest designs of fancy velvets and velveteens, besides a full supply of novelties in hats, birds, feathers, millinery trimmings, etc. The stock is sufficiently comprehensive to meet any demands that can be made on it.



The D. McCall Co., Limited.

A CHAT ABOUT MODES, COLORS, AND TRIMMINGS.

"Pleased to see you," said a director of S. F. McKinnon & Co., Limited, to THE REVIEW representative when he made his periodical call, and added, at the same time, the complimentary remark that the columns of THE DRY GOODS REVIEW presented a business air which inspired confidence. "Your business name is REVIEW. It is a wise and healthy act either in private or business life to review the past. In either case, if the record is as clear and encouraging as the millinery trade of the past month, the look backwards will be a pleasant one.

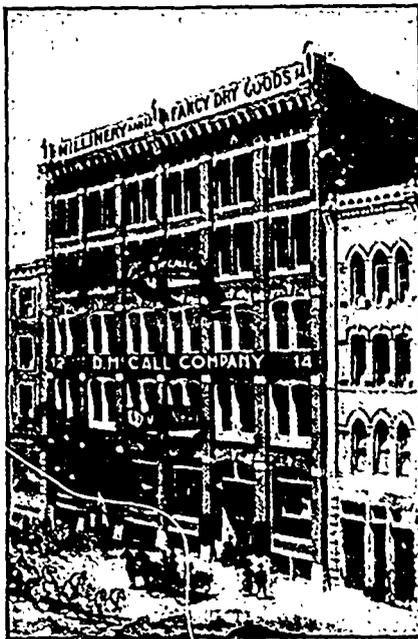
"Taking a broad view of the situation, we believe that the business of the Dominion for the month just closed will show most satisfactory results. However, as is quite frequently the case, particularly in the Fall season, millinery, millinery novelties and specialties, such as we handle, have had the best of the innings.

"The most remarkable weather of the past five weeks, while favorable to millinery, has not been so for many lines of goods of a heavy and more Wintry character. Such is our luck. He is, however, a small-souled man who never looks beyond his own interests, and we therefore believe, all things considered, that the great majority will say that the weather has been all right.

"Anything new, you ask? Yes, always something new with us, and a most satisfactory feature of the newness is the many new customers constantly being attracted by our magnets, which is an evidence of confidence we highly appreciate, just as we value the trade and confidence of our old, tried, constant, and valued supporters. Newness, also, rules in our stock. We do not stick either to old goods, old ideas, or old methods, which all must give place to the new as quickly as they fail to meet the situation.

"When you and I had our last chat, in speaking of the prime factor of a lady's street outfit, we gave much prominence to tam crowns and rough rider effects, and, as we predicted, these held the situation well through October. But even the strongest favorites only have their day. Continuing along this line, indications for the November trade point to an increased

WHOLESALE MILLINERY



HEADQUARTERS FOR MILLINERY IN CANADA.

THE D. McCALL CO., LIMITED.

Finley, Smith & Co.

Importers of . . .

WOOLLENS and
TAILORS'
TRIMMINGS

29 VICTORIA SQUARE

WM. C. FINLEY
J. R. SMITH

MONTREAL

Sole Agents for
Trafalgar, Britannia and Royal Navy Serges.

John Fisher, Son & Co.

Cor. Victoria Square and St. James Street

MONTREAL.



Woollens and
Tailors'
Trimmings

Letter Orders receive prompt attention.

101 and 103 St. Peter Street, QUEBEC.

MILLINERY--Continued.

demand for dress shapes, with a leaning to higher crowns. Walking hats and sailors are also favorably thought of, and will give a good account of themselves at the end of the month.

"As you may not know, Mr. REVIEW, permit us to say that, with the exception of a very few new introductions, both styles and trimmings are now fully set for the balance of the season, and, with regard to the latter, nothing can use or disturb such candidates as silk velvets, taffeta silks, pin silks, liberty silks, Oriental silks, liberty satins, satin duchess and ribbons.

"A very great deal, however, depends upon the shades of the candidates, which are as varied as in other fields where the term candidate is more commonly applied.

"Pin your faith to the following colors and your readers and followers will have no cause for disappointment in your information: Blues, in navy, royal, bluet, fawns, greys, browns, purples, coquelicot, cardinal, grenat, cream and white—white being in very high favor.

"There are yet very important factors in millinery trimmings to be mentioned; in fact, they must be employed to make beautiful or lady-like combinations.

"Many birds, wings, breasts, hackle feathers and ostrich effects have and will continue to be used, but the queen of millinery trimmings—ostrich effects—will stand out prominently for the balance of the season, particularly black, white and cream in single tips and demi-plumes. Steel buckles will also be a bright feature as a finishing touch.

"You were asking about our factory operations, and if it were a true report that we could not keep up with our orders coming in for McKinnon-made jackets. That is quite true. For a long time, even with the factory running over-hours, we could not keep within three weeks of the demand. So much for having a good name and better goods. You may appreciate the fact that a jacket has no merit and counts for less than nothing with a lady unless it possesses the merit of fit, style and finish. This is where we have dominion, and the paramount reason for us having had to crave the indulgence of our customers regarding delivery dates as already touched on. Our costumes and skirts have equal merit and selling strength with our jackets. Of these we are evolving a large range of samples for Spring, which, with our jackets and other specialties, will be in the hands of our representatives at an early date. We are educators, and if only for that purpose our new conceptions should be seen by every retailer."

SOME NOVEL EFFECTS NOW IN USE.

The sorting season is in full blast at the warehouse of The John D. Ivey Co., Limited. This firm state that, in looking back over the season, it is seen that everything has been more than satisfactory; it has been very profitable, as there has been a good demand for all materials in the millinery line. As a rule, some particular style and article has been wanted, and wanted so abundantly that it has been impossible to fill orders. But, this season, the demand has been more general, and the retail, as well as the wholesale, trade has had a good opportunity to make money. At least, this is the experience of The John D. Ivey Co., Limited. Their expectations for the next two months are that there will be a big demand for velvet hats. In fact, the enormous sales of velvet in the past two weeks indicate that velvet hats are now in the lead, trimmed with black ostrich and paradise feathers and angel wings. Large hats will, no doubt, be a feature of the day. The millinery shown at the recent supplementary opening was very elegant, the materials used being of the richest quality. Among the models were seen turbans of elaborately embroidered velvet crowns. One noticeable toque had a brim of mink fur, crown of embroidered velvet, and facing of closely tucked chiffon (tucks $\frac{1}{2}$ inch wide and not shirred) drawn tightly over under-facing of white satin. Two wings of jeweled and painted Bolton cloth were used in decoration.

Another very attractive toque was of national blue mirror velvet, draped softly over a brim which was raised very high

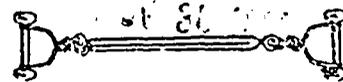
at left side, on which was placed a large bow knot of pearls. The crown was of silver-grey embroidered velvet, crimson velvet gilt rose, finished with large white tulle rosette.

Large black velvet hats are exceedingly popular. The newest shapes are "Gainsborough" in effect, but of more modern design, or perfectly flat brims, made to droop back and front, or an approach to the "Poke" hat. All of these shapes make very swell hats when trimmed properly with black ostrich tips. Here, also, fur is used as bands around crown with steel ornaments, or introduced in trimming. For instance, a large hat, flat brim in front and mushroom effect at back, covered with black silk velvet with jet and steel bow knots applied, faced with pale blue velvet, which is "pinched" (this new facing is made by taking three stitches, in diamond form, about two inches apart and drawing the threads tightly, then use for facing), crown of black velvet put on softly and a band of chinchilla fur around the crown trimmed with two Prince of Wales' tips with bands of same fur run on the stems. This latter way of decorating feathers is very novel.

The indications favor an unusually good season. "Speaking of our own stock," said Mr. J. D. Ivey, president of the company, "we are pleased to be able to say it is splendidly assorted in every line, and have made extra preparations for the velvet trade. Referring to payments, we find them particularly good. I am of the opinion that the retail trade was never in a more prosperous condition than at the present time, and that the trade will look back on the year 1899 as a banner year in millinery business."

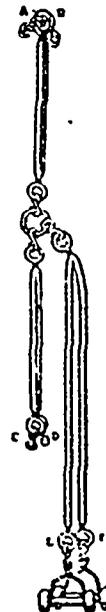
THE SANDOW DEVELOPER.

The introduction of Sandow's Developer into this market is a fact that will interest a good many merchants, especially furnishers and general dealers, who will find it a profitable article to handle. The Developer has the advantage of appealing to both sexes, and is for family use, the present tendency nowadays being to make the exercise of the muscles

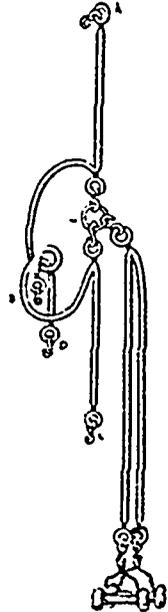


Developer fixed for use as a Chest Expander.

a systematic affair. The Sandow Developer is a complete athletic outfit, consisting of rubber wall exerciser, chest expander, dumb bells and heavy weight lifting apparatus. It is fixed to any door or window frame, and can be used for all the purposes here mentioned, so that it combines a great many forms of exercises in one compact machine. The basis of the whole thing is on the laws of health, as Sandow has followed modern teaching in this respect, so that the dealer has the weight of medical testimony in recommending this article, which has been highly spoken of by all athletic and health authorities, as good for the business man, for ladies who wish to reduce the size of the waist or cure sleeplessness, and for children in the early stages of their development. It also is specially intended for bicyclists of both sexes, who require some neutralizing influence to correct the tendency to narrow chests and curved spines. The accompanying illustrations show the ways in which the Sandow Developer is fixed when in use for certain purposes. With each exerciser, there are full instructions and photographic charts of exercises.



Developer fixed for use by Man or Athlete.



Developer fixed for use by Lady or Child.

Messrs. John Macdonald & Co., Toronto, have been appointed sole agents in Canada for Sandow's Developer, and, as the retail price is only \$5, which allows a large margin of profit to the dealer on each machine sold, the expectation is that a good trade will be done in them.

Dominion Wide.

Concerning the Millinery and Mantle Trade it is not necessary to tell buyers that Styles and Colors are now pronounced for the balance of the season.

So that the question with the trade is not what is wanted, but where can I get just what I know to be in popular demand.

Mr. Buyer you are perfectly safe ; we are zealously guarding your interests—they being identical with our own.

Experience has taught us that whatever brings increased trade and adds profit to our own business does the same for our friends who handle our goods.

Therefore, whether it be Millinery, Millinery Novelties, Silks, Ribbons, Velvets, Velveteens, Jackets, Costumes, Skirts or any of our other specialties. After you have looked through our stock or samples, "Eureka" will be the word.

We have studied character, we have studied style, we have studied colors, and in the face of rising markets and big advances in prices, we have studied the interests of our friends, and continue to sell all our lines at original prices.

We have had a most satisfactory October trade, and have made provision for a big November.

We beg to apologize to our many friends, who, on account of the great demand for McKinnon-Made Jackets, have suffered owing to the delay in executing their orders, which could not be avoided.

By extra effort we have almost overtaken the demand, and henceforth hope to be able to deliver all Jackets within a few days from time of receiving the orders.

~~~~~

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

York and Wellington Streets, TORONTO.

OFFICES. . . .

75 Queen St., OTTAWA.  
25 Milk St., LONDON, ENG.

1886 Notre Dame St., MONTREAL.  
70 St. Joseph St., QUEBEC.

# Good Advertising.

## For Wide Awake Retailers

By F. James Gibson.

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

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

F. James Gibson :  
Winnipeg, Man., September 14, 1889.

Dear Sir,—We enclose you a few of our ads. selected at random, and will be pleased to know, through THE REVIEW, what you think of them. Thanking you in advance,

Yours truly,  
GEO. CLEMENTS.

MR GEO. CLEMENTS is certainly a good advertiser. His advertisements are quite well written and nicely displayed. I judge, however, that when cuts are used, as Mr. Clements does in most of his advertisements, that the border, or half-border, he also uses, is really not necessary. To illustrate this point, I herewith reproduce an advertisement of Rogers, Peet & Co., New York, along with two of Mr. Clements' advertisements. I re-

produce these two so as to show how good Mr. Clements' advertising really is. If Mr. Clements will use the cuts and the display type, I am sure that he could entirely dispense with the heavy border. This would mean just so much money saved. Another way in which Mr. Clements could save money would be to use smaller type for his name at the bottom. This craze for having the name of the merchant in large type wastes immense sums of money each year. What the advertiser has for sale is his goods (or his

human nature, it is not good advertising. But the words "\$1 silks at 69c.," even if not spread across the page, will mean

something. If a woman wants some of the silks, she is quite sure to see the name of the firm at the bottom. This is what I mean by advertising the goods and not the name of the firm. Rogers, Peet & Co. thoroughly understand the importance of bringing their goods and the other attractions of their stores to the front, while discreetly keeping themselves in the background. That they have, at the same time, made several million dollars in the clothing business in a comparatively short time would go to show that modesty and good taste in advertising, as well as in many other things, pay.



Honestly now, what is your objection to ready-made? Why do you keep on paying a good tailor's high prices?

The market for the best materials, highest grade of work, is equally open to us—wider open, our purchases are larger.

Fit? We don't make to order, but we make to fit.

Can any one do more? Yes, we can—"your money back if you want it."

Suits—\$12 to \$28.

Our spring book says what we leave unsaid—yours for the asking.

ROGERS, PEET & Co.

Prince and Broadway.  
Warren and Broadway.  
Thirty-second and Broadway.



### OUR HOSIERY

Will stand a critical examination.  
It will stand the wear test.  
We've all the good lines that are suitable for Summer wear all fully as good as they look.

Men's fast black cotton, high spliced heels, double soles, all sizes, 20, 25, 30.  
Men's fancy colored cotton, stripes, checks, polka dots, 25, 35, 50c.  
Men's fancy blue thread, very durable, 30c.  
Black and colored cashmere, seamless, seamless double heels and toes, 35 and 50c.

You'll know more about them when you see them.

If it comes from Clement's—it's correct.

## GEO. CLEMENTS

Men's Furnishings,  
Fine Tailoring.

McIntyre Block Main St.,  
Telephone 130.

services), and not his name. If you succeed in interesting a reader in your advertisement, he (or she) will be sure to see your name, no matter how small the type is. The words "John Smith & Co." in big type spread all across a newspaper page don't really mean anything to the reader. It may, of course, flatter Mr. Smith's vanity, and, while this may be

F. James Gibson, Toronto

Dear Sir—We are enclosing copies of our ads. appearing in this week's issue of our town paper. Please give the benefit of your criticism in the next issue of THE REVIEW.

Yours, etc.,

W. G. MURPHY & Co.

The two advertisements Murphy & Co. send me are too large for reproduction in the limited space at my disposal. They are, however, good advertisements. The introduction to one of them is particularly happy and effective. This is how it reads: "This store guarantees your purchase. Right at the start of the Fall business, we want to impress upon you that this store is studying your best interests. We are constantly endeavoring to get the best values that can be procured in the world's markets and placing them before you at lower

Carberry, Man., September 16, 1889.

# Sandow's ... Developer

Own ... Combined

*All returned  
Nov. 6/94*



EUGEN SANDOW.

THE MOST COMPLETE OF ALL PHYSICAL EXERCISERS.

Invented by Eugen Sandow, The Athlete of the Century, and the greatest living Authority on Physical Culture.

The only Exerciser by means of which the Sandow System of Physical Culture can be correctly carried out.

1 machine for a whole family.

4 machines in one.

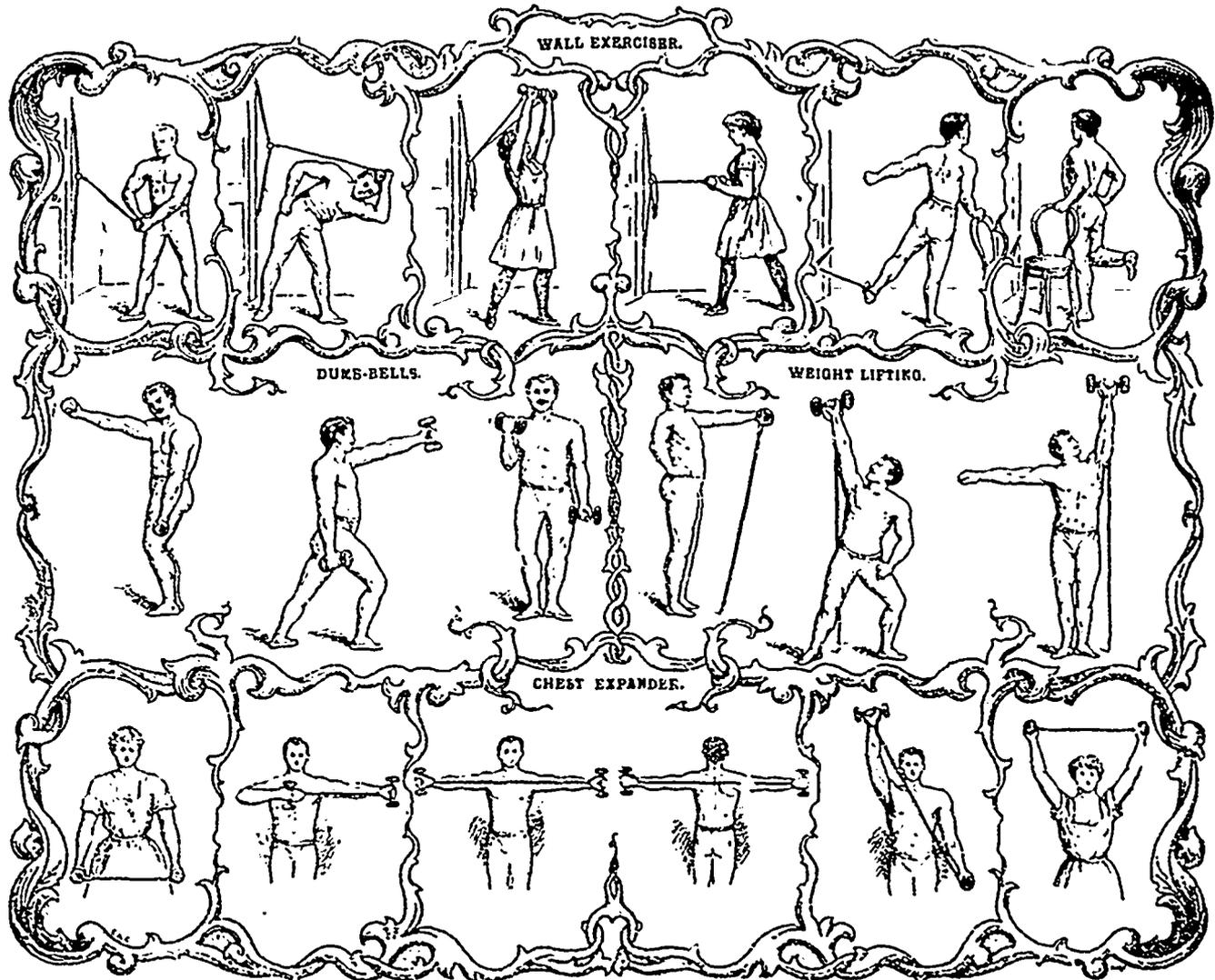
Retail Price, \$5.00.

## JOHN MACDONALD & Co.,

Sole Agents for Canada.

## Toronto.

The following sketches show the four methods of using the apparatus.



**GOOD ADVERTISING—Continued.**

prices than you can buy them elsewhere. The one thing we emphasize is that when you buy from us your purchase is guaranteed, as we take back or replace anything that is not exactly as we represent it to be. We are here to stay, and we will at all times guard our customers' interests." Of the two advertisements, I notice that one is much more compactly set. As they are both the same size, it suggests the thought that perhaps Murphy & Co. have contracted for a certain space, which they are bound to use. In one of the advertisements,

## Our \$1.00 Shirt

Is the best value ever offered in the trade.

Fine colored percales, open front, detachable cuffs, cross stripes, vertical stripes and checks—well made and perfect fitting.

No need to pay \$1.50 when you can get such values as these for \$1.00.

If it comes from Clements'—it's correct.

## GEO. CLEMENTS,

Men's Furnishings,  
Fine Tailoring.

McIntyre Block—Main Street.  
Telephone 130.

about 25 per cent. of the space is wasted. I am sure that it scarcely ever pays a store to contract for a certain space in newspapers or any other advertising mediums. No one can tell a week ahead exactly how much space a store will need for its advertising; the unexpected is always happening. To-day, a whole page may be required; to-morrow, 150 lines may be enough, and, next day, a half-page may just fill the bill. Of course, the agreement to use a certain space on certain specified occasions is very comforting to the publisher, and he usually is willing to make some allowance for it, but it is all wrong from the advertiser's standpoint. The way this sort of thing works out is: Sometimes the space is crowded, and, even then, things that ought to have a showing are left out, while, on other occasions, the space has a half-filled and unbusinesslike look. The net result is money lost. The proper way where it is necessary to have a contract is to engage to use a certain number of lines or inches, say, in a year. Use the space as you want it.

F. James Gibson, Toronto

Dear Sir,—By the same mail I am sending you three daily papers containing our advertisements. I wish your opinion of them, as to being such as will draw trade, also any way they could be improved. I would also like you to use fictitious names if you should reproduce any of them in THE DRY GOODS REVIEW

Yours, sincerely,

CONSTANT READER.

Where the use of his name is not permitted by an advertiser requesting criticism of his advertisements, it follows that the advertisement can't be reproduced. When this is the case, it is obvious that the object with which this section of THE REVIEW was established will be to a great extent defeated. In other words, I must insist that when an advertisement is to be criticized it must be reproduced in full.

I have before me two fur advertisements. The Fairweather advertisement takes up almost as much room as the other, which I recently cut out of a whole-page advertisement of John Wanamaker, of Philadelphia, yet it must have been practically useless as a business-bringer. The Wanamaker advertisement, on the other hand, is full to overflowing of good inter-

esting information, such as prices and descriptions. This is the sort of advertising that brings results.

**J. W. T. FAIR-WEATHER & CO., successors to J. & J. Lugsdin, 84 Yonge St., hatters and furriers.**

## What About Furs?

Whether you are a resident of the city or only a visitor here during Fair time, to-day will be a good day for you to visit our fur show-rooms and note the wealth of style, beauty and quality displayed there in our handsome, rich, and costly fur garment stocks for the new season. The assortments are very complete in all the latest ideas, notions, and fancies in practicable and serviceable fur comforts. We make every garment we sell—and we guarantee every garment we make. We cover had such a fine range to show you, and every inch of the material and every stitch in the workmanship is put in with the idea of giving the highest quality—and we sell at most moderate prices.

See our exhibit on the ground floor in the Main Building at the Exhibition.

**J. W. T. Fairweather & Co.**  
Successors to J. & J. Lugsdin,  
84 Yonge St.  
Jret. 4200-21 E. 100.

**Furs**

*The Opening—you are welcome.*  
This is the greatest fur season in the history of the store!  
The rage began five years ago in Berlin, spread to Paris and St. Petersburg—we expected it here last year; but it only began.  
It is here now, in full force, and will doubtless surpass everything we have ever before known.  
We are prepared.  
Magnificent furs in great variety; and the prices are fair.  
A friendly journal, out of the kindness of its heart, is good enough to say the following:  
"The greatest fur show in America. This only best and grand fur. While in the store for about 60 days, hundreds of customers, all prices, and all furriers were sold. Exquisite stock of the fur jackets, for men, boys and long and short coats. Not an out or one year's garment to be seen. Export agent housed in the store."  
Isn't that nice!  
Persian lamb jacket, 22 inches long; double revers, loose front—box, when the revers are buttoned over; black satin lining, \$120.  
Breit schwan (broad tail) jacket with stone effect, revers and inside of collar of baum merre, \$275.  
Plain round jacket of Persian lamb, 18 inch back, 24 inch tail; front, chinilla collar; blue and white striped taffeta lining, \$225.  
Fancy Eton jacket of Persian lamb; inside collar chinilla; lav exalter and white taffeta lining, \$200.  
22 inch Persian lamb jacket; dip front, large ripple revers; rare cuffs; inside collar Hudson Bay sable, fancy satin lining, \$225.  
Box sealin jackets, double-breasted, with revers; fancy satin linings, \$170.  
Sealain coat, imported design. flare skirt forming cutaway coat, lined with corn-colored faille; revers and inside collar of chinilla, \$500.  
Bret schwan box coat; loose back and front, 42 inches long, large ripple revers, inside collar of chinilla, \$500.  
Cape of very handsome eastern-mink; stripe running round the cape and down the flounce, \$650.  
Handsome Hudson Bay Sable cape, 22 inches long, trimmed with Hudson Bay tails and claws alternating, \$750.  
Wanted from, Commercial.

I think the regular piano dealers' advertising is about as bad as any kind. Probably, regular piano dealers advertise because they feel that it is a good thing to keep their names, addresses and business before the public and not because they expect any direct returns that they can see. But, when it comes to the department store, now we find a person who advertises pianos because he has pianos for sale and expects to sell some of them directly through his advertisement. He argues that people who want pianos will be interested in facts about pianos. One of the most important of these facts is the price. If the dealers have pianos for sale on the instalment plan, how much by the week or month the buyer has to pay also makes interesting information. So the department store man hastens to furnish these facts. The regular piano dealer, however, seem to scorn such methods. He apparently believes that his name and address, with the added information that he deals in pianos, is all the information the public wants or ought to have, and then he wonders, poor fellow, how it is that the

**Country, Wintet & Learning,**  
188 Yonge St., Toronto.

It is not to our disadvantage of being  
very Eminent and, the more you will be

**OPEN EVERY NIGHT  
UNTIL 9.30 O'CLOCK.**

We want you to receive no "negative"  
work of

**PIANOS,  
ORGANS, AND  
MUSIC BOXES...**

*Country, Wintet & Learning*

188 Yonge St., Toronto.

**If you Want to Learn Anything About Advertising.**  
 If you are a business man and get or want to get business by any kind of advertising, and want to know how to advertise and make money for if you are an employe and expect to go into business for yourself in a profitable profession--we furnish the foundation--the accumulated knowledge on the subject. Investigation costs you nothing. Invaluable information will be sent free. Address Advertising World, Publicity Club, Columbus, O.



**HOTELS FOR COMMERCIAL MEN.**

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

**The following**

*is a partial list of the Goods we manufacture :*

**The Sun Lighting Machine.**

(sprinkling system.)

**The Beacon Acetylene Machine.**

(immersion system.)

**The Simplex Acetylene Generator.**

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

**The Duplex Acetylene Machine.**

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

**Acetylene Gas Stoves and Ranges.**

(for use with the above machine.)

**Special Photographic Apparatus.**

(beats sunlight for photography.)

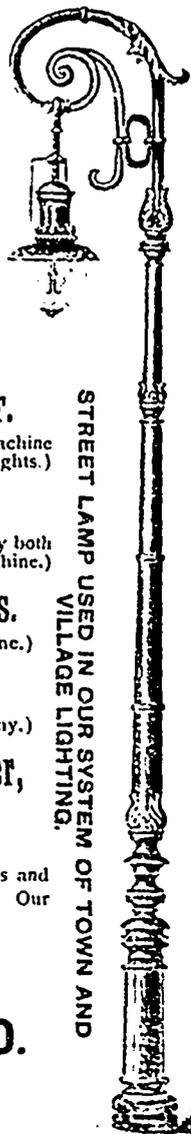
**The "Crescent" Acetylene Burner, Acetylene Gas Meters, etc.**

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

**THE ACETYLENE MANUFACTURING CO.**  
 LIMITED

Head Office, LONDON, ONT.

Capital, \$300,000.



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

**A. A. ALLAN & CO.**

Wholesale Manufacturers

**FUR**



... Capes and Collarettes

Caperines, Newest Designs

Neckwear In Great Variety

Seal

Persian Lamb

Grey Lamb

Electric Seal

Astrachan

Racoon

**JACKETS in**

Men's Fur and Fur-Lined Coats

RELIABLE QUALITY  
 ATTRACTIVE PRICES

51 Bay St.,

TORONTO

**NOTHING DECEPTIVE**

— ABOUT —

**Patent Roll**

**Cotton Batting**

**North Star, Crescent, Pearl Brands**

The "North Star" and "Crescent" for 1899 will show very decided improvements in whiteness and quality. No other cotton bat will retail as satisfactorily nor call for as many repeat orders.

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

**GOOD ADVERTISING—Continued.**

department store man is gradually getting the piano business of his town. Presently, he begins to think that perhaps he does not keep his store open late enough at night. May be if he keeps open till late instead of closing at 6 o'clock, he will steal a march on his hated department store competitor, who always closes at 6 o'clock, if not earlier. So he sends an advertisement something like this of Gourlay, Winter & Leeming's to the newspapers.

The department store man, however, keeps right on in the even tenor of his way. When he has something to say about pianos he says it somewhat in this fashion :

**Pianos**

at low price have been hard to get—not because there are not plenty of them, but because we are particular what we buy and sell—good tone, good looks, good wear.

We can give you all three for \$155 to \$265—no, not the best at these prices, there is almost as much difference between good and best as there is between good and bad. You can't have best without paying the price—no matter what you may be told.

Pay for your piano all at once, or pay \$8 to \$10 a month with interest at 4 per cent.

Low-priced pianos are so good nowadays that it is better to buy such than second-hand high-price ones.

Note the great difference between this advertisement I clip from a whole page advertisement of Wanamaker's and the Gourlay advertisement. The former is a solid mass of information and interesting information, too, about pianos. The latter has probably not the least value as a business announcement. Two-thirds of it is taken up with the name of the firm and the address, and the balance is almost as useless from an advertising standpoint. How absurd such advertising is! Messrs. Gourlay, Winter & Leeming, however, pay their good money for newspaper space and keep on deluding themselves with the idea that they are advertising.

No wonder the big department and other stores keep on getting bigger and bigger and the specialty stores keep on getting out of business. Does the specialty man know what ails him? Mostly he doesn't. Instead of waking up to a free and proper use of printers' ink, he goes to the Legislature and asks for a law which will prevent the octopus selling pianos, or boots and shoes, or drugs, or what not.

Mr. J. H. Patterson has entered a suit against R. C. Struthers & Co., of London, for \$250, alleged to be due for back salary and expenses as traveler for the firm. The defendants claim that Patterson violated his contract, and was fully paid. The case will be tried in December.

The outlook for a successful closing of the year's business among drygoods men of all classes was never more promising. Prices have been up for a long time now, and the man of gloomy temperament is once in a while heard predicting that they must come down shortly; but, note the fact that men who have been in business for a long time—the "old heads," who know the wants of the trade—are picking up goods for next Spring, sure of a rise. Stocks of all kinds, both wholesale and retail, are much lower than for some years past. This is the result of more careful buying, and the consequence will be that wholesale men will have no lines of any importance to be thrown on the market at ruinous prices, as in the past.

**BUSINESS CHANGES.**

**W**. G. VANCE, merchant tailor, Tara, Ont., has removed to Port Elgin, Ont., where he has bought out A. N. McConnell.

Wm. Murray, dry goods dealer, Kincardine, Ont., has sold out to George H. Malcolm.

Learoyd Bros., dry goods dealers, Windsor, Ont., have opened a branch in Forest, Ont.

The stock of C. J. Grenier, corset manufacturer, Montreal, is to be sold on November 2.

The Montreal Knitting and Embroidery Co. have started business.

Henry Gleiser, dry goods dealer, etc., Milverton, Ont., has sold out to H. Dierham.

F. French, tailor, Renfrew, Ont. has retired from business.

Thomas C. Kidd and Henry L. Rutherford have registered as proprietors of Kidd, Rutherford & Co., manufacturers of imported jute and linen, Montreal.

W. J. O'Malley & Co., wholesale milliners, Montreal, have dissolved, and W. J. O'Malley has registered as sole proprietor.

The Dominion Clothing Mfg. Co., Montreal, have dissolved, and Solomon Brazier has registered as proprietor.

S. Calvert, dry goods dealer, Treherne, Man., has admitted Fred. Wilson.

May Furlong has opened as milliner in St. John's, Nfld.

J. A. F. Ross has started as merchant tailor and men's furnisher in Sydney, N.S.

A. MacDonald, merchant tailor, Barrie, Ont., has sold out and removed to Windsor, Ont.

E. H. Dever has started as tailor in Dresden, Ont.

Belcher & Sons, tailors, St. Thomas, Ont., have dissolved.

W. S. Davies is opening as dry goods dealer in Montreal.

Henderson & Potter, tailors and men's furnishers, Parrsboro, N.S., have dissolved. Each partner continues on his own account.

Dickenson Bros., dry goods dealers, etc., Perth, Ont., have sold out.

The Misses Hawes, milliners, Alvington, Ont., have sold to J. L. Brennan.

Wm. Honeyford, of Honeyford Bros. & Co., jobbers, handkerchiefs, Toronto, is dead. Thomas Honeyford continues under unchanged style.

Thomas Stone, of Thomas Stone & Son, dry goods dealers, etc., Chatham, Ont., is dead.

**MANAGER WANTED.**

**WANTED**—A General Manager, for a large Western Retail Dry Goods Business, who must be competent to superintend both office and warehouse work. Address, A. B. C., care of Dry Goods Review, Montreal.

**Newspaper  
Information**

We can supply you with the comments of the newspapers on any subjects that interest you. Personal items, political articles; in fact, anything that appears in any Canadian publication can be procured from us. We read the newspapers for you better and cheaper than you could do it yourself. Send a post card for particulars.

**CANADIAN PRESS CLIPPING  
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Telephone Main 1255.

505 Board of Trade Bldg., MONTREAL, QUE.

# The Celluloid Company

30, 32, 34, 36  
Washington Place

NEW YORK

ORIGINAL and ONLY  
Manufacturers of

"CELLULOID" Interlined Waterproof  
Collars and Cuffs . . .

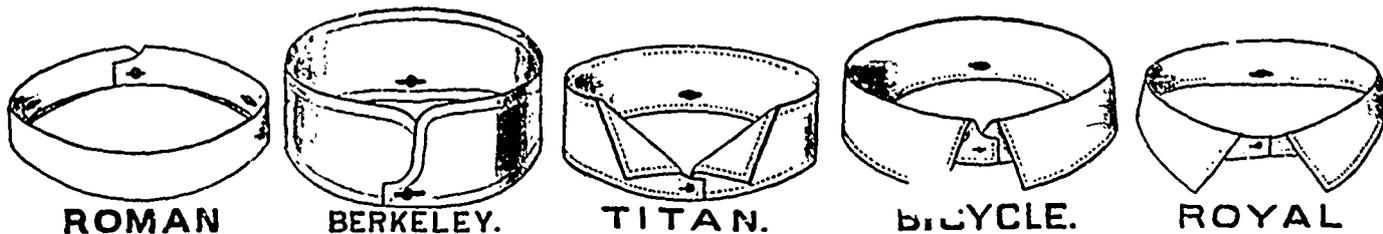
All goods made by us are stamped as follows :

Absolutely No

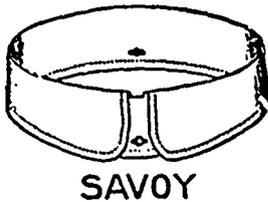
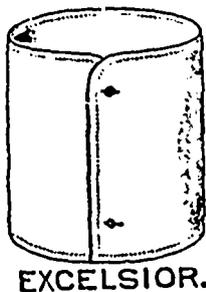


Others Genuine

Positively waterproof. When soiled simply wipe off with a damp cloth or sponge.

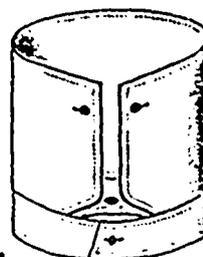


Roman, Cardinal and Bishop Collars may be had plain or with either three or five button-holes.



**CAUTION**

It having come to our notice that certain manufacturers are producing and advertising imitations of our goods under the name of "Celluloid," we desire to notify the trade that the word "Celluloid" is a registered trade mark, and our right to its exclusive use having been upheld by the courts, we shall hold responsible not only such manufacturers but also all dealers handling any goods, other than our make, under the name of "Celluloid."



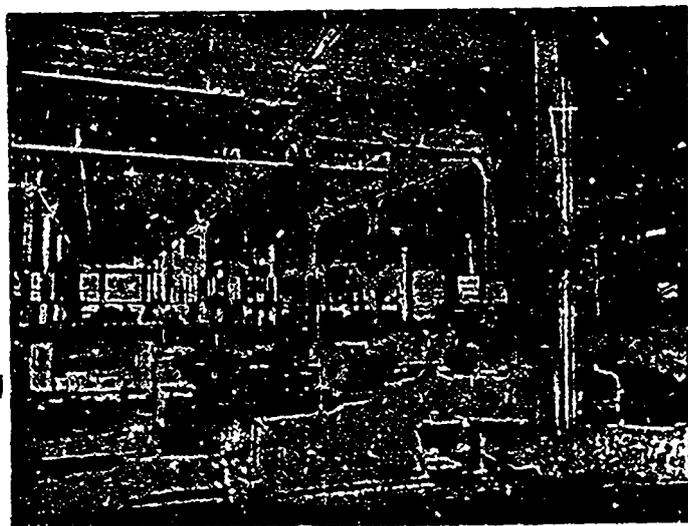
**The Celluloid Company** FIFTH AVE.

**DARK DAYS ARE COMING**

—AND—

**YOUR STORE IS GLOOMY.**

Buy Luxfer Prisms and tempt new customers in—by making your store airy, cheerful and bright. . . . .



EATON'S—WITH LUXFER PRISM WINDOWS.



EATON'S—WITH OLD-FASHIONED GLASS.

**LUXFER PRISMS ARE NO FAD.**

Their popularity is due to the economy effected in artificial light. Dollars and cents do our pleading.

WRITE TO

**Luxfer Prism Co., Limited**  
98-100 King St. West, TORONTO.

To the Trade :

Established 1849

**NOVEMBER**

1899

This is the last month of our business year. We take stock every six months, June 1st and December 1st. During the month of November all odds and ends in each of our respective departments will be cleared, at a reduction off regular prices. Goods that we bought at old prices will be sold without advance. Every *WEDNESDAY* during the month will be a "*Red Letter Day*" for Bargains.

*WEDNESDAY 1st we have named as a Special Sale Day in Carpets and House Furnishings.*

*WEDNESDAY 8th as a Special Sale Day in Men's Furnishings, Haberdashery and Fancy Goods.*

*WEDNESDAY 15th as a Special Sale Day in Dress Goods, Silks, Hosiery and Gloves.*

*WEDNESDAY 22nd as a Special Sale Day in Woollens and Tailors' Trimmings.*

*WEDNESDAY 29th as a Special Sale Day in Linens and Staples.*

We have taken this step to induce customers to visit our warehouses, believing it will result in mutual benefit. You will see the goods you are buying, and as our travellers are now on the road with Spring Samples it is impossible for them to call upon you with samples of these goods. We shall be pleased to correspond with you and see you in our warehouses.

FILLING LETTER ORDERS A SPECIALTY.

**JOHN MACDONALD & CO.,**

Wellington and Front Sts. East,

**TORONTO.**