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VOL. IX.

MONTREAL AND TORONTO, SEPTEMBER, 1899.

No. 9.

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TRIMMINGS NOW  
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ELASTIC TRIMMINGS.

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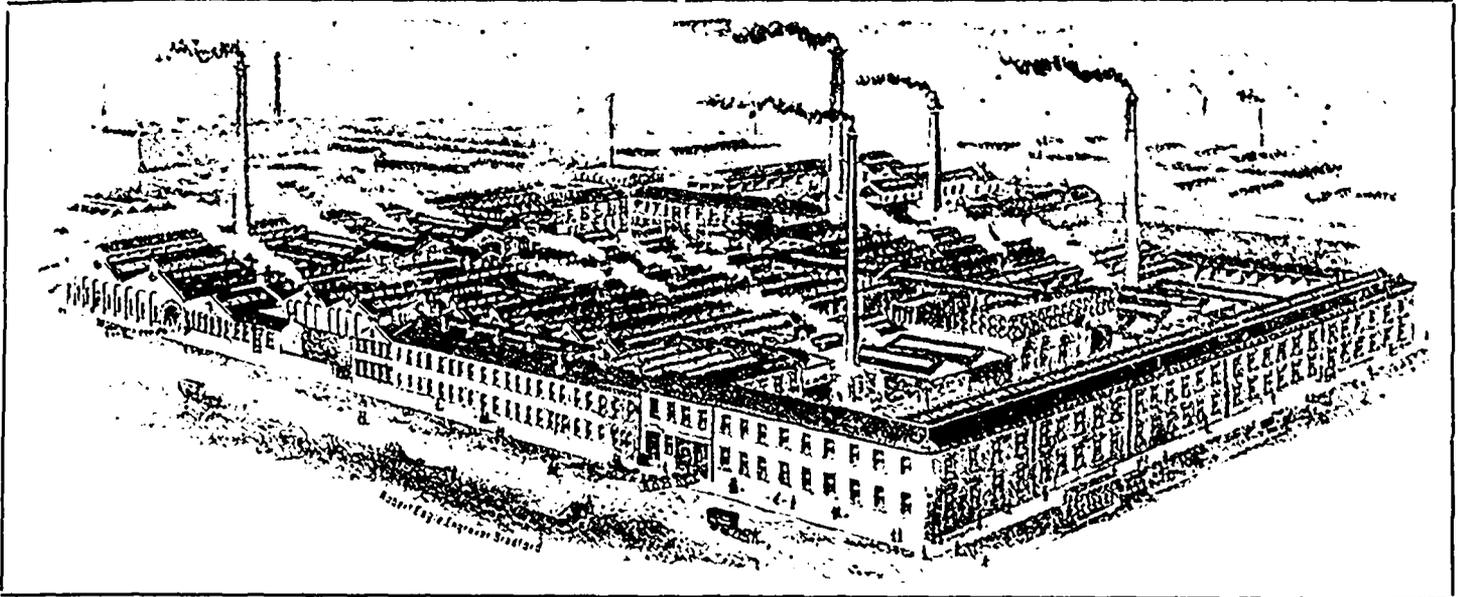


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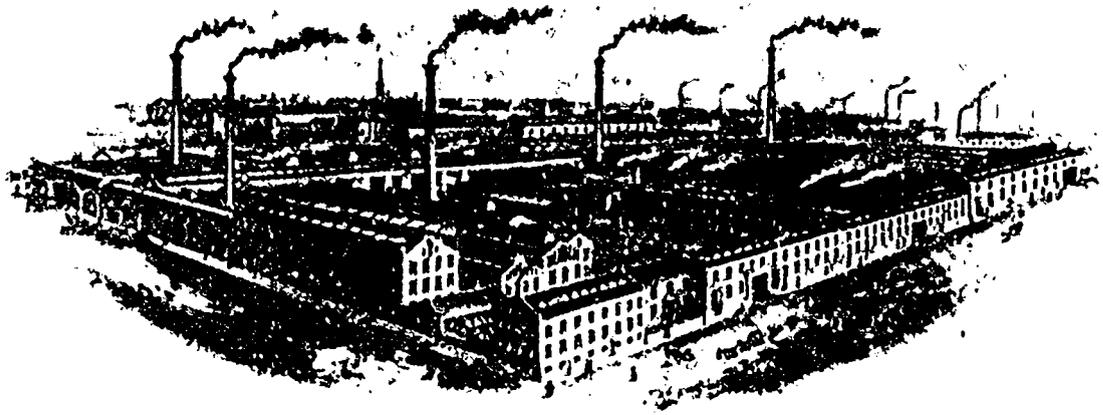
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Goods finished by this process are absolutely cheaper than in ordinary finish, as the extra cost of finishing is far more than met by the improved value and appearance and greatly increased wearing qualities of the cloth.

**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.

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Uniform in quality and finish, and

**CAN BE RELIED ON**

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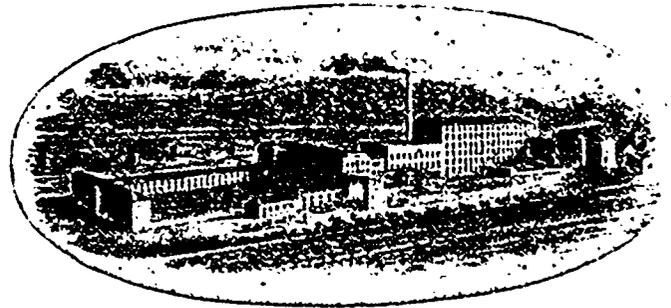
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We are glad to report that our travellers are all well pleased with the business they are securing in **Laces for Spring 1900.** Orders are large and numerous, which, we take, is the best proof of the name we aspire to retain.

Our range of **Fall Goods** is quite complete, and though in some lines we are bound to be short, yet our next fortnight's shipments will replenish same.

**Dress Goods** are selling very freely, particularly Black Crepons.

**YOU** should see them. They are A 1 value, and will prove sellers.

## LEADING LINES:

Belt Buckles, Belts, Purses, Hair Ornaments, Silks,  
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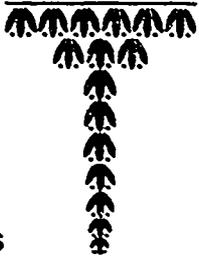
This Number of "The Dry Goods Review" will meet our Customers about to start for, or on their way to,

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We can completely stock up anyone commencing business who wishes to confine his buying to a few houses.

All our Travellers will be in the House during the Exhibition and will be pleased to see their Customers.

# THE CANADIAN DRY GOODS REVIEW

VOL. IX.

MONTREAL AND TORONTO, SEPTEMBER, 1899.

No. 9.

## CONVENTION OF THE MARITIME BOARD OF TRADE.

BUSINESS MEN FROM NEW BRUNSWICK, NOVA SCOTIA AND PRINCE EDWARD ISLAND MEET AT ST. JOHN AND DISCUSS LIVE SUBJECTS.



THE Maritime Board of Trade, composed of representatives from the Provinces of New Brunswick, Nova Scotia and Prince Edward Island, held its fifth annual

convention in St. John, N.B., on August 16, 17 and 18. This is the second time the convention has been held in St. John, the first meeting having been held there.

The convention was opened on Wednesday evening shortly after 8 o'clock. President W. M. Jarvis, of St. John, N.B., was in the chair, and about 60 delegates were present. The names of the delegates present at this and subsequent sessions were as follows:

St. John—W. M. Jarvis, R. Schofield, D. J. McLaughlin, W. S. Fisher, W. F. Burditt, George Robertson, I. I. Barry, J. A. Lakely, T. N. Eastbrooks, W. F. Hathaway, F. A. Dykeman, C. E. McMichael, T. H. Somerville, T. H. Hall, H. A. Harvey, James Jack, W. H. Thorne, T. B. Robinson, F. S. Potts.  
 St. Martin's—W. H. Moran.  
 St. Stephen—G. W. Ganong, M.P., E. G. Vroom, A. I. Teed, F. M. Murchie.  
 Amherst—B. W. Ralston.  
 Berwick—H. V. Broome, J. D. Clarke, Jr.  
 Bridgetown—John Erwin.  
 Charlottetown—H. Hazard, George Hughes.  
 Chatham—D. G. Smith, W. S. Loggie.  
 Dartmouth—J. B. McKenna.  
 Kentville—C. L. Dodge, James Seely, G. E. Calkin, M. G. DeWolfe, R. S. Eaton.  
 Kings County Fruit Growers Association—P. Innes.  
 Halifax—J. E. De Wolfe, C. M. Creed.  
 Middleton—O. E. Roger, F. E. Cox.  
 New Glasgow—C. G. Armstrong, J. D. O'Connell, W. R. McKay, M. Husu.

Woodstock, N.B.—Alex. Henderson, James Carr, T. C. L. Ketchum.  
 Hartland, N.B.—J. T. G. Carr.  
 Digby—G. T. Detney.

### SECRETARY'S REPORT.

Secretary Allison presented his report, which read as follows: Your secretary-treasurer begs herewith to hand you his report for the past current year. After the close of the last annual meeting, which was held at Truro, on August 17, 18 and 19, 1898, the secretary, Mr. G. A. Hall, handed to me the books and papers of the Board of Trade of the Maritime Provinces, together with a financial statement for the fiscal year 1897-1898, showing a balance in favor of the board of \$36.35, which amount was also paid to me by Mr. Hall. I herewith beg to hand you separately my account for the past year, showing a balance of \$67.80 in favor of the board. On September 15, 1898, a meeting of the council was held at St. John, which was attended by delegates from the Boards of Trade, of Halifax, Kentville, Sussex and St. John, at which, in addition to other business, it was decided to hold the present annual meeting at St. John.

The following is an alphabetical list of the boards of trade now established in the Maritime Provinces:

Amherst, N.S.  
 Berwick, N.S.  
 Bridgetown, N.S.  
 Charlottetown, P.E.I.  
 Chatham, N.B.  
 Dartmouth, N.S.  
 Fredericton, N.B.  
 Halifax, N.S.  
 Kentville, N.S.  
 Kings County, N.S.  
 Londonderry, N.S.  
 Lunenburg, N.S.  
 Middleton, N.S.  
 Moncton, N.B.  
 Newcastle, N.B.  
 North Sydney, N.S.  
 New Glasgow, N.S.  
 Parrsboro, N.S.  
 Pictou, N.S.  
 St. Andrews, N.B.  
 St. John, N.B.  
 St. Martin's, N.B.  
 St. Stephen, N.B.  
 Springhill, N.S.  
 Sussex, N.B.  
 Sydney, C.B.  
 Truro, N.S.  
 Windsor, N.S.  
 Wolfville, N.S.  
 Woodstock, N.B.

### THE PRESIDENT'S ADDRESS.

President Jarvis then delivered his annual address, portions of which are as follows:

It will be five years next October since the conference to which the Board of Trade of the Maritime Provinces owes its existence was held at St. John. Upwards of 20 years ago a Dominion Board of Trade was established, and, in July, 1874, its annual meeting was held in this city, and the St. John board gladly welcomed their friends from other parts of Canada. But the difficulties of maintaining so extended a connection proved too great, for the time at least; and, finally, the meetings of the Dominion Board were discontinued.

When the conference in October, 1894, was proposed, there was very little thought of its expansion into a Maritime Board of Trade. But the president of the Halifax board was able to attend the meeting. He was warmly welcomed. It was felt that benefit could not but result if such gatherings could be held from time to time. In August, 1895, the Maritime Board of Trade was organized at Halifax. In 1896 a constitution and rules were formally adopted at St. John; and it has since met at Charlottetown, in 1897, and at Truro, in 1898.

### MARITIME AND LOCAL BOARDS.

Perhaps it may be well at the outset to admit that even yet the Maritime Board has hardly passed beyond the experimental stage.

With the local boards it is different. Here and there some one may flag for a time, but it is unlikely that, at least in the larger centres, they will ever cease to exist. And, indeed, their existence and their vigor may be taken in some degree as an index to the life and energy of the locality in which they have their place. The scope and interests of the local board are coming to be generally understood. The first thoughts of its members are given to the well-being and prosperity of the place in which they live. It claims in return the support of the citizens whom more or less directly it represents. There is no interference with the municipal authorities as representing the people at large. But as the duties of such municipal bodies are largely administrative, the need is felt for another organization, representative in a limited sense only, composed in part perhaps of such members of the municipal bodies as can spare time for the consideration of public questions outside the administrative routine, but including also other citizens who can act with them in considering matters of public interest and suggesting measures which may promote the general good. Suggestions emanating from such a body can carry weight only in proportion to their intrinsic worth, and the arguments by which they may be sustained. The boards of trade

exist as means through which information may be circulated at home and abroad, as channels through which the views of their members can be made public, criticized, approved or condemned, and as factors in the education of the public mind. If they are consulted by the governing bodies on matters of local importance, it is only because they represent and centralize the opinions of the citizens whom their membership includes.

The Maritime Board has a wider field and that very circumstance deprives it in some degree of the interest which attaches to the local boards. It appeals to us as dwellers in the Maritime Provinces of Canada, as Acadians, shall I say? For I think that that good old word should not be left altogether to our fellow-countrymen of French descent. But the Acadian idea is in its infancy. Too often in the past have the Maritime Provinces shown a divided front, and too often, indeed, have differences appeared within the Provinces themselves. We are beginning now to realize how much we have in common, and that in union there is strength. We are being welded together as our relations become more intimate and intercourse extends. We find in the existence of this Maritime Board the expression of a desire for yet closer union. Its well-being can be threatened only if it is found to be in advance of the general desire for such union that exists.

The Maritime Board of Trade was formed to strengthen the ties that bind these Provinces together. It furnishes a means through which questions of extended interest may be brought into more general notice by the local boards. It is

the union, and nearly ten before the thin iron line of the Intercolonial railway cut through these forests, and gave an easy access to the St. Lawrence and the West. It was nearly ten years more before the completion of the Canadian Pacific railway brought us within less than a day's journey of Montreal. Until these connecting links were established, it was not to be expected that mutual intercourse would extend. And, unfortunately, even at the present day, our fellow-subjects elsewhere in Canada seem unable to realize the resources of the Maritime Provinces, or the extent to which the well-being of all Canada is bound up with their development. Millions may be spent on the canals and other public works of the interior, on the harbors of Montreal or Quebec, or on railways in the West. But appropriations for Halifax, St. John, or some other Maritime Province point, are keenly and jealously watched.

Let us be careful that we do nothing among ourselves to increase this tendency, and let us not forget that it exists. It is natural that our claims should be thought lightly of by those who, cut off in the past from us as we have been from them, have learned to look to Boston and New York as their most convenient outlets, and who have never realized the advantages which the Maritime Provinces possess and the facilities which their ports can supply. It is unnatural when the just claims of some struggling centre are spoken lightly of, or opposed even, from a want of interest or fancied rivalry among ourselves. It is fratricidal. The Maritime interests must develop together or not at all. Whatever may be urged from any one point

to have more than a local interest, and, as each new development is heard of, it should be felt that, wherever within the three Provinces it may have its place, it cannot but contribute to the good of all.

#### THE GROWTH OF THE MARITIME PROVINCES.

We have, in these Provinces, a rich inheritance. It is a new country. Little more than a century ago it was a wilderness. Look at the contrast now. The natural features are the same. Halifax and Sydney had their magnificent harbors. The St. John river then, as now, flowed for nearly 500 miles from its head waters to the sea. But the forest wealth has been reached, though not exhausted. The fertile land is tilled, though there is an abundance for the new settler still. Mineral wealth has been found where its existence was not dreamt of. Two thousand miles of railway bring each city, town, and village, even, into close connection with others and with the world beyond. Steam vessels, furnishing every comfort to their passengers, ply, during the open season, on the River St. John, through the Bras d'Or lakes, and elsewhere. The Bay of Fundy is crossed from St. John to Digby in two hours and a half. Along the coast from St. John to Eastport and St. Andrews in one direction, and to Yarmouth, the towns on the westward shore, and Halifax in another, and from Halifax to Sydney and beyond, regular services are maintained; and to Prince Edward Island two steamship routes are open during the summer and one during the winter months.

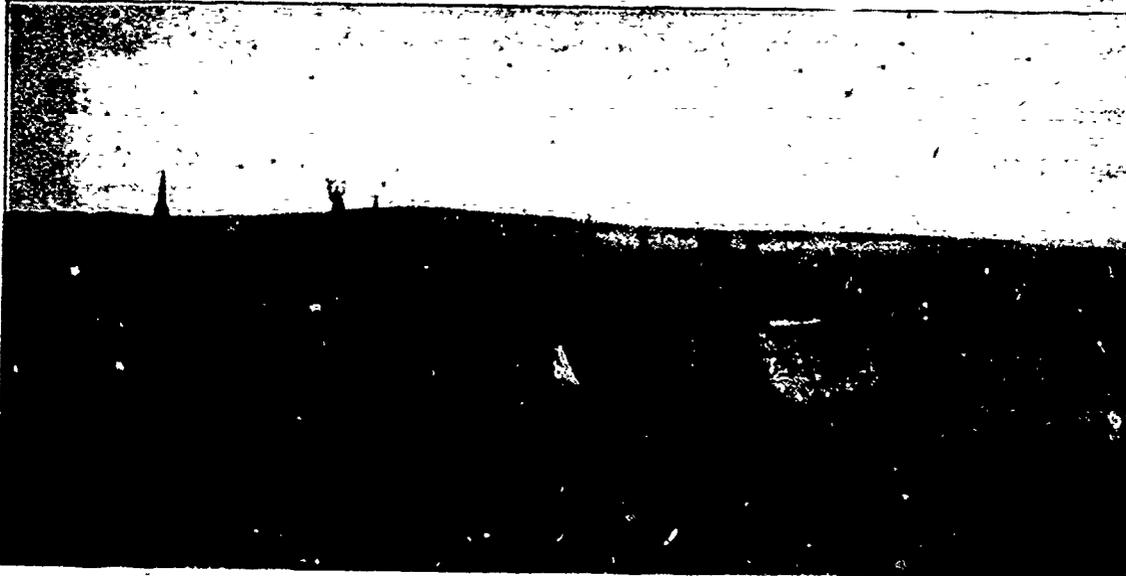
In the cities and larger towns electric railways carry their passengers for a trifling fare. The telephone brings each house and village, even, into close connection with the rest. Coal gas and electricity furnish us with light, and, where these are not available, the earth oils are to be had at a trifling cost. Fuel, both coal and wood, is abundant, and, if we have a longer winter than more southern climes, in the warmly-built houses we have learned to construct, we scarcely feel the effects of it.

Factories have extended and new industries are springing up. There are the sugar refineries at Halifax; the large cotton mills at six different points; the pork factory at Charlottetown; the pulp mills at Chatham and St. John; steam saw mills and other woodworking factories, foundries and machine shops, smelting works, nail

factories, paint factories, canning factories and woollen mills; the wrapper factory at Woodstock, the stamping company turning out glazed ware at Hampton, and other manufactories of almost every description steadily making good their foothold at these and other points.

Agriculture, too, in the widest sense of the term, is improving. Yearly exhibitions encourage the farmer in the production of better stock. The old staple crops—hay and potatoes—are still grown, but the tendency is towards utilizing these bulky products, not easily sent to an outside market, for the growth of stock and the manufacture of cheese and butter at home. The apple product in Nova Scotia, on the Upper St. John and elsewhere, is extending. Small fruits are produced in abundance. Some parts of the Maritime Provinces indeed, and, especially Prince Edward Island, seem intended by Nature to furnish the later garden product for the rest of Eastern Canada and the Northern States. Asparagus luxuriates in the rich Prince Edward Island soil; and where, 40 years ago, the cultivated berries were almost unknown, and the wild fruit only was to be had, we have now the garden fruit everywhere exposed for sale; while the poorer farmers have turned the wild fruit to advantage, and the strawberries, raspberries and blueberries, grown in barrens and clearings, are gathered by their children and give a ready cash return.

The days of wooden shipbuilding are passing away, but there is good ground for hope that before long iron shipbuilding in the Maritime Prov-



GENERAL VIEW OF ST. JOHN.

intended to bring together delegates from all parts of the Maritime Provinces, and to enable them to enter into each other's circumstances and each other's wants. A legislative union of the three Provinces has often been thought of as a means of harmonizing divergent interests and enabling them to present a united front. The difficulties in the way of such a union have proved insuperable. But the Maritime Board of Trade, if it can be maintained, may furnish a field where such wider questions can be considered, information can be extended, local jealousies removed, and a more united action encouraged and even secured.

And the Maritime Board may well prove useful, too, in extending through the rest of Canada the more intimate acquaintance with the varying interests of Nova Scotia, New Brunswick, and Prince Edward Island, which it possesses at home. It is impossible to say an extended visit to the Upper Provinces or the West without realizing how little is known of Maritime interests there. Our summer visitors come very largely from the United States. We gladly welcome our cousins from the South, but we have ample room, also, for our brethren from the West. Trade relations are slowly extending, but very much yet remains to be done.

When the Dominion of Canada was established in 1867 the

#### MARITIME PROVINCES WERE CUT OFF

by the forests of south-eastern Quebec. Seven years passed before Prince Edward Island joined

against another will most surely turn against its authors in the end.

It is not, I think, too much to claim that the Maritime Board of Trade has already given proof of its usefulness. Not only have several harmonious gatherings taken place, but their effect has been lasting. Warm friendships have been established. Halifax and St. John are coming to look on each other with less of rivalry and a growing desire for each other's welfare. Prince Edward Island can feel that its interests have a place in the thoughts of those on the mainland. And those who met last year at Truro were able to realize not only the hospitality, but the beauty of our inland towns, and brought away with them pleasant recollections not soon to be effaced.

Year by year, if these meetings can be maintained, the benefit must increase. We have much to interest us: The coal and iron interests of Sydney, North Sydney, New Glasgow and Pictou; the lumber industries of the Miramichi, the commercial activity and growth of Truro; the manufactories of Moncton, Woodstock and almost every other town; the wonderful recuperative power which Windsor has shown since the devastating conflagration in 1897; the summer attractions of Fredericton, Wolfville, Kentville and the many other points of beauty in a fair country which is a tourists' paradise throughout; the growing traffic at Halifax and St. John; mines being developed; factories starting into existence; fisheries prospering; agriculture and commerce extending. Such topics are coming



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MONTREAL.

inces may take its place. The iron and steel works now under construction at Sydney will bring its noble harbor to the front. Halifax, long the headquarters for the North American station of the Imperial Navy, has now its dry docks, and furnishes not merely an Atlantic seaport, but a safe retreat for vessels disabled or in distress. St. John hopes to have its dry dock too, and the two cities are striving side by side to secure their due share of the great and growing traffic coming from the rich farming lands of the interior. Their rivals in the United States, Boston and Portland, supported by the Central Government at Washington, are straining every nerve to keep to the front. But for four winters regular ocean freight services have been carried on by steamship lines from Halifax and St. John. New grain elevators now under construction at each port will be in readiness for next winter's use. And Charlottetown is to have direct steamship communication with Liverpool as well.

#### PRINCE EDWARD ISLAND.

Improved communication between Prince Edward Island and the mainland has also been already considered and should always have a place in our thoughts. I think sometimes that our Island friends have many and great advantages. If they are cut off from us by a few miles of sea they have wonderful resources within themselves. Their Island is a garden whose capabilities are only beginning to be developed. The Straits of Northumberland are so narrow that the songbirds cross with ease, and yet they may serve to keep more noxious visitors away.

of the court as to whether such variations may be reasonable and just.

The extent to which fire insurance enters into the business transactions of the Maritime Provinces may not be generally understood. The premiums received by the companies average a little more than \$1,000,000 yearly, or very nearly one-seventh of the premiums paid within the Dominion. They were but \$750,000, 15 years ago. The entire fire loss of the last three years in the three Provinces together has been about \$4,200,000, or an average of \$1,400,000 for each year. Of this amount about \$1,800,000, or an average of \$600,000 yearly, has been borne by the fire insurance companies, or perhaps, I may say, has, through their means, been distributed in the shape of fire insurance premiums over the community at large.

The expense of conducting such a business over a wide and scattered field is serious, reaching from one-fourth to one-third of the premiums received. The greater part of this expense, however, goes back to the community in the shape of agents' remuneration, rent, taxes, and other charges. It will be seen that, after the losses incurred and these expenses are allowed for, the companies are not receiving a large return for the protection they give. And I need hardly say that the present year is not likely to turn out to their advantage.

The great cause of fire loss is carelessness, carelessness in the construction of buildings, and carelessness in their use. Where this carelessness can be lessened or prevented the loss is at once decreased, and the premiums are proportionately

may, perhaps, be some feeling of surprise at its mention. And yet it has a vital bearing on their trade relations, their prosperity and their growth.

Upwards of \$1,000,000 is levied each year in the Maritime Provinces for local purposes through direct taxation.

It is a serious charge, and yet it cannot be escaped. Each locality must bear its own burden, and distribute it among those whom it can reach.

The distribution should be fair and just. It is unlikely that any system of taxation can ever be devised which will meet with universal approval. But it may at least be expected that the taxation shall be certain and not arbitrary, and that each ratepayer shall contribute to the public revenue in fair proportion to his means; and that it shall be so distributed that trade shall not be unduly hampered, or the wealth which is necessary for its development forced into concealment or driven away.

In early days a simple plan was very generally pursued. The assessors determined in their minds the amount each ratepayer should contribute, and entered it against his name upon their roll.

The systems of municipal taxation followed at the present day may be classed under three general heads:

1. In England, the basis of taxation is real estate, the assessment is usually collected, not from the owner, but from the occupier, and, where the occupier is a tenant, is paid by him in addition to his rent.

2. In the United States, each ratepayer is taxed theoretically on the capital value of his real and personal property, and very generally, though not always, upon his income of the past year, derived from his skill or labor, over a certain exempted amount, or, in other words, upon his personal earnings, above a bare living expense, as well. But, inasmuch as, except in the case of those receiving salaries and the artisan and laboring classes, each ratepayer's earnings are very largely within his own knowledge, and personal property can readily be concealed, the universal result is that those of only moderate means are required to contribute more than their due proportion, and but a small part of

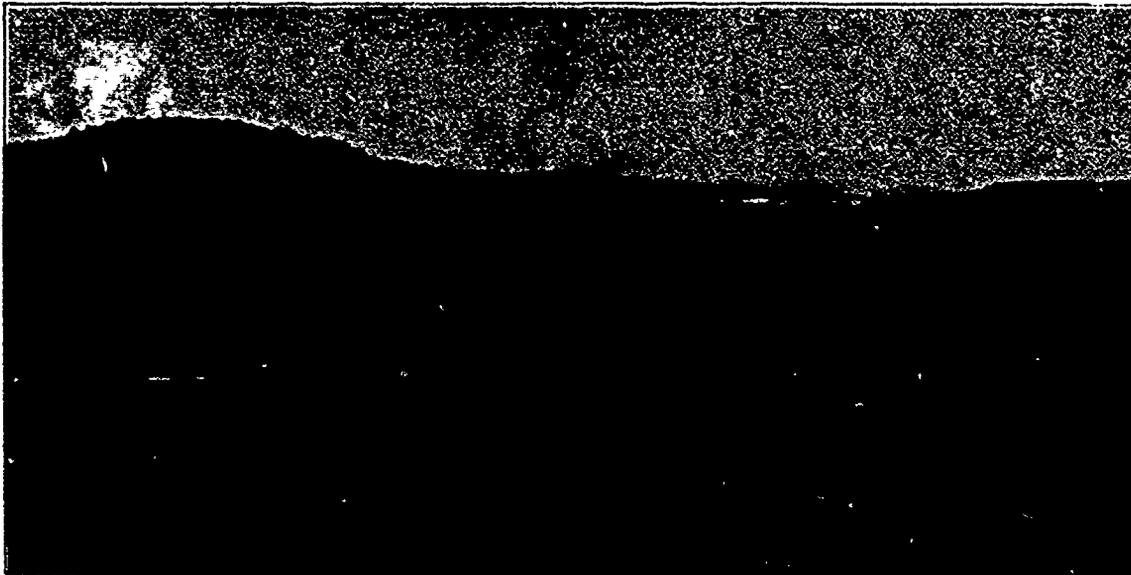
the personal property or invested capital is actually reached.

3. A third plan has prevailed from time immemorial in Scotland, and has been adopted, with some modifications, at Montreal. Under this system, the municipal taxation is divided between the owner of real estate and the occupier. At Montreal, the rental paid is taken as the standard of the occupier's ability to contribute. Neither personal property or income is assessed at all; but special charges in the form of license fees are imposed where the circumstances are such that this can be fairly done.

In no part of Great Britain is personal property or income the subject of municipal taxation. An income tax is levied, but for Imperial purposes only. Personal property, as a rule, is not assessed in any form.

In the Maritime Provinces, the system of the United States has been followed, and the burden of municipal taxation is supposed to be distributed between the owners of real and personal property, and generally, also, subject in some cases to living expense exemptions, upon the income or wage earner, in some proportion to their means.

I have endeavored to tabulate the result of the application of this system to 23 of the cities and towns in the Maritime Provinces, returns from which have been kindly furnished by the boards of trade, or procured from local sources. It is, I fear, but a crude attempt, but its imperfections may be par



THE NARROWS, ST. JOHN RIVER, NEAR INDIANTOWN.

And, so, luxuries which are not always benefits may be shut out, and perhaps the home of a prosperous Prince Edward Island farmer is, in all that makes up the truest enjoyment of human life, one of the happiest in the world.

But for purposes of trade, if on no other account, the most ready communication with the mainland is required. Another steamship has just been completed for the winter route. This may well be supplemented by a telegraphic service on the same terms as that enjoyed over the rest of the Dominion.

#### FIRE INSURANCE—STATUTORY CONDITIONS.

Last year, at Truro, the subject of "Statutory Conditions for Fire Insurance Policies" was considered, and I am now able to submit for your consideration a copy of the Act passed by the Nova Scotia Legislature, under which such conditions came into force in that Province on the first day of July last. The object of the Act is to secure uniformity in the fire insurance contract, and this object has, to a very great extent, been secured. There was no opposition on the part of the insurance companies. They would have preferred generally a stricter form of contract as more likely to prevent fraud and entitle the fair insurer to protection at the least possible cost. But even this has, to some extent, been attained, through the power given to the companies to add variations to the statutory conditions, subject to the decision

reduced. Steam sawmills built in accordance with the standards furnished by the fire insurance companies can be insured at one-half the old average rate; and for the better classes of hazards the rates are generally lower than in former years. There is no reason to believe that incendiarism is of frequent occurrence. Many fires are, indeed, I believe, set down to an incendiary which are the result of spontaneous combustion, or of some heedlessness on the part of the owner or the occupier of the property, which he cannot bring himself to believe has produced the unfortunate result. The business has become a science, and, in the effort to adjust the rate to suit the risk, the companies are benefiting the community, since they are encouraging safer construction and depreciating the reverse. Greater care taken to prevent loss must not only tend to preserve property, but also to reduce the rates charged for the protection which the companies give.

Every effort was made to obtain copies of the Nova Scotia Fire Insurance Policy Act in time to enable the committees appointed at the last meeting of this board for New Brunswick and Prince Edward Island to bring the subject before the Legislatures of those Provinces if they saw fit. Unfortunately the copies could not be procured and the matter therefore remains open for further consideration on this occasion.

#### MUNICIPAL TAXATION.

Municipal taxation in the Maritime Provinces is another subject suggested for consideration. There

done, since it is, I believe, the first comparative statement of the kind that has ever been prepared:

**RATIO OF MUNICIPAL TAXATION AND ITS PROPOSED DISTRIBUTION OVER REAL AND PERSONAL PROPERTY AND INCOME IN THE MARITIME PROVINCES, ACCORDING TO THE ASSESSMENT RETURNS.**

	Year	Ratio of Taxation	Real Estate	Proportion charged to Personal prop.	Income.
St. John, N.B.	1899	1.55	.60	.25	.15
Halifax, N.S.	1899	1.72	.76	.30	.20
Charlottetown, P.E.I.	1899	1.10	.71	.25	.15
Moncton, N.B.	1899	1.97	.76	.30	.20
Fredericton, N.B.	1899	6.08	.49	.18	.02
Yarmouth, N.S.	1898	1.53	.52	.20	.15
Dartmouth, N.S.	1898	1.82	.77	.30	.20
Truro, N.S.	1899	1.95	.72	.28	.18
Woodstock, N.B.	1899	1.23	.65	.25	.15
Amherst, N.S.	1898	1.60	.67	.25	.15
New Glasgow, N.S.	1898	2.10	.74	.28	.18
Summerside, P.E.I.	1899	.60	.28	.10	.05
Pictou, N.S.	1899	2.01	.85	.38	.25
Lunenburg, N.S.	1899	1.40	.60	.25	.15
Windsor, N.S.	1899	1.40	.69	.28	.18
St. Stephen, N.B.	1899	2.00	.72	.28	.18
Sydney, N.S.	1899	1.40	.60	.25	.15
North Sydney, N.S.	1898	1.50	.70	.28	.18
Liverpool, N.S.	1898	1.72	.65	.25	.15
Kentville, N.S.	1899	1.90	.79	.30	.20
Chatham, N.B.	1899	1.63	.62	.24	.14
Campbellton, N.B.	1899	.90	.58	.22	.12

\* The Halifax assessment law provides that stocks of merchandise shall be rated at three-fourths of the actual value and some other classes of personal property are exempt.

† In Nova Scotia generally income up to \$500 is exempted and also funds invested in Provincial or municipal debentures except as to the income derived therefrom.

‡ At Charlottetown the ratios for real and personal property differ slightly and the figures given for the ratio of taxation for Charlottetown and St. Stephen are approximate.

§ At Moncton, an exemption up to \$500 is allowed on all incomes derived from personal earnings.

¶ At Fredericton, an income exemption up to \$500 is allowed, and one-fifth of the supposed value of real

and personal estate is taken as the taxable value, against income, over the \$500, at the face.

With regard to this table, let me say, first, that the ratios of taxation are for purposes of comparison, utterly delusive. Real estate is in many cases undervalued in order that the district may contribute the less to the charges of the larger municipality of which for county or township purposes it may form a part and the ratio is proportionately increased. This is manifestly unjust and unfair. It is unjust to the rest of the municipality and may very likely provoke retaliation of a similar kind. It is unfair to the individual ratepayer, since, if in any case his property is estimated at its full value, he has to contribute more proportionately than others, and is without a remedy. The law contemplates that property shall be put down at its actual value, but it is nowhere said how that value is to be ascertained.

Some principle should be laid down to guide the judgment of the assessors. The best would probably be that all real estate should be valued at the price at which it might reasonably be expected to change hands between a seller and a purchaser neither of whom was under any special pressure to complete the sale.

If the table is again referred to, it will be seen that about

**ONE-THIRD OF THE MUNICIPAL ASSESSMENT**

in the Maritime Provinces falls on personal property. Here the ratio is less uneven. In no city or municipality does personal property altogether escape. The ratio ranges from .18, .19 and .20 at Pictou, Sydney, Kentville and Halifax, to .35 at St. John, .38 at Lunenburg and .40 at Yarmouth.

I have already spoken of the effect of this pressure upon capital in forcing it into concealment or driving it away. In Nova Scotia this is partly obviated by the exemption given to funds invested in Provincial or Municipal debentures. There, too, ships and vessels of every kind are assessed only at half their value. In St. John all such personal property is supposed to be chargeable at the face with the result that the assessors fail to discover one-half of the invested funds and the taxes of those who escape are borne by the owners who are reached and by the real estate. The Probate Court reveals the actual condition of affairs, and then the widow

and the orphan must be followed, and those who are the least able to contribute are required to pay the most.

Yet, further, when a large vessel is to be built a joint stock company is formed with its headquarters in some neighboring village. The vessel may be managed at St. John, but, as the company has its office elsewhere, a considerable proportion of taxation is escaped. There is a fine line of steamships connected with the port, a line that does credit to the enterprise of its owners who are steadily adding to their fleet. Upwards of \$1,000,000 have already been thus invested, and soon the amount will reach \$2,000,000 or more. But look at one of these vessels and you will fail to realize from what port she sails. You will see, it may be Liverpool, but not St. John, N.B., painted after her name.

It must not be supposed that such difficulties are felt in the Maritime Provinces alone. They exist in the United States as well, and are borne with only because the assessors fail generally to carry out the law, and a small proportion only of the personal property is actually assessed. Dr. Richard I. Ely, one of the highest authorities on municipal taxation, comments on them strongly. He declares that the system leads everywhere to oppression and to fraud.

But there is a still more important consideration in connection with the taxation of personal property. The system is endangering the growth, and even the existence, of the wholesale trade. At Halifax, stocks or merchandise are rated at three-fourths only of their actual value, but, at St. John and elsewhere, they are supposed to be taken at the face. It is hardly too much to say that, if the law was strictly carried out, most of the wholesale establishments within the Maritime Provinces would be closed.

Montreal and even Toronto are sharp competitors for this wholesale trade. At Montreal where the Scottish system of municipal taxation prevails wholesale stocks escape taxation. The merchant is assessed, but it is on his rental as an occupier, and in proportion not to the stock he may have to carry, but to the premises he occupies, which are taken as an index to the extent of the business he transacts. And at Toronto the assessors fail to discover the greater part of the personal estate at all. A few years ago, when Mr. T. W. Anglin's report on municipal taxation was published, the

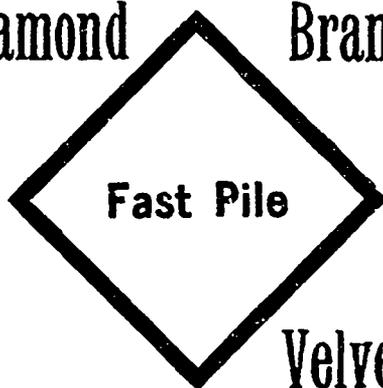
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whole valuation of personal property at Toronto was but little more than at St. John, while the population was nearly five times as great.

There is a difference in the way in which various trades are carried on. In some a large stock has to be kept. In others it is the reverse. Samples, to a certain extent at least, suffice, and yet, perhaps, a large business is actually being done.

If the assessment laws, as they exist, are strictly carried into effect, it is plain that

#### THE WHOLESALE MERCHANT IN ST. JOHN

must be at a disadvantage as regards Halifax, and both when they come into competition with Montreal. The competition is keen and prices are finely drawn. A few thousand dollars of municipal taxation may make the difference, and send the merchant in the Maritime Provinces to the wall.

And now I must pass from this subject of municipal taxation on which, perhaps, I have dwelt too long. But I hope I have convinced you that the subject is one well worthy of consideration. If the effect of the present system is that the bone and sinew of the country is oppressed, if the person deriving an income from Dominion sources escapes his fair share of the municipal burden, if trade is hampered, if manufacturing is discouraged for want of capital, if the capitalist conceals his wealth, if he fears to embark in the development of industries at home, and even removes to a foreign land, if there is injustice everywhere, then, indeed, it is time that that system was thoroughly weighed, and

speak of what seem to me to be stumbling blocks in the path of future progress. If I have done so, it is only with the hope that the existence of those hindrances, if such they be, may be considered, and such steps taken that in course of time they may be removed. I am no advocate for the mere selfish accumulation of wealth. But for the progress of the community, capital is an absolute necessity. Of the three great requisites of production we have the land in abundance. It is in many parts of these Provinces a fertile land, and it is a land, too, which teems with mineral wealth. We have our rivers, giving a ready access to the interior. We have commodious harbors on our coasts. If we are to have the labor and the capital through which only our natural resources can be developed, we must encourage them to continue with us, and be very watchful of whatever may tend to drive them away. We must not give way to the feelings that our advantages exist only for those who may now be resident among us. We must endeavor to encourage immigration of the kind we need. We should join hand in hand, not merely in advancing such interests as we may have in common, but in helping each other as occasion may arise.

#### A GREAT IMPRESSION.

The address created a great impression, and unusually vigorous applause greeted the President as he took his seat.

great deal of enthusiasm. "I am told at home," he added, "that when I start talking it is necessary for someone to give me a cue when to stop."

The motion was carried unanimously, and Mr. Jarvis briefly and fittingly replied.

#### THURSDAY'S SESSION.

##### THE NEW OFFICERS.

The report of the committee on nominations for the respective officers of the board was presented and read, as follows.

President—M. G. De Wolfe, Kentville, N.S.  
Vice-presidents—D. J. McLaughlin, St. John, and W. H. Aitkin, Charlottetown.  
Secretary-Treasurer—Geo. E. Calkin, Kentville, N.S.

The report, on motion of Mr. John Ervin, was received and adopted.

#### MARINE INSURANCE RATES.

The next subject on the order list was the

"Discrimination of Marine Insurance Rates against Canadian Atlantic Ports in favor of United States Ports." The subject was introduced by Mr. J. E. De Wolfe, Halifax, who moved the resolution deprecating the fact.

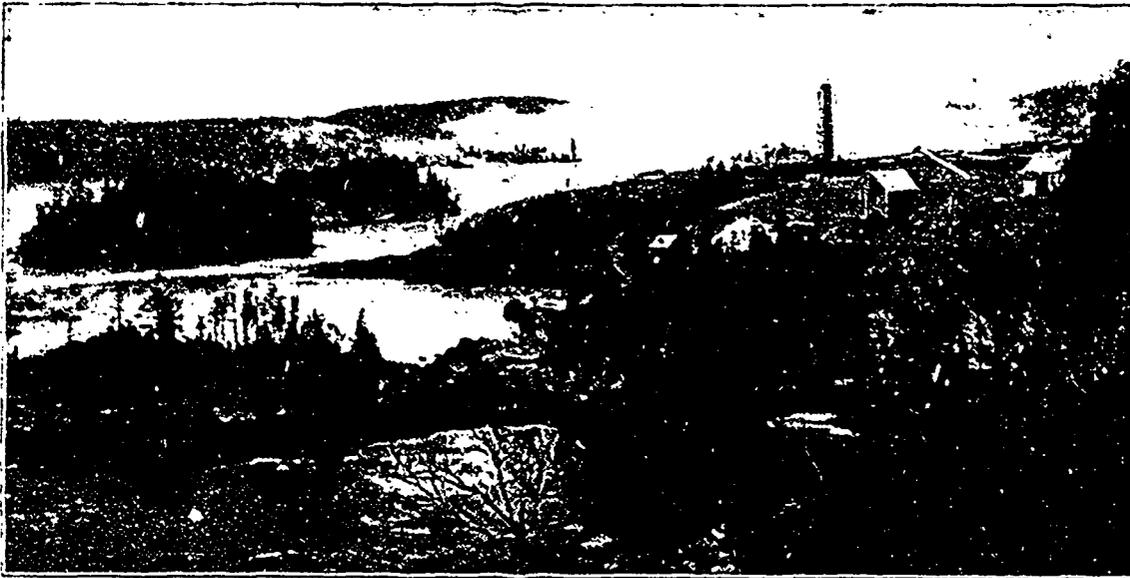
"What I object to," said Mr. De Wolfe, "is the excessive insurance rates charged against Canadian Atlantic ports in favor of United States Atlantic ports and of the St. Lawrence. I think the excess is about

25 per cent. Instead of being charged higher rates, we should be charged less, or, at least, no more."

Mr. W. M. Jarvis seconded the resolution, and, in doing so, said there was a very mixed idea in Great Britain in regard to Canada. He was afraid whether this was not the reason why the rates discriminated against the Maritime Provinces. What he would like to know was whether the Maritime Provinces were compelled to share in the losses incurred on risks in other parts of the Dominion? He was rather of opinion that they did. It would be well to try and find out.

Mr. J. E. De Wolfe: "I don't know whether you know it or not, but the loss of the Labrador on the coast of Great Britain was really charged against Canada.

Mr. Jarvis (continuing): "We shall find



ABOVE THE FALLS, ST. JOHN.

such changes as may be required pressed upon the notice of those through whom the necessary legislation can be obtained.

#### REMAINING SUBJECTS

Other subjects such as tourist travel, immigration, trade with the West Indies, rates of freight, electric railways, the development of iron and steel industries, the school curriculum and our copper currency, will be explained to you by the gentlemen who have suggested them for consideration. There is a full bill of fare. I have, I fear, delayed you too long already, and cannot venture to touch upon them now.

#### WE HAVE A COMMON END IN VIEW.

the development of the Maritime Provinces of Canada in which we have our home. It is not, I think, altogether a selfish one, although we all hope, and we may legitimately hope, to gain as the general interests advance. The boards of trade ask for no financial help outside themselves. If their members give their time to the consideration of public questions, it is done without charge. If they gather information, or even venture to send delegations where personal contact with the central authority may be required, it is at their own expense. The great principle which underlies this Maritime Board is that the Maritime Provinces can prosper only with the growth of each of the parts of which they are composed. I have pointed out some of the advantages we possess. I have ventured to

"I would like," remarked Mr. John Ervin, of Bridgetown, "to move a vote of thanks to the president for the very excellent address which he has given us. I am sorry we had not even a larger representation from the various boards of trade in the Province to listen to the address, particularly in regard to the progress of the Maritime Provinces, and I would suggest that means be taken to have the address printed and distributed throughout the Provinces."

Mr. M. G. De Wolfe, Kentville: "I have very much pleasure in seconding the motion. The president must have devoted a great deal of time to the preparation of his address. If the same matter had been gotten up at Ottawa it would have cost the country \$3,000 or \$4,000. I am sure if it is printed and circulated throughout the Provinces it cannot but fail to create a

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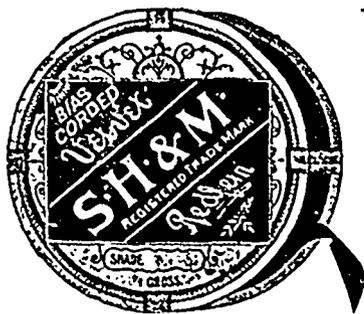
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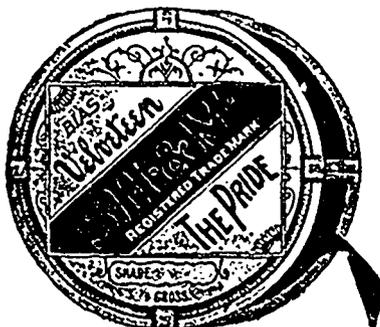
*See Feb 1900*



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



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



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



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it very difficult to get the desired information. Lloyds should have the necessary statistics. Get the statistics showing what the losses have been on the St. Lawrence route, the Maritime Provinces and at United States ports. In this way, the facts will be learned. Then, if it is found that the losses are relatively higher in the Maritime Provinces, let us accept the results."

Mr. S. Schofield said that the mover and seconder of the motion had not shown them the discrimination. "Is it against the hulls or their cargoes?" he asked. He did not believe the underwriters at Lloyds, who were experienced men, would discriminate against any port. "I am of opinion that if we could get at individual underwriters we would find that in advancing our rates they were guided by actual experience."

the marine underwriters were trying to get at, was the St. Lawrence route, which, he claimed, was more dangerous than that to the Maritime Provinces. "Lloyds have reason for the faith that is in them, but they are ignorant in some respects in regard to Canada. The trouble is that they group the different parts of Canada together. What they should do is to separate the St. Lawrence route from the Maritime Province group. I think we should pass a resolution of some kind in regard to this matter. I am sure our rates are higher from Maritime Province routes than from United States ports. I am not, however, so sure about the rates for the St. Lawrence route. I know this, that in using my steamer I was notified to exclude the St. Lawrence route. It is unfair that we should pay higher

deckload of lumber. I would rather cross the Atlantic on a poor steamer loaded with lumber than on one of the fastest loaded with grain. If there is a master in the room, he will tell you the same thing. In going to Lloyds, you must be able to present a reasonable case, or they will laugh at you."

Mr. W. S. Fisher said he quite agreed with Mr. Cochrane that caution should be used in approaching Lloyds. He said that when in London, England, according to instructions received from the St. John Board of Trade, he had tried hard to get at the bottom of the marine insurance rate question. At Lloyds, they claimed there was no discrimination against Maritime Province routes, or, at least, no intended discrimination. The rates, they said, were based upon the best information obtainable.

"But I found," he explained, "that there was a very great difference of opinion in regard to the matter. It seems to me that all that is necessary, in order to convince Lloyds of the legitimate character of our case, is united action on the part of the merchants and vessel-owners in the different parts of the Maritime Provinces."

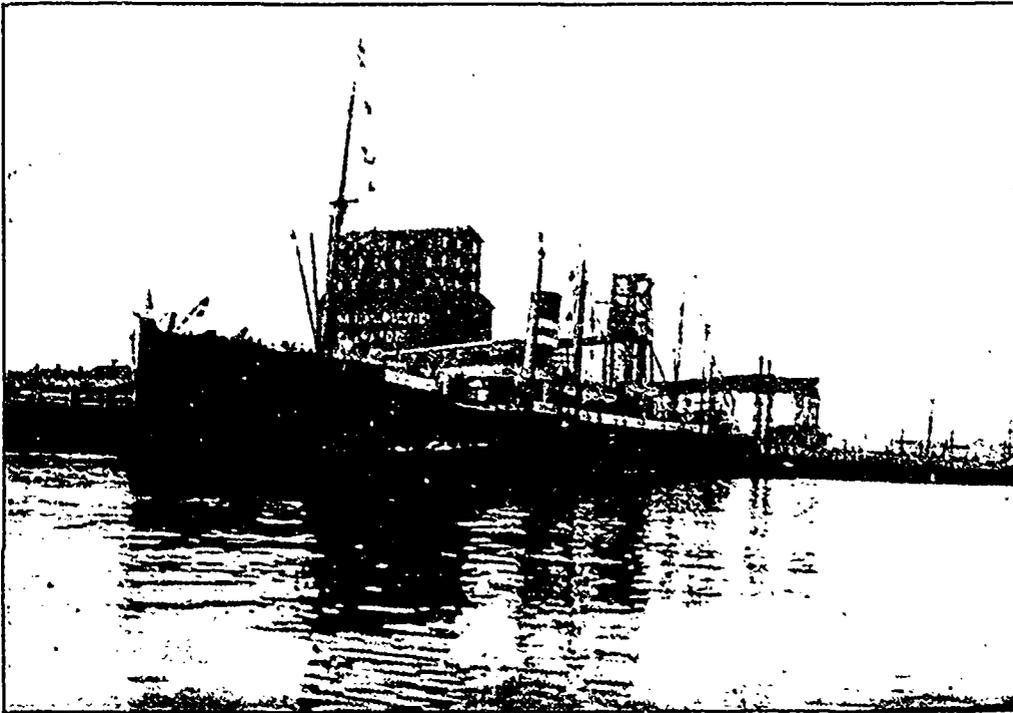
Mr. D. G. Smith, Chatham, N.B.: "Would it not be well for this board to collect statistics showing the losses on the different Canadian - Atlantic routes, I think that at present we have not sufficient information to deal intelligently with the matter." He moved the following resolution:

That the subject of marine insurance be referred to a committee of five, who are requested to prepare a paper to be presented to the British underwriters giving reasons why discrimination should not be made by them against risks in the trade from the Maritime Provinces, such paper to include statistics of casualties happening to vessels running between the Maritime Provinces as distinct from other ports and trans-Atlantic points, as well as other relative information, the paper to be forwarded by the president and secretary of this board to the British underwriters.

Mr. De Wolfe thereupon withdrew his resolution.

Mr. H. Hazzard, Charlottetown, P.E.I., who is in the underwriting business, explained that he had read the resolution passed by Lloyds increasing the rate of insurance, and it was therein stated that the reason for doing so was the excessive deck loads carried, some of these deck loads being 14 ft. He explained that in Prince Edward Island, where they did not ship lumber, the rates were now about 3½ per cent., where they were some years ago as high as 9 per cent.

Mr. Carmichael said that he knew steam



A VIEW IN THE HARBOR OF ST. JOHN, N.B.

He asked whether at Halifax provision was made against ships putting to sea with excessive deck loads? In Montreal there was. "I regret this check does not exist at the port of St. John, and I do not think it exists at the port of Halifax. It has been stated that this was one of the reasons for the increase of marine insurance rates on steamers running to the Maritime Provinces. It was stated so at Ottawa." Until more facts were advanced he thought it would be unwise to appeal to Lloyds.

Mr. J. M. Carmichael, New Glasgow, who is a steamship owner, did not like the wording of the resolution. It was too arbitrary. He claimed, however, that there was a discrimination against the Maritime Provinces. In his opinion, what

rate: than vessels sailing from United States Atlantic ports. Vessels sailing from St. John, Halifax and other Atlantic ports are just as sure as those running from ports in the United States."

Mr. S. Schofield said that steamers from Boston and Portland did not carry deck loads. "Ours do," he said, "and this may be the cause of the higher rates. Then, again, there is the question in regard to the class of steamers."

Mr. Cochrane: "I do not think it can be due to the class of steamers, for some of the steamers which run out of United States Atlantic ports are of the very poorest class. Then, as to deck loads, there is no more comfortable or more safe steamer to cross the Atlantic than a steamer with a 10-foot

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ers had gone out with excessive deck loads. "I have no doubt the underwriters have grievances, and they always will find some cause for complaint."

Mr. Schofield said that only that day the newspapers reported that a St. John vessel had been fined £50 in London, England, because of an excessive deck load.

Mr. Carmichael: "I happen to know something about that case. The fine was imposed because the vessel was immersed below the Plimsoll line."

Mr. Smith's motion was adopted, and these were appointed a committee to carry out its provisions: W. M. Jarvis, St. John; J. M. Carmichael, New Glasgow; S. Schofield, St. John; J. E. DeWolfe, Halifax; H. H. Hazzard, Charlottetown; H. Dobson, North Sydney.

The convention adjourned at 1 p.m. to meet on the following morning.

#### FRIDAY'S SESSION.

The first subject for discussion was IMPROVED TELEGRAPHIC COMMUNICATION WITH P.E.I.

Mr. H. Hazzard, president of the Charlottetown, P.E.I., Board of Trade, introduced the subject. He said that The Anglo-American Telegraph Co., which had had a monopoly since 1855 and received a subsidy from the Dominion Government of \$2,000 per year, did not act square with the public. What he complained about was, that the offices were closed after 8 o'clock at night until 9 o'clock next morning. And not only that, but the rates were excessive. For instance, if he desired to telegraph to Boston, it cost him \$1, twice as much as paid by the other Provinces for a similar message. They did not, however, claim that they should have as low a rate as the other Provinces. They would not object, he thought, if they had to pay two-thirds more. What he desired was the cooperation of the Maritime Board.

Mr. Schofield thought it was only to be expected that, with the cable, higher rates would be paid by the people of Prince Edward Island than paid by the other Provinces. "At the same time they have an unquestionable right to have the office open until 12 o'clock." He moved that the matter be referred to a committee of three, said committee to be appointed by the president.

Mr. F. L. Potts seconded the resolution, which was carried, and the president named the following as a committee to deal with the matter: Messrs. H. Hazzard, J. E. DeWolfe, and S. Schofield.

#### RATES OF FREIGHT ON APPLES VIA HALIFAX, ST. JOHN AND UNITED STATES PORTS.

The subject was introduced by Mr. P. Innes, Cold Brook, King's Co., N.S. He

said the question was a double-barreled one, as it dealt (1) with the railway, (2) with the steamship subsidy.

In speaking on this subject, and I do so as Vice-President of the Nova Scotia Fruit Growers Association: I would like first to draw your attention to the great development of the apple business in the western counties of Nova Scotia, especially in Kings and Annapolis counties. It has grown in the last quarter of a century from small beginnings until it has become one of the great staple industries of the Province. The product of a favorable year is now half a million barrels, and with large acres of young orchards coming continuously into bearing, the time is not distant when this product will have doubled. In fact, what the wheat crop is to Manitoba and the North-west the apple crop is to Nova Scotia. The industry is therefore not merely local, but of Provincial importance, and accordingly the profitable marketing of the crops of great moment, primarily to the producer and shipper and incidentally to the country at large.

Now, gentlemen, please consider in the first place the conditions—the physical and geographical conditions—with which we have to deal. The great fruit belt of Nova Scotia lies within an average distance of 80 or 90 miles from the Atlantic seaboard at Halifax. The port of Halifax is accessible all the year around. It is nearer, speaking roundly by some 500 miles to our market in Great Britain than the ports of Portland, Boston and New York.

The railway which traverses the fruit belt, has a monopoly of the business, is one of the most heavily subsidized and highly favored in the Dominion, and the steamship plying between Halifax and Great Britain are also in receipt of a Government subsidy. Under these exceptionally favorable circumstances, you would imagine, and you would be justified in imagining, that we should be able to market our apples on better terms, or at the very least, on equal terms with our competitors in Canada and the United States.

How stands the fact? I can answer in a sentence: Canadian apples are carried over 600 miles by rail and 300 miles farther by sea at a through rate of \$3.47c. (3s. 61c.) per barrel, while Nova Scotian apples are carried an average of 50 miles by rail and 300 miles less by sea at a through rate of 90c. (9s. 81c.) per barrel, and this is not all. The Canadian and American barrel is about one-tenth larger than the Nova Scotian barrel, so that in reality the comparison is \$3.47c. as against 92c. per barrel. This is equivalent to a discrimination of 15 1/2% per barrel against the Nova Scotian shipper, notwithstanding that he is 500 miles nearer the market. In other words, in placing 30,000 barrels of apples, last year's crop, on the English market, Nova Scotian shippers were at a disadvantage in respect to transportation charges to the extent of some \$10,000 as compared with their Canadian and American competitors.

#### RAILWAY CHARGES.

I have stated that this great apple industry has grown and developed in the last 25 years, but the Dominion Atlantic railway has failed to recognize the altered circumstances, and their apple tariff of to-day is, with some trifling modification, the apple tariff which was in force 25 years ago, when the crop was insignificant, but little of it moved by rail, prices ruled high, and apples were considered an expensive luxury. To illustrate: Apples are carried in trainloads at no expense to the company for loading or unloading at a rate of at least 2 1/2c. per ton per mile. A trainload of 2,500 barrels carried 83 miles would be charged \$187.50, while a trainload of ore of equal weight would be charged 85 miles for \$140. Again, a carload of apples worth \$150, more or less, would be charged \$27.50 if carried 100 miles, but a carload of flour worth, say, \$450, the product of another Province would only be charged \$21 for the same distance.

It is a well-known and fundamental principle in railway practice that the determining factors of a tariff are the volume and the value of the commodity carried. The more valuable the commodity, the higher the rate; the larger the volume carried, the lower the rate. Apply these principles to the D.A.R. tariff in the matter of apples and flour. A barrel of flour is double the value of a barrel of apples, and the volume of the former that is carried on the D.A.R. is almost infinitesimal as compared with the latter. Therefore, on both grounds, the apple rate should be very much lower than the flour rate. True, the railway company contend that their rates on apples compare favorably with those charged on other railways. I think I have shown by the through rates charged as far West as Toronto that this is not the case; but, further, there are only a few districts in this great Dominion where the soil and climatic conditions are favorable to the growing of apples. In the Cornwallis and Annapolis Valleys we have one of the best districts. There the apple crop has become the great staple industry, numbering hundreds of thousands of barrels, that have to be transported by trainloads. Yet, all this volume of business is classified, and charged as high rates as in those sections of the country where apples are not grown, and are considered a luxury.

The apple crop of our district should receive as fair treatment as the grain-producing sections, or the coal, iron, and lumbering industries of the country. Secure in its monopoly, no redress can be obtained or expected from the railway company. It is, therefore, submitted that the proper and effectual remedy, not merely in our case but as applicable to the whole question of transportation in the Dominion, lies in

the appointment of a permanent commission, with powers and authority somewhat similar to those of the English Railway Commission, or the United States Interstate Commerce Commission, which would fix reasonable rates and grant just redress on the application of individuals or localities having ground for complaint.

Accordingly, the interest and aid of the Maritime Board of Trade is earnestly solicited towards the appointment of such a commission at an early date.

#### STEAMSHIP CHARGES.

The excessive charges on the railway are only a part of the grievances of which we have to complain. The rates charged on the steamers from Halifax are equally excessive. Notwithstanding that the steamers are in receipt of a Government subsidy, while those from the Atlantic ports—Portland, Boston, and New York—are not so favored, the rate from Halifax has remained steady for some years past at 3s. per barrel while the rate from the other ports last season was as low as 1s. 61c. and 5 per cent. primage, and was never higher than 2s. 31c. and 2s. 61c. per barrel. Further the amalgamation of two lines formerly running from Halifax has deprived us of competition, and the granting of rebates to middlemen enables them when so inclined, to secure the entire steamer's space, and forces the producer into the middleman's hands. If he is to get his apples to market at all. Consequently, several producers have had to send their apples either by schooner, or via Yarmouth to Boston and thence to London. In fact, a saving in the rate could be effected by shipping from Middleton and stations west via Yarmouth, some 300 miles to Boston, and thence by the Johnston line of steamers to London.

The steamer's charge for deals varies from 3s. to 4s. a standard, according to dimensions, but the charge for 28 barrels of apples, which would occupy the same space, is no less than 81c., which would appear to be an extreme discrimination.

We are of the opinion that competition would be induced and our position improved if the subsidies were withdrawn from these steamers altogether, and the Kings County Board of Trade, the Kentville Board of Trade, and the Municipal Council of Kings have asked the Government accordingly, and until such time as the subsidies are abolished, that the Government exercise supervision and control over the rates charged so that they shall not exceed the corresponding rates from competing Atlantic ports, and, further, that the Government appoint inspectors to superintend the loading of steamers, and see as to their ventilation and general suitability for carrying the freight offering.

Mr. Innes read the following resolution:

Resolved, that the Maritime Board of Trade ask the Dominion Government to appoint a permanent railway commission with powers and authority somewhat similar to those of the English Railway Commission or the United States Interstate Commerce Commission, which would fix reasonable rates and grant just redress on the application of individuals or localities having grounds of complaint.

Mr. John Ervin seconded the motion, and, in doing so, said they insisted that the great apple industry must not be handicapped by adverse freight rates. "In addition to the high freight the farmer has to pay, there is another item of cost which has not been referred to at this meeting. A great many of these apples are shipped in the winter time, and, as we have no frostproof cars, the farmers have to put charcoal fires in the cars and also send men to attend to them. This means an additional cost of 5 or 6c. per barrel."

Mr. Schofield said that the Dominion Atlantic railway should not be dealt with too harshly in the matter. It was a struggling line and should be encouraged.

Mr. Innes: "I do not think there is much difference between Mr. Schofield and myself in regard to this question. The apple-growers claim that their rates are excessive; the railway claims that they are not. Now, what we want is a neutral board, who shall determine whether they are or not. I might say that the Dominion Atlantic railway is in favor of the appointment of a commission, Mr. Griffin, the secretary of the road, having seconded a resolution to

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that effect adopted by the Halifax Board of Trade."

After some further discussion, Mr. Innes' motion was carried by 14 to 5.

#### THE QUESTION OF SUBSIDIES.

Mr. P. Innes then introduced his resolution on railway subsidies, which read as follows :

Whereas, the subsidizing by the Dominion Government of the Furness Line of steamers has created a monopoly and has led to the charging of excessive rates of freight on apples to Great Britain from the ports of Halifax and St. John; and

Whereas, it may be inexpedient in the meantime to discontinue such subsidies;

Therefore, resolved that this Board ask the Government to exercise supervision and control over the rates charged by subsidized steamers, so that at no time they shall exceed corresponding rates from competing Atlantic, Portland, Boston and New York ports, and further, that the Government appoint inspectors to superintend the loading of apples in such steamers and see as to their ventilation and general suitability for carrying the freight offering

Mr. F. E. Cox seconded the motion.

The motion proved to be an exceedingly lively subject for debate, the liveliest and most prolonged of the convention.

Mr. Jarvis said that he would regret to see the question shelved, as it would be in the event of Mr. Innes' motion being defeated. He therefore moved this resolution :

Resolved that the resolution already passed be referred to a committee to carry the same into effect, and that such committee be further requested to take into consideration the resolution now proposed, and to take such steps as may lead to the arrangement of fair and equitable rates of freights and proper provisions for the handling of apples by any subsidized steamship line.

Mr. Jarvis explained that the first resolution referred to in his motion was that relating to the railway commission.

Mr. John Ervin seconded the motion.

Both Mr. Jarvis and Mr. Smith's motions were carried, and the following were appointed a committee to consider Mr. Innes' two resolutions : C. L. Dodge (chairman), D. J. McLaughlin, S. Schofield, W. S. Fisher, R. S. Eaton, Fred. E. Cox, S. C. Parker, and three representatives from Halifax, to be named by the board of that city.

#### THE LOBSTER INDUSTRY.

In opening the subject of the lobster industry, Mr. W. S. Loggie said that if the condition of the lobster industry continued in the future as in the past it would ultimately be destroyed "One way suggested to remedy the evil is to limit the size of the lobster to be caught. But the trouble with that is that it is not practicable to carry on the canning industry if the size is limited. To my mind the first thing which ought to be done is to grant no extensions. As you know, the commission appointed last year reported against granting extensions. I would further recommend that the seasons be shortened by five days each year for a certain number of years."

He explained that the average catch of lobsters per boat was 60 to 70 a few years ago. To-day it is only about 30 to 40.

In closing, he read the following resolution :

Whereas, a very large amount of capital is invested in the lobster-packing industry which cannot be withdrawn therefrom without serious loss to the investors thereof, and

Whereas, the record of declining catches and total extinction of the industry in localities where it formerly flourished leads to the conviction that the present regulations, as to length of open season and size of lobsters which may be legally taken, are calculated to destroy the industry in the Maritime Provinces, and

Whereas, it is an established fact that, if a legal size of nine inches and larger only were permitted or made as it is on the New England coast in order to save the industry from extinction, it would be impossible to carry on the industry, and

Whereas, the extension granted the past season in the Straits of Northumberland was prejudicial to and destructive of the interests, as well as inequitable, inasmuch as it was practically a discrimination against other localities on the coast and in harbors where lobsters come in sometimes more plentiful towards the middle of July,

Therefore, resolved--That in the opinion of this board: (1) That no extension beyond the regular season fixed by the regulations should be granted under any circumstances in any locality. (2) That the season for packing for next year be five days shorter all round our coast line than in 1898, that in 1901, ten days shorter than said season, and that this policy of shortening the season be continued each year until it is found that the existence of lobsters on our coasts as a paying national product is no longer imperilled. (3) That fishermen taking lobsters with spawners on out of traps be compelled under penalty to return them immediately to the sea, and that packers be placed under obligation as far as practicable that fishermen under their control carry out a regulation to this effect. (4) That no lobsters be taken by "curries," as only small ones are so taken, as a rule. (5) That the fishing for canning be prohibited altogether in the rivers and bays in the month of July, when the lobsters resort thereto for the purpose of spawning or casting their shells.

Mr. D. G. Smith seconded the resolution.

The motion carried.

#### RAILWAY FROM VICTORIA BEACH TO MIDDLETON, N.S.

This subject was introduced by Mr. John Ervin, of Bridgetown, N.S. He said that capitalists were ready to build the road provided they could get the Government to lend the usual aid. The road was a necessity, as a great many people were now greatly inconvenienced in getting their produce to market. The country through which the line would run was rich. The proposed line is north of the Dominion Atlantic Railway, and the terminus, Victoria Beach, is on the Digby basin. Mr. Ervin read the following :

Whereas, having considered the memorial of the Bridgetown Board of Trade, re proposal to build a line of railway from Victoria Beach to Middleton. And, whereas, such railway will open a thickly settled and fertile section of Western Nova Scotia, which is now without any railway facilities. And, whereas, such railway will also afford a convenient and short route of transportation to a shipping port for the large fruit production of the county of Annapolis. And, whereas, such line of railway will come in connection with other lines of railways now built or in course of building, thereby giving a through line from the Annapolis Valley to the city of Halifax.

Therefore, resolved, that this Board approve of the construction of such line of railway, and consider it is deserving of such government aid and encouragement as is usually given to railways intended to serve the public interests.

Mr. F. E. Cox, Middleton, seconded the resolution, and in doing so, explained that he did so on his own responsibility and not as a representative of the Middleton Board.

Messrs. Schofield and Hathaway supported the resolution, which was carried.

#### THE WEIGHT OF CANNED GOODS.

Mr. W. F. Hathaway, of St. John, introduced the following resolution :

Whereas, the want of uniformity in the weights of canned fruits, provisions, etc., is unfair to the consumer and is also hurtful to the true interests of trade.

Therefore--Resolved, that in the opinion of this Maritime Board of Trade all canned meats, vegetables, fruits, fish, packets of tea, tin of lard should show in plain lettering the weight of contents.

That penalties should be imposed upon all packers and canners who do not stamp their goods, and also that penalties should be imposed on all dealers and traders who expose such unstamped goods for sale.

And further resolved, that the secretary, before February 1 of next year, forward copies of this resolution to the Minister of Trade and Commerce, and also to the several Dominion representatives from Prince Edward Island, Nova Scotia and New Brunswick.

In speaking to the resolution, Mr. Hathaway, wholesale grocer, said there was sometimes a difference of 3 to 5 oz. in the different packs of canned goods, particularly fruits. The weight of canned goods was, as a rule, correct. The question was whether the wholesale houses are to continue selling light-weight goods. For his part, he did not propose to do so if he could help it. The wholesale grocer was not responsible for the short weights. It was the dishonest packer.

Mr. Alex. Henderson, of Woodstock, N.B., seconded the resolution, and, in doing so, said that his company was already putting the weight on their packages of canned goods. He further stated that his factory had this year shipped 40 tons of canned raspberries to England, and it had orders for all the gallon apples it could put up.

The motion was carried unanimously.

Fred. E. Cox introduced the subject of a daily mail service across the Bay of Fundy. He moved as follows :

Resolved, that in the opinion of this board the D. A. Railway steamboat service between St. John and Digby is of such importance to the business interests of the large territory interested as to call for a daily service the year round.

It was discussed at some length, and finally, in view of a recent discussion between Mr. Gifkins and the St. John board relative to the matter, it was withdrawn.

The present subsidy is \$12,500 per year. There is now a daily service four or five months during the year, a tri-weekly for about two months, and four trips per week during the winter months.

The convention adjourned at 5 p. m.

The board convened at 8.30 p. m. with President De Wolle in the chair. The attendance was better than in the afternoon.

#### TOP WHARFAGE AT DIGBY.

The first order of business was the consideration of a memorial signed by W. W. Uglvie and a number of Ontario and Annapolis Valley millers in regard to top wharfage for goods lying on the Government wharf at Digby.

The President : What shall we do with it ?

Mr. Conrad moved that the board concur in the memorial. Mr. Cox seconded.

Mr. Carmichael said that before he voted upon the question he wanted information.

Mr. McLaughlin read a clause from the memorial which he considered would give the desired information. The clause read :

In March, 1897, the Government agreed to exempt this traffic from top wharfage at Digby pier by refunding in full the amount collected. With this understanding rates were arranged and continued up to the present, whereby it was possible to meet the competition of the American railways and have this traffic diverted through Digby. The result has been, since the Government so wisely came to this conclusion, that up to December 31, 1898, equal to 62,070 barrels, and from January 1 to June 30, 1899, 22,464 barrels, or a grand total of 84,484 barrels, were diverted to this all-Canadian route."

The motion was then carried.

A communication was read from Mr. Murray Hentis, of the Sussex board, desiring the board to thank the St. John board for the entertainment of the previous day.

**A PROPOSED ELECTRIC ROAD.**

Mr. W. V. Brown, of Berwick, introduced the following resolution :

Whereas, the need of a second and competing transportation railway line between Halifax and St. John, through Western Nova Scotia, is generally recognized

And, whereas, certain London and Berlin capitalists have intimated their willingness to construct an electric railway from Halifax to Annapolis or Digby provided certain concessions are offered.

Therefore, resolved, that in the opinion of this Board every encouragement should be given towards the furtherance of this enterprise by our Government, boards of trade, municipal and town councils and newspapers.

Mr. John Ervin, in seconding the resolution, explained that the Berwick board had received a communication from capitalists in London and Berlin in regard to the possibility of building an electric railway in the Annapolis Valley. Their communication had been replied to. Since then the capitalists had been again heard from, in which they said they were prepared to build a road provided certain concessions were made. What these concessions were they had not stated.

Both Mr. Robertson, M.P.P., and Mr. Jarvis thought that it would not be advisable to adopt the resolution.

Mr. Brown said he had statistics to submit. "We were not the movers in this matter; we were approached," he said. With the consent of the seconder, he withdrew his resolution.

**THE PACKING OF APPLES.**

Mr. Jarvis, at the request of the Berwick Board of Trade, introduced the following resolution :

That some steps be taken to secure better regulations regarding the packing and branding of apples, and that a copy of this resolution be sent to the Departments of Inland Revenue and of Agriculture at Ottawa.

In introducing the resolution, Mr. Jarvis said that everyone who consumed apples realized the necessity of some such law as that suggested.

Mr. J. E. De Wolfe, in seconding the resolution, said that regulations were necessary which would make dishonest packing criminal.

Mr. P. Innes explained that, at the last

session of Parliament, a bill had been introduced, at the instigation of Prof. Robertson, having for its object the packing and branding of apples. When the bill was being considered representatives of the Fruit Growers Associations of Ontario and Nova Scotia were consulted, but the representatives of the two associations had been unable to agree as to the defining of standards. Ontario, for instance, contended for size, as indicative of No. 1 A, while Nova Scotia, whose small apples were among its best, would not agree. The bill would be taken up again next session and would probably become law.

The resolution was adopted.

**TOURIST TRAVEL.**

The following resolution was introduced by Mr. J. D. McKenna :

Whereas tourist travel is fast assuming considerable proportions in the Maritime Provinces

And whereas it has been demonstrated that such travel has proved of great benefit to such Provinces.

Therefore, resolved—That this meeting views with favor the earnest efforts of the many towns of these Provinces to encourage the coming of tourists, and would impress on delegates the importance of the construction of summer hotels, and the more general advertising of the natural beauties and advantages of Nova Scotia, New Brunswick and Prince Edward Island from a tourist's standpoint and that special attention should be directed to the encouragement of this class of travel from Quebec and Ontario.

In speaking to his resolution, Mr. McKenna cited instances of the benefit the Maritime Provinces had received from tourist travel. The matter was, therefore, most important.

Mr. J. E. De Wolfe seconded the resolution. He complained that 99 per cent. of the tourists who visited the Maritime Provinces were not from Ontario and Quebec, but from the United States. In looking over the papers he seldom saw reference to tourists from Ontario and Quebec.

Mr. Hazzard mentioned that when recently in a hotel in Prince Edward Island, he was surprised to see about 60 Toronto people. "It was like a colony of Torontonians," he concluded.

Mr. Conrad stated that he was recently in Cape Breton, and he saw a number of Toronto people there with their families.

After further discussion, the resolution was adopted unanimously.

**SUBJECTS FOR DISCUSSION.**

Mr. D. J. McLaughlin gave notice of the following notice of motion.

No questions for discussion by this Maritime Board shall be considered by the Board unless notice of at least one month shall be sent to the secretary, to be forwarded by him to each affiliated Board of the intention to introduce such subject for discussion at the annual meeting of the Maritime Board.

Mr. Geo. Robertson, M.P.P., moved the following resolution :

Whereas, since the last meeting of this Board, statutory conditions for fire insurance policies have been established in Nova Scotia.

Resolved, that committees be appointed to confer with the fire insurance companies to secure similar legislation in New Brunswick and Prince Edward Island.

The motion was seconded by Mr. D. G. Smith and carried.

A complaint having been made in regard to careless handling of freight between St.

John and Digby, Mr. D. G. Smith moved that the matter be left with the local boards to deal with.

The motion was seconded by Mr. Ervin and carried.

The secretary presented an interim report showing a balance on hand of \$94.25.

On motion of Mr. Smith, the secretary was instructed to communicate with local boards of trade which had not yet paid their per capita tax.

**KENTVILLE NEXT PLACE OF MEETING.**

It was decided, on motion of Mr. Geo. Robertson, to hold the next annual meeting at Kentville, N.S.

Then came votes of thanks to the St. John Board of Trade, to the press, to the president, to Mr. Allison, and, after a motion closing the convention was adopted, all joined hands and lustily sang "Auld Lang Syne." By this time it was nearly 11 o'clock.

**A USEFUL TABLE FOR A HOSIERY COUNTER.**

In that neat and useful little vest-pocket book which The W. R. Brock Co., Limited, are sending free to customers, there is a short statement of interest to every merchant who deals in hosiery. It deals with the often-asked question: What size stocking will fit a certain age, or size in shoes? and it states that the following list, computed by a specialist in hosiery, will be found approximately correct :

	Age.	Shoe No.	Size of Hosc. (inches)
Babies'			4
Infants .....	2	4	4½
	3	5	5
	4	6	5½
Children's .....	5 to 6	8	6
	7	9	6½
Misses' .....	8	11 to 13	7
	9	13 to 1	7½
		1 to 2	8
Ladies' .....	Dangerous question	2½ to 3	8½
	Approach	3 to 4	9
	carefully.	5 to 6	9½

The Alaska Feather & Down Co., of Montreal, are negotiating for the purchase of a factory site about 9 miles outside of Montreal, where they will erect a modern factory of sufficient size to accommodate their growing business. The projected building contains twice the floor space of their present factory on Guy street, and the company intend moving their plant next February. The office and sample rooms will be established in the dry goods section of Montreal's business quarter, thus accommodating their many friends and patrons who find Guy street not as convenient as they might wish for frequent calls.

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

Limited

OF TORONTO

SUCCESSORS TO

CALDECOTT, BURTON &amp; SPENCE

Warehouse :  
42 Front St. West.

Works :  
8-10 Liberty St.

## Dress Goods

*Satin-faced Amasons, Meltonettes, Mixtures, Poplins, Fancy Checks and Black Novelty Figures—these are the popular lines for this Season's trade. Our stock always well assorted, both as to style and shade. The trade generally are reminded that those buying our plain cloths can always be sure of getting the right shade at the right time—color is a big factor in any material—we keep in touch with the latest colorings and produce them as fashion demands.*

## Cashmeres and Serges

*We call attention to these specially as being the best value in the trade.*

## Dress Linings

*Stock well assorted. Mercerised Satteens and Linings in all the newest colorings.*

## Silks

*In this department, we believe we carry the best assortment and keep the colors most up-to-date in the trade.*

## Ribbons, Embroideries, Laces, Smallwares

*A well-assorted stock kept up all through the season.*

## Hosiery, Gloves, Underwear

*The reputation which we have attained in this department we will maintain by our values, which are unsurpassed in the trade.*

*Your orders will be much esteemed and receive our careful attention.*



## The MacLean Publishing Co., Limited

President,  
JOHN BAYNE MACLEAN,  
Montreal.

Treasurer,  
HUGH C. MACLEAN,  
Toronto.

PUBLISHERS OF TRADE NEWSPAPERS THAT CIRCULATE IN THE PROVINCES OF BRITISH COLUMBIA, NORTH-WEST TERRITORIES, MANITOBA, ONTARIO, QUEBEC, NOVA SCOTIA, NEW BRUNSWICK, P. E. ISLAND AND NEWFOUNDLAND.

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F. S. Millard.

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### CANADIAN BUYERS IN GREAT BRITAIN.

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

MONTREAL and TORONTO, SEPTEMBER, 1899

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

### THE STRENGTH OF THE MARKET.

THE advance in the prices of practically all woollen and cotton goods promises to be maintained. To buyers, this is somewhat awkward, but it is, on the whole, a salutary feature of the business situation.

In the first place, the advances are bona fide, and are based on conditions that can be analyzed, and are well understood. The retail merchant finds this advantage in the condition of affairs: that, in cases where he has to pay more for goods, he realizes that others are doing the same. For years, the retail trade have had great difficulty in knowing where they stood in the matter of price. For the first time, perhaps, in seven years they can be sure that next week goods will be no cheaper. It seems safe to assert that, for six months, at any rate, prices will continue to be on their

present, or, at least, on no lower, basis. Some authorities go so far as to say that prices will be maintained for a year, or even two years. Buyers from Europe recently assert this very earnestly. But THE REVIEW prefers to accept a conservative estimate, and say six months.

### CANADIAN COTTON PRICES.

THE Canadian cotton situation has reflected during August the conditions that rule in British and foreign markets. As to the goods of The Canadian Colored Cotton Co., a general advance of from 5 to 7½ per cent. has taken place. This applies to present sales and to all orders for Spring. Most of the lines are affected by the advance: compared with the prices of a year ago, awnings have gone up 1c. a yard; denims, from ¼ to ½c. a yard; ticking, from ¼ to 1c.; shirtings, from ¼ to 1c.; galateas, from ¼ to ½c.; oxfords, ¼c.; flannelettes, from ¼ to ½c.; saxony, from ¼ to ½c.; shakers, ¼c.; domets, ¼c., dress gingham, ¼ to ½c.; apron gingham, ¼ to ½c., etc.

Wm. Parks & Son, Limited, of St. John, N.B., have also advanced prices of their goods to the level of the market.

The Dominion Cotton Co. have announced advances in several numbers of white and grey cottons.

Regarding the cotton trade in the United States, we hear that trade is good and that prices have advanced in the face of a brisk demand. It is not expected that Canadian importers will do much business in American cottons this season on the basis of present prices. In fact, we hear of only one line of Canadian cotton being lowered in price for the purpose of meeting American competition. The Canadian manufacturers are now showing samples for Spring 1900 to the jobbing houses.

### VISITING THE MARKETS.

OWING to its central situation in the midst of a well-settled country Toronto has always managed to make its annual Fair an important trade event. Many retail buyers make it a point to be in town during the two weeks of the Fair. They see the new styles for themselves. They come in contact with other members of the trade. They are able to exchange views with the houses from which they purchase. In all respects these gatherings of buyers, whether in one city or another, are beneficial.

This year the attendance of buyers promises to be even larger than usual. As THE REVIEW goes to press September 1, it is only able to speak with certainty of the first few days' attendance. But the millinery openings which began August 28 have been exceptionally well attended. Before those dates a number of millinery people came to town, and the prospects for the Autumn season have not been so good for many years. We chronicle elsewhere the marked success of the Autumn millinery openings this year.

But the principle is sound no matter to what city the buyers go. Montreal, Halifax, St. John, Quebec, Toronto, Hamilton, Winnipeg, Vancouver, Victoria, etc. The advisability of a merchant going as often as he can to the large centres where he buys his goods is strongly to be advocated,

**BUSINESS MEN AND THE ST. LAWRENCE ROUTE.**

CANADIAN business men who have occasion often to cross the ocean would naturally prefer—other things being equal—to go by their own ports—Halifax, St. John, Quebec or Montreal,

But, when other things are not equal, they naturally enough protest. An occasion for protest occurred last month when the ss. Scotsman, on her trip from Liverpool to Montreal, arrived off Rimouski in the St. Lawrence, August 18, and was subjected—unnecessarily, as far as one could see—to a delay of three hours or so waiting for a pilot. A number of prominent drygoodsmen were on board, including Mr. Bollert, of Guelph, Mr. T. Mitchell, of Toronto, Mr. J. A. Ogilvy and Mr. S. Woods, of Montreal, and Mr. Waldron, of Kingston. They, with others, considered that the delay should at least form the subject of an inquiry. Accordingly, a meeting of the passengers was held. Mr. Bollert was unanimously asked to preside. The following memorial was drawn up in accordance with the views expressed by various persons at the meeting :

To the Honorable the Minister of Marine and Fisheries for Canada :

The undersigned members of a committee unanimously appointed at a large meeting of the passengers of the ss. Scotsman, from Liverpool for Montreal and other points, most respectfully beg to place before you a matter which very seriously affects the interest of travelers. The ship, after a speedy and pleasant voyage, upon arriving at Rimouski, on Friday morning, August 18, was detained at that port upwards of three hours, and, so far as we have been able to ascertain, without any good and valid reason

Much inconvenience, expense and loss of train connection resulted to many of the passengers. Your petitioners, many of whom are frequent travelers to and from Europe, have, on former occasions, had to complain of what seemed unnecessary detention of vessels at Rimouski.

The result is, that, not only is the convenience of passengers interfered with, but that the St. Lawrence route suffers very much in reputation, and the stigma of inefficiency rather repels than attracts travelers over the great Canadian waterway.

We, therefore, most respectfully ask that the matter be investigated, and express the hope that so far as the service, for which the Government's servants may be responsible may be performed in as efficient a manner as it is possible, and delays of the character complained of largely avoided. This memorandum is presented upon the unanimous instruction of the meeting of passengers called for the purpose of giving expression of opinion on the subject, and who feel the reasons for such expression are very strong.

All which is most respectfully submitted.

E. R. Bollert, Guelph,	} Committee.
J. A. Ogilvy Jr. of J. A. Ogilvy & Sons, Montreal,	
Samuel Woods, Montreal,	
J. A. Mitchell, of John Macdonald & Co., Toronto,	
O. E. Fleming, Windsor, Ont.	

SS. Scotsman, August 19th, 1899.

This episode is one illustration of the difficulties that beset the development of the St. Lawrence route. We are not concerned to lay the blame on the proper shoulders. Doubtless, the Minister of Marine and Fisheries will be heard from in due course. He may be able to institute a reform, or it may be beyond his power to do so. But, in any event, any failure on the part of the Canadian Government to cooperate with the steamship companies in making the Canadian route as satisfactory as possible cannot fail to do injury.

The St. Lawrence route, in particular, sadly needs attention. It is badly lighted, and captains of ships do not speak well of it. These detentions at Rimouski also are said to be not infrequent, and to have gone far, during many years, to prejudice travelers against the Canadian route.

The business men who took action on this occasion are to be

complimented for their public spirit and energy. It is only by agitating against grievances that we can hope to have them removed.

**COUNTERFEIT BILLS.**

We hear again of counterfeit bills of the Dominion. There are said to be in circulation some \$1 notes bearing the date of 1878. The bill, with the exception of the portrait of the Princess Louise, is well done, and, as an old bill has been imitated by the counterfeiter, it is most dangerous in that it is not easily detected by the average man. The imperfections are most noticeable in the drawing of the face, the profile being straight and out of line. In addition to that, the paper is of poor quality, but with all these discrepancies it has found its way into circulation.

These old bills ought not to be left in circulation at all. The Dominion should keep its paper money in clean condition. Some of the bills now in circulation are filthy. When paper money gets soiled and greasy the detection of counterfeit notes becomes very difficult. The very fact that bills are old and have apparently passed from hand to hand many times without question is accepted as a proof of their genuineness. Yet, what is easier than to make a counterfeit look old and dirty like the genuine note?

We understand that the manufacture of each note costs Canada about 2½ cents. That is not much. There must surely be some profit on circulation, taking silver and paper together, so that Government money can afford to be kept in good condition.

**SMALL PORTS OF ENTRY.**

Some importers are continuing to agitate for the enforcement of equal rates of duty at the smaller and larger ports of entry. This is a point to which we think the Minister should give his best attention. It is, no doubt, his wish that the law providing that the same class of goods should pay precisely the same rate of duty, no matter at what port they may be entered, should be enforced. It is only fair to the entire importing trade of the country—wholesale or retail—that it should. For this purpose the collectors at all ports, large or small, should be kept thoroughly posted on all new regulations, and be in close touch with the heads of the Customs Department at Ottawa. No doubt this is nominally the case now. Yet, importers are continually hearing of instances that look like the existence of unequal exactions of duty. These are not laid at the door of fraud or wrongdoing, but simply that the appraisement is different. This should not be so. If the collectors of small ports cannot be as well posted and as competent to exact precisely the same rate of duty on a shipment as it would have to pay at some large city like Halifax, Montreal or Victoria, then the small ports will have to be closed.

**THE SALE OF CANADIAN PRODUCTS.**

Use Canadian goods where Canadian goods are proved equal to imported. Is not that a fair policy? The merchant who asks (reasonably enough), for his home trade and wonders why townspeople send off to cities for articles they can get just as cheap and good at home, may as well be consistent in his course. There is no reason why we should favor an inferior article because it is Canadian. That would be childish. But we do think that a fair

chance should be given to Canadian goods, especially when Canadians are making exceptional efforts to produce the best. The Americans teach us the lesson of being patriotic. They both import largely and buy domestic goods largely. They do not neglect home products.

#### THE CANADIANISM OF THE MARITIME PROVINCES.

THE address of Mr. Jarvis, President of the Maritime Board of Trade, a report of which will be found elsewhere, should be read and digested by every Canadian.

In point of ability, in extent of information, it is exceptionally rich. But its Canadianism is one of its most striking features.

The Maritime Board of Trade, as its name implies, is a sectional organization; that is, the object of its being is to promote the commercial interests of the three Provinces of New Brunswick, Nova Scotia and Prince Edward Island. Had, therefore, the address dealt with nothing but that which appertained to these three Provinces it is only what might have been expected.

But, while the Maritime Provinces received a large share of attention, an undoubted national spirit was abroad in the address. Even in the references to some of the matters appertaining to the Maritime Provinces one could read between the lines much that was gratifying to national pride.

When Confederation was consummated there was very little in the immediate prospect that was encouraging to the people of the Maritime Provinces; and this is implied in Mr. Jarvis' address. From the rest of the Dominion the Maritime Provinces were as isolated as they well could be. But the Confederationists were walking by faith, not by sight. And the references in Mr. Jarvis' address to the development of the Maritime Provinces prove that they had reason for the faith that was in them.

In the Western part of Canada there is a feeling, which is happily growing less and less every year, that the people of the Maritime Provinces are not in sympathy with them; that they have little or nothing in common nationally.

If those who are that way of thinking had been present at the convention of the Maritime Board, and listened to Mr. Jarvis' patriotic words and the enthusiasm with which they were greeted by the business men representing the three Provinces of Prince Edward Island, Nova Scotia, and New Brunswick, they would have learned how unjust they were in their views.

The people of the Maritime Provinces are as much concerned in the development of the Dominion as the people of any other part of the Dominion. And if more people from Western Canada would hie themselves to the summer resorts of the Maritime Provinces, instead of to summer resorts of foreign countries, they would have an opportunity of learning this as well as of appreciating the beauty and the majesty of the scenery in that part of the Dominion.

#### NEW FANCY GOODS CATALOGUE.

The H. A. Nelson & Sons Co., Limited, are showing a large line of finely decorated opalescent glass goods in match holders, smokers' sets, ash and comb trays, etc., etc. Each piece is painted by hand in a delicate and painstaking manner. The subjects treated are flowers. This company are showing the most varied

line of toy and juvenile books that have been put upon the Canadian market this year. They embrace the best things from McLoughlin Bros., Warne, Dean, and Tuck, and are having a large and steady sale. Games also occupy a prominent place in the range of samples, the most striking of which is the new parlor game of "Triangle." The dealer who is enterprising enough to put in a stock of fancy goods during the holidays will find The H. A. Nelson & Sons Co. Limited's range of fancy goods and dolls unsurpassed by any other house.

All the lines are illustrated in their 1899-1900 catalogue, which is now ready, and can be had by any genuine dealer for the asking. In staple counter goods, used by the dry goods trade, such as side and other combs, brushes of all sorts, household smallwares and utensils, whisks, brooms, and woodenware of all kinds, The H. A. Nelson Sons Co., Limited, only request to be favored by sample orders from the trade, that they may convince their prospective customers of the genuineness of their claim that they sell goods as cheap as any competitive Canadian house, besides giving the trade a great variety to choose from.

#### ALASKA FEATHER AND DOWN CO.

Talking of running factories overtime, Mr. Boissevain, the secretary of The Alaska Feather & Down Co., stated to THE DRY REVIEW, that since July 1 they have been working 116 hours weekly. The machines are run on the average 19½ hours per day alternately by a day and night crew.

When asked which of the company's lines of manufacture caused this extra heavy run, Mr. Boissevain replied, "Principally the 'Puritas' wadded comforter and the 'Ostermoor' patent elastic felt mattress. For both these lines the demand is greatly in excess of any previous year. We advertise these articles extensively to the general public and thus create a demand which the up-to-date retail merchant is taking advantage of by ordering liberally and giving the goods prominence in the store."

#### COOKSON, LOUSON AND CO.

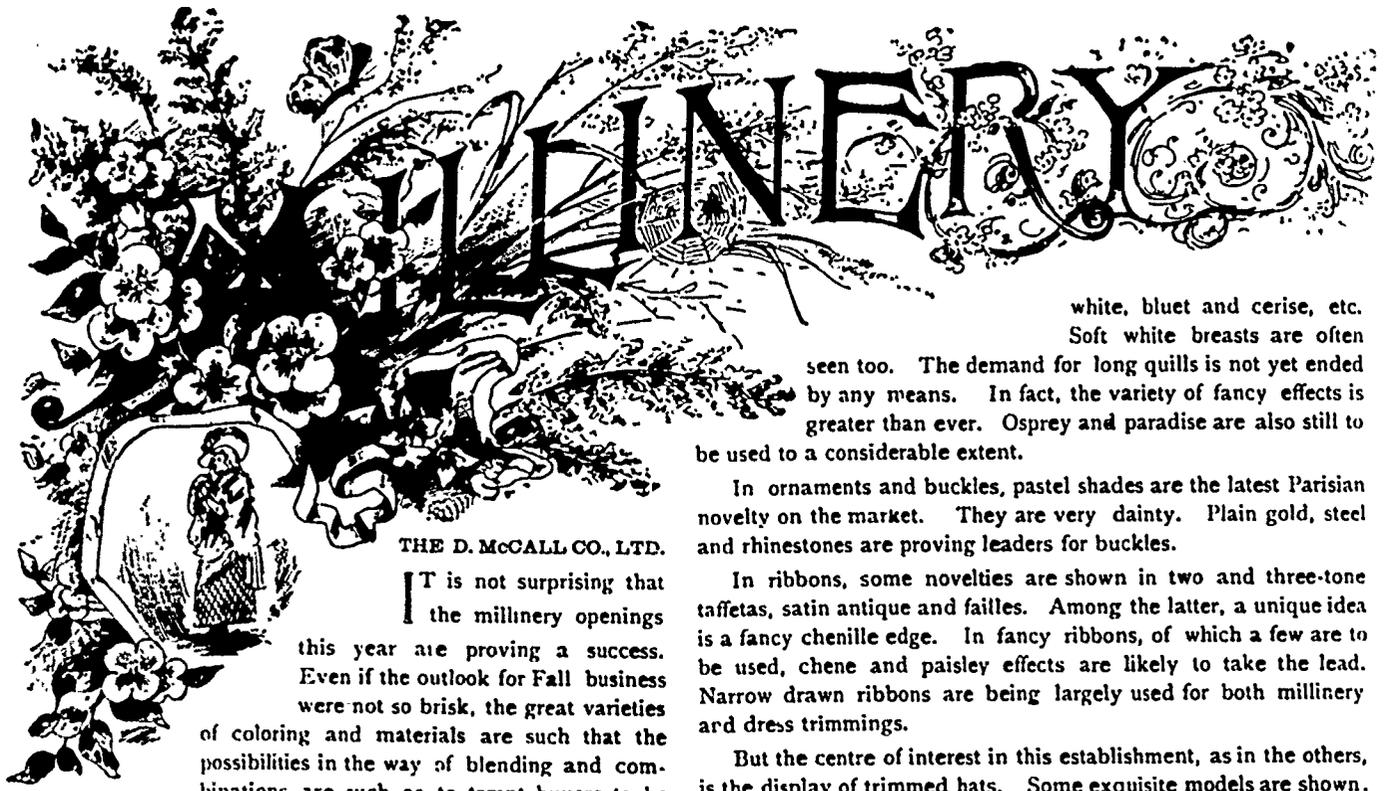
This firm are showing an all-round graduated derby with sloping ends; something new and attractive. They have lately placed on the market a short Paris tie. It is made so that it can be fastened to the shirt stud by means of a button hole, the collar being fastened on top of tie, keeping it in position. It can then be made into a neat bow without the difficulty of adjustment usual with the tie which requires to go around the neck. They are making a hit with their 1½-inch four-in-hand for ladies' wear. Their line of stocks with puffs in all the most delicate shades are good value and are meeting with a brisk demand.

Mr. A. M. Payne, representing Faudel Phillips & Son, of London, in Canada, is in Toronto just now.

J. Maitland will occupy Jarvis' store in the Clarke Block, Smith's Falls, and will open in men's furnishings, with up-to-date clothing, etc.

In mentioning the enjoyable outing of the factory employes of Brice, Palmer & Co., London, Eng., makers of the "Eminent" waterproofs, etc., it should have been stated that the office staff, foremen and forewomen joined in. If all the factory employes had gone they would have numbered upwards of 1,000.

John Garland, Son & Co., wholesale dry goods, Ottawa, have found it necessary to add another (the 7th) storey to their large premises, corner of O'Connor street. It is a pleasure to visit this large and enterprising house and to meet the courteous members of the firm.



THE D. McCALL CO., LTD.

It is not surprising that the millinery openings this year are proving a success. Even if the outlook for Fall business were not so brisk, the great varieties of coloring and materials are such that the possibilities in the way of blending and combinations are such as to tempt buyers to be most liberal in their purchases.

A good idea of the luxurious prodigality of the materials and coloring was given to a representative of THE REVIEW by a short visit to the various departments of The D. McCall Co., Limited.

In felts, which are being much used for trimming material, their stock includes plain, stitched, corded and embroidered goods, at all prices from the lowest to \$5.50 per yard. In velvets, there seems to be as great a variety of materials and colorings as ever before. There is need of a variety, too, for this material is being used in trimmed goods to a very large extent.

Several beautiful novelties are shown in satin mosseaux, which has the effect of a terry velvet, in satin glacier, an exquisite material, and fancy beaded velvet. There is still a big variety of chiffons shown. They are made up in rosettes and for ties in the trimmed goods.

The colorings of the season are beautiful. They include phedre and rair (two rose tones), rouen and delft (new blue shades), beige, castor, resectas, bluet, royal, reine, roi, havane, veronique, samaritane, violet and ophelia. The elegant pastel blending of shades is a novelty of this season that greatly increases the possibilities in the way of harmonious effects.

For crowns, black and steel combinations in chenille and sequin are in much favor. A feature of the season is the frequent use of birds. The use of these extends to large birds, such as gulls, parrots, pheasants and birds of paradise. Grebe is very much used, both as whole breasts, in pom-poms, in quill effects and for bands. A novelty is made of jetted birds and butterflies in lace.

The D. McCall Co. Limited.

chiffon, sequin and feather effects. Some lovely effects in angel wings are shown in two-tone combinations, such as black and

white, bluet and cerise, etc. Soft white breasts are often seen too. The demand for long quills is not yet ended by any means. In fact, the variety of fancy effects is greater than ever. Osprey and paradise are also still to be used to a considerable extent.

In ornaments and buckles, pastel shades are the latest Parisian novelty on the market. They are very dainty. Plain gold, steel and rhinestones are proving leaders for buckles.

In ribbons, some novelties are shown in two and three-tone taffetas, satin antique and failles. Among the latter, a unique idea is a fancy chenille edge. In fancy ribbons, of which a few are to be used, chene and paisley effects are likely to take the lead. Narrow drawn ribbons are being largely used for both millinery and dress trimmings.

But the centre of interest in this establishment, as in the others, is the display of trimmed hats. Some exquisite models are shown.



The D. McCall Co., Limited.

One of the most elegant designs of the season is the Directoire, a black hat with a large open chenille brim and tulle ties, with a velvet fold on the edges. A large black bird with wings outspread was the sole decoration on this hat.

A very smart hat, made to droop over the face and hair, of corded blue felt, was shown trimmed with a large quill and steel ornaments.

A beautiful set is shown by The D. McCall Co., Limited. It consists of a turban of brown stitched velvet trimmed with grebe, and a dainty cream white moire antique ribbon, with a large quill going through the knotted grebe trimmings. The muff is made of the same materials, brown stitched velvet, lined with the moire antique ribbon and trimmed with grebe. Another exquisite turban is made of blue paisley velvet, trimmed with a large white bird and steel ornaments.

*Revised Sept 6/1914*

*Revised Sept 6/1914*

# Wholesale Millinery

## Event Important

Our Fall Opening, which is being held this week, promises to be the most successful in the history of this company.

Our warehouse is the scene of great crowds. Buyers are purchasing more freely than for many years. The oft-repeated remark has been heard frequently during the week :

**“McCall's Goods are Always Correct.”**

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

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

and all latest novelties received weekly.

**CAVERHILL & KISSOCK.**

WHOLESALE  
MILLINERS.

91 St. Peter St.,

Montreal.

**TRIMMINGS  
LININGS  
AND SPECIALTIES**

**Flett, Lowndes & Co.**

LIMITED

61 Bay Street.

TORONTO.

**MILLINERY - Continued.**

An elegant creation is made of castor velvet, trimmed with pastel shades of ribbon and pastel ornaments and quill.

An American design that is much praised is made of two shades of castor velvet, the crown of which is draped by tucked chiffon with a silk fringe sewn on the tucks. The trimming consists of a great feather-stitched velvet bow and pastel ornaments.

There is no question but that, either individually or collectively, the trimmed goods this Fall are superior in most respects to the goods shown in previous years. Visitors are recognizing this, and sales are readily made. Among the walking hats the leaders are still rough-riders, which are likely to continue in demand for the next month. The D. M. Call Co., Limited, are carrying an extensive range of these goods. In sailors, the dolphin is proving the favorite black, though quite a few of the higher crowns have been picked up.

A novelty in untrimmed hats is an immense plateau, with a small round crown. Another new creation is a tam with the brim drooping at the front and the back.

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

S. F. McKinnon & Co., Limited, make a great display of Fall millinery, jackets, skirts and costumes.

A representative of THE DRY GOODS REVIEW, who called upon this firm, was most courteously received by a director of the company, and conducted through their spacious warehouses on York and Wellington streets. The new annex on Wellington street gives the company fully two-thirds more floor space than heretofore, thus enabling them to show their colossal stock to great advantage.

He learned that a great feature of the first opening day in particular was the trimmed or pattern millinery department.

On no previous occasion have they exhibited such high-class goods the character of which has been so greatly appreciated by every visitor. They have sold patterns from \$15 to \$20 as freely as on previous opening occasions from \$10 to \$15.

The highest encomiums have been passed upon their pattern millinery, which, in a great measure, was the creation of their own special artists, aided by a large staff of assistants.

They had more buyers in to see them on their opening day and did a larger business than at any first opening day in previous seasons in the history of their business.

Any buyers from a distance? "Yes, we have them here from all parts of the Dominion. Many from the far East and West, some whom we have never seen before."

When asked, "How will the month of August compare with the same month last year?" He replied: "Well, we provided for an increased trade, and, if the two remaining days of the month turn out as we expect, we will show an increase in the turnover for August of somewhere in the neighborhood of, if not quite, 50 per cent.

"The hat department has done great things for a first day, particularly in the ready-to-wear or rough-rider and tam crown effects, which have certainly taken the lead over many that are also good-selling shapes designed and provided for this season."

"What about trimmings?" "Well, these are more properly termed adornments and garnitures. Velvets have been in high favor, including plain mirror, mirror stripes, checks and broches, taffeta silks. Liberty and oriental satins in soft effects will also be popular.

"Plain ribbon in taffeta, faille and satin are in high favor and selling very freely."

They are also showing a fine range of fancy ribbons in rich

and effective designs, which make a rich combination with velvets or other popular trimmings.

The fact of the large tam crowns being so popular has created a great demand for all kinds of rich materials made especially for that purpose—sequin effects being to the front. Continuing along this line, fancy feathers, birds, breasts, wings, quills, birds of paradise, osprey, hackle feathers and ostrich tips and feathers are all taking a good place.

The leading colors, as evidenced by the trade of to-day, are gracieuse, clematite, cyclamen, beaver, beige, castor, argent, royal, admiral, Dewey, national, navy and brown, velontine, amaranth, roi rose.

Just let us take a hurried run through the factory and the mantle department. In the factory, on the sixth floors of both the York and Wellington street warehouses, we found both crowded with mechanics and busy operatives. The factory is at the present moment pressed to its utmost capacity. "We turn out some days from 250 to 300 completed garments, and yet we have been unable to keep pace with our orders. We are, however, rapidly catching up now that all our representatives are in the house to meet buyers from their different routes, and we hope to have all our orders shipped in due time. As evidenced by the first two days of our opening, buyers now realize that our skirt and costume enterprises are on the same plane of perfection as the jackets. We have received many substantial and encouraging proofs of the truth of this assertion."

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

The styles shown by The J. D. Ivey Co., Limited, this season are decidedly novel, many of the combinations, contrasts and blending of colors being decidedly new.

Among the many exquisite models shown, the "Antwerp Milkmaid," is receiving much praise. This is a high-class novelty shown in castor velvet with pearl trimmings and a handsome aigrette of heron feathers.

Another marked hat is on the "Gainsborough" shape. It is made of black silk velvet with a new facing of white chiffon, which is tucked, but not shirred, over white satin, and is trimmed with ostrich plumes and steel ornaments, with a tight band of mink fur around the crown.

A hat that is bound to win favor this season is the turban toque, made with a mink fur crown, with a turquoise blue velvet drape for face trimming veiled with renaissance cream lace. The outer decorations are velvet foliage and violets.

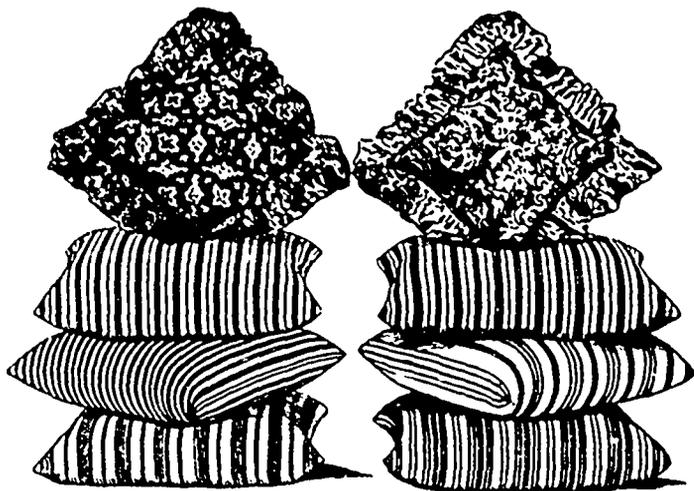
For swell trade large hats with combination of black taffeta silks and black velvets arranged in draperies are the correct thing. The trimmings for these are ostrich feathers and giant black silk roses. In this material, the great novelty shown by The Ivey Co. is the muff effect.

An exceedingly picturesque hat has a large brim "a la Marie Stewart" made of black taffeta silk arranged in trellis work, and faced with turquoise blue mirror velvet. The crown is a tam effect of turquoise velvet, draped with black duchess lace, the decorations being ostrich plumes and pom-poms.

A beautiful conception made by this firm is a model shown in two shades of green mirror velvet. The lighter shade makes up the crown, and is set off by green ferns applied on with steel beads. The darker shade makes the brim, with a drape of black real valenciennes lace veiling it. The decoration is a pom-pom of owl feathers and steel ornaments.

Much interest is shown in a Spanish turban of national blue mirror velvet. The brim is made up of rolls of velvet made into a plait. A large sea gull with a handsome bow of blue and silver grey ribbon caught with a steel ornament, constitutes the crown.

An exceedingly dainty hat is made of national blue felt. A calla lily in the same color, shirred with velvet rosettes, constitutes



# Down Cushions

There are three companies in Canada manufacturing white cambric-covered down cushions. Speaking for ourselves, we sold in the Fall of 1898 twice the quantity of any entire previous year, and expect to improve on this record for 1899. Probably all these companies will be exceedingly busy from now on. Our own factory is already working overtime and will be doing so all the month of September. Our point is this: Instead of wiring us the first week of October, "*Express one dozen each, all sizes of 'Manitoba' and 'Domestic' grades Down Cushions—customers waiting—Rush.*" Write us **now** to book this order for you. It will be better for you and save us some inconvenience. We are **headquarters** in Canada for Cushions and Down Quilts. Write for catalogue and discounts.

## *The Alaska Feather & Down Co.*

LIMITED

290 Guy Street

MONTREAL.

## "GOLD MEDAL" BLACK DRESS GOODS.

**Wear and Color of every Yard guaranteed.**

Compare "Gold Medal" with any other well-known make of Black Dress Goods and you will find a value of 20% in favor of

**"GOLD MEDAL"**

**"Gold Medal" stamped on border of every 5 yards.**

Samples for the Spring Trade will be ready this month.

**LEVISON BROS. & CO.,**

MANUFACTURERS.

CANADIAN OFFICE,

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

**MILLINERY Continued.**

the crown, with shaded wings at either side. Underneath the brim, at the back, is a light-blue bow of moderate size.

Many exquisite novelties in trimmed sailors are shown. The most pronounced of these is the owl effect, a light-brown felt with a drapery of velvet around the crown, with rosettes of velvet, representing an owl, in front. This is surmounted by an owl head, and set off with owl wings at either side.

Another artistic sailor is shown in silver grey felt, trimmed with a roll of mirror velvet to match, over which is shirred ribbon in scallops, giving a tam effect, with a seagull slumbering on the brim, and a white silk folded bow under the brim at the back.

A dainty creation is made of castor felt, trimmed with a mink band caught by a castor velvet bow, with real lace applique and roses underneath the brim at the back.

A novel design is carried out in a national blue felt sailor with trimmings of velvet in an umbrella-effect bow.

Furs are proving a feature this season. They enter largely into the manufacture of the millinery now being shown, as, also, do quills and wings.

Taffeta silks are also being used to a great extent, being, in many instances, the only trimming used on the hats.

Tulles, net, and gauzes are much used in combination with velvet, which gives a lightness to this otherwise rather heavy material.

Real lace applique, which is shown in butterfly design, a new pattern, jetted nets, sequin trimming, and embroidered velvets are all being employed in a most effective way, giving a dainty, chic appearance to many of the best creations of the season.

Ostrich goods are holding their own, and will be a necessary

article for picture hats. Ospreys, paradise, and hand-painted quills are proving to be excellent property.

When the representative of THE REVIEW visited the ware-rooms of this company on one of the opening days, the members of the firm were so busy with the many patrons inspecting their display that it was with difficulty he got a chance to discuss the success of the opening. When the opportunity came, it was brief:

"The opening has been," said he, "just as great a success as we anticipated. You can see the number of buyers is greater than ever; they are all buying more liberally than usual. The outlook for a brisk season is now as bright as was our expectation of a brilliant opening. The lines we predicted to have a big sale have proved to be ready sellers in every case. The trade we anticipated and prepared for has come."

The Gault Bros. Co. Limited's premises in Winnipeg are being pushed rapidly forward. The contracts have all been let and work is in progress. It is expected that these handsome warehouses will be ready for occupation by February 15, thus enabling the firm to lay in a stock and compete for the Spring trade. The firm's branch in Vancouver has been opened up and the Pacific Coast trade is now being looked after from that point.

The New England Cotton Manufacturers' Association will hold its annual convention in Montreal on October 5 and 6. The association has 13 members in Canada, and between 600 and 700 in the United States. It was founded in Boston in 1865, and incorporated in December, 1894, under the laws of Massachusetts, for the purpose of encouraging scientific investigation and experiments as to the method of manufacturing cotton and collecting information relating to the industry.

**ARE WINNING LAURELS**

at the hands of the best dressed ladies in Canada.

Just from the looms, a lot of handsome new styles for Fall.

FULL STOCK AT

Hutchison, Nisbet & Auld's, Toronto.

SOLE MAKERS

**Oxford Mfg. Co., Limited**

OXFORD, NOVA SCOTIA.

## The R. J. Smith Co. of Ottawa, Limited

268 Sparks Street

OTTAWA, O.T.

## WHOLESALE MANUFACTURERS

... OF ...

**Men's and Boys' Clothing.**

Cutting, Making, and Trimming merchants' own cloth a specialty.

# Worth Will Win!



For the new season our stocks of Millinery—Millinery Novelties—Trimmings—Fancy Dry Goods and Notions is the most complete and extensive we've ever had to show. Our Fall Millinery Opening has been a most successful one—trade has gone ahead by leaps and bounds—many thousands of dollars over any preceding season in our 27 years in trade. This surely is "the growing time." Our success is bound to be followed by a most successful season to the trade generally all over the Dominion. Rapid changes in styles and fancies keep us on "tip toe" to have everything right up-to-date—and that's why you can always count on us having just the right thing at the right time. Our resident European buyer keeps in close touch with the fashion centres of the old world—and on this side the water our special American buyers visit New York as often as every ten days or a fortnight—and as quickly as new ideas appear we apprise you of them. We are leaders in our line!

**McKINNON=MADE MANTLES,** Costumes and Skirts. Over the leaf we illustrate a few of our popular medium-priced garments—such popular sellers as these are proving to be has put the last nail in the coffin of the old German importing idea—and it's but another demonstration of the "survival of the fittest." They're right in style—correct in every detail—perfectly tailored—with novelty enough and individuality enough about them to make them out-of-the-common—a most successful proposition in the mantle-making in Canada that is bringing trade to the house on merit—and will bring profit to the dealer.

---

**S. F. McKINNON & Co.,** 71-73 York Street, **Toronto**

LIMITED

THE - DRY - GOODS - REVIEW

*Alb. returned  
Sept-5 1914*



These Illustrations show a few of our latest medium-priced Tailor-made up-to-date garments.

Our Annual Catalogue of Styles will be mailed to all our Customers in a few days.

INSPECTION SOLICITED.

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

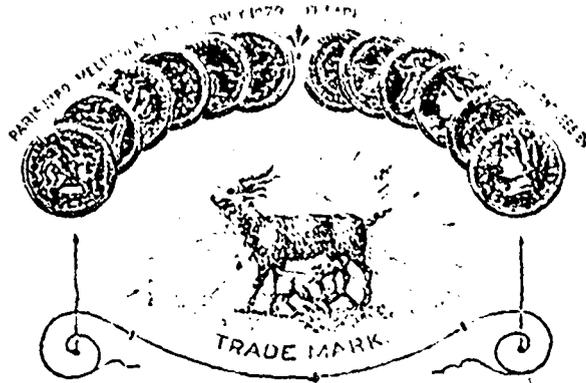
**- TORONTO.**

# Perrin Frères & Cie.

The Glove House of Canada.

## Perrin's Gloves

ARE THE BEST.



QUALITY GUARANTEED.

## Perrin's Gloves

ARE THE BEST.

We are now receiving our Fall Goods and are pleased to say that the quality of **Our Gloves** is fully up to their usual standard. If you have not yet bought for Fall, you had better send us your order at once.

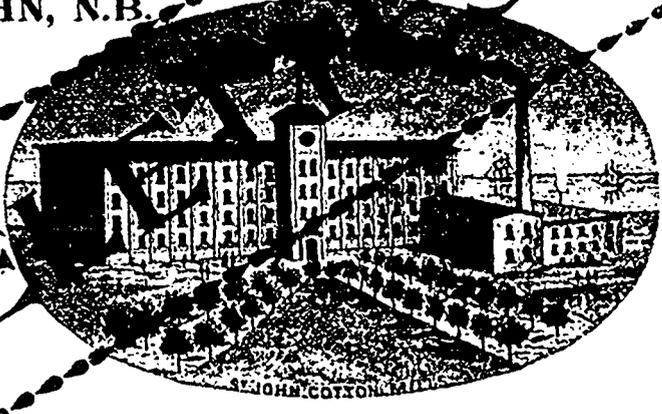
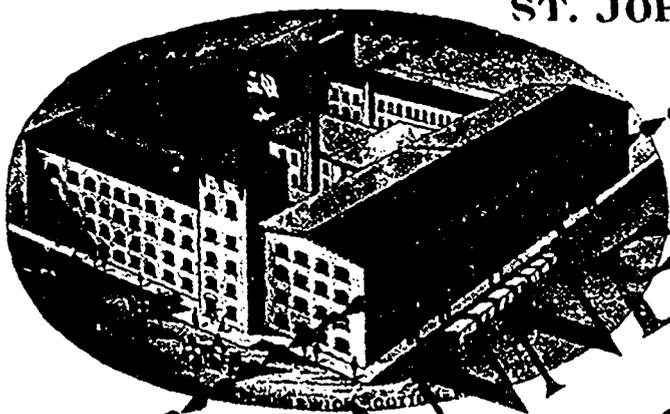
### PERRIN FRÈRES & CIE.,

5 Victoria Square,

MONTREAL.

# W.M. PARKS & SON, Limited

ST. JOHN, N.B.



## Cotton Spinners, Bleachers, Dyers and Manufacturers

Flannelettes, 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, 277 Yonge Street, Toronto.  
DAVID KAY, Front Building, Montreal.  
JOHN HALL, 83 Front Street East, Toronto, Special Agent for  
Beam Warps for Ontario.

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

# MONTREAL LIFE...

SUCCEEDING "THE METROPOLITAN."

✻ ✻ **W**ILL be a brilliantly edited, handsomely printed and splendidly illustrated weekly journal devoted to Society, Literature, the Drama, Music, Sport, and every timely topic of interest to the Canadian people.

Will be

**OUT**

September

15<sup>th</sup>.

It will be

A PAPER FOR MEN AND WOMEN. . . . .

It will have

NO POLICY BUT TO ENTERTAIN AND ELEVATE

It will pursue

NO AIM BUT UNVARYING EXCELLENCE. . . .

MONTREAL LIFE will be printed from the best type, on the finest quality of paper, in a new form, and will contain the work of the best Canadian and American artists and writers. Typographically it will be equal to the best foreign publications.

..IT WILL INTEREST ALL CANADA..

Some

Features...

Racy Editorial Comment.  
Smart Society Gossip.  
Brief, Reliable Pointers for Investors.  
Newsy Notes on Sport.  
Book Reviews that will be Read.  
Personal Glimpses of Great Canadians.  
Five-minute Stories.  
Artistic Cartoons and Drawings.

Keep a sharp eye for the inaugural number, with rich, colored cover.

You'll know it by the name.

Price,  
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**MONTREAL LIFE.**

FOR SAMPLE COPY, ADDRESS MONTREAL LIFE, MONTREAL.

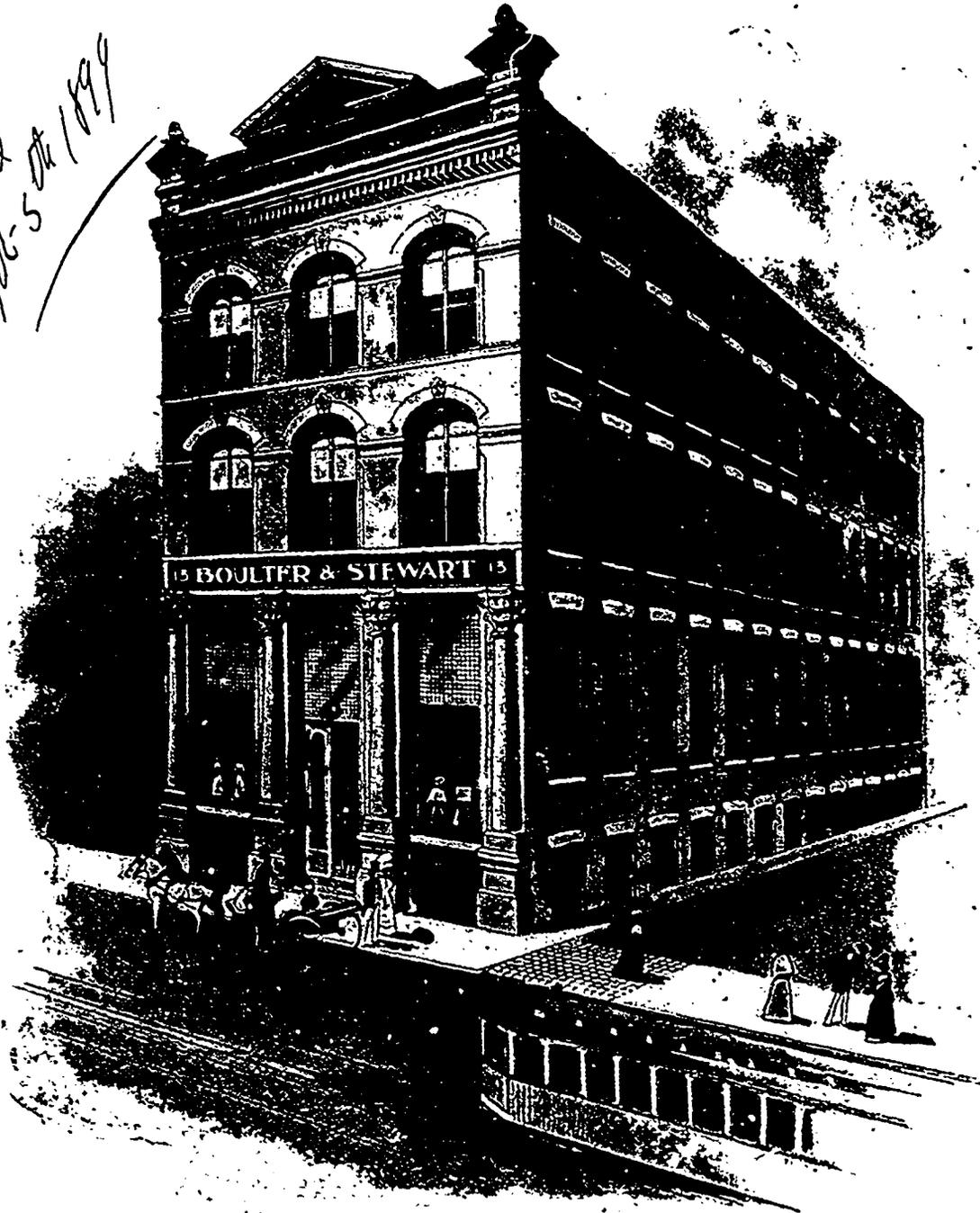
# Our New Factory AND Warerooms

Costumes  
and Skirts

Blouse Waists  
Flannelette Underwear

Ladies' Eiderdown Dressing Gowns  
Children's Eiderdown Coats, etc., etc.

*Reopened  
Sept 5th 1899*



# BOULTER & STEWART

MANUFACTURERS

*Our New Address*



13 Front St. West

TORONTO





## Men's Furnishings

**T**H E R E is little that is strikingly new showing just now in men's furnishings. The Summer season is about ended, while goods for Fall wear are being kept back to enable the retailers to dispose of the balance of Summer stock. The variety is probably greater than at any period during the year, as the surplus stocks of each and every descrip-

tion, which were previously shown separately, are now all in evidence, and those who are not over particular about being quite in style and season, can pick up some very nice things at reasonable prices.

The flowing end tie is sure to continue popular for Fall wear, and some very handsome varieties are now being opened up. Puffs promise to be very much in evidence, and lombards and graduated derbys will be fashionable and ready sellers. Ascots may be expected to continue in favour with the first-class trade.

Colored shirts are still being bought in large quantities. This is hardly to be wondered at, when one takes into consideration the many neat and attractive patterns that have been and continue to be shown. Soft-front cambrics, silk and woollen goods are, however, beginning to go slow, as an evidence of the waning Summer.

Some very handsome lines of silk underwear are making their appearance. Plain white promises to outstrip the other varieties, but one can, if so disposed, be clad in handsome effects of green and canary stripes, pink and white, blue and canary, or plain buff. The latter is a handsome garment, and will probably give the white a hard run for first place.

Fleeced underwear for Fall and Winter wear is rapidly growing in popular favour, and in addition to the many plain varieties now being shown is an immense variety of high-class silk-trimmed goods, which are not only most comfortable, but very handsome in appearance.

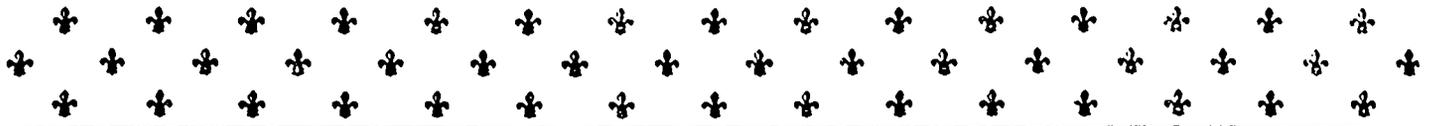
A New York gentleman who is now visiting England writes an entertaining letter on men's fashions to Vogue. "I have found all over England," he says, "a tendency towards the abolition of ceremony. Men go into flannels and straws early in the season, and I hear

that, at Ascot, there was some commotion because a lesser royalty, who has the reputation of dressing well, appeared in the inclosure with a straw hat. The top hat is the bulwark of the Britain's respectability. The middle classes will wear any kind of clothes, but the top hat is essential to the 'genteel.' The American is the person who amuses me most. By the American I do not mean our sensible countrymen, but the individual who comes over here and becomes wildly enthusiastic and most uncompromisingly British. There was a time when I looked with horror on the person who would parade his nationality and make himself conspicuous; but even this vulgar soul is delightful when you contrast him with the man from the United States who is mastering the very broad A, and who, in the depths of midsummer, is struggling and perspiring under the great shadow of a top hat. I saw one man on the ship put this last touch to his costume when the vessel had passed the Needles.

"I find with well-dressed people very little difference. In Paris, it is true, they try to be very English, and they always fail at the last moment. There is something in the cut of their beard, or the arrangement of their tie, or the set of their hat, which is unmistakably of the Boulevard. But there are few more fascinating shops than the Carnival de Venice, and even the staid places in London, where the very air of shop is disguised, and where you can find some wonderful things, there is not much, after all, that you cannot find in Paris. There are now a few shops in New York where you have an excellent assortment. We sometimes run a bit to fads and little outre styles, but an American seems able to wear them.

"The cheap English shops are absolute chambers of horrors, and the many Americans who insist upon having their clothes made over on the other side for economy's sake, at one of the numerous tailors of a certain class, are good lay figures for these establishments. They get their ties and shirts to match. One man has invested in flannels—not the nice soft kind, with pretty patterns, but the dark blue, with the line running through it, already run into the ground in America. I did not ask him how much he had paid on Conduit street for the making of this suit, but I know he could have had the same material and same pattern, if he had so desired, ready-made and very well made for \$12 at one of the big shops of that kind in New York. The suit did not fit him, and English tailors—unless they are very expensive ones—will put in the most peculiar linings and pad the coat out in an absurd manner. They are very sparing of cloth, and I am sure, if my friend ever wanted this wonderful English suit altered, he would have to abandon the idea, as there does not seem to be an inch of material to spare anywhere. The suit gives one the impression of being flimsy and cheap. There is a want of security in the very look of it, and I am sure he paid Conduit street not less than \$30 for the making of it.

"The great restaurants, the great hotels are just as expensive as ours, and, in fact, there seems now to be one 'trust' the world over. If you want to have good clothes, if you want to be well groomed, if you want to make an appearance, you must pay for it. There is one rule of living for one class of people. The little economies can be practised, but you must 'cut your cloth' to your living. You need not enter the arena with an idea of starving. You may be one of the supers, and to be one of these you must be absolutely correct in your dress, and well groomed as far as your



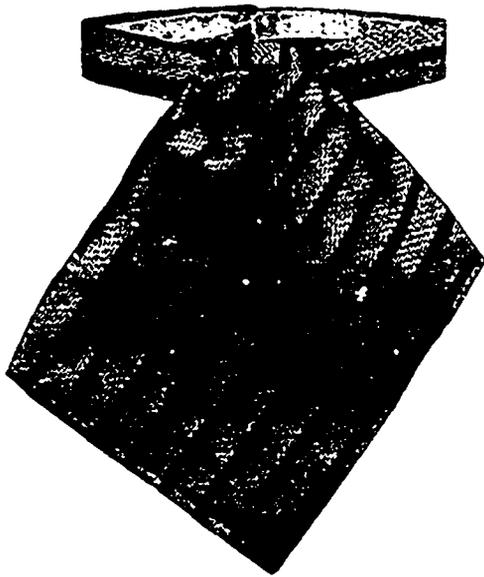
# COOK LOU AND COMPANY

NECKWEAR  
MANUFACTURERS



IMPORTERS OF  
MEN'S FURNISHINGS

## 14 St. Helen St., MONTREAL



☞ "TIES THAT BIND" ☞

Letter Orders  
Promptly attended to.

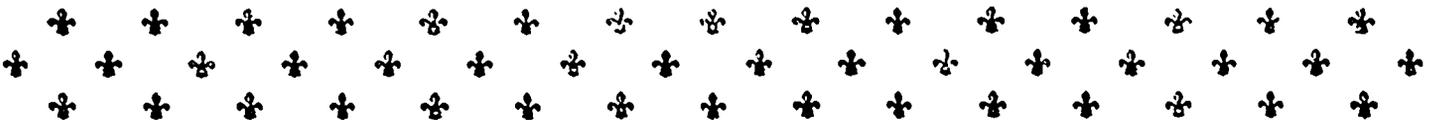
GIVE US A TRIAL ORDER.

"DINNA FORGET US."

10 Travellers on the Road.

COOK LOU SON & CO.

MONTREAL.





17 Front St West  
TORONTO.

# SPECIAL

Our stock of Arctic and Wool Underwear is complete. They are special value; get quotations before placing orders.

The latest novelty in Braces is called the "Admiral." We have it, write for sample.

Send in your orders for our well-known brands of Overalls, Jackets, etc., at once, as all Ducks and Denims have advanced in price so much, the present prices cannot prevail long.

After Exhibition our travellers will again be on their respective trips with full range of sorting, also complete range of Spring samples, and we cheerfully invite inspection, also advise orders for Spring being placed early, on account of the first advance in price.

## CAULFEILD, HENDERSON & BURNS

Manufacturers of Overalls, Shirts and Neckwear,  
and Importers of Men's Furnishings.

 **TORONTO.**

**"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.**

This is ONE of the NOVELTIES to be  
found in Our XMAS Range.

Offered to the Trade SEPTEMBER 15th.

Our  
STYLES in  
SILKS  
are Largely  
Exclusive—

Mostly Woven in  
RAISED CORDED,  
SATIN and  
BARATHEA  
STRIPES, in Group  
Effects.



Bright  
Colorings—

Bishop's Purple,  
Paris Blue,  
and  
Scarlet  
predominate!

The "Meteor" Puff

TOOKE BROS., - - - MONTREAL,

Manufacturers of NECKWEAR.

---

# SPRING AND

The largest and most



Shirts, Shirts  
Collars and

ever submitted by our

Popular Prices

Attractive Styles

Original Designs

TOOKE BROS. =

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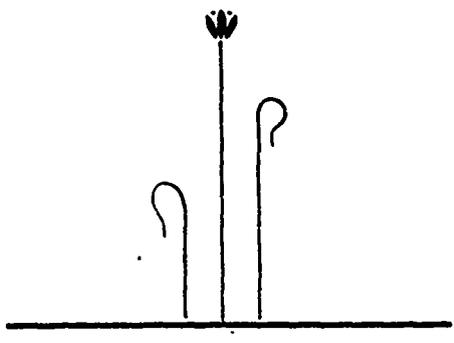
# SUMMER 1900

most attractive range of



## Short Waists, and Cuffs

of the firm in Canada.



TRAVELLERS will be out on their different routes during the present month with samples of the above. . . . .



= MONTREAL.



**MEN'S FURNISHINGS—Continued.**

means will allow, and I think that this is the simplest way and the most sensible.

"There seem to be no radical changes in evening clothes. I only saw one velvet collar, and an American had it on his coat, and I thought it very bad form. The white ties are a little larger, and there is some disposition to wear black figured silk ties with dinner coats. Owing to the military life and the existence of the mess jacket, the dinner coat does not seem as universally worn abroad as it does in America, but it is slowly getting into favor. The English serges and flannels are coming beautifully to the front for yachting. Again have the jackets adopted the breast pocket, and it is true that all the Summer garments of this kind have flaps over each pocket. It is simply a return to an old fashion.

"The single breasted white waistcoat I hear has been worn much in New York this summer. One sees it constantly over here, and it is worn with flannel and serge suits, and it is also taking the place of the cloth waistcoat in yachting attire. It is made without a collar and it comes a little high in the neck. I have always thought a waistcoat of this kind gives a proper finish to a Summer day's attire.

"I believe thoroughly in the four-in-hand and the all-round, turn-down collar, and the best dressed Englishmen always look smart with this neckwear. Sometimes, in extreme negligee, when there is no waistcoat and you are in the country—in a punt for example, as I have been all day—the tie is fastened far down with a small pin—say a fox's head design, or something of that description.

"I never have cared for the Madras ties, and I think they will die out this winter. When I left New York every boy on the Bowery was wearing the 'English squares', as they are called, and they are vulgar and hideous. The bows are apt to be smaller and the square end is always in vogue. Over here, as at home, blues and pinks and lavenders are the colors for the morning shirt. I never cared much for soft-bosomed shirts, and the cheap shops here are running them in masses, and I hear that in New York there is the same big output.

"In fact, you will find very little difference. You cannot expect that New York can rival London in one generation. London has had a leisure class who have made dress a serious study for over a century. Our corresponding class will hardly date back—with the exception of a few large cities—to more than 30 years. In the meantime, New York is going on with rapid strides. In many ways it is in advance of London, but there are associations and little conservative ideas which crop up here and there, which, of course, have their charm, and which it is impossible to transplant to a new country. The Englishman will wear his clothes loose, but the American, who has a more compact figure, cannot afford to do so, and the American clothes—even the cheapest of them—have a finish and an honesty of workmanship which one does not find in the English article."

**Departmental Competition.**

It is a noteworthy fact that the competition of the departmental store is not felt nearly so keenly by the men's furnisher as it is by the general dry goods store in large cities. While, since the inception of these monopolistic concerns, many dry goods stores, in Toronto, for instance, have been crowded out, the number of furnishing stores is not only as large as ever, but is constantly increasing. The forces that result in these conditions are worth studying.

Doubtless, one of the strongest of these is the personal confidence inspired by the furnisher in the minds of his patrons. One of the weaknesses of the departmental store is the lack of this personal confidence. They have endeavored by promises of refunding money for goods found not as represented to make up for this

lack, and, to a certain extent, have succeeded, for there are, undoubtedly, some buyers, generally women, who have confidence in the integrity of the departmentals. This confidence in the store, however, will not—indeed, cannot—take the place of personal confidence in a proprietor or salesman.

The very fact that a furnisher is a specialist gives him a decided advantage over his mammoth competitor, who is interested in a score of other lines of goods as much as in this particular line.

The young man, when purchasing goods for his own wear, is not, as a rule, a bargain-hunter in the sense that the term is often applied to women buyers. He wants style and wearing quality rather than cheapness, and, if he is not posted on the vagaries of fashion, he is generally acquainted with some furnisher whom he can depend on to sell him goods that are in style, and that suit his complexion or style of dress. As salesmen are frequently changed in the departmentals, buyers rarely become well enough acquainted with them to have confidence in them.

The result is that the departmental stores have never obtained the confidence of furnishings buyers, so their sales have never been such that they could buy in large enough quantities to have any advantage over the furnisher who has the knowledge and skill of a specialist, and keeps acquainted with all changes in style of shape and coloring.

It is also in favor of the small dealer that the best method of buying furnishings is not in bulk at the beginning of a season, but in small quantities so as to have always the latest effects in stock.

Another reason for the departmental's failure in capturing the furnishing trade is that the variety of lines carried by them makes it impossible to devote the attention to window display that is given to this by most furnishers. When they do make such a display the idea conveyed is generally that of cheapness rather than style or quality, which is not likely to build up a trade in these goods.

A factor, separate from all the foregoing, which yet combines with them to produce the result noted is the objection to buying in a departmental. This objection is much more prevalent among men than among women, hence, it more naturally affects the sales of goods purchased by men than by women.

**A Small Window Display.**

Because a men's furnisher has a very small window is no reason why the display he puts in it should be inferior to the displays of his larger competitors. One of the best displays the writer has seen for some time was shown recently in a window not larger than 5 x 4 ft. At the back of the window space was a large mirror. A nickel-plated stand about 4 feet high was so arranged that this mirror doubled by reflection the display of kerchief or flowing end ties which were neatly hung over the rods of the display stand. On the floor, at the back, silk-fronted and other fancy negligee shirts were shown. In front of these was a neat arrangement showing cuff fasteners, links, collar buttons, garters, etc. Three small incandescent lamps at the ceiling and two at the floor set off the effect created by the dark-colored ties and the lighter-tinted shirts to good advantage.

**A Retailer's Stock.**

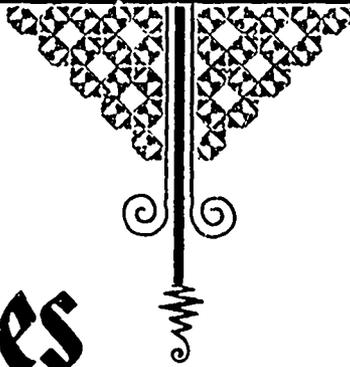
Brais & Co., St. James street, Montreal, are now showing a window full of graduated derbys and lombards in plaid effects. In most cases the groundwork is blue and white, or grey, with stripes and checks of red, blue and yellow. It is fairly popular, and will, no doubt, meet the taste of many who are fond of this description of tie.

The "Bimbashi" blue ties with spots and figures, which were brought out by Brais, have proved very popular, and the firm are now showing a similar line in stripes which is meeting with equal favor. This "Bimbashi" blue is rather darker than "Kitchener," but

# LAST CREATIONS

**Bimbashi**  
**Blue Ties**

**Mephisto**  
**Red Ties**



## SHAPES

Paris, Derbys, Flowing Ends and Puffs

**FOR FALL.** No shade of Tie will equal  
above on a white or colored shirt.

OUR UNDERWEAR  
WILL OVERWEAR  
OTHER GOODS.

**Largest Range of Staples**

Our specialty in Foreign Tints, Stripes  
Checks; Ventilated or Speckled Silks,  
in Plain or Stripes.

**SPRING SAMPLES READY IN SEPTEMBER.**

**GLOVER & BRAIS**

196 McGill Street . . .

 **MONTREAL.**



THIS LABEL IS ON . . .  
EVERY GARMENT AND  
IS YOUR GUARANTEE.  
OF EXCELLENCE . . . . .



## ... REMOVAL NOTICE ...

Owing to our largely increased trade, we are obliged to move into more extensive premises



AT 65 and 67 Front St. W.

**HACHBORN & SHERIDAN, WHOLESALE CLOTHIERS, TORONTO.**

### MEN'S FURNISHINGS—Continued.

along the same line and looks very attractive in lombards, derbys and puffs.

The coming shade for neckwear is a havana brown with pink, white, or gold circle. The material is a fine quality silk which will probably find its way chiefly into Ascots and all-round derbys.

An exceptionally handsome tie is now being shown by Brais. It is of heavy silk in black or dark red background, with large pansies or apple blossoms of self color somewhat lighter. Mauve is also prominent in this line, and its various shades make a very pleasing effect. Two dollars is named as the retail price of these goods.

C. M. Clode, until recently in charge of Brais' retail gents furnishings store on St. James street, Montreal, has been appointed buyer and warehouse manager for the firm of Glover & Brais. He has had about 20 years' experience in the business, and, no doubt, will prove of great value to this enterprising firm. Mr. Clode has sailed for Europe to select samples for Spring trade.

#### In a Separate Department.

It has frequently been advocated in these columns that general merchants should make a separate and special department of men's furnishings. The reasons for this have been as frequently cited. This month, the writer notes that The R. Simpson Co., Limited, the Toronto departmental which has just erected a large addition to its store, is devoting the ground floor of the addition entirely to men's furnishings. The T. Eaton Co., Limited, have for some time recognized the advantage of a distinct men's furnishings department. As the general merchants in the smaller cities and the towns are practically departmental storekeepers, the fact of the

large departmentals agreeing as to the value of a special department for men's furnishings may be considered strong evidence that such manner of selling these goods would be advisable in the general store.

#### The Outlook in Neckwear.

in demand is the flowing end and the puff.

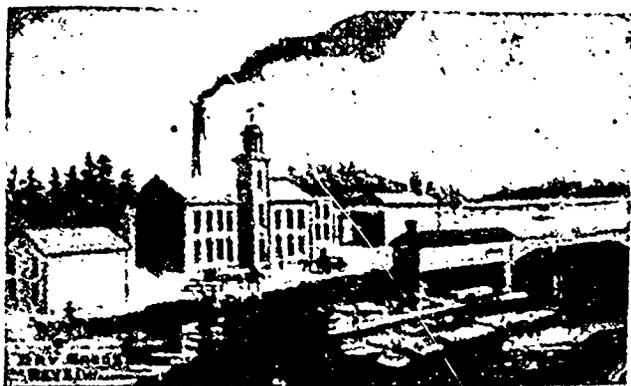
The flowing end looks best cut from large checks and stripes, provided they are cut on the bias, which gives them the desired effect, as, when cut on the straight, they have a stiff appearance and are too set in pattern, and, when tied, do not fall into the same soft natural folds as the bias-cut scarf.

The prospects are in favor of a larger, broader puff than heretofore, cut either with one or two aprons.

The colors that will predominate for the coming few months in men's neckwear will undoubtedly be blue of all shades, and purple of all shades, from the light violet to the bishop purple.

These colors are too striking to be worn unless toned down and softened with black and white combinations, which relieve the glaring color of the purple and make a very pleasing effect for men's scarves.

White, black and purple combinations are seen at their best in bold designs, such as large decided and alternating checks and stripes, and the latest and best things in these are the purple combinations with white and black in the real sport-club stripe, which is usually about three-quarters of an inch wide. This, in the fine cord, will be a very taking scarf for the next few months.



## Harris & Company, Limited

Manufacturers

ROCKWOOD, ONT.

### Pure Wool Goods

Light-Weight Friezes and Homespuns for Ladies' Costumes,  
Heavy Friezes for Overcoatings, Yarns in 2, 3 and 4-ply.

SOLE AGENTS

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

# SPECIAL

To the Clothing Trade.

We are showing extra values in :

- Men's Odd Pants . . .
- Men's Suits . . . . .
- Boys' Suits . . . . .
- Black Satteen Shirts
- Black Worsted Suits

Special Twill.

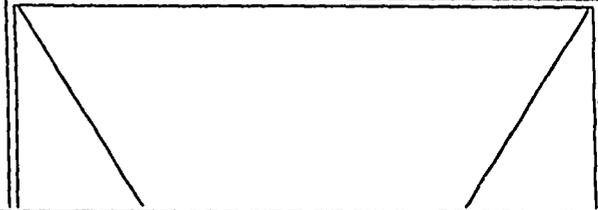
Write for samples, also price list for manufacturing cloth.

THE . . .

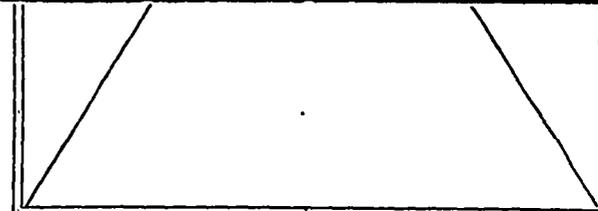
## G. A. Thorpe Mfg. Co.

Wholesale Clothing Manufacturers

57-59 Bay Street, - - TORONTO



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





"We Fear Nae Foe."

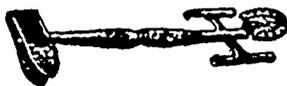
## FALL SAMPLES now on the road.

We are showing the LATEST NOVELTIES in SUSPENDERS, BUTTONS and NECKTIES.

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

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

Use the "Derby Link," No. 2



Patented Nov. 23, 1893.  
FOR ALL CUFFS.

Use the New "Star" Cuff Holder



Patented.  
For Link and Plain Cuffs

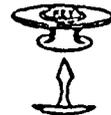
Keep your trousers up with the "Automatic" Bachelor Button



WRITE TO YOUR JOBBER.

NO NEEDLE REQUIRED.

The New Automatic



U.S. Patent June 5, 1891. Eng. Patent No. 11630.

"Au Fait" Scarf Retainer



Patented.  
Opens Wide at Mouth.

For Sale by Principal Jobbers Everywhere.

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

# Dress Goods, Clothing, Woollens, etc.



## THE DRESS GOODS MARKET.

**T**HE trade in dress goods has been good, especially in the better qualities. In some materials dress lengths are only employed for skirt purposes, and, therefore, not so much of the actual material is purchased by customers. But in fabrics required for whole costumes the sales have been large. In this line, goods with the pirlé finish have sold extremely well. The demand for made-up skirts has been very good, and even very expensive materials are being employed for this purpose and meet with a ready sale among the retail merchants.

The prices of dress goods in the foreign markets continue to show an upward tendency, and the outlook for Spring, therefore, is for the maintenance of existing conditions. In French materials, for instance, we hear of one which has advanced at the mill from 11 1/4 d. to 14 1/4 d. From the United States also comes confirmation of the report that prices of domestic stuffs are advancing. We hear of one large purchase of American cashmeres from the Pacific Mills at about 25c. per yard, where three months ago large lots of the same goods could be had at 19c. Every mail from Europe confirms the reports of higher values there.

Mr. A. E. Chrisfield, representing the Paris house of Th. Michau & Cie, dress goods manufacturers, is at present visiting the Canadian customers of the firm. He reports business good, with a decided advance in prices and a continued upward tendency.

Chatting with Mr. Spence, of the Merchants Dyeing and Finishing Co., THE REVIEW was informed that amazons, broadcloth, poplins and black crepons are selling exceptionally well this season. Large plaids are also in favor. Burgundy is a popular color in the season's fabrics, and large orders have been placed for it. Plum is another favorite in the new plain cloths. In amazons there are some nice goods to retail at \$1.25. There is also quite a demand for camel's hair checks, a fabric nearly all wool and suiting Autumn and Winter trade well. A shipment of very handsome black silk crepons has been received. Ready-to-wear skirts are being made up in plain lustres, plain serges, plain and brocaded poplins, etc. This firm are showing some beautiful fabrics, imported in the grey into Canada and dyed here according to the best and latest methods.

## THE CLOTHING TRADE

The clothing trade are showing samples for Spring of 1900, and the advancement made in this line of manufacturing in Canada is strikingly apparent this season. At H. Shorey & Co.'s, Montreal,

THE REVIEW was shown some surprisingly nobby lines which they are getting up for the Spring of 1900. In their lines of Rigby waterproof goods, the new "Raglan" overcoat was very much in evidence, both in short covert styles and in long coats reaching to the ankles.

Whipcords and covert cloths will be very much used in these goods, both in the plain twill and in herringbone weaves.

Some of the lines of coverts lined with silk serge and satin were exceedingly effective.

'Rough cheviots in oxford lined with silk, for less sporty and more sober garments, struck us as a very gentlemanly garment.

They informed us that they were showing 140 different designs in Rigby waterproof bicycle suits.

The 4-button sacque will be worn again this coming Spring, with very slight variations—the coat being cut a little shorter and, perhaps, rounded a little more at the corners, giving it a smarter appearance. The facings will be wide, extending over the shoulders and under the arms.

Materials, if anything, will be a little quieter for the coming season. Large checks are not quite as much in evidence as they have been.

Trousers will be cut about the same width as this year.

We were shown a new machine, which will undoubtedly have a revolutionizing effect upon the ready tailored trade. It was a machine for overcasting or serging the seams of goods that are inclined to ravel, thus doing away with any chance of pulling out at the seams after the goods are made up.

Some lines of suits are being made with double-breasted vests and without collar, and cut away at the corners. This is a very sporty and nobby looking garment.

Canadian homespuns, as usual, will be among the popular cloths for the coming season.

Speaking of homespuns, in an article in our last year's clothing number we predicted a growing trade for this exceedingly useful fabric, and the result of our predictions have been fulfilled in this season's trade. The great advantage of this fabric is that the longer you wear it the better it looks. Being made of a long homing wool it has an elasticity which insures the garment keeping its shape.

Blue serge is likely to be very much worn again the coming Spring season. They are curtailing the black worsted serges made to a very appreciable extent, as black and blue worsted serges made of bright crossbred wool produce an exceedingly dressy garment. This will be a considerable item of economy, on account of the

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**

## Impress this upon your Customers

**I**T is the duty of humanity, it even becomes part of the mission of men in this world to dress them in a rational and presentable manner. It leads up to the highest ideals in life. It smoothes away many of the rough edges which it is our lot to meet—Therefore, make yourself presentable! not only by your sunny presence, but also by the clothing you wear.

You cannot afford to wear sloppy clothing.

It is a weakness of humanity to judge by appearances.

Even a dog will bark at a tramp, while a well-dressed man will pass by unmolested. Men are learning that they cannot afford to be ill-dressed. A young man who is careless of his personal appearance will be careless in many other respects, and this is always taken into consideration when he applies for a situation. Robert Burns says, "The mind's the standard of the man," but the kind of clothing a man wears is an indication, to a very large extent, of his mind.

These facts we cannot afford to ignore.

This looks as if we were writing you in the interests of our clothing business—and we are, but it is also written in your own interest. We must all be constantly reminded of the many good things necessary to bring about our happiness, else we are apt to forget them.

### H. SHOREY & CO.

MANUFACTURERS OF

Ready-Tailored Clothing and Rigby Waterproof Goods

MONTREAL



.. Reversible Cape ..

# HUTCHISON, NISBET & AULD

Select Woollens  
AND  
Fine Trimmings

34 Wellington St. West

TORONTO

## Special Novelties in Outing Cloths

Our assortment covers every requirement in Woollen Fabrics for Men's and Women's Tailoring, and recent additions in



TWEEDS  
VENETIANS  
COVERTS  
WORSTEDS  
SERGES and  
PLAIN CLOTHS

Large Variety of Colorings

enable us to show the most thorough and attractive range in the Dominion.

Samples to the trade only  
Men's and Women's Fashion Plates in Stock

# HUTCHISON, NISBET & AULD

**DRESS GOODS, CLOTHING, ETC.—Continued.**

Botany wool, from which black worsteds are largely made, having advanced fully 25 per cent. during the last six months.

The attention of readers is called to the announcement on page 51 of M. Saxe & Sons, Montreal. This firm, who are now in the wholesale manufacturing of ready-made clothing about five years, have made wonderful strides in that short time. From a small, one-room flat, they now have a six-storey building, equipped with the most modern-improved machinery. A REVIEW representative, on visiting the firm, was shown through from the receiving to the shipping-room, by Mr. Henry Saxe, and was surprised to see the immense trade this young firm have worked up in such a short time. It certainly must be that the style, the get-up of their goods, their popular prices, as well as their energy, have brought them so much to the front, and merchants handling this line will certainly pay M. Saxe & Sons a call.

**THE OUTLOOK IN WOOLLENS.**

Some lines of woollen goods are being advanced in price in Canada. No general notification has been issued of an increase in prices, but purchasers have recently found when desiring to replenish a diminished stock that they have been called upon to pay, in some cases, as high as 10 per cent. over old prices.

A Canadian buyer who has just returned from Europe says that, generally speaking, fine worsteds are up 25 per cent. in price, while the lower-grades are up from 10 to 15 per cent. The manufacturers, he says, contend that as the advance is due to scarcity of raw material it will last for several years. In England, he found an opinion held that the London wool sales this month (September) would show a still further advance.

In Canada, there is a very good prospect for the fine tailoring trade the coming season, as times are better and a better class of stuff is asked for.

As to fashion, there is still a feeling for neat effects in fine worsted trouserings. The American trade are going in for stripes and herringbone effects. The demand for fine black and blue worsteds still continues, as also for fine fancy worsted suitings in checks and stripes.

H. Shorey & Co. have got a rather catchy phrase in many of the advertisements which they are using for the coming Spring. They call their goods "made to fit," not "made to order." "Made to order" goods do not always imply "made to fit." Their contention is that it is better for goods to be "made to fit" than "made to order" and not fit.

H. Shorey & Co.'s ad. on another page, puts a man's duty to his fellow men in rather a new light. While we all realized that it was the duty of the feminine portion of the community to beautify themselves to the extent of their artistic ability, we have never realized that the "brute" man's duty lay quite so closely along the same lines. Shorey's ad. is very convincing. As ready-tailored clothing—as this firm call their goods—has reached such a state of perfection, their advice will be easily taken without drawing too largely upon the pocketbook.

In our jaunt through the clothing trade, we were met on all sides by the encouraging statement that people were buying a better class of ready-to-wear clothing than formerly. This verifies the prediction that it would come. This improvement in cut, fit, make and the using of better material is not only a comfort, but a considerable saving in expense to the people, and it is making itself evident in the bettered condition of people in the rural dis-

tricts. Formerly, anything in the way of garments that were named coats, trousers or waistcoats, summed up under the name of "store clothes," were considered by the farmer quite good enough for his wear, but to-day the young farmer appears at church dressed like a stockbroker, and with all the airs and grace of a town-bred buck. The clothes have done it and are doing it. This marked improvement in class of goods sold has had the effect of considerably increasing the sales of ready-to-wear clothing; consequently, we heard no grumbling about business being bad among the wholesale clothiers this season. This was quite refreshing.

Finley, Smith & Co. invite inspection of their Oxford and blue grey vicuna overcoatings, in all the newest weaves, as shown by high-class West End London tailors. They have also a full range of their "Trafalgar," "Britannia," and "Royal Navy" serges, in heavy weights, for Fall and Winter wear.

They have now in stock, and can deliver at once, all numbers of their well-known beavers. These goods have given entire satisfaction, as to durability and color, for the last four years, every piece being carefully passed and guaranteed.

Clayton & Sons, clothing manufacturers, of Halifax, the largest employers of labor in Halifax, having a staff of over 400 hands, called their employes together and announced that, in future, the profits of the business in excess of ten per cent., will be divided among the men. Interest at the rate of seven per cent. on the capital invested must also first be paid. For the purpose of apportioning the profits in excess of ten per cent., the employes are divided into four classes. The first class, including employes occupying the most responsible positions, will receive forty per cent.; the second class, thirty per cent.; the third class, twenty per cent.; and the fourth class, ten per cent. The scheme goes into effect at once.

The Carleton Woollen Company, Limited, is being incorporated in New Brunswick, with a capital stock of \$10,000. The new concern will acquire the woollen mills of George A. White, at Woodstock, N.B., and, besides Mr. White, the following are members of the company: F. H. Hale, A. B. Connell, Wm. Knox, and J. S. Creighton.

A clever and neat device has been got out by the Oxford Manufacturing Co. It is a small stiff cardboard, the fac simile of a coat pocket made of Oxford tweed. The Toronto and Western agents for these fabrics continue to be Messrs. Hutchison, Nisbet & Auld. Mr. Hewson, of the company, visited the West last week.

The Penman Mfg. Co. have decided to enlarge their factory at Coaticook, Que.

The Canadian Colored Cotton Mills Co. intend erecting a \$25,000 addition to their cotton mill at Milltown, N.B.

It is said that The Merchants Cotton Co. will make an addition to their present mills for the purpose of manufacturing linings and dyed goods generally.

Among other improvements in Ottawa is that of the retail dry goods store of C. Ogilvy, which has been enlarged to nearly double its former size, and is filled with fine goods, while that of Bryson, Graham & Co., is now too large and fine for description.

Among REVIEW readers who favored the paper with a call when in town, recently, on buying trips, were: D. G. Bell, of Bell & McEachern, Stayner; Mr. Henry, of McCrimmon & Henry, Harrison; S. A. Rankin, of Talding; Mr. Richardson, of Flesherton; A. Russell, of Belwood (who intends opening a hardware store in Elora); and James Russell, jr., of Fergus.

# M. SAXE & SONS, MONTREAL.



## WHOLESALE CLOTHING MANUFACTURERS.

The acknowledged largest Ready-made Clothing Manufacturers in the city of Montreal; also for the best tailored, popular-priced and most perfect fitting clothing in the Dominion.

Our travellers are now on the road with samples for Spring 1900, showing an immense range of choice and exclusive designs.

If you are interested, and our representative does not call on you, write us. We will either send him, or will be pleased to forward sample garments per express prepaid.

Don't fail to see our extraordinary value in men's all-wool tweed suits at \$5.00.

# 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.

# Finley, Smith & Co.

Importers of . . .

**WOOLLENS** and  
**TAILORS'**  
**TRIMMINGS**

29 VICTORIA SQUARE

WM. C. FINLEY  
J. R. SMITH

## MONTREAL

Solo Agents for

Trafalgar, Britannia and Royal Navy Serges.

## IF THE TIGER

were just a common, ordinary animal,  
it would not attract so much attention.  
Same with

## TIGER BRAND UNDERWEAR,

if it were just common, ordinary under-  
wear, it would not have its present value.  
But, being well and carefully made from  
the best stock, it stands out in a class  
by itself.

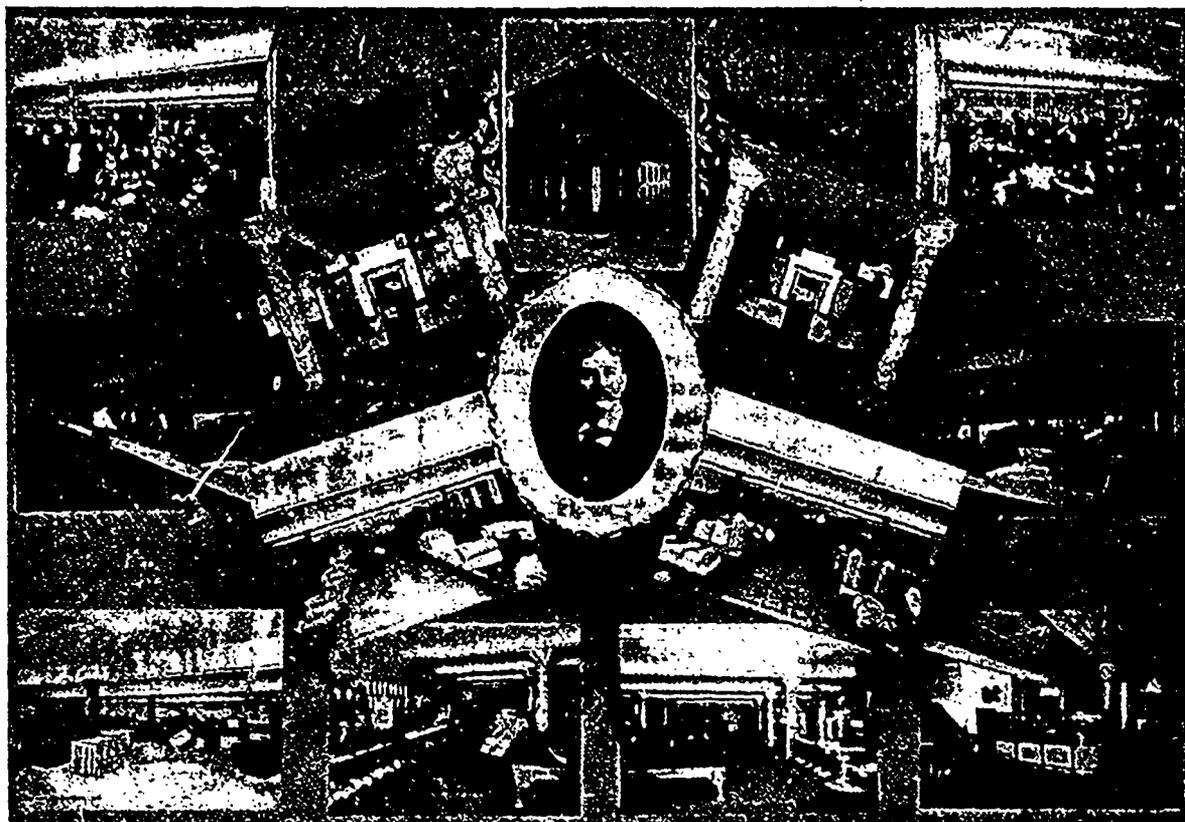


EVERY GARMENT BEARS OUR TRADE MARK.  
SOLD TO THE RETAIL TRADE ONLY.



# The GALT KNITTING CO., Limited, GALT, ONT.

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



# CLOTHING



"Tiger Brand"—every garment we sell is made on these premises.

"Tiger Brand" employs more labor under one roof than any concern of its kind on the continent. "Tiger Brand" is at the top for style, fit, quality, and finish. Better can't be made, and this label is your guarantee. Suppose you investigate "Tiger Brand."

## E. BOISSEAU & CO., TORONTO

## NEW GOODS IN WHOLESALE TRADE.

**O**WING to great pressure on THE REVIEW'S columns in this issue, it is necessary to condense into the briefest space the mention of new goods shown in the markets just now. Merchants, however, will find those brief pointers of value.

### THE GAULT BROB. CO., LIMITED.

This firm are offering bargains in "Kyrle" cloth for mantles, also a drive in tweed ulsterings and fancy beaver cloths. Some novelties in 54-in. fancy tweed costume cloths are shown, and a lot of 44-in. tweeds are being cleared at low figures.

About the 10th, they will show a range of Spring shirts, including the new "Spino" patterns. Swiss and shiffle embroideries for Spring, bought before the advances, with deliveries secured, will shortly be shown. An extra range in beaded jet belts, dress buckles, and laces shown this month. The increased demand for "Crescent" brand shirts continues. A large new range of Fall and Winter trade blouses, made up in mercerized sateens, etc., may be had.

Handkerchiefs for Christmas trade will shortly be received, and the range of fancies in Swiss, English, and Irish goods were bought before the advanced prices.

### JOHN MACDONALD & CO.

In carpets, a special line of Wilton velvets, 90 pieces, are offered. Other features in this department are: A drive in tablecovers at 1/3 off regular prices. The regular line of Wilton velvets has been much improved (the firm are sole agents), and the ranges of linoleums and floor oils, frilled and lace edge curtains, are complete.

A special in fleece-lined underwear will interest furnishers. The firm are now agents for the Chester brace (25 and 50c. retail). The assortment of buckles, hat pins, and hair ornaments, combs, etc., is large. A new shipment of black dress goods is just in. The stock of silks is large. The range of gloves, ribbons, and fancy knit wool gloves, velveteens, etc., was never so large. A special in blister effects, dress fabrics, at 85c., is selling finely.

Among other lines in woollens may be mentioned golf tweeds for both sexes, mantle beavers, ladies' costume suitings, "Belwarp" serges, and a line of Canadian 3-4 tweeds at less than cost of production.

### G. GREENSHIELDS, SON, & CO.

This house have got out an artistic show-card to illustrate their new "S. G." corsets, a line specially recommended by them to retailers. Their range of black and colored cashmere and ring-wood gloves were bought before the advance. A complete stock of undershirts, wrappers and blouses. Special wide sash ribbons in stock. Special values in ladies' hemstitched lawn handkerchiefs.

Their buyer, Mr. Hardy, has secured purchases of flannelette embroideries to sell at old figures. The firm are quoting felts at 50c. up to October 1st; after that their price will be 60c. A splendid line of men's imitation mocha gloves, in lined and unlined, at \$6.75 and \$6, respectively, are well cut and sewn, and give good wear. Their caloe kid gloves are now in stock in all the best Fall shades of tans, browns, reds, greens and blues, also blacks and whites.

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

A line of 16-in. toweling (M. 43), is of pure flax and a fine cloth, will retail at 15c. An 18-in. huck towelling (B), is a clear-

ing lot of 400 pieces of union cloth, 1/3 less regular price. A 68-in. cream damask (M 38) tabling is shown in eight different designs for 40c., retailing 20 per cent. below regular price. A stock lot of 27-in. German velours, soft goods, for 12 1/2c. retailing, and a large sale in mercerized cottons, six different cloths, in leading shades, is reported. In 32-in. mercerized finish cloths, 40 shades, confined to Brock's for Canada, the figure is 12 1/2c. retail.

Three new lines of cashmere gloves, black and colors, are jerseys trimmed with one and three frills, also four dome with two frills, retailing at 25, 40 and 50c. The whole glove stock was purchased before the rise in values. In kid gloves, the Victorian, with blown fingers, sells well (retailing at \$1), and all the new shades are shown in the Josephine. A new line is the Peach white kid, with plain points, to retail at 50c. The glove department has a capital method of showing fabric glove samples, arranging them along a long rod beside the stock.

In hemstitched, Swiss embroidered, picture, etc., handkerchiefs,



**If you Want to Learn Anything About Advertising.**

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

Address Advertising World Publicity Club, Columbus, O.

## MONTREAL FRINGE AND TASSEL WORKS.

Tubular, Soutache and Fancy Braids.  
Barrel Buttons, Cords, Dress Glimps and Fringes.

Our factory is large and well equipped, and we are prepared to meet all reasonable competition.

Remember, this is the oldest and original "Fringe and Tassel Works" of the Dominion.  
**MOULTON & CO., Proprietors, 12 St. Peter St., MONTREAL**

## 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.

# 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*



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.

**See the goods and  
be convinced.**

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.**

**NEW GOODS IN WHOLESALE TRADE -Continued.**

a little lot of manufacturers' seconds are worth attention. The underwear stock of ladies' and misses' comprises all numbers and prices in popular goods; an immense stock. The "Dotell" line of two and one-ribbed black cashmere hose (women's size, for 20c. retailing) is so named because all buyers do tell of it. The "Vi Hi" is a new self-adjustable cycle skirt holder, for 20c. retailing. The furnishing department is showing leaders in fleeced-lined underwear for 50 and 75c. retailing, both extra special, while "D" and "Southdown" are wool-fleeced. The "M20" cashmere sock (25c.) and a 3-lb. grey-mixed called "Bluenose," retailing for 15c., are extra good.

**JAMES JOHNSTON & CO.**

The firm specially mention choice patterns in Jersey flannels, a nice range of golf mantlings, a complete range of Fall blouses and a pretty stock of ribbed vests in silk, silk and wool and all-wool, in white, pink, sky and black. Amazons and ladies' cloths are in both black and colors, and the range of crepons is full. Among the specials in smallwares and notions are neck and belt clasps, a neck clasp in steel, combs and hair ornaments, etc.

A huge purchase of handkerchiefs enables the firm to announce remarkable values, including children's picture pockets, from 15 to 35c.; white lawn handkerchiefs, from 15 to 85c.; white H.S. lawn handkerchiefs, from 25 to 85c.; fancy-border fancy lawn handkerchiefs, from 20 to 75c., and all prices in linen handkerchiefs, both in plain and hemstitched, as well as an embroidered motto handkerchief at 40c.

**TORONTO FEATHER & DOWN CO.**

This firm excel in down comforts, and say there is no need of importing when such splendid goods can be had at home

**LEADS THEM ALL**

VICTORIA, B. C.

I have worn Stanfield's unshrinkable underwear and consider it the best heavy all-wool underwear on the market. These goods have not only proved unshrinkable, but after the severest tests still retain their elasticity and softness. For durability Stanfield's leads them all.

(Signed) F. A. PAULINE,  
of John Piercy & Co.,  
Wholesale Dry Goods.

**The Truro Knitting Mills Co.**Sole manufacturers  
for Canada.

Truro, Nova Scotia.

They say they are alive to the fact that good, bright, attractive coverings sell a down comforter. Add to this a first-rate filling, put it together well, use a pretty quilting design, ticket the price, and the services of a salesman are hardly needed.

**KYLE, CHEESBROUGH & CO.**

In the advertisement of "The Lace Warehouse of Canada," should be noted the increased sale they report in laces for 1900. This is a point to keep in view, as the opinion of merchants from the Atlantic to the Pacific is the best tip one can get, after all, as to future business.

Belt buckles, in pearl, pearl and brilliants, plain gilt, silver and oxidized, French grey, and enameled designs, are in great demand. Prices range from \$1.50 to \$4.75 per dozen. Belts, in fancy beaded styles, are all right, and the firm have a beautiful range, of Austrian make. Purses and chatelaine bags are shown in large variety, prices from 35c. to \$12.50 per doz. The sterling silver-mounted pocket-books, at \$4.25 per doz., are noteworthy.

Trimmings include beaded, in colors and black; beautiful lines in black mohairs, tinsel, gilt, sequins, in colors and black; silks, gimps, etc. Mercerized sateens and Italians are going a very long way in the displacement of silks in cheap fabrics, and, for the money, are very sightly. Their plain taffeta silk at 75c. is A1 value. For dress trimming, it is very fine.

**ROBERT C. WILKINS.**

Robert C. Wilkins, Montreal, calls the attention of those interested in football and hockey suits to a new line he is manufacturing for these games. A post card will bring a sample.

He is also showing some lines of fancy tweed vests, D. B. and S. B. cotton and flannel lines, trade-winners for Fall and Winter. A new white duck vest, with sleeves, designed for bartenders, etc., is another new thing.

**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.

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

Manufacturers of

**Lace Curtains,  
Furniture Coverings,  
Portieres, Draperies,  
Table Covers,** and a general assortment of  
**Upholstery Goods.**

## PLEASANT WORDS FROM THE TRADE

"The goods in your show-rooms are so well displayed that we can see at a glance the whole assortment to select from. Besides, it is a great pleasure to buy where we can find just what we want."

Time is valuable to the buyer and he saves time buying from us.

## ANOTHER SAYS

"Your goods are just what our customers require, up-to-date in styles, of splendid values, and selling them is a pleasure."

## OTHERS SAY

"At last we find the house that can supply goods ready to deliver from stock, and our mail orders you fill promptly."

# ALSO

## Window Shades.

Our average production of Shade Cloth is more than three miles daily. We manufacture everything in the line of Window Shades, and sell them to the trade at a price that affords them a large retail profit.

## Wood and Brass Curtain Poles and Trimmings.

One of our leading sellers is No. 25, consisting of a 1½ x 5 foot pole, 10 wood rings, 2 ends and 2 brackets, in colors, Cherry, Black, Boxwood or Walnut, at \$15.00 per hundred complete. Retailers usually sell them from 25 cents to 35 cents. See our new Illustrated Catalogue.

The many repeat orders is abundant proof that our goods are quick sellers and profitable to the retailer.

*We have "the pick of the Market."*

**IT IS OUR AIM TO WIN THE TRADE BY  
FURNISHING QUICK-SELLING GOODS THAT  
WILL BRING THEM CUSTOMERS AND PROFIT**

**ALL WE ASK** is that you afford us the opportunity of showing you our new line of Upholstery Goods and Lace Curtains, and everything pertaining to window furnishings, you to be the judge of style and values.

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

71 Bay St., TORONTO.

# Hamilton Cotton Co.

HAMILTON.

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

## CHENILLE CURTAINS AND TABLE COVERS

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent \_\_\_\_\_

**W. B. STEWART**

27 Front Street West, TORONTO.

# Empire Carpets

SPRING  
...1900

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

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

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

Our Travellers will be Out Early.

THE . . .

## Empire Carpet Co.

ST. CATHARINES, ONT.

# Genuine . . Celluloid

## Collars, Cuffs and Shirt Bosoms

All Fine, Fresh Stock.

GENUINE GOODS are  
stamped with our  
Trade Mark.

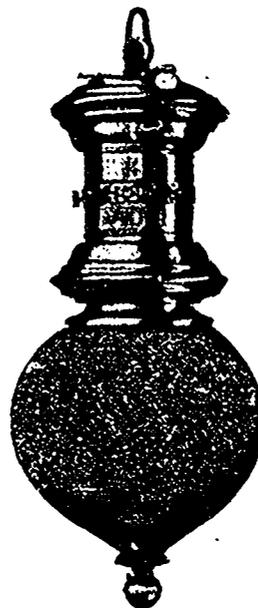


## The Miller Bros. Co., Limited

30 DOWD STREET, MONTREAL

Toronto Agent :

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



Double Globe Type  
of Enclosed Arc Lamp.

## The Perfect Light for Stores.

# ENCLOSED ARC LAMPS

For all Circuits,  
Indoors and Outdoors,

100 hours' light with One  
Carbon. Ornamental Casings  
of various designs.

Write for our BOOKLET on store and store-  
window lighting, free.

## Canadian General Electric Co.

Branch Offices :  
Montreal, P. Q.  
Halifax, N. S.  
Winnipeg, Man.  
Vancouver, B. C.  
Rossland, B. C.

Limited

Head Office, TORONTO, ONT.

Factories, PETERBORO', ONT.



REDUCED ILLUSTRATION FROM OUR FASHION SHEETS.

# SUCCESSFUL ADVERTISING

— MUST BE —

## ATTRACTIVE.

Here are a **FEW REASONS** why:

# The New Idea

# 10¢ Pattern,

Our Monthly Fashion Sheets, and Magazine "New Ideas for Woman's Wear" are the most **attractive** and **enduring** ads. a dry goods merchant can employ.

### ATTRACTIVE

because they are strikingly illustrated.

### ENDURING

because they are kept for reference, not thrown away.

### POPULAR

because they are the best in the market and the lowest priced.

### NECESSARY

because they yield the largest returns on the smallest investment.

PARTICULARS COST—A POSTAL CARD.



REDUCED ILLUSTRATION FROM OUR FASHION SHEETS.

Prompt Service.

Exceptional Terms.

NO CONTRACTS.

## THE NEW IDEA PATTERN CO.

233-237 Fifth Ave., Chicago, Ill.

636-638 Broadway, New York.

75-77 Victoria Street, Toronto, Ont.

# Hat, Cap and Fur Trade.

## Spring Hat Talk for 1900.

The samples of English felt hats for the Spring of 1900 have reached this market, and will shortly be shown the retail trade. There is, as has been foreshadowed already, a marked tendency towards a lower crown, with a medium width of brim and a nice roll curl.

The colors are running very much as they did last season: cuba, walnut, havana, different shades of brown from lightest French to seal brown, with the addition of a slate, a pearl, and a side nutria.

It is, as usual, certain that every man will not adopt at once the low crown, although the city and town trade will find the dressy young men follow the new fashion. For those staid people who will stick to staple shapes, there are some nice blocks shown, which will be received with favor.

## The Soft Hat Trade.

For Spring, the change in fedoras is not so marked as in stiff hats, and the shapes are not extreme in any case. The tendency will be for a medium block with a large variety of colors to choose from: drabs, pearls, slates, all shades of brown, and blacks, which are always in demand.

The range in English golf caps for next season is very complete. These include many bright and modest checks; some are loud enough to talk and some to walk. In English golfs there is always a steady demand for quiet colors, and the golf caps have come to stay.

The soft linen hat seems to have rather dropped back for next season. The tendency towards the boater shape (stiff, on the lines of the straw) has produced some pretty lines of linen, etc., with colored bands. In this department the United States manufacturers are up to date for Spring, and are showing some attractive lines, and, as the prices are moderate, there is likely to be quite a demand for them when the season opens.

## The Fur Trade.

All reports go to confirm previous advices as to brisk business. Orders have been freely placed by dealers with the jobbing and manufacturing houses. It is generally conceded that dealers should stick to their fur orders, since there are probably few wholesalers, if the policy were businesslike, who would not be willing to accept cancellations because stuff cannot be replaced at the old prices. Unless some unexpected condition arises, the season will be a phenomenal one, and the question, "Can you fill orders?" about expresses the situation. The previous reports of increasing prices for furs have been confirmed during the past two months. Grey lambs have continued to move skyward, and are hard to get by those who neglected to order early.

A change has come over the China trade. In previous years, an importer could get what he wanted at any time, but now stuff brings high prices. This applies not only to fur materials, but also

to straw braids, a fact which has a deep significance for the hat trade.

## English Fur Imports.

The London Hatters' Gazette has been compiling an interesting table giving the imports of furs and rabbit skins into England. These, during the past four years, were:

	Number.	Value.
1895 .....	3,777,212	£63,816
1896 .....	4,704,986	41,021
1897 .....	9,871,300	65,318
1898 .....	9,557,581	70,820

In 1895, the total imports into England of furs and rabbit skins from British possessions, particularly West Australia, South Australia, Victoria, New South Wales, Tasmania and New Zealand, were: Number of skins, 31,309,507, valued at £202,124; in 1896, number of skins, 25,452,630, valued at £162,992; in 1897, number of skins, 25,342,671, valued at £138,206; in 1898, number of skins, 14,069,330, valued at £95,864. It will be noticed that the decrease in the number of skins, particularly imports from Australia, shows a steady decline, the difference between 1897 and 1898 being more than 11,000,000 skins, or nearly a decrease of fifty per cent. in the number of skins imported, the difference being due to the catch and actual decline in market supply; for the same year the decreased valuation is only about £43,000, or a little more than thirty per cent., this smaller difference being due to the steady advance in price.

## An English Hatter Turns Fisher.

An English hatter, who climbed high in the hat trade and in public life, has got into trouble. At the Guildhall police court, London, the other day, James Timms, 47, described as a hatter, of Balham, who for some years represented Battersea on the London County Council, and who was also secretary to the Democratic and Radical Federation, was sentenced to three months' hard labor for attempting to steal from the counter of the Bank of Scotland, Bishopgate street, a bundle of bank notes—£500 worth—by means of an umbrella rib, to which a bent pin was attached. The defence raised was mental aberration, but the magistrate expressed the opinion that the prisoner went to the bank with the express purpose of robbery should the chance offer.

## Hat Habits in England.

Advices from England go to show that the wearing of straw hats this Summer has been even more in favor than usual. The abnormally warm and dry weather caused people to go in for the lightest and coolest possible headgear. Even in London, where fashion and custom prescribes the silk hat, the straw was adopted by West Enders as well as the city men. Some persons who never change, no matter what the weather is like, still stuck to the silk hat, but notabilities astonished the critics by driving in the park or going to the Parliament Houses in straw hats. "Some days in London,

# Exclusively Furs

## BRERETON & MANNING,

WHOLESALE MANUFACTURING FURRIERS,

52 Front Street West, - - Toronto.

We make thoroughly reliable Fur Garments in newest shapes and designs. The quality of our goods is unexcelled, and we mean to uphold our record.

# James Coristine & Co., Limited

Importers and Manufacturers of

## HATS, CAPS, AND FURS

469 to 475  
St. Paul Street,

— Montreal.

**HATS AND CAPS—Continued.**

during July and August, have been so hot," says a correspondent, "that almost any kind of hat was unbearable. If our Summers continue to be so dry and warm, as we have now had for two years, I would not be surprised to see a revolution in hat fashion, and when the social season begins to wane, about the middle of June, to find that the tepper and the billycock are banished for a certain length of time."

**Right to a Label.** A decision has been rendered by the United States Supreme Court in the suit of Dunlap vs. Simis. It was sought to prove that the latter maker had used the former's trade mark, but had put his own name underneath. The court held that the use of a different name with the same design constituted infringement. The decision said: "While it is quite true that one knowing the trade would rely upon the word 'Dunlap' rather than upon the design, yet it cannot be said that the use of the design, although with the words different from that ordinarily used by the plaintiff, would not deceive the casual purchaser. It may well be that the general contour and appearance of the design would more especially attract the attention of a purchaser who had been accustomed to buying or using hats with such a design, and that without some explanation it would be impossible for him to know that the words necessarily indicated that they were or were not of plaintiff's manufacture. It needs no elaborate argument to show that the design of the defendant might deceive a person intending to purchase a hat made by the plaintiff. Add to this the fact that the plaintiff's trade mark is used only in the high grade of hats, and that some, at least, of defendant's hats were of inferior grade, it can be seen that injury might result to the plaintiff's trade by the illegal use of his trade mark."

When James H. Rogers moved from 84 Yonge street, Toronto, the place was leased by J. W. T. Fairweather & Co., hatters and furriers. The hat department of the latter firm is under the supervision of Richard Tyner, who has been with the Rogers firm for the last thirty-nine years. On the second floor, where the made-up furs are exhibited, visitors will be received and personally waited on by Mr. Joseph Lugsdin, who has had years of experience in the fur line.

Boarder—"Really, madam, I cannot wipe myself dry with such a small towel." Landlady—"Very well; I'll tell the chambermaid to bring you less water."—Baltimore Comment. Make a note of it—if you, dear buyer, expect to get just as good hats as ever at the old price, you will simply receive—not a larger towel, but less water.—Hat Review.

**QUICK DELIVERIES OF FUR GOODS.**

The J. H. Bishop Co., of Sandwich, write that they intend, during the Fall and Winter, to carry their sleigh robes and fur coats in stock for quick shipment, so that dealers will simply have to write or telegraph their jobbers for anything wanted, and, if the jobber doesn't have them in stock, he can get them for his customers quickly from the factory. No dealer need miss a sale on Bishop robes or coats when he can get them promptly. The trade will, no doubt, appreciate being thus able to get goods quickly when the season is on, something that has not always been possible before.

John D. Devlin, a well-known merchant, of Vancouver, died Aug. 25. He was a native of Belleville, Ont., and a partner of James D. Scott, formerly of Winnipeg.

# 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.

**Just Received** 

BUCKLEY'S

... IN ...

**STIFFS and SOFTS**

Wools in Stiffs and Softs.  
Heavy English Tam O'Shanter,  
from \$2.25 to \$6.00.

BOYS' AND MEN'S GOLFS, ETC.

WRITE FOR SAMPLES.

**Waldron, Drouin & Co.,**  
MONTREAL.

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

Wholesale Manufacturers

**HATS** 

**CAPS** and

 **FURS**

LARGE PREPARATIONS FOR THE

FALL AND WINTER TRADE OF 1899.

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

51 Bay Street, Toronto.

**"Dressmaker-Made"  
Garments.**



Perfect  
Fitting.

Latest  
Designs.

ARE THE

**"Maritime" Wrappers**

Do not fail to see Samples before placing  
your "Fall" Order.

**The Maritime Wrapper Co., Limited**  
WOODSTOCK, N.B.

Ontario Agency, 48 Toronto Arcade—J. H. Parkhill, Agent.

**"HATS" and "CAPS"**



Our Stock of the above goods is one of the largest  
and best assorted in the Maritime Provinces, and  
contains a magnificent range of

**Christy's Felt Hats,  
Tweed Golf Caps,  
Girls' and Boys' Tams,  
Men's and Youths' Winter  
Caps,**

IN ALL THE LEADING SHAPES.

All orders receive careful and prompt  
attention.

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

151 Granville St.,

HALIFAX, N.S.

# 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 Street

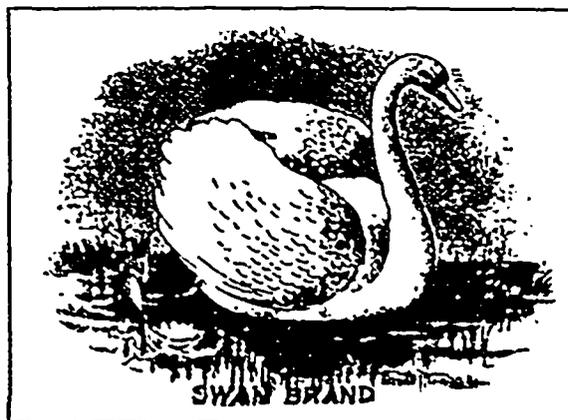
MONTREAL.

# DOWN COMFORTERS

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

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

*Bed Pillows  
with  
New Tickings.*



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

LETTER ORDERS PROMPTLY AND ACCURATELY FILLED.

SEND FOR PRICE LIST.

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

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

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



# WM. CROFT & SONS,



ESTABLISHED 1855.

Fall 1899—Stock COMPLETE in all Departments, and unusually LARGE and WELL ASSORTED.

New Novelties and Exclusive Designs in JEWELRY

COMPRISING

Chain Buckles, Beauty Pins, Stick Pins, Brooches, etc.



Fine Line in . . .

Sterling Silver Novelties,

in SOLID SILVER and EBONY-MOUNTED.

All UP-TO-DATE Goods at UP-TO-DATE Prices, and well-adapted and selected for the Dry Goods Trade.

STOCK LARGE AND REPLETE IN

Neck Combs,

Empire Combs,

Pompadour Combs,

Bang Combs, AND

Fancy Hair Pins.

An inspection of the following lines will be found profitable, as the collection is the largest we have ever shown :

**PIPES,** In Plain, Mounted, and Cased Goods.

**PURSES,** In English, French, German, American, and Canadian.

**COMBS,** in Rubber, Horn, Ivory, Steel, and Aluminum.



**BRUSHES,** In Tooth, Hair, Shaving, and Clothes.

**GARTERS,** In Ladies' and Gent's, beautiful designs at popular prices.

Our General Line of **SMALLWARES** and **NOTIONS** is very large, and worthy of close attention.

A Cordial Invitation extended to all to visit us.

**MAIL ORDERS** a Specialty.

Write for Samples.

**53 Bay St., TORONTO,**

**Also Winnipeg and Montreal.**

## GOOD TRADE PROSPECTS IN THE WEST.

WAITING FOR THE BIGGEST HARVEST ON RECORD—BUYERS LEAVE FOR EUROPE—THE TRADE IN MEN'S FURNISHINGS—  
AUTUMN MILLINERY.

From THE DRY GOODS REVIEW'S Special Correspondent.

Winnipeg, August 23, 1899.

**A**UGUST is an off month for news in the dry goods trade, because everybody in the West is engaged in holding their breath to see if the crop comes off all right. Up to date, the prospects are most encouraging, and, as the fatal frost of former years has always come with the full of the moon, the danger in that direction is probably past. If we now have two weeks of fine warm weather, the largest crop in the history of the Province will be safely harvested, and business will be, without doubt, very good.

Collections have been very slow this Summer, and are not likely to improve much until the new crop is sold.

Clothing men report that business, in the way of orders, books very good and satisfactory. Furs are not yet being sent forward, as it is not considered safe to unpack them until the end of August. In many other lines, goods are going forward steadily. W. J. Peck & Co. keep very close tab on the country, and they report the prospects to date very satisfactory. They are not offering any new lines, and have nothing special to offer in the way of news.

On dropping into Myron McBride & Co.'s wholesale men's furnishing warehouse, I found their buyer, Mr. Cornell, just returned from a hurried trip east, taken for the purpose of picking up novelties in the goods they specialize, and to gather information regarding what is to be the vogue for next season.

Manufacturers are anticipating and preparing for an increased turnout in 1900, and look to the Northwest to handle a large portion of their product, an expectation based upon the bright crop prospects here.

Although complete ranges of samples cannot be seen, yet it was apparent that the steady improvement which has characterized Canadian manufactures in the past will also be a feature of next season. This is particularly noticeable in colored shirts for Summer wear, which, like ready-made clothing, are approaching the "made-to-order" kind so closely as to be practically identical with them. The tendency is to have the higher-priced goods with attached instead of separable cuffs, to be worn with white collars, none of the same material being supplied. The colored-collar fad, introduced, but not generally adopted, across the border, gives no sign of "catching on" in Canada.

It is likely that balbriggan underwear, rubber clothing and certain lines of woollens will show a considerable advance over old prices. I noticed among their large range of neckwear some very striking ladies ties. They are of solid colors, navy, purple, black, pink, etc., made with a small neat knot having the "tied-by-wearer" appearance, with a large triangular apron crossed at the two lower edges by laid-on bands of white satin. The contrast is most taking, and the effect decidedly smart.

This firm report business as very satisfactory, although trade in the British Columbia mining districts has been sadly interrupted by the eight-hour labor strike. As agents of the mine are now in the Lower Provinces trying to procure 1,000 men to replace those now idle, it will be understood what a loss has already been sustained. At \$3 a day per man the strike means the withdrawal from circulation of \$18,000 a week.

Mr. Slater, representing Robinson, Little & Co., London, has just returned from a trip through the Provinces and reports business

very satisfactory indeed. No one line of goods is specially in demand, but all classes of staple and fancy dry goods have sold well.

Mr. Wilson, buyer for Stobart & Co., has left on his first purchasing trip to Europe. This house also report business good, but nothing of special interest for the month.

Mr. Campbell, buyer for R. J. Whitla & Co., leaves shortly for foreign markets, as does also Mr. Godfrey Parker, of the Hudson's Bay Company.

Mr. Archibald Wright, general dry goods, and Mr. Fernier, millinery, are both on their way to Europe to buy goods. In fact, there is just now a general exodus of buyers.

### MILLINERY.

The present indication is that there will be only one wholesale millinery opening this Fall, and that will be The D. McCall Co., Limited, whose manager Mr. John McRae, is now making arrangements for a large opening display to begin on September 6, to which a number of milliners are expected.

So far as can be learned, the bulk of the Winter hats will be made of velvet, but many dashing styles in ready-trimmed felts are shown.

E.C.H.

### FROM ERRAND BOYS TO PEERS.

There are no better examples of individuals who have fought their way to fame and fortune than the cases of Lord Mount Stephen and Lord Strathcona, who have each risen to the highest point of eminence from the humblest prospects. The former began life as an apprentice to an Aberdeen draper. After further experience in a London shipping-house he emigrated to Canada, and joined his cousin, who was in a dry goods business. This marked the turn in the tide of his fortunes, for he quickly became manufacturer, bank president, and then pioneer of the Canadian Pacific Railway. Lord Mount Stephen's charity is as boundless as his wealth.

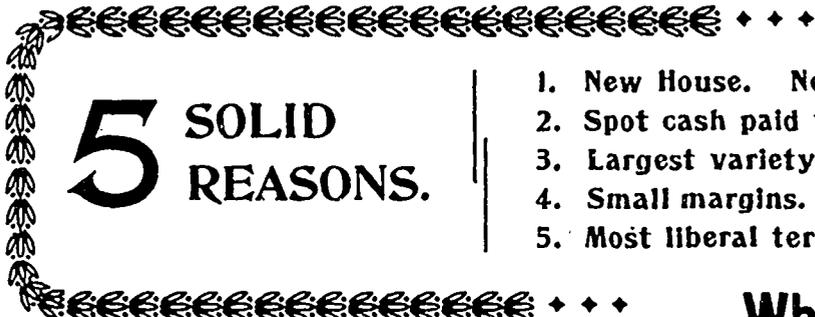
Lord Strathcona began life as an errand boy in an obscure Scottish village, emigrating to New York. A few months later he worked his way up into Canada, and eventually entered the service of the Hudson's Bay Company, then at the climax of its power and prestige. Beginning at the very bottom of the ladder he forged his way up to the very top. The knowledge he obtained of the capabilities of Canada was immense. At the moment when the construction of the Canadian Pacific Railway seemed in danger owing to the hesitation of capitalists and of the Dominion Government to contribute towards the undertaking, he came forward with Lord Mount Stephen and a few friends, and guaranteed the whole of the capital required for the line, thus assuring its creation and success. They richly deserve the distinction of being styled Canada's pair of "Grand Old Men."—Scottish American.

Mundle & Percival, Kemptville, are now entering upon the cash system. The firm have built up a fine general business from small beginnings until it is now one of the largest in the Province. Experience has taught them the benefits of the cash basis and they propose to inaugurate it September 1. The firm have a perfect system in their business.

# To Jewellery Buyers - - -



Let us reason together. You naturally wish to buy the best goods of the class for the least money. Isn't that a Fact??



**5 SOLID REASONS.**

1. New House. New Up-to Date Goods. No Old Stock.
2. Spot cash paid for all goods. Who can do better?
3. Largest variety of quick-selling novelties.
4. Small margins. Quick sales. No bad debts to pay for.
5. Most liberal terms.

**What More do You Want ?**

**“GOLDALOID”**

means just this.

The best imitation goods ever produced at the lowest prices.

**Special Lines of**

- BLOUSE SETS,  
BROOCHES,  
STICK PINS,
- BEAUTY PINS,  
HAT PINS,  
BUCKLES,
- RINGS,  
CHAINS,  
STUDS AND LINKS,
- SKIRT HOLDERS,  
OHATELAINES,  
PIN SETS,
- NOVELTIES, ETC., ETC.

Every Article nicely put up.

## Business Offer

On receipt of a post card from any responsible firm in any part of Canada, we will send, charges prepaid, a parcel of samples of our best sellers. If approved of, samples can be kept, or order sent in and samples returned. If you don't like the goods, fire them back; we pay charges.

**That don't cost you anything.** Send us your name and address and see what we are talking about.

## What Terms did you say ?

Just this. Any merchant who can buy on above plan we will allow the following discounts :

**25% cash 10 days, or 20% cash 30 days.**

## Do you see the Point ?

Travellers' expenses saved and returned to you, nothing more or less. Is it worth saving?

**WE INVITE YOU** if in Toronto during Exhibition weeks, or any future time, to use our spacious show-rooms for your headquarters. Address your mail there, leave your parcels, in fact, make a convenience of us.

**PUT US TO THE TEST.**

# The “GOLDALOID” Co.,

WHOLESALE JEWELERS,

Positively Wholesale only.

65 & 67 Yonge St., **TORONTO.**

## WINDOW AND STORE DECORATING

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

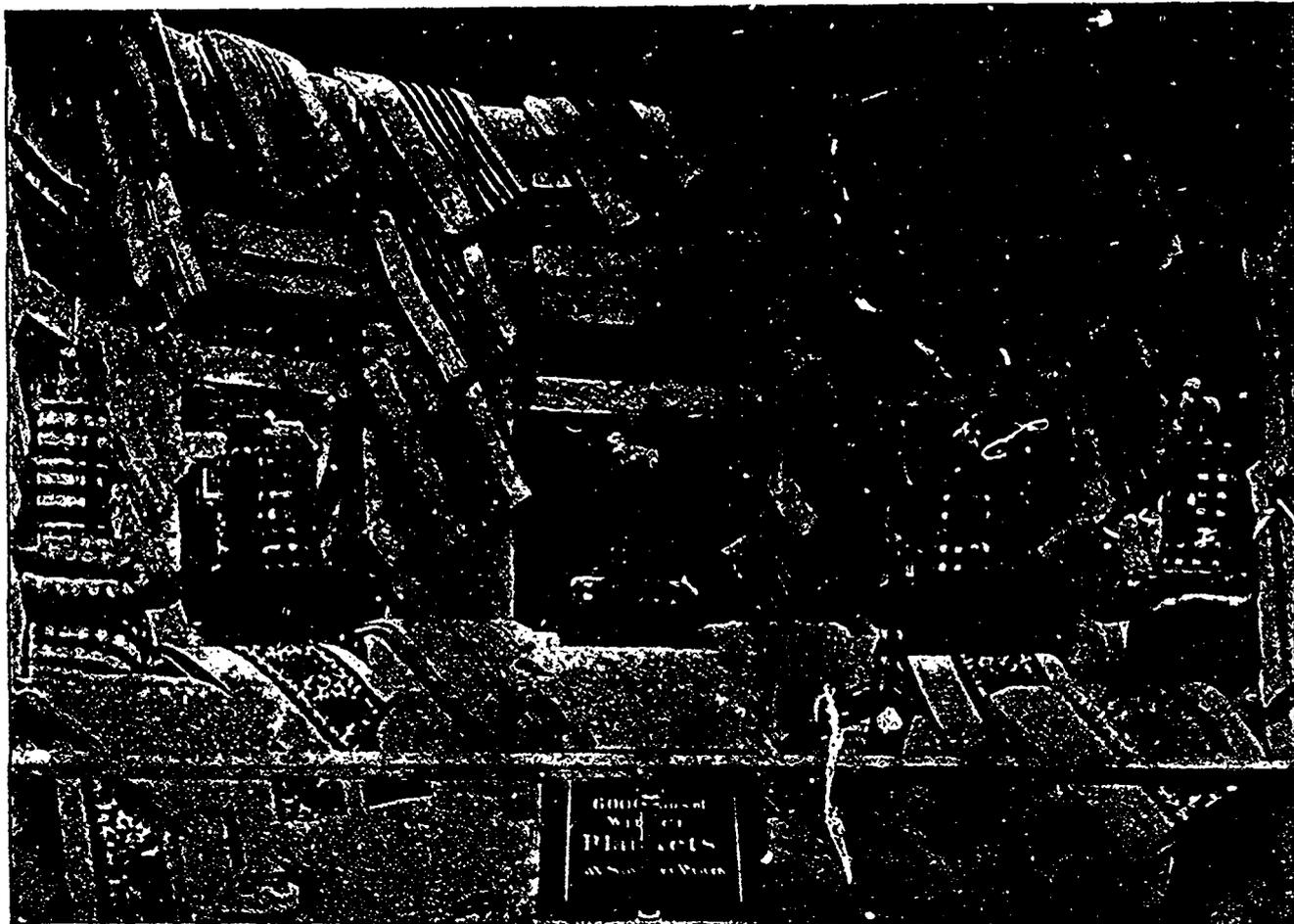
TO DRY GOODS REVIEW READERS.—We shall be glad to receive photographs and descriptions of window displays that have attracted special attention in their own localities, and which would be considered helpful to trimmers generally. Any inquiries or questions on the subject of window dressing will be answered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

### WINDOW ECONOMY.

THE character of a store is usually revealed by the appearance of its show windows. It is, therefore, extremely necessary that this portion of the establishment should receive more than ordinary

glass. There is no way of getting entirely rid of this annoyance, but it can be greatly modified by attention to backgrounds and ceilings. The lighter the background is made the less will be the reflection, and if a white ceiling is made the effect is still better. It is well to bear in mind that the nearer the bottom of the window the display is, the less interference it receives from reflection.

VENTILATION OF SHOW-WINDOWS.—In building a show-window care should be taken to allow for ventilation. Creditable displays cannot be hurriedly arranged. Neither is the time spent in the cramped confines of the ordinary window conducive to the health of the dresser. Have a trap door in the top of the window, which can be easily opened or closed, and as nearly invisible from the outside as possible. If the windows are of the old fashioned,



A DISPLAY OF BLANKETS.

attention, as regards care, cleanliness, and those minor details of arrangement which fit it for the reception of its contents and add to the beauty of its displays. The following suggestions concerning the best methods for overcoming certain difficulties which obstruct the path of the window-dresser, will be found worthy of perusal. Other hints concerning window matters here given are the results of practical experience, and have been used with profit and satisfaction:

REFLECTIONS—Many good displays have been rendered valueless by the strong reflections cast by outside objects upon the plate

closed-box variety, it would be well to saw an opening at side or rear, and leave it open when engaged in draping. The bottom of window should have a trap-door or two for the convenience of introducing power for mechanical effects etc. The door of a boxed-window should be made in the centre of back, and should be made double so as to allow for the admittance of objects of any size without undue trouble.

LIGHTING WINDOWS.—A group of electric lights at top of window, beneath good reflectors, will afford very good illumination. Rows of incandescent burners, running up the front, behind pillars

# Brush & Co.'s Specialties.

SOLE MANUFACTURERS



## CORSETS.



"HEALTH" BRAIDED WIRE DRESS FORMS.



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



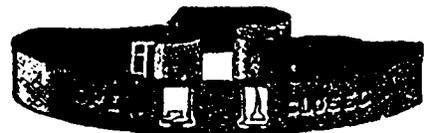
PEERLESS Skirt and Waist Supporter.



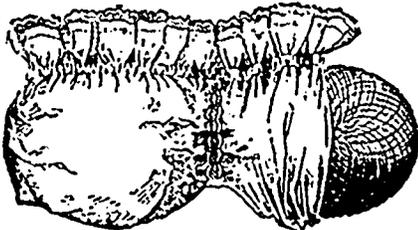
"HYGEIA" DRESS FORMS.



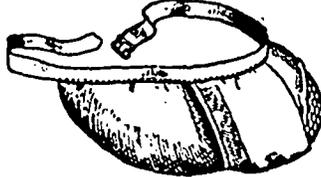
MADE IN SIX LENGTHS.  
4, 6, 8, 12 15 and 18 inches long.



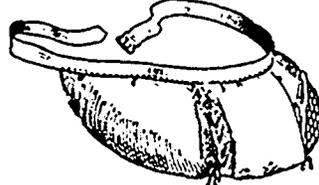
COMBINATION NO. 2. PEERLESS Sanitary Safety Belt.



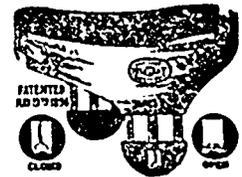
IMPERIAL HIP.



LA MODE.



GRECIAN



QUEEN, 2 ROLL.



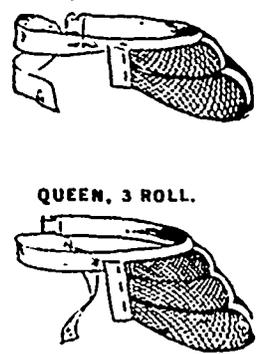
PRINCESS.



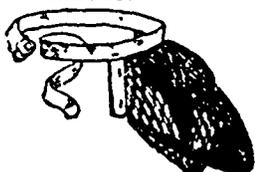
EMPIRE.



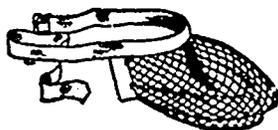
OEM.



QUEEN, 3 ROLL.



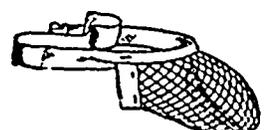
BEAUTY.



COMBINATION NO. 1.



COMBINATION NO. 2.



Sample Orders Solicited. **BRUSH & CO., TORONTO.**

**WINDOW DECORATING—Continued.**

or supports, furnished with good reflectors which cast their rays on the goods exhibited, is one of the best lighting arrangements used. Never allow chandeliers or lamps or any illuminating device to come between the spectator and the goods.

**PILLARS IN WINDOWS.**—It is not to be supposed that any show-window was ever built containing a pillar of any sort, as a matter of choice. In the changing of old windows into styles more in keeping with the modern windows, pillars had to be used and left inside, and their proper treatment becomes a problem of considerable moment. If they are inclosed with mirrors they are apt to cast reflections, which mar the symmetry and appearance of the display. If draped with plush, they still shut from view more or less of the exhibit and add nothing as a recompense. I would advise their being painted white and ornamented with gilt figures. It would be better in contemplated changes of windows to leave them out if it can possibly be arranged any other way. A projecting window is not the desired style, and the pillar is usually found in this kind. Another way of making the pillars look better and serve two purposes, is to have them encircled every two feet apart by brass hoops, from which project arms about a foot and a half long. These can be used to display smallwares, etc., on.

**AWNINGS FOR WINDOWS.**—Extreme care should be taken to keep the awnings in first-class repair. The inevitable reflection which cannot be avoided should never be cast in a display of rich fabrics, so as to make them appear commingled with dirty, frayed and discolored canvas. This is always the case if the awnings are in this condition.

**TO AVOID DUST IN SHOW-WINDOWS.**—If carpets are used, always clean the same outside. Never use a dust brush. A soft woollen rag is better. Mop floors and sides frequently, and hang draperies so as to shut out all air currents from the outside.

**CLEANING THE WINDOWS FROM THE OUTSIDE.**—Don't underestimate the value of keeping window glass and woodwork absolutely clean. The woodwork should have an occasional oiling. The recess between windows should also receive a large share of attention. There is nothing inviting in uncleanness anywhere, and neatness about a show-window is more than a virtue—it is a necessity.

**WINDOW-TRIMMERS' DEPARTMENT.**—If possible, every store where window-trimming is recognized should have an apartment set aside for the exclusive use of their trimmer. This room should be large enough to afford storage for fixtures and all necessary appliances. Every trimmer should possess a tool-box fitted with a number of movable trays, containing wire nails, tacks, hammers, screwdrivers, gimlets, saws, etc., also a long and a short step-ladder.

**COMING SALES OF BLANKETS.**

The illustration is a display of blankets and traveling rugs. Five mirrors are placed at angles which reflect the display five times. This can be worked out on a smaller scale and with less stock. This display would have been much better, and more profitable to the firm, had each blanket been ticketed with a neat price card. As next month will be a good month to put in an advance showing of Winter blankets the illustration may serve as a good example of a catchy display. The lambs, as seen on each pile, were taken from the toy department. Baskets of the raw wool are scattered about on the floor.

**GETTING DISPLAYS PHOTOGRAPHED.**

THE REVIEW requests all trimmers to send in photos of their displays for reproduction. In having a window photographed the best results can be obtained by getting it done early in the morning

or when it is lit up at night. Shadows are less likely to be seen in the picture when taken late at night.

A good time to get a good picture is early in the morning on a clear day, say, 6 o'clock. The light is strong and penetrating and a good picture will usually result. Remember that the interior of your window must be light. If your window is darker than the street the glass acts as a mirror reflecting everything on the opposite side of the street. If the sun shines on your window and the opposite side of street is dark, there will be no reflections in your picture. If there is a street or a broad open space before your window it will be almost impossible to get a good picture during the day. I have found in nearly every case that the best results were obtained at night by electric light. See that the lights, while flooding the window with light, are themselves hidden from the street by reflectors, etc. If you have a good lens, from 20 to 30 seconds is sufficient exposure. A lens less rapid will require more time. The size of diaphragm also counts. The smaller the diaphragm, the more time is required, but the smaller diaphragm also gives additional sharpness to the picture, and then passers-by can walk between the window and camera without injuring the plate, provided they don't stop short. The time required is also influenced by the rapidity and make of plate. Remember the three things to be considered are: Lens, plate and diaphragm. By keeping these important items of information in mind, any country photographer can get a good picture of a window display. If the photographer doesn't know them, it would be well to call his attention to these facts.

**NEW FEATURE IN THE JEWELRY TRADE.**

Among the new advertisers in this issue is The "Goldaloid" Company, wholesale jewelers, 65 and 67 Yonge street, Toronto. Their showroom is a model of neatness and comfort for buyers, and displays their beautiful line of goods most effectively. The samples are arranged in elegant cases; the showroom, being very light, gives an added lustre to them. Nice pictures on the walls and some palms effectively placed make a pleasing and up-to-date effect. In the rear of the showroom are the stock and shipping rooms, well arranged to handle a large business.

Their goods consist of all kinds of ladies' and gentlemen's imitation jewelry, from the cheapest pin to the more expensive imitation diamond goods. THE REVIEW's representative was informed that The "Goldaloid" Company make a specialty of supplying the larger dry goods merchants, and, to facilitate this, offer great inducements, as regards price, and by handling the very latest novelties. Most of their goods are controlled by them exclusively, thus preventing them getting too common. They have a unique plan of doing business. Any responsible merchant who would like to see any of their lines is invited to send his request to the firm, and immediately a package of samples is forwarded, charges prepaid. The merchant can make his selections, and return samples at The "Goldaloid" Company's expense. They claim by this method they can save traveler's expenses, amounting to 20 per cent. This 20 per cent. is allowed the merchant off the amount of his invoice.

Another point in their favor is, that the stock is all new, bright, and up-to-date. The firm have certainly displayed great energy in starting a new concern on such generous lines and undoubted taste in procuring such a handsome line of goods.

Baird Bros., of Smith's Falls, report good business prospects. The firm carry a fine stock of dry goods as well as other lines, such as boots and shoes and groceries. Messrs. Lockart & Neelows, of the same town, say the same thing this season, and, as an old firm doing business on well-established lines, their opinion is entitled to credit.

# 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, ruggings, etc. HENRI, COLLADA & Co., Philadelphia, U.S.A., manufacturers of dress trimmings, fringes and upholstery goods. ARNOLD B. HINE & Co., St. Gall, Switzerland, manufacturers Swiss embroidered handkerchiefs, Swiss embroidered and curtains.

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

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

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

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

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

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

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

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

MANUFACTURERS OF  
*All Wool and  
 Union Flannels.*

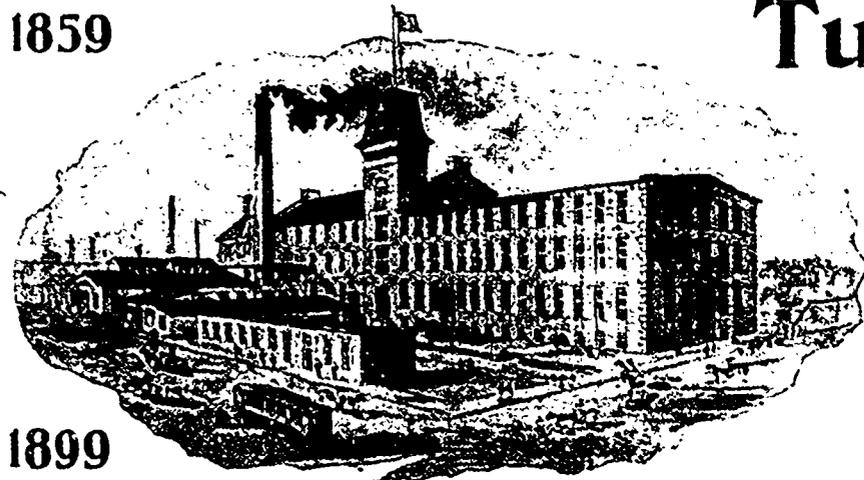


*Tweeds, Serges &c.*

A.H. BAIRD, SECY TREAS H. STROUD, MGR

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

1859



1899

## Turnbull's

PERFECT-FITTING UNDERWEAR

In Ladies, Men's, Children's and Infants. Gives perfect satisfaction, is a perfect fit, which means perfect comfort and that is what your customers want.

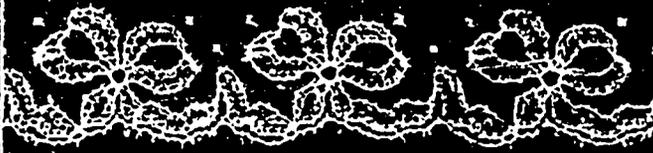
Made in Silk, Cashmere, Natural Wool, Merino and Lambs Wool. All our Full-Fashioned Goods bear this trade mark:

**WARRANTED TURNBULL'S**

**THE G. TURNBULL CO. OF GALT, LIMITED.**

GOULDING & CO., 27 Wellington St. East, Toronto.  
 JOSEPH W. WEY, 7 Bastion Square, Victoria, B.C.

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



ILLUSTRATED LACE LISTS ON APPLICATION

**WESTERN** Incorporated 1851  
**ASSURANCE COMPANY.**

**FIRE AND MARINE**

<i>Head Office</i> <b>Toronto, Ont.</b>	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.

**DON'T HOLD BACK THAT INQUIRY FOR INFORMATION**

PERHAPS you've seen our advertisement before, and made up your mind to look into the matter of a business education. You put it off for a time. Don't delay any longer. Business is on the boom. Business hands and business heads are wanted along every line. Prepare to be on the crest of prosperity's wave. Learn Shorthand, Bookkeeping, or Telegraphy.

Central Business College  
TORONTO, ONT.  
W. H. SHAW, Principal.



He Handles a Good Line Who Handles

**Crompton Corsets**

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

The Victoria, Contour, Queen Moo, Magnolia and Yafisi Corsets, and the celebrated Hygeian Waists.

Manufactured by  
**The Crompton Corset Co.**  
Limited  
Toronto, Ont.

# K. Ishikawa & Co.

TORONTO

MANUFACTURERS OF . . . .

**Ishikawa Silks  
Colored Habutai  
Silk Handkerchiefs  
Art Embroideries  
Rugs and Mattings**

20 and 27-inch HABUTAI SILKS  
in all Colors in Stock.

# Gents' Umbrellas.

☀

**ONE RAINY DAY  
soon reduces your stock.**

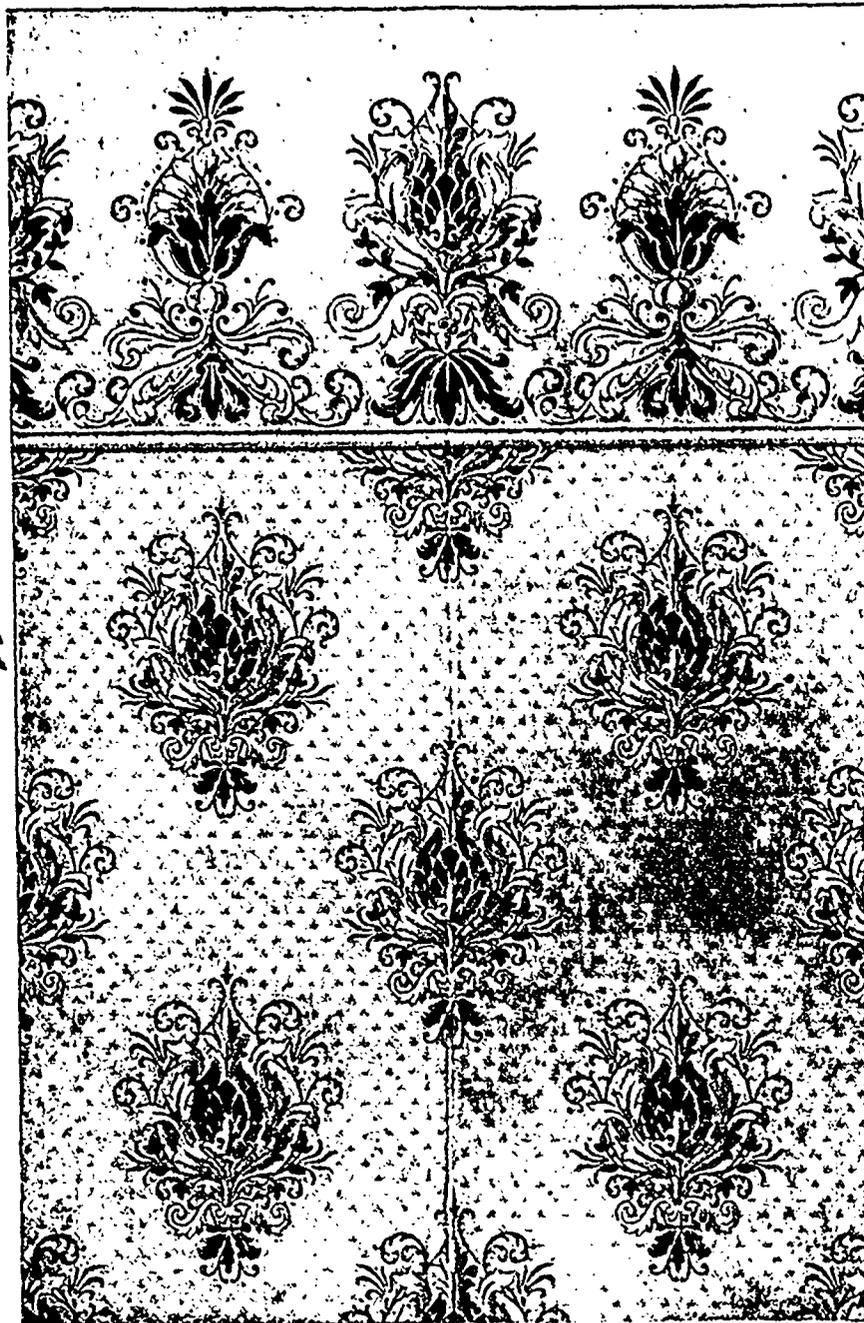
We can ship orders same day as received. All prices, \$4.50 to \$100.00 per dozen.

☀

# The Irving Umbrella Co.

Manufacturers Limited.  
20 Front St. W. . . . . TORONTO

# Ho, for the Toronto Fair 1899



DESIGN 72B.

REALIZING that many of our customers take the opportunity of doing their buying and sight-seeing simultaneously, we have arranged to have a staff of courteous, and energetic salesmen at the Rossin House, Toronto, during the Great Fair. They will be prepared to show to prospective buyers the finest range of Wall Paper designs and colorings ever displayed in Canada. The accompanying cut is a sample of the former which speaks for itself. Do not fail to look them up, or drop us a card and we will have them wait upon you.



## Colin McArthur & Co.

WALL PAPER  
MANUFACTURERS

1030 Notre Dame Street.

... MONTREAL

# 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.

I WAS recently speaking to a retail merchant in a Canadian country town, who complained of the little interest taken in his advertisements by the people in his locality. The merchant told me that he advertised regularly each week to the extent of a column each in the two newspapers of his town, and that so far as he could see, he might as well throw his money into the bay. The merchant further stated that he frequently changed his advertisements and endeavored to make them bright and readable. I next asked to be shown some of the ads. None were to be found about the establishment, but finally the merchant succeeded in borrowing a copy of the last issue of one of the local papers from a near neighbor. In this paper I found one of the advertisements. It was headed something like this: "Lakeside's Leading Dry Goods Store." After reading the heading, I said: "Is yours the leading dry goods store in town?" Mr. Merchant very promptly replied, "Oh, no! Smith's is much bigger. Johnson's is also bigger, but you know a fellow must blow his own horn." I next inquired: "Do you suppose that any of the readers of this advertisement believe that your store is really the leading one in Lakeside?" The answer was: "No, probably not."

There are plenty of country and other storekeepers just like Mr. Merchant in this respect; they spoil the effect of the truth that they do tell in their ads. by sandwiching in so many obviously false statements. This class of advertisers are not vicious in their lying, but they seem to think that a little judicious exaggeration will accomplish some good, and really deceive no one. This idea is all wrong. That it is wrong morally, no one will deny. But it is, in addition to being morally wrong, a mistake in policy. The buying of goods to the average housewife is a serious affair and not a comic opera performance. Where can I make my money go farthest? is what she is asking herself, and any information bearing on this subject is eagerly sought for. An advertisement of goods for sale is like a merchant talking to his customer, or it ought to be like it. What would be thought of a dealer with a second or third rate store approaching his customers, as they come into his establishment, with: "This is the biggest store in town!" Absurd, you say. Yet, not really more absurd than to say it in print, and it costs less money.

I believe that the drawing power of advertising is greatly injured by this habit of exaggeration, which is not by any means confined

to country dealers. If all advertising were truthful, advertising would pay all advertisers better than it now pays them. It would pay the newspapers better too. Indeed, it would pay everyone connected with it better. Truthful advertising, then, is what everyone connected with advertising ought to aim at.

\* \* \*

Truthful advertising cannot well be induced by terror of the legal code. A year or so ago the Legislature of the State of New York enacted as follows:

SEC. 1.—Any firm, person, corporation or association of persons, or any employe of such or any of such, who in the newspapers or other periodicals of this State, or in public advertisements, or in communications intended for a large number of persons, knowingly makes or disseminates any statements or assertions or facts with respect to his, its or their business affairs, concerning the quantity, the quality, the value, the price, the method of production or manufacture, or the fixing of the price of his, its or their merchandise or professional work, or the manner or source of purchase of such merchandise, or the possession of awards, prizes or distinctions, or the motive or purpose of sale, intended to have the appearance of an advantageous offer, which is or are untrue, or calculated to mislead, shall be guilty of a misdemeanor.

SEC. 2.—This Act shall take effect immediately.

Since that time there have been countless fractures of this law, but I have not heard so far as I can remember of even one prosecution under it. What is everybody's business is apparently nobody's business. In the meantime, the better class of New York merchants and others have found out that exaggeration or other forms of lying do not in the long run pay and cannot be made to pay. This is as it ought to be.

\* \* \*

NORVAL, July 27, 1899.

Mr. F. James Gibson, Toronto:

DEAR SIR,—I enclose you my Spring circular, and, as it will soon be time to prepare one for Fall, I would like to know how I could improve on the enclosed so as to catch trade for a general store in the country.

Yours, etc.,

N. BARNHILL.

Mr. Barnhill's circular is certainly much better than the average. It is 3¼ inches by 5 inches, and this is the wording on the first page:

Our Motto:

"Best value for your money."

N. BARNHILL,  
NORVAL.

WE EXCEL in the manufacturing of

# Cloaks, Capes, Skirts, Suits, Etc.

*Why? Because our entire time and energy are devoted to this one thing. Our business, as manufacturers, is to cater to the demands of the Canadian trade, and we have no hesitation in saying that our efforts are being recognized to the fullest extent. Our garments are sold by the leading Dry Goods Stores in the Dominion, and giving every satisfaction, for the reason that for Style, Fit, and Finish they are, without doubt, unequalled.*

*Our representatives will have the pleasure of submitting to the trade, during the present month, the Spring Samples for 1900.*

THE  
**Cloak Manufacturing Co.**

of Toronto, Limited

18 Front Street East, TORONTO.

**GOOD ADVERTISING—Continued.**

The second page is blank, and the third page reads as follows:

**Announcement.**

NORVAL, March, 1899.

Dear Friend,—We are now starting on our fourth year, and I am pleased to be able to thank you for my past success. Still, progress is my watchword and you will find my stock larger and better than it ever was before, and prices are all in your favor. Cash buying, which enables me to secure goods at the closest figures, coupled with low expenses, places me in a position to save you money. My object in issuing this circular is to ask you to come and see. Permit me to again thank my many friends for their past patronage and to solicit a continuance of their favors.

N. BARNHILL.

This section of the circular could easily be improved upon. The words "dear friend" ought to be taken out, and the reading matter on this page should commence with the word "I" instead of "we," and "our" farther on instead of "I" and "my." On the whole, this section is good.

The other five pages of the circular are taken up chiefly with price quotations. To give THE REVIEW readers an idea of Mr. Barnhill's business like style of writing, I herewith reproduce two of the pages:

**SPECIAL.**  
FOUR POUNDS of an Extra Quality Japan  
or Black Tea and Twenty-two Pounds  
Best Granulated Sugar for \$2.00

**Seeds, Seeds, Seeds**

New for Spring Planting. Farmers, make a note of these prices and go to BARNHILL'S NORVAL, when you want Choice Seeds:

- Mammoth Long Red Improved only 10c. per lb.
- Yellow Globe or Giant Yellow, half long, only 11½c. per lb.
- Package Seeds, regular 5c., our price 3c.
- Don't forget the place:

BARNHILL'S, Norval.

**Boots and Shoes**

I have just passed into stock eleven cases, and would be pleased to have you see them and compare the quality and price

- Men's all-leather bellows tongue Plow Boot 95c
- Men's high laced, whole stock, bellows tongue Plow Boot, \$1.25 per pair.
- Men's grain laced, combination buckle or lace Plow Boot, \$1.25 per pair.
- Also the Dayfoot & Williams Shoe Co.'s make of plow boots.
- Men's fine boots, Dongola kid, \$1.25, \$1.50, \$1.75, \$2.00.
- Men's fine buff and box calf.
- Ladies Oxfords, good fitters, style right, and a good range to select from.
- Ladies button and lace boots at lowest prices.

Mr. Barnhill is on the right track in his advertising.

For the convenience of such of THE DRY GOODS REVIEW readers as can use them, I herewith present some ready-made advertisements:

**WARM OVERCOATS.**

Think of how cold it will be by and by. Then think how nice it would be to buy a Winter Overcoat NOW at a saving of \$5. as against the just-before-you-need-it price

We bought a lot of overcoats at about two-thirds the usual figures, and they go to our customers in the same way.

**\$5.75 AND \$7.50 EACH.**

Come and see them!

**HANDKERCHIEFS.**

A handkerchief bargain is always acceptable, because one rarely has too many handkerchiefs.

We recently made a great big handkerchief purchase in Montreal and so we can afford to sell at these prices:

**AT 15c. EACH.**

Fine hemstitched Handkerchiefs for women; hand embroidered corners.

Good quality white Handkerchiefs for women; lace edge.

Women's unlaundered Handkerchiefs; hemstitched and revered.

Women's hemstitched Handkerchiefs, with prettily embroidered initial.

Men's hemstitched Handkerchiefs, colored borders; lots of styles.

Men's unlaundered hemstitched Handkerchiefs—handsomely initialed.

**AT 25c. EACH.**

Women's hemstitched Handkerchiefs—lace edged.

Women's scalloped and embroidered Handkerchiefs—a score of pretty patterns.

Women's hemstitched Handkerchiefs—beautifully embroidered.

Women's hemstitched Handkerchiefs—embroidered openwork initial

Men's very fine plain white hemstitched Handkerchiefs

Men's all-white hemstitched Handkerchiefs

Men's plain white hemstitched Handkerchiefs—with embroidered initial

**HOSIERY FOR WOMEN AND CHILDREN.**

Everyone who knows anything about this store knows what a good hosiery store it is.

And we keep on improving.

**FOR TO-MORROW:**

A lot of manufacturer's samples of Silk Hose, in black and assorted colors, plain and embroidered, regularly \$1.50 and \$1.75, going at 98c. and \$1.19. The lot will not last beyond the day.

A small lot of Black Fleece Hose, double soles, high spliced heels, going at 19c. a pair.

Black Ribbed Cashmere Hose, with double soles, in two weights, light and heavy, 29c. a pair.

CHILDREN'S HOSE—A special lot of extra heavy black Ribbed Hose, double knees, heels and toes, sizes 6 to 9½, go on sale to-day at 12½c.

**GOOD NEWS ABOUT NECKTIES.**

This week we are closing out all our regular 50c. men's neckties at 35c.

There are a dozen sizes and styles, and scores of different patterns to choose from. Remember the price:

**THIRTY-FIVE CENTS.**

**REMNANTS OF DRESS GOODS.**

One of the disadvantages of doing so large a business as we do in dress goods is the large number of remnants.

But the remnants will be no disadvantage to you when you can get them at prices like these:

**1. HIGH-CLASS DRESS GOODS.**

Over 75 Remnants here with full quantity for a dress, marked at half and less than half the original price. Many of the fine novelties imported for this season are included.

**2. MEDIUM-PRICE DRESS GOODS.**

Over 150 Remnants, including plain colors and fancy weaves, in all lengths, for either children's or women's dresses, also for fancy waists and separate skirts.

**CORSETS.**

The most important feature about a corset is the FIT. The next is the question of value for the money. The new "FIT-EASY" CORSET, for which we are sole agents for this county, is a wonderful corset for the price.

**ONE DOLLAR A PAIR,**

because it not only fits perfectly, but gives as much wear as is usually found in a \$1.50 corset.

**DINNER SETS.**

A fortunate chance for us makes a fortunate chance for you.

Forty Dinner Sets on sale to-morrow at prices that ought to crowd our crockery and glass department.

Six different kinds:

\$6.50—100-pc. Dinner Sets—pretty shapes; floral decorations.

\$8.50—100-pc. Dinner Sets—decorated with field flowers in green and white, gold edges.

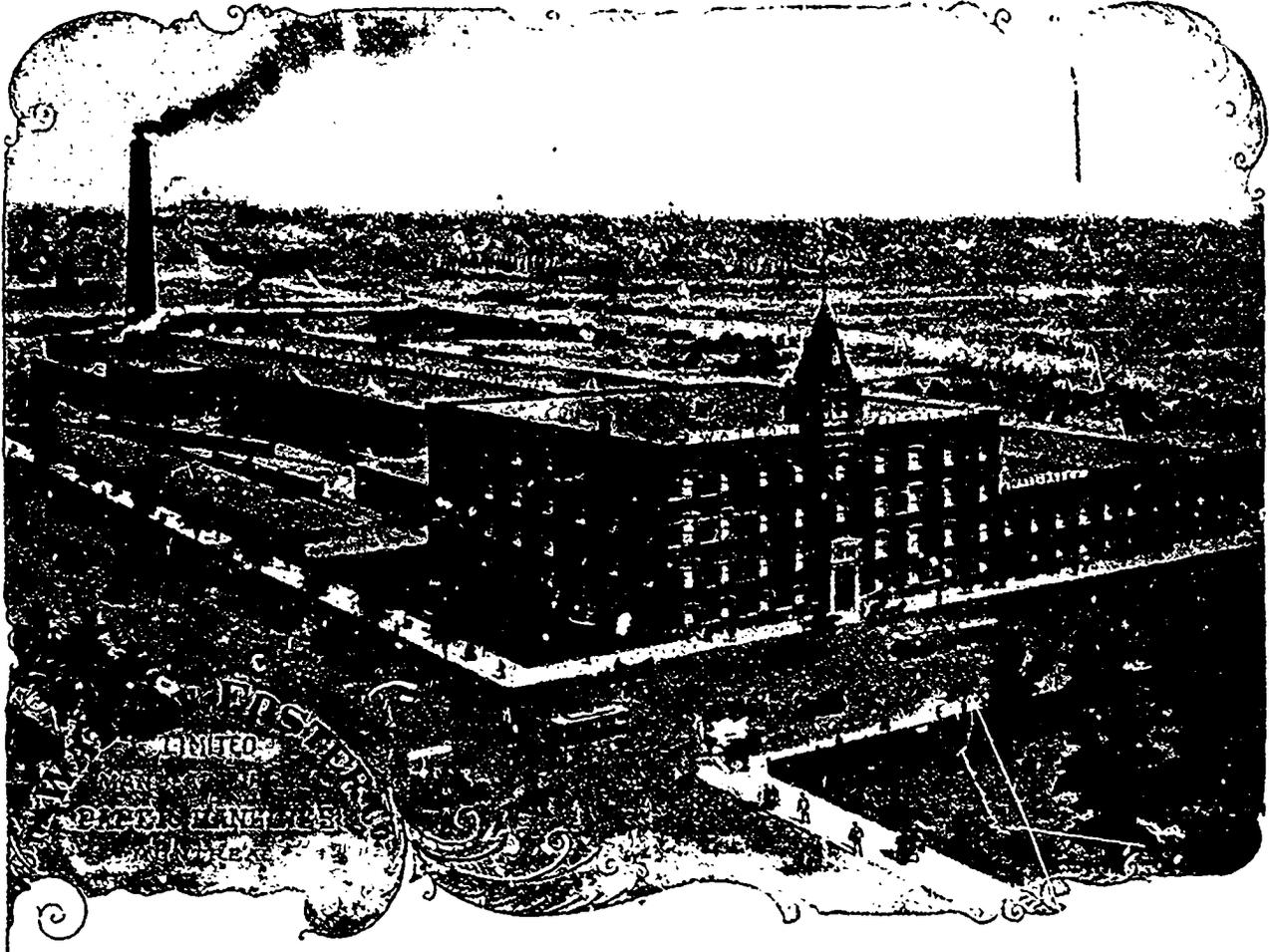
THE . . .

# Watson, Foster Company

Limited

Manufacturers of  
all grades of  
WALL PAPERS

## Montreal, Canada.



The Factory Producing the Most Modern, Artistic and Profitable  
Line of Paper Hangings on the Continent.

Have you made your selection of Wall Papers for season 1899-1900? If not, now is the time to inspect our more-than-ever popular line. Our representatives are now on the road. Will have much pleasure to call on you and show you through our new samples. The frequent introduction of up-to-date novelties, nobby styles, artistic gems, and popular sellers all through the extensive collection will render the ordeal a pleasing one to you. It will require very little argument to convince you that our assortment embraces the kind of papers you should have to hold your best trade and increase the volume of your business.

**OUR HEAVY 21-INCH PAPERS** in Flats, Plain Varnish Golds, and Embossed Varnish Golds;  
**INGRAINS**—with their handsome, remarkably rich match Friezes;  
**EMBOSSSED PULP EFFECTS**—the newest specialty out, will obtain the above results for you.

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

**GOOD ADVERTISING—Continued.**

- \$10—112-pc. Dinner Sets—floral decorations in pink and gold traced.  
 \$12—113-pc. Dinner Sets—4 designs to choose from; dainty floral decorations, gold trimmed.  
 \$14—111-pc. Dinner Sets—the decorations in soft gray rococo design, gold edges and handles.  
 \$16—112-pc. Dinner Sets—of Crown Austrian ware—next daintiest to Haviland—5 designs.

**WHITE DOMET FLANNELS.**

A lot to go cheap, but as the quantity is limited you'd better hurry, 3 widths:

27 INCHES WIDE 8c. A YARD.  
 30 INCHES WIDE 15c. A YARD.  
 36 INCHES WIDE 18c. A YARD.

**JAPANESE RUGS.**

Made of jute, instead of the fine wool the Turks and Persians use, but otherwise just like the far-famed Oriental Rugs.

No, there's another difference. The prices are much lower. For example:

18 by 36 in., 50c.	6 by 9 ft., \$6.
24 by 48 in., 85c.	7 1/2 by 10 1/2 ft., \$8.75.
30 by 30 in., 85c.	9 by 9 ft., \$9.
26 by 34 in., \$1.	9 by 12 ft., \$12.
36 by 36 in., \$1.	10 by 14 ft., \$15.75.
36 by 72 in., \$2.	12 by 12 ft., \$16.
5 by 7 ft., \$3.75.	12 by 15 ft., \$20.
4 by 8 ft., \$3.75.	

**ORIENTAL RUGS.**

Genuine, and therefore as good and otherwise attractive as the best Oriental rug-makers can make them.

They come somewhat high in price, but, quality considered, they are cheap.

Forty-eight Gendje and Hammandan rugs, desirable qualities, regularly \$10.50 and some worth more—for the lot  
**\$7.50 EACH.**

Twenty-seven Monsul hall antique strips, from 3 to 3 3/4 ft. wide, and 6 to 13 ft. long, worth, at present values, \$15 to \$25—while they last,  
**\$12.50.**

**SALE OF BOYS' DOUBLE-BREADED SUITS.**

It pays to dress boys well. It increases their self-respect and makes better boys of them.

Come to-morrow bright and early if you want to share in a special offering of boys' double-breasted suits.

A new lot, sizes 6 to 16, made from fine all-wool Cheviots, Cassimeres, Homespuns, Serges and Scotch Cheviots, browns, greys and navy, in neat stripes, checks, plaids and mixtures, all silk-sewed, extra buttons and patch pieces, skillfully pressed, all go to-day at  
**\$5.50 A SUIT.**

**"PRIDE OF CEYLON" TEA.**

We are sole agents in the county for the sale of "Pride of Ceylon" Tea

Sold only in hermetically sealed pound packages, which keep the goodness in and the air and dust out

No better tea for the money in the wide world.

**35c. A LB. FULL WEIGHT.**

**IN REPLY TO "PROGRESSIVE STOREKEEPING."**

Editor DRY GOODS REVIEW.

SIR,—In your August number, we notice an article by Chas. F. Jones on "Progressive Storekeeping," especially written for THE DRY GOODS REVIEW. Under the heading of "Handling Men's Furnishings," he advocates the idea of using neckwear strictly as a leader and selling it at cost, to induce men folks to patronize the furnishing goods departments of large dry goods stores. Now, Mr. Editor, the idea may work out all right, but what we wish to point out is this: That we do not think it is in proper form for a trade journal to publish an article advocating an idea which, if carried out, would benefit only a few and demoralize business for the hundreds making a specialty of these lines. It should be your duty to help the many, the weak. The few, the strong, can take care of themselves. Again, we think it a wrong idea for you to

encourage the selling of goods at cost price, whatever the pretext. We think that you particularly should fight for legitimate retailing. Selling goods at cost is not legitimate, no matter how you look at it. If you can advance any ideas that would benefit a particular sect without injuring others, well and good. But you should be careful not to suggest things that would be demoralizing to a large number of your supporters. Your motto should be constructive, not destructive.

Trusting that you will find room in your next publication for this letter, and thanking you in anticipation,

We are respectfully yours,

HOOVER & COMPANY.

Winnipeg, August 19, 1899.

**CANADIAN BUYERS IN BRITAIN.**

The increasing arrivals of Canadian buyers, says the London, Eng., Drapers' Record, big and little, are calculated to create some anxiety amongst firms on this side selling to the Canadian trade. The larger Canadian houses do not like to see their smaller brethren of the little interior towns working too freely on the European ground, and, in this connection, the old saying about running with the hare and hunting with the hounds, may be usefully brought to mind. It is unfortunate, perhaps, for some of the larger Canadian houses, that the return trip to England is now so low. At the same time, the man who buys in bulk must continue to have the advantage. Houses like Macdonald's or Gault's can buy as well as any of the English wholesale firms if their representatives know their business. With the smaller concerns the case is different.

**IN THE MARITIME PROVINCES.**

G. R. Joseph, who has for several years been connected with Herman H. Wolfe & Co., Montreal, which firm he has represented in the Maritime Provinces, has severed his connection with that company, and will represent The Cloak Manufacturing Co., of Toronto, Limited, in that district. He will start out about the middle of September, and, during the succeeding four months, will fully cover New Brunswick, Nova Scotia and Prince Edward Island.

Though Mr. Joseph is a comparatively young man, he is one of the veterans of the road, and has in the last 20 years covered every section of Canada from Halifax to Vancouver.

**ONCE MORE IN THEIR WAREHOUSE.**

McIntyre, Son & Co., the extensive wholesale dry goods firm, have now moved back to their warehouse on Victoria Square, which suffered in the destructive fire in Montreal some months ago. The restored and rebuilt warehouse gives the firm largely increased accommodation, as two storeys have been added to the building. McIntyre, Son & Co. are, as is well known, one of the oldest and most extensive dry goods importing concerns in Canada. The firm have branches in Toronto and Winnipeg, and are noted for carrying a wide range of goods, especially the highest class.

A. Sweet & Co., Winchester, have a large general business, one of the largest in Eastern Ontario outside of Ottawa. It has been built up by Mr. Sweet's energy and adaptability. The establishment, when visited by THE REVIEW recently, impressed itself upon the eye of the beholder as a thoroughly modern and well-planned out store.

Finch, a thriving town in Stormont county, the centre of a good agricultural district—now the junction of the New York and Ottawa and C.P.R.—has a good future before it. Its merchants include Messrs. A. F. Dey, J. J. Shaver, and W. H. Ault, and they report trade as very fair and have good confidence in their rising town.

# STOREY Fall Trade.

**Gloves and Mittens.**

New and desirable lines.

**Moccasins and Shoe Pacs.**

Durable and well made.

**Travelling Bags.** The latest designs.

It will certainly be to the advantage of the trade to see our samples before orders are placed. We offer unexcelled values. Should our travellers miss you, inquiries by mail will receive prompt and careful attention.

## W. H. Storey & Son

THE GLOVERS OF CANADA

— ACTON, ONT. —

# SYSTEMATIC SAVING

Can be accomplished by taking out an

**Unconditional Accumulative  
Endowment Policy**

IN THE

## Confederation Life Association

HEAD OFFICE - - TORONTO

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

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

W. C. MACDONALD,  
Actuary

J. K. MACDONALD,  
Managing Director

Play "TRIANGLEO," it is scientific enough to interest every thought, and amusing enough to drive away the blues.

## The H. A. Nelson & Sons Co.

Limited.

59-63 St. Peter St., MONTREAL, QUE.



### Staple Notions

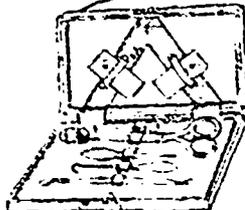
Combs and Brushes of all kinds,  
Counter Goods, School Supplies,  
Household Smallwares,

For the Dry Goods Man.

### Fancy Goods

Celluloid and Leather Cases,  
Toys, Dolls, Sleighs,

For the Dry Goods Man.



**OTHER SAMPLE ROOMS.**

56-58 Front St. West, TORONTO, ONT.    72 St. Joseph St. QUEBEC, QUE.    Grand Union Hotel, OTTAWA, ONT.

## NOTHING DECEPTIVE

— ABOUT —

# Patent Roll

# Cotton Batting

## North Star, Crescent, Pearl Brands

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

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

*revised 12/11/99*

# Beaver Line

**ELDER, DEMPSTER & CO.'S**  
Regular Weekly Sailings Between  
**MONTREAL AND LIVERPOOL**

From Liverpool.	Steamer.	From Montreal.
Aug. 19	LAKE HURON	Wed. Sept. 6
Aug. 26	LAKE ONTARIO	Wed. Sept. 13
Sept. 16	LAKE SUPERIOR	Wed. Oct. 4
Sept. 21	LAKE HURON	Wed. Oct. 11
Sept. 30	LAKE ONTARIO	Wed. Oct. 18
Oct. 11	LAKE SUPERIOR	Wed. Nov. 8
Oct. 28	LAKE HURON	Wed. Nov. 15
Nov. 4	LAKE ONTARIO	Wed. Nov. 22

**RATES OF PASSAGE :**

FIRST CABIN—Single, \$12.50 to \$37.00. Return, \$40.00 to \$70.00. SECOND CABIN—Single, \$11.50. Return, \$31.75. STEERAGE—Outward, \$21.50. Prepaid, \$21.00. For further particulars as to passage or freight, apply to any Agent of the Company or to Please note carefully the altered sailings of the Lake Huron.

**ELDER, DEMPSTER & CO., MONTREAL.**

## Newspaper Information

We can supply you with the comments of the news papers 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.

**THE PRESS CLIPPING BUREAU**

Telephone Main 1335. 505 Board of Trade Bldg., MONTREAL, QUE.

## DYEING DRY GOODS and MILLINERY

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

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

**BRITISH AMERICAN DYEING CO.**

Technical, Chemical Dyers and Finishers

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

## THE CANADIAN COLORED COTTON MILLS COMPANY

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

Only Wholesale Trade supplied.

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

## CAPITAL CITY BUSINESS COLLEGE.

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

Shorthand, Bookkeeping, Penmanship, Telegraphy, Business Correspondence and Proof reading, Pitman's or Munson's Shorthand, per month, \$4.00; White's Phonography per month, \$8.00; Telegraphy, per month, \$5.00; Bookkeeping and Business Practice, per course \$35.00; Bookkeeping and Business Practice, per month, \$5.00; Penmanship per month, \$3.00; Night School, per month, \$3.00. Private Lessons, each, \$1.00. Address: A. M. GRIMES, Principal, Cor. Bank and Sparks Sts., Ottawa.

## HOTELS FOR COMMERCIAL MEN.

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

## The following

is a partial list of the Goods we manufacture :

### The Sun Lighting Machine.

(sprinkling system.)

### The Beacon Acetylene Machine.

(immersion system.)

### The Simplex Acetylene Generator.

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

### The Duplex Acetylene Machine.

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

### Acetylene Gas Stoves and Ranges.

(for use with the above machine.)

### Special Photographic Apparatus.

(beats sunlight for photography.)

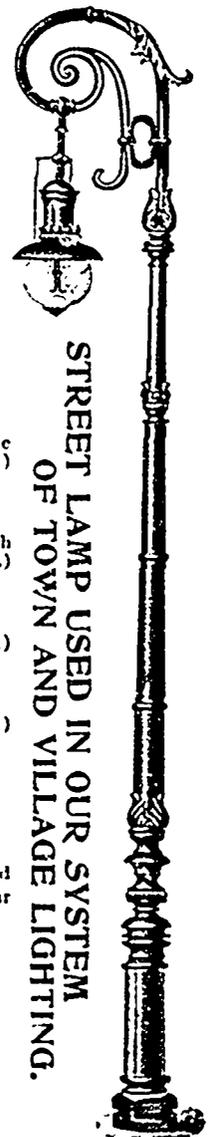
### The "Crescent" Acetylene Burner, Acetylene Gas Meters, etc.

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

## THE ACETYLENE MANUFACTURING CO. LIMITED

Head Office, LONDON, ONT.

Capital, \$300,000.



# The Celluloid Company

30, 32, 34, 36  
Washington Place

NEW YORK

ORIGINAL and ONLY  
Manufacturers of

"CELLULOID" Interlined Waterproof  
Collars and Cuffs . . .

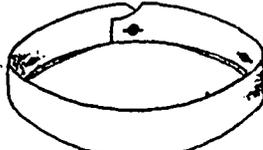
All goods made by us are stamped as follows :

Absolutely No

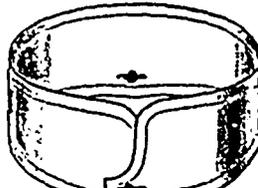


Others Genuine

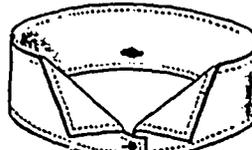
Positively waterproof. When soiled simply wipe off with a damp cloth or sponge.



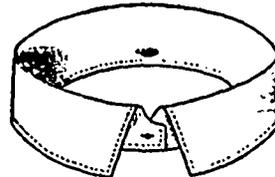
ROMAN



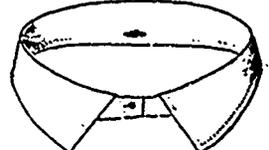
BERKELEY.



TITAN.

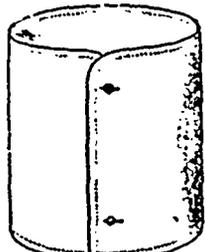


BICYCLE.

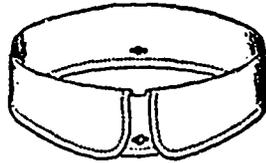


ROYAL

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



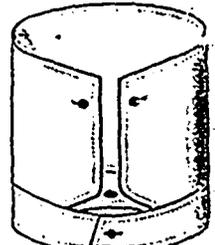
EXCELSIOR.



SAVOY

### CAUTION

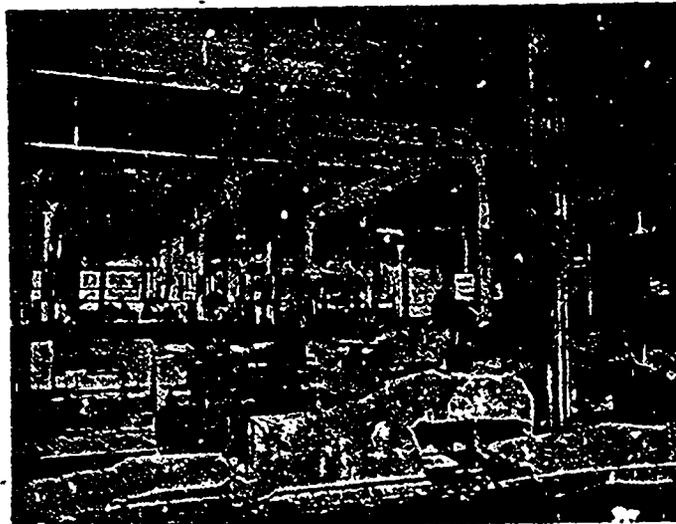
It having come to our notice that certain manufacturers are producing and advertising imitations of our goods under the name of "Celluloid," we desire to notify the trade that the word "Celluloid" is a registered trade mark, and our right to its exclusive use having been upheld by the courts, we shall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



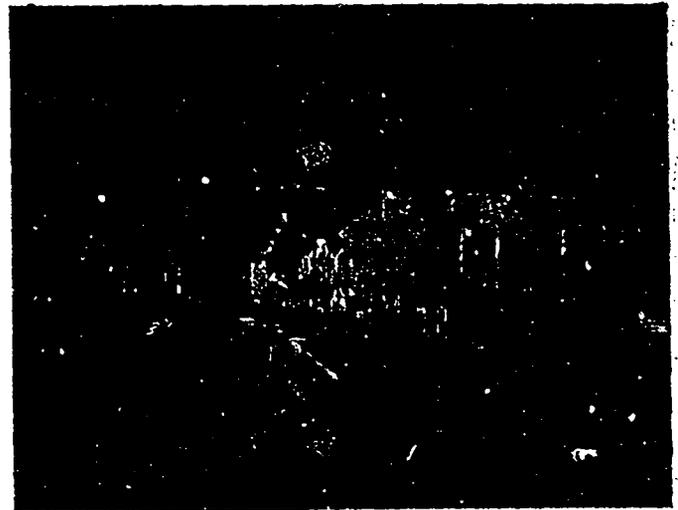
**The Celluloid Company** FIFTH AVE.

## "LUXFER PRISM

windows and pavement lights  
are a boon to progressive and  
thrifty merchants."



EATON'S—WITH LUXFER PRISMS.



EATON'S—WITH PLATE GLASS.

WE REST OUR CASE

upon a comparison between the amount required to light your store with Luxfer Prisms and the amount of your artificial light bills.

WRITE TO

**Luxfer Prism Co., Limited.**  
58 Yonge St., Toronto.

TO THE

TRADE

# Advantages and Disadvantages of Buying

FROM

## JOHN MACDONALD & CO.

TORONTO

- Advantages**—The largest assortment of goods to select from.
- Advantages**—Superior value in every department.
- Advantages**—Liberal cash discounts and easy terms.
- Advantages**—Courteous and prompt attention to customers.
- Advantages**—Experienced and expert departmental buyers.
- Advantages**—Manufacturers of the World after their orders.
- Advantages**—Customers' confidence gained and maintained.
- Advantages**—Goods manufactured for their own trade.
- Advantages**—A unique system of filling letter orders.
- Advantages**—Representatives—the most reliable and best known.
- Advantages**—Quick return; new goods always in stock.
- Advantages**—Shipping facilities unequalled, etc., etc.

- Disadvantages**—None

**TOTAL**—Advantages—ir.any.

DEPARTMENTS:

Dress Goods, Silks, Linens, Staples, Woollens, Tailors' Trimmings, Carpets, House Furnishings, Haberdashery, Hosiery, Gloves, Men's Furnishings, Fancy Goods.



# The Great Assorting House of the Dominion