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VOL. VIII., No. 6.

TORONTO, JUNE, 1901.

\$1.00 in Advance.

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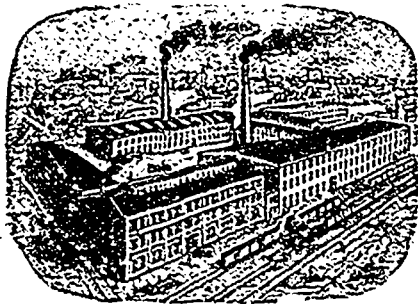
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is in course of publication. This Directory will be a most complete hand-book of these interests in Canada. It will comprise a complete list of MANUFACTURERS, WHOLE-SALERS and RETAILERS in the FURNITURE, UNDERTAKING and all lines appertaining to these trades, arranged under their various classifications.

Trade Statistics, Customs Duties, and valuable information to the trade at large will be found in this READY REFERENCE DIRECTORY.

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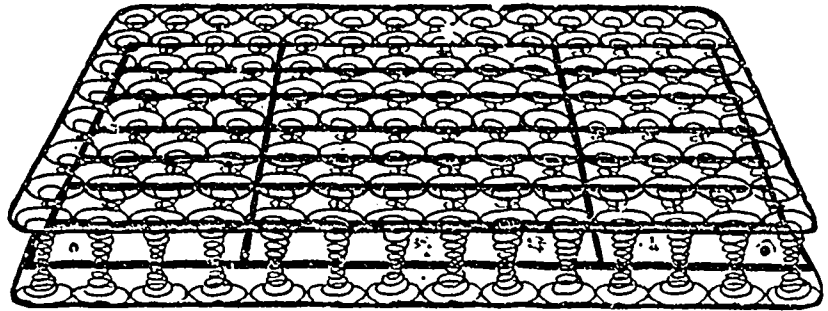
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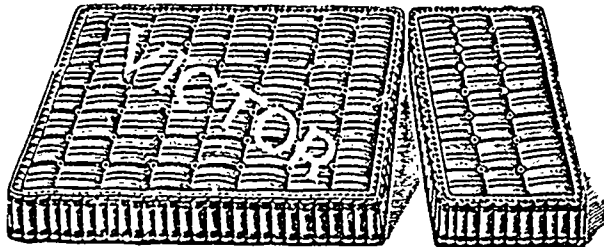
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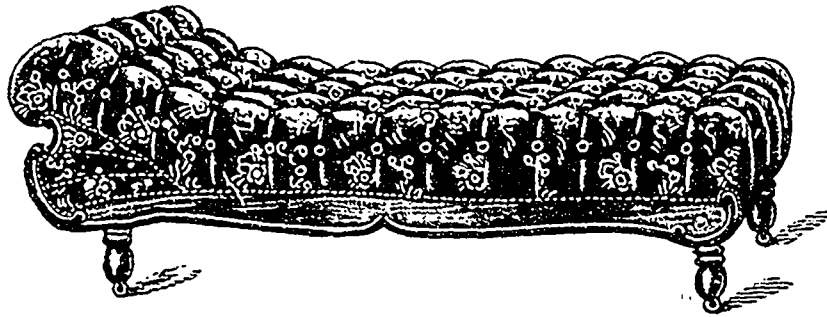
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No. 196. COUCH.—Birch, Mahogany Finish, Quartered or Plain Oak.

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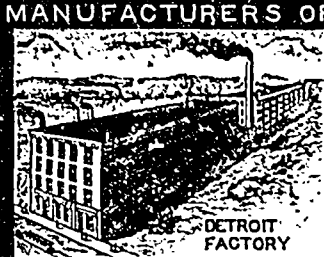
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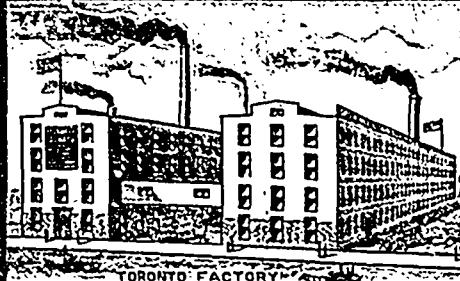
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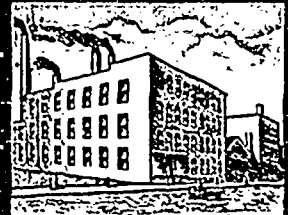
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BARGAINS IN UPHOLSTERY GOODS.

We are clearing a good assortment of Upholstery Goods. Prices very low to clear; if interested see our travellers' samples or write to us.

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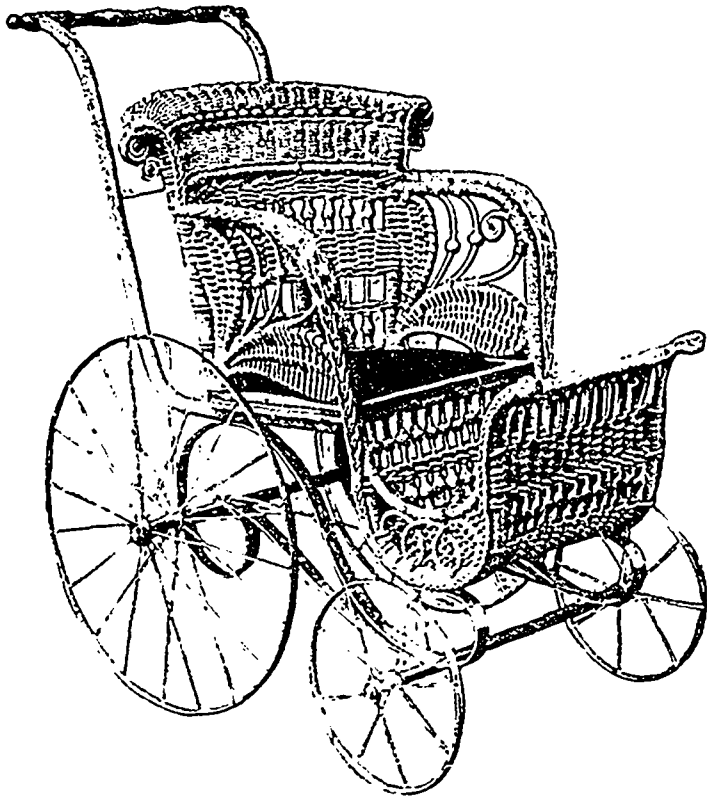
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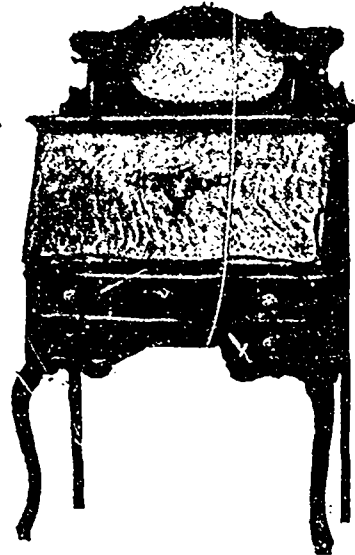


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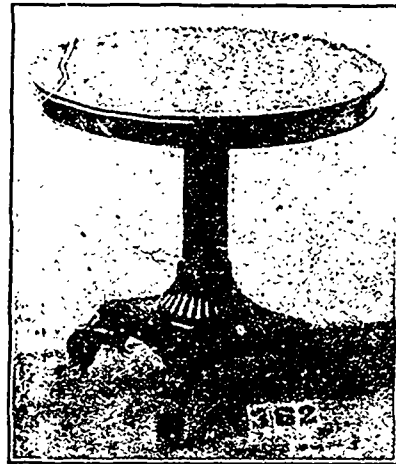


and we can supply your wants, either office or ladies desks, we have a nice line of both

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If not, do not order until our traveller calls on you. We have Just What You Want in

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- Dining Chairs.

Drop us a line if our travellers have not been your way yet. It will pay you to see our specialties which we can ship with the utmost promptness.

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A QUICK SALE is easy work with our

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NEVER FORGET that we are the sole manufacturers of the

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Furniture and Upholstery AND UNDERTAKERS' GAZETTE JOURNAL

VOL. VIII., No. 6.

TORONTO, JUNE, 1901.

\$1.00 in Advance.

CANADIAN FURNITURE AND UPHOLSTERY JOURNAL AND UNDERTAKERS' GAZETTE.

PUBLISHED ON THE 25th OF EACH MONTH.

THE JAMES ACTON PUBLISHING CO., Publishers.
Limited.

Office of Publication:

32 and 34 Lombard Street, Toronto, Canada.
Telephone 2484.

JAMES ACTON,

President and Managing Editor.

G. HARRY PARKES,

Advertising Manager.

MONTREAL OFFICE:

Imperial Building, 107 St. James Street. A. B. PICKETT, Representative.
Telephone Main 2299.

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NOTE—Correspondence is invited upon topics of interest to the various branches of the Trade. Communications and changes of advertisements must reach this office not later than 5th of month preceding publication to insure insertion.

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TIMELY TOPICS.

THE EATON ASSESSMENT.—The synopsis of Judge McDougall's finding in this matter, given last month was read with interest by our readers. Since the handing down of the decision the Board of Control of the City Council has been waited upon by both sides in regard to an appeal therefrom. The Retail Merchants' Association is pressing for an appeal on the question of the deduction of the amount due the bank and Mr. Eaton from the assets of the company; the

Board of Trade takes the opposite view, and suggests the unfairness of assessment upon personalty that does not recognize just indebtedness upon the same. It seems most unjust that a man should pay taxes upon stock which he does not actually own, but it is no greater anomaly than the assessment of mortgaged real estate to its full value, which is the common practice. The whole assessment system needs overhauling, and the results of the investigation recently conducted on the question by the Royal Commission will be awaited with considerable impatience. It ought to be possible to evolve some more equitable scheme of taxation than that which prevails. That a man should only be taxed on what he owns is a safe principle, but if it were laid down as an absolute principle where would we be? If the mortgagee were to be taxed on the property instead of the mortgagor, what effectual means could be adopted to ensure a faithful levy? In the meantime it looks as though the decision of the judge were rather a draw at a venture.

STUPID DISCOURTESY.—To neglect prompt attention to business correspondence is not only boorish, but fatal to a man's commercial interests. There are men who are confirmed in their indifference in this particular, and who through it are losers to a far greater extent than they imagine. A business letter calls for prompt consideration and a reply within a reasonably convenient time. A retailer speaking of a certain manufacturer in the East, said recently, that it was almost impossible to get any satisfaction out of him and after writing two or three times he had frequently to telegraph in order to secure attention. The habit does not seem to be confined to any particular class, although we hear more complaints in regard to retailers along this line than others. In many cases it arises from procrastination. The duty of immediately acknowledging communications should be laid down by every business concern as an unalterable principle. It matters not the nature of the subject, there can be no excuse for neglect. When a man or a firm gets the reputation of neglecting its business in the matter of correspondence, it will not be long before confidence in it will be lost in regard to other matters.

Bear it in mind, the man who writes you on business is entitled to some kind of a reply within as brief a period as possible. Be as careful of your reputation for answering letters as you are for paying your debts.

TRADE CONDITIONS.—Although the weather has improved very greatly within the past two or three weeks, it has not yet been warm enough to cause any great activity in many lines. Trade on the whole is in a very sound and healthy condition, but a stimulant is needed to make business a little brisker. Crop reports are very encouraging in both Ontario and Manitoba. It is estimated that the yield in Manitoba will be about 40,000,000 bushels of wheat. Manufacturers and wholesalers are preparing for an active fall and winter business. Labor is well employed. The increase in the western population and the large amount of railway construction and development work in progress at various centres of the country are helping matters out in this way. No very important labor strikes have taken place for some time.

AMERICAN CONDITIONS.—The situation is one of sustained strength in some lines and of further improvement in others. The crop situation, of course, remains the main subject of interest, and this, on the whole is a good one, although too much rain in the South Atlantic States and too little in Texas, with the lack of warm weather for corn in the North-West, have constituted exceptions to otherwise favorable advices. Stock speculation through the country shows few symptoms of weakness, despite the fact that large dividend requirements on July 1st have tended to harden money rates. Cotton goods, notably print cloths, bleached goods and a number of kindred products, have been advanced this week, and an increase in the price of the raw material is as much due to the better trade advices at home and abroad as to the crop damage reports from the south. Hides and leather, long threatening an advance, have at last succeeded in this respect, and in addition corn and oats among the cereals, lard among the hog products, cheese among dairy products and coffee and tin are all higher on the week, the only important reduction being in wheat, due mainly to liquidation of the July option as much as to continued good crop advices. European advices favor the idea that the continent of Europe will be a heavy buyer the coming cereal year. Iron and steel lose nothing in strength as the turn of the year approaches. Builders' hardware is in enormous demand the country over, and wire and nails are specially scarce. Cotton goods agents report an active inquiry for nearly all classes of cotton goods, but stocks are small and this limits business.

Raw cotton is $\frac{1}{2}$ c. higher, and July option is again reported cornered. Crop advices on the whole have favored the bulls. Woollen goods trade advices are quite cheerful. Shoe shipments continue close to the maximum, again exceeding 100,000 cases for the week, and for the season they are 132,000 cases larger than a year ago. Hides are firmer at the west and higher at the east. Wheat, including flour, shipments for the week aggregate 5,520,831 bushels, against 5,519,107 bushels corrected last week; 4,645,180 bushels in the corresponding week of 1900, 3,746,718 bushels in 1899, and 3,799,470 bushels in 1898. Corn exports for the week

aggregate 2,435,487 bushels, against 2,569,254 bushels last week, 2,514,593 bushels in this week a year ago, 2,872,432 bushels in 1899 and 3,902,321 bushels in 1898. Failures for the week number 188, against 188 last week, 167 in this week a year ago, 199 in 1899, 220 in 1898 and 215 in 1897.

The bank clearings at the principal cities in the United States for the week ended June 20 show a total of \$2,388,487,373, an increase of 59.5 per cent. compared with the same period a year ago. Outside of New York the total is \$749,410,138, an increase of 20 per cent. The reports from the principal cities of Canada show the following totals: Victoria, \$643,120, a decrease of 10 per cent.; Montreal, \$18,531,051, an increase of 13.2 per cent.; Toronto, \$12,514,676, an increase of 25.6 per cent.; Winnipeg, \$1,872,119, a decrease of 20.7 per cent.; Halifax, \$1,662,811, an increase of 31.1 per cent.; Hamilton, \$717,508, a decrease of 10.7 per cent.; St. John, N.B., \$758,515, an increase of 3.5 per cent.; Vancouver, \$964,379, an increase of 24.2 per cent.; Quebec, \$1,491,917; total, \$37,665,079, an increase of 14.2 per cent.

REPORTS TRADE GOOD.—Mr. T. G. Idle, of Thornbury, Ont., when renewing his subscription to THE FURNITURE JOURNAL the other day, stated that trade in his locality had been very good, much better than that of former years. At Clarksbury, Mr. Thos. Idle, who owns a retail furniture business, also reports trade as very fair.

A NEW WAREHOUSE.—The Canada Furniture Manufacturers, Limited, have acquired a splendid warehouse in Bootle, Liverpool, England, which was erected last year by E. J. Fawke for the purpose of handling Canadian furniture. This building stands clear on all sides, being right on the docks where the vessels can unload direct into the warehouse. It also has railroad sidings that bring cars alongside of warehouse. It is the intention of the Company to make this the distributing centre for the north, whilst their London warehouse, Bell Wharf, South Bromley, will be the head depot for the south and midland counties.

OF INTEREST TO SAND PAPER USERS.—If the third enlargement of their capacity, and a corresponding increase in the volume of their sales, is any measure of the energy and the merit of their product, then the Union Sand Paper Co. stands pre-eminent in the manufacture of sand paper of every description. Starting some five or six years ago, with practically no acquaintance among the furniture manufacturers and kindred lines, working against the established trade of its competitors, and the prejudice which long usage of other makes had naturally engendered, this company has succeeded in placing a garnet paper among the wood-working trade, which has no superior in merit, and at a great saving in cost. Their tenacity is certainly commendable, and their continued efforts to improve and advance their product is an axiom for the doctrine of success. This company is the largest manufacturer in the world of rope manila paper, and their product goes broadcast wherever a high grade paper of great strength is required. The stock used in the Union garnet paper is made with the special idea of securing the strongest paper backing that can be produced for machine work, and being made by this company it is always uniform. The Union Sand Paper Co. courts the fullest examination and comparative analysis of their garnet quartz, the result of which will entirely explode the theory advanced that there is anything superior. They can also furnish the record of tests made by unprejudiced consumers that will thoroughly convince the unbelieving. After a careful review of this company's claims of superiority, we recommend our readers to send for samples of their goods to The Delany & Pettit Co., Limited, sole selling agents for Canada.

Stray Shots
 from Solomon

DULCE DOMUM.—The motto "Home Sweet Home" may hang in the parlor and the angry word and flying poker give it the lie in the kitchen. The man who acts bear in his home and the woman who plays cat before her children, may expect to raise a brood of snarling spiteful whelps that will be a heartseald to their parents and a nuisance to the neighborhood. Nine times out of ten you haven't far to look to discover the origin of the nastiness developed by some children. They come by most of their traits honestly. Natural depravity is made to cover a multitude of sins, but when "every secret thing" is made known, it will be found in most cases that the meanness of the father and the bad tongue of the mother have been visited upon the children. The man who undermines the foundation of his own household peace may expect the wind of contention and disruption to play havoc with the structure. "He that troubleth his own house shall inherit the wind." Do not complain when the cyclone rips the roof off your house if you have been loosening the rafters with the crowbar of a vicious life or an evil temper. Don't expect to keep your children out of jail if you set them the example of crookedness in business. If you want your sons and daughters to be respectable members of society do not require them to carry the jug to the corner saloon, or let it be said that their father is a lustful bawd whom every decent woman avoids. Go on pulling stones out of the foundation of your house and business, and you will have a cataclysm that will make your name a by-word and put your family on the street.

KEEPING STILL.—The man who counts in the world to-day is the man who has plenty of reserve force. There are some people who are like an old-fashioned steam engine—nearly all exhaust. To hear them puffing and blowing you would imagine they were making things fairly "hum," but it is nothing but wind. The man of power does not go off every time some fool taps him. "The prudent man concealeth knowledge, but the heart of fools proclaimeth foolishness." It is ten times as easy to get one of these shallow frothy fellows to talk as it is to get a thinker who knows the subject thoroughly to express his opinion. The more a man knows the less inclined he is to talk both from the humility that true knowledge always brings, and the quiet calm that comes with the consciousness of grasp of a subject. The truly wise man will cover with the mantle of charity the ignorance of others, and often will conceal his own knowledge to protect some venture-some fellow who does not know enough to keep his mouth shut. You can always tell the narrow, conceited rattlebrained ass by the contempt he expresses for the opinions of others, and his patronage of those who are not so glib tongued as himself. "The heart of the fool proclaimeth foolishness." When you see a man set his mouth going and go off and leave it, pity him. When he exhausts you will have a chance to measure the diameter of his cylinder.

PLANTING WORDS.—Just at this season we all take more or less interest in the process of nature that gives us for the labor and patience of April and May the blossoms and fruitage of June. We never doubt the efficacy of the seed and the earth to yield us that which will delight the eye and please the palate, so we cheerfully lend ourselves to the work of planting. When Solomon says "A man shall eat good from the fruit of his mouth," he states a truth that is as absolute as that which relates to ordinary gardening. The man who with his tongue sows kindness and good cheer, will as certainly eat of the fruit of his planting as the one who puts in a bed of strawberries. If we could only bring ourselves to look as philosophically upon moral and spiritual truths as we do on physical, what a change

there would be in our attitude towards business and social life. The sweetest and most satisfying fruit is that which returns from a pleasant smile or an encouraging word. Who will say that the man who spoke the word of kindness that changed the life of John B. Gough, did not have a rich return for his seed sowing. If business men would only sow more kind words amongst their employees, if neighbors would only be at pains to sow pleasant thoughts amongst each other, what a perennial fruit gathering there would be. Now don't pass this idea over as a sweet little commentary on the words of the Sunday School hymn "Kind words can never die." There is nothing more practical in this whole world than the advice Solomon gives, to deliberately, thoughtfully and persistently sow pleasant words always and everywhere. The crop is sure, bountiful and profitable.

A RUGGED PATH.—Human nature is a funny mixture. From the time we cry for Castoria to the period when man sits in an arm chair and eats mint humbugs, his mind is bent upon the illusive and chimerical, and his efforts put forth for "that which satisfieth not." Covetousness in various forms has been the besetting sin of the ages, and the Twentieth Century is no better than its predecessors. It is the foundation of most of the meanness and dishonesty found in social, business and public life. It is the substance upon which treachery feeds, and has destroyed more homes, ruined more business institutions and killed more public men than all the vices put together. There is a saying amongst those of Solomon, that in the authorized translation does not convey the meaning of the wise man as originally written. "The way of transgressors is hard" is rendered in the revised version "The way of the treacherous is rugged." This does not seem to lessen the popularity of this highway of greed which, though scerried with chasms, that with open jaws reach out after their prey, is thronged by those who see in it a short cut to the object of their ambitions. Treachery is sure of a pitfall. You may temporarily profit by crookedness and cunning, but the precipice will bring your so called success to a sudden and woeful termination. If you had given the thought and effort to straight business that you do to "queering" your neighbors you might have been rich long ago.

AN EASY PATH.—The sure road to the devil either in business or in morals is neglect. You don't need to wait for extravagance or bad investments to bring you to the street, all you require is to sit down and slide. We have been accused of hitting little evils just as hard as big ones in these "Stray Shots," and were taken to task only the other day for saying that a lazy man is worse than a drunkard. It is just here that the seriousness of the malady is made apparent. The poor drunkard knows his fault and bemoans it, the lazy man will deny his sloth till crack of doom. As we have said more than once drunkenness is a disease of the organs, laziness of the bones, and therefore harder to reach. There is more hope of a drunkard reforming than of a lazy man mending his ways. Solomon says, "The way of a slothful man is a hedge of thorns." Sown by his own hand the crop matures, bars all access to thrift or success, and finally chokes off the lazy fellow himself. The slothful man has a hard time, for the lazy devil is a hard master. We have known men go to more trouble to escape doing a thing than the doing of it would cost in the first place. We have also seen men who have shirked things when they had a comparatively light job, who afterwards have had to work two or three times as hard to get their three meals and enough to cover them. The disease finds congenial soil in all of us, and will grow with surprisingly little encouragement. When it takes good root a cyclone from hell will not shake it. We heard of a man the other day who got so beastly lazy that he stopped carrying a watch because the "tick" was too heavy.

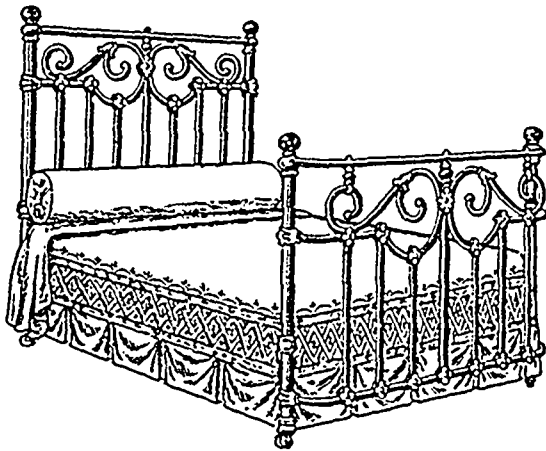
H. R. IVES & CO.,

Established 1859.

Bedstead Manufacturers,

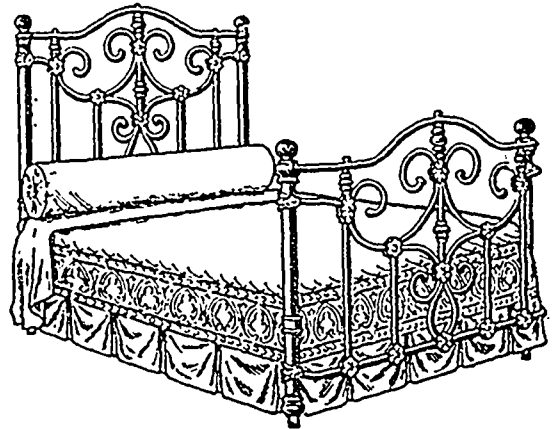
Here's a few more
of our New designs.

MONTREAL.



No. 305.

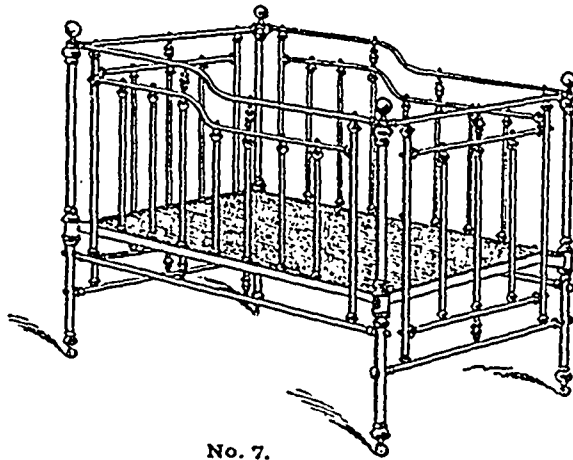
$1\frac{1}{4}$ in.
 Pillars,
 $\frac{3}{8}$ in.
 Fillings,
 $\frac{3}{4}$ in.
 Brass
 Top rail.



No. 384.

All Brass Crib, made also with straight top rails.

SIZE
 2 ft. 6 in. x 4 ft. 6 in.
 Wire Bottom.



No. 7.

Pillars 1 in.
 Fillings $\frac{5}{8}$ & $\frac{1}{2}$ in.
 Height 41 in.

Requisites for High Class Brass Bedstead. 1st. Good material. 2nd. Proper plant and skilled workmen. 3rd. Highly polished surface. 4th. The best Lacquer, applied by experienced hands. 5th. Original and artistic designs. The whole of these are absolutely necessary. For instance it would be futile to waste time and labor on poor materials. Unless the best materials are put together by proper machinery and skilled workmen, all would be wasted. The polishing is of the highest importance and requires great experience and skill. Unless the finish of the brass surface is right the best Lacquer would be thrown away. Experience only and long testing can determine the value of Lacquer. In this respect we claim to have reached the highest stage of the art.

Retail Topics.

SALESMANSHIP.

2ND PRIZE.

BY ANDREW EDWARDS, GANANOQUE.



PEOPLE can be educated in buying better classes of furniture, and in nine cases out of ten can be influenced by the salesman of ability.

In no branch of business has such progress been made, of late years, as in that of furniture dealing.

A few years has seen the transformation of a cabinet-maker, who sold the goods of his own manufacture, to a furniture salesman who takes pride in the arrangement of his goods along with any other merchant in his town.

The salesmen in the majority of the furniture stores in this country are the proprietors as well, and if they have had a practical knowledge of making furniture, upholstering, finishing, etc., they will make none the worse salesmen.

This generation of furniture dealers' strong point should be the art of selling, and the ideal to be reached should be to so place before your customer the highest standards of excellence, and our business to prevail on our customers the thought that cheap goods are dear at any price, that the better goods are the cheaper in the end. Of course talk is cheap; you must back it up with the goods.

The salesman should be educated in not only the manufacture of furniture, but should be posted on the furnishings of the best homes, hotels, halls, etc., in this country, and in other countries if possible. He should, by study and by travel, by observation and experience, know what is up-to-date, past date, antique and very old, and many other things which he can intelligently talk to people about.

A salesman may meet, and very often does meet, people who know a great deal more about furniture and furnishings in certain ways than he does. It is his duty, while not betraying entire ignorance, to profit by these intercourses, and an observing salesman will.

There is, in my opinion, no calling in life in which the artistic tastes of a man may be called forth more than as a furniture salesman. He is required to have an eye for harmony in color, for merit in pictures, for ideas of combinations and effects, and withal to so impress his customers, who are depending on his arrangements, that they will not only know they are dealing with a man who thoroughly understands his business, but will feel safe in entrusting their home furnishing to him.

To a great extent the community is guided, especially in the towns and villages, by what the enterprising merchants place before them.

Many furniture dealers are afraid of putting in the goods which people of means require, and consequently the people are not educated to demand better goods, because in their own locality such goods are rare and scarce, principally because the dealers have not risen to the occasion. It is surprising what good furniture can be sold if good furniture is shown. A good piece of furniture such as the leading manufacturers of our country turn out, placed in stock speaks for itself and requires very little persuasion on the part of the salesman.

Granted that the dealer has enterprise and push enough in him to put furniture in stock of the best, of course to some extent, the question remains how shall the salesman (proprietor or clerk) bring this better class of goods before his customers in such a way that they will be led to buy in preference to poorer goods.

There are, of course, many people who from their means and other causes have to buy the cheap grades, but there are a great many who can, by having proper explanations and by "handling" them carefully, be persuaded to buy the better goods. In this respect the salesman can help along in many ways. There is the customer with a mechanical turn of mind; the salesman should point out the construction and durability of the better goods, or the hand carving, the greater amount of work, etc. There is the woman who wants a stylish article, the man who goes by the material, the finish or other attraction.

The good salesman can very often get the customer to look at better goods by watching for a chance word or some particular fancy or fad and holding to it.

Dealers should, of course, buy good goods from reliable manufacturers, and the salesman should have instructions to satisfy any honest demands of the customer. Honesty in dealing with a customer should be the rule, and if a defect is known in a piece of goods it is best to frankly show it and sell for what it is worth rather than to try to conceal it.

As will be easily seen a salesman, to be able to point out the merits of the better goods, should be posted on all branches of the trade. He should be able to distinguish the different woods, know the texture, the durability of different coverings, the way upholstered goods are made, the finish, etc.

A salesman should be able to buy goods with judgment as well as to sell with discretion.

Of course, like any other business man, a knowledge of men and women is necessary. A knowledge of the "banterers" of a community does not come amiss. How to handle these people can best come after a few interviews and only by

PROGRESSIVE.—Believing that one of the essentials of business progress in the moulding and frame trade is novelty, it is not surprising to find Matthews Bros., Limited, making big preparations for fall trade. Something new may be expected in every department of this firm's extensive business. They are showing with great success, a plate rail moulding which should be in the stock of every retail man handling mouldings.

BIG SALE.—The D. W. Thompson Co., Limited, are very busy on their Superba cable wirebeds, orders are rolling in quicker than they can be filled.

FACTORY SOLD.—It is currently reported that the Strathroy Furniture Co. have purchased the stock and plant of the Berlin Furniture Co.

QUITE SATISFIED.—The Canadian Feather and Mattress Co., Limited, report business as very brisk in every department. Their Hersche spring keeps them hustling.

LOOK OUT.—The Adamson Moulding Co. are preparing a most complete range of framed pictures for fall trade. The prices of this line will prove their thorough good value and cheapness.

THE SECRET OF VARNISH-MAKING IS HONESTY.

There is no more mystery or secret about making good varnish than there is about making good furniture or good shoes. It's simply a matter of common honesty in using good material, right appliances and conscientious skill.

If you are dishonest and use inferior material it's natural to want to keep the matter secret, but if your varnish-making is an honest endeavor to produce the best possible varnish, there are no secrets or mysteries to throw a haze about.

Everything is honest with The Sherwin-Williams Varnishes.



CHEMICAL LABORATORY OF THE SHERWIN-WILLIAMS CO., WHERE ALL INGREDIENTS ARE TESTED.



THE SHERWIN-WILLIAMS Co.

PAINT AND VARNISH MAKERS.

CHICAGO,
NEW YORK.

NEWARK,
MONTREAL,
CLEVELAND,
BOSTON,
TORONTO.

SAN FRANCISCO,
KANSAS CITY.



experience. They can often be met and a salesman come out alright by adroitly and carefully turning their attention to another piece of goods, and possibly taking advantage of their desire for something a little better than they first thought of. I confess, however, it is a difficult problem in a retail business to sell to and hold the best wishes of "professional banterers," people who have no mercy. It is ten times worse in small towns where the furniture dealer is an undertaker. He has to retain the good will of everyone if possible, and salesmen in towns have more difficulty to act independently than where furniture only is sold. A plentiful supply of affability, tact and wisdom is his only salvation. A wise discretion must be used in extolling the merits of some goods with some people.

There are a few people who seem to be suspicious, especially if pressing them to buy some particular thing, they seem to go on David Harum's injunction, "Do unto others as others would do unto you—but do it first." A few words along this line ought to be sufficient and to put a salesman on his guard. In fact I have seen articles sold some people by pointing out the defects rather than the better qualities.

I have thought the competition of so many factories (which may now be removed since the combine) has had a good deal to do with low price goods being in demand. The cutting of the prices wholesale meant, of course, the cheapening of the goods and the cutting retail.

The public actually began to think if you asked fifteen dollars for a bedroom suite you were extorting, when they had read somewhere that one of the departmental stores in one of the cities only asked ten or twelve dollars for a bedroom suite. It is the business of a salesman in towns outside of these cities to explain that goods are sometimes different from that quoted, that freight has to be paid and other considerations such as the goods being seen before buying, etc.

Our business in a little town in Eastern Ontario has, on account of the lines we keep and our way of doing business, advanced until now we have sent goods clear to Toronto, into Montreal, Ottawa and other large places, and we only profess to do an ordinary retail business. How is this done? I think the explanation is this: Our stock is as good as any in the province, the salesman has had a lifetime experience and has been thoroughly posted practically in all lines of the trade, has seen the furniture of Canada, the States and Great Britain, and, of course, takes a pride in the arrangement of our store. Our stock is so arranged, in two large flats, that you can get around every piece. Every speck of dust is tabooed, the mirrors are kept bright and clean. Electric lights are plentiful. Our salesmen keep tidily dressed, and are requested to be particularly attentive to ladies, who are among our largest number of customers.

The windows are tastefully arranged. Once in a while with



A Talk About Our Trade Mark.

For years we have been making a superior class of cheap and medium furniture, and have thereby established a good reputation with the trade.

We wish this reputation to extend to the "Users," and with this purpose in view, it is our intention, later on, to have the Trade Mark attached to every piece of furniture we manufacture. Your customers will then know that we are the makers and that the goods are guaranteed by us. By and by we expect it to be quite a common occurrence to have your customers inquire for "Knechtel" furniture, and you should be able to command a somewhat better price.

At present we are forced to make furniture in about a dozen different premises and hence are unable to keep in as perfect touch as we would wish with the goods during the process of manufacture.

A good start has been made on our monster new factory, and some time in November the wheels will be running. We will then be operating three of the most modern and best equipped factories in the world, and everything will be thoroughly inspected and marked.

From the moment goods are turned out of our new factory at Hanover, they and those manufactured at Southampton and Walkerton will have our Trade Mark attached.

By the way, although orders are coming in pretty fast, and worry us a bit, we are managing to ship fairly prompt.

Give us more worry—our health is good.

THE KNECHTEL FURNITURE CO.,
LIMITED,
HANOVER, ONTARIO.

cheap goods, mostly, however, with the best. Windows are changed every Friday.

We invite, through the press, people to bring their friends when visiting, and often our salesmen make good sales to parties at a distance through this medium, and in some of the cases we have had, the very best goods we had were sold.

Thus it will be seen that while a salesman may have a natural gift for urging people to buy better goods, yet the proprietor must assist and uphold the salesman, and thus combined, customers will be led to choose the better.

A community educated in this way will be lifted to a higher plane of civilization, for the more refinement and culture found in our homes the higher a community will stand morally and socially. The furniture salesman doing his honest duty may so do it that in departing this life it can be said of him :

"Departing leaves behind him
Footprints in the sands of time."

he has done what he could for the comfort and happiness of many a home whose harmony has been preserved probably by the gentle insistence of the furniture salesman in urging a little better selection of furnishings in some particular lines.

One of the helps to selling better goods, in a small town particularly, is the knowledge that some people have of other people's affairs, and the idea that in the furnishings of their home they must outdo so and so in this line. So this healthy rivalry should not be at all discouraged by the salesman. If your customer wants to go a little better than his neighbor let the salesman be ready for him or her, (it is mostly ladies who

feel strongest on this point) and suit your goods to his wishes.

These honest aspirations of a customer trying to outdo his neighbor are alright. If done honestly it is what we all are trying to do, and I pity the man without such an ambition.

A good deal of tact will be required, a good deal of common sense must be exercised, and a good deal of common honesty and business integrity must be used to build up a successful, lasting, furniture business, and a good deal depends on how your salesmen succeed.

These are a few points which, in my opinion, I deem worthy of being followed by a man who wishes for success in this line. There are many other methods, but these few I have found to contribute largely to a successful business and to cause a business in a small country town to rank with many a large concern in our cities in the quality of goods sold.

HOME AGAIN.—Mr. Matthews, of the Matthews Bros., Limited, has just returned from a trip to United States.

NO LET UP.—The Griffin Couch Co. say there is no let up on the demand for their steel constructed couch. They are increasing their number of hands to help them out with the rush.

WRITE THEM.—A firm whose work has and is giving the utmost satisfaction in the States is that of the Hawton Engraving Co., Chicago. This firm make a specialty of furniture catalogue work and fine cuts of artistic design. Their address is 147 Fifth Avenue, Chicago, and they will be pleased to correspond with the Canadian Furniture trade on the subject of cuts and catalogues.

**HAVE YOU SEEN
OUR NEW LINE OF**

LAWN AND VERANDAH CHAIRS?

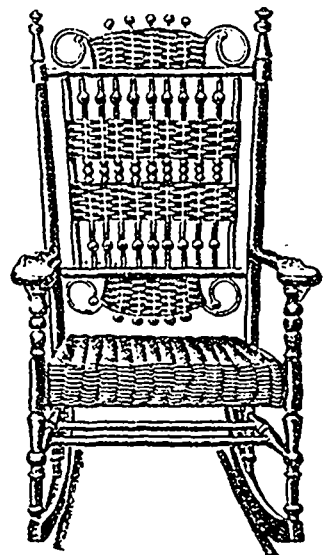


PATENT APPLIED FOR.

If not, drop us a card and we will mail you our new list. Also have you yet received a sample of our new

**RECLINING BABY
CARRIERS?**

They are good sellers, and we know of nothing better as a trade stimulant at this time of the year.



The GENDRON MFG. CO.,
TORONTO, CANADA. Limited.

HAMMACHER, SCHLEMMER & CO.,

CABINET
HARDWARE

BOLTS
AND
SCREWS

IF YOU EVER WANT

Stamped Brass or Steel Hardware, the little specialties here and there which are your own particular pattern or invention. Special formed goods made with simple or complicated dies.

LET US HELP YOU OUT.

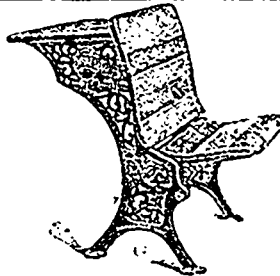
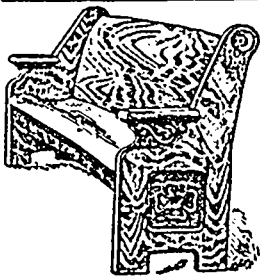
We are admirably equipped to turn out this class of work at a minimum cost, particularly where quantities are large enough to warrant it. Send along samples (always send 2 or 3 samples where possible) and

LET US TRY IT ANYWAY.

FACTORY
SUPPLIES

TOOLS FOR ALL TRADES

209 BOWERY, NEW YORK, U. S. A., SINCE 1848.



CHURCH FURNITURE, SCHOOL FURNITURE,
BANK, OFFICE AND STORE FITTINGS.

THE **GLOBE** FURNITURE CO., LIMITED.
MANUFACTURERS, - - WALKERVILLE, CANADA

**FINE BENT GLASS AND
FLAT GLASS FOR ART FURNITURE**

WHOLESALE
MIRROR MANUFACTURERS

British, German and Shock Plates.

Toronto Plate Glass Importing Co.,
TORONTO.

HAVE YOU TRIED

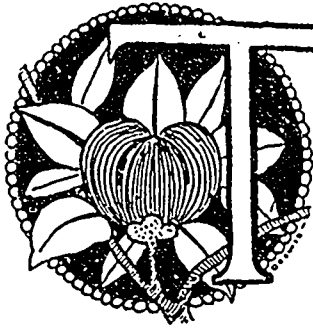
DOUBLE FACED SAND PAPER ?

SEND FOR SAMPLES AND PRICES.

RICE LEWIS & SON, LIMITED, - TORONTO.

Manufacturers' Notes

MANUFACTURERS NOTES.



Trade Conditions.—Trade has been very good, but is now slackening off as far as travellers are concerned, although factories are all busy turning out goods. Retailers throughout the country report a better movement in goods and freer money since the change in the weather. It is thought that the spring season will be rather better all around than usual, and as from the present outlook general conditions throughout the country appear hopeful the present year ought to be a very prosperous one for the furniture trade. Considerable interest is being taken in the forthcoming exposition across the line and many of our manufacturers are making ready to visit the furniture centres in quest of new ideas.

The Exposition Season.—From all accounts the coming exposition will be attended more largely than ever during the coming month. An opposition show has been started in New York, and already has secured a very large support. The trouble in connection with the regular exposition has had the effect of splitting the manufacturers in the Eastern States, and the two expositions are at it tooth and nail. At Grand Rapids and Chicago space has been more than taken up for some time past, and at both of these points unusually good displays are expected. A season or two ago the abolishing of these semi-annual affairs was talked of very largely. It would seem, however, that this has only helped to establish them, and they are now an assured fact. A proposition is on foot to hold a big furniture convention in Buffalo on August 28th and 29th. Between the furniture shows and the convention, furniture men may have plenty of running about this summer if they choose. It is just possible that this kind of thing may be over done.

Furniture Styles.—A persistent effort is made from time to time to maintain the popularity of black walnut. One of the most prominent Grand Rapids furniture concerns claims to have made quite a success of some lines of this material during the past season and it is said that the others are following. We have already discussed this subject at length in THE JOURNAL, and although the scarcity of black walnut may somewhat favor the maintenance of this furniture wood beyond a certain point the effect will be the opposite. So long as pleasing, attractive, bright woods are available it will be difficult to get people to appreciate black walnut on account

of its sombre appearance. However, in the country there will always be a demand for it in certain sections where people still regard it as the proper thing.

War in Bookcases.—The elastic bookcase people are having quite a time amongst themselves across the line. There has been bad blood between the Globe-Wernecke Co. and Fred. Macey Co. for some time past, the former having done considerable advertising, as well as entering eight infringement suits against the latter. Recently the Macey Co. have issued a writ for \$100,000 damages and a perpetual injunction against the Globe-Wernecke Co. It claims that it has broad patents dated 1895, 1899, and 1900, issued to Fred. Macey, covering both the sectional bookcases made by both firms, and alleges the only broad patent the Globe-Wernecke Co. has was issued to W. J. Marble in 1879, and that it expired in 1896, only minor patents having been secured since. On the other hand the plaintiff claims that the defendant company has been attempting to injure its business by circulating letters and papers among its customers and dealers; that the eight infringement suits brought by the Globe-Wernecke Co. against the Macey Co. last January were brought in bad faith, purely to injure the business of the defendant company.

L'Art Nouveau—The craze for *l'art nouveau* seems already to have reached a turning point, and people are very cautious in regard to pushing this style. It is one of those modes that have nothing permanent in their nature, and for ordinary trade people soon tire of it. It is said that an effort will be made at the forthcoming exposition to put new life into this style of furniture. Notwithstanding this it is believed that the people have tired of the fad, and are looking for something more substantial.

A Sea-Leveling Chair.—One of the latest inventions is a chair which is intended to obviate the disagreeableness incident to making a sea voyage, through sea sickness. Two Englishmen; H. J. Hitchens & A. Mayhew, of Leicester Square, London, have designed a self-leveling chair, which it is claimed will counteract the rolling and pitching of the boat in any direction. The method of suspension of the chair will maintain the seat in a horizontal position. In addition to this suitable screens are so arranged as to prevent the occupant from suffering the optical effect of motion at sea. The idea is also applied to berths on board the ship.

A Chair for Warm Weather.—A chair has recently been patented which is intended for use in warm weather. It consists of an arrangement of a set of bellows which are so made that they can be fitted underneath an ordinary spring rocking chair, together with an ice chamber and adjustable

THE COST OF THE VARNISH to finish a piece of Furniture is a very small item even when the very best is used.

THE COST IN LABOR to apply a cheap grade of varnish is often more than for a high grade varnish, and the result usually unsatisfactory.

AS THE FINISH has everything to do with the appearance and sale of a piece of Furniture, is it not **ECONOMY TO ALWAYS USE** the very best varnish you can get?

IMPERIAL XXX POLISHING VARNISH AND IMPERIAL CABINET COACH VARNISH are not cheap varnishes, but they are Good High-Grade Varnishes, and give lasting satisfaction, producing a finish that pleases not only the manufacturer but the jobber and buyer as well. Manufactured only by

THE IMPERIAL VARNISH AND COLOR CO., LIMITED, TORONTO, ONTARIO, CANADA.

discharge pipes. One portion of the bellows is secured to the under side of the seat, and the opposite end engages the frame in which the rockers rest, in order that the motion of the chair when being rocked may open and close the bellows to receive and discharge the air. In the lower portion of the bellows is a sliding drawer, which can be drawn out for the insertion of a cake of ice of any desired size, and the air circulates around this in entering the bellows, being then discharged through the nozzles attached to the ends of the arm-rests. These nozzles are adjustable so that the current of air may be directed toward any portion of the upper part of the body.

A SURE DEAL.—The purchase of the Berlin Furniture Co.'s assets by the Strathroy Furniture Co. is now confirmed.

FOR LONDON, ONT.—There are rumors of a furniture factory for London, Ont. No definite plans have matured as yet.

RUGS to match her gowns is the latest fancy of the English woman while on her travels. Many of the rugs are bound with suede kid.

IMPROVEMENTS.—Mr. D. A. McRae, furniture dealer, Main St., Vankleek Hill, has recently enlarged his store, and now has a most excellent furniture show room.

BLAZE AT AMHERST.—Fire did damage a few days ago to the extent of four thousand dollars value in the Rhodes-Curry Company's wood-working factory, at Amherst, N.S.

THEY ARE IN GUELPH.—A firm that holds a high reputation on upholstered goods in Morlock Bros., Guelph. Their goods are highly spoken of by the dealers that handle them.

FOR PLATING.—In a new process of plating, one metal is pounded by rotary heaters into the other, as copper into iron or steel, giving results claimed to be superior to those obtained by any other method.

HAND INJURED.—Mr. Thomas Dowling, son of Mr. R. Dowling, of the Dowling & Loughton Furniture Co., had three fingers on his right hand badly cut by the shaper recently. Mr. Tom will have to take a holiday for a time.

IN OSHAWA.—It is said that the Detroit Fence Co. has bought the Luke furniture factory, Oshawa, and will instal \$20,000 worth of machinery. No bonus was sought. At the start fifteen men will be employed.

SUICIDE AT RAT PORTAGE.—We learn with regret that Mr. Wm. Hargreaves, traveller for G. F. Stephens & Co., wholesale paints and oils, took his own life at Rat Portage, Ont., a short time ago. Mr. Hargreaves was well known in the West.

REMOVAL.—The business office of the Sieling Furniture Company, Walkerton, has been removed to Hanover, where it is now managed in conjunction with the business of the Knechtel Co. Walkerton citizens regret the removal of Mr. Muter who managed the Sieling office in their town most ably.

NEW DESKS.—We learn that the trade are clamoring for the new desks which are being produced by that old and reliable firm of Broadfoot & Box, who are now under the control of the Canada Furniture Manufacturers, Limited. We have no hesitation in bespeaking for them a great trade in the desk line. For many years this factory has enjoyed the reputation of making the best class of goods in the land and there is no doubt but what they will carry that reputation through the desk line and we feel that they may look forward to an immense trade when once their desks are ready for the market.

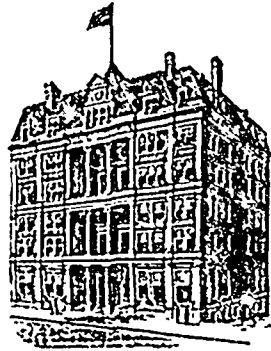
DEATH IN KEMPTVILLE.—George Reynolds, of the firm of Reynolds & Johnston, undertakers, Kemptville, is dead. Mr. Reynolds was born in the township of Augusta. In his early life he assisted his father on the farm, and in the meantime did some work for Noxon Bros., of Ingersoll. So prominent did he become in that firm, that, nine years ago, they made him bookkeeper and general factotum, which position he held until last fall when he embarked in the firm of Reynolds & Johnston, in the undertaking business. Mr. Reynolds' death is mourned in social as well as in furniture and undertaking trade circles.

SECOND-HAND MACHINERY FOR SALE. One 18 x 42 automatic engine; one 12 x 30 Laurie automatic engine; one 13 x 30 Brown automatic engine; one 11 x 14 Armington & Sims automatic engine; one 8" three side moulder (McGregor Gourlay); one 40" band re-saw (McGregor Gourlay); one universal woodworking machine; one set blind machinery. All above in good order ready for prompt shipment.—Address: Laurie Engine Co., 321 St. James Street, Montreal.

**MONTREAL
 CORRESPONDENCE.**

MONTREAL OFFICE:
 IMPERIAL BUILDING,
 107 ST. JAMES STREET.

A. B. PICKETT, *Representative.*



THE promising nature of crops and satisfactory condition of the dairying industry in the country surrounding Montreal has a healthy reaction on general business. The volume of trade is quite equal to that of last year for the same period, although it is between seasons and always a quiet time, notwithstanding that it is

expected the summer months are hard on wholesale houses. Business is comparatively small, but expenses go on just the same, and the large houses receiving fall and winter stocks have heavy bills not only for goods, but duty, freight, insurance charges, etc., and all at a time when no money is coming in. It is stated that remittances are only fair.

Mr. U. Taylor Bailey has just returned from a buying trip to New York. Much of Mr. Bailey's success is due to his excellent judgment in buying, and his patrons will doubtless receive at a later date the benefit of orders placed by him. The range of furniture coverings shown both in the warehouse and by the travellers are immense value and comprise as artistic a lot of goods as the furniture man could wish to see. One of the new fall lines that the Journalite happened to notice is a wide stripe with large floral design. The colorings are rich and blend most harmoniously on grounds of green, new green, blue and rose. Many of the regular lines are also shown in new designs.

In manufacturing enterprises especially, the value of long experience, together with intelligent observation, is generally recognized. Besides the direct value in the business, in the way of increased production, improved quality, etc., the knowledge which prevents recurrence of mistakes, and being led into adopting methods which look plausible, but end disastrously, is not the smallest factor in conducting a successful business. The firm of H. R. Ives & Co. commenced business in Montreal in 1859 as hardware manufacturers and founders, just 42 years ago. In 1872 they added the manufacture of iron bedsteads, importing from England skilled workmen and necessary plant. Their catalogue of 1871 and 1872 contains a very creditable line of these goods and is evidence of the truth of their claim of being pioneer manufacturers on this continent of this class of

goods. Some years ago they added the manufacture of brass bedsteads, and have enlarged their premises, increased their plant and strengthened their staff by bringing on most experienced and skillful workmen and superintendents. While the jury of the Paris Exhibition showed their appreciation by awarding a silver medal for their exhibit, a discriminating public endorses this by liberal patronage. See their advertisement.

A case of considerable interest to the trade decided by the Master in Chambers in Toronto recently was that of Phillips v. Malone & Robertson. The plaintiff is Mr. W. C. Phillips of the Cobban Mfg. Co., Toronto, and the defendants are Malone & Robertson, wholesale and retail picture and moulding dealers, Montreal. The case is the outcome of the purchase of the C. R. Phillips & Co. business by Malone & Robertson a couple of years ago. The plaintiff contends that defendants failed to live up to an existing agreement by refusing to accept and pay for certain pictures. The defence is that pictures refused did not form a part of the C. R. Phillips & Co. stock, and could not, therefore, be considered in the agreement. The amount involved is \$267, and the plaintiff entered a writ to have suit for the amount tried in Toronto. The Master in Chambers gave a lengthy judgment in favor of the defendants with costs to be paid by the plaintiff to the defendants. The point at issue is as to whether suit for the amount can legally be entered in Toronto

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BEST WORK LOW PRICES

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WRITE FOR SAMPLES

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FOUR HUNDRED PAGES.

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YOU NEED IT. YOU CAN GET IT.


Canadian Merchants' Review Edition.
54th YEAR.

**CANADIAN
ALMANAC.**



1901.

PRICE, . . . 35 CENTS.



The General Store Merchants' Journal. A paper brim full of information and trade news.
\$1.00 PER ANNUM.
33-34 LOMBARD STREET, TORONTO.

Size of Book 5 x 9 inches. 400 pages.

Between its stiff board covers are four hundred pages of information that should be in the hands of every patriotic Canadian—and all readers of the FURNITURE AND UPHOLSTERER are that. A few of the many good things it contains are: Full and Complete Astronomical Data for 1901; Complete Lists of Members of Canadian Parliament and Legislatures, with details of Election Returns; British Parliament, etc.; Forms of Government of the World, Values of Foreign Coins, Game and Fishery Laws, Municipalities and Officials, Courts and Officials, Clergymen, Doctors, Lawyers, etc.; Secret and Benevolent Societies, Canadian Trade Returns, Militia Statistics, South Africa Contingents, A Short History of Canada, Historical Diary for 1900, etc.

There are only a few left, but as long as they last you can have them for 10 CENTS EACH POSTPAID.

WRITE FOR CLOSE PRICES IN QUANTITIES.

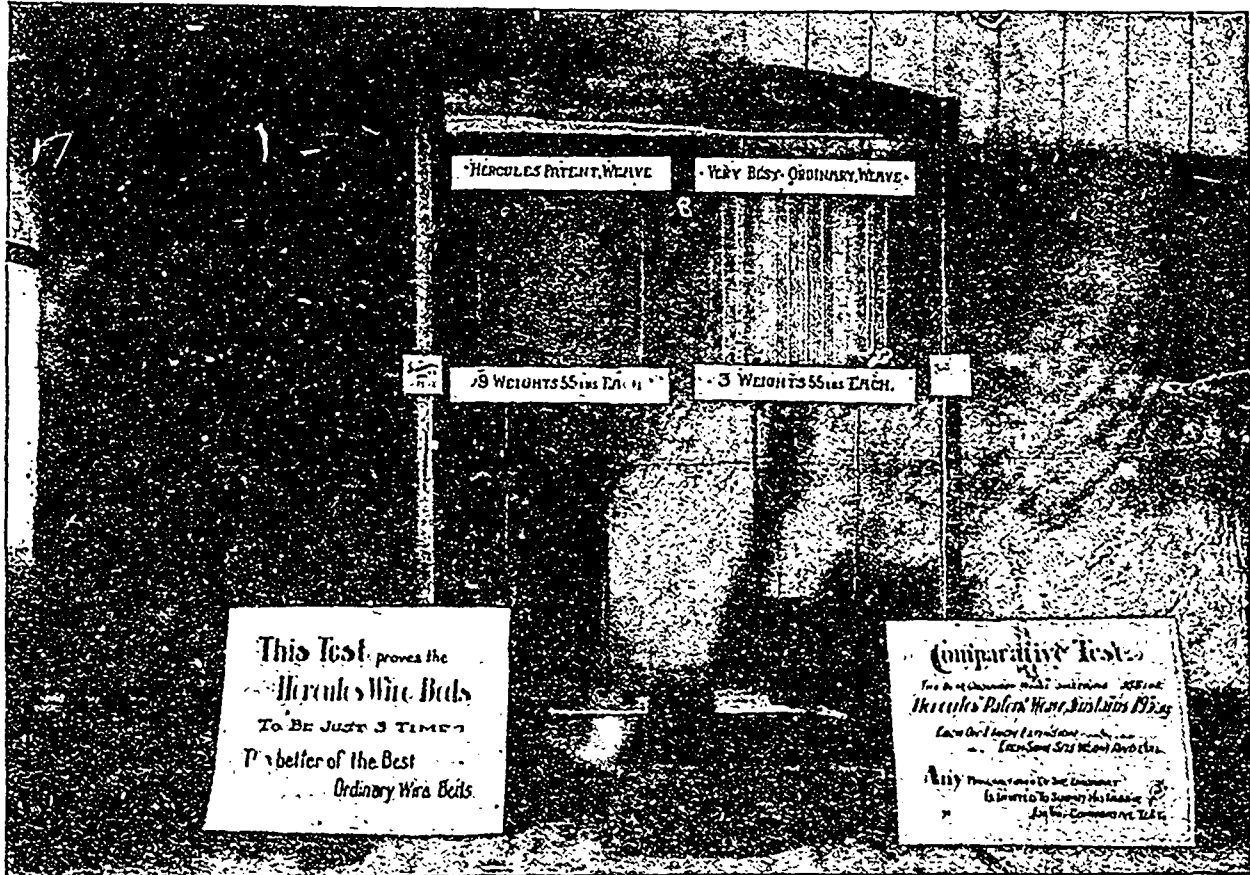
**The James Acton Publishing Co., Limited,
32 and 34 Lombard St., TORONTO.**

or Montreal. The judgment is considered an important one in legal circles, as decisions on such a point are very rare. Mr. Kerr, K.C., of Kerr, Bull & Rowell, handled the case for defendants, and Mr. Worell, K.C., looked after the interests of plaintiff.

We spoke in our last issue of inserting in this issue a photo of the test made and publicly exhibited in the window of a St. Catharine St. store of Hercules compared with the ordinary type of wire mattress, but the reflections upon the window from the opposite stores made it impossible to take a photograph. The test frame was removed from the window in order to get the photo from which the accompanying engraving is made.

between the Hercules and the ordinary than what the School of Science showed; it would have shown between six and seven to one in favor of Hercules. The greater the stretch on the Hercules beds the greater the resistance. No matter how great the stretch is on the ordinary beds, the resistance is not any greater owing to the way of weaving. This will show the wonderful difference through the simple method of interlacing the wires, and the fabric can be made to show a difference from three to seven points in favor of Hercules, according to the distance it is stretched.

It is stated that application has been made by Messrs. F. Lapointe, L. Charlebois, F. Guibord, A. Pare and R. Pauze, of Montreal, for letters-patent incorporating them under the



It may be pointed out that by a scientific test made by Professor Wright at the School of Practical Science in Toronto, the respective difference in strength of Hercules and ordinary fabric is five to one in favor of Hercules. The apparent discrepancy between three to one and five to one is caused by a much more severe test being made at the School of Science than it was possible to make by our system of weights.

In stretching a piece of fabric three feet long, one inch, it had not over one-third the strain in proportion to the length of a piece of ten inches. The length tested at the School of Science was ten inches stretched one inch; the length tested in Montreal was between two and three feet and stretched one inch. Had it been possible to have put weights enough on to make the stretch three inches instead of one inch in that length, it would have shown even a greater discrepancy

PHILADELPHIA.
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THE
**Mosaic Parquetting
 and Ceiling Co.**



WOOD CARPETS,
 BORDERS FOR RUGS,
 WAINSCOTING, Etc.

Sole Canadian Agents,
LEGENDRE & GUIMOND.
 CORRESPONDENCE SOLICITED.

Office
 246 St. James Street,
MONTREAL.

THE BETTER THE GRADE THE GREATER THE TRADE.

See all the new patterns just added to our line of FRAME MOULDINGS.

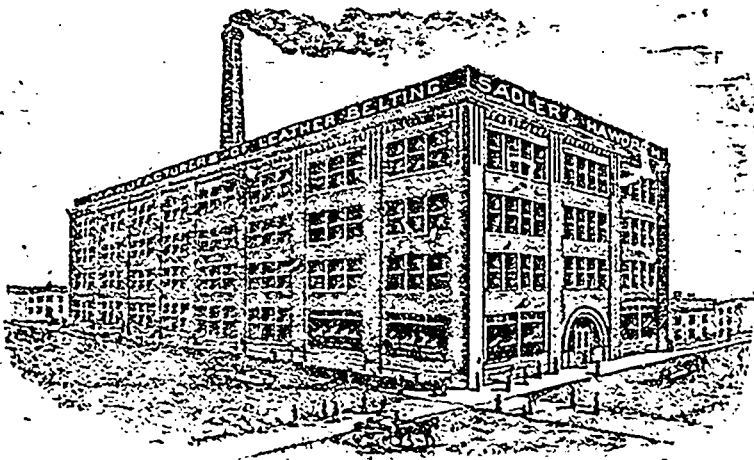
We will have what you want in Framed and Unframed Pictures, FRAMED NOVELTIES, Etc.

MATTHEWS BROS., Limited, 48-52 TEMPERANCE ST., TORONTO, CAN.

NOTE.—We have the best accounts in the business. Have we yours ???

name of the F. Lapointe Company, with a capital stock of \$190,000 to carry on a furniture manufacturing establishment.

The attention of furniture manufacturers is directed to the announcement of Sadler & Haworth on the front cover of this issue. The accompanying engraving shows their manufactory in Montreal, claimed to be the largest of the kind in Canada. In addition to this they have an extensive warehouse in Toronto and a tannery at Stanbridge East, Quebec. They tan all the hides entering into the manufacture of their belting, and are now putting into belting about three hundred sides per week. They carry complete stocks at both the Montreal and Toronto houses, including all sizes and weights.



They are making a specialty of belting for dynamo and wood working machinery, and this branch of their business has received and is receiving most careful supervision. In ordering belting it is advisable to state specifically where the belt is to run and the machine for which it is required. In this way the belting house can give better satisfaction in filling rush orders. Sadler & Haworth are now carrying in addition to their own manufacture a general line of rubber belting, rubber and leather packing, hose, etc.

The Alaska Feather & Down Co. report the season's mattress trade the largest in their history. They have been working a double staff since their fire on the 5th of May, and are still very far behind their orders. Their "health" mattress is a big seller. They are rebuilding their warehouse, and intend to limit the chances of a disastrous fire by dividing their warehouse into three separate sections. When this is completed they intend moving their head office to their works, and will only keep a sample room at their present city address, 301 St. James St. This firm has been having very hard luck of late, having had two disastrous fires within two

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OR
ALL

A MOST
complete line of
NOVELTIES
are just coming out
at specially
LOW PRICES.

THE ADAMSON MOULDING CO.,

33, 35, 37 Pearl Street, TORONTO.

years. But it evidently has not interfered with their growth or the popularity of their goods. They certainly deserve credit for having done more to create a demand for purer material in bedding than any other concern in Canada.

Money in Them

For energetic furniture dealers. Write us about your requirements in

**DINERS,
ODD CHAIRS,
HALL RACKS,
PARLOR FRAMES,
PARLOR TABLES.**

We are specialists in the manufacture of them. Our designs will win you customers with a minimum of effort. They not only win, they hold. Selected stock, best workmanship, unexcelled finish and right prices are the reasons.

Lippert & Co., Berlin.

Picture Frames and Mouldings.

PICTURE FRAMES, ETC.



leather Conditions Unfavorable.—The wet weather during April and May retarded business in pictures, frames, etc., as well as in so many other lines. The retail trade has had good reason to complain as very little shopping of any kind has been done. When it didn't rain it was cold and people did

not care to go out. June has been some better, but the weather is still very unsettled and unseasonable, and although trade has picked up considerably there is still room for improvement. A good many picture dealers in the cities and towns have been exhibiting suitable prints for summer resort cottages, but the sales as yet have been small.

The Largest Picture in the World.—The huge picture, eighty-seven feet long and sixteen feet high, that has for so many years hung on the wall of the Great Hall of Christ's Hospital, London, was removed a few days ago. It was painted by Antonio Vario between 1684 and 1690. It has not been removed for over seventy-five years. Charles Lamb and Coleridge, says the *London Mail*, must both have gazed with awe at its immense size and strange drawing, for Vario, like many another court painter, was a mighty poor artist. Its weight is two and a half tons and Keeper Carey proudly says, "it is the largest and heaviest picture in the world."

Photographs in Silk.—The latest idea in colored photography is a process by which a photograph is taken on silk. The process was developed in France, and the results are certainly very artistic. Besides portraits, old and modern paintings are reproduced upon silk to be used for sofa cushions, screens and interior decoration of every kind. Copies of engravings, etchings and photogravures may be made equally well. The process is an expensive one.

L'Art Nouveau.—The demand for such goods as come under the head of L'Art Nouveau might almost be termed a craze. A short time ago this particular style, if such term may be applied to what is apparently everything and anything, was confined to expensive lines, but it is fast being introduced into cheap goods which means of course that its life will not be a very long one. However, for the next few years the demand

will prevail at least and dealers cannot too early turn their attention to everything suggestive of the new art. Some dealers are as yet in the dark as to what is really meant by "L'Art Nouveau." We gave in our February issue a short paragraph on this in addition to which we might state that it is an Austrian creation, that of Dr. Wagner, a Viennese architect. Vines, leaves and flowers form the principal lines. As developed by Dr. Wagner, its motive lines were principally sinuous and complex curves parallel and intertwining in grotesque fashion. The Germans then took it up and developed many fanciful ideas, and latterly it has been adopted on this side of the water in every conceivable way. In mouldings it is confined to narrow widths, inch and less than an inch. The designs are rather limited as they have to be those that will mitre well, consequently cannot be too long drawn out.

Out of Town.—Country dealers are paying a great deal more attention to the black and brown picture mouldings that have been in use for the city trade for some little time. These take the place of polished oak and make very handsome substitutes. Gilt mouldings always have a certain demand and do not appear to have lost any of their popularity in country districts. Mats follow the ideas in frames and are dark. Carbons are still popular and likely to be the principal thing for the coming fall trade. Of course in the small towns there is always a demand for colored pictures of all kinds, but so far as the better class of trade is concerned the demand is largely for carbons.

Some Popular Things.—Duo tints are very much in demand. Cheap room mouldings in imitation oak are still selling well. The new tapestry mouldings are in good demand. They are for use with the tapestry papers so much the vogue at present. Some of the mouldings shown are such exact representations of the designs in the paper as to appear to be simply wood with a covering of tapestry paper. One of the newest and nobbiest things in the moulding line is the plate rail moulding. This is a three grooved moulding made for holding china plates, a form of decoration finding favor in some places just now.

Gilding a Frame.—"Skewing."—After your frame has been oiled and stood over night it is ready to be gilded. If the frame is a high back pattern, with a large plain, smooth back, to be gilded in comp gold, it is necessary that you make a "clinker." This tool usually consists of a piece of a cigar box, cut just a trifle shorter than the width of the schlag metal—about $5\frac{1}{2}$ inches is correct. Smooth one edge with nicely rounded edges and cover edge with a small piece of plush or velveteen, then whittle away the surplus wood, leaving only

enough to use as a handle. Now run your schlag metal of the frayed edges on two sides by laying your gilding knife over the edge firmly and drawing the schlag quickly towards you, much the same as you would tear a piece of paper with the aid of a sharp ruler. Now open your "metal" out upon your cushion and proceed to lay the smooth back of frame. It will be noticed that the metal is lapped in the schlag alternately, necessitating your taking a leaf off first from one side and then from the other. Hold your cushion in your left hand and clinker in your right hand, hold the clinker on the metal about an inch from the loose end, blow gently so as to raise the metal over the edge of clinker and at the same time draw the leaf of metal over the edge of cushion, then allow the loose end that hangs over edge of cushion to rest lightly on top edge of frame and smooth leaf down back of frame with clinker, using great care to lay it on as smooth as you can and avoid wrinkling the leaf as much as possible. After the back of frame is gilded, press down with cotton batting, using especial care to press the laps or joints down tight. After the back is laid and pressed down thoroughly, rub down with cotton batting until you remove all the surplus and loose metal and wrinkles. Always rub with the "laps." Care must be taken to have all parts covered with the leaf before rubbing down, as otherwise it will not stick. Now proceed to gild the front or ornamented part of frame. Proceed same as above, except that you must use your metal tip instead of the "clinker." When the ornaments are exceptionally deep and sharp, it is often necessary to lay it double. After you have frame all laid with the schlag metal, press down with cotton batting. Patch up all spaces not previously covered with leaf, then proceed to skew your frame, using the brushes described for the purpose in lesson No. 3. Always keep your skewing brush well waxed by rubbing ends of hairs over a lump of beeswax, as this prevents rubbing through the sharp edges, and always keep plenty of skewing under your brush. In skewing a frame, work your brush with a light rotary motion, to avoid cutting through edges of sharp ornaments. "Skewing" is the trade name for the scrap metal or offals, and is used to cover up or fill in such places as the leaf failed to reach in gliding. It is absolutely necessary to keep your skewing clean and free from dust, and as it becomes full of dirt and broken hairs after being used several times, it is best to occasionally run it through a sieve with a fine mesh.—*The Picture and Art Trade.*

ELEGANT DESIGNS.—The new designs put on the market by the Simpson factory of the Canada Furniture Manufacturers, Limited, are creating quite a sensation. The designs are really exquisite, and works of art, and will indeed help to beautify and adorn the homes into which they may enter.

SENTENCED IN GUELPH.—James McNeil and D. McGimsie, for stealing furniture from Burr Bros.' factory, Guelph, Ont., were sentenced on May 28th by Judge Chadwick, McNeil for one year in the Central Prison on two charges, reserving one charge for future good behaviour, and McGimsie for a month in the common jail. The leniency of the sentences was partly on account of the confession, saving the Crown from summoning witnesses. Reference was made in our last issue to the furniture stolen from the Burr Bros.' factory, now operated by Canada Furniture Manufacturers, Limited.

PAN-AMERICAN FURNITURE.—The furniture industry of Canada is to be well represented at the Pan-American exhibit after all. The Canada Furniture Manufacturers, Limited, applied to the Government for space, but were too late, all space having been allotted, and it looked as though this important part of our industry would not be represented. However, it is our pleasing duty to report that the Canadian Government offices, halls, sitting rooms, reception room, bedrooms, and all the official rooms are to be furnished most completely by the Canada Furniture Manufacturers, Limited. This is being done gratuitously on the part of the company, and will undoubtedly be much appreciated by Canada visitors. Handsome glass signs are hung in different parts of the Canadian building calling attention to the fact that the furnishings are the product of the Canadian Furniture Manufacturers, Limited. The bedsteads in the bedrooms were manufactured by H. R. Ives & Co., Limited, Montreal. Canadian visitors will naturally take an interest in their own building, and will feel much gratified at the manner they have been fitted up by the Canada Furniture Manufacturers, Limited.

Carpet Felt.

There is good business for furniture men in our special carpet felts at special prices. These are particulars:

Carpet felt, 34" wide, 16 ozs. to the yard, 53 yards to the roll, each yard stamped, per ton \$36.

Carpet felt, 36" wide, 20 ozs. to the yard, 53 yards to the roll, each yard stamped, per ton \$38.

Carpet felt, corrugated, 36" wide, 16 ozs. to the yard, 53 yards to the roll, each yard stamped, per ton \$40.

Letter orders always have very careful attention, and all goods are shipped promptly.

CANADA PAPER CO. Limited,
TORONTO AND MONTREAL.

Upholstered

Furniture.

They'll Come Back.

The casual customer is all right, but the regular one is the most profitable. Poor goods never make regular customers.

We want to make a regular customer of you; that's proved by our solid goods.

You can turn your casual into a regular customer. Our goods will help you.

MORLOCK BROS., Guelph, Ont.

Springs.

Mattresses.

BENT GLASS

FOR FINE FURNITURE, ETC.

LARGEST EXCLUSIVE
 GLASS BENDING WORKS IN THE WORLD.

ORIEL GLASS COMPANY, ST. LOUIS, MO., U.S.A.

EXPENSIVE LAUGHTER.

"Oh, yes, I used to appreciate the humor of the situation when a pedestrian fell down on an icy corner," said the promoter of trusts, with a weary smile, "but that was years ago, before I had come to realize that humor and business didn't mix very well. I was making my way along an icy street in Boston one day when a very stiff and dignified man just ahead of me suddenly came down with a crash. His heels flew up, his hat flew off, and he had such a look of surprise in his eyes that I leaned up against a lamp post and laughed till I cried. When the victim finally picked himself up and found that all his teeth were yet in their sockets, he stood before me and said:

"Sir, you seem to be amused about something."

"Yes, I am," I said.

"Is it about my fall?"

"Yes. You were going along, you know, and all at once—ha, ha, ha!"

"And all at once what happened?"

"Why, you slipped and clawed and yelled out, and then your toes shot up, and you played circus, and—ha, ha, ha!"

"Sir," said he as he turned away, "it may have been very funny but we shall meet again and see about it."

"Three years later, when I had the biggest kind of a deal on hand and needed only one more factory to complete it, I called at the proprietor's office to put on the finishing touches. He was a stranger to me, but I had only begun my story when he held up his hand and said:

"That will do. You were going along, you know, and all at once—ha, ha, ha!"

"I don't understand, sir."

"Why, you slipped and clawed and yelled, and your toes shot up, and played circus, and—ha, ha, ha."

"That was enough," continued the promoter. "I remembered him, and I also realized that he would never forgive me. I took up my hat and walked out, and when I had figured up I found that my laughter had cost me about \$40,000."—*Ex.*

How's BUSINESS.—Mr. Manchee, of the Toronto Bedding Co., Limited, reports business as highly satisfactory. This firm is showing some highly novel designs in beds, being a combination of brass furnishing on rich colors, in such as green and bronze brown. Their cosy corner couch still interests the trade, repeat orders coming in from many who have handled it.

SUPERIOR ENGRAVERS.—That first impressions are said to be the best and correct ones is amply verified in the appearance of a furniture catalogue. Poor engravings are about the dearest thing a man can buy. Better no catalogue at all, than a poor cheap looking affair. It is on the principle of the best being the cheapest that the Hawtin Engraving Co., of Chicago, go in only for the best, and the lasting work in the engraving that they produce. They have done and at the present time are doing a very considerable amount of work in Canada which they have succeeded in capturing through their excellent workmanship. The best way is to judge for yourself. Write The Hawtin Engraving Co., 147 to 153 Fifth Avenue, Chicago, for full information and specimens of their work.

BUSINESS RECORD.

Sam'l Flack, Swan Lake, Man., furn., sold out; F. Lapointe & Co., Montreal, Que., furn., applying for incorporation; A. Cameron & Co., Roland, Man., furn., burned out, no insurance; Jas. Muir, Port Elgin, Ont., furn., etc., succeeded by his son, J. W. Muir; Jas. Nelson, Vancouver, B.C., upholsterer, now Nelson & Farwig; W. R. Lefebvre, Waterloo, Ont., mfr. and retail furn., assigned, meeting of creditors; Berlin Furniture Co., Berlin, Ont., furn., sold to Strathroy Furniture Co.; Lehaise Bros., Ottawa, Ont., furn., registered proprietor dead, business continued by the estate; D. L. Goodfellow, Westport, Ont., undertaker and furn., admitted Alex. Blair, under style of Goodfellow & Blair.

THIRTY-SIXTH ANNIVERSARY.—We are pleased to note that the *Georgetown Herald*, a local of unusual merit, has recently celebrated its thirty-sixth birthday. The *Herald* is printed on excellent paper, contains wholesome reading, and is in many respects far above the average local newspaper.



**FURNITURE
 CARVINGS**

FOR YOU AND OTHERS.

We Want Your Trade.

SEND US YOUR PATTERNS AND
 SAVE MONEY ON
 CARVINGS.

Novelty Wood Works,
 Cor. 6th and Broadway, GRAND RAPIDS, MICH.

THE FIRST IN LONDON—The *London News* of recent issue says: Mr. James Kilgour of the Kilgour Furniture Co., has just received his location papers from Toronto, authorizing him to make application for 160 acres of free grant land re Fenian raid, 1866. At the time of the raid Mr. Kilgour lived in Cornwall, Eastern Ontario, situated on the banks of the St. Lawrence River. Mr. Kilgour served as a home guard during the month of March and afterwards was sworn in as a volunteer, and later on was promoted from the ranks to an officer of the staff, and was present at the arrest of the head Fenian sentries, some sixteen in all, who were made prisoners and confined in Cornwall jail till the raid was over. Lately Mr. Kilgour received his Fenian medal and is now entitled to the land grant of 160 acres of land." THE FURNITURE JOURNAL congratulates Mr. Kilgour upon the honors granted him.

FLOOR STAIN.—The owners of summer cottages will find an excellent plain staining fluid for floors in permanganate of potash, which may be used in a proportion of an ounce and a-half to a gallon of boiling water. The crystals cost only a few cents an ounce, making the stain among the cheapest that can be procured. As is well known, it is an excellent disinfectant, so its sanitary value is appreciable. The easiest way to apply the stain is to use a painter's flat brush, working with the grain of the wood. If after one coat the stain does not seem to be dark enough, a second may be applied. The floor should then be gone over with two or three coats of linseed oil rubbed in with a piece of flannel or chamois, and a final polish, if that be wanted, of beeswax and turpentine. The beeswax and

turpentine are mixed in the proportion of two ounces of the wax to four of the fluid, put in a covered vessel, and set where a slow heat will melt the wax. Stir the mixture smooth, and when cool it is ready for use.

SUMMER FURNITURE.—It seems to us that the American Rattan factory have struck it about right when putting on to the market that beautiful line of verandah chairs, settees, etc. We have no hesitation in saying that there is no finer line in Canada, and the manager of that factory has our congratulations. We understand that the new line of rattan goods which are being brought out by the above factory will be a surprise to the Canadian trade, for we learn the designs are elegant.

ALL BEY.—It is gratifying to note how busy the factories under the control of the Canada Furniture Manufacturers' Limited are. We learn from reliable authority that some of the representatives are asked to take their summer holidays now. On making further inquiries we are informed that some of the factories are overcrowded with orders. This indeed speaks volumes for the big company, and is an indication that their goods are up-to-date and their prices right.

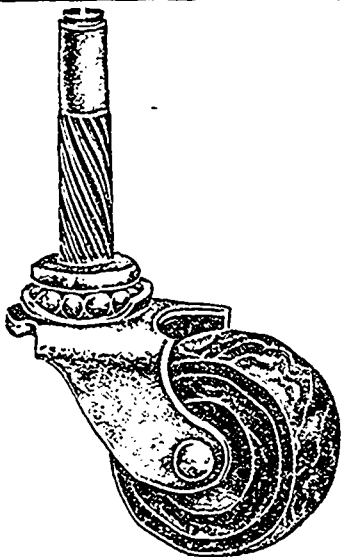
PROSPECTS FINE.—Mr. Rowland representative of the Gendron Mfg. Co., Limited, covering Manitoba and North-West Territories, gives good reports of the prospects of the Great West. Mr. Rowland has a thorough knowledge of this section of the country and says all that is necessary, is that there shall be a realization of even fifty per cent. of the present favorable conditions and things will be all right.

VARNISH



THE
CANADA
PAINT
COMPANY
LTD

JAPANS



HERE AT LAST.

TOLER'S STEEL HORN BALL BEARING DRIVE SCREW PHILADELPHIA CASTER.

Finest, Strongest and Easiest Working Caster on the market. Costs no more than the inferior kinds. Insist on having this Caster when placing your order for furniture. Write for sample and prices.

THE VOKES HARDWARE CO.,
TORONTO. LIMITED,

THE Undertaker's Gazette

Vol. VIII.

TORONTO, JUNE, 1901.

No. 6

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HOW CAN A SUCCESSFUL UNDERTAKING BUSINESS BE BUILT UP?

By J. B. MCINTYRE,
ST. CATHARINES, ONTARIO.

SECOND PRIZE.



IN opening your columns for the discussion of this subject, I trust it will have an educating influence on those engaged in this special line of business. With a view of assisting my brother funeral directors, I shall offer a few suggestions which, if acted upon under a well-defined economic system with a determination to make their business a success, will assist in building it up. We find new forms, new forces and movements about us in every trade and profession. If one desires to keep pace with others, lay out a plan of action, declare your principles and make all things work to that end. There being no prescribed rule to follow, one must have a foundation to build upon: honorable methods, sterling integrity, good character, true and genuine in all your dealings, polite and courteous, living a pure life, will merit the confidence and respect of the people of your community. Patronage, in a great majority of cases, comes from personal character and ability, which cannot be purchased at any price. This goes to show that much depends on the man after all. Still men go on from year to year making no effort to improve themselves, thinking not of how to build up their business, but of the returns they are likely to receive for their services and profits from sale of goods.

The undertaker is brought into contact with all classes, with all sorts of people with all sorts of prejudices and preconceived notions. One possessed of common sense and tact can, by judicious management, saying and doing the right thing in the very best way, convince his patrons, without giving offence, that there are better methods than those prescribed by old traditions and customs. The duties and responsibilities of the undertaker of to-day require the cultiva-

tion of the higher elements of our nature in all that is refining and elevating, opening up avenues of intellectual advancement and imparting the light of scientific thought. After all it is the busy, energetic, thoughtful man who succeeds. The duties performed are of a nature which requires scientific training. Embalming is now a distinctive feature in our work and clearly distinguishes us as public benefactors. By our scientific methods of caring for the dead we protect the living. To be successful in business a knowledge of funeral management as well as embalming is absolutely necessary. One owes it to himself to attain the highest degree of perfection in his calling. Methods may be advanced and theories given but they must be put into practice to be effective. Let us briefly discuss the mission we have to fulfill and the duties we are called upon to perform. The most important and delicate work any man can engage in we are entrusted with,—the tender care of the dead. In cases of bereavement the undertaker stands closer to the family than either the physician or clergyman, therefore secrecy and delicacy should be strictly observed. High moral principles will be your safeguard. Your decorum should be above reproach. Be a gentleman, quiet, dignified, untiring in your efforts to please your patrons. It is well to remember that at each funeral your actions are critically observed. Success often comes from the manner in which you do your work and satisfy your patrons, by personal attention and management, introducing new ideas, which will invite enquiry, having in view high ideals, moving along refined, cultured lines in funeral management, in sanitation and the science of embalming. No one need have any misgivings in building up the under-

Canicula

Simcoe, May 6th, 1901

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Yours very respectfully,
JOSEPH COATES,
Undertaker

Canicula Chemical Company,
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TORONTO.

taking business if he has the ability and qualification, as it will depend largely on management as a business man, as a funeral director, having executive ability and tact, a calm, cool head, with a warm heart, which will serve one in your delicate work in the last sad rites performed by the living for the dead. In presenting a few thoughts at this time it is with a view of benefiting those who desire to improve their business. I would suggest that you have some special feature about your place of business that will attract attention, but on no account display any of your goods or equipment in or about the front part of your establishment. Have your place of business conveniently arranged, well appointed and kept orderly. At all times have your appliances clean and ready for immediate use. Have your equipment bright and in good order. Discard obsolete ideas and devices and antiquated equipment, and add new up-to-date equipment as you can afford it. Develop new ideas peculiar to your own taste; bring forth new modes of procedure in the management of funerals; strive to worthily maintain the lead in controlling the best class of patronage; strike out on new lines; try to do your work a little better than anyone else could; furnish all materials of good quality; charge fair commercial prices and receive only that which is right and legitimate and honest for goods furnished and services rendered; study the wants of the people; educate them to use a high grade of goods by keeping an up-to-date choice stock to select from; conduct your business upon a system under principles that are adhered to; have one price and but one price for everybody; treat all alike; be courteous and prompt in all your dealings and appointments and give the best service possible. Personally study and plan every little detail before you put it into execution; you must adapt yourself to surrounding circumstances. Always be respectful in your conversation. Neglect nothing to render your establishment an exponent of progressive business methods. Keep in touch with the people by social intercourse. Compare notes with your brother undertakers,—remember changes are continually taking place. Communication of ideas broadens the mind, and creates a desire to improve your methods and surroundings. The writer has had exceptional opportunities of acquiring new ideas and knows the importance and value of them.

It is an easy matter to point out the successful man. He is the most energetic, active business man, displaying a capacity for work, building up a liberal and influential patronage by the prompt and efficient manner in which all services are rendered. It is only in the last twenty-five years that any apparent progress has been made in the custom of burial of the dead and this is wholly due to the refinement of this age and the energy put forth by the enterprising, progressive man who is striving to raise the occupation of the undertaker from a trade to the dignity of a profession by employing his spare time in education, by improving himself to the highest attainment of his ability. Is it not somewhat of a reflection on our intelligence that so many neglect the opportunities before them of gaining useful information and instruction in this age of progress and reason? By close application to one's business, buying only such goods as you can pay for, buy for cash and obtain the discount—"a penny

saved is a penny earned,"—promptness in all your dealings and appointments, honorable dealing and thorough integrity in all transactions, is a safe basis to build on.

THEORY VS. FACTS.—How much thought is wasted on theory, and how much precious time? The only theory worth a moment's consideration is that borne out by facts. Practice proves, and it is what practical workers in the world of practical business affairs want. There is absolutely no commercial value to a theory that cannot be put to practical every-day use. This holds good in the practice of embalming, as in electricity or any other business in life. Theoretically it is asserted that heating embalming fluids cause the blood in a body to coagulate, therefore interfering with the passage of the fluid through the capillaries. This is the theory advanced by a professor in an answer to a question on this subject and printed in the May issue of *The Casket*. As this question has a direct bearing on the practical usefulness of The Embalmers' Supply Company's latest invention for perfecting the embalming process,—"The Esco Fluid Heater,"—a number of prominent and practical embalmers have taken it upon themselves to reply and in no doubtful terms show by actual test cases how successful its use has been and what a boon it is to embalmers. Regarding its use, Henry M. Crippen, Secretary of the New York State Embalmers' Association, writes:—"The new 'Esco Fluid Heater' is perfect, and, as far as I can see, there is no chance for improvement. Regarding the opinion of the different professors on the advisability of heating fluid, would say that I would be the last one to enter into a discussion over this matter. We all have different opinions in regard to different modes of embalming, and none of us poor mortals are infallible. No matter what any professor says in regard to heating fluid, I still assert that the application of warm fluid, or even hot fluid, to the arterial circulation will not coagulate the blood, but, on the contrary, will penetrate to every part of the circulation, and allow the operator to remove the blood when every other plan has failed. Take fresh blood and mix it with warm fluid in a vessel, and the following is the result—the water or fluid is colored and there is no coagulation of the blood left. Blood itself has to be boiled some time before it solidifies, and the albumen that our learned professors say is coagulated in the blood if of such a small quantity compared to the serum, in addition to the fluid injected into a body, that it is impossible to coagulate blood by the injection of warm fluid. No doubt I will be declared egotistical in taking this stand in opposition to some of our best professors in embalming, but, having used fluid heated to a temperature of 110°, or even more, for the last four years, and having suggested the manufacture of this heater, tried and tested it, will say that the results of heated fluid are as claimed for it even while it may be proceeding against the teachings of some of our professors, who have not as yet discovered the advantages of hot fluid. Yet, if it is not a success, will some of the skeptical ones explain to me how it is that using this "unscientific" method for the last four years exclusively, has given me a reputation in the profession to which I can point with pride? Hot fluid, and plenty of it, is my motto, and it has made me a reputation that theory cannot wipe out. It will always be a pleasure to recommend the "Esco Fluid Heater" of The Embalmers' Supply Company, believing that the thinking embalmer will try for himself before believing someone who is interested in injuring a sale of competitor's goods. Henry M. Crippin, Ballston Spa., May 15th, 1901." The Westport concern is again first in the field with an invaluable aid to perfect embalming. To have the use of their new inventions and fluids cried down is a common experience, which has made their progress especially noticeable despite all jealous opposition.

POLISH FOR OAK.—Two ounces of beeswax (cut fine), 1-2 ounce of white wax. Cover with turpentine and let stand for twenty-four hours. Cut fine 1-2 ounce of Castile soap, and dissolve in 1-2 gill of boiling water. Add this to the mixture and shake until it is a creamy liquid.

SWELL GOODS.—The trade will be pleased to hear that they can secure Hargreaves beautiful colored pictures from the Cobban Manufacturing Co., Limited. The well-known firm of Hargreaves, Detroit, have a reputation for the finest colored platinnms in the trade. It will pay all picture handlers to see these goods of

Newspaper was the subject and here is the result : " I don't know how newspaper men came into this world. I don't think God does, for he hasn't got nuthin to say 'bout them and ' editors ' is not in the Bible. I think the editor is one of the missing links you hear about, and stayed in the bush until after the flood, and then came out and



which this enterprising Canadian firm has sole control. The Cobban Co. report a vigorous sale for their mouldings, which is a growing branch of their business largely owing to the continued novelties that they place on the market.

A LITTLE BOY was required to write an essay the other day. " Tho

wrote the thing up and has been here ever since. I don't think he ever dies, I never saw a dead un' never heard of one getting licked. Our paper is a mighty poor 'un the editor goes 'thout underclothes all winter, don't wear no socks and pa hasn't paid his subscription for five years."—*Ex.*

A PROFIT OF 150 PER CENT.

Does anything in your store yield that? Not very likely, but we can supply you with an article (in limited quantities) that does.

One hundred pictures of the late Queen and one hundred pictures of the King will cost you \$10.00. You can sell them at 25 cents a pair, making a clear profit of \$15.00, or in other words

ONE HUNDRED AND FIFTY PER CENT.



The Queen's picture is entirely in black, 14 x 21 in., a facsimile of her very latest photograph, as shown above.



The King's picture is a handsome colored plate, 18 x 24 in., showing King Edward VII. in his insignia. Just out.

Put them where your customers can see them; they'll want them. This is an offer that cannot stand, so hustle in your order.

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UNDERTAKERS' JOTTINGS.

MR. GEO. BRIMSTON, of the firm of Brimston & Stewart, Dawson City, has spent the past month in Toronto and other parts of Canada buying for his firm. He has visited many manufacturers, among whom are the Cobban Mfg. Co., Gold Medal Furniture Co., Menzie, Turner & Co.; John Macdonald & Co.; Canada Furniture Co., Eckardt Casket Co., and has selected house furnishings, upholstered goods, pictures and picture mouldings, etc., that will be a surprise to the people of the Yukon Territory, and will show them that they will be able to enjoy more of the comforts of life than they have been able to obtain in the past. He has made all his purchases from Canadian manufacturers, thus saving the heavy duty on American goods, and on this account will be able to sell them at from 25% to 50% less than the fancy prices that have been charged for this class of goods up to this time. He has also purchased a full stock of undertakers' supplies and embalming goods from the Eckardt Casket Co. Mr. Brimston was one of the first settlers in the Yukon District and has been largely interested in mines at Sulphur and Quartz Creeks, and still owns some claims in that section. He is now on his way home and expects to reach Dawson City in two or three weeks.

HE'D SOONER WALK.—At a funeral some time ago two old men, after a long discussion on the good qualities of the deceased, turned their conversation to the dilapidated appearance of the hearse which bore the remains of "poor Con Conway" to their last resting place. "Well, now, Mickey," said one to the other earnestly, "I wonder greatly at Biddy to put her husband in that ould hearse." "Aye, troth, you're right there, Pat," answered his companion absentmindedly. "Sure, I'd sooner walk than be seen going to my grave in that ould yoke."

AWAY ON VACATIONS.—Between now and the middle of August the travellers and heads of departments for the Eckardt Casket Co. will be away on their vacations. These vacations are allowed them every year.

Caskets, Coffins and Undertakers' Supplies,

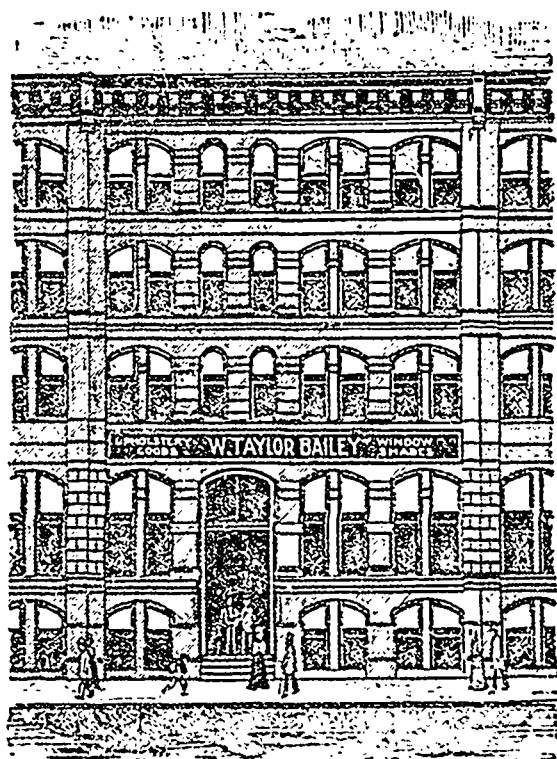
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 HARDWARE, LININGS AND ROBES,
 ALSO TRUNK AND VALISE MANUFACTURERS.**

Every facility for handling Maritime trade. Three expresses daily, both East and West. Ask to have one of our travellers call. Promptness in shipping a feature.

**Christie Bros. & Co.,
 AMHERST, N.S.**

FROM ACROSS THE WATER.—Mr. A. Robertson, of Carberry, Man., in recent correspondence with the FURNITURE JOURNAL, stated that when in Scotland last year he came across a copy of the FURNITURE JOURNAL AND UNDERTAKERS' GAZETTE. We are pleased to state that interest in our publication is becoming world wide. Its readers include members of the trade in Australia, Europe, the British Isles, and America. Mr. Robertson reports trade in the prairie province as excellent, and prospects good.

A RECORD BREAKER.—The Eckardt Casket Co. received an express order for a double extra mammoth casket recently which they made and shipped in something less than five hours. It was a large heavy case with heavy swell corners and heavy base, covered with fine black broadcloth, and trimmed throughout with satin rope beading. The weight of the body placed in the casket was 375 lbs. The despatch with which express orders are shipped by this concern is well known, as they have a reputation all over Canada for their prompt attention to these matters. Eight express orders were received in one day a short time since and all went forward by the first trains going to the several points.



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Upholstery Goods.

Our selection comprises the newest colorings and most taking designs. We have goods for all classes of trade.

Drapery Fabrics

That sell with the least persuasion and give satisfaction.

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The retailer can purchase these to sell at a good profit in high class, medium and cheap lines.

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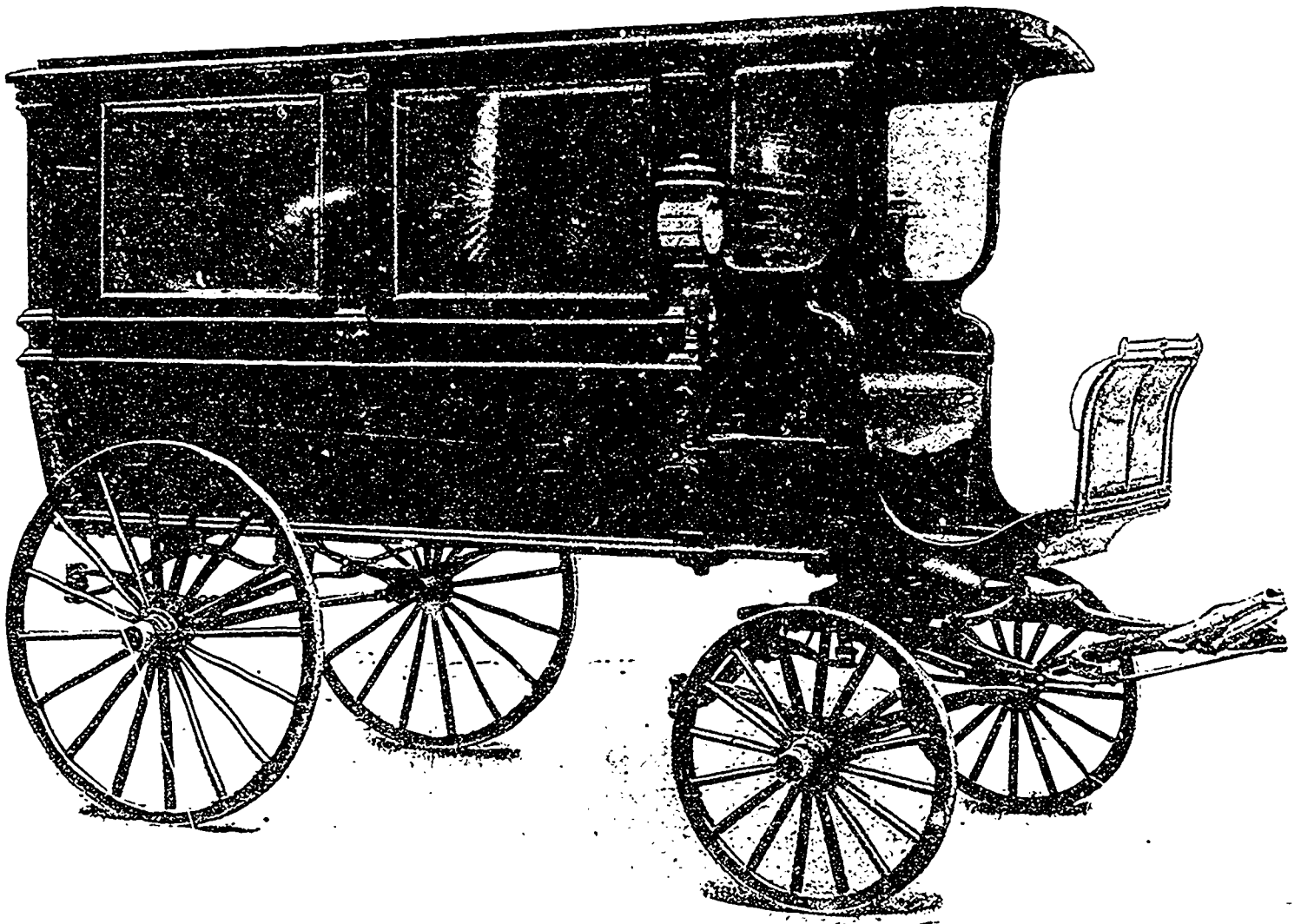
**27-29 Victoria Square,
 MONTREAL.**

FUNERAL REFORM.—The clergymen at Newcastle, Pa., propose a general and extended reform in the matter of funerals. First, they have decided that they shall be paid for delivering funeral sermons whenever they officiate at the funeral of any one not a contributor to the salary of the pastor in charge. Secondly, they have declared against long sermons and extensive eulogies. The Rev. Dr. Randolph and Rev. Earle Wilfley announced that they were opposed to the wearing of black at memorial services, and to exposing the face of a deceased person to satisfy morbid curiosity. Their views as to sombre colors are identical with the views of many. In this age the extensive wearing of crepe does not inspire respect for the dead, but is regarded as a mere matter of form. The clergymen also decided against Sunday funerals as being an interference with divine worship. What about private funerals? Are they not rapidly becoming the correct thing? An imposing pageant may be all right for a man who was a leader of men, but the ordinary individual desires only that the nearest relatives should follow the remains to God's acre. The Rev. Dr. Jordan struck home when he uttered the words "The press and the pulpit are the two great whitewashing agencies of the country, and I do not wish to

assist in this kalsomining process." Dr. Jordan meant when he used the word "kalsomining" that the clergyman when asked to preach a funeral sermon must in very many cases either refrain from speaking the truth or else offend relatives if he does. He is placed in an awkward position, and the whitewash brush aids him in getting out of his predicament. He speaks from personal experience, and has at last taken a stand and refuses longer to be a party to what another clergyman terms "petty pulpit deception."

THE Eckardt Casket Co. will be pleased to receive a call from any of the trade passing through Toronto, either going or returning from the Pan-American. Of course at the time of our own Exposition is on they expect to see everybody. Come and have a good time. There will probably be very low rates from Toronto to Buffalo at that time so that you can go to both the Toronto Exhibition and the Pan-American at the same time.

A MAN WANTED who understands the undertaking and furniture business, and would be willing to take reasonable wages, or \$500 to \$1000 interest in the business. Apply box 325, Furniture Journal.



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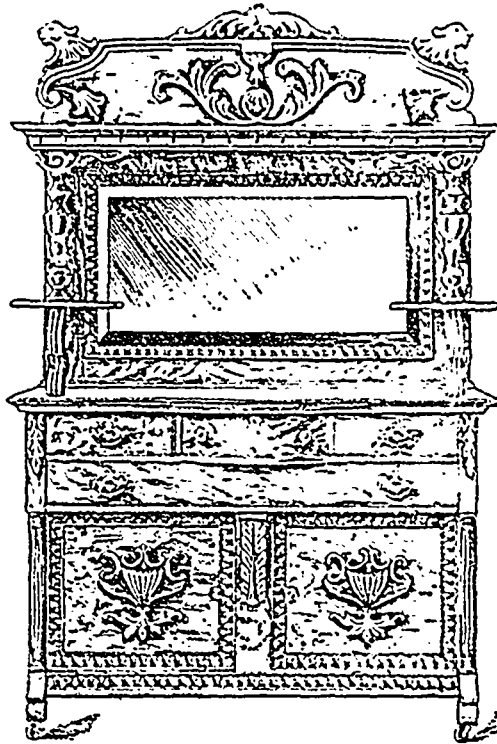
**THE EMBALMERS SUPPLY CO.
WESTPORT, CONN.**



VALET TO A CROW. "Tom" was the name given to a lordly young crow about whom Florence Morse Kingsley writes in *The Ladies' Home Journal* for June. Beauty was a snow-white pigeon of about the crow's age, with whom he was reared. "Just how it came about we never knew, but we soon discovered that Beauty regularly acted as maid-of-all-work to Tom. She fetched and carried morsels of food at his imperious command, and one of her unvarying duties was the preening of her master's feathers. Tom was very much of a dandy; his coal black plumage always appeared perfectly dressed and shining, but the arduous labor of his toilet was performed for him twice every day by the humble and affectionate pigeon. Our fine gentleman would come in from a roll in the dust or a dip in the fountain, and, seating himself upon a certain railing, utter a short, sharp call. Instantly Beauty would descend to his side and begin her task, fluttering anxiously from side to side as she worked, drawing each shining black feather carefully out to its full length in her pink bill; Tom, meanwhile, dozing luxuriously with closed eyes, after the manner of the complacent patron of a skillful barber. If Beauty unfortunately pulled a feather too hard a squawk and a sudden peck informed her of her mistake."

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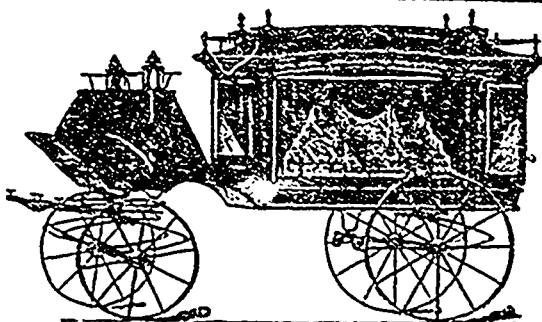
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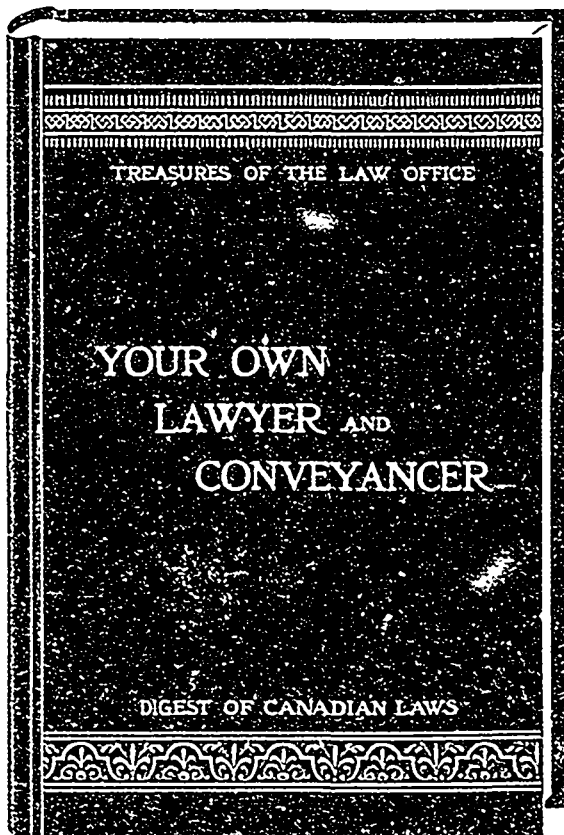
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By getting a special edition we are able to offer it to subscribers of the FURNITURE JOURNAL for One Dollar. Only a limited number of copies. Send at once.

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The above cut shows the smoking room of the Eckardt Casket Co., in which are several members of the profession in different parts of the country; also the watchman with his dogs, and others connected with the firm. The smoking room is appropriately furnished throughout. It is situated in the rear of the offices and opens out on to a spacious balcony which is surrounded by flowers.

Next month we will give cut of his balcony, which is looking exceedingly pretty at the present time. Mr. Eckardt and his family are photographed on same.

Take a good look through our catalogue and see the great variety of staples and sundries that we can supply, which will interest you and save money for you.

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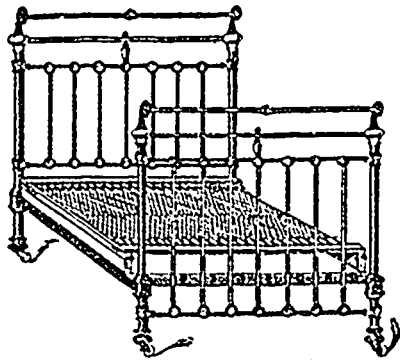
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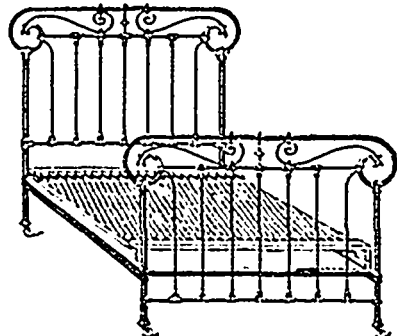
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No. 335.



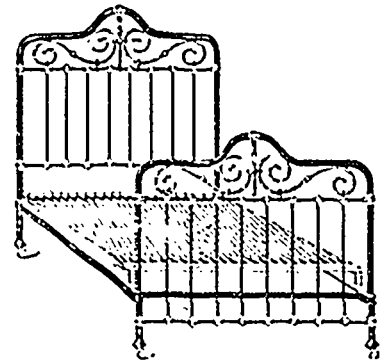
No. 565 like above, 575 all brass in centre.



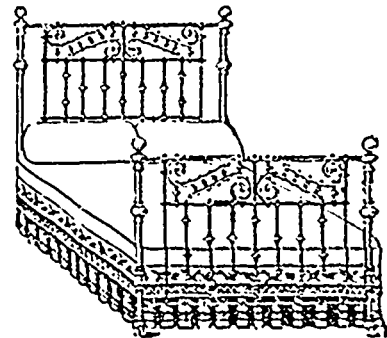
We show in this number of the "Furniture Journal," six additional cuts of our new goods this year. We are having excellent success with these new designs.

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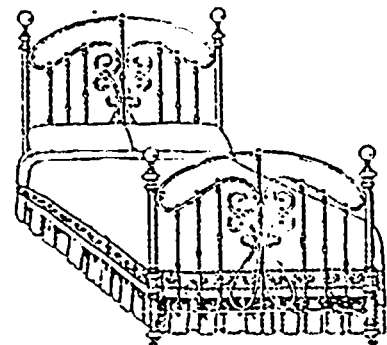
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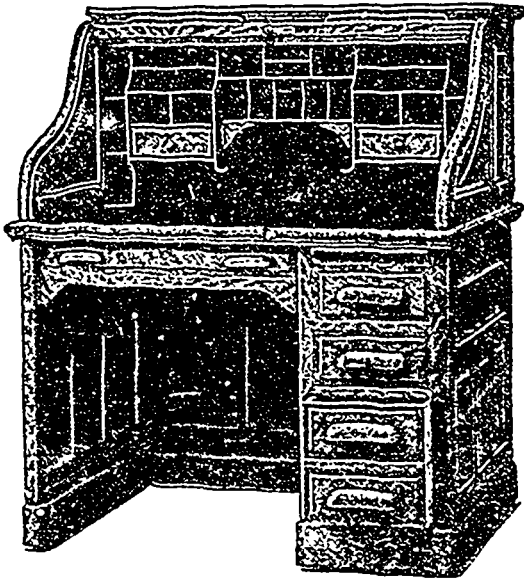
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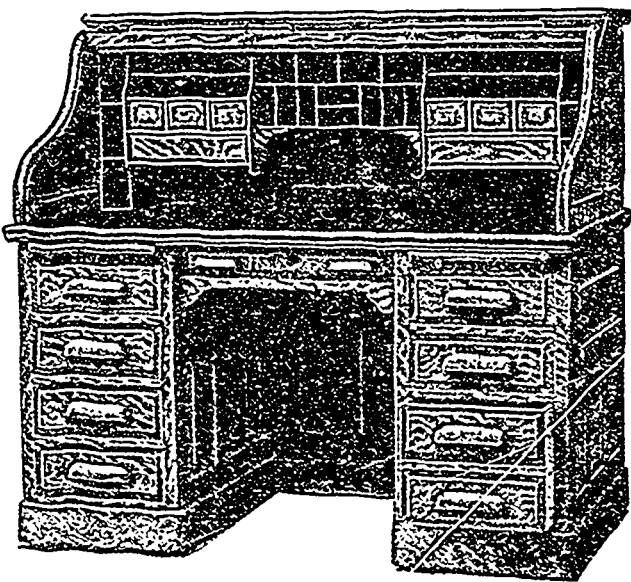
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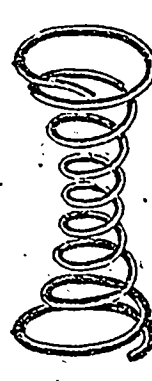
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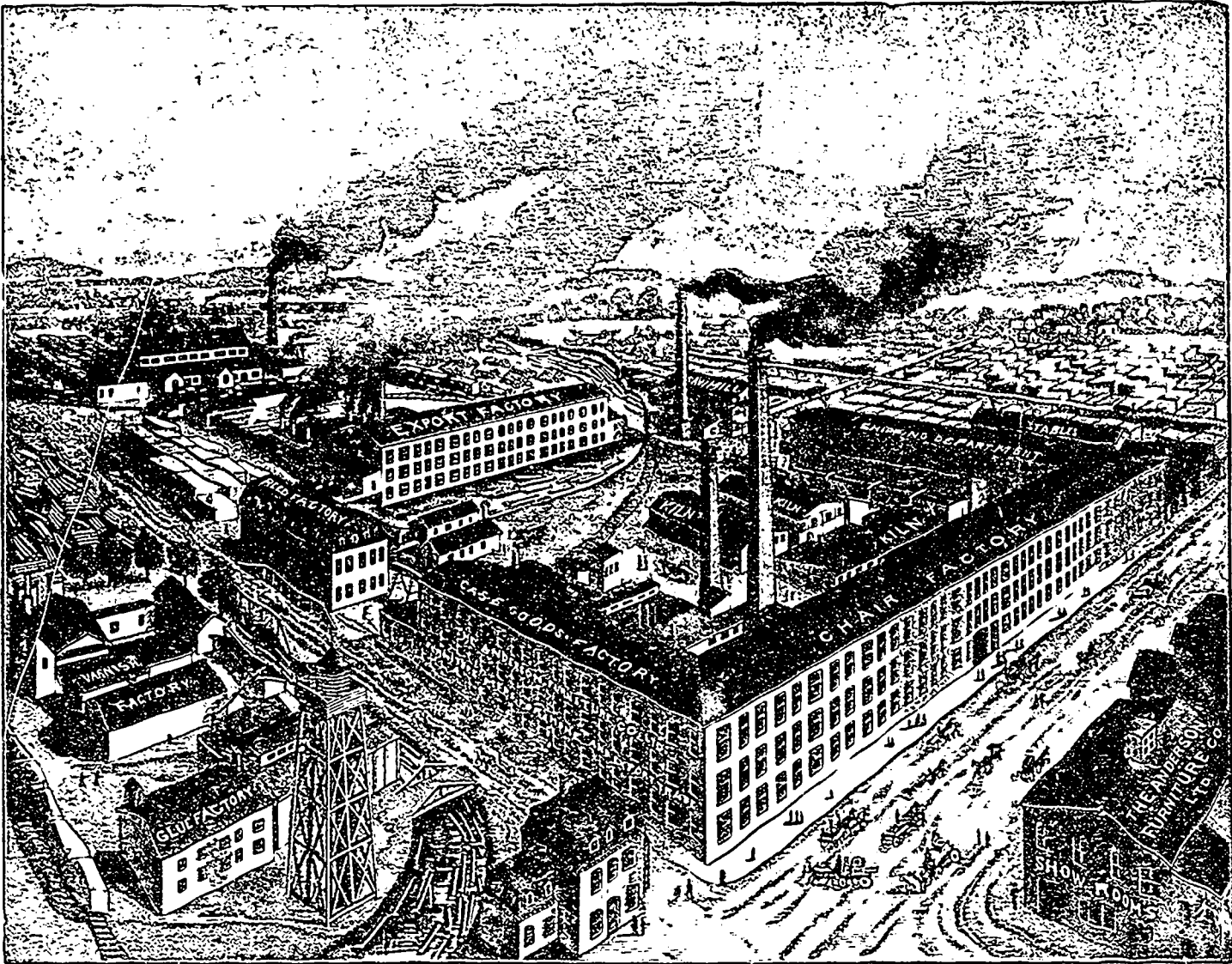
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