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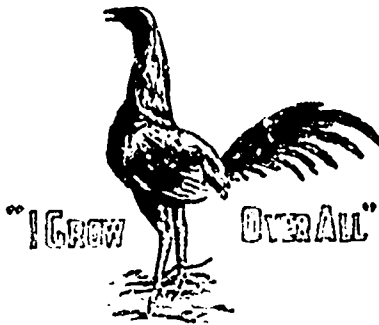
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# THE DRY GOODS REVIEW

CANADA

NOTICE  
PLEASE TAKE NOTICE  
THAT THE DRY GOODS REVIEW  
HAS A LARGE CIRCULATION  
IN BOTH CANADA  
AND THE UNITED STATES  
AND IS THE MOST  
COMPLETELY  
RELIABLE SOURCE OF  
INFORMATION  
ON THE LATEST  
TRENDS IN  
DRESSING





# KLONDYKE PILGRIMS.

When they are going to Klondyke, sell them "Rooster Brand"

*Rubberized Duck Coats*  
*Rubberized Duck Pants*  
*Extra Heavy Riveted Overalls*  
*Extra Heavy Top Shirts*  
Etc., Etc.

The Klondyke fever—the yellow gold,  
Makes men brave famine, drouth and cold,  
But none of the Pilgrims to Klondyke land  
Will suffer, if clothed in the "**Rooster Brand.**"

Our all-wool **Shirts**, our **Pants** and **Jacket**  
Of **Rubberized Duck** will stand the racket.  
With our **Mackinaw Garments**, they'll never have chills  
Whether down in the gulch or crossing the hills.

When the Pilgrims arrive at the longed-for spot,  
And "Rooster Brand" **Overalls** never forgot,  
They don these duds and a working shirt,  
They'll pan out plenty of golden dirt.

When loaded down with the Klondyke metal  
They homeward journey to wed and settle  
In this our beloved Canadian land  
They'll still want plenty of "Rooster Brand."

Then **Shirts** of fabrics soft and rare  
And immaculate **White Duck Pants** they'll wear,  
And when doing the avenue making a mash  
They'll look "up to date" in our **Suits of Crash.**

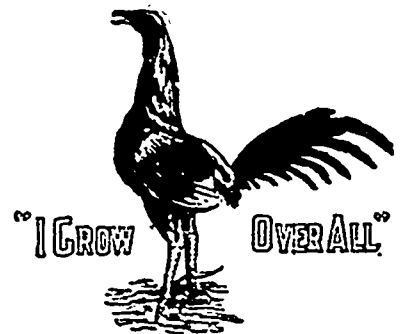
And like all men who have made their "strike,"  
They'll surely feel anxious to ride a Bike;  
The "Rooster Brand" **Bicycle Suit** genteel  
Makes a man look handsome who rides a wheel.

And the merchants will wallow in gold and land,  
If they keep well assorted with "Rooster Brand,"  
They can fit out the Pilgrims to Klondyke fair,  
And supply the returning Millionaire.

## Robert C. Wilkins

Manufacturer Shirts and  
Clothing Specialties

Montreal



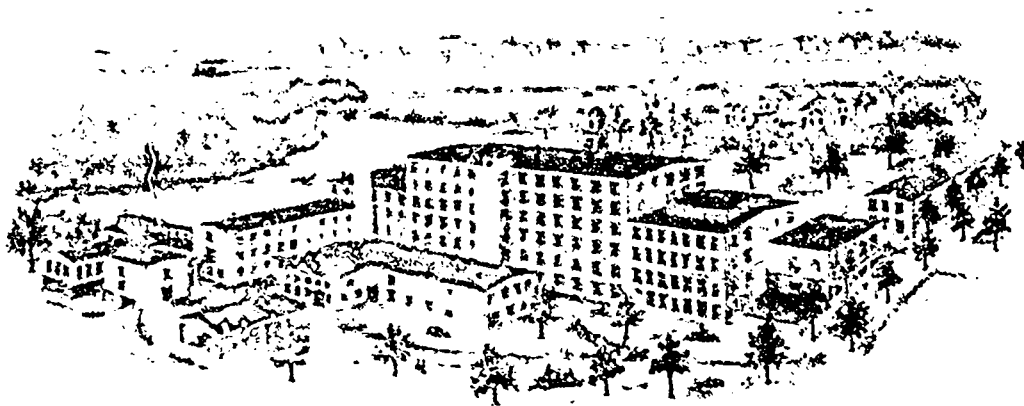
When they return from Klondyke,  
sell them "Rooster Brand"

*White Duck Pants*  
*Crash Suits*  
*Bicycle Suits*  
*Elegant Neglige Shirts*  
Etc., Etc.





# NOT MADE OF COTTON



All-Wool  
Tweeds and  
Worsted.

Indigo Dyed  
Serges.

**W**E MAKE woolen goods. When we say "woolen" we mean all-wool---not one-half or three-fourths cotton. All-wool goods are warmer, better looking, better wearing and nicer in every way than the other. We use no cotton whatever.

\* \* \* \* \*

There is a growing demand for reliable Canadian made cloths, simply because a good article is being produced. Is it not absurd for the Canadian tailoring trade to keep buying foreign stuff when something quite as good in every respect is made in Canada and can be bought much cheaper? Give us the price paid for the imported goods, and we will give you better value. We can do this because we have every facility---skilled workmen, modern machinery, and a complete equipment in every branch.

\* \* \* \* \*

We have an excellent variety of nice new patterns (designed by our own staff) distributed through the wholesale trade for Spring. Get your supply houses to show you our patterns and we feel sure you will be pleased with them. If they have not got any of our patterns, we can direct you where you may see them.

\* \* \* \* \*

We make to order in quantities, and sell to the wholesale trade only.

**ROSAMOND WOOLEN CO.,**

**ALMONTE,**  
CANADA

## READ THIS ADVERTISEMENT

and it will remind you that the Tweed, Serge, President, Beaver and Chinchilla Cloths manufactured at the

# Brodie Mills, Hespeler,

are the best value offered in the Canadian market to-day. If you require a few pieces for sorting up orders, we shall be glad to have you send in at once. Watch for our Samples for Spring, 1898. We are preparing a fine range of patterns. They will be interesting. Ask your wholesale dealer about them.

WHOLESALE TRADE ONLY.

MILLICHAMP, COYLE & CO., Selling Agents, HALIFAX, MONTREAL, TORONTO  
VICTORIA



Before you leave for the Klondike buy a Sleeping bag. It covers you from head to foot, and keeps out the cold and wet. They are strong, well-made, waterproof, and roll up into small space. Extra clothing can be packed in them.

Old Miners and Prospectors who have used Sleeping Bags would not think of doing without one.

Prices range from \$6.50 to \$15.00, depending upon material and quality, but all are wind and waterproof.

Samples may be seen with

# Millichamp, Coyle & Co.

43 Bay Street, TORONTO, Ont.

EVERYTHING IN 

TABLE OIL-CLOTH ❄ ❄

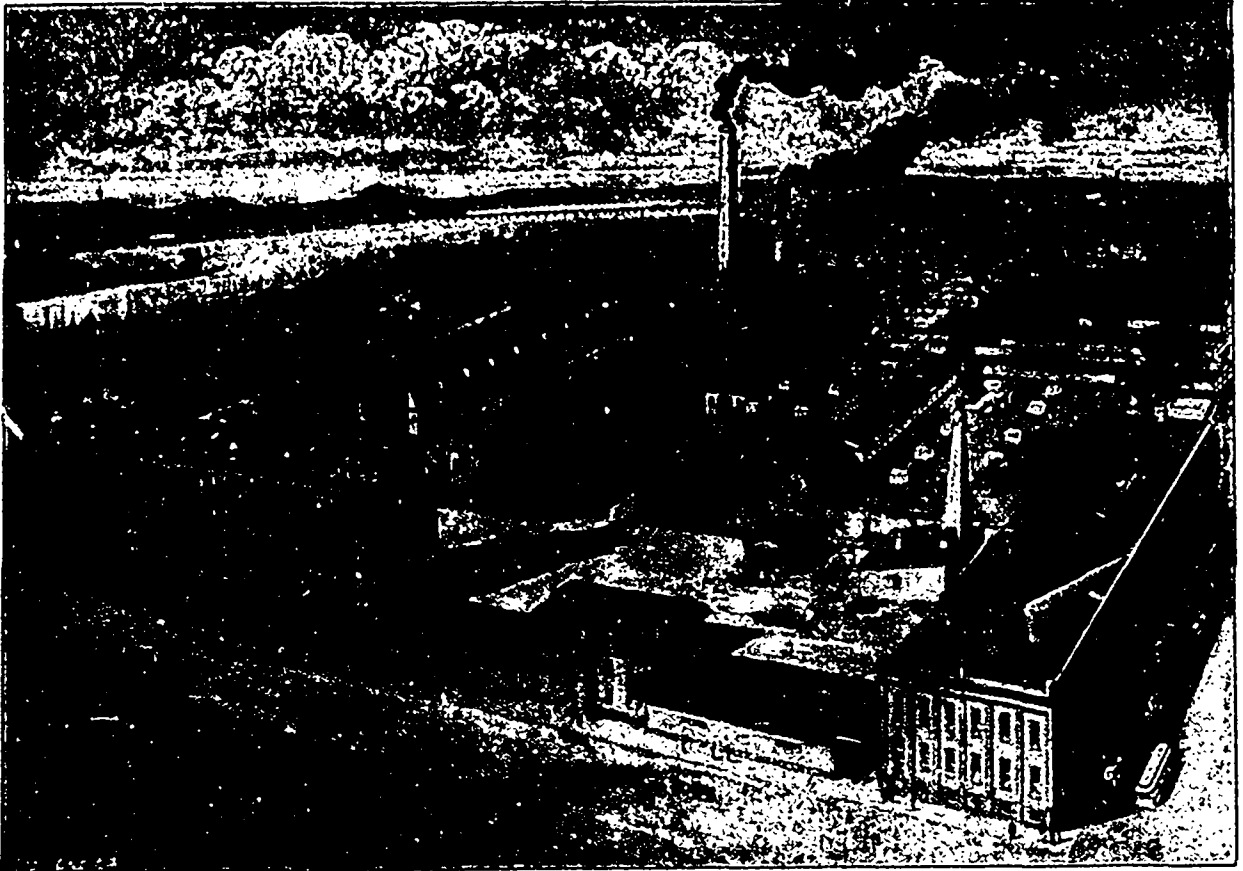
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ALL WIDTHS      ALL QUALITIES      NEW DESIGNS

ALL THE LATEST COLORINGS

Samples are carried by Travellers of all Wholesale Dry Goods Houses in Canada.

## The Dominion Oil-Cloth Co.

TORONTO ❄ MONTREAL

(Established 1889.)



**Jos. Williams & Co.**

**GLENWILLIAMS  
ONT.**

WOOLLEN,  
WORSTED  
and CASHMERE

# HOSIERY

Don't forget that we show the best values made in Canada. No shoddy is used in our goods; our reputation sells them. . . . .

MITTS . . . . .  
BICYCLE HOSE and  
SWEATERS, ETC.

Our representative will call on you.

**WELLINGTON  
CARPET CO.** ← **Guelph  
Ont.**

MANUFACTURERS OF

## Wool and Union Carpets

2 and 3 Ply, Latest Designs

Also Dealers in **HOSIERY** of all descriptions

**FULL-FASHIONED UNDERWEAR  
OR UNDERCLOTHING**

Yarns, Fingering and Saxony Wools, etc.

Travellers are now on the road. Mail orders receive prompt attention.

## GUELPH WOOLLEN MILLS CO.

LIMITED.

Manufacturers of

**GUELPH, ONT.**

**Fingering, Wheeling, Saxony, and Knitters'**

**Yarns of all descriptions.** . . . . .

Also Scotch Full-Fashioned Underwear of all sorts, viz., Ladies' and Gentlemen's Vests, Shirts and Drawers, Boys' and Girls' Shirts and Drawers, and Combination Suits in all sizes.

Hose and Half-Hose, ribbed and plain, sizes 4½-in. to 12-in. feet. Bicycle, Hockey, and Club Stockings, any color or pattern.

**SPECIAL.**—Klondyke Heavy Ribbed Shirts and Drawers; Yukon and Klondyke Sweaters, Worsted and Wool, any weight from 1-lb. to 2½-lbs. each.

Selling **DONALD FRASER** - - Montreal  
Agents: **E. H. WALSH & CO.** - Toronto

## THE CORNWALL MFG. CO.

Cornwall, Ont.

### OUR SPECIALTIES

**Friezes  
Box Cloths  
Canadian Homespuns  
Extra Super White Blankets**

The above lines are all guaranteed to give thorough satisfaction both to the retailer and consumer. . . . .

**GEO. S. PLOW** - Agent  
Montreal and Toronto



H. H. BURROWS.

1898

# CARPETS

Wool and Union Carpets and Art Squares  
in various sizes, new designs and colorings.

**RUGS AND MATS  
CHILDREN'S CARRIAGE ROBES**

Travellers now on the road.

## Royal Carpet Co.

GUELPH, ONT.

# A Good Story

is told of a boy who, on being asked to illustrate the meaning of responsibility, replied that if one half of his braces gave way all the responsibility would rest on the other half. Wear **Matthews, Towers & Co.'s Hand-Sewn Reliable Braces**, with patent cast-off buckle, and run no such risk.

## MATTHEWS, TOWERS & CO.

73 St. Peter Street

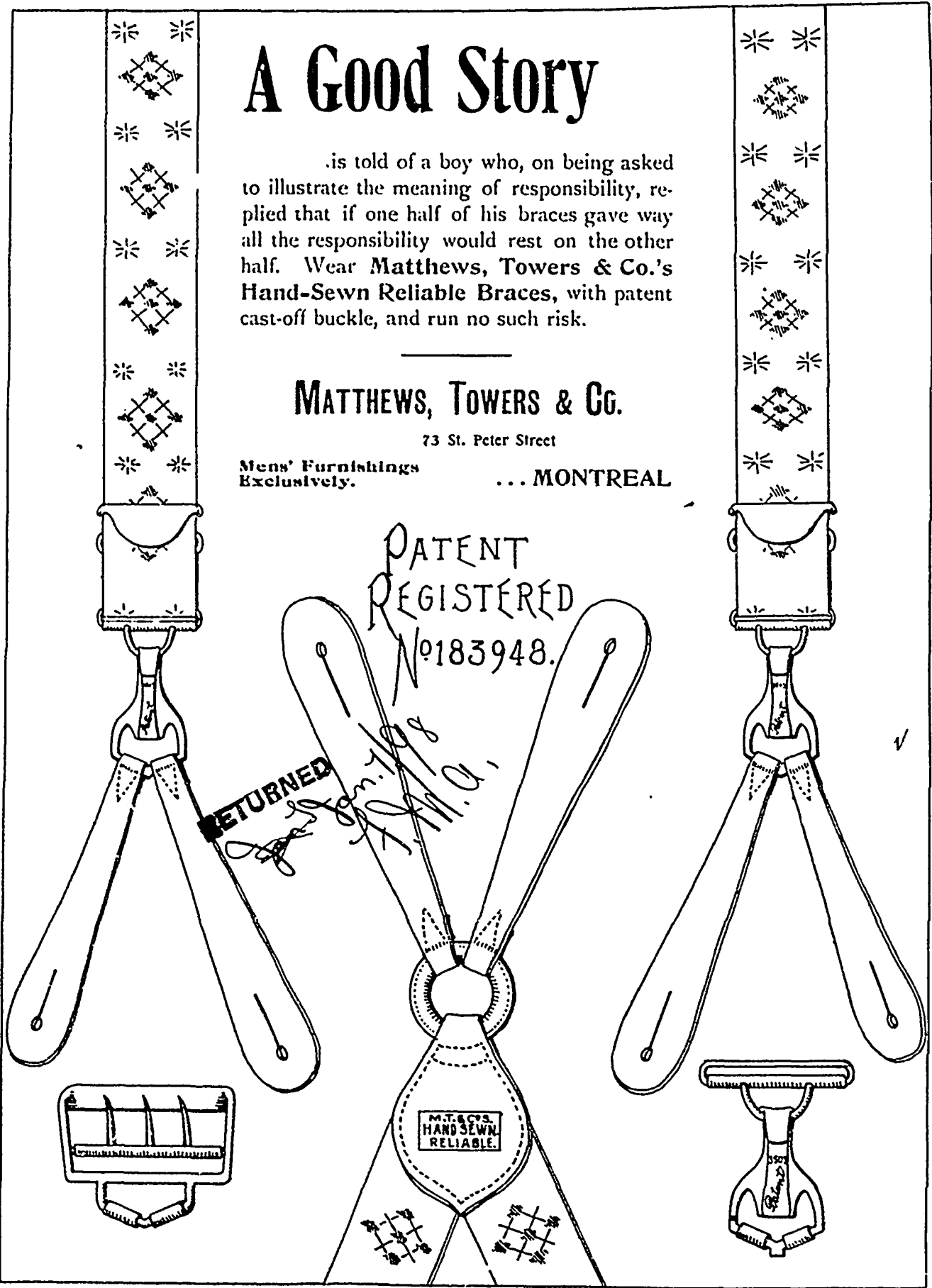
Mens' Furnishings  
Exclusively.

... MONTREAL

PATENT  
REGISTERED  
No 183948.

**RETURNED**  
*Jan 1908*  
*M.A.*

M.T. & CO'S.  
HAND SEWN.  
RELIABLE.



OUR NEW



"ORDINARY WEAR"

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"STORM COLLAR ADJUSTED"

RETURNED  
Jan 7/98  
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F.M.A.

"SANITARY BAND"

Patent applied for.

SHIRTS

Patent applied for.

Are Made to Keep Out Cold and Snow

SPECIAL FEATURES:

Sanitary Band encircling inside of shirt at waist, a sure preventative of colds and other ailments;  
Double Wrist Band; Storm Collar; Double-Breasted Front; Patent Removable Buttons.

Manufactured by . . .

Our Woven Labels  on Every Shirt.

TOOKE BROTHERS,

Montreal

# EVEN IN CHINA

The women appreciate and ask for

## HERMSDORF

Dyed Hosiery

AND  
RECOGNIZE  
IT BY  
THIS  
SIGNATURE



The same is true of every country where hosiery is worn. People know and appreciate Hermsdorf dyed hosiery and merchants find it to their advantage to sell it.

If stocks well bought are half sold—and that's so—then hosiery and gloves stamped *Louis Hermsdorf Dyer* are lines you can't afford to be without. They are easy to get if you only insist—we mean the fast black hosiery and gloves bearing this stamp: *Louis Hermsdorf Dyer*

### AMERICAN BUREAU, LOUIS HERMSDORF,

70-80 Walker Street, New York.

# THE ACHIEVEMENT OF THE CENTURY . . . .



A Perfect Dress Edge and Incomparable Skirt Protector.

## Outwears the Skirt

Always used by the best dressmakers because of the perfect finish it gives the dress.



## A CABINET

given free with first purchase of 12 spools or 3 gross, any shades desired. . .

“STEWART’S,” the only genuine. Take no other.

WHOLESALE TRADE ONLY.

# BAKER & BROWN

260 St. James Street

Montreal, Que.



**IF THE MAN** on the front cover of this journal

**WILL SEW HIS PANTS WITH**

# Finlayson's Linen Threads

Those same old pants will last forever.

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When buying linen thread, order Finlayson's.  
It is uniform, smooth, strong, and the best.

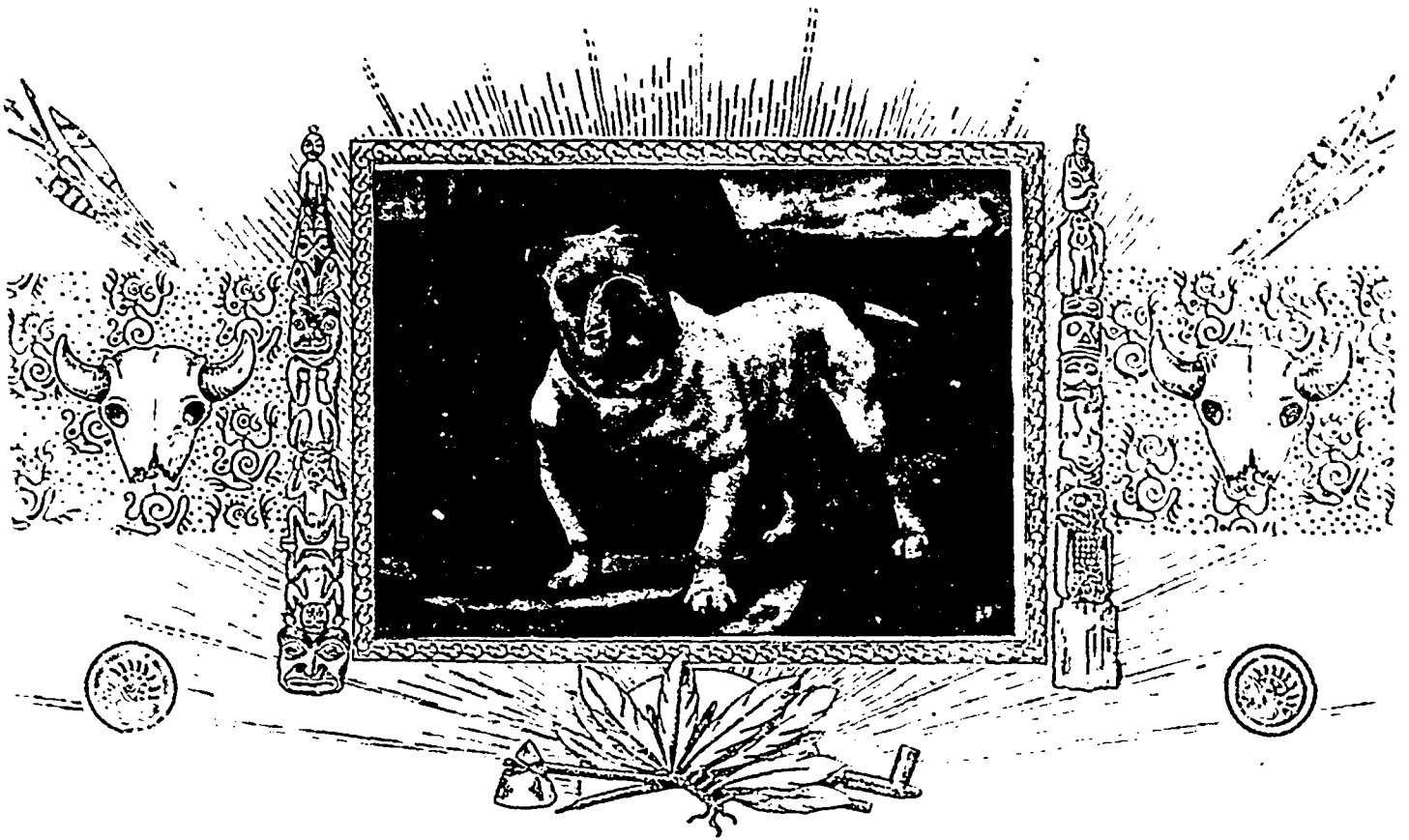
**FULL LENGTH.**

**FULL WEIGHT.**

The enormous sale of this make ensures the stock being always fresh; large shipments received weekly.  
**NO DRIED-UP** shop-worn goods in Finlayson's make.

Agents for Canada:

**JOHN GORDON & SON  
MONTREAL**



## THE CANADIAN ROUTES TO THE KLONDYKE GOLD REGION.

By Edmonton, the Peace River, Sylvester's Landing and Fort Selkirk, etc.

NOT long ago the Board of Trade of Victoria, B.C., issued a circular complaining that the trade in supplies for the Klondyke was being gobbled up by American merchants who, with their usual promptness and business sagacity, had taken advantage of the rush to the Yukon to monopolize the supply trade. There is no doubt that so long as the West Coast route is used not only the Victoria merchants, but those throughout the entire country will be hampered by our more enterprising neighbors. The gold is ours, but we are willing to share it with all comers; the trade we can have entirely to ourselves if we exercise ordinary business methods.

It is estimated that 500,000 people will go to the Klondyke during the coming spring. The excitement in Great Britain and throughout Europe over our gold fields, in Australia, Africa and the Islands of the Pacific, as well as in the United States, is even greater than in our own country, probably for the reason that distance lends enchantment to the view. When we consider what supplies for such a number of people mean we will begin to realize that the merchants and manufacturers of Eastern Canada have a little Klondyke of their own at home, supplying this vast, hungry multitude. Those who are well informed on the subject say that every man going to Klondyke will have to spend at least \$200 on his food and clothing outfit; so that even if only 200,000 people go at \$200 each it means \$40,000,000—a tidy little sum to be added to Canada's

yearly trade. Even supposing that only 100,000 persons take the Edmonton and Calgary route, that would mean \$20,000,000, an amount that is by no means to be sneezed at.

It is understood that the Hudson Bay Co. are opposing the Edmonton route\* and favoring the Stikeen and Lake Teslin route, as the country to be traversed by pack trail from Edmonton is through their best fur-producing and hunting country, and undoubtedly the horde of miners would frighten the game and drive it further north. The C.P.R., it is believed, is advocating the West Coast route, for the reason that it would give them a longer haul than the Edmonton route.

San Francisco firms are flooding British Columbia with their advertisements of Klondyke supplies and when we take into consideration the advantage they possess over Eastern Canada in the matter of freight rates we may feel sure that Californian merchants will get a fair proportion of the business if trade sets in through the British Columbia route. If, on the contrary, the Canadian Government can be induced to open up the Edmonton land and water route we shall get it all, as the difference in freight will be sufficiently in our favor to shut out competition from that quarter.

In addition to the enormous quantities of supplies that would have to be purchased in this country, a pack trail from Edmonton will open up a market for Alberta cattle that will be another Bonanza Creek to the ranchmen. Those going by the land route would require pack horses and saddles, and the ranches in the vicinity of Calgary and Edmonton can supply the former at \$15 to \$20 apiece. If the water route is chosen, a highway would be used that has been traveled for years by the Hudson Bay Co. and private traders, and

\*See map illustrating the routes opposite page 16.

that is well known to hundreds of men in that district whose services could be secured as guides. Boatbuilders are ready at Athabasca Landing to build boats at reasonable figures.

The pack trail route, which it should be the prime object of all eastern business men to induce the Government to build, has this to commend it to the miner which the water route does not possess, viz., it passes through the greatest number of gold-bearing streams on the road to the Yukon. Not only this, but in the vicinity of Edmonton and on the line of railway is a farming community who harvested this year nearly 3,000,000 bushels of grain, and who would find a market for their produce amongst the miners. This alone would be reason enough to favor the Edmonton route.

Leaving Edmonton with pack horses and travoise or flat sleds (whichever was decided upon) the miner would go out nine miles to St. Albert, and from thence along a beaten wagon road to Lake St. Ann, a distance of 40 miles. Here he could either go round the lake in an easterly direction or cross at the narrows. Proceeding in a north-westerly direction about 18 miles, he comes to the crossing of the Pembina River, 37 miles further on he comes to the Athabasca River, crossing it at the junction of the McLeod. Going onward in a north-westerly direction between Hawk Creek and Burnt Wood Creek, 20 miles, he crosses a branch of Hawk Creek and then a branch of the Burnt Wood. He then proceeds nearly due west, along the chain of lakes about 70 miles, and turning northward for about 25 miles he comes to the narrows of Sturgeon Lake. From Sturgeon Lake to the crossing of the Smoky River is 30 miles, and from there to Fort St. John is 120 miles more. From Edmonton to Fort St. John the miner has traversed what can be made into a first-class road, and which it is to be hoped the Government will cut out and make without further delay. A great many prospectors have traveled this road during the present fall, but no one has found the road bad. Of course there are creeks to be bridged and swamps to be corduroyed, scows to be built at the crossings of the larger rivers, and fallen timber to be removed; but apart from these improvements, which are necessary with every new road, there are no physical difficulties, as the country is in general level.

At Fort St. John begins the uncertainty, but we have the following data to show that a passable trail exists:

(1) Mr. Ogilvie on his way south from Nelson saw well defined, and in some instances well-beaten, horse trails going in different directions. (2) Win. Cust, who mined in the district north of the Peace River, speaks of a horse trail in that country. (3) Mr. McConnell, in his report on that section of the country, speaks of Indians going north on horseback. (4) Mr. Ogilvie, in his report of the survey of the Dease, speaks of a horse trail going about 90 miles east in that direction. (5) All Hudson Bay traders in that district know that the St. John and other Peace River Indians hunt along the Lizard and that they use horses. (6) It is also known that the Beaver Indians, who hunt north of the Peace River, had formerly large numbers of horses. From this data we are right in believing that a good road can be made from St. John on the Peace River to Sylvester's Landing on the Dease, a distance of 360 miles. From Sylvester's Landing to the lower post is 50 miles, from there to Fort Francis 90 miles, and from there to Pelly Barks 75 miles, a distance of 215 miles, which there is every reason to believe may be traveled without a great amount of trouble. Mr. Ogilvie speaks of a wide valley with good grass on the bottom where horses could be pastured, there are no glaciers to be crossed, and the freezing of the rivers helps rather than retards progress, it will be free from congestion, as no amount of traffic can block this road, storms of whatever kind cannot affect the arrival of supplies, and so long as there are horses enough, there will be no fear of any stoppage. While on the West Coast we have the dangers of the sea, the mountain passes and canyons, on this route there are no dangers

which cannot be avoided by ordinary good judgment. The rich gold fields along this route make it doubly desirable; every stream crossed bears gold, the Pembina, the Athabasca, the Smoky, Dease, Findlay and Omenica have all proved rich enough on the bars to satisfy geologists that the bed rock will be very valuable. The Pelly, which is really the headwaters of the Yukon, is as rich, if not richer, than that water itself. South of the Peace River is a large tract of country known as La Grande Prairie in which immense droves of cattle could be wintered and fed as well as in Alberta. Then there are large hay meadows where hay could be cut and the miners could be fed on cattle and grain raised within a short distance of the mines.

The Government will some day need this road for colonization purposes, as treaties will have to be made sooner or later with the Northern Indians, for the Peace River country is far too rich to be left to Indians and wild animals.

The water route from Edmonton commences at Athabasca Landing about 96 miles of good road from Edmonton. Freight is carried there from Edmonton for \$20 per ton, and there need be no fear of stoppage as a large number of teams are ready for hire. At Athabasca Landing boat builders are prepared to build boats suitable for use in the northern waters, and guides may be secured to take parties below the rapids. From Athabasca Landing to Peel River requires very little work, except over the rapids, as the stream flows in the direction the miner wishes to go, at about 6 or 8 miles an hour. From Athabasca Landing to Grand Rapids is 167 miles, and here the difficulties of the trip begin, as the boat has to be let down the rapids by ropes and the goods transported half a mile by land to where the miner can run the rapids. He then follows the course of the stream to Big Cascade; from thence he goes to Fort McMurray, 87 miles, and from Fort McMurray to Fort Chipewyan, a distance of 185 miles, after crossing Lake Athabasca, a distance of about 15 miles. From there to Smith Landing there is no obstruction in the river. A few miles from Fort Chipewyan is the mouth of the Peace River.

On arrival at Smith Landing two courses are open, either to get goods and boat transported by land or to procure a wagon and proceed down the river to Five Portages. The portage from the landing to Fort Smith is 16 miles and then from Fort Smith to Fort Resolution is 194 miles of smooth sailing. Fort Resolution is on Great Slave Lake. From Resolution to Providence is 168 miles and then, coasting to the southeast end of Great Slave Lake, and passing several small streams whose mouths form safe harbors in case of necessity, we arrive at Big Island, where there is a fishery which will some day be of great commercial importance. Providence to Fort Simpson is 160 miles; Simpson to Rigley, 136 miles; Rigley to Norman, 184 miles; Norman to Good Hope, 174 miles; Good Hope to Peel River, 252 miles. From Simpson to Peel River we have traveled a distance of 800 miles on one of the noblest rivers in the world with a width of from one to four miles and a depth, except in one or two places, capable of carrying an ocean steamer of light draught.

With the exception of one place, the whole river as far as Fort Smith is navigable by steamboats drawing from eight to ten feet of water. After descending the Peel River for some 18 miles we enter the Peel River proper. Going on down the Peel we enter the Rat River, and going up it for 30 miles we reach a portage of about three-quarters of a mile and are at the Bell River. Descending the Bell River for some 60 miles we enter the Porcupine; still going down stream 400 miles we strike the Yukon River about 300 miles below Dawson City. If we do not find the yellow metal here, and it is the opinion of many that we will, all we have to do is to turn our faces up stream—for the first time in 2,400 miles, with the exception of 30 miles on the Rat River—put on our best speed and enter the far famed Klondyke, a distance of 2,700 miles from Edmonton.

DISCUSSED IN THE LEGISLATURE.

The Edmonton Route a Matter of Public Policy in the Northwest Territories.

MEN WHO HAVE BEEN OVER THE GROUND AND PRONOUNCE IT GOOD.



IN the Legislature of the Canadian Northwest Territories an interesting debate has taken place upon the overland route through Canada. A motion was offered by one of the members, Mr. Tims, favoring the opening up of the route via Edmonton, because, the motion said, "the shortest, most easily and cheaply built route available is that via Edmonton, Peace River and on the Pelly Banks, a total distance of about 1,100 miles, the whole of which is through a mineral belt, pronounced by all authorities to be as rich, if not richer, than the present gold fields of the Yukon, and which would open up one of the finest agricultural and ranching districts for settlement."

In discussing the matter, Mr. Tims pointed out that the distance from Edmonton to Dawson City by the overland route was between 1,300 and 1,400 miles, another route was 1,450 miles and from Victoria it was 1,650 miles. It was evident therefore that as regarded the saving of distance the Edmonton route was the shortest. If Canada was to develop, the Assembly should see that the overland, all-Canadian route be established from the east. He would point out this fact, that the Peace River was a mineral belt, according to Dr. Dawson, and the same authority reported that at the sources of the Pelly River and Nelson River there ought to be just as rich finds as had been made in the Yukon. Beyond, there was a stretch of country capable of producing 270,000,000 bushels of wheat per annum.

The House, therefore, would easily see the value of the route through that portion of the country. The population would increase, and there would be an increase from Customs and inland revenue. Therefore, for the sake of manufacturers in eastern Canada they ought to have the shortest route they can get. The Americans claim, through their newspapers, that they have done business with the district amounting to \$4,000,000; while the amount of trade done by Canada had been only \$200,000, which was a great difference in favor of the United States. The Americans were not only getting our gold, but they were getting our trade. He thought, therefore, the Federal authorities ought to take some rapid interest in this question of a route from the east of the Rockies. The people in Northern Alberta had done all they could in the matter. They had sent an engineer to go over part of the route.

Mr. Jas. Clinskill, Battleford, believed that this Yukon district was going to enrich Canada to an enormous extent, a greater extent than had been appreciated at the present day. It was an unfortunate thing this matter of the route had not been taken up by the Dominion Government. It was a route well known. It was not a matter they had to find out. There were men in the country who had been four years at

Pelly Banks. The years he had been there showed that it was not only a place where a man could live, but where he could live to a very large extent in a degree of comfort. After the men left Pelly Banks he went to Edmonton, and came almost entirely the whole way on foot. This showed there would be very little difficulty in constructing a road for wagons and other means of transport. Of course he was not at all jealous of the name Edmonton being put in. At Battleford they had a route of their own, but they did not intend to speak of it just then. Its advantages were so large that it was not necessary to speak of it at the present time. (Laughter.)

Mr. McCauley, Edmonton, did not agree that the question was one for the manufacturers of the east. What was it that was most taken to the Yukon? It was bacon and flour, and those would be produced in the Northwest Territories. It was said that Canada as a whole was going to be richer for the Yukon, but if they were going to allow the United States to send all the supplies and take out all the gold he failed to see where the prosperity was coming in. He knew of people who were waiting to see if the Government were going to take action, and if so they would start in March without waiting for the spring, for a route was already made to Peace River. After they got to Peace River there was what was called the Grand Prairie, which extended to the Peel River, and then there was a good trail to the Liard. Over 75 men had gone to the route this fall with pack horses, and when he left Edmonton to come to the Assembly, 125 men were going, and more were buying a hundred pack horses, making nearly 700 who had started without any

assistance from the Government to make the road. All they were asking was that the Government would improve the road so that supplies could be sent to the Yukon. He believed that hundreds of tons of fruit would go at three cents a pound. He knew it was the intention of the merchants of Edmonton to send supplies. The very fact that Edmonton had no horses to sell, and that Calgary would soon have none, caused him to believe that every horse in the Territories would be gone next summer; and he was quite sure there would not be enough cattle in Alberta to meet the demand. A good road, with the good feed there was on the route, meant that the cattle

could be driven that way cheaper than by any other route to the Yukon.

At the suggestion of the Territorial Premier, Mr. Haultain, the Legislature will make a recommendation as nearly unanimous as possible.

In purchasing supplies the intending miner will prefer buying in Canada, both on account of the Customs duty on all United States and European goods and because, in addition, the Canadian trade understands the needs of men who will go to the cold regions of the north. Thus in the matter of blankets, skins, boots and underwear the Canadian makes are superior to any other. In clothing it is largely guesswork for those outside of Canada to make articles to be used here. Among Mr. Ladue's hints are suggestions that a good duck tent and a rubber blanket are needed. Also snow glasses to avoid the glare, and plenty of matches and fishing tackle. All these, besides the provisions, should be bought in Canada, since the absurdity of paying extra Customs duty and freight charges is evident. Prices at Dawson City, and at points in Alaska on the route, are mountains high, so that all purchases should be made in the large Canadian cities. Luxuries, like tobacco, are particularly expensive, and smokers should take a good supply.



HOW HE WILL RELATE THE INCIDENT.

Mr. Wood B. Minkx (sending a mental message home): "I am making the trip in quick stages, when I get time to stop, will write more fully."

## CLIMBING OVER THE PASS.

A ROUTE THAT READS EASILY BUT IS TERRIBLE IN REALITY.



THE route over the mountains is championed by Joseph Ladue, the founder of Dawson City, who has been in the gold region for several years and possesses large interests there. He has written a book about the whole question.\* He thinks the traveler should go across

the continent by railway and then by steamer up the Pacific Coast to Juneau, Alaska, and on to Dawson City by the pass and waterways. On arriving at the port on the Pacific Coast from which the gold-seeker intends to take passage for Juneau he ought to have at least \$500 (\$100) for the purchase of outfit and supplies. The best time to start is about March 15 on this route. From Juneau the traveler journeys to Dyea by steamboat, a distance of 100 miles. At Dyea the outfit is packed to the foot of Taiya Pass. The length of this to its summit is 15 miles. From the summit to Lake Landeman is 8 miles. At Lake Landeman a boat is made from the materials in the outfit and the lumber found by the lakeside. The lake is five miles long, and at the foot of it everything has to be portaged to Lake Bennet, less than a mile distant. Says Mr. Ladue: "Lake Bennet is 28 miles long, and while going through this lake the traveler crosses the boundary between British Columbia and the Northwest Territories (all British, of course). After going down Lake Bennet the traveler comes to Cariboo crossing, about four miles long, which takes him to Lake Tagish, twenty miles in length. After leaving Tagish he finds himself in Mud or Marsh Lake, 24 miles long, then into the Lynx River, on which he continues for 27 miles, until he comes to Miles Canyon, five-eighths of a mile long.

"Immediately on leaving Miles Canyon he has three miles of what is called bad river work, which, while not hazardous, is dangerous from the swift current and being very rocky. Great care has to be taken in going down this part of the river. He now finds himself in White Horse Canyon, the rapids of which are three-eighths of a mile in length, and one of the most dangerous places on the trip. A man is here guarded by a sign 'Keep a good look out.' No stranger or novice should try to run the White Horse Rapids alone in a boat. He should let his boat drop down the river guided by a rope, with which he has provided himself in his outfit, and which should be 150 feet long. It would be better if the traveler should portage here, the miners having constructed a portage road on the west side and put down roller-ways in some places, on which they roll their boats over. They have also made some windlasses, with which they haul their boat up the hill till they are at the foot of the canyon. The White Horse Canyon is very rocky and dangerous and the current extremely swift. After leaving the White Horse Canyon he goes down the river to the head of Lake Labarge, a distance of 14 miles. He can sit down and steer with the current, as he is going down the stream all the way. It is for this reason that in returning from the diggings he should take another route, of which he will get full particulars before leaving Dawson; therefore I do not take the time to give a full description of the return trip via the Yukon to St. Michael. He now goes through Lake Labarge—for 31 miles—till he strikes the Lewis

River, this taking him down to Hootalinqua. He is now in the Lewis River, which takes him for 25 miles to Big Salmon River, the current all this time taking him down at the rate of five miles an hour. Of course, in the canyons it is very much swifter.

"The Little Salmon River takes him to Five Finger Rapids, a distance of 120 miles. In the Five Finger Rapids the voyage should be made on the right side of the river, going with the current. These rapids are considered safe by careful management, but the novice will have already had sufficient experience in guiding his boat before reaching them. From Five Finger Rapids the traveler goes six miles below, down the Lewes, to the Rink Rapids. On going through the Rink Rapids, he continues on the Lewes River to Fort Selkirk, the trading post of Harper & Ladue, where the Pelly and Lewis, at their junction, form the headwaters of the Yukon. You are now at the head of the Yukon River and the worst part of your trip is over. You now commence to go down the Yukon, and, after a trip of 98 miles, you are in the White River. You keep on the White River for 10 miles, to the Stewart River, and then 25 miles to Fort Ogilvie. You are now only 40 miles from Dawson City."

This rapid trip (on paper) sounds simple enough. But in reality it is a hard and perilous journey. The Taiya Pass, one traveler says, is not a "pass" at all, but a straight climb over the mountains. The incline he puts at an angle of 55 deg., and this, with fifty pounds or so of goods upon the back, is a pretty tough struggle for a strong man. In May the summit was covered with snow, and the trail in some places, besides being a steep descent, sometimes compels the traveler to go through water and slush two or three feet deep.

IT APPEARS TO BE COLD UP THERE.

He had just returned from the top of the Chilkoot Pass and was apparently glad of it.

"How was the weather when you left?" enquired a friend. "Cold?"

"Yes, but not so cold as it will be along in January, after the mosquitoes get out of the air and let the wind have a chance. Then it gets good and cold. A man told me who had wintered up there seven years that it was so cold in January that they froze the flames of the candles and sold them for strawberries. He said they kept their fires over night by putting them out in the air and letting them freeze and then thawed them out in the morning. He said he had seen four men die of colic from eating whiskey that was frozen so hard it wouldn't thaw inside of them. He said he knew a clerk in an hotel on the Yukon that got rich selling the diamonds he wore, said diamonds being nothing on earth but ice crystals that didn't thaw till after the clerk had got out of the country. He said he had seen a man fall off the roof of a barn and freeze so stiff before he lit that he broke in two when he hit the ground. He said he had seen smoke freeze in a chimney till the fire wouldn't draw, and he knew of one case where the smoke froze after it got a hundred feet up and fell back on the house, knocking a hole in the roof big enough to drive a yoke of steers through. He said the reason the nights were so long in that country was that the dark got frozen so hard that the daylight couldn't thaw its way through in less than six months. He said—"

"Excuse me," interrupted the friend, "did this party have affidavits with these statements?"

"He said he had, but I guess he must have frozen to death hunting for them, because he never came back when I asked him to go after them for me, and the returned Chilkooter smiled a smile that was childlike and bland.

\* "Klondyke Facts." By Joseph Ladue, Soc. John Lovell & Co., Montreal.

## TWO OTHER ROUTES.

THE CANADIAN PACIFIC RAILWAYS'S LAND AND WATER LINE—  
A ROAD NORTH FROM KAMLOOPS.

THE route favored by the Canadian Pacific Railway takes the traveler over their own line right out to Vancouver and Victoria on the Pacific coast, and then by their own steamers up to the Alaska coast. The route is via the Stickeen River and Teslin Lake. There is a line of steamships between Victoria and Wrangel, mouth of the Stickeen River, where connection is made with steamers which transport passengers and freight to Telegraph Creek. The journey from Victoria to Telegraph Creek can be made comfortably in six days. There is good land travel between Telegraph Creek and Teslin Lake, 120 miles. The country is open and undulating, and excellent grass abounds for pack animals the entire distance. The Dominion and British Columbia Governments are surveying with a view to locating a line of railway which it is expected will be under construction this year. A steamer is being built on Teslin Lake and will be ready for the opening of lake navigation next May to carry passengers and freight to the Klondyke. The Stickeen-Teslin Lake route via the Hootalinqua River, on which rich diggings have been struck, avoids the dangers and hardships which are experienced on the mountain passes and the White Horse and other rapids, on the routes via Lynn Canal.

The railway authorities also contend that the Stickeen-Teslin Lake route has another very great advantage as the prospector upon leaving the steamer at Telegraph Creek finds himself in the heart of a gold country practically unexplored. Many miners intend to prospect in the gold districts of Cassiar and Omineca in preference to the Klondyke because they are in British Columbia where there are no royalties collected or reservations made. From Omineca two miners recently arrived with \$48,000 in gold dust. One official of the line has said: "We consider that the most feasible route into the famous gold region is via the Stickeen River. We have a number of large steamships being specially fitted up in the Old Country for this traffic, each steamer being about 3,000 tons burden. These vessels will be the finest on the Pacific Coast, and every comfort of the traveler will be well looked after. The steamers will run to Wrangel, at the mouth of the Stickeen River, from there a line of over boats will run to Glenora, 10 miles from Telegraph Creek, to which point the stream is navigable. It is the intention to run a narrow gauge railway from Glenora to Teslin Lake, but as it

takes several months to build a railway 130 miles in length, this part of the route will not be ready till later on in the summer. But we understand the Dominion and British Columbia Governments in the meantime are constructing a trail or wagon road to Teslin Lake, which will facilitate travel. On Teslin Lake two or three boats will be placed on the service; but travelers to Dawson City can build their own bateaux and float easily down the Hootalinqua River to the centre of the Yukon gold discoveries."

## THE HUDSON'S BAY COMPANY.

This ancient corporation has also a direct interest in the movement along the great Canadian gold fields, since its business is done along projected lines of travel. One of the officials said: "If a party went by Calgary and Edmonton, or by Vancouver and Fort Wrangel, Skagway or Chilkoot, the Hudson's Bay Company's long experience in the supplying and packing of inland outfits made it an easy matter to the company to deal with the question.

"The expected rush to Dawson in the spring, via the Fort Wrangel, Stickeen and Teslin Lake route, would probably lead to



Illustration of a moose in a forest, likely representing the Klondyke region mentioned in the text.

the establishment of new Hudson's Bay posts at Glenora and Lake Teslin; already the company had a steamer plying on the Stickeen River, which had been utilized in carrying up supplies to the posts in this part of the country, and more steamers of the most approved and suitable kind will be built by the company to meet the demands of the service. It was altogether likely that the company will extend their posts into the heart of the new mining region.

"This done, in connection with the establishment of the Glenora and Lake Teslin posts, would give the company a 'belt line' of establishments around the new gold region."

## A ROUTE NORTH FROM KAMLOOPS.

Kamloops, the flourishing town on the Canadian Pacific Railway, is promoting a land route north to the Cassiar region. Part

of this is easily convertible into a wagon road, that is from Little Fort to Bridge Creek on the Cariboo road. An engineer who has surveyed this portion of the route says in an official report: "Commencing at Little Fort on the west side of the North Thompson River, distant 55 miles north of Kamloops, the route of the proposed wagon road will run in a northerly direction along the bench  $2\frac{1}{2}$  miles to the crossing of Nikalliston Creek, where a 25-foot culvert will be required. At this point the ascent commences and winds up the mountain side on uniform grades of one in ten and one in twelve feet until the summit is reached in  $4\frac{1}{2}$  miles. This is the only grade of any consequence on the entire route. The soil on this slope is of a mixed sandy, gravelly clay loam, with some scattered fir, spruce and birch. From the summit the route follows in a northwesterly direction over a high plateau, burnt over some years ago, but now in some places covered with a young growth of pine, and for a distance of eleven miles is broken and undulating with considerable loose rock, and on account of the rough character of the country a considerable amount of grading will be required. At the 18 mile point the route strikes on to an extensive and more or less open country covered with a luxuriant growth of different varieties of wild grasses and pea vine, the former attaining the height of six feet, and borders along a stretch of lakes, creeks and meadows to the forty-two mile point, where the bunch grass slopes and benches are entered upon, and continue for a distance of fifteen miles to Bridge Creek, or where the trail joins the present Cariboo wagon road. On this long stretch of grass-covered country the cleaning will be light, consisting of small bull vines and cottonwood. The roadbed will be on a solid foundation, and no grade at any point need exceed one foot to the rod. A Mr. McKinley owns a ranch near Horse Lake, distant seven miles from Bridge Creek, to which he has built a wagon road, which could be utilised for the through route. One culvert requires to be built on this portion over Horse Creek and the approaches graded down. Some 25,000 acres of grazing land (besides the natural hay meadows) are in sight along the route, and a vast extent of similar country I am told exists to the east of the route in the neighborhood of Cassiar Lake.

"About \$4,000 will be required to construct the wagon road from the Indian reservation to the crossing at Little Fort. I consider the route quite feasible and practicable, opening up a good stock, hay and grain country, as well as affording a direct connection to the overland route to the far north. I estimate the proposed wagon road to cost \$23,200, extending from Little Fort to Bridge Creek in 57 miles, chopped out to a width of half a chain and graded 10 feet wide on the benches and 12 feet wide on the steep slopes. Twelve days were occupied in the round trip from Kamloops to Bridge Creek."

#### ONE GREAT ADVANTAGE OF ANY CANADIAN ROUTE.

What tells strongly in favor of people going by way of Canada is that all supplies for the Klondyke and British Columbia gold fields are dutiable if purchased out of Canada, or in the United States. All supplies for the miner, prospector and trader can be purchased in Canada at lower prices than elsewhere, besides which the duty, 35 per cent., on most goods is saved.

#### AN ENGLISH FIRM'S OFFER.

Thomas Hemming & Son, Limited, Redditch, England, long ago made a name for themselves as manufacturers of the finest needles, fish-hooks and tackle, and for years have been winners of the leading prizes at the big exhibitions. Their make is known to many in Canada, but under the preferential tariff they intend doing more in the Dominion. In order to place their samples before the trade they will send a package free to any firm enclosing their business card or letter heading and mentioning this paper.

#### CHANGES AT HALIFAX.

MR. A. B. BOAK, for some years foreign buyer for the old-established house of Murdochs' Nephews, Halifax, N.S., is about to commence business as a wholesale dealer in hosiery, notions, smallwares, etc., in that city. Mr. Boak has had over forty years' experience of the wholesale dry goods trade, and is a shrewd and experienced buyer. The new firm will be under the style of A. B. Boak & Co.

Mr. James Carnegie, well known to both the British and Canadian trade from his long connection with Messrs. James Johnston Co., has accepted the position rendered vacant by Mr. Boak's resignation. Before his departure for Halifax Mr. Carnegie was presented with a handsome gold watch, chain and locket, accompanied by the assurance that he took with him the best wishes of the members and employes of the firm he was leaving.

#### DYEING FOR THE TRADE.

The losses that come to a merchant through unsaleable stock are substantially lessened if he understands the methods of experienced merchant dyers like R. Parker & Co., of Toronto. This firm, for upwards of twenty years, have been giving completest satisfaction to merchants in all sections of the Dominion. Mr. Parker, head of the firm, is a practical dyer, and has as his assistants those who have had wide experience in the business. The works are the largest of the kind in Canada, upwards of one hundred hands being regularly employed. At the end of the year, as is suggested by the advertisement of this firm in the present issue of THE DRY GOODS REVIEW, business men will find that their net profits have not been what they had hoped for, and if they look into the cause they will find it is due in no small measure to depreciated stock on the shelves.

Goods that are off-color, out of fashion, faded or shelf-worn, are quickly transformed into live, saleable stock by the Parker people. Milliners are good customers of R. Parker & Co., as this firm have reached a very high degree of perfection in the dyeing and cleaning of feathers, silks and the finer fabrics. Their works occupy a large area of ground at 787-791 Yonge street, where the head office is also located.

#### SNAPS IN STAPLES.

Messrs. S. Greenshields, Son & Co, are offering the trade this month some genuine bargains in staple dry goods. They have made extensive cash purchases, and are now giving their retail friends the benefit of the lower figures they obtained. A perusal of the following list of "snaps" should amply repay any dealer who wishes to buy closely:

Two hundred cases of 32-inch prints, the mill price of which is 8c., are being offered in case lots at 7c.

A large stock of 40-inch, double-fold, fancy cotton dress goods, mill price is  $12\frac{1}{2}$ c., offered for 10c.

One thousand pieces fancy sateens, manufacturer's price 10c., selling for  $7\frac{1}{2}$ c.

Two thousand pieces granite suiting, manufacturer's price 10c., selling for  $8\frac{1}{2}$ c.

Four thousand pieces fine zephyr gingham, in plain pinks and blues, also stripes and checks, manufacturer's price 10c., offered for 8c.

Two thousand pieces summer suitings, 1,500 pieces wrapperette and 500 pieces eiderdown, all considerably below the maker's price.



# We claim to be the Leading and Exclusive Dress Goods Novelty House of Canada.

It is for you to say if our claim is a rightful one. You cannot dispute it without going carefully through our stock or samples, both are open and ready for your inspection. The novelties we have for the coming season are of every grade and every class. For money-making and trade expansion they cannot be surpassed. To have our range of goods means to control the trade of your town. Our stock comprises the richest and best of handsome, fashionable dress goods, also every day serviceable and medium-priced dress goods for the million. In silks we have hundreds of new patterns to show you.

NEW TRIMMINGS TO MATCH ALL OUR DRESS GOODS.

Thousands of patterns in Prints, Fancy Cottons, and Cotton Wash Goods. Hosiery and Underwear for men, women, and children. Smallwares of every kind.

23 St. Helen Street  
**MONTREAL**

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## Brophy, Gains & Co.



# Good Advertising

## For Wide Awake Retailers

By F. James Gibson.

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

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



NE of the most neglected forms of advertising is the use of store signs. Many merchants spend a great deal of effort and money in newspaper and other advertising, and after they get the people into their stores they neglect the opportunity presented to them to advertise some of the particular features of their several busi-

nesses. In a large store people very frequently wander around in an aimless way. They, perhaps, did not come in for anything in particular, and they may possibly go out without becoming interested in anything. This is where a store sign is useful. Very frequently, too, after purchases have been made, and the customer is making her way out of the store, her eye will light on a store sign, which tells of some special offering or another. Her attention is arrested, the goods are examined, the sale is made.

A store sign to be properly effective must be made right. It ought to be plain, catchy, short, and to the point. It is intended merely for doing duty as a reminder. Necessarily it is not for details. The aim, of course, is to induce the reader of the sign to go to the department advertised on the sign. If you can excite curiosity you are on the right track, for most of the customers in retail stores are women, and all women are said to be curious.

A good place for store signs is in the elevator or elevators, if your store is provided with these conveniences. In stores where staircases are much used it will be found profitable to place signs there. A little observation will soon teach a dealer the best place for them. Of course, the best place of all is right in the department the goods of which are referred to on the sign. In the case of a department which is not of sufficient importance for a prominent position in the store and which you wish to "push," it will be found a good plan to place a sign belonging to that department in one of the larger and more frequented departments. In this way the stronger departments can be made to help the weaker. A show window is also a good place in which to hang your store signs.

These signs need not be expensive. It will often be found that someone around the store will be able to make very good ones. If not, someone can be hired to come in once a week or so for an hour or two. The only other requisites are white cardboard, ink and a brush. Another, and probably a better, plan is to procure a fount of wooden type. With this type comes a pad. You simply ink the pad, press one of the wooden letters against the pad, and then make the impression on the cardboard. A smart boy or girl can easily make all the signs you need. They won't look quite so nice as when well written, but they will answer all practical purposes.

To prevent the cards curling up a thin piece of wood ought to be glued or tacked to the back. It is a great improvement to have

the cards in different colors—say red and black on a white ground. A good size to have them in is about 8 by 12 inches.

I take pleasure in presenting herewith a few samples of wording for store signs. I trust that the readers of THE REVIEW will find them useful:

Here is one of the reasons why you ought to buy your gloves at this store:

We keep them in repair free of charge.

Have you seen the new "Fit-Easy" corsets? They are just in from Paris.

Gray is the latest fashionable coloring for dress goods.

Half the battle for good health is to have right underwear.

Does your husband need a new necktie? Perhaps he does and doesn't know it. 25c., 50c., 75c., \$1.00, \$1.50.

Why are so many people coughing? It is probably because they get their feet wet.

A pair of our 75c. rubbers may save you many dollars in doctor's bills.

825 pairs of women's and children's shoes at less than wholesale prices.

Just in from Montreal.

A linen handkerchief sensation.

Have you seen our new dollar kid gloves?

There is a surprise for you to-day in the millinery department.

\* \* \*

Closely allied to this question of show cards is the use of price tickets. I am one of those who believe that the more information you can give the public about your goods without putting them to the trouble of asking questions the better they like it. If you have an article exhibited in your show window attach a price tag to it. Many a possible customer has been prevented from entering a store by the fear that some article which has been seen in the window

FALL

1898



For  
Fall, 1898

we are  
showing

Shirts

Overalls

and...

Jackets

FALL

1898



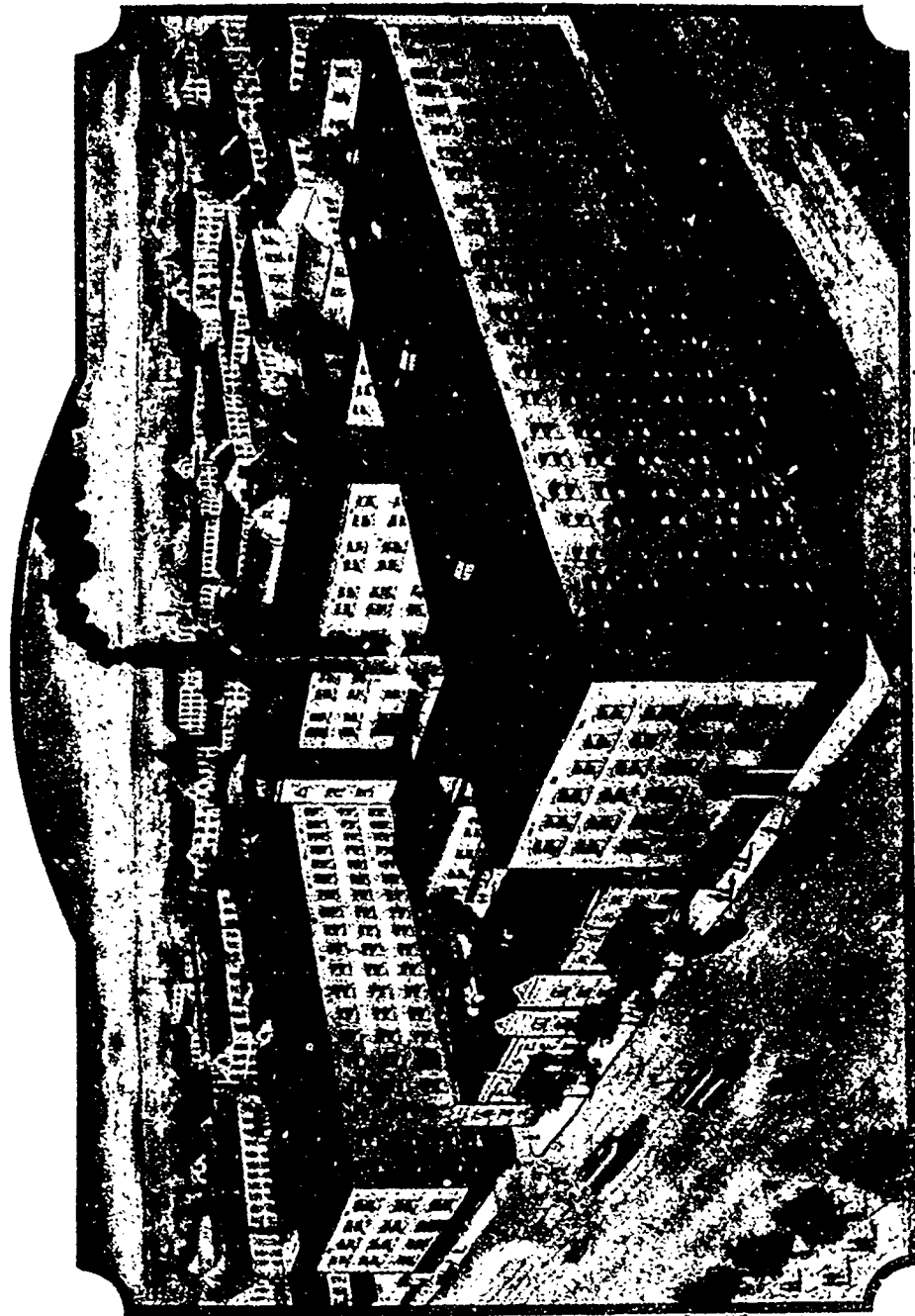
Specially  
Made  
for

British  
Columbia

and...

Klondyke

TRADE



THE WHOLESALE TRADE

WILL SHOW A FULL RANGE OF THESE LINES.

THE STANDARD SHIRT CO., Limited, MONTREAL

and admired and which has no price ticket attached to it will be found to be too high in price. People are often quite sensitive about such things.

I have no doubt that there are still a great many retail dealers in different parts of Canada who still follow the antiquated custom of using a private selling mark in marking their goods. The practice was formerly quite common, and I am aware that old customs die a hard death.

Now, for my part, I don't believe I could ever be brought to feel happy and comfortable in buying goods in a store where the private mark is in vogue. I believe that most people feel just as I do about this thing. Unless it is the intention to charge some people more than others, why is this private mark used? If there ever was a time when a private selling mark was justified by conditions, that time has long since passed away.

There are hundreds of merchants to-day who are forever kicking against department stores. Yet when you go into the place of business of one of these kickers you will perhaps be confronted with a private mark on something you want to buy. And yet, Mr. Kicker wonders why so many of his customers prefer to buy from his hated rival, the department store man.

A good trade-mark is a good thing for either a wholesale or retail merchant. Up to within comparatively recent date the law governing the use of trade marks was in more or less a state of being created. Even at the present time comparatively few business men have anything but a very foggy notion of what can be registered as a trade mark and what can not. Briefly stated, a trade-mark is a sign or symbol used in commerce for branding goods or for other purposes. If this trade-mark is registered at the patent office it is known as a registered trade-mark. Any suitable symbol or mark can be registered as a trade-mark unless evidence is brought forward to show that the applicant has not the original and exclusive right to so register. The words, "John Jones' Tea" could not be registered as a trade-mark because there is more than one John Jones and more John Joneses are likely to live in succeeding generations. But the words, "John Jones' XXX Tea" could be registered as a trade-mark on account of the addition of the symbol or sign "XXX." This same rule applies to all proper names, such as christian names, surnames or geographical names. The name of a firm of more than one name cannot be registered as a trade-mark any more than can the name of an individual. The words "Crosse & Blackwell's Pickles," or "Day & Martin's Blacking," cannot be protected by registered trade-mark, because no one has any exclusive right to these names. Neither can the words, "Keen's Mustard" be protected, for the same reason. They have ample protection, however, under the common law.

A leading New York department store uses a red star as its trade mark. This red star is branded on many of its lines of goods. It is also used as a sign (illuminated at night) in front of the building. The firm's wrapping paper, stationery, etc., as well as its delivery wagons, also have it prominently displayed. This idea could be carried out by hundreds of merchants. In the event of a firm name being quite long or difficult to pronounce, a catchy and easily remembered name for the store is very desirable. If a certain store is the only one in the town with a front painted red, the words "The Red Store" would, if properly advertised, become a valuable trade mark. But it could not be registered. The words "The Big Store" are very successfully used by a firm with stores in Chicago and New York. The title is used in all the firm's advertisements. It is catchy, easily remembered, and, better still, it means something to the store's credit.

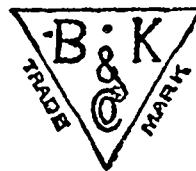
I know a very large retail store in New York which uses a peculiar style of outline type in all its advertisements. As the firm

advertise extensively, millions of people have become familiar with the type, which, of course, is always associated in their minds with the firm which uses it. If some other advertiser were to use the same type it would probably be a losing game for him, as half or more of the people reading his advertisements would naturally think that they were Stern Brothers' advertisements. If Sterns' firm had originally invented this peculiarly-shaped type and had got it registered, they would, of course, have had the exclusive right to use it. Many other successful retail advertisers use a uniform type in the setting up of the firm's name in advertisements. This is sometimes done in connection with a registered trade mark, but oftener not.

Here are a few examples of firm names being set up in peculiar type and which I have selected at random from a number of United States and Canada papers:



Arnold, Constable & Co.



BROWNING KING & Co  
Fulton St. cor. DeKalb Ave.  
BROOKLYN.



A study of these examples may be of considerable profit to REVIEW readers. Of course, the main idea which underlies the exclusive and continued use of these peculiar types is the intention that the public will become so familiar with them that the advertisements actually get to be valuable trade-marks.

This result is more easily obtained if the whole of the advertisements are always set up in exactly the same type or types, no matter in what paper they appear. If a retailer is doing considerable advertising it will probably pay him to supply the different papers in his town with one or two founts of type which they haven't already got. The condition, of course, would necessarily be that they are to be used only in his advertisements. These one or two founts, helped out as needed from the general type stock of the office, will give an advertisement in which they appear a certain exclusive and peculiar appearance which would be very valuable for advertising purposes.

Here is an ad. of a Kingston, Ont., house which is refreshing to read. It appeared in double column width in The Whig of that

IMPORTANT TO

Mantle Buyers!

When in England  
call at

**A. STEDALL'S**  
2 Cannon Street  
LONDON, E.C.

THE LARGEST  
Mantle and Costume Manufacturer  
in the United Kingdom

AND SEE HIS . . . .

# New Spring Fashions

Jackets, Capes  
Mantles \* \* \*  
and Costumes

**UNEQUALLED**

for Style, Workmanship  
and Value . . . .

You will find it to your advantage.

1898...**SPRING SEASON**...1898**S. GREENSHIELDS, SON & CO.**

Montreal and Vancouver, B.C.

# Canadian Lining Department

**THE LARGEST AND BEST ASSORTED IN CANADA**

*IT IS an admitted fact that in all well conducted retail dry goods establishments the Lining Department is not only one of the most important but also one of the most profitable. The continued improvement in quality, style and finish made by our Canadian manufacturer of these goods warrants us in confidently placing them before our customers as being equal to anything which can be imported.*

*Our success in the past in handling our large and most complete range of Canadian Linings induces us to increase our efforts for the coming season, and our stock will embrace not only all the staple lines which we have hitherto shown, but also the latest novelties in Taffetas, Organdies, Percalines, Colored Lawns, etc., specially adapted for the best trade.*

OUR RANGE IN THIS DEPARTMENT WILL INCLUDE THE FOLLOWING LINES :

*For Ladies' Wear.* Linettes, Moreens, Lustrines, Cambric Linings, Percalines, Taffetas, Organdies, Colored Lawns, Costume Drills, Duck Suitings, Crinkles, Check Muslins, etc. Also in same department **FAST BLACK** and Colored Satines, Silkalines, Turkey Reds, Buntings, etc.

*For Men's Wear.* Italian Cloth, Beatrice Twills, Pocketings, Tailors' Silesias, Interlinings, etc. Also complete range of Ducks in all weights in Brown, Mode and Fast Black.

**STOCK ALWAYS FULLY ASSORTED.****Samples now in the hands of our travellers.**

1898

SPRING SEASON

1898

# CANADIAN PRINT DEPARTMENT

**WE  
ARE  
THE  
LARGEST  
HANDLERS  
OF  
THESE  
GOODS  
IN  
CANADA.**

**H. PRINTS.** 25-in., fast colors. Regattas, Dark Fancy, Light Fancy.

**NO. 1 PRINTS.** 26-in., fast colors. Regattas, Checks, Plates, Dark Fancy, Light Fancy.

**NO. 2 PRINTS.** Select patterns and fast colors. Regattas, Checks, White Ground Fancy, Plates, Lilac, Dark Fancy, Light Fancy.

**EXTRA HEAVY PRINT.** 31-in., special value. Regattas, Seal, Cardinal, Mixtures.

**NO. 3 PRINTS.** 30-in., a very desirable line. Steel Greys and Chambray effects.

**C. PRINT.** 32-in., Regattas, Blouse Styles, Lilac, Pinks, Light Fancy, Aniline Fancy, Mixed Fancies. Very attractive styles shown in all of above ranges.

**SPECIALS.** Challies, Light and Dark Grounds 26-in. Muslins, fast colors. 30-in. Muslins, handsome styles. Fancy and Aniline Piques. Costume Ducks. White Grounds and Indigos. Leno Grenadines. Lace Effects.

**SATEENS.** Indigo, Black and White.

**LAPPETT WEAVES.** Light, Medium and Dark Fancies.

**JACQUARD SATEENS,** Very nobby styles.

**LADAS TWEED.** Attractive patterns.

**EXTRA HEAVY MOLES.**

**WE HAVE IN STOCK A FULL ASSORTMENT OF ALL  
THE ABOVE LINES.**

## S. Greenshields, Son & Co.

MONTREAL and VANCOUVER B.C.

place. In the paper containing it were a number of other dry goods ads. After reading them all the conclusion I came to was

### Can You Do It Anywhere Else?



Buy goods and bring them back and get your money again if you are not satisfied. You can do that here and do it without any talk or controversy or cross looks. It makes this store a pretty safe place to do your shopping at, don't you think?

Thousands of dollars worth of goods are gathered here without regard to distance, so long as they are helpful to our patrons. Unequalled assortments and unmatched economies form the keynote to the interest you have in this business. The way we buy makes lowest prices. The way we sell insures a quick turn over of all stocks. The command of ready cash gives us buying power, and every advantage we get goes directly to you. Less to pay here than anywhere. That's the fact. Make your own comparisons and back of all is satisfaction, comfort in shopping, good service, careful attention, fair dealing and reliable goods.

Think twice as to where is the best place to do your buying.

## Starr & Sutcliffe,

FORMERLY RICHMOND & CO  
118 and 120 Princess Street.

people to do business with. They tell me that if I am not satisfied with the goods I buy from them I can get my money back without "any talk or controversy or cross looks." This makes me think that their goods must be carefully bought and moderately priced, because if one-fourth their customers wanted their money back the firm would probably be ruined. The ad. is well written throughout. It has a tone of honesty about it that is quite convincing.

The one mistake in the ad. is that there are no prices and other details mentioned.

#### A FAREWELL DINNER.

A NUMBER of friends of Mr. James Carnegie, late of James Johnston & Co., whose departure for Halifax is referred to in another column, tendered him a farewell dinner at the Montreal Club on December 10th. Mr. Thomas Brophy, of Brophy, Cains & Co., acted as chairman, and among those present were Robert Henderson, R. N. Smyth, T. D. Bell, Mr. Von Rappard, G. B. Fraser of S. Greenfields, Son & Co., A. C. Cummings, John Black, A. B. MacPherson, and R. R. Stevenson. A telegram was received from Mr. Birks, of Belding, Paul & Co., expressing regret that he was unable to be present. All of those present had known their guest for upwards of twenty years and many interesting reminiscences of the dry goods trade during that period were recalled.

#### A HANDY COUNTER STOOL.

A handy folding counter stool, known as the "Gem," is being manufactured by the Empire Furniture Co., of Brockville, Ont. It is strongly made and durable, takes up no room when folded and leaves the entire floor space free—a great convenience on busy days.

The stool is specially adapted for dry goods, hat and millinery stores, and can be obtained in five different qualities ranging in price from \$21 to \$36. A postcard addressed to the makers at Brockville or to Mr. Geo. E. Ashby, Kingston, Ont., will bring full particulars.

#### SEND FOR A CALENDAR.

Messrs. Glover & Brais have issued a handsome calendar for 1898, showing a fine view of the port of Montreal, and are distributing it among their retail friends. Readers of THE DRY GOODS REVIEW may obtain one by sending their names and addresses to the firm, at 184 McGill street, Montreal.

#### A WELL-MANAGED BUSINESS.

A WALK through Tooke Bros' factory and two large warehouses should convince anyone of the magnitude of their business. Every department seems to have a healthy ring about it, and the fact that the various rooms in both the factory and warehouse are controlled by young and energetic men may explain the firm's success. Like other shirt and collar manufacturers they have been struggling against tremendous odds during the past year owing to the present tariff but, though profits have been sacrificed, they have held their excellent connection and kept their entire staff of work-people together.

Experience cannot be had by consulting books; it takes time and money to attain it, and it is the experience of the firm in the purchase of materials and the experience of trained hands that makes their goods what they are to-day. It is safe to say that Tooke's shirts and collars are as well known in Canada as Pear's soap is in England. They brand all their goods "T. B."

In ties, they are among the leaders. Excellence of taste in the selection of shapes and patterns is a feature with them, and Mr. Edgar, who buys these goods for the firm, is given credit by those who should know, for offering the trade some of the most attractive lines of English manufactured scarfs ever shown in Canada. Christmas orders have broken up their range, but repeats have been cabled for. Among their leading lines are the "Argyle," "Regal," "Orleans," "Alpine" puff, "Paris," and "Per-simmon."

Their English braces, English belts, hosiery and underwear are all meeting with a large demand. A registered Klondyke belt, with device for carrying knife, revolver and money, is a specialty in this department.

Their shirts and collars are too well known to need any reference here. They are made in all qualities and sizes. Shirts for evening wear to be retailed at \$1.00 and upwards are made in the best way, of excellence materials, are hand laundried and are spoken of as the acme of comfort. A line of four-ply collars at 85 cents is in demand from the Atlantic to the Pacific.

The blouse department is one of the smartest in the trade and has been recently increased by many new styles.

#### SPRING SAMPLES NOW OUT.

The travelers of the Dominion Suspender Co. (Niagara Neckwear Co.), Niagara Falls, are out with their spring samples and will call on all their customers in due time for spring orders.

#### VERY UNFAIR TO CANADIAN MANUFACTURES.

Another case of unfair abuse of Canadian goods has come under THE REVIEW'S notice. A retail firm in Ontario, advertising bargains in imported oilcloth, say: "Our special syndicate purchase places it within reach of our friends at 20 to 25 per cent. less than they have been paying for seconds in common Canadian oilcloth."

There are no seconds in Canadian oilcloth. There is only one concern in Canada who makes these goods and their product can hold its own, as far as quality is concerned, against the world. From reading the advertisement one might draw the inference that this was an American firm who were trying to dispose of their surplus stuff, on our side of the line. The slighting reference made to the Canadian goods is not only very unfair but absolutely untrue. Within the memory of many in the trade a quantity of shoddy tweeds were imported and sold as Canadian goods. They did not wear, and though Canadian tweeds compare favorably with the best English and foreign goods they have never recovered from the effects of this misrepresentation.

Why should Canadians feel called upon to run down everything manufactured in this country? Canadian goods are all right, but we cannot get outsiders to believe it so long as we blackguard them ourselves.

# George Armitage, Limited

Water Lane Dye Works, BRADFORD, England

COTTON SATINS,  
COTTON ALBERTS and  
all COTTON GOODS Dyed by  
the Fast Black Process  
(NOIR INALTERABLE)  
of G. A., Limited, are  
rendered unchangeable  
by acid, atmospheric influences  
or sea water, and the handle of  
the goods is equal to half-  
woolen goods.

ARE

## Dyers,

Stovers, Bleachers  
and Finishers of

HALF-WOOLEN GOODS,  
SATEENS and  
MOHAIR LININGS  
should all bear  
the undermentioned  
stamp:



SATIN-DE-CHINES  
ITALIAN CLOTHS  
MOHAIR and ALPACA LININGS  
WORSTED COATINGS  
WOOL SERGES  
IMPERIAL CLOTHS  
COTTON GOODS and  
DRESS GOODS  
of all descriptions.



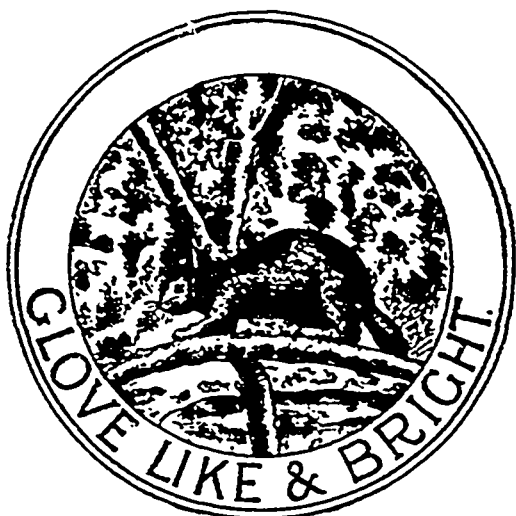
## Caution and Warning

### TO ALL WHOM IT MAY CONCERN:

It has come to the knowledge of **GEORGE ARMITAGE, LIMITED**, of BRADFORD, ENGLAND, that certain fabrics of inferior dye and finish are being shipped to America which are **FALSELY** represented as having been dyed and finished by **GEORGE ARMITAGE, LIMITED**. In some cases the persons guilty of this fraudulent practice have not hesitated to insert in the lappets "tissues" printed in gold and bearing the words "Dyed and Finished by George Armitage, Limited."

**THIS WARNING** is given that all users and sellers of **LININGS** may satisfy themselves that they are handling the genuine Dye and Finish of **GEORGE ARMITAGE, LIMITED**—the well-known merits of which have led to these unscrupulous deceptions—by seeing that **THE CLOTH ITSELF** bears one or other of the trademarks of **GEORGE ARMITAGE LIMITED**, as set forth above or below.

**FURTHER NOTICE** IS HEREBY GIVEN that drastic legal proceedings will be instituted against any one falsely representing cloth to be of the Dye and Finish of **GEORGE ARMITAGE, LIMITED**.

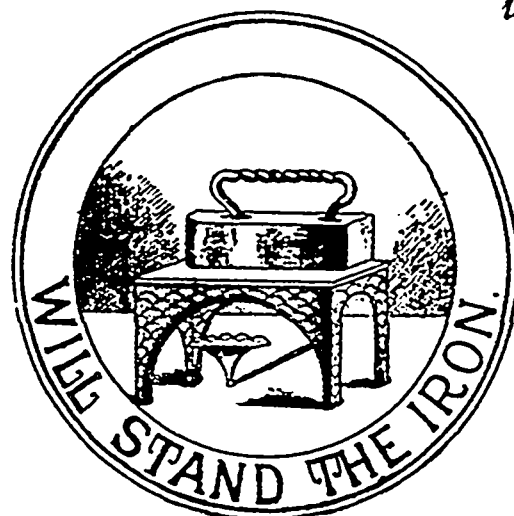


**BEAVER**  
Permanent  
**FINISH.**

(Registered Trademark and Title.)

Suitable for all classes of **LINING FABRICS** (Mohairs, Alpaca, Worsted and Cotton Italians, Etc.)

Will not mark with the tailor's damp cloth and hot iron. Will not wear greasy. The dye is also made faster by this process.





RETURNED

**Gilmer & Brails**  
 Importers **GENTS' FURNISHINGS,**  
**MONTREAL.**

RETURNED  
 Jan 7/98  
 J.M.A.



# Klondyke Outfits

ARE NOT COMPLETE  
WITHOUT A GOOD  
SUPPLY OF . . . . .

## CLAPPERTON'S THREAD



What is a ship without a rudder? Your outfit will be the same if you don't carry this celebrated thread. Strong enough for a clothes line. Strong enough for use on the derrick, but principally for sewing clothes.

# WM. CLAPPERTON & Co., Montreal

The Watson, Foster Co'y. Limited

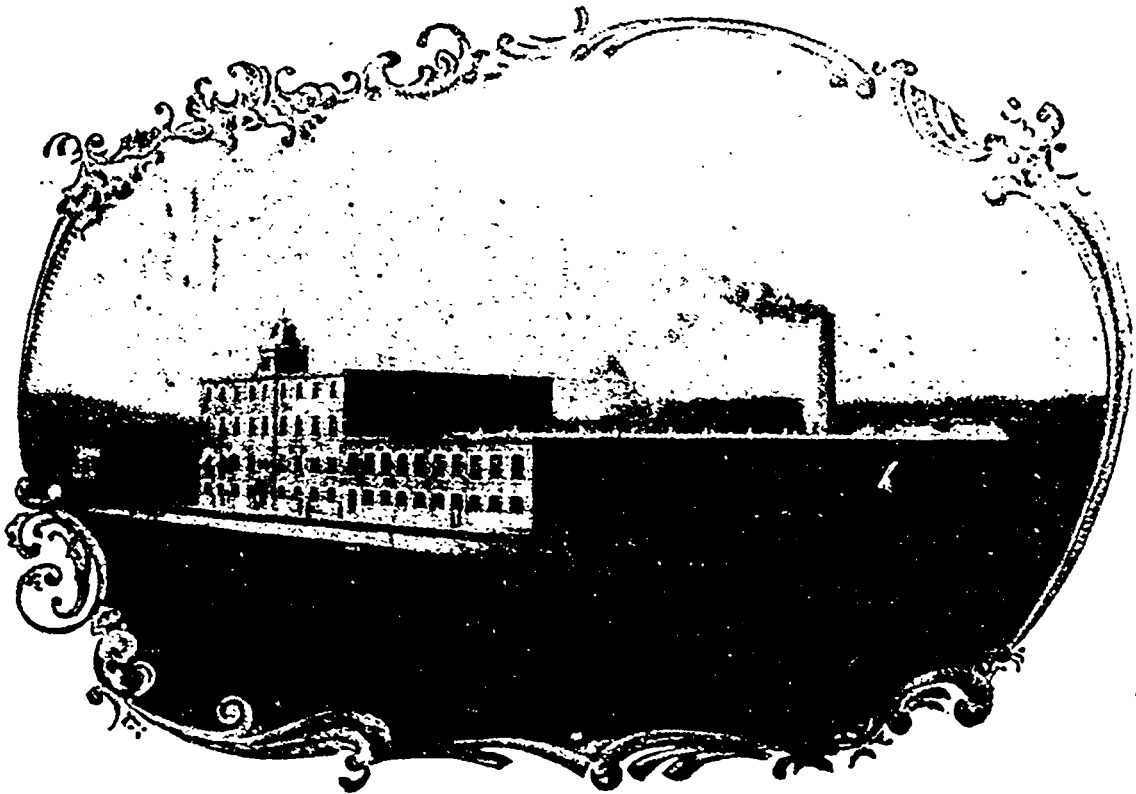
Manufacturers of . . .



# WALL PAPERS

OFFICE AND WORKS:  
Ontario Street East

MONTREAL



OUR NEW SAMPLES for SPRING, '98, are in a greater variety of pattern and style than ever, and are altogether the most attractive collection of Wall Paper we have ever produced. If you have not seen them, drop us a card, and we will arrange to show you Samples.

# WALL PAPER

From the Cheapest Brown Blanks  
up to the most

Artistic  
Embossed  
Gilts and  
Ingrains

with Blended and Cloud Friezes



New Designs  
New Colorings  
Now Out . . .

If our Travellers do not reach you, your sample request will have our attention. Ask your dealer for our goods. The firm's name on the margin of each roll. Awarded First Prizes wherever exhibited. . . . .

SOLE AGENTS IN CANADA  
FOR ANAGLYPTA

## Colin McArthur & Co.

OFFICE—1030 Notre Dame Street  
FACTORY—11, 13, 15, 17, 19, 21 Voltigeurs Street  
1032 and 1034 Notre Dame Street

### MONTREAL

**SUPERIOR ENGLISH NEEDLES FOR CANADA.**

**A**MONG the lines that the recent expansion of trade with England includes is that of needles. The old established firm, of 100 years' standing, Messrs. T. Hemming & Son, Limited, Redditch, England, are now introducing their celebrated Royal guttered drilled-eyed needles and other grades into the Canadian market.

Their needles have been for many years well known in all markets at home and on the continent, and the sale of their goods has so much increased of late years that they have decided to bring goods of their manufacture before Canadian buyers. T. Hemming & Son have always made it their study to manufacture a really first-class article, special attention being paid to the tempering and the drilling of the eye of the needle. When the needle is well tempered it will stand treble the strain in sewing and will pull much easier, but the chief feature of merit in a needle is the eye, which when drilled by the process used by this firm is claimed to be very much superior, and is guaranteed not to cut or break the thread when sewing. They claim that one of their first-grade needles will do more work than a whole packet of the ordinary quality of needles.

Smallware dealers in Canada should send on a trial order, which could be sent by the convenient mode of transit, viz., parcel post.

**CHANGES IN CANADIAN COTTON PRICES.**

The Dominion and Colored Companies have dropped the price of white warps and white yarns 1/4 cent per pound. The prices of colored yarns and warps remain unchanged. On one or two lines of stuff, for instance, 36-inch gingham, the prices have advanced, in the case mentioned 1/4 cent. The mills are sold up on several lines of checked shirtings and are refusing orders. There is a great

sale for denims at present, and in some lines of them the mills are sold up. It is supposed that a great many denims are being used for making up into shirts this year for the mining regions, hence the scarcity of material at the mills.

**MUSLINS, ETC.**

In Egyptian lawns, India muslins and lawns, mulls and victoria lawns, Brophy, Cains & Co. show a very complete range. Their uncurling lawns have got back to the old notch again, and the other goods are shown at every staple price. They are also showing a range in Swiss spots in whites, blacks, colored spots and sprigs, and open work in white, black and colored grounds. These are all in the newest effects and colors obtainable.

**THE JAEGER GOODS BOOMING IN CANADA.**

As we have several times pointed out, evidence of the return of prosperous times in Canada is found in the inquiries for better quality goods. This is very manifest in the case of Dr. Jaeger's sanitary woolen specialties, which appeal strongly to those who appreciate value before low prices. Established in Toronto just two years ago the company has made steady advance in public favor, but though the pre-eminence of the Jaeger goods was as readily acknowledged in Canada as they have been in England and the United States, in which countries "Jaeger" has been a household word for excellence for many years, it was not till this season that the underwear and their other clothing comforts met with the success their merit deserved. But this season the proprietors report greatly increased sales, both in Toronto and from all parts of the Dominion where merchants handle the Jaeger goods. In their new depot, 85 King street west, Toronto, the company have every facility for executing both wholesale and retail orders, and underwear to measure is a feature of the establishment.

**WILLIAM AGNEW & CO.**

305 St. James Street

...MONTREAL

Our Specialties are

**High Class Dress Goods, Silks and Henriettas**

**DRESS GOODS DEPARTMENT**

- Poplinette
- Royalette
- Amazon Cloth
- Ladies' Cloth
- Brilliantine
- Sicilians
- Tartans
- Broche Effects



**SILK DEPARTMENT**

- Luxorines
- Radzimirs
- Bengaline
- Failles
- Surahs
- Beau-de-Soie
- Fancy Blouse
- Silks
- Satin Duchesse

A SPECIAL OFFER:

**BLACK HENRIETTA, VELOUR FINISH**

45-46 Inch wide

**38c.**

# Not How CHEAP, But How GOOD

The Best are none too good for you.

## Overalls

- Railroad Overalls
- Apron Overalls
- Pant Overalls
- Boys' Overalls and Jumpers

in all styles and weights of denims . . . . .

## Pants

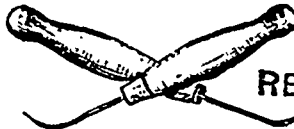
A fine assortment in . . . . .

- TWEED
- COTTONADE
- ETOFFE
- JEAN, etc.

## Suspenders

A large range of Good Values.

# STAR



## Shirts

- Black Shirts
- Knitted Shirts
- Wool Shirts
- Colored Shirts

In great variety of goods and patterns.

## Coats

- Etoffe Smocks
- Lined Duck Coats
- Summer Jackets and Jumpers

## Sweaters

- For Men and Boys
- Armlets . . .
- Collar Buttons
- Etc. . . . .

# OVERALLS

RETURNED  
Jan 10/97  
J. M. G.

RETURNED

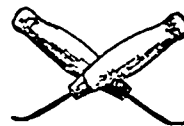
Possibly we do not crow as loud or as much as some, but every one of our lines is a "Star."

# J. B. GOODHUE

ROCK ISLAND, P.Q.

### THIS IS NOT MOONSHINE

RETURNED



THERE are stars over all and there are "STAR" OVERALLS. The former are out of your reach, but every merchant who knows a good thing sells "STAR" OVERALLS, SHIRTS, COATS & TROUSERS. My head cutter has had over thirty years' experience in the largest and best factories in the United States. All garments stamped with my name and "STAR BRAND" are made in my factory by competent operatives, using the most modern machinery.

They are Double Stitched with Riveted Pookots and Machine Made Button Holes, and every article is carefully inspected before being placed in stock.

One trial will convince you that the "STARS" fit better and wear longer than any other overalls in the market. Give them that trial.

J. B. GOODHUE, Rock Island, P.Q.

Feder's

Pompadour

Skirt

Protector



*The only skirt binding that will outlast the skirt. Once used by a lady, no other will take its place. Carried by all the leading wholesale houses. . . .*

# GRANITE MILLS

St. Hyacinthe, P.Q.

✻ ✻ Sole Manufacturers and Licensees for Canada.

*Sales returned to W.R. Brock Co. June 1907*

MANITOBA

ONTARIO

QUEBEC

# The W. R. Brock Company Limited

NEW DEPARTMENT IN THE DRY GOODS TRADE.



THE old firm of W. R. Brock & Co. have merged their business into the concern named above, thus admitting upon the co-

operative principle employees who have assisted in building up the business and reputation of one of the largest dry goods distributors in the Dominion of Canada. The new Company promises to adhere to old methods, such as "close prices," "fair dealing," and "prompt attention," and to introduce new energy, young life, increased sales, new departments and enlarged territory.

PRINCE EDWARD ISLAND

BRITISH COLUMBIA

NOVA SCOTIA

NEW BRUNSWICK

Letter Orders From Every

Province Given Prompt Attention





RETURNED  
J. H. H. H.

AS AN unmistakable evidence of the very general improvement and increase in the **Dry Goods Trade of Toronto, The W. R. Brock Company, Limited,** have purchased the adjoining premises on Bay Street and will have erected thereon a warehouse, thus enlarging **by 50% their floor space.**

The new concern will be enabled to add other departments to their business, and with increased facilities solicit a yet larger share of the trade of the **Dominion** with confidence in the mutual benefit to be derived from their **co-operative organization.**

We ask for the Limited Company the same support from the Trade that has been so liberally extended to W. R. Brock & Company.

---

The **W. R. BROCK COMPANY** Limited  
**TORONTO**



#### HERE THEY ARE.

THESE two designs are selected from the large range of lace curtains shown by the W. R. Brock Co., Limited. They can be retailed for \$1 per pair; are extra wide width, full length and remarkable value. This season their purchase was larger than any previous one, and already three repeat orders have been despatched.

#### WHAT WE HAVE WE WILL HOLD.

THIS motto, which is the explanation of the picture of a bull dog standing on our country's flag, and which we have thought a fitting heading to the article we have published on the Calgary and Edmonton all-Canadian route to the Klondyke, seems to fit very well the spirit of enterprise that animates some of our Canadian merchants. There is one manufacturing concern, at all events, which seems to have a realizing sense of the adage that "the time to catch bears is when they are around, and the time to catch trade is when there is trade to catch."

We refer now to the wholesale clothing house of H. Shorey & Co., and the extensive preparations they have made to meet the demand of the large trade that will undoubtedly follow in the footsteps of the tremendous and unusual advertising which our new gold fields have been receiving from the press of the civilized world.

As the wind is tempered to the shorn lamb, this firm have arranged that the rigors of an Arctic winter shall have no terrors for the Argonauts of the Klondyke. Among their Yukon specialties is a suit which they make under a patent and call by the name of "Shorey's Blizzard Resister." The coat is made double breasted, with numerous pockets sufficient in size and strength to hold drills and other miners' tools. A copper rivet fastens every corner where there is the slightest chance of the unusual strain put upon clothes by miners producing a tear or rip.

The garments are sewn with the best and strongest linen thread, and every seam is double stitched. So much for the make. Now for the fabric, wherein lies the patent. The outside is made from khaki duck, and the lining from either a heavy wool mackinaw or kersey, and the two stuck together with a pure rubber tissue, thus

rendering the garment both wind and water-proof. The vulcanizing process to which it is then subjected prevents the rubber from hardening or cracking by exposure to the weather, and altogether producing an ideal fabric which will equally defy wear, wind, water and weather.

They are also showing a number of other garments made from heavy mackinaw, and made in styles shown in their advertisement on another page and called "Arctic" and "Miners'" coats.

Their khaki garments, lined with heavy frieze and mackinaw, and their special inventions in mackinaw, frieze and kersey shirts, with comfort-producing attachments, are a temptation to the almost persuaded to try their fortunes in the gold fields.

A garment that struck us as particularly advantageous was a vest with a water-proofed back, which protects the wearer when down a shaft from the constant drip of water.

We wish them the success which their enterprise deserves, and we believe they will be a factor in helping Canada hold the trade which rightly belongs to her.

#### NEW SPRING LINES IN SHIRTS.

Messrs. Young & Rochester, of London, Eng., are very busy at their factories in Ireland with their celebrated shirts for dress wear and early spring trade. Their Canadian orders are very much larger than any former season. Their "Captain" shirt, soft front shirt, is very popular and can be produced in a good range of prices. The latest novelty is a range of tartan silks for shirts.

At McKinnon building their agents, Messrs. Wreyford & Co., are showing full range samples and report this week the arrival of new range collars, 1898 shapes.

#### MADE TO ORDER.

The Niagara Neckwear Co.'s new spring line of silks and shapes are the best and largest this enterprising concern has yet shown the trade. The beauty of purchasing from them is you get up-to-date styles just the same as you see in the windows of New York stores. These productions are practically "custom made." No goods are kept made up in stock, but are made on receipt of orders.

## AN OUTFIT FOR THE KLONDYKE.

**M**R. J. E. CHIPMAN, a commission merchant of Vancouver, B.C., has issued a circular containing much interesting information about the gold fields of British Columbia and the Yukon and the easiest way to reach them. Speaking of the outfit required by a miner who intends going to Klondyke, the circular says:

The following outfit will be about an average required by a miner or prospector going into the Yukon. Of course, it can be made much less, or more, according to the requirements and intentions of the purchaser, as to the length of time he intends to remain in the country, etc.:

## PROVISIONS.

150 lbs. crackers (assorted)	1 lb. black pepper
200 " flour	1 bottle red pepper
100 " beans	15 lbs. salt
35 " Nirvana Ceylon tea	6 doz. yeast cakes
50 " Australian tinned " of	10 lbs baking powder
150 " " " mutton	75 " rolled oats
10 " " " curried mutton	4 bars castile soap
10 " " " spiced mutton	1 case matches
5 " " " sheeps' tongues	1 box candles
5 " bacon (fat)	2 lbs. acid for vinegar
50 " evaporated apples	1 doz. extract of beef
50 " " potatoes	10 lbs. dried beef
10 " " onions	1 lb. mustard
75 " granulated sugar	1/2 doz. lime juice.

N.B.—Australian frozen mutton, fresh and fat (the fat being so desirable and necessary in the far north) can be transhipped all through that northern country from November till April, frozen hard and fresh.

## CLOTHING.

2 pairs snow-proof gum boots	3 pairs best overalls
1 " " water-proof shoes	1 piece mosquito netting
2 " " moccasins	2 pairs wool mittens
2 " " 10-lb. woolen blankets	2 pairs buckskin mittens
2 suits best underwear	6 cotton handkerchiefs
6 pairs socks	2 pairs Alaskan stockings
1 mackintosh	2 heavy overshirts
1 wool cap	2 pairs heavy wool trousers
1 fur cap	1 oilsheet.

## HARDWARE.

1 shovel	20 lbs. wire nails
1 pick and handle	5 " pitch
1 axe and handle	2 " oakum
6 extra hickory handles for above	1 brace and bit
2 gold pans	1 calking iron
2 frying pans	1 jack plane
1 sheet-iron stove and pipe	2 files
Fish hooks and lines	1 package of rivets
1 enamelled teapot	1 " " wood screws
2 fibre buckets	1 draw knife
2 camp knives and forks	1 chisel
2 " " plates	1 tape line
3 " " spoons	1 bean pot
1 pack strap	1 lantern
1 sheath knife	Sail needles
1 compass	2 enamelled cups or mugs
150 feet 3/4-in. rope	1 fibre wash basin
1 handsaw	1 tent
1 whipsaw (complete)	

The above would cost the vicinity of \$300, more or less.

## WHAT YOU CAN SELL FOR 25c.

This has become the most popular price of the day. Keen, sharp merchants are always on the hunt for the best value to fill this bill. The W. R. Brock Co.'s buyer in hosiery aims and manages to provide the value required, and often is able to go a few points better. For the information of our readers, our bargain hunter secured the numbers of the following lines that can be sold with a good margin of profit at 25c. Electric and cuckoo Hermsdorf's black cotton hose, Leather and Ironclad ribbed knicker hose, "The Winner" and "Dotel" black cashmere hose, "Acme" and F2 black cashmere socks, F55 balbriggan underwear, "Special" black taffeta silk gloves, F20 and F21 blue and flesh underwear.

## ANOTHER EVIDENCE OF CANADA'S PROSPERITY.

H. Shorey & Co., of Montreal, tell us that they cannot make anything too good to sell for this coming spring. Instead of leading as formerly, on their cheaper grades of goods, their Rigby-waterproof spring overcoats lined with silk, fine Scotch tweed, clay

worsted and Salt's Vicuna cloth suits, made in their best ready-to-wear style and lined with the finest lining, are now their leading lines. The demand is for the best—not the cheapest. We are the people of Canada and feel that we are worth dressing.

## NEW SPRING GOODS.

**S.** GREENSHIELDS, SON & CO. report in dress goods the taste this season seems to be more for plain goods than in former seasons, such as serges, cashmeres, box-cloths and epangelines. They state that in black goods grenadines and lustres, in both plain and broche goods, will be good sellers for next season.

In James Johnston & Co.'s dress department their range of samples are now complete with all the latest novelties in fancy and newest shades in plain. They have paid special attention to their black dress goods department, in which will be found both good values and novel designs and effects.

Brophy, Cains & Co. invite those of their friends who have not yet seen their Oriental laces to hold their orders till they do so, and promise that there will be no delay in delivery on that account. Large stocks have been bought in addition to the unexpectedly large sales already made. Their range of white, cream, black and fancy silk chantilly is also very large and complete, and the value right.

## LOW-PRICED WOOLENS FOR SORTING.

Brophy, Cains & Co. have secured a further large shipment of their 266 A. W. plain shirts and pants, retailing at 50c. These goods are almost as scarce as low lines in ladies' underwear, and, speaking of the latter, they have also promised for delivery by the end of December ladies' vests to retail at 25 and 50c. These—next to "Klondyke" blankets—are perhaps the scarcest things in Canada at present.

## WILL ENLARGE THEIR WORKS.

The Dominion Suspender Co. (Niagara Neckwear Co.), Niagara Falls, have had a most successful year. They have had more orders than they could conveniently take prompt care of. Consequently they have been delayed in shipping. Early this spring they contemplate building another large addition to their now large plant.



"My brudder can make it go."

# GLOVES AND MITTENS

**BERLIN, ONT.**

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

**You will not regret**

- ..Buying W. Cairnes & Co's Gloves and Mittens.
- ..Everybody should have them.
- ..Right in quality and price.
- ..LET US fill your orders.
- ..Importers, stop and think!
- ..None should miss seeing our samples.

"The Maple Leaf—our emblem dear"  
Appears on each button.

**W. Cairnes & Co.,** Manufacturers. **Berlin, Ont.**



**Rockwood  
Woolen Mills**

**HARRIS & CO.**

The attention of the Trade is respectfully called to the

**HARRIS 6/4 STANDARD**

- - AND - -

**HEAVY-WEIGHT FRIEZES**

NOW BEING SHOWN FOR FALL, 1898.

**R. R. DAVIS, Selling Agent**

**3**

**WELLINGTON STREET  
EAST**

**TORONTO**

## WINDOW DRESSING.

### WHAT SHOULD BE DONE IN TRIMS THIS MONTH ?

THE JANUARY WHITE GOODS SALE — HOW MATERIALS AND GARMENTS MAY BE ARRANGED—WHY NOT A COLORED BACKGROUND — A MONTREAL DEALER WATCHES A LOCAL EVENT.

**T**HERE are no two special sales on the calendar that mean more to the store than the forthcoming events in linens and muslin underwear. They can almost be said to go together, says The D.C. Economist, for the sale of made-up muslin garments is only a further development of the yearly offering in bleached and brown cotton which always were put forward in conjunction with the linens.

This is not the place to argue on the advantages or disadvantages of these special sales—it is for the window dresser to follow orders, and the orders are surely going to come for special displays of these goods before many days.

Muslin underwear is not the best display material in the world. The colors being almost uniformly white, with no contrast in trimmings, there is apparently little the decorator can do with these goods.

Most muslin underwear displays show too many garments.

Rows upon rows of white gowns, etc., with but little difference in the style or finish, makes a dull white display, with nothing particularly prominent or attractive from the onlooker's point of view.

The tissue papers of varied hues which are inserted by the manufacturers to give a little contrast are often of such hideous colors that the effect is made worse by using them.

Wouldn't it be an innovation if some window trimmer were to fix up a window with a flat or slightly ruffled background of some rich, dark-colored material which would contrast strongly with the garments shown, and instead of the usual masses and mounds of muslin garments show only a few?

For instance, three or four nightdresses representing some of the best values in the stock, these to be displayed on wax-headed forms wherever possible, or otherwise on the ordinary cloak or dress forms. One neatly-lettered sign in which these four garments could be described by numbers, their good points and prices stated, would be better than the two dozen confusing price tickets shown in the ordinary muslin underwear window.

If you want to go into details garb one of your wax figures in a neat black dress and cap, seat it at a sewing machine in the window, make the surroundings attractive and use a sign saying, "This muslin underwear is made in well-lighted, well-ventilated factories, by well-paid help."

We saw a display of infants' wear in a large western city a short time ago which offers a suggestion for a decoration in these goods, often one of the busiest lines during the muslin-wear sales. In a medium-sized window was shown a female wax figure dressed as a nurse. In her right hand she held a pair of scales in which there was lying a good-sized doll dressed as an infant. The idea is an excellent one, and makes a very pretty central figure in an infants'-wear show.

Tables, stands, inside showcases and fixture tops should all get a good bit of attention for this special sale. Perhaps you can devise some attractive color-combination scheme which can be effectively carried out in window and department displays during the muslin underwear sale.

Try and choose a color which will add some warmth to the trim. The solid white of the goods seemingly has a cold appearance during this winter weather.

Again, don't make too big a show of the very cheapest lines of

goods offered. The profit is not made on the 19-cent items, and the decorator should put forth his best efforts toward diverting attention to the better and higher-priced lines.

### THE LINEN SALE.

The special sale in linens and housekeeping goods means more to the strictly dry goods end of the business than perhaps any extraordinary event of the season. In some stores the white goods and wash dress goods participate in this event, and all in all its success means a good start in building up a good sales record for the year.

The treatment of linen decorations allows considerable scope, as the goods are pliable, come in easily handled lengths, and are put up by the manufacturers in neat packages with ornamental labels.

The spinning wheel, decorated dinner table, etc., are all old ideas which have been used a hundred times. It is a question whether trims of this kind are really valuable in promoting sales.

Why wouldn't the idea of a dark-colored background, advocated in the article devoted to muslin underwear displays, also be good to use in connection with linens? The policy of showing only a few things at a time and changing the trims very frequently might also be made to pay.

Table linens generally come folded in the centre, and unless opened at the counter do not give the prospective purchaser a good idea of their width. Marking the ticket "72-inch damask, \$1 yard," and showing the goods tightly rolled and folded, as in the original package, is not nearly so trenchant an argument as a short length of this 72-inch damask opened up to its full width, showing all its beauty of pattern and quality.

The force of the low price is thus strongly conveyed to the shopper and the argument of quality and width given its full meaning. The same idea applies to showing napkins, bedspreads, towels, or any article where size is a desideratum.

Comparisons of extra good and ordinary values can also be made in window displays in such a way as to convince such passers-by who may be interested in the goods offered at the sale and yet too skeptical to enter the store and take a few minutes for an investigation.

For instance, there is an extra good value in a towel which is offered at the sale for 35c. It is so far superior to the average 35c. towel that a novice in linen buying can see the difference. Why not take two of these towels and put them side by side in the window, and say on a card: "No. 1 is a towel such as is ordinarily sold at 35c. and considered fair value; No. 2 is an extra fine towel that will be sold at 35c. only while this lot lasts." If you choose, the entire stock of the extra good 35c. can be shown in the window.

The hourly sale feature now so lavishly indulged in during these special events can be advertised ahead of time by liberal piles of the goods to be offered in window and also on tables inside the store.

Suppose you have bedspreads bought at a very low price, and which are going to be sold at a very slight advance on the cost between certain hours of the second day of the sale. A hundred spreads make a big show, and is there any objection to taking a section of counter or table space, piling them up and affixing a placard reading: "Just look at these spreads. They are going to be sold between 9 and 12 to-morrow morning at \$1 each. After 12 they go to \$1.25. These are here for your examination. Not a single one will be sold at \$1 before to-morrow at 9. Will you come?"

A store that offers exceptional values during its special sale can gain a liberal amount of good advertising without any cost with trims of this kind. The crowd that is attracted during the first day



C. K. HAGEDORN, Manager.

# They're Out..



## Our SPRING SAMPLES

Ready and men on the road in every part of the Dominion showing them. Understand, we have spent much time in getting up this season's samples of



# Suspenders

We have succeeded in procuring the very latest and best qualities and designs in webs the market affords. We have used the newest trimmings to add ATTRACTIVENESS to QUALITY. These goods will sell, and are worthy your careful consideration, as we believe them to have no superiors in the market.

Our range of **BUTTONS** is also very much up-to-date. Prices always right.

Trial order solicited.  
Goods shipped promptly.  
We guarantee satisfaction.

REMEMBER--"We fear nae foe."

---

# The Berlin Suspender and Button Co.

**BERLIN, ONT.**

of the sale will take notice. Many women who had no intention of coming to the sale will be told by friends who have been at the store of the wonderful values that are going on sale to-morrow.

#### KEEP THESE THINGS IN VIEW.

Do not lose sight of the value of the price ticket in a special sale window; it is the touchstone that concentrates attention to the bargains that are shown behind the glass, and many times brings the customer into the store.

A word about tables in the aisles. Unless the aisles are extra wide and ample room is allowed on each side, do not attempt to blockade them by the use of tables. Some merchants have got the idea that tables are wonderfully good helps in disposing of merchandise, because so many women will stop to examine the bargains that are offered and are then led to buy. Perhaps this is so, but we have seen two women block up the passage-way between a counter and table and force a score of people to walk out of their way in order to get out of the store.

In arranging the stocks for the sale try and keep like classes of goods grouped by themselves; for instance, comfortables, blankets and quilts; muslins, sheetings and ready-made sheets and pillow slips; towels, napkins and single pieces of linens. It will facilitate handling, and if the clerks from other stocks who are temporarily impressed into service are made acquainted with the general arrangement and sub-division of the stocks, much confusion and annoyance will be obviated.

An overhead display of linens, if well executed, will also add considerably to the appearance of the department. A few months ago we made mention of the possibilities of attracting people to other parts of the store by having branch departments and advertising the fact. This would seem to be an opportune time to try the scheme. Three or four tables with some very special values could be placed in some of the other departments, and may do much good in drawing some trade to stocks that otherwise are dull at this season.

#### SUIT THE TRIM TO THE OCCASION.

Window dressing is so largely a matter of common-sense and good taste that a man endowed with these not unusual gifts should have no difficulty in producing good results. Yet, strange to say, this is by no means the rule. Perhaps it is a desire to eclipse his competitors that tempts a retailer to forget that he dresses his window to sell goods, not to show what an amazing display he can make. What is wanted is a judicious display of goods that will attract the passer-by, induce him to look again and finally to spend his

money with you. Don't work at haphazard. Have some definite scheme and see that it is carried into effect.

In winter, warmth and comfort should give the keynote; in summer, your windows must suggest everything cool and fresh, but at all seasons order and harmony are necessary to success. There is a good deal of "put yourself in his place" about a successful window dresser. He must keep both eyes open and if he happens to possess that much-quoted one, in the back of his head, so much the better. He should see opportunities and know how to take advantage of them. Events of local importance give splendid chances for good window displays. To illustrate this we might mention how, on the eve of St. Andrew's Ball, a large men's furnishing house in Montreal devoted all their window space to collars, gloves, white ties, dress shirts and all the other etceteras required for evening dress, including a line of tartan half hose.

#### LINENS.

Linens have been very much on the move of late with the W. R. Brock Co., Limited., which may be accounted for by the "good things" they have had to offer to the trade in their various lines. Their M3 56-in. cream damask tabling cannot be repeated at the price and is quickly being sold up. The same applies to certain numbers in huck and damask towels which were manufactured for the American market and were not ready for delivery before the Dingley bill came into force, and were secured by this firm at a great concession. There is no doubt as to their strength in Canadian cotton and Irish, Scotch and Russian linen crashes, butcher linens (both bleached and unbleached), embroidery linens, table napkins, cloths, etc.

#### CASHMERE HOSIERY.

Yarns are very firm now, and, judging from Australian advices, must certainly advance as soon as stocks run down, re-

ports Brophy, Cains & Co.'s hosiery department. They have, however, purchased accordingly, so will not only be able to cover their friends in case of an advance, but will be able to fill all orders promptly, no matter how large the demand may be.

#### NEW SPRING GOODS.

Brophy, Cains & Co. have put on the road a very fine range of taffeta and silk gloves for the coming season. There are so many novelties and lines out of the beaten tract that the range when laid out has a specially bright appearance.

James Johnston & Co. have just received another shipment of plain and fancy chiffons; also chiffon and other fillings, the very latest novelties.



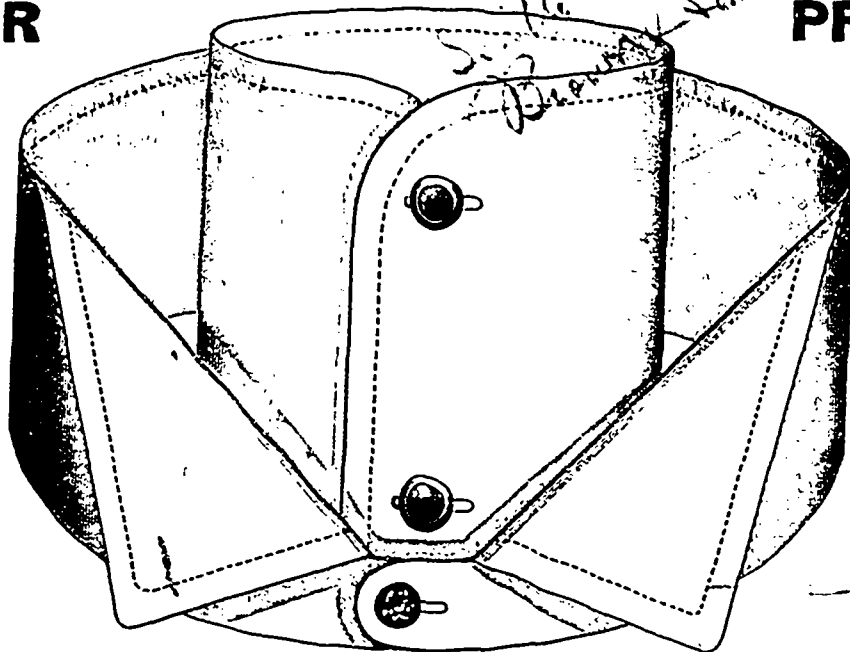
Softly as a cloud we go, sky above and sky below,  
Down the river, and the dip of the paddles scarcely breaks,  
With the little silvery drip of the water as it shakes  
From the blades.—Lampman.

# The A. B. Mitchell Co.'s

**WATER**

**PROOF**

**Collars  
and  
Shirt**



**Cuffs  
Bosoms**

Always fresh and up-to-date, superior to any produced.

Made to sell, and are sold, not kept in stock.

♦♦

♦♦

AGENT

Stamped  
THE  
*A. B. Mitchell* Co.  
on all goods.

**Duncan Bell, Montreal, Que.**

**Factory and Wareroom: Toronto, Ont.**



RETURNED

98  
H. A. A. /

Spinning a Yarn."

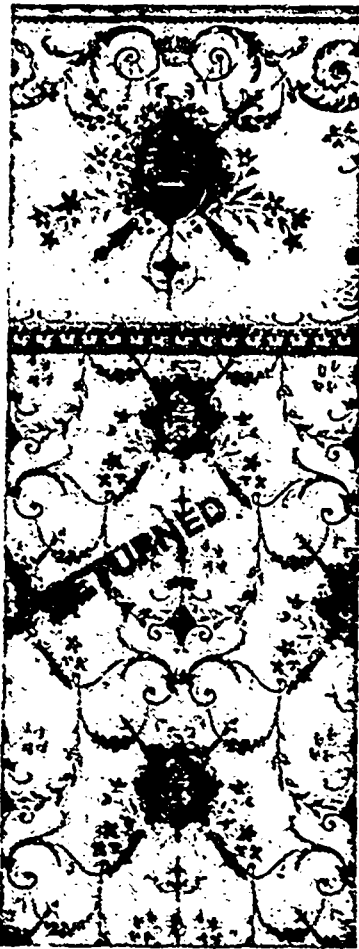
Thos. D. Wardlaw spins Worsted and Woollen Yarns, plain and fancy, with golf and bicycle novelties. **KNITTERS**—send in your orders.

**WARDLAW YARN MILLS - DUNDAS, ONT.**



## THE DRESS GOODS TRADE.

REVIVAL in the dress goods trade is more pronounced than in any other line of the dry goods business. The W. R. Brock Co., Limited, have more orders placed ahead than for many previous seasons, which may be accounted for in two ways: firstly, to the improvement in business generally, and secondly, to the extent and exclusiveness of the range they are showing. Better and medium class goods are coming into greater prominence, in fact they report that their cable repeats are almost entirely confined to such lines. Plain black goods will be in good demand, principally in serges, mohairs, soleils, velour-finished cashmeres. With reference to the last mentioned goods, this firm draw particular attention to their special numbers—1355, 38-39 in.; 1245, 45-46 in.; and 1465, 45-46 in. These were made for a large New York



No. 504—Combination, The Watson, Foster Co., Limited

## YOU CAN'T BEAT 'EM.

The line of sweaters called "Swift," "Sport," "Flyer" and "Flash," carried by the W. R. Brock Co., Limited, cannot be beaten for value or make. Neither can their range of cycle hose with or without feet.

## PRETTY WALL PAPER.

We illustrate three very successful designs by the Watson, Foster Co., Limited. With No. 504 the treatment is heraldic, and the color combinations are very effective. Nos. 458 and 570 are cheap gills, with 9-inch borders, which have had a large sale.

Orders for spring delivery already booked are so numerous that

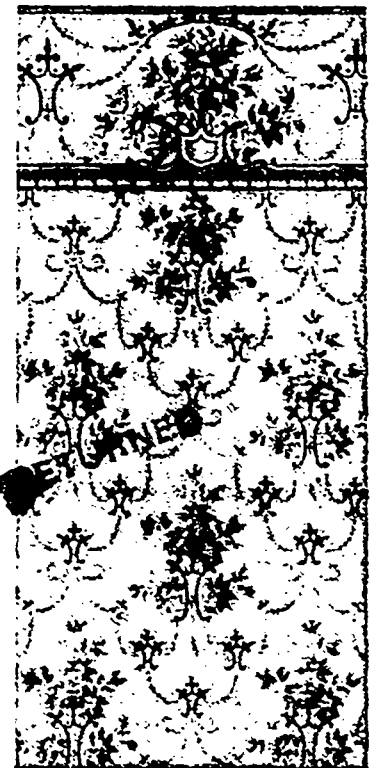
it is necessary to keep the factory running two hours over-time each day to get the goods ready in time. Carload lots for shipment to New York and Chicago were being loaded when THE REVIEW called at the factory.

## ART IN FLAX.

The world's greatest handkerchief centre is Belfast, Ireland. The flax is spun in the mills and afterward given to the workmen to weave into a cloth. When the cloth is returned to the mill the work of hem-stitching and decorating is done in Donegal and other towns and villages on the west coast of Ireland. After this they are sent to the direct north of Ireland for the additional work of spoking, as it is technically known—we would call it the official punching of holes in the fine embroidered design, which imparts a finishing touch of completeness to the daintiness of the design worked thereon. After Ireland, and ranking almost in importance with it, is the Swiss market. Next in order Belgium, whence emanates the Flemish work of such rare beauty. France claims a part of the handkerchief industry, while Germany, too, lays claim to some attention, and, lastly, we begin to realize that the Richmond of the field is the Jap, who has given us some wonderfully clever work for his first attempt, which demonstrates that on lace-work we shall hear from him again. So, ye art-workers, be on your guard, for the laurels which ye have claimed may be suddenly wrested from you. I wonder whether it has ever occurred to our buyers and readers, the amount of art embodied in a handkerchief? We have before us a mouchoir of the daintiest conception of embroidered linen and lace. It is sold as a French handkerchief, but "honor to whom honor is due," it is not French, but Swiss, made down in the Swiss village of Ap-



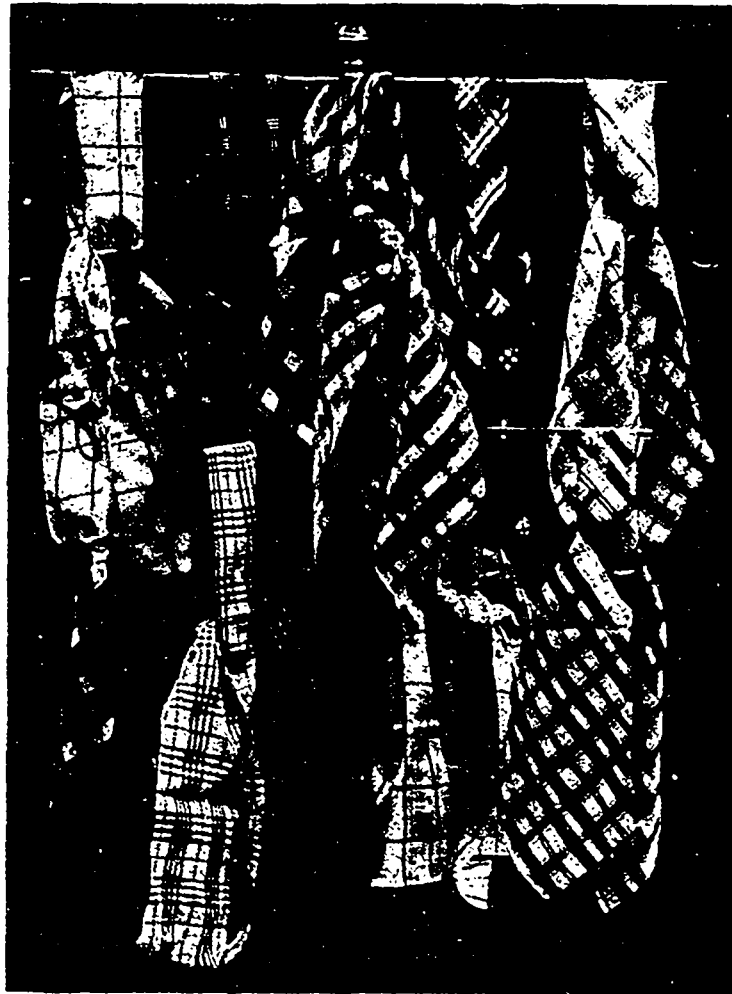
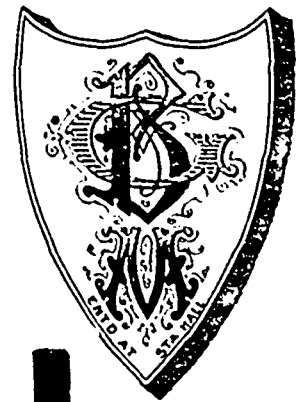
No. 570—The Watson, Foster Co., Limited.



No. 458—The Watson, Foster Co., Limited.

# NECKWEAR

Brought to an . . . **Artistic Point** —



New patterns De Joinville and Windsor Square End Scarfs on our special nickel stand.

Underwear . . .  
Half-Hose, Braces  
Cantslip Belts  
English Collars  
Umbrellas and  
Rubber Coats

## GLOVER & BRAIS

MONTREAL - QUE.



"Distingue", United.

penzell, by the deft fingers of the peasant laceworker, who in outward appearances is void of any of the graces which we would imagine one must possess who could produce such an article of rare beauty.—D.G. Chronicle.

#### PLUSHES AND SILK DRAPERIES IN CANADA.

**M**R. WM. TAYLOR BAILEY, of Montreal, through Messrs. Peter Schneider's Sons & Co., of New York, is now representing Messrs. Timme & Son, plushes, velours and corduroys, Jaeger & Schmiedel, fancy silk plushes, and Stead & Miller, fine silk tapestries, draperies, etc. The product of the French mill which Mr. Bailey represents will be carried in stock in Montreal, but his other lines will be sold by the piece only and shipped direct from the mill.

#### SPECIALS FOR THE MINING TRADE.

The Alaska clothing trade has attracted the attention of both dealers and manufacturers throughout Canada, and to meet the enormous demand dozens of new lines have been put on the market. The Hudson Bay Knitting Co. were among the first to do so, and their samples for the coming season contain new designs and combinations prepared for this trade. Their patent combination undersuit is worthy of mention; it is made of pure Canadian wool in an extra heavy weight, and is all in one piece, affording a warm covering for every part of the body. It has a rear opening and a heavy flap which protects the bowels from cold and wet.

Their combination sweaters, lambskin lined coats, sleeping bags, sleeping socks, tuques, etc., are well made and useful goods, and should be seen by those who propose seeking their fortunes in the far North.

#### SPECIAL CONTRACTS FOR DRESS LININGS.

By guaranteeing to take large quantities for cash during a season, the W. R. Brock Co., Limited, are enabled to make advantageous arrangements with the English, Canadian, and American mills, and are consequently in a position to quote interesting prices on leading lines. They keep their stock fully assorted all the year round and cater successfully to all classes of trade.

#### EXCLUSIVE DESIGNS FOR RUBBER CLOTHING.

The Beaver Rubber Clothing Co., of Montreal, have arranged for a number of exclusive patterns in cloths specially adapted for their "Beaver Brand" mackintoshes. In the course of a few weeks they will supply the jobbing trade with sample cloths and fashion folders, showing new styles and qualities. The Beaver Co. have no travelers, so that all orders should be addressed direct to them at 1490 Notre Dame street, Montreal.

#### A GLOVE FOR SPRING TRADE.

For the spring season, S. Greenshields, Son & Co. are showing a two-dome fastener, fancy trimmed glove with combination embroidery at \$9. This is a popular glove and the trade are advised to write for samples without delay. It may be obtained in greens, reds, and greys, as well as in standard tans, whites and blacks.

#### THE MERCHANTS DYEING AND FINISHING CO. LIMITED.

By the time this issue is in the hands of our patrons, the above concern will have been organized as a joint stock company, and will succeed to the well-known business of Caldecott, Burton & Spence. They have a very fine and well-equipped works at Liberty street, Toronto, where they will dye and finish a large portion of their dress goods and silks; but in addition to this there are many classes of yarn dyed and printed goods which do not come within the scope of piece-dyeing that they will import dyed and finished, also muslins, velvets, velveteens, prints, etc., dress trimmings, dress linings and all classes of dress accessories—so that it will be a complete dress goods and silk house in every sense.

This is the first general wholesale house to go into specialties, but when we consider how trade has drifted into specialties in Britain and the United States, the promoters of the new concern feel sure this move is in the right direction. There are as many general wholesale houses today in Toronto as in New York, and as many in Montreal as there are in London, England, but in specialty-houses we are only beginning to follow the lead of these great centres. It has taken a great



How beautiful the water is!  
To me 'tis wondrous fair—  
No spot can ever lonely be  
If water sparkle there.

deal of pluck and perseverance to bring the works to their present prosperous and effective condition, and we heartily wish the greatest possible success to this as well as every other home industry.

As will be seen, therefore, the idea which prevailed in some quarters that the old importing business of the late firm would be wholly abandoned was erroneous. The "Merchants" will continue to offer the trade the newest novelties in imported dress materials, trimmings, etc., in addition to the ones dyed and finished in Canada.

#### A PET DEPARTMENT.

Hosiery is one of the most important branches of the dry goods trade and the hosiery department is also one of the most important in the W. R. Brock Co.'s warehouse. Constant watching to secure correct goods and right values has enabled Brock's buyer of late years to buy thousands of dozens of a line where he used to buy hundreds and less. As a natural consequence this enables him to secure special prices and confined lines, which attract new customers, retain their present friends and place them in a position to lead the hosiery trade.

**HAVE YOU ORDERED YET? IF NOT,  
DO SO RIGHT AWAY**

THE  
**M. & K. SILCOTON**

Large orders booked the first day it was shown to the trade.

**ASK YOUR JOBBER FOR**

M. & K. Silcoton  
M. & K. Embroidery Cotton  
M. & K. Knitting Cotton  
Victoria Crochet Thread  
Chadwick's Spool Cotton  
Chadwick's Mending Wools

Taylor's Embroidery Rings  
Taylor's O. K. Hose Supporters  
Taylor's Marlboro' Dress Stays  
Taylor's Worth Skirt Extenders  
Dunbar's Linen Thread  
A. B. XX and X Waddings

**NORTH STAR, CRESCENT AND PEARL  
COTTON BATTING** Gives you the Best Value Obtainable.

Even the Pearl grade is guaranteed stronger and better adapted to requirements than any grade of any other batting. The above brands are the strongest, handsomest, and most desirable Cotton Bats to be had in the market.

**Nothing..  
Deceptive**

They look well in the roll. They have the strength and qualities required by the consumer after unrolling. They make strong comforters. When you unroll and unfold them you can test the strength and they will not fall apart like other bats which may be offered you. You can't blow them away in a hurry.

**THREE GRADES. THREE PRICES. THE BEST AT THE PRICE.**

**Robert Henderson & Co.**

Dry Goods Commission Merchants

323 St. James Street

**MONTREAL**

## WINTER FASHIONS IN PARIS.

MILLINERY STYLES AND FUR GARMENTS — FANCY MUFFS IN VOGUE—HATS TRIMMED WITH FLOWERS—POPULARITY OF COCK'S FEATHERS—NOVELTIES IN FASHIONABLE DRESSES.

**F**URS are in favor. Fancy furs reign supreme. The muffs are also very fanciful. Cock's feathers are in favor, and are very realistic. The prettiest are black outside, and white on the inside. They are trimmed with a satin bow and a small bunch of seasonable flowers or a spray of holly. Hats continue to be low. Many are turned up in the form bergere. Others are quite straight in the front, with the back turned up.

Felt hats, trimmed with flowers in velvet, are most becoming. A pretty model in grey felt has a "canotier" shape, and is draped with grey velvet and three large bunches of Parma violets on the side surrounded with velvet leaves. Another in the Trianon style is in silver grey felt, with violet velvet roses hidden partly by a drapery of violet tulle. A pretty toque in nut-colored velvet is trimmed with thick tufts of cock's feathers dyed the same tints as the velvet. The hat is bordered with a band of zibeline, which looks very soft and pretty against the hair. In the way of capotes a very charming one is made entirely of heliotrope and foliage, with "piquets" of heliotrope forming aigrettes. These flower hats and toques are very nice for theatre wear. A novelty in jackets is the blouse moujik. It is made up in sealskin, astrachan, or silk caracul, as follows:—The back forms jacket; the front two box-pleat blouses; small round revers and top of Medicis collar in breitschwanz; two antique steel buttons on the front pleats, the short basques held down by a waistband of black satin fastened slightly on the side by a handsome steel buckle; muff to match, with large black satin bow in the centre; hat "canotier" in soft felt, draped with two shades of velvet and wavy cock's feathers.

One sees whole hats in these cock's feathers, and they are also very much used for trimming. For instance, a fichu Trianon, which is most fashionable as a trimming for a corsage, is edged with a narrow trimming of these feathers, and the high collar is also edged with them. The brightest hues are the most adopted, such as blue, yellow, and green, and sometimes the whole three mixed. Muffs are also seen of these feathers, but I must warn my readers that this trimming wears very badly, and there is no warmth in it. Many boas of cock's feathers are seen, but few wear them, so they will probably end in being sold up cheap at the various Magasins de Nouveautés.

Very large cloaks are worn with large sleeves. A nice model is in dark vigogne, the fronts, very full, re-crossing on the cross. The back is ornamented the whole length with a large pleat, very flat, having thirty centimetres at the top and forty at the bottom, that is to say, forming nearly the whole width of the shoulders. A very high collar is lined with sealskin. The large revers are also lined with sealskin. The large sleeves are wide at the bottom, like those worn by sisters of charity, with deep revers of sealskin.

The fashion of wearing tea-jackets is being introduced. A pretty model is a vest in moire veloutee rose, with basques showing Vandye designs, these teeth being edged with fur, under which is a deep volant of application lace. Long sleeves, with deep embroidered revers. This jacket, which is tight fitting, will go with any skirt.

A most useful little toilette is in black cloth, the seams of the skirt being trimmed with three tiny rows of velvet, placed one against the other, with the tiniest of black buttons running up one side. The corsage, which is of cloth, has a trimming of buttons down the front, forming large box pleats and blousing somewhat. The same buttons pass up the tight-fitting sleeve. Epaulettes and double

collar of cloth are trimmed round with buttons, and the high collar is of draped black silk; deep waistband of same.

One of the latest novelties in dresses is a costume in cloth, bleu-de-France color. It is cut in Princesse style. The skirt, which is quite flat on the hips, is made wide towards the bottom by a volant which is cut out apart, and then added to the skirt to form one with it; the plain corsage is slightly blouse. The ceinture is of plain blue velvet with buckle. A large band of blue velvet, covered with chenille passementerie, passes down the front of the corsage to the bottom of the skirt and all round the edge. The centre of the skirt is framed with two rows of the same. There is a beige feather boa, without ends, and a toque in black velvet trimmed with a large bird with its wings. A very chic morning dress is a small vest, crossing over the side, and fastening with one button with square revers. The ceinture passes round the back and through the fronts. The Medicis collar is lined with ermine. The skirt and coat is in wool-colored cloth, and the toque is in velvet to match, trimmed with beige feathers forming wings, two on each side of the hat, held down in the centre by a large velvet bow.

Whatever may be said of fashions in the way of jackets, it is necessary to have a sealskin or an astrachan jacket. The preference this year is certainly given to sealskin. In these goods one would be wise to go in for the forme classique, by which I mean the regular straight jacket, which will never go out of fashion, whilst the bolero and blouse are already being overdone. The jackets I recommend are plain and tight-fitting, with a basque neither long nor short, or the double-breasted jacket with two rows of buttons, tight at the back and falling loose in the front. The sleeves are almost flat, with scarcely any fulness at the top.—Jeanne, in Drapers' Record.

## NEW SPRING GOODS.

**W**ING SLEEVES" vests are now the favorites for spring, say Brophy, Cains & Co., selling about in the proportion of 5 to 2 to sleeveless goods. "The latter, however, in American medium priced goods, are a distinct feature in the market, and we did not anticipate any such demand when we introduced them."

In the staple department James Johnston & Co. are showing their usual complete and large assortment of linens, plain and colored cottons, prints, printed muslins, etc., and a special line of metal-printed crincillas at a very low price, and very pretty for dresses or blouses. Their 103 print is the best in the market for the price, 7½c.; also some novelties in art drapery and sateens.

The "Ascot" is the name of a very pretty, fashionable kid glove, with 2-dome fasteners and embroidered back, shown by S. Greenshields, Son & Co. for spring. They are to be had in greens, reds, greys, tans, whites and blacks, at \$11.50. This line is proving one of the most successful ever offered by Emil Pewny & Co., for whom S. Greenshields, Son & Co. are the sole Canadian agents.

S. F. McKinnon & Co.'s twelve travelers, after a rest of two weeks, started off on their respective routes on Monday, the third of this month, calm and dignified, having unbounded confidence in the merits of the samples representing their firm's importations for spring. Every city and town of any importance, from the Atlantic to the Pacific Coast—a distance of about three thousand miles—has or will be visited with our spring samples before the end of February.

## RUGBY. RUGBY, RUGBY.

A line of Hermsdorf black-ribbed cotton hose called "Rugby" is carried by the W. R. Brock Co., Limited, in their hosiery department, and is a winning line. It has a new top that will become popular.

BUY THE **STANDARD** LINEN THREAD of the WORLD

WHEN you ORDER,

PLEASE INSIST ON HAVING BARBOUR'S LINEN THREAD

BEST KNOWN BEST MADE BEST TO SELL

**Barbour's**  
+ IRISH FLAX +  
**THREADS**  
Made from long, strong flax, and upon improved machinery.  
**Spools, Skeins, Balls**  
FOR DOMESTIC USE AND MANUFACTURING.  
Lace Threads, Carpet Threads, Shoe Threads, etc.  
TO OBTAIN LASTING RESULTS, ALWAYS USE **Barbour's Linen Threads.**  
FOR SALE EVERYWHERE.  
Insist on our Trade-Mark. Beware of Imitations.

LEADING TAILORS find BARBOUR'S THREAD

WILL GIVE BEST RESULTS <sup>RETURNED Jan 7/98</sup> *F.M.A.*



USE **BARBOUR'S "FIL AU GRAND PRIX" EXTRA STRONG**

BUTTON THREAD—Per box of 48 balls in No. 30. 55 yards to each ball, black or drabs.

# LEADING THE WORLD

**PRIESTLEY'S**

Silk Warp Eudoras

—: AND :—

Black Fancy Dress Goods

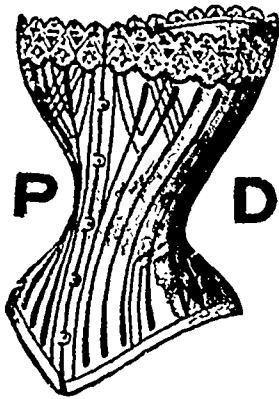
**S. GREENSHIELDS, SON & CO.**

SELLING AGENTS FOR CANADA

MONTREAL

VANCOUVER

## FRENCH P. D. CORSETS



10  
GOLD  
MEDALS

The celebrated **P. D.** Corsets are in the lead again, having received the 1st prize at the Universal Exhibition in Brussels in 1897.

### KONIG & STUFFMANN

Sole Agents

7, 9 and 11 Victoria Square, MONTREAL.

## Kid Gloves

The most fashionable line for

### SPRING

... will be ...

### PEWNY'S

2 DOME FANCY EMBROIDERED

### ASCOT

GREENS, GREYS, REDS,  
TANS, 6 STANDARD  
WHITES and BLACKS.

All with assorted trimmings.

✓ \$11.50 per doz.



### S. GREENSHIELDS, SON & CO.

MONTREAL AND VANCOUVER

Sole Agents for Canada.

### LONDON FASHIONS.

BRAID FOR WALKING DRESSES—RED FOR JACKETS AND HATS—  
LONGER COATS FOR LADIES—ERMINE AND PERSIAN LAMB  
IN FURS—ROUGH TWEEDS FOR TAILOR-MADE  
DRESSES.

**F**INE braiding characterizes the smartest walking gowns, says a lady writer in *The Drapers' Record*, and a green cloth dress has both sleeves and skirt covered with undulating rows of green Russia braid. The bodice is caracul, with yoke of cerise pleated chiffon, trimmed with black velvet ribbon. Another dress of mauve face cloth has its skirt and bolero tucked, the former from hem to waist. Even the sleeves are tucked with stand-out cuffs of black satin, and the neck displays the same finish, while a new waistbelt and sash of black satin, decorated with bands of velvet ribbon, is an important detail in this dress.

The Harris tweeds are still successfully employed for the creation of the smartest of tailor-mades. One on view this week is a red and black check, rather large pattern, with cross lines of purple running through it. It makes a chic coat and skirt of the form double-breasted and semi-loose fronted.

A smaller brown and white tweed of the same make is seen in a tailor-made, the coat of which is three-quarter length, with brown suede belt drawn through a small steel buckle in the centre of the back and again in front, the ends crossing and hanging down an inch or two. The facings of collar and cuffs are also of the brown suede. To wear with this is a brown velvet hat of the beefeater type, lifted at the left side with a bunch of Parma violets, behind the brim rising a cluster of three ostrich tips.

One of the smartest black suits consists of a plain skirt and coat braided in black down the front-side seams, but continuing over the shoulders and down the back to a V, and again from the hips all

round the back braiding is carried, as well as above the cuffs of caracul, which fur fashions the square lapels, set off, however, with a binding of bright violet velvet.

Bright scarlet reefers, with collars and cuffs of grey astrachan, are seen worn over a black skirt. With this costume is a red hat, the crown being encircled with a full ruche of black feather trimming, above which on the left side comes a single black plume in shower osprey.

Ermine is being used for boleros, and a short black velvet Russian coat has a bolero and collar entirely of this fur, which, however, has had its day.

A touch of Persian lamb is introduced with effect on several black-braided red bodices and coats, and a model of violet cloth, handsomely braided across the fronts military fashion, is lengthened by the addition of bands of white cloth under an open-patterned silk guimp, which gives a finish to the cuff, collar and lapels.

A favorite color fabric for combining with silver grey is lemon silk. This, I notice, is making the yoke and collar on the prettiest of grey indoor gowns.

There is a leaning towards longer coats, and the majority of the new models shown me this week are three-quarter in length. A single-breasted grey cloth jacket, trimmed with astrachan down the fronts and round collar and cuffs, is braided in black, the Russia braiding being broken with black velvet ribbon coming in scroll pattern to just above the waist, both back and front, and again on the cuffs. Bengaline is making a number of the less expensive opera wraps which have large sleeves, and are edged with nutria for the most part. White brocade is fashioning the loveliest of evening gowns, one pretty model being made of a brocade interwoven with a silver thread, and another having the design picked out with Honiton beading and sequins.

# BELGIAN

SEWING COTTON.

"Cat"



Brand

Grand Prize: Paris and Antwerp

## BEST AND CHEAPEST

Strong, Even and Elastic



Solo Agent for Canada:

Jno. A. Robertson

Write direct for Samples, and ask leading Wholesale Houses for Quotations.

Board of Trade Building, . . . MONTREAL

# Perrin's Gloves



PERRIN FRÈRES & CIE.

7 Victoria Square, MONTREAL.

Manufacturers and Importers of

**KID GLOVES**

of all Styles and Qualities

A complete assortment always on hand. Write for samples.

### NEW SPRING GOODS.

S. F. MCKINNON & CO.'S hat department is a leading feature of their business, and receives great attention, having a special buyer to itself. They are showing over two hundred and fifty different styles for spring, many of them exclusively their own. Large orders are being taken.

James Johnston & Co. are well to the front this season in parasols and sunshades. Some special lines in children's parasols, which are generally hard to get.

"Owing to a mistake in shipping instructions, we have only just received our 504 and 505 cashmere hose, which we have been promising daily to our customers for two or three weeks past," say Brophy, Cains & Co. "The goods have been traveling across the country, whilst we have been worrying the shippers. However, they're here at last, and we can fill all orders right along now."

S. Greenshields, Son & Co.'s stock is very complete in fancy spot gauze and net veilings and chiffons in all the latest shades. They are showing a very large and well-assorted range of all the newest designs in laces, embroideries and flouncings for spring, especially embroideries in lots of 10 and 12 pieces at very low prices. The demand for laces is likely to be very extensive for spring and already they report large sales.

### WE NEVER DO SO MUCH BUT WE CAN DO A LITTLE MORE.

The fact that H. Shorey & Co., of Montreal, the makers of the celebrated brand of ready-to-wear clothing, have so largely increased their trade for the coming spring on account of the demand which prosperous times create for a better class of goods, has not been the means of stopping their tireless toiling for trade. They are like the caterpillar which reaches as far as he can

and then humps himself until he gets there. They have nearly doubled their cutting staff, fitted their factory with electric motors and electric cutting machines, and, as the floor space of their seven large flats has become too small to hold their goods, they have gone up into the air with shelves and double-deck tables, and still continue to toil for trade.

### THE CRY OF "FORWARD" STOPPED.

In many of the better class of retail shops in English cities the practice of shouting "forward" has been discontinued, and the polite rule of approaching and addressing the salesman is observed.

### NOW MAKING DOUBLE-WIDTH FRIEZES.

The attention of the trade is called to the announcement of Harris & Co., of the Rockwood Woolen Mills, in this issue. This mill has been for years noted for its excellent friezes, and new machinery has been put in by which double-width goods are now being made, and shown to the trade for fall 1898. The Harris mill has been in operation for over 30 years, and the aim has been to produce good quality and to deserve the high reputation enjoyed. The enterprise displayed in making six-quarter goods will be appreciated by the trade.

The Rockwood mill is also noted for a homespun cloth having the same general characteristics as the friezes—that is, good finish and first-class material.

### TO RETAIL AT 10c. OR EVEN 12c.

Send for sample dozens of the W. R. Brock Co.'s Leader and S32 hose, men's D22 and TC socks, P5 ladies' ribbed vest. They will also win customers for you.



# JAMES JOHNSTON & Co.

**W**holesale Dry Goods Importers  
and Jobbers . . .

✓ **MONTREAL**



## SPRING 1898

We would draw special attention to our large and splendidly assorted range of samples for Spring 1898. They are now in the hands of our travellers, and we would respectfully ask you to hold your orders till you have seen them.

*OUR LEADING DEPARTMENTS ARE :*

### **Staples, of all Kinds**

Special 103 Prints, 7¼ cents.

### **Silks, Ribbons and Trim- mings**

In great variety.

### **Dress Goods and Velveteens**

No better in the market.

### **Hosiery and Gloves**

Every make and quality at right prices.

### **Gents' Haberdashery and Neckwear**

This Department is specially good.

### **Smallwares and Notions**

Everything from a needle to an anchor.

### **Muslins and Embroideries**

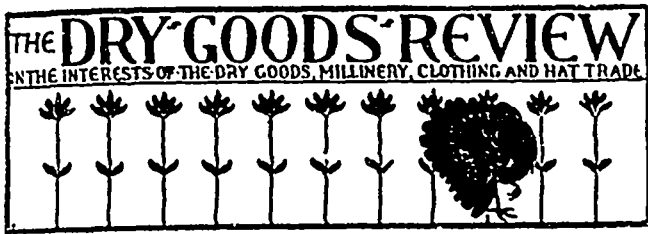
Complete in every line.

### **Laces**

We are always on top in Laces. They will be a great feature this Season.

## LETTER ORDER DEPARTMENT

We pay special attention to Letter Orders, and spare no trouble to procure, if necessary. Don't hesitate to write for samples.



## The MacLean Publishing Co., Limited

President,  
JOHN BAYNE MACLEAN,  
Montreal.

Treasurer,  
HUGH C. MACLEAN,  
Toronto.

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### MONTREAL AND TORONTO, JANUARY, 1898.

12,000 copies of this issue are being printed and distributed throughout every province of Canada. Copies are also being sent to importers in Great Britain, South Africa, Australia, New Zealand, etc., for the benefit of Canadian exporters.

### OUR SPRING TRADE NUMBER.

THIS issue of THE DRY GOODS REVIEW is devoted to spring trade, and an effort has been made to bring it up to a standard worthy of the position occupied by the dry goods trade in Canada.

In the printing and other mechanical effects the aim of the publishers is to be equal in every respect to the trade journals published in London or New York, and distinctly ahead in what specially pertains to Canadian trade. There are exceptional difficulties in doing this for Canada. The expense, we may frankly say, is very great, for merchants are scattered over an immense territory from the Atlantic to the Pacific, and to reach them, to add new firms to the list as they appear, is no easy task. We do not know of any other journals in Canada who keep canvassers going all the year round from the Pacific to the Atlantic, calling upon the trade and keeping in touch with merchants. The advertisements are the most valuable modern method for bringing one branch of trade in close contact with the other. Special pains are taken to set the advertisements in the newest and latest type, so that the merchant reads them and they thus effect the purpose for which they are intended.

Some people think a man or a newspaper rather likes to blow his or its trumpet. This is not so in this case. We are conscious that to the hints of many retail readers and to the patronage of our

friends a great deal is due. This is hereby gratefully acknowledged. THE REVIEW will continue to do its best. Its programme for 1898 includes new ideas which will, we hope, tend to the advantage of the trade and increase the interest in its pages. In this frame of mind, therefore, we wish our readers throughout this fair Dominion

A HAPPY NEW YEAR.

### WHEN THE BRITISH PREFERENCE OPERATES.

UNDER the new Canadian tariff a good deal is expected in the way of increased trade with Great Britain. Up to the present there has been no fair test. Hardly had the one-eighth preference toward British goods gone into force, than the Canadian Government yielded to the obligations imposed by Imperial treaties, and the tariff preference was extended to nearly every country under the sun. But the treaties were denounced and the preference may be confined to British goods after August 1st. We assume that this will be done. If so, the goods purchased abroad this spring for autumn trade in Canada will come under the new rule. Besides that, the preference will be one-fourth of the duty. Our buyers go over to the British markets during the next three months. Their purchases are not usually taken out of the Custom houses until after August 1st, except those for immediate trade requirements. The bulk of the autumn goods, roughly speaking, pay duty after the first of August. The full preference of one-fourth will be a considerable reduction. A line of cotton prints, for instance, now paying a duty of 35 per cent. less one-eighth, that is 30½¢, will then pay 35 per cent. less one quarter, that is 26¼¢. Or, take a class of cotton yarns now paying 25 per cent. less one-eighth, that is 21½¢ per cent; under the new rate the duty on British yarns will be 18¼¢ per cent. These reductions on all British textiles are considerable and will undoubtedly have an effect on importations. Canadian buyers who base their ideas on the new rates after August will be forced, in a number of lines, to prefer British goods to foreign. The common impression in the Canadian trade is that the full preference when it comes into force will have a considerable influence on trade. The effect on domestic goods is variously estimated, the feeling in some quarters being that if we have a prosperous year of home trade, as all expect, the Canadian mills and establishments will be able to stand the increased British competition.

### THE HABIT OF REFUSING DRAFTS.

On another page of this issue, one of the best known and most capable manufacturers in Canada ventilates his views of a needed reform. The practice of refusing drafts is an annoying one, and no up-to-date merchant should follow it. The question has been discussed over and over again, in these columns and elsewhere. We have never seen any good defence of the practice, and whenever the question is fully and fairly discussed—as it is in the article referred to—sensible merchants abandon the policy. Reminders are required frequently, however, for new men going into business may think refusal of drafts a sign of caution and shrewdness. It is nothing of the kind. The writer of our article is no crank, but the essence of good temper and courtesy, so that his criticisms may be taken as those of a very reasonable person. There are some people, as we know, who kick at everything and would like to regulate the

## WHAT ABOUT INSOLVENCY ?



HERE are persistent rumors—for the truth of which we do not vouch—that the Dominion Government will not pass an insolvency law this coming session. The story, as told to the editor of *THE DRY GOODS REVIEW* by presumably well-informed Liberals, is that the measure is too complicated for one session. A bill may be introduced, but will not be pressed. Accord-

ing to these authorities, there are M.P.'s on both sides of the House who are pledged to do all in their power to prevent the passage of an insolvency law. They will obstruct or resort to those endless expedients for delaying bills which are so familiar to "old parliamentary hands." Not being in the ordinary sense a party question, an insolvency bill, they think, can be blocked the more easily, since the party whips are not concerned especially to drum up majorities for non-contentious measures.

Now, as already stated, we do not vouch for these reports. They may be false. We hope they are. But they emanate not from mere idle gossips, but from persons who ought to know what is going on in official circles, and it is just as well that the Dominion Government and the friends of that Government should understand what the commercial community expects in this matter. It is confidently expected that a measure to provide a national bankruptcy law shall be introduced early in the session by some Minister, or by some private member acting under the authority of Ministers, discussed thoroughly, and sent to the Senate in time to be passed. Any other policy will be a clear breach of faith on the part of the Government.

The reputation of Canada is at stake in the eyes of British merchants. They have pointed out the glaring frauds that may be and are perpetrated with impunity under some of the provincial enactments now in force. Before Mr. Fielding in London an influential deputation of British houses earnestly discussed the subject, and the answer of the Minister of Finance, if guarded, was not unfavorable. The Canadian boards of trade have also been agitating, and the demand is practically unanimous. We say unanimous because the objections which have been raised by correspondents of *THE REVIEW* can all be met and satisfied in the framing of the Act. The retailers who have opposed an insolvency law do so because they want no repetition of the old law. In that they are right. It is not sought to repeat the mistakes of the old Act which was repealed with common consent some years ago. In fact, no strong objection to the right kind of legislation has emanated from any quarter, so that if ever a Government had a clear mandate to legislate on a subject, the present Administration have one now.

There is a feature of the subject which is of exceptional importance at present. A tariff has been passed giving a preference to British goods in the Canadian market. When the maximum of preference—one-fourth of the whole duty—goes into force this year it is certain to stimulate largely our purchases in the British market. This policy has evoked general enthusiasm in Canada, and has been well received in England. Are we going to cultivate an increased trade on a basis that will impose the minimum of Customs duty and the maximum of risk upon the British merchant? Surely

a preferential tariff and an honest insolvency law go hand in hand. Otherwise, we would be little better than a community of mere robbers, roping in fresh trade from British merchants under conditions that do little to protect them from despoilment. The British Empire League in Canada has been moving in this matter for years past at the instance of its vigorous and able president, Colonel Denison, of Toronto, and we observe that the League in England, where the Duke of Devonshire is president, has also taken up the question. In fact, the whole subject has rapidly assumed the position of one part of the Empire acting in good faith toward another part.

What will the Government do under these circumstances? The Ministers may rest assured that if they give us the complement of their preferential tariff in an honest bankruptcy law they will greatly strengthen their hold on the commercial interests of this country. If they neglect their plain duty in this case, if they dawdle over the insolvency issue and allow a bill to be pushed aside this session, they will be denounced by every trade paper in Canada. Not two years in office, the Government have already realized that Canadian public policy is to a large extent modified by commercial interests. Once establish a hold upon the business classes here, and a Ministry stays in power a long time. Sir Wilfrid Laurier and his colleagues have this matter in their own hands, and by their fruits we shall judge them.

## STOCK-TAKING.

A MERCHANT, and a pretty successful one at that, was overheard to say the other day: "Oh, stock-taking be hanged, I never take stock. Now that man would have been more successful than he is if he made a point once a year of taking stock. We find it hard to imagine an establishment so run that the proprietor would not benefit from stock-taking. It enables him to know where he is, and he is sure to find something hidden away the existence of which he had forgotten all about. To a greater or less extent he keeps on buying and buying in some line or other with only a rough guess, or a reminder from a clerk "we are out of so-and-so" until something gets hidden away which should be cleared out. Stock-taking enables him to brush up the goods, as well as being almost necessary to show him exactly how he stands financially. Merchants who buy and sell for cash are apt to know where they are financially, and sometimes look upon the ordeal of stock-taking as a great bore. But it is good discipline for the staff, who should be made to feel that every article on the shelves must be moved out, that the proprietor knows it is there and expects a sale to be made. Lately *THE REVIEW* was talking to a merchant when a lady entered and asked the senior clerk for a certain line of goods. The clerk looked about, could see none, and said they were "out of it." The merchant stopped talking to the newspaper man and muttered to himself: "Seems to me I bought some of those awhile ago," and dashed off to a corner of the store behind the stairs. Producing several packages of the goods required, he came back reproachfully to his clerk, an old and trusted employe. The customer had gone. Not wishing to offend the man, he said little, but whispered in *THE REVIEW*'s ear: "That's what turns one's hair grey," and confessed in the next breath that he had only chanced to remember the articles and never took stock.

### THE VALUE OF REPUTATION.

IN THE recent change made by the long-established dry goods firm of W. R. Brock & Co. from an unlimited to a limited liability company, we are pleased to know that the members of the old firm are so fully recognizing the much-talked-of principle of co-operation and are admitting their staff of travelers and department managers to a participation in the profits of the new business as stockholders.

W. R. Brock & Co. have for many years enjoyed in the trade the reputation of dealing fairly and liberally by their employes in the matter of pay and general confidence, but the present deal is a still further evidence of their appreciation of long and faithful service. The whole trade of Canada has for many years been a unit in admitting and asserting that the steady progress and prosperity of this old firm has been largely due to their reputation for liberal dealing as well as to the high personal character of members of the firm. This must evidence the value of reputation. The saying that "nothing succeeds like success" is founded upon the fact that to succeed must depend upon the elements employed as a basis upon which to build success. The elements in this case have been, first, knowledge and industry, then, courage, capital, capacity and integrity. These elements, properly employed, have been the cause of the success of this firm through all the changing circumstances and fluctuations of Canadian business life and the various divisions, sub-divisions and additions in the conduct of the business itself.

We are given to understand that the present issue of stock, \$600,000, all paid up, has been taken by the members of the firm and their own employes, not one dollar going outside of the four walls of their warehouse.

It will have been noticed by our readers and subscribers that W. R. Brock & Co. are amongst our largest and most constant advertisers, and the space occupied by their announcements has been constantly increased. We feel proud of this, as it is an evidence of business appreciation of the value of our reputation as a business medium.

### THE ONTARIO TIMBER POLIOY.

WE DO not know exactly what effect the new policy of the Ontario Government on the timber question may have on local trade in the towns most affected. For the present there may be no particular effect. If the new law forbidding the export of unmanufactured logs to the States brings down retaliation by Congress the Georgian Bay district may suffer a kind of paralysis of trade if Canadian lumber is, by a higher tariff, practically excluded from the United States market.

It is a large question, and while we trust no injury will result to merchants in the district, it is at least possible that some may. On the other hand, the draining of the timber in the district and the closing of the mills has, during several years, been very injurious to the business of merchants in a number of towns and villages. The new move may improve matters, since it will force manufacturing in Ontario and also force the United States citizens who hold Ontario limits to besiege Congress to put the lumber duties on a reciprocal basis. It was absurd to suppose that Ontario could go on for ever watching the export of logs and the gradual extinction of

the lumber industry in the Georgian Bay district. In point of fact, the regulations imposing manufacturing at home should have been enforced years ago, and the Ontario Government have taken action none too soon.

People have a fashion of importing party politics and sentiment into these questions. Really, there is no need of that. It is just a matter for Ontario to settle according to the best interests of the people.

### WHAT IS THERE IN IT FOR YOU?

WE are all anticipating a good spring business. From various causes the outlook is better than it has been for several years. The prices of farm products continue fairly remunerative; a better feeling is manifested throughout the country; and the year 1898 is going to see a large extra expenditure for outfits to the mining regions, especially the Canadian Yukon. Besides, the mining expansion in Ontario and British Columbia is reaching a point where its effects are directly felt by merchants. All these things point to better trade. You will sell more, undoubtedly. But in the long run, where is the benefit, if you keep profits down to the disappearing point? To recoup ourselves for several lean years of trade it will be necessary to swell profits. This cannot be done if merchants make a god of cheapness and trumpet that forth as the principal feature of their trade. This sort of thing eventually kills business. The big department store shriek "cheap, cheap" every day in the week and they get the public into a feverish condition that is unnatural and injurious to all sound business methods.

But is there any reason why the bad example should be generally followed? It is easy to get a crowd into the store by giving away the goods. But is there anything in that sort of thing for you? It requires brains, skill, tact and energy to get the crowd to pay the price for a good article. There are merchants whom we know well, and that is the way they carry on business. All honor to them. In private conversations with THE DRY GOODS REVIEW they have often explained the pride they take in handling good goods and getting the value for them. It becomes a profession with these men and they are the backbone of trade.

On the other hand, there are men—we don't know of any who take this paper—and they sail along for a few years and then come a cropper. They knew it was coming and it didn't worry them one bit. They were pretty sure of getting a settlement in the present state of the insolvency law, and the honest merchant across the street, or round the corner, who was being drained or ruined by the competition, didn't concern them. Now, for these gentlemen, we have just this to say. Try hoeing corn or shingling the barn. Build a nice stone fence (with a top dressing of flat stones piled in a row). It will take several years and—keep you out of the dry goods business. That is what we are after. Why waste your magnificent intellect grubbing along in dry goods, when Providence intended you to star in mining development, or road-building, or feeding the pigs? You may be pouring out genius in a poor miserable dry goods line, when just across the back fence a field of potatoes is yearning for you. This is the beginning of the New Year. Think the matter well over.

## USE CANADIAN ROUTES.

THIS applies both to the routes to our gold regions and to the shipments of freight across the Atlantic. The advice is simply plain common sense applied to national business. In the case of the Klondyke gold country, it is probable that Canadians will go via their own country in any event, because they know that it is the best way; outsiders may fancy that Canadians have a selfish interest in advising them to come via Canada. But, whatever the motive, travelers may rest assured that the advice is sound.

Now, in the matter of freights from Europe, our merchants will act wisely in shipping all goods via Canada. The permission to bond goods through United States territory is one of undoubted convenience to us. As the United States railways got the profits of carriage, we always thought it was a pretty fair bargain. But of late years Canadian railways, by reason of a somewhat similar privilege, that is, the right to carry United States goods in bond through Canadian territory and deliver them again in the Eastern or Western States, as the case may be, have cut into some of the freight business of railways in the States. This has offended railway corporations across the line. Consequently the whole arrangement regarding bonded goods is at any time liable to suspension. It has been threatened several times. We never know when the business interests in the States will take what they have a right to consider the best course for them. When the change comes it will be sudden. Mr. Cleveland's proclamation in 1888 was a sudden move. So was the President's Venezuelan message. Canadians have no kind of ground, as business men, to complain of any course taken by Congress or the Washington Government. They act in their own interest, and why should they not?

On our part, it behooves us, as sensible people, not whiners or children, to be ready to stand on our own feet and be as self-sustaining as possible. If our merchants are put to serious inconvenience some day unexpectedly by having goods on the way interfered with by the suspension of the bonding system, it will be entirely their own fault. Forewarned is forearmed.

## AN EXPERIMENT AND ITS LESSON.

THE Christmas season is universally the window-dressing season. Every merchant seems at this time to feel it his duty to decorate his windows in keeping with the spirit of festivity and of business. Some merchants content themselves each year with the same style of display that they had the season before; others are continually seeking for something new, sometimes hitting on a business catching window, often over-reaching the end in view, as did one Toronto merchant a couple of weeks ago. The many successes that the "Yellow Kid" has had at attention attracting suggested to this merchant the idea of having a couple of young fellows dressed to represent this precocious child, and carry on performances in a window in which was arranged a striking display of Christmas toys, etc. The effect of the display was magical. In a quarter of an hour after the blinds of the window in which was the performance were opened, the sidewalk, a very wide one, was just packed with laughing, noisy children who wanted to see the fun. The children not only filled the walk, but were crowded out on the roadway even to the other side of the street. On the first day of this show the

merchant told a representative of THE DRY GOODS REVIEW that the display would probably be kept there till Christmas, but in a short time it was found that instead of increasing sales the large crowd was rather hindering the public, especially the ladies, getting into the store to do their shopping. This practice of making a side-show or a museum of a window is one that should be cautiously indulged in, as unless the show has the effect of drawing the attention of the public to the goods for sale or draws people with money into the store to examine or to buy, the end obtained by the attraction is nil. But the habit of experimenting, of seeking for something new, something original and attractive, is a habit which is to be commended. Originality is an attribute of the progressive.

## THE MIDDLEMAN.

THE world was not made for any single set of persons. The manufacturer is not entitled to the earth. Neither is the jobber. Nor yet the retailer. There is room for all, and if each does well the duty that falls to him he will keep his place.

It may please some lop-sided people to think that they are necessary to the community, while the rest of us are "excrescences." It was on that basis the Patrons of Industry built up quite a political party. They were, for the most part, farmers. They took it into their heads that as they grew the food and the people at large consumed it, any one who intervened between the producer and the consumer was a middleman who was exacting a profit that he had no right to.

Surely the distributor of goods has a place in the modern world. To hear some talk, you would think a middleman was a sort of legalized pest unjustly permitted to rob us. Now, a middleman, be he retail or wholesale, is not a burglar. He is there because he is needed. If the necessity for him no longer exists, he will disappear.

After several years of fruitless effort to run merchants out of existence, the Patrons as a party are going to pieces. They cannot hope to control public affairs on a basis of pure selfishness. Their motto was not: "Live and let live," but "Let us live and be hanged to the rest of you." That kind of thing attracts no following when it is once thoroughly understood. From the same quarter came the cry: Away with the protected manufacturer; he is a monopolist and lives upon us. All very fine, but did the farmers who talked this way clamor also for the abolition of the protection on farm products? Not a bit of it. They wanted the duties off cottons, and woolens, and hardware and implements, but they wanted the duties left on grains and pork and fruit. They wanted to be protected in the articles they had to sell, but cried out for free competition in the articles they had to buy. Such a policy merits just one plain word, not a polite expression at all, but eminently suited to the situation: pure hoggishness.

Let us take care that we do not fall into the same trap. There is too much tendency nowadays toward the policy of "every man for himself and the devil take the hindmost." We are all dependent in some degree upon one another. We ought to bear that in mind and act toward our neighbors, remembering that they have just as much right to live as we have.

ARE THE RETAILERS SATISFIED?

SEVERAL retail merchants, of whose intelligence and sincerity we have a high opinion, continue opposed to a Canadian insolvency law. They are, as a rule, successful men, doing business on a cash basis, and therefore quite above the taunt that they want to continue the present state of things because they will benefit from easy settlements. No such charge can justly be made against them. Whence, then, comes this opposition?

The probability is that they think an insolvency law will bolster up weak men in the trade even more effectually than the present system. In that they are wrong. The present provincial laws do more for the price-cutter and the dishonest than almost any general law that could be passed at Ottawa. As to preventing merchants from getting goods on credit, how are you going to do it? The line of argument adopted on this point seems to be about as follows:

Well, if we can't prevent the wholesale houses from selling to weak firms and thus forcing competition upon us, we will make it as hard as possible for them to collect their debts or get anything out of insolvent estates. That is very poor policy. It is a kind of revenge, and in nearly all cases revenge is poor business. A man may cut off his nose to spite his face if he wants to, but we cannot be asked to admire such a man for his common sense. So that merchants who would allow the present state of things to continue unchecked—regardless of the ruinous competition to themselves it involves, regardless of the bad reputation it gives the commercial name of Canada—are paying too heavy a price for their revenge.

The whole thing turns upon the kind of insolvency law you have. If Parliament passes such a measure as has been once or twice proposed in the last few years retail merchants who ought not to be in business cannot, under such a law, stay in business. The wholesaler must be careful to whom he sells, under that law, because it will provide that if a merchant has concealed his insolvent condition, or has been extravagant in his personal expenses, or has been recklessly slaughtering goods, he can get no discharge. It may, of course, be asked: why should wholesalers give credit at all? Now, we ask any reasonable man, how is he going to make the cash system compulsory? We favor the cash system, have repeatedly advocated it and do so still. It is by far the best system. But we recognize that there are merchants who know their own business best and who could not con-

veniently enforce the cash system. We leave it to their interest and common sense to adopt it. Why then should other people be forced to adopt it if the retail merchants want to be free to choose it or not as they please? What is sauce for the goose is sauce for the gander. And it is utterly unfair to seek to apply to one class of men in business a rule you don't propose to apply to another set of men in the same business.

But it may be said by the objectors to insolvency laws: We are not asking to force the wholesale houses in Europe and Canada to cash basis: we only want them to give credit at their own risk. Well, but, how much risk is reasonable? The Canadian law provides the machinery by which a retail merchant may enforce his customers to pay their debts. In one province at least the man who can pay and persistently neglects to obey the order of the court to pay can be sent to jail. If the retail merchant has this

*Handwritten notes:*  
 8/19/88  
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Oh sacred solitude! divine retreat!  
 Choice of the prudent! envy of the great!  
 By thy pure stream are innocence and peace.  
 —Young.

protection he can hardly object to some protection being extended to men who sell goods in larger quantities. There are some people who think the retail merchant's privilege in this respect should be abolished. We do not. It seems only right that where a retailer has, in good faith and from representations made to him, given credit for goods he should, if a customer tries to cheat him out of money, be in a position to sue for the debt. Otherwise he would give credit at enormous risk to himself. In fact, he would be forced to the cash system, often at great inconvenience or perhaps loss to himself.

Does not this show that there is a great deal of give and take in these commercial matters and that one class of traders cannot have their way without conceding something to another class?

## GRIEVANCE OF THE SHIRT INDUSTRY.



ANOTHER session of Parliament approaches the manufacturers of shirts, collars and ladies' wear throughout Canada look forward to such adjustment of duties as will place them on an even footing with other manufacturing industries. REVIEW readers are familiar with the grievances of the shirt, etc., makers, but for the benefit of others, who are not, we will briefly recapitulate the facts of the case.

When the tariff commissioners were journeying about seeking information to assist in framing a just and equitable scale of Customs duties, deputations representing this industry interviewed them and asked for even higher protection than they already enjoyed, on the ground that they required it to successfully compete with imported goods. They gave a list of the different materials used by them, such as starch and soap, upon which there were high specific duties, equivalent to from 40 to 75 per cent. ad valorem, and pointed out that they were paying duty upon their raw material, i.e., cottons, linens, buttons, Oxford cloths, zephyrs, etc., averaging about 32½ per cent. They put their case fairly and straightforwardly, used no misleading statements whatever, and had every reason to believe that they would be treated fairly by the Government. When the Fielding tariff was brought down they were startled and concerned to find that their representations had been set entirely at naught and their protection swept almost completely away by the abolition of specific duties. Not only this, but most of their raw material had been advanced, so that no difference was shown between it and the made-up article except in the case of bleached cottons, amounting to only 10 per cent.

The industry was face to face with a grave crisis. Exposed to the keen competition of foreign pauper-made goods and American job lots it was evident that if relief was not forthcoming they would be compelled to reduce wages to a starvation point, or close their doors. An influential deputation at once interviewed Messrs. Fielding, Paterson and Tarte, and proved to these gentlemen that under existing conditions they were paying the cotton mills the American price plus the duty, and that a large portion of their raw material had the same duty as the finished article. The Ministers recognized the unfairness of this and promised redress. As a result the Finance Minister introduced Clause 355A providing that cottons, etc., imported for the manufacture of shirts, blouses, etc., should pay an ad valorem duty of 15 per cent., and such goods should be made up in bond or under Government supervision. The shirt industry were satisfied, but the cotton mills were not, and at once set the wires in motion to prevent this amendment becoming law. The result the trade are well aware of. The argument of the cotton manufacturers prevailed and Clause 355A was withdrawn, leaving the unfortunate shirt, etc., makers to sink or swim as best they might.

This is how matters have stood since, and though the shirt, etc., industry have battled manfully against this terrible handicap, and have run their mills at a loss rather than reduce wages or disband their work-people, it is becoming every day more apparent that unless relief is given, and speedily, they must go under as their

companion industry in misfortune—barb wire—has already done. They employ at present, directly and indirectly, over eight thousand hands, 90 per cent. of whom are women. These are at present well fed, well housed and clothed, and are able to live in comfort upon the wages paid them, which average \$1 per day. If wages are reduced to the Continental standard, i.e., from 6 to 25c. per dozen for shirts, and other goods in proportion, what is to become of them? They must starve or seek employment outside of Canada.

The cotton manufacturers decline to give assistance, on the ground that cotton is not a raw material but a manufactured article, and that shirt, etc., makers are not manufacturers but "makers-up." This argument is unsound, for cotton as it leaves the mill is not ready for use by the consumer until it has gone through a further process of manufacture with scissors, needle and thread. On the other hand, the output of shirt, collar and blouse factories is an absolutely finished article and is ready for instant wear.

The remedy for these grievances, which the Government, in common justice, cannot refuse to grant, is the restoration of the specific duties on these articles. It is true the present Administration is opposed to specific duties as a general principle, yet they have maintained these duties in a number of cases, and why not in this? The ad valorem duty is already paid to the cotton manufacturers and without specific duties the shirt industry is defenceless. The Government cannot deal with this matter too soon. A great wrong has been done and they must right it. The dry goods trade are not prepared to stand idly by and see invested capital and wage-paying institutions wiped out through a want of business sense in framing the duties. We see no reason why, under these special circumstances, a special policy should not be carried out by the Government in the matter of duties on shirts and collars.

### SILKS.

With 34 ranges of fancy silks to begin the season, the W. R. Brock Co., Limited, have taken a large number of orders for early delivery, and they claim to have a range second to none to supply the dress and blouse trade. They make particular mention of the following lines: tartans, Roman stripes, brocade bengalines, taffeta checks, stripes and figures, self color and shot brocades, shot austerians, shot taffetas and Japanese fancies. In plain blacks they lay special stress on their ranges of glaces, gros-grains, surahs, moire, velours, tricos and peau de soies. Of plain colors they are showing a full range with all the new shades in pongees, pongors, curahs, failles, bengalines, satins, etc.

### A MINER'S BLANKET.

For gold diggers who cannot afford the luxury of a sleeping bag the Alaska Feather & Down Co. have prepared a miner's blanket. It is made of waterproof duck, wool lined, with an inside covering of warm kersey and can be wrapped around the body in such a way as to provide a four-fold covering. The blanket may be secured by straps, thus preventing the possibility of the sleeper becoming uncovered. It is offered at a much lower figure than is asked for the sleeping bag.

### CANADIAN SPRING SUITINGS.

Finley, Smith & Co. have just received their spring stock of high-class Canadian suitings. These goods are nearly all their own exclusive designs, made expressly from Scotch patterns of the latest style and coloring.

# FOR 1898

THE SPRING business already shows signs of greater volume than for some past seasons. Anticipating this, we are better prepared than usual to suggest ideas to, and meet the demands of, our customers which will promote increased sales.

Make it a point to see what we are offering in the following lines:

## Cottonades and Shirtings.

—An unexcelled selection of patterns.

## Flannelettes.

—Some very special values.

## Prints.

—From best makers. Latest novel effects.

## Men's Wear.

—Newest makes in Regatta and Neglige Shirts.

## Ladies' Blouses and Belts.

—Latest New York styles.

## Fancy Dress Goods, Cashmeres and Serges.

—Large range. Right prices.

## Laces and Embroideries.

—Our travellers have already booked good orders. Those who have not bought these quick-selling and profitable goods should do so now. It is hard to get repeats when wanted.

## Hosiery.

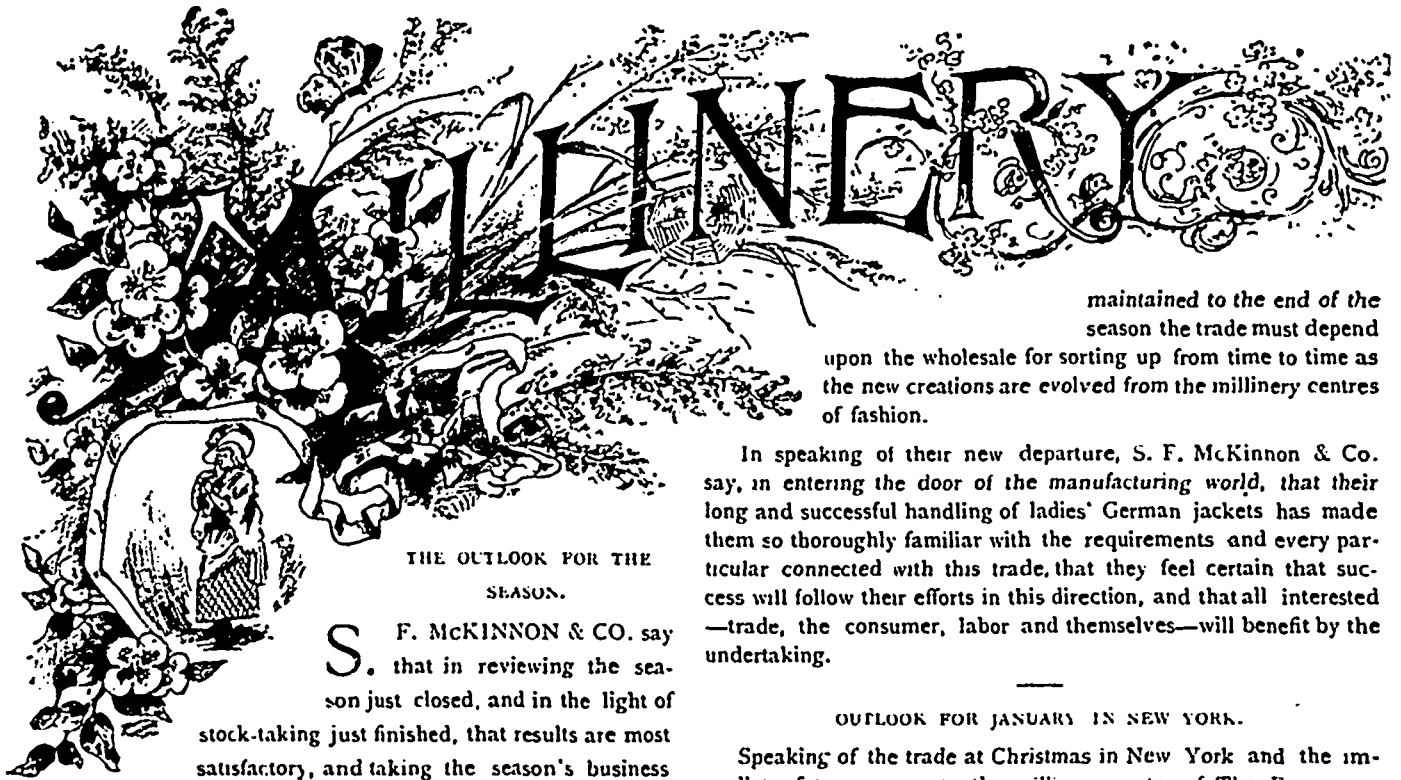
—Larger and better range than ever.

We have practically no old goods to offer. Everything new, fresh and up-to-date. Our travellers are out with complete samples of all lines, and we will esteem it a favor if old and new friends will give them a careful inspection.

Thanking our customers for past favors, we trust they may enjoy increased prosperity in 1898.

# Knox, Morgan & Co., Hamilton





THE OUTLOOK FOR THE  
SEASON.

S. F. McKINNON & CO. say that in reviewing the season just closed, and in the light of

stock-taking just finished, that results are most satisfactory, and taking the season's business for the six months ending at New Year's, it has been one of the best, if not the best, fall season for eight years. They think, however, that both in wholesale and retail circles experience will go to show that millinery has had advantages over lines of a heavier character, largely due to the climatic influences, the weather from the beginning to the end of the season being exceptionally mild and thus favorable to general millinery trade. They also feel certain that stocks will be light when the end of the retail season has been reached, and base their belief on the fact that while millinery purchases covering the season were large, yet, at the same time, careful buying was done from day to day and from week to week up to the middle of December in such goods as were constantly coming to hand, and known to be correct, and, therefore, quick to sell. This, they claim, will lead to a healthy condition of things at the end of the season when balance sheets will be struck.

When asked what their ideas for spring were, this firm said: "We have no better argument to offer as to the general feeling and outlook for spring than the fact that at this date we have sold 50 per cent. more goods for spring than at the corresponding date last year, also, as you know, we are spreading our borders, having built a new 7-storey warehouse and factory, which we will occupy in a few days. Our steadily increasing business and a firm confidence in the future of our country encourages us to put on more sail.

"It is in the glad springtime when millinery is at its best, and after looking over our samples, we come to the conclusion that the spring and summer of 1898 will be notable for stylish and effective millinery." This firm also say that the tendency to encourage quick and sudden changes in styles within the past five years is a feature which manufacturers and consumers are about equally responsible for, and is one which has somewhat diverged from the original millinery path. And while an ample supply of new goods must be provided to make a good showing at the opening season—for we must remember that as applied to wholesale, so to retail, that the opening impressions are likely to carry with your patrons all through the season—therefore, as we have stated, provision must be made early for a good effective opening, but more than ever, if a good, healthy, active business is to be

maintained to the end of the season the trade must depend upon the wholesale for sorting up from time to time as the new creations are evolved from the millinery centres of fashion.

In speaking of their new departure, S. F. McKinnon & Co. say, in entering the door of the manufacturing world, that their long and successful handling of ladies' German jackets has made them so thoroughly familiar with the requirements and every particular connected with this trade, that they feel certain that success will follow their efforts in this direction, and that all interested—trade, the consumer, labor and themselves—will benefit by the undertaking.

OUTLOOK FOR JANUARY IN NEW YORK.

Speaking of the trade at Christmas in New York and the immediate future prospects, the millinery writer of The Economist says:

Good demand for all classes of goods, even down to felt shapes, staples, fancy wings, flowers and alpines, is noted, but the largest sales are naturally on black velvet and ostrich outlines. Despite the Parisian call for flowers, New York has been rather slow in responding.

There is no doubt that after Christmas there will be seen a great many velvet toques with flower cockades. The chief turn will be toward violets—those remarkable flowers that people never seem to tire of.

This time the whole toque is to be violet in color, with a reddish-purple tinge. They do talk of yellow, but that is a far cry as yet, and will most likely not show up strongly until springtime.

Dealers in fancy feathers may growl, but never were so many wings, quills, tails and breasts worn as there are to-day. Pheasant is here to stay, and next fall will see a revival of this catchy and not yet too popular idea.

The Audubon Society notwithstanding, woman, gentle woman, will have her bird. The gentler sex, and many other skeptics, find difficulty in discerning why the domestic hen is not entitled to as much sympathy and protection as the Impeyan bustard.

Without going too deeply into this subject, there is little reason to expect legislative interference with any sort of predation which is justified by business ends.

Paris has little to say that is very different from our previous outlines. Furs are now coming out strong. Mink, chinchilla, baby lamb and sable tails make up the category of winter effects, and find their uses mainly in covering turban brims or roll finishes for broader felts. Tails stand straight or fall softly over the hair, combined with tan lace and roses.

Quills go well with fur trimmed hats, and give an appropriate air of the chase which is strangely striking and satisfactory to the critical. The turban is a great favorite in New York for general and bicycle wear.

The number of \$12 to \$24 per dozen net and quill trimmed felts in black that has been sold to best trade is little short of mar-

vellous. Manufacturers are still busy as can be with these goods. On the whole, millinery promises well, and a January demand seems to be a surprise in store.

#### COLORS FOR SPRING AND SUMMER.

JUDGING from the color cards both for millinery and piece goods, which emanate each season from Paris, and which reflect with wonderful accuracy the trend of taste in color, it is evident that blue is rapidly coming to the front. In millinery, yellow is perhaps the predominant tint, varying from pale yellow to deep orange. But blue is a good second, and the shades indicated from Paris range all the way from light to deep blue, some of the tones not having been in popular use for ten years or so. In greens, there still appear six or seven tints, and reds and pinks have their places in various shades from very light to very dark. Purples, however, are not so numerous or so prominent as they were.

The Paris card, which essays to reflect taste in dress materials, also indicates the predominance of blue over purple. That is, no new tones in purple are indicated, while all the favorite blues appear in the list, such as ancient blue, Sevres, delft and France. An English authority on fabrics, which has been sizing up the new card, says the fourth place in the new spring list is given to "six red tones, shading from Corail to Sultan; the first a new rose, and the latter a turkey-red, with camellia, Coquelicot—a poppy red—and cardinal as intermediary tones. Mancenillier, a new shade of terra cotta, Giroflee, or flame-red, the deep reddish-brown of last year, with the two lighter tones in Jubile and Meteor, stand out clear, probably because they are the best shades in velvets just now. There are three ruby-reds—Favourite, Anthemis and Rubis. Anthemis, being the brightest, will undoubtedly be the choice. There are also three dahlia tones. The one taking the name of flower is a pretty color, and will be favored. Greens are again given prominence. In fact, there is a superabundance of greens, since these tones have had such a long run, and the choice will undoubtedly be Peturages, a bright grass-green, and Peterhof, a vivid emerald. The fifth series of shades is composed of tones of yellow, from Ivorine, the new supplanter of ivory, to Messaline, a golden ray of orange. There are twelve other tones of yellow, all of which, excepting that of Klondyke and Jupiter, the former a dollar-gold, and Jupiter, a bronze gold, are old friends of the colorist." Our contemporary is of opinion that spring will be partial to vivid tones, since the coming into fashion of open-work fabrics, laces and garnitures will demand bright, lively colors.

#### A USEFUL LITTLE BOOK.

THE REVIEW has received a neat and useful memoranda book, issued by Mr. C. R. G. Johnson, insurance agent, Montreal. It is nicely bound and is a handy thing to have in one's pocket. No doubt Mr. Johnson will be glad to forward one to REVIEW readers who send their address to him, care Canada Life Building, Montreal.

#### FOR MEN'S WEAR.

S. Greenshields, Son & Co. are showing for the spring and summer trade many new and exclusive novelties in men's regatta and negligee shirts. Their values of balbriggan and natural wool shirts and drawers, they claim, are not equalled. The range is large and comprehensive, embracing all that is novel and new, always recognizing the best values.

Umbrellas, men's waterproof clothing, knee wraps, etc., are specialties with this firm. They always show only the newest and the best in men's neckwear. The knots, derbies, lombards, bows and puff ties shown by them are up-to-date in every particular. English collars in all shapes at popular values.

#### FANCY PRINTS AND WASH GOODS FOR SPRING.

IN THIS department the W. R. Brock Co., Limited, are making tremendous preparations, and already have opened up over 300 cases of English, Canadian, American and continental novelties. A number of these lines are entirely confined to them for the Canadian market, and of others, having taken the manufacturer's entire stock at a great reduction on the cost of original production, they are able to offer them at most advantageous prices, which they can only do till the present stock on hand is exhausted. Orders placed ahead are being looked out and laid aside as the goods arrive, so that all may secure the patterns and styles selected.

They draw special attention to their grand range of genuine indigo blues, of which they show eleven distinct lines, and amongst their other specialties name coronados, Persian cashmeres, Simpson's  $\frac{3}{4}$  satines, silk effect fancies, special heavy wide cloth, special serges, chintz, cashmeres, crepes, special job gold and silver prints, piques, ducks, embroidered linen lawns. With the above may be named 26 ranges of fancy muslins, including chatillon stripes, iridesca stripes, cordonet stripes, satin checks and stripes, organdies, lappet checks, figures, spots and stripes, and genuine French organdies, with plain colors to match.

#### NEW SPRING GOODS.

James Johnston & Co.'s range of ladies' and misses' underwear is one of the most complete shown. plain and ribbed, in cotton, lisle, silk and wool. They also show some special lines in men's, such as balbriggan, merino and wool, in plain and fancies.

S. F. McKinnon & Co. draw special attention to their large range of blouse waists, now in the hands of their travelers. Their styles are entirely new. They claim that orders taken for this line of goods since first December are double those of any previous season in the same time.

S. Greenshields, Son & Co. have just sent out to their travelers a collection of Swiss spot muslins. They show a complete range of the ordinary spots, and they have, besides these, the newest things in Anglo-Swiss spots and sprigs, including the colored ground with white and colored spots and white grounds with colored spots.

#### THERE WILL BE COORN IN EGYPT.

On account of the large demand for Rigby waterproof goods this past season, which exceeded the capacity of the manufacturers to supply, and which forced upon them the necessity of refusing orders, H. Shorey & Co. have fitted up an extensive outside plant for the Rigby proofing of their fabrics, which they will run in conjunction with their old plant, and hope by this means to supply everyone who wants Rigby waterproofed bicycle suits or overcoats for the coming spring season of 1898.

#### THE SANITARY SHIRT.

Tooke Bros' sanitary shirt for miners, mentioned last month, is now on the market. It is made of a heavy woolen material, has patient wrists and neck which protect the arms and throat from damp, and a sanitary band encircling the entire body. The latter is designed to act as a preventive of colds and other ailments. As a purchaser of this shirt remarked, "No Jamaica ginger needed if you wear a shirt of this kind."

#### NOT BETTER, BUT BEST.

Balbriggan underwear for spring and summer use is the correct thing. The W. R. Brock Company, Limited, carry the best lines produced—made by experts (not novices). The make, finish and general get up is equal to the best French goods. In fact, there is none better.

# S. F. McKinnon & Co.

*OWING to the steady expansion of our Millinery and Fancy Dry Goods business, and as the leading Canadian wholesale importers of Ladies' Cloaks and Jackets for the past twelve years, we have come to the conclusion that the time has arrived when we can give better satisfaction to the trade, also to the consumer through the trade, by manufacturing all our garments. Having reasoned out and settled this question, we of course decided that a solid foundation must be laid to our new enterprise, such as will maintain for us the proud distinction which we have held for the past twenty years of being in the vanguard in all our specialties.*

*The first thing to be provided was a combination warehouse and factory with sufficient accommodation to carry on all our departments under one roof, and consequently have erected a seven-storey building on York street, a cut of which is shown on the opposite page. It is centrally located, close to the Union Station, and directly south of the Rossin House block, large and compact, well lighted, and in every way admirably adapted for the developing of our new enterprise and the carrying on of our rapidly increasing Millinery business. The building is being pushed to completion and will be ready for us to occupy by the 10th of this month.*

*We wish our friends and the trade in general a Happy and Prosperous New Year, and will be pleased to welcome them to our new establishment.*

# S. F. McKinnon & Co.

**71 and 73 York Street, Toronto.**

OFFICES :

**35 Milk St., London, England.**

**70 St. Joseph St., Quebec.**

**16 Glenora Building, Notre Dame St., Montreal.**

**75 Queen St., Ottawa.**

# New Warehouse



RETURNED  
*Jan 6/98*  
*J.M.*

## S. F. McKinnon & Co.

71 and 73 York St.

TORONTO.

Directly south of Rossin House Block.

# Dickison, Nicholson & Co.

WHOLESALE  
IMPORTERS

London, Ont.

## MILLINERY AND FANCY DRY GOODS

### SPECIALTIES

*Ribbons, Silks,  
Velvets and Velveteens,  
Laces, Veilings  
Dress Trimmings, etc., etc.*

*Muslins, Curtains, etc.  
Flowers, Feathers,  
English, French and American Hats,  
Mantles and Capes.*

See our range of samples when waited upon by our representatives, who are now upon the road.

## Dickison, Nicholson & Co.



## YOUR BOOKS WOULD SHOW

a bigger net profit at the end of the year if you made the most of the goods on your shelves.

Every merchant every year carries over stock and sells it at a sacrifice because it is the wrong shade.

Good material is always in demand, but the matter of color is at the caprice of fashion. You can get all your money out of such goods if you will.

We can make your goods the right color. We are expert dyers. We know all about dyeing. Have your goods re-dyed by us in the correct fashionable shades, and you will find profit where before there was loss.

## R. PARKER & CO.

HEAD OFFICE AND WORKS,

787-791 Yonge Street, TORONTO, Ont.



98  
M.A.

v

## NEW SPRING GOODS.

**E**XCEPTIONAL value may be seen with the W. R. Brock Co., Limited, in tailors' linings. They keep their stock thoroughly assorted all the year round and claim particular strength in the matter of black italians and serges, sleeve linings, French canvases and soft flax paddings.

James Johnston & Co., in the face of the growing demand for cashmeres and henriettas, call attention to their range of all-wool colors: 43-inch, 27c., and 45-inch, 33c.; union, 40-inch, 16c.; blacks, all prices, from 16 to 85c.

S. F. McKinnon & Co. ask all their patrons and the trade in general to make a note of their removal in a few days to their new warehouse, 71 and 73 York street, south of the Rossin House block, where they will be pleased to welcome their friends when in the city.

S. Greenshields, Son & Co.'s line of lisle, taffeta and silk gloves and mitts is complete, and includes special leaders in taffeta and silk. Their new cycling and sporting gloves, as well as their special lines in the green shades, are being taken up by their best customers, and they anticipate a large trade in these goods.

Brophy, Cains & Co. are showing a large range of trimmings of all kinds. Of course, the new braid and gimp trimmings are represented, as well as some new things in tubular braids. The bead trimmings are not neglected, however, and they show a large range in jets, whites, black and whites, and fancies, from the very lowest prices up.

## DEPARTMENT LEADERS.

Boulter & Stewart are making a special offer this month of printed wrappers at \$7.65 and \$11.75 doz. See pages 76 and 77 for department leaders, and it would pay you well to try this method of boom-

ing your wrapper department for the coming spring. Electros are furnished free with 5-doz. lots, and if sold at a price any leading merchant could easily dispose of that quantity, and they would be the best possible "ad." for the department.

## TRADE-MARK GOODS STAND THE TEST.

The Dominion Suspender Co., Niagara Falls, only manufacture the best suspenders stamped with their trade-mark. Each of these have attached to them a guarantee, for the greatest pains are taken in their manufacture. Each pair is carefully examined before sent out.

This well-known firm has well earned the reputation of making the very highest class suspenders in the market, and all firms who value their reputation of handling first-class goods should keep them in stock.

## A JOB FOR THE FOOL KILLER.

One of our canvassing staff was recently shown a letter received from an Ontario merchant by a large wholesale clothing house requesting that they send him 100 of their guarantee cards to put in the pockets of his stock, as he explained that their customers always looked for this card and would not purchase the goods unless they found it. He considerably offered to pay for the cards.

## "THE TEMPTER."

A special line of unlaundried shirts offered by the W. R. Brock Co., Limited, for spring, called "The Tempter," is forcing itself into the stock of every merchant whose trade demands the best value shown. It can be retailed for 50c., and, besides having wide reinforcements, possesses the endless facing, tab and never-wear-out cloth. Send for a sample lot.

# Millinery Goods

## SPRING, 1898.

To our friends throughout  
the Dominion:

*We extend  
greetings  
and wish you  
a Happy  
and Prosperous  
New Year.*

**O**UR preparations for Spring Trade are sufficiently advanced already to warrant the statement that our stock for the coming season will be larger in extent and variety than usual and unsurpassed in novelty, style and value.

A workroom—thoroughly equipped and under expert management—has been added to our business. This department will be carried on with energy, having in view the interests and convenience of our customers.

G. Goulding & Sons 55 Bay Street Toronto

Paris, France - - 35 Rue Poissonniere.

✓

# WHOLESALE MILLINERY...

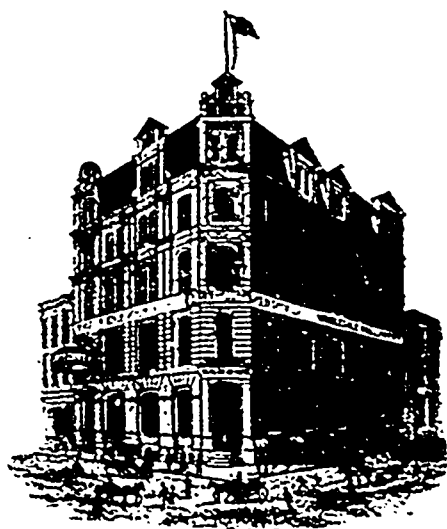
Range  
Complete

Our Travellers are out again with **Samples** for **Spring**, including the **latest productions** which came to hand during Xmas week. **Kindly reserve orders.**

Wishing you the **Compliments of the Season.**

The **D. McCALL COMPANY, Limited**  
**TORONTO.**

# 1898 MILLINERY



Travellers commence their respective routes on the first Monday of the year with a range of Samples comprising the latest and newest novelties for the spring and summer trade which could not have possibly been shown before this date.

Every buyer respectfully invited to inspect.

We wish to thank the trade for their liberal support during 1897, and wish all the compliments of the season and a prosperous New Year.

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



## A VETERAN.

PLEASANT COMMEMORATION OF LONG AND FAITHFUL SERVICE IN THE DRY GOODS TRADE.

IN the stormy days of '37, when Lapineau's rebellion was exciting Lower Canada, Lieutenant, afterwards Major, Greenshields, of the dry goods firm which bears his name, raised a company of infantry for the defence of Montreal. A strapping Irish lad named William Nelson carried a musket in the ranks of this home guard, and during the time they were under arms together brought himself to the notice of his young officer.

How far this warlike association bore on his after career it is impossible to tell, but later on he entered the service of the firm to which his former commander belonged and soon became one of its most familiar figures. In the times we write of the house of Greenshields was in its infancy and Nelson was the only helper the firm had. Travelers had yet to become the power they are to day and business jogged along at a far easier pace than it does now. As Mr Nelson tells when navigation closed, trade came to a standstill, and his principal occupation was playing checkers. But if he idled then he made up for it at other seasons, working early and late packing and loading goods for shipment to points far and near. At that time Montreal's trade was limited to points along the St. Lawrence reached by boat, and to the town ships. If a storekeeper lived inland, he was obliged to drive to the city and select his goods, naming a date on which his teams would call for them.

"The Admiral," as Mr. Nelson was called, after his great namesake, was known to all as the general factotum of the house, and many a man prominent in the retail or wholesale trade will recall him as he reads this. He was connected with the firm before any of the present partners were born, and it has been his lot to see every phase of its growth, from a small concern doing a local trade to the present enormous business.

Mr. Nelson has seen three sovereigns on the throne of England, and has watched this country grow from a few scattered provinces to the great Dominion it is to-day. He remembers the building of the first railway and of the Victoria bridge, along with many other incidents of national importance. As can be readily believed, he has a great store of anecdotes of the good old times, and can spin interesting yarns of those days. He is still active and useful, and

evidently intends to see the century out. He is at work every day, and has an important place in the shipping department.

On December 10th his "Jubilee" was celebrated by Messrs. S. Greenshields, Son & Co. presenting him with a handsome clock in commemoration of his long and faithful service. Mr. E. B. Greenshields, in a neat speech, referred to his fidelity to the firm and the pleasant relations which had existed between them during the past fifty years. The photo of Mr. Nelson which is published here was taken on that day and is a splendid likeness.

## DOMINION TRAVELERS' OFFICERS.

Hon. J. D. Rolland is again president of the Dominion Commercial Travelers' Association, having received 914 votes to Mr. Max Murdoch, his opponent, 798, thus giving him a majority of 116.

For the treasurership Mr. Fred. Birks, who has filled the office for many years, was defeated by Mr. Thomas L. Paton by 962 votes to 709, or a majority of 253.

This was the result of the voting announced at the annual meeting of the association on Saturday night. The total number of ballots cast was 1,744, and of these 34 were rejected for the following causes: Not signed, 20; names not on list, 3; not marked, 5; voted twice, 6.

The other officers were elected by acclamation at the quarterly meeting held some time ago.

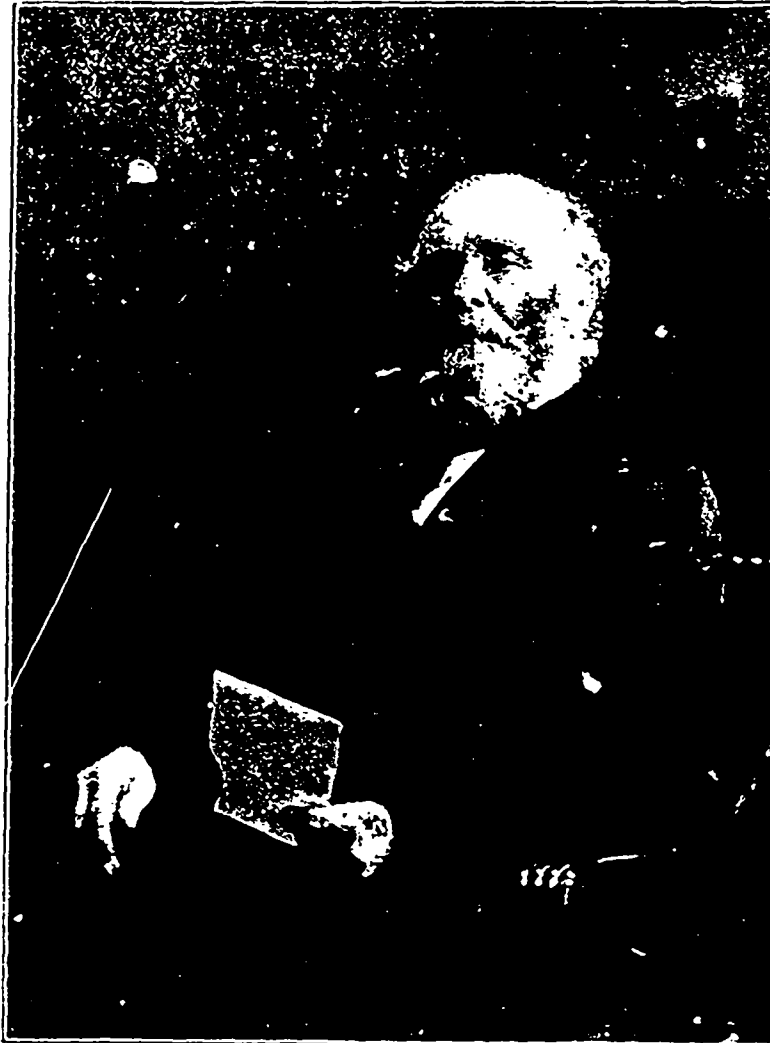
## ART DRAPERIES.

There is no department of the dry goods trade that is of more interest to the customers or which pays the merchant better than art draperies. The very choicest and most expensive patterns can now be had printed upon the cheapest cloths, and are

consequently within the reach of all. Boulter & Stewart, who represent some of the largest mills, inform us that there are many new fabrics for the spring; among others they mention the Neapolitan and Alhambra crepes, Delhi drapery and Hungarian cloths. Those in need of the "latest" should see them.

S. F. McKinnon & Co's new seven-storey warehouse, at 71 and 73 York street, will be completed and ready for them to occupy in a few days.

Large scarce spots and close small spots seem to be the prevailing fashion in veiling, of course 18-inch. "We are showing a full line of these," say Brophy, Cains & Co., "and they seem to be what the people want."



MR. WILLIAM NELSON

Two miners in The Klondike mines  
 Had pockets full of gold  
 One wore The D suspender  
 Which any weight will hold  
 The other did not do likewise  
 And so alas behold



RETURNED  
 April 25/16  
 J.M.O.

THE **D** SUSPENDER FOR STRENGTH AND DURABILITY.

# Dominion Suspender Co.

MONTREAL OFFICE:  
 28 St. Sulpice Street.

—Niagara Falls.



SPRING 1898

# Neckwear

Superiority in style and workmanship acknowledged by leading retailers has made our name famous as Neckwear Makers.

Over 500 varieties of Silks in the Newest Stripes, Checks, Figures and Dots, made up just as you see them in New York. If you desire to know what nice neckwear really is do not fail to look at our Spring line.

# Suspenders

Our guarantee label on each suspender insures your customer satisfaction. It stands for the best that money can buy or skill produce. You settle the question of suspenders with him for the future. Money back or another pair instead. No such guarantee as this with the any-price ordinary stuff the market is full off. Our Spring line is magnificent.

NIAGARA NECKWEAR CO., Limited  
DOMINION SUSPENDER COMPANY

NIAGARA FALLS

"MONTREAL OFFICE":  
28 St. Sulpice St.

Manufacturers to the retail trade and one price to all.

PRICE  
\$50.



No. 301 1-2 National Cash Register.

# WHEN BUYING A CASH REGISTER

Bear in Mind the Following  
Facts:

1. The National Cash Register Company is the original manufacturer of cash registers, and has been in the business ten years longer than any other company. Its guaranty is therefore good.
2. Over ONE HUNDRED AND SIXTY companies have tried the cash register business within the past ten years and have FAILED, with great losses. Other guaranties are therefore doubtful.
3. The National Cash Register Company makes nothing but cash and autographic registers, hence it gives more attention to turning out perfect machines, with constant improvements.
4. The National Cash Register Company makes over ninety different styles and sizes of registers, ranging in price from \$8 to \$375. It can suit not only the needs but also the pocketbook of every merchant.
5. It is impossible for a company just entering the business to make as perfect machines at as low prices as "The National." It took The National Cash Register Company fifteen years to attain to its present standard of excellence.
6. Over 130,000 merchants in all parts of the world are using National Cash Registers. They will testify to their superiority.
7. The National Cash Register Company delivers its registers in Canada duty free, so that they can be bought as cheaply in Canada as at the factory at Dayton, Ohio.

If you do not regularly receive a copy of "THE NATIONAL CASH REGISTER," published by The National Cash Register Company and sent to over 500,000 merchants throughout the United States and Canada, free of cost to the merchants, please send your name and address to any of the offices of the company, and it will be sent to you. This journal contains articles on business systems, attractive show-window displays, advertising, hints to clerks, etc.

PRICE  
\$60.



No. 321 1-2 National Cash Register.

Send a postal card to any of the offices of the company named below, and one of its salesmen will call and explain the registers and their systems. The National Cash Register Company, 6 Rossin Block, W. King Street, Toronto; 1685 Notre Dame Street, Montreal; Winnipeg, Manitoba; and Vancouver, B. C.

PRICE  
\$60.



No. 302 National Cash Register.

PRICE  
\$70.



No. 322 National Cash Register.

# W. H. Storey & Son

(ACTON, ONT.)

THE GLOVERS OF CANADA.

HEADQUARTERS FOR GLOVES of superior makes,  
best styles, and excellence of finish.

The Oldest Established.      The Latest Ideas.



**WE** ALSO Manufacture an immense  
variety of Hand and Machine-made

Travelling Bags

Elk and Beef Moccasins

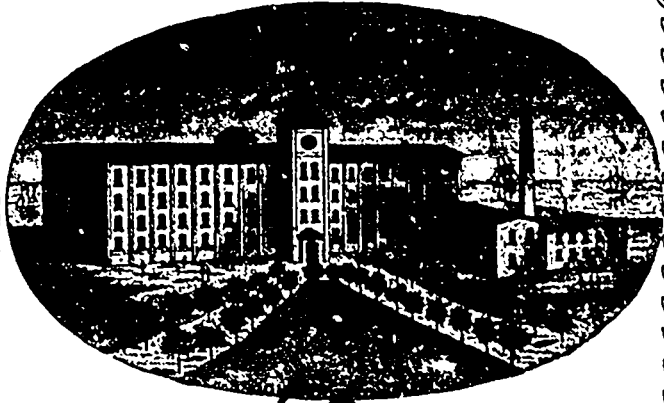
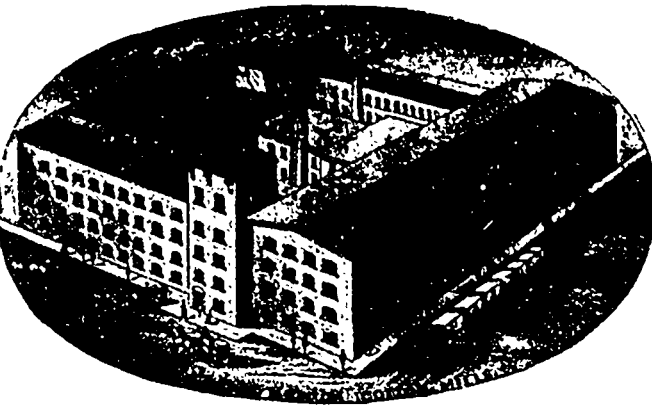
Gil Dressed and Water-proof Shoe Pacs

To The Trade—

**O**UR Travellers are now on  
the road, and will visit  
you shortly. You will find our  
goods suitable in quality and  
price, and we respectfully  
solicit your consideration and  
patronage.

**W. H. STOREY & SON.**





# W.M. PARKS & SON, Limited

ST. JOHN, N.B.

## Cotton Spinners Bleachers, Dyers and Manufacturers

Grey Cottons, Sheetings, Drills and White Ducks, Gingham, Shirting, Tickings, Denims and Cottonades in Plain and Fancy Mixed Patterns. Cotton Yarns, Carpet Warps, Ball Knitting Cottons, Hosiery Yarns, Beam Warps, for Woolen Mills, and Yarns for Manufacturers' use.

THE ONLY "WATER TWIST" YARN MADE IN CANADA.

Agents --

J. SPROUL SMITH, 24 Wellington Street West, Toronto.  
DAVID KAY, Fraser Building, Montreal.  
JOHN HALLAM, 83 Front Street East, Special Agent for Beam Warp for Ontario.

MILLS:

NEW BRUNSWICK COTTON MILLS  
ST. JOHN COTTON MILLS

ST. JOHN, N.B.

Say, neighbor, how is your business in



1431—Misses' Russian Blouse Jacket.  
Size 10, 12, 14, 16 years.

# Paper Patterns?



1143—Girls' Dress.  
Size 6, 8, 10; 11 years.

Not what we expected! No! and it won't be.

**SMART PEOPLE** \_\_\_\_\_

won't pay 30 to 45 cents for yours when

## THE NEW IDEA PATTERN

guaranteed as good as the best, can be bought in most of the towns of Canada for

NOT MORE THAN 15 CENTS. ✓

Ours is the best scheme for the Dealer because the least expensive. Up-to-date in Style, Perfect in Fit, and Uniform in Price make



1446—LADIES' RUSSIAN BLOUSE JACKET.  
Size 32, 34, 36, 38, 40, 42.

## THE NEW IDEA PATTERNS

the most desirable, particularly for small towns.



1428—Ladies' Basque Waist.  
Size 32, 34, 36, 38, 40.

Details and Samples on application to

# The New Idea Pattern Co.

Western Office: 237 Fifth Ave.,

Chicago, Ill.

Home Office: 190-196 W. Broadway,

NEW YORK CITY



Received - Johnson & Bennett - 1537 Bay St. - City

## HOW TO REACH PEOPLE EVERY DAY

# The \*\*\* Black Kid

Window  
Display  
Figure

Height 23 inches; dressed in red and white striped trousers, flannel shirt and straw hat; arms are movable; advertising cards announcing special bargains can be placed in hands. Eyeballs move by clockwork from one corner of the eye to the other; runs six hours without rewinding.

**FIGURE STRICTLY GUARANTEED AS REPRESENTED, CAREFULLY TESTED AND SECURELY PACKED IN A WOODEN BOX.**

This "Black Kid" talks with his eyes, his broad laugh and everchanging expression is so humorous and good natured that people cannot help smiling at the comical sight.

It makes more show, creates more mirth and attracts more attention than any kind of window decoration costing ten times as much.

Merchants who have not dealt with us before or who have no commercial rating will save valuable time by enclosing Money Order or Draft on New York or Chicago with order.

**✉ We would like to open correspondence with some good Jobbing or Wholesale Houses to handle this article and other specialties, and will make attractive arrangements.**

Our Canadian Representative, Mr. Chas. Edwards, will open permanent headquarters in Toronto; location will be announced in a later issue. In the meanwhile address all inquiries to us, where they will have prompt attention.

**Price  
\$7.00 each  
Delivered**

(Freight and Duty  
Prepaid)

# The Regent Mfg. Co. Incorporated

Clocks, Silverware, Metal and Scheme  
Goods, Advertising Novelties.

182 and 184 Wabash Ave.

**Chicago**



**TO THE TRADE**Established 1849**WE ENTER**

upon the year 1898 with brighter prospects, and still greater confidence in our country, our customers and ourselves. To business men it is unnecessary for us to say that the past few years have tested capital and capability to an extraordinary extent. Added to this some of us have withstood the poisoned arrows shot at us from the bow of slander and envy by the hands of those who at present are eking out a business existence by such methods and others whose business existence has ceased.

**WE THANK**

our customers for the confidence they have placed in us during the past and assure them that as in the past so in the future it will not be betrayed. Our business during the past six months has grown very rapidly in every department, and we are doing all that capital and experience can do to nurture the growth by securing the most fashionable and salable products of the world's best manufacturers.

**FOR YEARS**

our Prints, Silks, Linens, Men's Furnishings, Haberdashery, Carpets and Woollens have held first place, and during the past few years we have brought our Dress Goods and Hosiery to the same enviable position. The enormous increase of business in our Dress Goods and Hosiery has forced us to allot more space to these departments and making them equal to any other in our warehouses. We show French, German, British and Canadian Dress Goods in great variety.

**LETTER ORDERS**

is another very important branch of our business. Customers find by placing their Letter Orders with us that they are filled satisfactorily and promptly, many having expressed their decided approbation of our unique system in this department. Our travellers will wait upon you from time to time with a full range of samples. We shall be pleased to have you visit our warehouses, where you will see the largest and best assorted stock in Canada. Assuring you at all times of a cordial welcome.

---

**JOHN MACDONALD & CO.**

Wellington and Front Streets East

**TORONTO**

1894  
W. R. ALLEN

1887  
J. D. ALLEN

1896  
G. Y. ALLEN

**MEDALISTS**  
**City and Guilds of London, Eng.**  
On the Technology of Dyeing in Theory, Practice and Chemistry of Dyeing.

The above should be satisfactory proof to our competitors, as well as our patrons, that we understand our business. Some make great advertisers, but where is their record of what they can do? Re-dyers and Finishers of Dry Goods in the piece. Also Millinery Goods.

**BRITISH AMERICAN DYEING CO., Gold Medalist Dyers**

Principal Offices:

215 McGill St., Montreal  
90 King St. East, Toronto

123 Bank St., Ottawa  
47 John St., Quebec

JOSEPH ALLEN,  
Managing Partner.

W. R. ALLEN, Technical Chemical Dyer and Medalist, City and Guilds of London Inst., Eng., in charge of Works.

# Camp Blanketing

Is an article of which we make large quantities for

## Miners and Lumbermen

We can give it to you in rolls of about 30 yards, either 72 or 80 inches wide, or we will cut it into blanket sizes, if you prefer.

We are always ready to send samples of any of our lines.

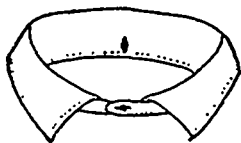
## EUREKA WOOLEN MFG. CO.

Limited

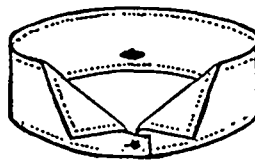
EUREKA, N.S.



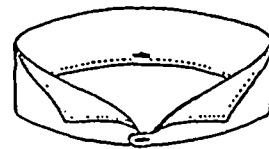
ROYAL.



AJAX.



TOURIST.

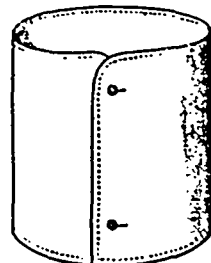


CABINET.

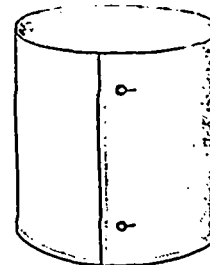
# CELLULOID

Collars, Cuffs

.. and Shirt Bosoms ..



PRINCE.



SALISBURY.

MADE IN 3 QUALITIES

LINEN INTERLINED,  
LINENIZED,  
WATERPROOF.



Illustrated list of styles, qualities and sizes for 1898 sent on application . . . .

# Miller Bros. & Co., Montreal, Que.

G. B. FRASER, Agent, 3 Wellington Street E., Toronto.

# Department Leaders



NO. 375.

**No. 375**—Made in Navy, Black and Light Colored Prints; lined waists; skirts 3 yards. 5-doz. lots, net, \$7.65; less than 5-doz. lots, net, \$8.25.

**No. 475**—Best Fancy Percales, new designs; lined separate waists; pleated back; braid trimmed collar, cuff and belt; armholes bound; skirt  $3\frac{1}{4}$  yds. 5-doz. lots, \$11.75 net; less than 5-doz. lots, \$13.50 net.



NO. 475.

Our regular lines comprise 36 styles of the latest  
AMERICAN designs.

See Them and You will Want Them

Write for Samples . . .  
Electros Furnished Free

# Boulter

RETURNED  
Jan. 8/98  
J. W. A.

Job Lines to Clear

RETURNED

# AMERICAN WAIST HOUSE



# NOVELTY BLOUSE EFFECTS

Latest American Patterns  
Gingham Check Effects  
Beautiful Pleated Fronts

New Sleeve Designs  
Latest Creations with  
Bias Effects

### THESE

Are made by the leading  
waist manufacturer of the  
United States.

# ALL NOVELTIES---SEE THEM

## Waist Accessories

**PEARL SETS**

to  
Retail 25c. up.

**METAL SETS**

to  
Retail 10c. up.

**BELT PINS**

to  
Retail 5c. up.

## EVERYTHING IN LEATHER BELTS

Plaid, Jewelled, Enamelled  
Effects, etc., etc.

# rand Stewart

30 Wellington St. East, TORONTO

THE :::::

# STAR . . SHIRT



## THE STAR NEGLIGE SHIRT

WHITE SHIRTS, IN ALL STYLES.

NOVELTIES IN COLORED BOSOMS.

NEGLIGEE SHIRTS, IN VERY LATEST  
DESIGNS, WHITE NECKBANDS AND WRIST-  
BANDS. WITH COLLARS AND CUFFS DETACHED,  
ALSO WITH COLLARS AND CUFFS ATTACHED.

OUR  
STRONG  
POINTS

PERFECT FITTING QUALITY

NOVEL AND EXCLUSIVE DESIGNS

HIGH GRADE OF FABRICS

SUPERIOR HAND LAUNDRY WORK

(NO MACHINE WORK)

**OUR STRONGEST POINT--POPULAR PRICES**

LETTER ORDERS FILLED WITH PAR-  
TICULAR ATTENTION.



E. Van Allen & Co.

HAMILTON,  
ONT.

# NEW IDEAS

—AND—

# NOVELTIES

—IN—

- BICYCLE SUITS . . . .
- GOLF SUITS . . . .
- CHILD'S VESTEE SUITS
- CHILD'S REEFER SUITS
- CHILD'S BLOUSE SUITS
- CHILD'S WASHABLE SUITS

# Clothing

— FOR SPRING, 1898

Our line will as usual stand pre-  
eminent for Novelties and Exclu-  
sive Fabrics, correctness and ex-  
cellence of workmanship.



## CHALCRAFT, SIMPSON & CO.

Makers of Fine Clothing

**TORONTO**

# The Canadian Rubber Co.

— OF MONTREAL

Call the attention of the Trade to their new

## “Alaska Miner Boot”

specially constructed to stand the climate and wear of that country.

ALSO MANUFACTURERS OF

RUBBERS and OVERSHOES in all styles,  
CAMPING BLANKETS, AIR PILLOWS, etc., etc.

Head Office and Factories :  
MONTREAL.

Branches :  
TORONTO and WINNIPEG.

# Wm. Taylor Bailey

27 and 29 VICTORIA SQUARE, MONTREAL

**UPHOLSTERY and DRAPERY GOODS**

SELLING AGENTS FOR \_\_\_\_\_

E. F. TIMME & SON, Plushes, Velours and Corduroys.

JAEGER & SCHMIEDEL, Fancy Silk Villosart Plushes.

STEAD & MILLER, Fine Silk Tapestries, Draperies, etc.

## FREE...



One of our beautiful polished oak display stands with a 5 gross order of



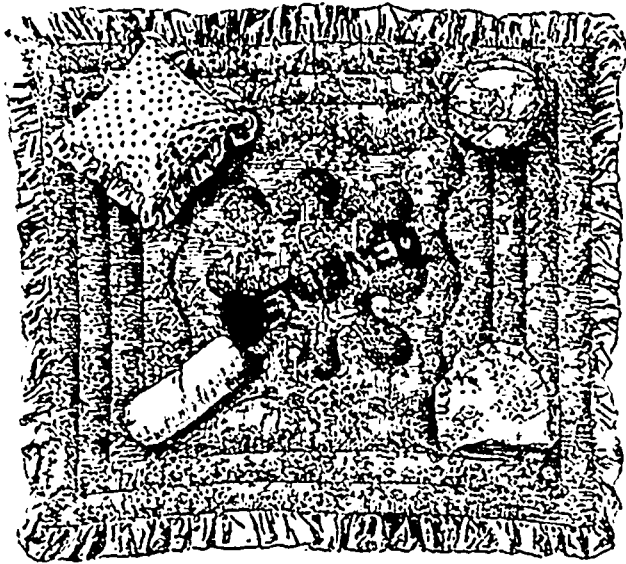
## Protector Bias Dress Bindings

It's a splendid attraction for your notion counter. Protector Bindings are made of the best materials and don't wear or tear. We want your order for Spring.

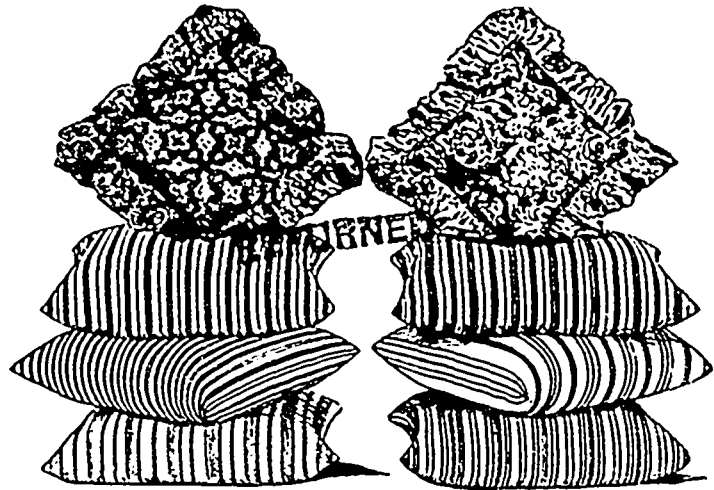
**THE LIP DRESS BINDING CO. - MONTREAL**

DIRECT TO THE TRADE.

# ALASKA BRAND GOODS



(A few of our lines.)



### The "ALASKA" Down Quilt.

The quilt that never sheds the down. The quilt that brings you customers and keeps them. For wadded quilts, remember the name "PURITAS." We tag all our comforters, because we are proud of them.

### Alaska Brand Goods

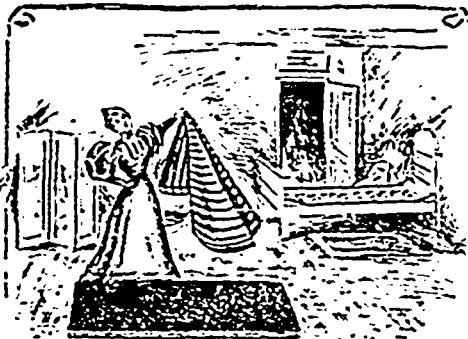
are warranted odorless. Large stock of Feathers and Downes always on hand. . . . .

WE USE ONLY HAIR IN INTERLACED MATTRESSES. NO FOREIGN MATERIAL.

#### CLEAN



The ticking covering these Hair Mattresses can be taken off and washed, like a pillow slip cover is washed; also the Hair Mattress itself can be beaten of dust, and washed.



#### DURABLE



Mattresses of another system require a great deal of attention, and cost considerable to be kept in a clean and proper condition.

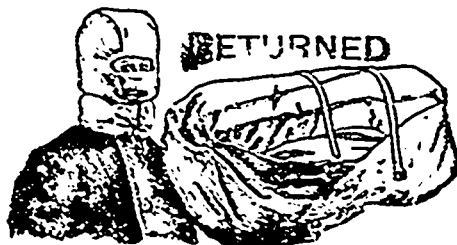
#### COMFORTABLE

Victory; advantage over any other Hair Mattress.

#### ECONOMICAL

## THE B. M. INTERLACED SANITARY MATTRESSES

ASK YOUR FAMILY PHYSICIAN HE WILL RECOMMEND THEM TO YOU.



WEIGHT, 15 LBS.

The "Alaska" Eiderdown Sleeping Bag the lightest and warmest form of bedding for use in the Arctic. Both the Sleeping Bag and the Cap and Hood were adopted for the outfit of the Government expedition to the Yukon. Major Walsh and his men have used them every night.

For a medium priced mattress, the Patent Felt has not its equal. We are the manufacturers of this mattress as well as of the Interlaced Hair Mattress mentioned above. Prices cheerfully quoted to the trade on application.



The seat has always under the most favorable auspices. We have doubled our plant during the year, and notwithstanding this have been running over one million feet of felt.

The best dry goods business place the whole of their comfort and cushion richness in our hands and find it pays them.

Push Alaska Brand Goods!

RETURNED  
Jan. 8, 1908  
J. M. A.



# THE STAMP OF QUALITY.

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The P  S

**CORSETS**



English Manufacture.  
Only best materials used.  
Made by expert workpeople.  
Latest machinery and best appliances.

**PERFECTION OF SHAPE AND COMFORT.**

---

Enquiries:—

**W. Pretty & Son, Ipswich, Eng.**

MANUFACTURERS (Wholesale Only)

# In Winter Time Prepare For Spring

Before you read this our travellers will be on their way to show you samples of...

## A 1 Spring Clothing



WELL MADE, WELL FINISHED  
AND OF EXCELLENT QUALITY.

These are goods you cannot afford to be without. They will establish a reputation for you as a dealer in High-class Clothing.

Don't forget our "SLIMS" and "STOUTS." We have the Best Fitting Clothing in the market.

Tasty Patterns and New Fresh Goods.

ALWAYS UP-TO-DATE

## A. S. CAMPBELL & CO.

256 St. James Street, MONTREAL, QUE.

# H. SHOREY & CO., Montreal



SHOREY'S ARCTIC SUIT—(With Capot)

Made from Heavy Mackinaw, in all Shades.

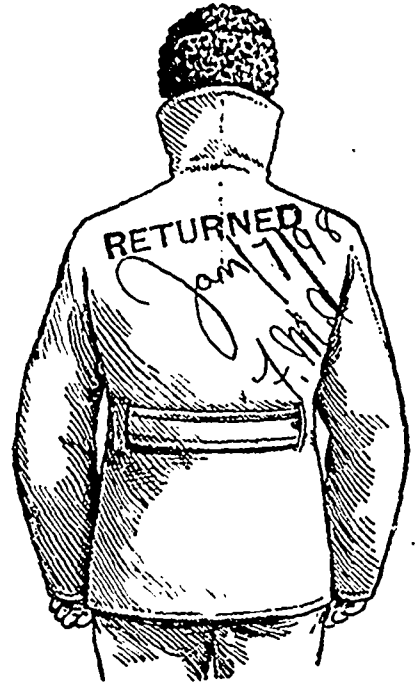
## SPECIAL ATTENTION

is directed to

# Shorey's Patent Blizzard Resister

Made under Patent No. 1063.

In Miners' Suits lined with frieze and kersey, and interlined with **pure rubber tissue** which will not stick, crack or harden with the weather.



SHOREY'S ARCTIC SUIT

Made from Heavy Mackinaw, in all Shades.



SHOREY'S MINERS' SUIT—(With Capot)

Made from Heavy Mackinaw, in all Shades.

# SHOREY'S

Miners' and  
Prospectors'

# CLOTHING

Is sewn with the best of linen and made from the best materials that can be procured. Nothing is too good for a man to wear who has to face an Arctic winter, or for one who picks up nuggets like pebbles.

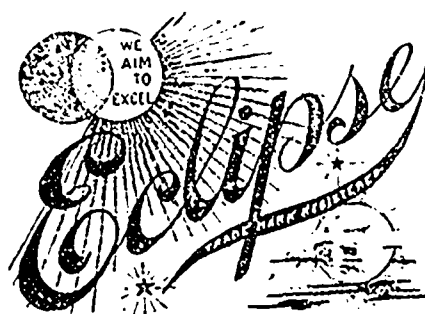


SHOREY'S MINERS' SUIT

In Kahki Duck Waterproofed by the Rigby Process and Lined with Frieze, Mackinaw and Kersey.



J. B. McCARTER, Pres.

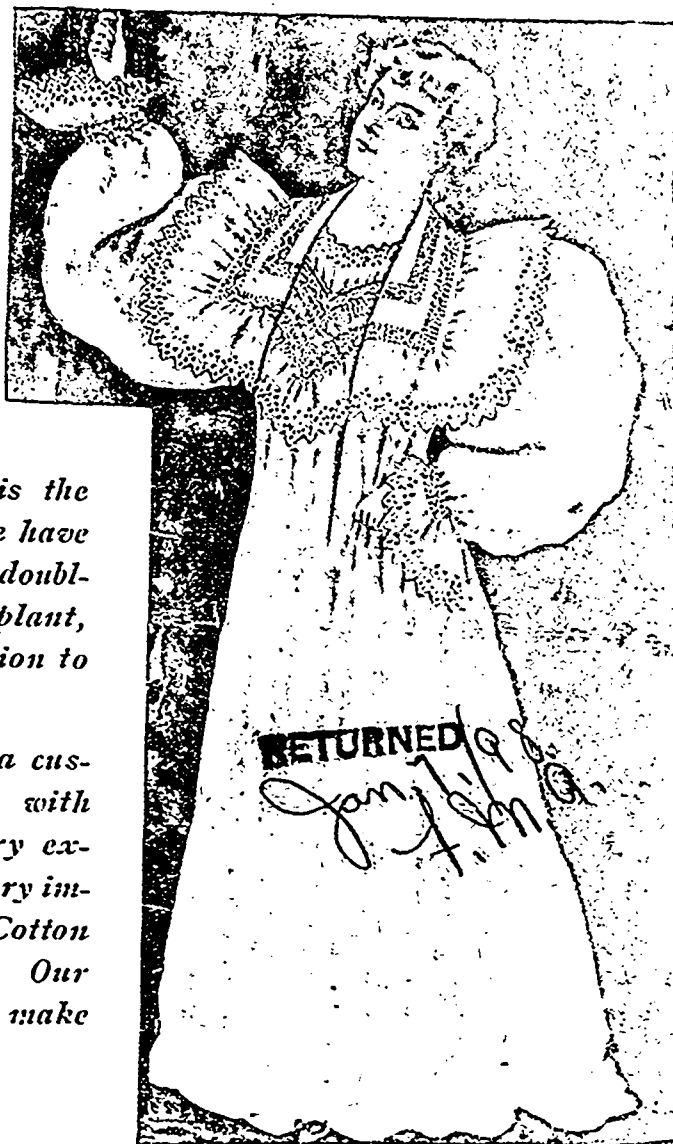


J. B. HUTCHINS, Secy. Treas.

# FORCED TO ENLARGE

*EACH season we have had to decline important orders, because through stress of business we were unable to deliver our goods as early as desired. Disappointments are not pleasant, neither is the refusal of orders, so we have taken another flat and doubled our manufacturing plant, and are now in a position to meet all demands.*

*If you are not now a customer, get acquainted with us. Our lines are very extensive, comprising every imaginable effect in the Cotton Underwear business. Our styles are smart, and make ready sellers.*



*WE excel in the high standard of SHIRT WAISTS, and desire to draw the attention of buyers to the fact that our latest productions for the coming season are now on the road, both east and west. Our styles are very effective and it will be to your interest to see our samples for exclusive designs. It is an established fact, that for Style, Fit, Finish and Salableness the "Eclipse" Waists stand "Par Excellence." Fabrics are the newest prevailing foreign ideas. Our Prices Popular and Values will lead the market.*

**The Eclipse Whitewear Company of Toronto, Limited**

Salesroom  
and Factory—

19 Front Street West, TORONTO.

## THE LATE ROBERT SIMPSON.

ROBERT SIMPSON, proprietor of the Robert Simpson Co., Limited, Toronto, died Dec. 13 at his residence on Bloor street east. Mr. Simpson had been in poor health for some months. He leaves a widow and one child, a daughter, Mrs. Hamilton Merritt, and had no other relatives in Canada.

Mr. Simpson was born in Morayshire, Scotland, where he received his early education. In 1855, when almost a boy, he emigrated to Canada, and first located in Newmarket, where he served for a time as a clerk in a store. He early showed considerable business ability, and after a period spent in acquiring the details of the dry goods trade he launched out on his own account, and set up in business for himself. His efforts prospered, and in 1872 he removed to Toronto, where he saw greater opportunities for development and encouragement for industrial enterprise. He located on Yonge street, and soon began to increase his business to such an extent that alterations and additions became constantly necessary. He was one of the pioneers of the departmental store idea, and his ability and foresight enabled him to carry out the idea successfully, and to achieve phenomenal results. In the great fire which three years ago devastated the section of Yonge street Mr. Simpson's premises were totally destroyed; but, undismayed by the calamity, he at once set to work, and soon a new structure, far surpassing the old one in point of architectural beauty, commodiousness and appointments rose on the ruins of the old, and a new era of prosperity commenced. Among the commercial men of weight and standing in the city of Toronto, none were better known or more highly esteemed than was Mr. Simpson. He had earned a reputation for the strictest punctuality in his engagements, and was generally recognized as being one of the most enterprising and farsighted men in the business world of the city.

Deceased was a Presbyterian in religion, and was also a member of St. Andrew's Society, in the welfare of which he took the greatest interest, although his business responsibilities left him little time to take part in its celebrations or to take an active part in its workings. He was also a member of the Board of Trade.

## BARBOUR'S JUBILEE CARD.

The well-known linen thread firm of Wm. Barbour & Sons, Limited, Lisburn, Ireland, have just issued a very neat souvenir, showing the great advancement of this enterprising firm in the last 60 years, although they were established in 1784. We understand that Thos. Samuel & Son, who are Barbour's sole agents in Can-

ada, will be pleased to send these cards by post to those who will write for them to 8 St. Helen street, Montreal.

## RUSSIAN GARNITURES.

Here are two new Russian garnitures in braid and jet and braid, which Kyle, Cheesbrough & Co. have just received. These garnitures are all the rage in Europe and will likely have a large sale on this side. Every style and quality may be had from the above firm.

## DEATH OF ALEXANDER EWAN.

The death of Mr. Alexander Ewan, selling agent for the Merchants' Cotton Co., Montreal, removes a familiar figure from the business community of Montreal. He had been ill for a long period, and his death, which took place early in December, was not altogether unlooked for. Mr. Ewan was born in Scotland more than sixty years ago, and emigrated to Canada in 1864. He came to Montreal and entered the service of Wm. Stephen & Co., wholesale dry goods merchants, of which Mr. George Stephen, now Lord Mountstephen, was the head. Later, he embarked in business for himself, and seven years ago became sole selling agent for the Merchants' Cotton Co., handling the entire product of their mill. Mr. Ewan's excellent business ability and uprightness were generally recognized, and his death is a source of genuine regret in commercial circles.

The Merchants' Cotton Co. have not yet appointed a selling agent to replace him, but it is rumored that Mr. Mackay, the late gentle-

man's assistant, will be offered the position.

## A WELL-KNOWN OLD FIRM.

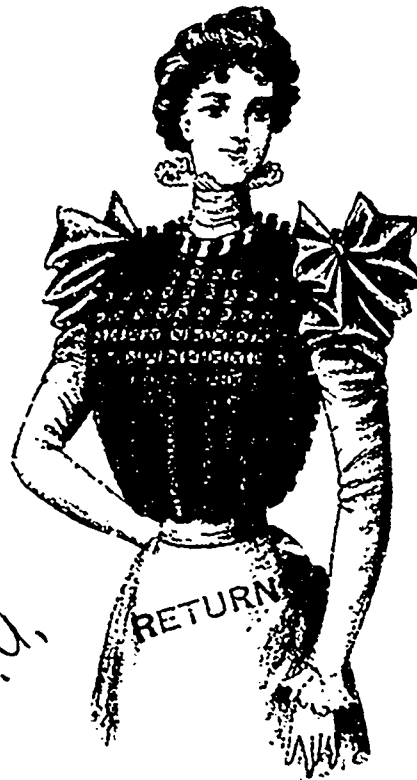
Merchants who wish to dispose of surplus stocks will do well to correspond with Messrs. Benning & Barsalou, trade auctioneers and commission merchants, Montreal. They hold semi-weekly sales of dry goods, clothing, etc., and are prepared to make liberal advances on all goods consigned to their care.

## ART MUSLINS.

In spite of the feeling that the demand for these goods would decrease, it has been entirely the opposite—more of them are sold than ever. There is nothing that can take their place at the price which produces such good results. The patterns that the W. R. Brock Co., Limited, show are most artistic; the combination of colorings most fascinating, the values right in lines that can be retailed from 5c. per yard up to 20c.



Jet and Braid Russian Garniture.  
Kyle, Cheesbrough & Co.

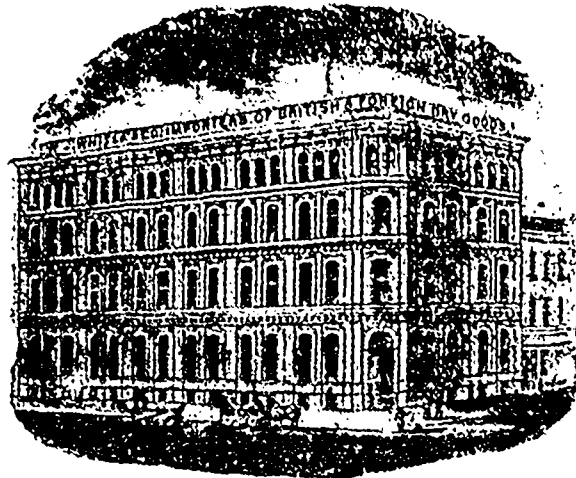


Russian Garniture in Braid.  
Kyle, Cheesbrough & Co.

# For Spring, 1898

We have spared nothing to fit out each of our  
**FIVE GREAT DEPARTMENTS**  
with attractive goods.

To this end we have been specially aided by the prosperity of the season just closed, which prepared the way for our making improvements that will ensure profitable results to those of our friends who reserve their orders until our samples come before them through the medium of our travellers, or an inspection of our stock. See our



- (1) Staples : Foreign and Domestic.
- (2) Dress Goods and Prints.
- (3) Gents' Furnishings.
- (4) Ladies' Blouses and Shirt Waists.
- (5) Carpets and Linoleums.

And you will see the best collection for Spring that we have yet put before the trade of Manitoba and the Northwest Territories.

**OUR...**  
**MAIL and WIRE**  
**ORDER BUSINESS**

is continually on the increase. A trial order from you who have not favored us with this class of business, will convince that we handle it well. It is WORTH something to a business to have unexpected wants quickly provided for. We aim at keeping our stock in a position at all seasons to do this and to meet the demands of the...

**Trade of the Great West.**

**R. J. WHITLA & CO.**

Winnipeg, Manitoba.

# "The Strohmayer" Patent Sleeping Bag

A practical Sleeping Bag is not such a difficult thing to make when you know the requirements, and yet there has never been a proper one offered in Canada until we submitted the Strohmayer Patent Sleeping Bag.



(1) Showing Compact Form of the Strohmayer Bag

The fault of all sleeping bags hitherto has been the difficulty in keeping them sweet and clean. With some bags where blankets are used it has been possible to pull them inside out, but most all are too bulky, especially when a fur lining has been used. In the "Strohmayer bag" you pull a few buttons—you have no longer a sleeping bag. In its place you have a large fur rug with new uses for camp comfort.

This sleeping bag has to be seen to be appreciated, for nothing so good, so serviceable, so compact, so clean or so warm has been produced before. It is made up with outside cover of Water-proof also Wind-proof Brown Duck, lined with Dog, a fur perfectly adapted for the purpose, being short and strong. It will wear well. We can, with all confidence, recommend it as being the most perfect sleeping bag in the market.

We have purchased the right of the patentee for Canada, consequently are the only firm who has the privilege of manufacturing. Strohmayer's Patent Sleeping Bag may be had lined with Spotted Dog, Natural Black Dog or Wolf.

We are also showing a very complete line of Klondyke supplies at best possible prices, as follows:

Yukon Bag, regulation shape, with any lining, laced up front with Hood; Wolf Robe, 8 x 9 ft., as used by Mounted Police; Natural Black Dog Coat, with Capot; Coon Coat, with Capot; Duck Pea Coat, lined with Spotted Dog, Natural Black Dog or Sheep Skin; Wolf or Muskrat Band, Duck Top Klondyke Cap; All-Muskrat Klondyke Cap; Cloth Caps, plain or with patent eye protectors; Mattassana Buffalo Moccasins, waterproof, and will never get hard; Mattassana Buffalo Short and Long Mitts.

**WATER-PROOF  
WIND-PROOF  
WEAR-PROOF**

**GILLESPIE, ANSLEY  
& DIXON**

...Toronto, Can.



(2) Showing Strohmayer Bag in Use. 3 feet wide, 9 feet long.

## THE CHEAPEST ROUTE TO THE KLONDYKE.

MR. McLEOD, OF PRINCE ALBERT, EXTOLS THE ROUTE  
VIA THAT PLACE.

PRINCE ALBERT A GREAT PLACE TO FIT OUT TRAVELERS—  
OPINIONS BY THOSE WHO HAVE JOURNEYED THAT  
WAY—AN OLD ROUTE FOR HUDSON'S BAY CO.'S  
TRAVELERS, WITH POSTS AT INTERVALS.

MR. S. McLEOD, ex-mayor of Prince Albert, who is at present visiting Montreal, gave THE REVIEW his opinions upon the Prince Albert route to the Klondyke gold fields.

Mr. McLeod stated that as a resident of Prince Albert he might be thought to be somewhat prejudiced in favor of that route, but to avoid any such impression he would just read extracts from letters which were received in response to inquiries made by the Prince Albert Board of Trade, from such men as Bishop Pascal, of Saskatchewan, Capt. J. M. Smith, late of the Hudson's Bay Co., Mr. Moberly, another retired factor of the Hudson's Bay Co., and Mr. Thomas Scott, an old northern man of vast experience. His Lordship Bishop Pascal says: "I do not hesitate to give as my opinion, and I believe it to be the true one, that the most comfortable, the most direct, and the most easy route is that which the hand of Divine Providence has traced, and which has been followed for a century by the Hudson's Bay Co.'s men, and for half a century by the missionaries who evangelized the Indians of the Northwest in the immense districts of Athabasca and McKenzie. Taking Regina for a starting point, we go to McMurray via Prince Albert, Green Lake, Portage la Losche and Clear Water River. On leaving McMurray the traveler is borne down stream as far as Peel River, without effort, without danger and without difficulty. Everywhere on his road he will meet with Hudson's Bay Co.'s posts, and missionaries willing to render service, and who inculcate charity, Half-breeds and Indians ready to serve as guides and facilitate his voyage without being too exorbitant. Besides Lake Athabasca and the Great Slave Lake, which one can cross without danger, there is the Portage of Fort Smith, 140 miles below Lake Athabasca. This portage is 18 miles in length, and can be made by wagons or carriages drawn by horses or oxen. It is by this road that the Hudson's Bay Co. has transmitted its goods for 75 years to provision its trading posts on the Athabasca and McKenzie."

Capt. Smith gives an extract from his diary in 1885 of a trip made while in the service of the Hudson's Bay Co. from Edmonton and Athabasca Landing to Fort McMurray. He did not like this route, and, after recording his experience along the way, continues: "On my return to Edmonton from the north the company sent me back by the Green Lake route and Prince Albert, thence by team to Edmonton, as this was, notwithstanding the long drive from Prince Albert to Edmonton, 500 miles, by far the quickest and safest route, and which I found to be the case.

"In conclusion, I may state that I wintered at Fort Smith and also spent a winter at Fort Simpson. I built the steamer Wrigley,

commanded her for one season on the route between Fort Smith and Fort McPherson, and have no hesitation in saying that anyone adopting this route will find it a picnic, down stream all the way to Peel River, and able to travel night and day whilst on the main river.

"This is by all means the poor man's route to the Klondyke, although I am still of the opinion that gold in equal, if not greater, quantities will be found east of the Rockies and along the entire line of this route."

Mr. Moberly gives at some length a complete description of the route from Prince Albert to the Peel River, with a strong recommendation in favor of this route for men of limited means: An extract from a letter written by Mr. Thomas Scott reads as follows:

"The great advantage this route presents over the Athabasca route, which it joins in Lake Athabasca, is in the avoidance of the dangerous navigation of that river, where valuable lives have already been lost. This is apart from the fact that it is 300 miles shorter for parties coming from the east. With regard to the routes via the Pacific Coast passes, there is no comparison. From the moment you strike the Liard River you are in a gold-bearing country, and continue in the same through the whole time of ascending

this river. I am convinced that as rich diggings will be found on the Liard and its tributaries as have been discovered on the Yukon.

"Of course, if you wish to hurry through and neglect trying the Liard for gold you could arrive much sooner and be at the Klondyke early in the season, but I reiterate that I believe the Liard to be as rich as the Klondyke region, and so very much more easy of access.

"If I start in the spring, and I believe I will do so, I will go with my party via the Prince Albert, Green Lake, Fort McMurray, Fort Simpson and Liard River route. Thomas Scott."



(3) Showing Strohmayer Sleeping Bag Spread Out, 6 feet wide, 9 feet long.

Mr. McLeod, in submitting these very interesting letters to THE REVIEW, added that Prince Albert, as a base of supplies, cannot be improved upon. The trade of Prince Albert has been largely for years in outfitting fur traders for the north country, and the class of goods required are consequently kept in stock there all the time. The merchants are in a position to advise miners as to the class of goods they will require, and the methods of packing them. There are at present several parties wintering in Prince Albert, and preparing their outfits and boats ready to start on the opening of navigation.

### THE STROHMAYER SLEEPING BAG.

The Strohmayer sleeping bag is a patent and has become very popular in connection with the demand for the mining districts. Outside it is waterproof and windproof, and inside is lined with a smooth strong dogskin, very comfortable for those who sleep in it. It has also been made so as to give the largest possible space without being bulky, and is a really compact, serviceable and warm article. The size gives plenty of room for the tallest man to stretch out his legs and enjoy a comfortable sleep. Gillespie, Ansley & Dixon are the owners of the patent for Canada, and have got up a neat circular concerning the bag. A copy of this circular will be sent to any of the trade who desire it.



## The Gem Folding Counter Stool

Pat. Nov 24th, 1897.

is the strongest and most durable on the market, takes up no room, when folded is flush with the counter, and out of the way when sweeping and gives you the entire floor space on busy days

### THE CLONDIKE COUNTER STOOLS

have turned pillars of oak highly finished, castings of malleable iron, made to fit any counter office desk, high or low back of counter or table folds under desk or table, and is completely out of the way when not in use

Price per doz., \$24.00

#### Prices per doz. of Gem.

Nickel plated, with hardwood seats nicely hand polished . . . \$36.00  
All nickel, hand polished . . . \$30.00  
Japan oil finished seats . . . \$24.00

10 per cent discount on all orders, and for large orders over two dozen, 15 per cent. Samples sent by express C.O.D., with privilege of returning C.O.D.

AGENTS WANTED

### GEM COUNTER STOOL CO.

O. A. COULSON, Manager.

Brockville, Ont.

## MERCHANTS

when buying Mackintoshes will do well to ask for

### "BEAVER BRAND"

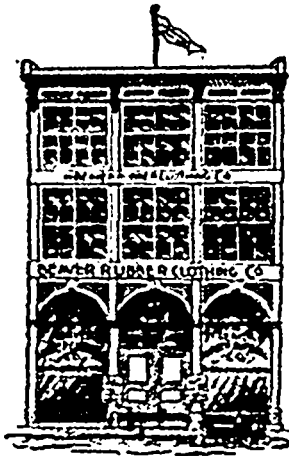
Mackintosh Coats. They are guaranteed never to get hard.

If your jobber does not keep them write direct to the manufacturers for samples and prices.

The . . . Beaver Rubber Clothing Co.

Wholesale Manufacturers

1490 Notre Dame St. - MONTREAL



## DOMINION GLOVE WORKS

GLEN WILLIAMS, ONT.

Manufacturers of . . .

### GLOVES, MITTENS and GAUNTLETS

Fine Kid, Suede and Para Buck GLOVES and MITTS. Dog-Skin Driving and Coaching GLOVES.

Agents . . .

GEO. D. ROSS & CO., MONTREAL, QUE.

## WESTERN ASSURANCE COMPANY.

Incorporated 1851

**FIRE AND MARINE**

Head Office

Toronto, Ont.

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

HON. GEO. A. COX, President.

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

C. C. FOSTER, Secretary.

## HINTS TO RETAILERS.

By a Head Clerk.

ANOTHER year has passed around and we are entering upon eighteen hundred and ninety-eight. How do you stand compared with last year, Mr. Merchant? Are your sales larger or smaller? If you have not already compared them, do so. And do not be satisfied with just looking at last year's report, but go five years back, and if you have been in business longer you can go still further, and see what you have increased or decreased each year. If you are sliding down hill watch and see where it is.

Maybe that sometimes you got a little careless in your buying. The first few times the goods went all right, but in a short time it had become a habit for you to be heedless, and your customers soon find out that your goods are not as good as they were a while ago. They quite naturally go somewhere else to do their shopping. In this way you will find yourself at the end of the year quite a few thousand dollars behind previous ones. In order to keep close watch on such an important part of one's business, you must compare each day's sales with another.

A good way to keep account of the daily sales is to take a piece of paper eight inches by twenty-five inches long. Divide the width off into six spaces for the days in a week, the length for the weeks, so that each day is in one column for the whole year, and every night when marking down the day's sales it is no trouble to compare it with the day before. If your sales are not up to the standard look and see what is the cause of it. Try to find some way of rectifying it.

It may be that your advertisements are not worded right. Your windows may want cleaning and redressing, or it may be the fault of some of the clerks not taking enough interest in your welfare by treating the customers well, and not showing the new goods which come in. Or there might be something lacking about the store arrangement. The goods may all be out of shape and not dusted. All this goes against one. When your trade is once gone it is twice as hard to get it back again, for you have made the name for yourself that you are only a second-class person instead of number one. If it is the fault of some lazy clerk who will not take enough pride in his stock to keep it in A1 order, you are better without him. One bad clerk will drive away more customers than three good live ones can draw. Then when they are careless about their stock it is a sure sign that they will be the same with customers. Have nobody around who will not take hold and be alive to business and take your interest to heart.

After Christmas trade, some merchants think there is no need to hustle, but they just let business take its own course. Are there any merchants in the country who are ready to cry "halt?" Are there any who are more in need of rest than business after a big holiday trade, and who feel like taking things easy for a while? It is dollars to cents that not one of the wide-awake retailers feels so inclined. The grand total of sales for December renews their youth and vigor, and inspires them to go in for the biggest effort of their lives, to try and see how near they can make January figures

approach those of December Did you ever try that experiment? Perhaps not, because you would start with the idea that such an attempt would be useless and foolish, and that would end the matter. But it is worth trying, because it would necessitate something like the same amount of push and energy being used that you infuse into your holiday trade. That amount of energy would most surely be productive of something. It would most likely result in the biggest January trade you ever had. If it did not reach holiday figures, it might give you satisfaction and be even larger in proportion. Each year to come, try and make the January sales exceed those of the former one.

Have a white goods sale on this month, and make it known far and wide. Invite the public to come and inspect the stock, supposing they do not want to buy anything, and when you once have them inside do not lose any opportunity of showing them the goods. In this way you will be surprised at the number of sales you will make. Say you make a run on shirts, collars and cuffs. Have them manufactured especially for the occasion, and of such material that can be sold below your competitor and yet be giving good value for the money. In arranging them for sale have an oblong space closed in by two long tables, so that the clerks in the centre can sell off both sides, which will save room. On the front of the tables have a board run along the full length about eighteen inches wide and quarter of an inch thick. Divide it off into spaces about fourteen inches wide, or just the width of two shirt fronts. Attach two pieces of slat to this board in front of each space with the full size of the shirt on one and on the other the half size, so that there will be no mistake about the size when the clerks are selling them. The next week have cuffs; the same spaces will answer for them; the third week collars, the fourth a clearing of odds and ends left over from the three weeks' sale. It is well when having a sale of this nature not to offer any of the regular lines if they are in. The buyer will expect the same goods right along and will not care about paying any more for them.

It is altogether likely that you have some Christmas goods left over. Do not carry them until another season. By that time they will be out of style. Shoppers who have visited you the previous year can tell at once whether they are the same goods as the year before or not. They will pass them over. Nobody wants old articles. They want something new, and new goods you will have to get. Besides, if they are kept over, at the best they will not bring any more than what could have been got for them when first introduced. The money invested in such goods will be worth ten times more put into spring goods. Better make a slight cut; if that will not run them off, make one that will, even if you have to lose a little. Would it not be better to lose a little now than to hold them and lose more next year, besides the interest on money invested? No wide-awake merchant keeps anything over for another season. He is always looking for something new. This is one of the secrets of his success.

S. Greenshields, Son & Co. advise that they have a full range of ladies' ties, including the latest New York styles in muslin and chiffon and plaited goods.

WANTED.

WANTED. BY A FIRM OF TAPESTRY CARPET MANUFACTURERS. AN Agent resident in Montreal or Toronto, who is in relation with Wholesale Carpet Houses. Reply, stating full particulars and references to "Carpets," Box G, Day Goods Review, Montreal.

AGENCIES WANTED.

W. J. WOODBURN, Manufacturers' Agent, Room 45, Temple Building, Montreal, is open for engagement to represent any wholesale house or manufacturer; best of references furnished, English and Canadian.

1897 ; Winter Sailings ; 1898

BEAVER LINE Royal Mail STEAMSHIPS

Sailing Weekly between St. John, N.B., and Liverpool.

CALLING AT HALIFAX AND NOVILLE, IRELAND, EACH WAY.

From Liverpool	Steamers.	From St. John.	From Halifax.
Sat., Dec. 18	Lake Superior	Wed., Jan. 5	Thurs., Jan 6
" " 25	Gallia	" " 12	" " 13
" Jan. 1	Lake Winnipeg	" " 19	" " 20
" " 8	Lake Ontario	" " 26	" " 27
Fri. " 14	Lake Huron	" Feb. 2	" Feb 3
Sat., Jan. 22	Lake Superior	" " 9	" " 10
" " 29	Gallia	" " 16	" " 17
" Feb. 5	Lake Winnipeg	" " 22	" " 23

First Cabin, single, \$50 to \$60; return, \$100 to \$114. Second Cabin, single, \$34, prepaid, \$36 25. return, \$66 75. Steerage to Liverpool, London, Glasgow, Londonderry and Belfast, \$22.50, and all other points at lowest rates.

For further particulars apply to—

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

D. W. CAMPBELL,  
General Manager,  
18 Hospital St., Montreal  
and St. John, N. B.

T. A. S. DeWOLF & SON, Halifax

DOMINION COTTON MILLS COMPANY 1898 SPRING 1898

Whites, Greys, Ducks, Cantons, Drills, Bags, Grey Sheetings, Bleached Sheetings, Pillows, Towels, Piques, Yarns, Prints, Etc. . . . .

Wholesale trade only supplied.

THOMAS MEALEY & CO.

MANUFACTURERS OF

Wadded Carpet Lining

MEALEY STAIR PAD.

AND STAIR PADS

HAMILTON, ONT.

OFFICE.— 24 Catharine St. North



# SARNIA WOOLEN MILLS COMPANY

MANUFACTURERS OF

Blankets, Flannels  
Tweeds, Yarns

Etc., Etc.

NEWTON BROS. MANAGERS

## Botany Hosiery Yarn

Pfefferkorn & Co.,

WORSTED YARN SPINNERS

Glauchau, Saxony, Germany



Sole Agent for Canada

JNO. A. ROBERTSON

Board of Trade Building

Montreal, Que.

Correspondence invited and  
Samples sent on application

# HIRAM JOHNSON

IMPORTER AND EXPORTER

Wholesale Manufacturer  
of all kinds of

FURS

For gentlemen, Ladies and Children

OVERCOATS CAPES  
CLOAKS ROBES

For the best market  
in the world for all kinds of Furs

494 St. Paul Street, MONTREAL

IMPROVED

## WANZER LAMP

Heat Light Non-explosive

BOILS WATER HEATS IRONS } Try one.

Saves work in the Kitchen  
or Sick Room

Many of the best lamps. Every lamp tested

Price \$4.00

Wanzer Lamp & Mfg. Co.  
HAMILTON, CAN.

## A GREAT ENGLISH HOUSE.

A WALK THROUGH A LARGE ESTABLISHMENT.

THE great English house of A. Stedall, 2 Cannon street, London, E.C., England, whose announcement readers of THE REVIEW will find on another page, is now an immense concern which has grown with the years from a small beginning. Starting in a retail way by manufacturing and selling direct to the consumer, Stedall's garments became so popular in England that the maker had to enlarge and branch out, until to-day his head offices and showrooms occupy seven floors in Cannon street and retail travelers are established throughout London and the provinces of the United Kingdom. His own factories, twelve in number, keep 1,200 to 2,000 hands constantly employed—the number varying according to the season. Each garment is fitted to a living figure before going into stock, and 20 women of different heights, with bust measurements ranging from SS to OS (smallest-largest), are always on hand for fitting and displaying. These women are all stylishly costumed in black silk brocade, setting off the various garments very effectively.

Mr. Northcote, the manager, while showing THE REVIEW's representative through the building, drew attention, in passing, to a few racks upon which hung 500 samples—no two alike—ready for export trade. This shows the immense variety, and in some departments they show as many as 1,000 samples. Paris makes the models, but England can supply the material and labor so as to sell the garment at just half the price. Proof of this was given. A handsome velvet and jet wrap from Paris was placed upon one of the attendants, while a copy was produced from stock for comparison. It was an exact reproduction in every way, even to the design of the lace trimming. Price was within a shilling or so of half the Paris price.

In tailor-made coats and skirts a wonderful trade is done. A handsome all wool suit with velvet collar, perfect fit and finish, sells for 10s. 11d., while a special line of very neat cut and appearance goes as low as 6s. 11d. Purchasers have the choice of goods ranging from the latter price up to 60s., and sales run into thousands each week. It was only possible to take glimpses of goods here and there. One rack shows beautiful little Russian coats of velvet with jet and fur trimmings, from one guinea (21s.) upward. The display of opera mantles was magnificent, hundreds of samples in all wool and silks being seen, and of the latter every imaginable tint is shown. In this line alone 50 to 100 numbers are shown. Nine shillings and eleven pence buys a pretty little all wool cape lined with silk, while in rich silk brocades with lace and fur or feather trimmings prices run to 7 and 8 guineas.

Each of the 12 factories has its own specialty; for example, one making mantles and wraps for aged women only, while another

JUST OUT

## PERRON & MITCHELL'S MANUAL OF INSOLVENCY

1898, \$2.00.

WEIR'S, R.S., D.C.L.

## Civil Code of Lower Canada

as amended to date, 1898, \$2.00.

C. THEORET, Law Bookseller and Publisher, Montreal

does opera cloaks exclusively, etc., etc. All goods are sold from stock and special orders can be got ready in 7 days. No travelers are employed, and buyers all come to the warehouse to select. Thus Stedall keeps in touch with his customers and knows exactly what is selling. Branch houses report every few days, so there is never any doubt about what public taste favors. Berlin sells so far ahead of season that the real novelties come out after the orders for German goods are placed, while Stedall's goods always include the very latest ideas. They make goods for the few as well as for the million.

Special preparations for Canadian buyers are being made, and for the Canadian market they will have an immense range of goods ready for February 1st. Every garment is marked in plain figures, so that buyers visiting the warehouse can tell at a glance the exact price of any coat, cape, mantle or cloak that attracts their attention. Germany's strong point is goods of medium quality, but England can beat the world for low-priced goods and at the same time high-class goods.

**DO YOU WANT THOSE GOAT RUGS?**

John Macdonald & Co.'s carpets and housefurnishings department is receiving the first shipments of new goods, which show extra values and the latest colorings and patterns, that is, browns and greens predominating with smaller designs in vogue. New patterns in lace curtains have also been passed into stock, from the cheapest to the best grades. Mats and rugs are also arriving, and a repeat shipment is reported of a special line of goat rugs, retailing at \$3, which are the last to be had. Curtainettes and Swiss muslins are now to hand, and all orders are being filled. A large stock of floor and table oilcloths is on hand to select from. Travelers start out Jan. 3 with samples.

**GET DETAILS ABOUT WINDOW DESIGNS.**

Merchants interested in attracting trade by using bright window figures should read the advertisement of the Regent Manufacturing Co. on page 73 of this issue. The "black kid" is one of the novelties in this line handled by the firm, who invite inquiries at their Chicago address, 182 Wabash avenue.

**LEATHER BELTS.**

The latest in the American market are made of fancy plaid with enameled pieces of metal set in about four inches apart, also fine black seal set with beautiful stones in green, mauve, etc. Boulter & Stewart are showing everything of the newest and latest designs. Special good things to retail at 25 to 50c.

**HELPS THE MISSIONARIES.**

It is said that Messrs. Crossley and Hunter, the celebrated evangelists, have received great help from Messrs. Matthews, Towers & Co., of Montreal, since the latter placed their "anti-swearing" shirt on the market. This shirt has had a huge sale, and every up-to-date store should have a supply.

**WHAT ARE STOUT LADIES TO DO?**

This is a question often asked by hosiery buyers when looking after their season's requirements. The W. R. Brock Co., Limited, have several lines of cotton and cashmere hose with "Spanish legs," just what the stout ladies want to make them feel free and comfortable.

**LEATHER BELTS A SPECIALTY.**

The sale of ladies' leather belts and waist sets promises to be even more extensive than last season. Probably the largest assortment are those shown by Croft, Phillips & Winch, Toronto.

**The Bustle is Needed**

IN THE NEW FALL STYLES OF DRESSES.

**THE BRAIDED WIRE BUSTLE**

IS THE BEST

LIGHT—GRACEFUL—ALWAYS IN SHAPE—MADE IN SEVERAL VARIETIES.

- "Empire." "Princess."
- "La Mode." "Combination Hip Pad."

If not in stock, send sample order.

**BRUSH & CO. - TORONTO**

Canadian manufacturers for Weston & Wells Mfg. Co.

ESTABLISHED 1830

**BENNING & BARSALOU**

Oldest Auction House in Canada  
Trade Auctioneers and Commission Merchants

86 and 88 St. Peter Street, MONTREAL, Can.

REGULAR SEMI-WEEKLY SALES OF

**Dry Goods, Clothing, Boots and Shoes and General Merchandise**

Best opening in Canada for Manufacturers and Merchants wishing to dispose of surplus stock. Liberal advances made on all kinds of Merchandise consigned to our care.

REFERENCES—Bank of Montreal La Banque d'Hochelega  
Correspondence and Consignments solicited

**The Latest**

SOMETHING UNIQUE IN BRAID TRIMMING!

A handsome and effective Fancy Braid, of silk and wool combined, in the leading fashionable colors. Also a splendid range of Dress and Mantle Trimmings—Gimps, Frogs and Sets in new and elegant designs.

BARREL BUTTONS, CORDS, TASSELS, FRINGES,  
ALL OUR OWN MANUFACTURE.

**Moulton & Co. 22 St. Peter Street Montreal.**



**W. D. VAN EGMOND, - SEAFORTH, ONT.**  
Tweeds, Etoffes, Friezes, Etc.

## THE BRITISH PREFERENTIAL TARIFF.

THERE are still a great many British merchants and manufacturers who do not understand that they have a preference in the Canadian market. This is due to the fact that many English papers have not grasped the idea. At the present time all goods coming from Great Britain, Germany, Belgium and some other smaller countries are admitted at 12½ per cent. less duty than those coming from the United States and the rest of the world. After June 30th next, British goods, only will be admitted to Canada at 25 per cent. less duty than those from any other countries in the world.

Should any of our British readers desire special information on this question they can get it by applying to the London office of THE DRY GOODS REVIEW, 109 Fleet street, E.C.

## NEW SPRING MANTLING CLOTH.

John Macdonald & Co. are showing a new mantling cloth, known as the Imperial cloth, for spring trade. This is an attractive line. The Imperial is a smooth finish cloth, especially adapted for ladies' costumes, and is to be had in plain and mixed colors. The firm also show some light fancy tweeds and serges well adapted to the spring mantlings trade.

## NOVELTIES IN SHIRT WAISTS.

Imported cloths are used and exclusive patterns employed, so that the goods are choice and not common. As evidence of the care taken in manufacturing is the separate making up of cuffs and collars and their attachment to the garment by a double seam. Materials this season run to percales, organdies and muslins, and some pretty novelties are shown. The trade desiring to handle

nice novelties in shirt waists should send for a sample to the Eclipse Whitewear Co.

Fancy shirt waists for spring, as offered to the trade by the Eclipse Whitewear Co., Toronto, have a number of good points about them. Each waist is manufactured in the factory under the eye of experienced hands, and each is carefully examined before being passed into stock. The aim is to produce a perfectly finished up-to-date garment.

## WHOPPER, COMFORT, SCORCHER.

These are three brands of the W. R. Brock Co.'s absolutely stainless black cotton hose for spring 1898. Comfort is a seamless line in sizes 8 to 10, to retail at 20c. Scorchers is full fashioned, to retail from 12½ to 15c. Whopper can be had from 4 to 10 inch, and can be sold from 10 to 15c., all specials, leaders and trade procurers. Scorchers is the only one that is not dyed by Louis Hermsdorf, and its color is absolutely fast and stainless.

## SMYRNA RUGS AT LOW PRICES.

The Toronto Carpet Manufacturing Co. are having great success with their new departure in manufacture, namely, Smyrna rugs. Their range does credit to them, style, color, finish and weight being equal to the best known makes, while the prices will be found to be much lower than they can be imported for.

## DOGS AND PONIES FOR THE KLONDYKE.

J. Sharples has started at Calgary a dog and pony breeding farm to supply the demand for transport teams for the Klondyke. He has now 300 dogs and 300 ponies, and is increasing the numbers. He gets \$75 for a team of four dogs and \$35 each for the ponies. He has a number of Blackfoot Indians training them.

THE

# Julian Sale Leather Goods Co. of Toronto

LIMITED

Manufacturers of . . .

Pocket Books and Fancy Leather Goods,  
Trunks and Travelling Bags, etc.

105 King Street West

TORONTO, ONT.



We beg to call special attention to our  
new line of Ladies' . . . . .

## BELTS

For Western Ontario, MR. TIGHE  
For the North-west, MR. STEWART  
And for the East, MR. E. SALE

Will start very shortly with a full line  
of samples. . . . .

which were completed during the month of December. From the many expressions of approval we have received from our patrons of the past season, and from the fact that we shall offer even better values for that approaching, we very confidently solicit the patronage of the trade.

**NEW SPRING GOODS.**

[N half-hose H. J. Caulfeild & Co. again show their leader, the "Champion" cashmere, retailing at 25c. Specials in plaid check cotton hose, retailing from 20 to 50c., are the newest thing.

James Johnston & Co. are showing a much larger range than usual for the coming season in men's and ladies' neckwear, silk and linen handkerchiefs, Windsor scarves, etc.

S. F. McKinnon & Co. say that their representatives are now on their respective routes with a complete range of spring samples, which are of a most persuasive and convincing character.

John Macdonald & Co. have a big line of black fancies in dress materials, both low and medium-priced. Also mohair mixtures and low-priced shot goods, to retail at popular figures. There are also some good serges to retail at 25, 35 and 50c.

S. Greenshields, Son & Co. report a most successful spring import trade in Emil Pewny & Co's. kid gloves, the latest novelties being in 2-dome fastener goods with embroidery, in which the following new spring shades are being shown: greens, reds, oxbloods, greys and new blues, also standard tans, blacks and whites.

The Canadian cycling hose last year retailing at 50c. was a "hummer," but people "caught on" to the style (it was so limited) and consequently it killed itself. Brophy, Cairns & Co. are showing "nes this season, at the same price, that for style in the tops and for quality in yarn fully equal anything imported.

**ANOTHER NEW IDEA.**

A corner wardrobe in a bedroom without a clothes closet fills a want felt by every housewife. Occupying little space, they save their cost every year in preserving clothing from dust, etc. Hound & Co., London, Canada, wholesale furniture manufacturers, illustrate a new design elsewhere in this issue, which they are selling

direct to the dry goods trade for premium purposes, etc., at a very low price. The firm are also turning out their well-known No. 2 secretary bookcase, as usual, in large quantities. A postcard will bring particulars.

**EARLY SHIPMENTS OF DRESS GOODS.**

Wynd, Grasett & Darling find that spring shipments are being made earlier this year, and are looking forward to a large spring trade. While a plain season is expected, the demand has still been for fancies in the larger quantities, though plain coverts and melanges have sold freely. Black goods are very popular, and have had large sales. Lustres, sicilians and mohairs, etc., in plain and figures, are finding great favor.

**PRINT WRAPPERS.**

Boulter & Stewart, the American wrapper house, inform us that the latest patterns in wrappers for the spring are plaids of all sizes and beautiful combination colorings. Their line contains some forty different styles to retail from \$1 to \$5. Nobly, stylish garments are what sell, so keep in the lead by buying up-to-date goods.

**THE MARITIME WRAPPER CO.**

Mr. J. H. Parkhill has just returned from a trip to Woodstock, N.B., and reports the Maritime Wrapper Co. have had by far the largest spring business of their experience, their factory running day and night to ensure prompt and early delivery of orders.

**SPECIAL VALUE AND WIDTH.**

The W. R. Brock Co. show some extra special value and width in white victoria lawns. A line called Tip-Top is proving itself to be an enticing line and one that makes a new customer wherever shown.

**Parsons' Practical Revolving Counter and Floor Fixtures**

No Lifting or Tipping Over!  
Keeps Stock up.  
Every Piece in sight.  
Holds 40 Pieces in 20-in. space.

Each bolt easily removed and replaced without disturbing the others.

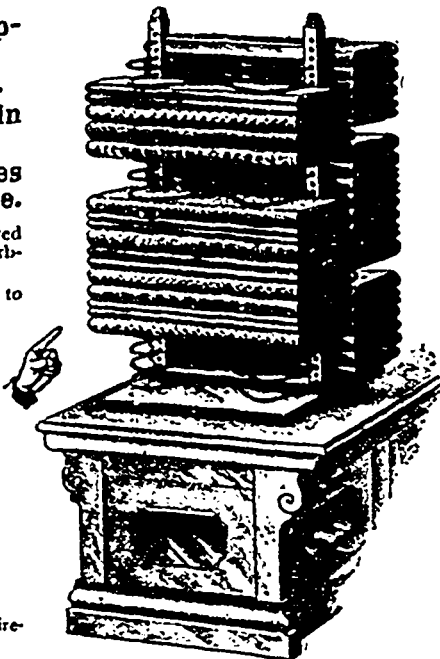
Each shelf is adjustable to the thickness of any bolt.

"Show me that bottom piece!"

THE ..

**Practical Kid Glove Cabinet**

Covers all necessary requirements.



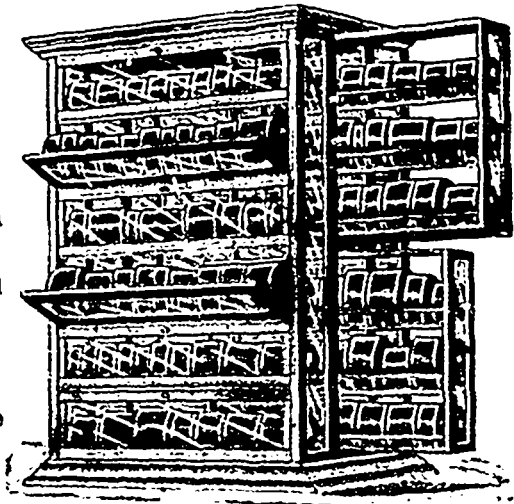
**The "Practical" Ribbon Cabinet**

Ribbons Always Seen

Ribbons Always Clean

Ribbons Well Displayed

Increase Ribbon Trade



NO. 3 CABINET.

A good Ribbon Cabinet must be convenient, displaying its contents to the best advantage, occupying the smallest possible space, and affording protection against dust.

The PRACTICAL is a good Cabinet, easily manipulated, a fine exhibiter, a marvel of simplicity, an ornament and necessity at a popular price.

Made in six sizes, holding from 50 to 400 18-yard pieces of ribbon.

We manufacture practical and indispensable articles for the Preservation and Display of Dry Goods Merchandise.

We sell through jobber only. For information, price lists, etc., write

JOHN MACDONALD & CO. - TORONTO.  
JAMES JOHNSTON & CO. - MONTREAL  
JOHN M. GARLAND - OTTAWA.

**A. N. RUSSELL & SONS,**

ALBANY, N.Y., U.S.A.

## BANK COLLECTIONS.

FROM A MANUFACTURER'S STANDPOINT.

Specially written for THE DRY GOODS REVIEW.

WITH a view to a better understanding between the wholesale dealer and his retail customer, I desire to point out in this communication some of the disagreeable features existing at present, and growing out of the refusal of a certain class of traders to give notes or acceptances, to close their accounts with wholesale houses, and which has assumed the form of a serious grievance as well as a source of irritation and loss.

It is by no means uncommon for business houses having widespread connections covering this broad Dominion, and whose customers are numbered by thousands, and who make their collections by draft, to have the brusque and uncourteous reply come back from some customer: "We never accept drafts"; "Will pay when due," etc.

Now, perhaps a brief consideration of this question may tend to lessen this growing abuse of the rights of the wholesale houses. It is safe to say nine-tenths of refusals to accept come from uneducated persons, who, when a draft is presented to them the first time, fancy it an affront and a reflection on their credit, and *infra dig*, not knowing that their refusal is much more likely to injure their credit with the house they do business with than their acceptance. The case of such is one either of vanity or want of business education, not knowing the rules which govern business between buyer and seller.

This class of traders prove a drawback to business and a source of loss to their creditors, and it should become the special function of every bank manager, in the interest of his customer, to explain to such that acceptance is business, and that refusal is not, but rather an affront to the house and likely to do themselves injury

where they least expect it. Refusal to accept drafts creates the impression to the banker, in some instances, that either the drawer or the drawee is guilty of some sort of irregularity or loose system in conducting their business, and consequently reflects alike on the merchant and his customer.

The practice of refusal is so devoid of common-sense and so opposed to the proper conducting of business that I am not surprised to find many of our best houses taking steps to eliminate this troublesome class of customers, who will not be governed by business practice, from their books. It may not have occurred to the class in question what would be the result if every customer of a house refused to accept their drafts. A few words of explanation will, perhaps, clear the way to a better understanding of the rights of both parties, and it may be save much loss to the trade of the country in bank commission, postage, etc.

The intention of this paper is not to reflect on those who are not guilty of the business irregularities complained of—so that the cap need not be worn by those it does not fit, nor for whom it is not intended—and there are thousands of honorable merchants and traders to whom it does not apply, and whom it is a pleasure and delight for any house to class as its customers.

Perhaps it does not enter into the calculations of the draft refuser that the trade of the country could not proceed if all men followed his crude example. Take the case of the manufacturer who has but one turnover in the season, and whose terms and datings are, let us suppose, 1st of October 30 days. To begin, his turnover may run into thousands of dollars annually. To provide the necessary raw material he requires to stock up in many cases a year ahead of delivery—to do so he frequently has to obtain advances from his banker. Besides the matter of stock there is the necessary provision for payment of weekly wages, traveling expenses and other contingencies aggregating thousands of dollars

# Western Cap Factory

LONDON, ONT.

ESTABLISHED 1874.

Manufacturers of all kinds of Caps in Astrachan, Sealette and Cloth, also Society Caps of every description.

John Marshall & Co.

PROPRIETORS

SPRING  
1898

We are showing an exceptionally fine line of

LADIES' COSTUME CLOTHS

AND

MIXTURE WORSTEDS

at medium prices.

John Fisher, Son & Co.

Woolens and  
Tailors' Trimmings.

442 and 444 St. James Street

MONTREAL

monthly. To run such a business successfully requires the tact and skill of a general, and in these times, when margins of profit are meagre, every item of expense is scanned, and, if possible, saved. Let us suppose he ships his goods in July or August and draws on his customer for the amount of his bill as per due date 1st November. Is there anything unreasonable in his doing so? Certainly not - so it would seem to the business man, but the kicker, if I may be permitted the expression, refuses his draft on presentation, and with a senseless flourish of words, not always polite, informs the bank messenger he "don't accept drafts; will pay when due," etc. Now the manufacturer, by reason of faith in his customer, has already, to put himself in funds, discounted his customer's paper only to find it returned to be paid by himself, with the loss accruing to him by bank charges fruitlessly expended. Now this, while the acceptance of his customer would not have put him to a particle of inconvenience, rather the reverse, as he could have made the acceptance payable at a point to suit his own convenience.

The experience of business men points to the conclusion that this class of customers have a horror of being committed to any particular date for payment of a bill, and generally are no more willing to pay an open account when due than they were to accept the draft in the first instance.

The result is that the manufacturer, smarting under the incivility of his customer, presses for payment when due and closes the account forever. On the other hand, had his customer accepted he would have exercised every desire to assist him, had his need or convenience required such assistance.

Another class refuse drafts because they say there are a few errors, perhaps only of a few cents, in the account. This, in face of the fact that almost every house of repute have a printed note on the bottom of statement to the effect that should any error be discovered they will be just as ready to rectify and make good the

same after acceptance as if the customer put them to the expense and inconvenience of refusing their draft and causing them to rectify the error first.

Now, think of it. The merchant has had sufficient faith in this man as to trust him hundreds, perhaps thousands, of dollars, though he never sees him, and he in turn virtually says I have no faith that you will make good an error. He virtually says by his act that he has no faith in the merchant's honesty. It is not a pleasant reflection that the reputation of an honorable name should be questioned in such a manner by an ungrateful customer.

In conclusion, hundreds of dollars in postage and extra bank charges are paid annually by merchants and manufacturers because of the folly and perversity of the class I have outlined, and a class, strange to say, which presume to pose as business men.

A little courtesy costs nothing; it lends a charm to mercantile life and business transactions, and the man who exhibits these qualities will find in the end he is not the loser, but deserves the good-will of those with whom he does business.

MANUFACTURER.

#### LAOES, EMBROIDERIES, RIBBONS.

The W. R. Brock Co., Limited, carry a large stock of the above lines. They promise us full particulars for our February number, as they have not only good value but choice selections of profit-producing goods. Their job lines of embroideries in cartoon lots were bought much below market value, and are quoted to the trade at corresponding prices.

#### TWILL WORSTEDS AT A BARGAIN.

Finley, Smith & Co. have secured a manufacturer's stock lot of Venetian and twill worsteds, which they are able to offer under the market price. They also invite inspection of a special line of black and grey vicunas in fancy diamond and herringbone weaves.

# Finley, Smith & Co.

Importers of...

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



29 VICTORIA SQUARE

WM. C. FINLEY  
J. R. SMITH

**MONTREAL**

Sole Agents for

TRAFALGAR, BRITANNIA AND ROYAL NAVY SERGES

# Canada Featherbone Co.

MANUFACTURERS OF...

Featherbone Corsets in a variety of Styles  
Featherbone Waist, Skirt and  
Bustle Bone, Tapes, Piping Cord, Etc.

The most modern and perfect article used in the Dress-making Art of to-day.

DEMONSTRATING PARLORS... 113 King St. W. Toronto.

**Canada Featherbone Co.**

Sole Manufacturers and Patentees in Canada...

**LONDON, ONT.**

We will be pleased to furnish information. Write for particulars.



# Owing to an exceedingly busy season

We have not been able to call on all with whom we would like to do business. Write us for samples and particulars.

## We Have . . . .

- 5 Qualities Union Ingrains
- 5 Qualities All Wool Ingrains
- 4 Qualities in 3, 3½ and 4 yard Art Squares

## Have you seen our Axminsters ?

- 4 Qualities in Bodies, Borders, Stairs
- Axminster Rugs in 4 sizes
- Smyrna Rugs in large range

## Carpet Linings . . . .

- Full range of Wadded Linings
- The "Tredwell" Stair Pad
- Folded Paper Lining and Stair Pads

## Tapestry Curtains and Table Covers

We are showing a very large range of the best designs, colors and finish in these goods. Covers in 6/4, 8/4, 8/10, 8/12 sizes.

Large range of Rug Fringes. The best selection, the best value, the best terms.

# Toronto Carpet Manufacturing Co., Limited.

# Suspenders !



Your customers want

**THE BEST**

and you want what will please them, as it will mean

**MOST MONEY TO YOU.**

**.. WAIT** then for our representative, with a fine New Line of Samples for Spring. Our manufactures easily

**TAKE THE LEAD**

in Style and Workmanship, and prices are right. If in need of Suspenders, Hose Supporters, Armlets, etc., before our traveller reaches you, drop us a line.

**C. N. VROOM - ST. STEPHEN, N.B.**

# News Direct from Alaska

This Letter speaks for itself.

*Messrs. Hudson Bay Knitting Co.  
Montreal.*

*Gentlemen :—*

*I have much pleasure in replying to your enquiry regarding the goods which I purchased from you last July for use in the Yukon district. I have to say that they gave me perfect satisfaction, and that they are all admirably adapted to that climate. I would mention in particular your Sleeping Bag, which is simply invaluable and decidedly the best of the many I saw there. Many a morning I awoke with three or four inches of snow on me without suffering any inconvenience, while others who trusted to Blankets were half perished with cold, and in fact the whole outfit purchased from you was most comfortable and satisfactory, and excited the envy and admiration of hundreds of prospectors who had outfitted in the States, where the knowledge of the climate and requirements do not seem to be thoroughly understood. I would add that the Patent Combination Undersuit which your manager showed me a few days ago, as well as the other new lines which you are putting out this season, are certainly the best things I have yet seen for that climate, and cannot fail to attract the attention of those going to that country.*

*Respectfully yours,*

*Montreal Star  
Dec. 17th.*

*HARRY WILSON  
Mining Engineer.*

**AN ENGLISH HOUSE FOR CANADIAN BUYERS.**

**T**HE well-known English firm of Corby, Palmer & Stewart, 39, 40 and 41A St. Paul's Churchyard, and 8A, 9 and 10 Old Change, London, Eng., whose announcement appears elsewhere, was established twelve years ago, and has developed a splendid business. Three or four large factories are running continually under the firm's direct supervision, and therefore all the English goods they carry are of their own manufacture. In addition to this, buyers visit the French and German markets frequently and buy for stock, also bringing home from Paris and Berlin models which are adapted for home and colonial trade at prices considerably lower than those of the originals. The several departments of Corby, Palmer & Stewart's business are: mantles, jackets, capes, mackintoshes and Imperial cloaks, skirts, costumes, shirts and blouses.

During 1898 the firm will be ready for Canadian buyers any time after Jan. 20, but have fixed upon Feb. 15 as their special show day. Their showrooms and factory are in a central locality in London, and easy of access. Canadian buyers should certainly call and see their goods.

**WORKING FULL TIME.**

The Berlin Suspender and Button Co. have very materially increased their business during the past year, and the factory was kept running full time right up to the holidays.

**NEW THINGS IN WOOLENS.**

In woolens, John Macdonald & Co. are daily receiving spring goods and will be ready to ship spring orders by the middle of January. The selection is larger than for some seasons past. In 3-4 and 6-4 tweed suitings the latest novelties are being shown, as well as a fine range of 6-4 fancy worsted suitings. This firm's

great values in plain venetian and clay twill worsteds still hold popularity. The newest designs are to be found in this season's fine range of fancy worsted trouserings.

**ALWAYS WORTH PAR.**

Hermesdorf-dyed hosiery is always salable, always in demand. The W. R. Brock Co. carry a large range of this satisfactory line for men's, women's and children's wear. This is their private brand, and is a guarantee that color is absolutely fast and stainless.

**TUCKED APRON LAWN.**

These goods are again in active demand and the W. R. Brock Co. know it, judging by the large range and good values they are showing.

**PLAID BLOUSE WAISTS.**

All the newest in the waist line in the New York market this season are plaids made of gingham, madras and lovely colorings in cambric. Boulter & Stewart are showing 50 different ranges of plaids, and are having very large sales for same. They sell the celebrated Stanley waist, which for style, fit and variety, are the leaders in the American market.

**FANCY SIDE COMBS.**

The demand for fancy side combs still keeps up. Croft, Phillips & Wrinch, Toronto, have the latest novelties in these goods.

**IF GOOD SELLERS**

ARE WHAT YOU ARE LOOKING FOR

BUY

**"Maritime"  
Wrappers**

The biggest line of  
quick selling styles  
ever shown.

**AN UNPRECEDENTED SUCCESS****The Maritime Wrapper Co., Limited**

WOODSTOCK, N.B.

Ontario Agent: J. H. Parkhill, 46 Toronto Arcade,  
Yonge Street, Toronto.

**Thibaudau Bros.  
& Co.**

Importers of

ENGLISH .  
FRENCH . .  
GERMAN &  
AMERICAN

**DRY GOODS****THIBAUDEAU FRERES & CIE.**

Quebec.

**THIBAUDEAU BROTHERS & CO.**

London, Eng.

**THIBAUDEAU BROS. & CO.**

332 St. Paul St.

**MONTREAL**

# WALL PAPER

## FOR THE SPRING TRADE

We have now ready sample books (in full combination) of our entire stock which we will express (prepaid) on request to any dealer who desires to order stock or to sort up. When writing for samples please mention prices wanted.

ATTRACTIVE  
SALABLE  
PROFITABLE

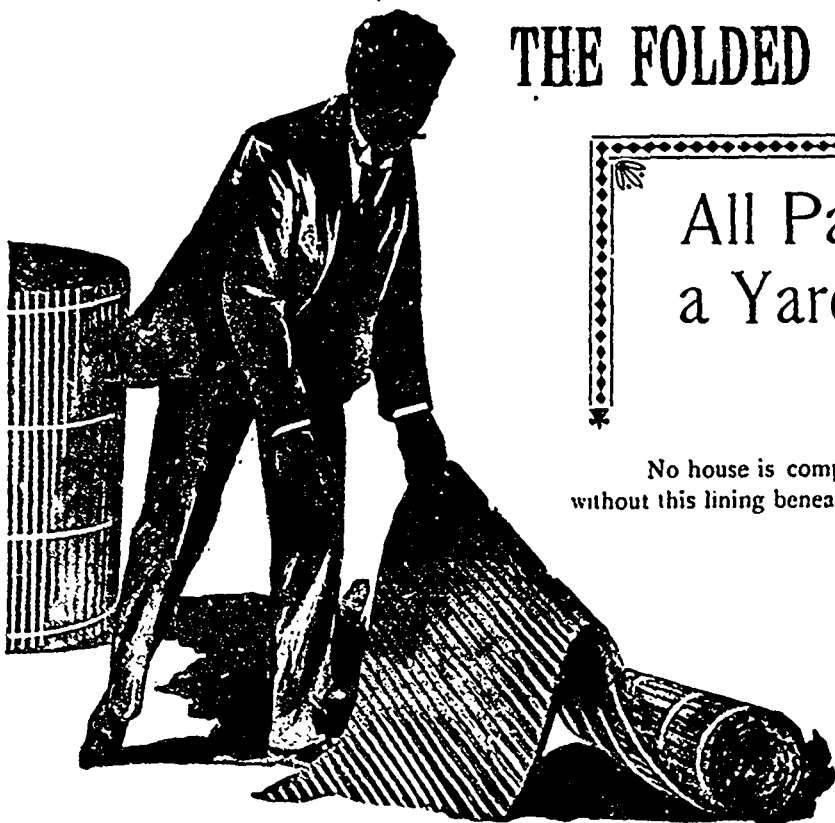
Goods **M. STAUNTON & CO.**

Manufacturers

**TORONTO**

None Better.

## THE FOLDED PAPER CARPET LINING



All Paper and  
a Yard Wide

It has no equal.

Sanitary, Vermin Proof, Warm, Durable, Deadens Sound, Saves the Wear of the Carpet and makes it feel richer and thicker.

No house is completely furnished without this lining beneath the carpet.

**Stair Pads**

IN THREE SIZES,  $\frac{5}{8}$ ,  $\frac{3}{4}$ ,  $\frac{7}{8}$ .

We are the Sole Manufacturers for Canada.

... Send for Sample ...

For sale by Best Carpet Dealers. If your dealer will not supply you, it can be ordered direct from the factory.

**S. A. LAZIER & SONS**

**Belleville, Ont.**

**A NEW FIRM IN BRITISH COLUMBIA.**

It is hard to get suitable premises for a large firm in Victoria, B.C., so brisk is the demand for warehouses there, but the new firm of C. J. Kelley & Co., wholesale jobbers in and manufacturers of clothing, secured a fine three-storey building on Langley street and are opening up business as this number of THE REVIEW goes to press. The firm will be ready for the spring rush into the mining regions and will do a large business, as the outlook at the Coast is very promising. Mr. C. W. M. Becker, the buying partner of the firm, has been east to Toronto, New York and other centres getting ready a stock for the start. Mr. Becker, formerly with Turner, Beeton & Co., is a bright young British Columbian who speaks in hopeful terms of the future of the country, and shows all the qualities of a live business man. He told THE REVIEW that the house will make men's wear, especially miner's clothing, a specialty

**A WINDOW DISPLAY OF SPOOLS.**

Dufort Freres, of Montreal, have a very handsome model of the new Suspension Bridge at Niagara in one of their show windows. The arch and side bars are built of silk spools, no less than eight

hundred being used, including 175 different colors. The braces of the bridge are tastefully wrapped in silk handkerchiefs. On the bridge there is a small moving trolley car, foot path and vehicle path, on the track above a train of cars. In the centre and at each end is a prism built of different colored glass with electric lights inside. Curtains are

artistically arranged in the background and the bottom of the window is nicely fixed up with handkerchiefs. The whole makes a very striking display and attracts great attention. Mr. J. H. E. Delfosse, the firm's window dresser, is to be congratulated on his tasteful work. The above cut is an exact representation of the window.

**THE JANUARY SPECIALTY.**

Anticipating a white goods sale the W. R. Brock Co. are showing three or four plums in white cottons which, in the buyer's opinion, are "unapproachable." Also a line of Oxford shirtings which were retailed at 15 cents, but which the firm, having made a big purchase, can this year sell 20 per cent. cheaper than last. This is a clearing line. The firm's staple stuff is coming well forward and an increase of trade is expected.

**CANADIAN RUGS OF MERIT.**

THE REVIEW has been shown samples of an excellent grade of tweed manufactured by Messrs. Boyd Caldwell & Co., of Lanark. The firm aim at producing goods which can successfully compete with imported stuff and have spent much time and money trying to

do so. Their '98 tweeds are extremely creditable and are almost certain to be well received. The same firm are making a line of travelling rugs with a tartan pattern on one side and plain on the other. These rugs are well finished and pretty.

**W. H. STOREY & SON.**

Attention is directed to their advertisement on page 70 this issue up to date. As usual they exhibit a large range of elegant and commendable goods this season. The firm possess a natural reputation for the excellence of their productions; possessing an intimate knowledge of the requirements of the trade enables them to constantly keep before their customers the newest ideas in their branch of manufactures. The equipment of the firm is next to none on this continent, for manufacturing not only well, but cheaply.

In addition to their large glove trade they manufacture full lines of travelling bags, moccasins, shoe pacs and goods suitable for the Klondyke.

**NEW SHIRT SAMPLES FOR '98.**

The Star shirts for the spring and summer season of 1898, manufactured by F. Van Allan & Co., of Hamilton, are now being

shown to the trade, and the orders taken assure a brilliant season for these well-known makers of shirts. Every style that is recognized as up-to-date has been given a place in the new collection. The patterns in Pertales and Madras cloth are of an extensive character. The negligee lines are very extensive, and include Oxfords, sa-



teens, flannels, and silk stripe materials, etc.

**JUST ISSUED.**

All those interested in needle work should have Barbour's book No. 6, which is now ready and can be had at 10c. each from the leading dry goods stores, or sent by mail to any address on receipt of 10c. in stamps by Thos. Samuel & Son, 8 St. Helen street, Montreal. No. 6 book surpasses any previous publication, embracing a great variety of new designs for lace making and embroidery. Books No. 1, 2, 3, 4, or 5, can also be had at 10c. each.

**NEW SPRING GOODS.**

S. F. McKinnon & Co. claim to take first place on ribbons, and say that, as usual, the trade will find in their spring collection of fancies a newness in characters and richness of patterns peculiar to themselves.

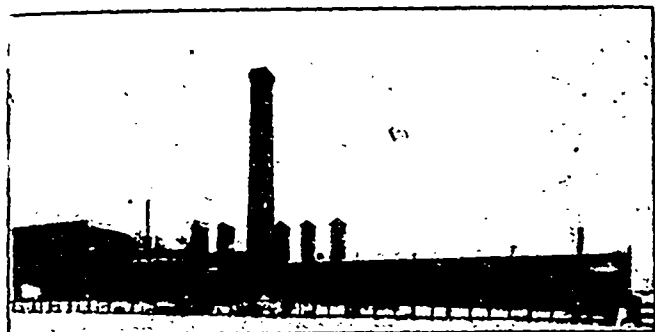
In handkerchiefs, in addition to their well-known numbers, Brophy, Cains & Co. are showing a range of  $\frac{3}{8}$  and  $\frac{3}{4}$ -yard H.S. fine lawn at prices which meet the popular demand. They seem to hit the linen goods heavily.

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

OF TORONTO, LIMITED.

P. H. BURTON, President.

R. W. SPENCE, Vice-President.



Present Building, 216 x 85 Feet.

Works at Liberty Street, King St. West.

**D**YERS, FINISHERS and CONVERTERS of British, French and German Dress Fabrics from the Rough State as they come from the Loom. Dyers and Finishers of Japanese Silks, Surahs, Satins, etc.

Work solicited from the Dry Goods and Clothing Trades and from Domestic Manufacturers.

Telephone 5291.

ALFRED BURTON, Manager of Works.

## WAREHOUSE: 42 Front St. West

**W**HOLESALE DEALERS and IMPORTERS of all classes of Dress Fabrics, of whatever material may be fashionable--both our own Dyeing and Finishing and all classes of Dress Goods finished abroad, Silks, Velvets, Velveteens, Muslins, Prints, etc., etc., etc.

### THE COMPLETE DRESS GOODS AND SILK HOUSE

DRESS TRIMMINGS,  
EMBROIDERIES,

LACES,  
DRESS LININGS,

. . . . and all classes of Dress Accessories.



Manufacturers' Agents and Special Importers.

Successors to CALDECOTT, BURTON & SPENCE.

NOTE THE NEW ADDRESS--FROM JANUARY 1st, 1898.

42 Front St. West

TORONTO

## HARBOR OF ST. JOHN, N.B.

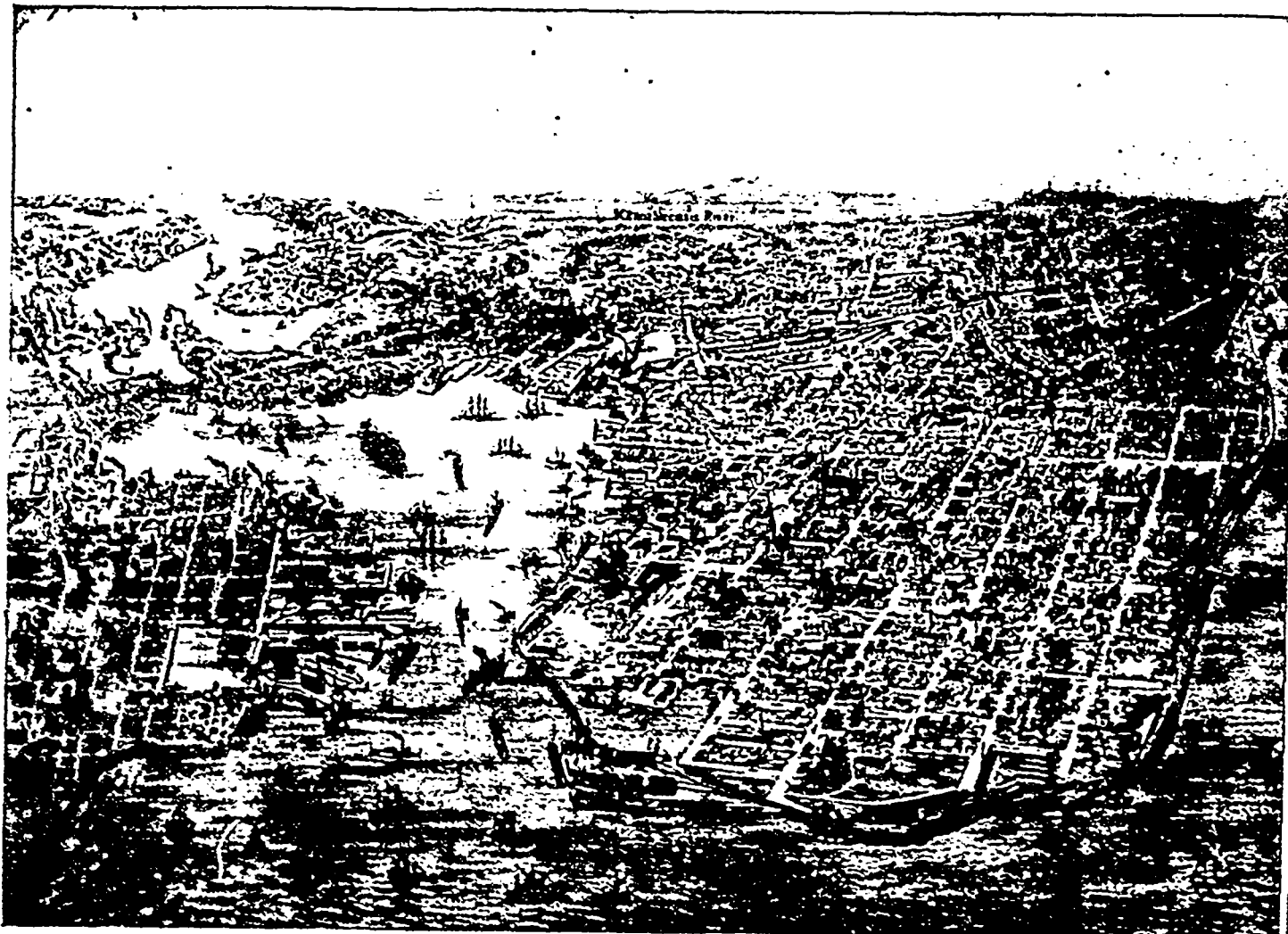
**T**HE measure of a community's prosperity is dependent chiefly upon the enterprise and energy of the people within it and not upon the assistance of either the Federal or Provincial Governments. The Government may assist, but the great active force must be the community itself.

The accompanying illustration is a bird's eye view of St. John, N.B., and its harbor, a place which is an example of what a city can do for itself.

As a harbor, and particularly as a winter port, St. John was evidently so intended by nature, but there were certain deficiencies which handicapped it in the competition with United States ports for the winter trade of the Atlantic. A few years ago the Board of

each of which is capable of holding a whole cargo or more. The facilities for loading and unloading are all modern. The railway tracks are closely connected with the wharves, running close alongside the rear of the warehouses, while the wharves are connected with the large elevator which is shown in the accompanying illustration. A deputation representing some of the Atlantic steamship lines were in St. John a few weeks ago and they expressed themselves pleased and delighted with the warehouses and the general arrangements which had been made to accommodate steamships engaged in the winter carrying trade. The warehouses referred to have a frontage of 350 feet with a depth of 70 feet.

"A good many misstatements have been made in connecting St. John with fogs," remarked Mr. Fisher. "Now, while as a



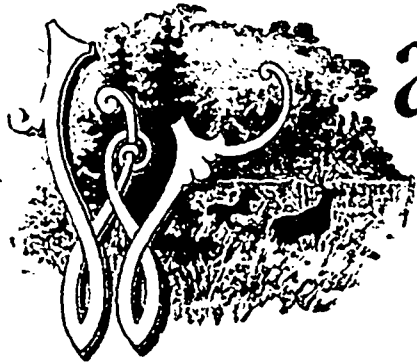
Trade of the city, realizing what these deficiencies were, inaugurated an agitation for their removal, and the result is the facilities which the port now possesses.

When in Toronto the other day Mr. W. S. Fisher, of St. John, in referring to the efforts which had been made to improve the harbor, said: "The tax-payers of St. John have paid out of their own pockets \$750,000 in order to provide facilities for carrying on the winter port business, feeling satisfied that the demand would come when our geographical position would show that trade had to come our way."

As a result of the expenditure of this \$750,000 the harbor of St. John now affords berths for five of the largest ocean going steamships afloat if they choose to all enter the port at once, while in addition to this each can have a distinct and separate warehouse

matter of fact we have during the summer a great deal of fog; in the winter, on the other hand, we have practically no fog. In proof of this, we have statistics extending over several years. They show the average duration of fog during the winter has been only fifteen or sixteen hours per month. You will readily see it cuts no figure at all. In the summer a great deal of business is done at our port, but, of course, it is as a winter port that it chiefly ranks."

The shipments of freight from St. John last winter were 77,435 tons of produce, etc., 1,500,000 bushels of grain and 12,537 head of live stock. This freight was distributed as follows: To London, 24,000 tons, to Liverpool, 26,000 tons; to Glasgow, 18,000 tons, to Belfast and Dublin, 6,500, to Aberdeen, 2,900. In 1895 63 sailing vessels and 55 steamers carried 129,000,000



# Wait For Our Travellers, Please

They will show you the greatest assortment of **Laces, Dress Goods** and **Fancy Goods** we have ever offered.

## LACES

This season's range of laces again demonstrates our right to the title of "The Lace Warehouse of Canada." We have everything in laces, from cheap cotton to the finest and most expensive French goods. Our selection includes :

*Vals, Pointe-de-Paris, Italian Vals, the celebrated combination Val, "Dentalle Rejane," Oriental Plauen Laces, Real Torchons, Silk, Cream and Black Chantilly, New Patent Silk Laces in Black and Cream, New Imitation Hand-worked "Malines" Lace, Guipure Laces, etc., etc.*

**New Champagne Color Laces.** The acknowledged novelty of the season.



## Huge Assortment of Dress Goods

Our assortment of dress goods is among the leaders. Special K 175 Cashmere, in colors; 886 Poplins; B 100 Amazon Cloths, for tailor-made suits. These are new and popular leaders for you. **Shadow and Organdie Muslin for Blouses;** novel effects. **Braid Effects in Trimmings** continue in vogue and we offer you a complete range to select from.

Colored and Black Beaded Trimmings, in large variety.

Veilings, extensive range in gauze and net.

Ladies' English and American Belts, with patent adjustable buckle.

Patent Coiffure Combs.

A Large New Range in Blouses. Also Blouse Sets, in metal and pearl.

**"Brilliant's"**

Something better than Chiffons, will not crush. Accordion pleated and plain. Narrow and wide.

NEW IDEAS IN GOLFERS---Just the thing for Seaside wear, Bicycling, etc.

**KYLE, CHEESBROUGH & CO., MONTREAL**  
 . . . . QUEBEC





# The Crompton Corset Co.

Limited

MANUFACTURERS OF SUPERIOR CORSETS.

YATISI, MAGNETIC, CONTOUR,  
VICTORIA, HYGEIAN WAISTS and  
STANDARD DRESS BONES.

78 YORK STREET, TORONTO, Ont.

feet of lumber to the Old Country; in 1896 52 sail and 95 steam craft carried 168,000,000 feet; and in the ten months of 1897, 52 sail and 180 steam craft carried 226,000,000 feet of lumber.

"This year's winter service is going to be much ahead of that of last year," remarked Mr. Fisher, in referring to the above figures. "We expect this largely because of the improved facilities of the port. We feel, however, that it takes time to establish trade. Trade runs in a rut, you know. Our desire now is to draw the attention of the importer to our port and urge upon him the policy of having his goods sent by an all-Canadian route, particularly when the railway and the steamship companies have between them made a guarantee that goods, either imported or exported, shall be brought in or carried out of the port of St. John at as low a rate of freight or lower than by any other Atlantic port. That being so, why should not patriotic Canadians arise and demand that their goods shall be shipped by an all-Canadian route? It is not a question between Halifax and St. John; it is between St. John and the United States ports."

The list of steamships which will run in and out of St. John during the winter months was published in a recent issue of this journal.

Hockey pants for present trade are a decided specialty with H. J. Caulfeild & Co. just now.

## NEW SPRING GOODS.

Wyld, Grasett & Darling have a full line of tubular braids, German make, in all widths, of black and cream hercules.

S. F. McKinnon & Co.'s collection of spring samples contains a fine range of veilings, which should be seen by every buyer.

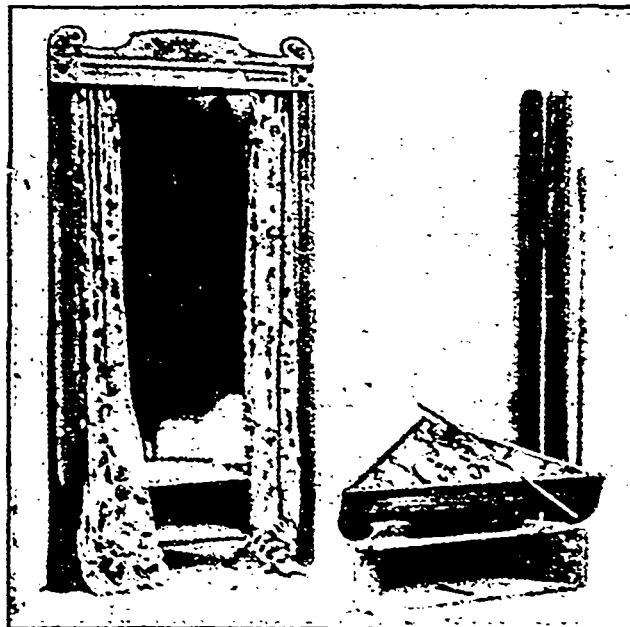
As usual, James Johnston & Co. are showing the largest and best selected range of fabric gloves, in pure silk, taffeta and lisle, also some pretty novelties in these lines.

S. Greenshields, Son & Co. report large sales in ladies' blouses. This is an import department with them. Their range is very complete and contains all the latest novelties in fancy muslin and Roman stripes.

John Macdonald & Co. report their stock of laces complete for the coming season, comprising oriental, edelweiss, valenciennes, black and cream silk, and a big assortment of fancy cotton laces. The new veilings include the latest novelties of the French market.

## REGATTA AND OUTING SHIRTS.

These goods are being more used each season, consequently the W. R. Brock Co., Limited, have bought for spring a much larger range than usual. Some of the lines have white body with colored fronts. The patterns shown are new and nobby. The value of all competes favorably with any in the market.



## "A Trade Winner"

No. 2 Corner Wardrobe  
(\$50.00 premium.)

Antique Oak Finish, fits close to the wall, "Revolving Head Piece", 2 Shelves, 10 Double Hooks, Curtain, Rod and 15 Brass Rings, 81 inches high; 31 inches wide, front; 28 inches deep, sides; Packed "K. D." 2 in crate. So lbs. Anyone can set up in 10 minutes. Drop post card for sample crate and prices.

No. 2 Secretary as usual.

BUY DIRECT--Why Pay Tribute to Jobbers and Middlemen?

**HOARD & COMPANY**

Wholesale Furniture  
Manufacturers London, Can.

Our Specialty is

# KUMFORTABLE KLONDIKE KLOTHING.

Hudson Bay Knitting Co., Montreal.

## PRICES OF CANADIAN COTTONS.

NEW COMPETITION IN CANADIAN GREYS—RUMORS OF COMING CHANGES IN PRICE.

THERE is considerable talk going on in the trade these days about the prices of Canadian cottons during 1898. As THE REVIEW is going through the press (Jan. 1) no official statement of any change is made (except the December changes which are noted on another page of this issue). Early in January, however, it is freely stated there will be changes of a downward tendency, owing to the low prices in the States and from fresh domestic competition.

The most interesting news on the subject is that the Canadian Colored Cotton Co. have been making some grey cottons and have sold them to several wholesale houses. This bears out THE REVIEW's recent prediction that the break between D. Morrice & Co. and the Dominion Cotton Co. would result in the Colored Company making grey cottons. The quantity so far offered has been limited, and it is not known whether the competition will go on. If it does, there will certainly be lower prices in grey cottons, and those sold were offered at low quotations.

A new line of cotton goods is on the market this season, namely

flannelette sheeting. It is really a sort of cotton blanket in the piece and is two yards wide. A good quality of it can be retailed at 25c. per yard. Cotton blankets made in Canada have achieved a complete success and have practically driven out the United States article. Large quantities of Canadian cotton blankets have been sold this season.

## FANCY UNDERSKIRTS.

Roman stripe effects, which have been so fashionable in silks, are now being largely shown in fancy underskirting materials. Boulter & Stewart show all the newest designs in the latest drill skirting. These goods have plenty of body and besides coming in most beautiful patterns are entirely fast in the wash.

## BLACK LUSTRES.

An excellent range of plain black lustres at John Macdonald & Co.'s contains two extra values to retail at 35c. and 50c. These are really attractive goods.

## BUSY AS A BEE.

Mr. Robert C. Wittins reports that he now has on hand about three times as many orders as ever before at this season.

# Woven Labels.

Shirt Labels & Hangers  
UNDERWEAR LABELS  
INITIAL LETTERS  
INDIVIDUAL NAMES.

KLUGE BROS. Proprietors  
*German Artistic Weaving Co.*  
274 & 276 Church St.  
NEW YORK.  
CREFELD LONDON PARIS

Silk Labels & Hangers  
NECKWEAR LABELS  
DRESS BELTS  
SHOE LABELS.

# Night Shirt Trimmings.

TORONTO OFFICE: ROOM 109 McKINNON BUILDING.

## UNFAIR BUSINESS METHODS.

IT IS a business man's privilege to increase his trade by every honest and legitimate means in his power, but we must protest against the unfair and dishonest means that are being employed by traders in the United States to rob the business men of this country of the trade that rightly belongs to them. We are, with more than a spirit of fairness, putting American miners on a footing with our own people, giving them the protection of our laws, and, in fact, dividing with them our heritage of gold. This would seem, in all conscience, sufficient to satisfy any reasonable people, but the people of the United States are not reasonable—they want it all. These thoughts are suggested to us by an article that appears in a New York trade paper under the head of "Advice to Miners Fitting Out for Klondyke," and which reads as follows:

As a rule the men who have gone to the Klondyke have fitted out at Victoria. Here is the first mistake.

Victoria is not as handy or as cheap as Seattle. The merchants of Victoria have been spreading the report that it paid to buy there, as the miners would then save the duty that is put on all American goods. This is a transparent untruth. In the first place, nearly all supplies carried by a miner are staples shipped from the United States to the Victoria merchants, who are required to pay the same duties on these goods that the miners would have to pay; hence, Victoria merchants have to sell the goods to the miners with the duty added. And then, goods sold in Victoria have to be put in charge of a United States deputy collector while in the territory of the United States. This costs \$5 a day, and the packages cannot be opened until British territory is reached. This creates trouble and hardship, besides being very expensive if the miner is delayed in crossing the pass. Goods bought in Victoria cannot be sold in

Alaska. If the miner should desire to sell out in order to return to the United States he will find that the law would not enable him to do so. By purchasing at Seattle, the miners can use their outfits where and when they like, either before or after crossing the British line. A small duty is paid on all luggage in excess of 100 lbs. This costs between \$9 and \$35 on an outfit.


For deliberate misrepresentation and perversion of facts we think this article takes the palm. To anyone who knows anything about our trade in British Columbia the article needs no comment. That our Government has been too lenient with the American miner and his American outfit is a fact, but that we do levy duties is not a transparent untruth, as our Customs returns will show.

"That nearly all supplies carried by a miner are staples shipped from the United States to Victoria merchants, who are required to pay the same duties on these goods that a miner would pay" is simply a deliberate falsehood without the slightest foundation, except that it is founded upon malice and greed for what does not belong to them, and envy of our manufacturers, who, from their vast experience of outfitting for a northern trade, are in a much better position than the Americans can be to compete for that trade, and there is no language too strong to condemn the employment of such methods for obtaining trade.

That the American Customs authorities have tried to hamper our trade by most unneighborly behavior we believe is true, and as we have the means of protecting ourselves against this we should soon be able to stop it. If we do not we deserve to suffer. There is one comfort—we know exactly what we have to meet, and "forewarned is forearmed," although it is extremely humiliating to have

# Wm. Simpson, Sons & Co.

PHILADELPHIA and NEW YORK.

Represented in Canada by  
 DAVID KAY, Fraser Building, Montreal.  R. FLAWS & SON, Manchester Building, Toronto

## SOLID BLACK PRINTS

Black and White and Silver Greys.

FANCY PRINTS, NOVELTIES and  
3-4 PERCALES

Wm. Simpson & Sons' 3-4 and 7-8 Satines

LANCASHIRE FINE PERCALES  
BRANDENBURG CLOTH. . . .

## GOBELIN ART DRAPERY

Berlin Aniline Fast Black  
and Colored Satines . . .

All Grades

TAFFETA LINING.

BERLIN ART SHADES, Etc.

SILKALINE

# A. A. Allan & Co.

Ladies' and  
Gent's **Fine Furs**

## EXCLUSIVE NOVELTIES

Jackets  
Capes  
Neckwear  
Fancy Ruffic Muffs

Electric Seal  
Grey Lamb  
Persian Lamb  
Mink  
Stone Marten  
Russia Sable

To complete a line of Furs made in

## ATTRACTIVE AND NOVEL STYLES

Every Buyer should inspect our lines. We carry a full assortment of everything required by the Fur-Buying Community.

## Hat Department

English and American. Styles the choicest.

CLOTH CAP DEPARTMENT. Our own manufacture. Quality and value unsurpassed.

**A. A. Allan & Co.,** Wholesale Hatters  
and Furriers.

LETTER ORDERS  
Receive Careful Attention

51 Bay Street, TORONTO

our opponents show us their hand with such apparent confidence in our childlike simplicity, regarding us, as they must from actual experience, as too weak or too cowardly to strike back.

This article should have the effect of hastening us in getting two or three all-Canadian routes to the gold fields. It is a well-known fact that either the Stickeen River, Ashcroft, B.C., Edmonton land and water routes, or the latest and not the least desirable, the water route via Prince Albert, which we mention in an interview with Mr. McLeod of that place, are all and each better and much more comfortable and desirable ways of getting at our gold than the crossing of any of the Alaska passes or glacier-covered mountains of that inhospitable country, or by taking the long water trip via St. Michael's which is 4,450 miles in uncomfortable, overcrowded steamers where only a limited amount of baggage and supplies can be carried.

We appeal to the boards of trade and business men in this country to hold what we have got and what is ours by right of inheritance.

**PLAID RUGS AT A BARGAIN.**

H. J. Caulfeild & Co. report a shipment of fine Scotch plaid rugs, which came to hand too late, and are offered at a big reduction for present trade.

**MAKING ENDS INTO RUGS.**

Every carpet department can easily get rid of their odd bits by making them into rugs and putting a bit of fringe on each end. The Toronto Carpet Manufacturing Co. are making a full line of colorings in the best styles of rug fringes.

**NEW SPRING GOODS.**

In smallwares and men's furnishings John Macdonald & Co. have their samples complete. Taste is running more than ever to braids, and buttons are in greater favor of late. For men's shirts the demand promises to be large for colored soft bosomed shirts and Dalbriggan underwear. All black half-hose are again cashmere, while sweaters in staple and novelty lines are all right.

John Northway & Son are making a nice range of bicycle skirts.

H. J. Caulfeild & Co. are making a feature of neckwear, derbies, puffs, knots, lombards, etc., for spring trade.

In elastics James Johnston & Co. carry a large line of cords and braids, as well as plain and fancy webs. These goods are always fresh and give good satisfaction.

Wyld, Grasett & Darling report that their spring stock of laces is now to hand in all newest designs in valenciennes, orientals, cotton guipure in white and butter colors, and silk chantilly in cream and black.

S. Greenshields, Son & Co. are showing a large range of cotton and cashmere hosiery for spring, and have already secured some very large orders. Their new lines in Tartan checks and ombre stripes in ladies' and misses' sizes are selling rapidly and will be delivered early in the season.

**THE O. P. R.**

This is the name of a special value line of ladies' Hermsdorf's black cotton hose, one of the W. R. Brock Co.'s leaders, to retail at 20c. per pair, or six pairs for a dollar.

**SKIRTS AND COSTUMES.**

John Northway & Son, in addition to a stylish line of capes and jackets, are showing a good line of separate skirts and costumes.

**Irving Umbrella Co.**  
LIMITED

---


MANUFACTURERS

**Parasols  
Sunshades  
and . . . .  
Umbrellas**

---

20 FRONT STREET W., TORONTO

**Nothing but Neckties  
Holiday Neckties**



**E. & S. CURRIE**

32 Wellington St. West  
**TORONTO**

## LATE NEWS OF THE TRADE.

## REPORTS FROM MANY CANADIAN MILLS SHOW A BUSY SEASON.

A BOLD BURGLAR AT MONTREAL — NEW HAT CONCERN IN LONDON — A PIONEER OTTAWA MERCHANT GOES OUT TO THE PACIFIC COAST.

**M**ESSRS. E. & S. CURRIE, neckwear manufacturers, Toronto, are moving to the large and commodious warehouse on Front street west, corner of Bay street, formerly occupied by Alexander & Anderson. The Wellington street west warehouse of E. & S. Currie has been leased by John Northway & Son, mantle manufacturers.

Tom Swalwell, the well-known traveler, who will in future travel half the year for the Merchants' Dyeing and Finishing Co., Toronto, intends using his spare time to open accounts for his old customers, to fill orders in staple dry goods for them and to buy goods for them when desired. For this purpose he has an office at 15 Manchester Buildings, Toronto.

There is every reason to believe that next season will see Canadians fully alive to the trade which is theirs in supplying outfits for parties travelling through to the Yukon. On the coast extensive stocks are already being laid in by some of the merchants and the woolen mills are feeling a beneficial effect upon their line of business, and the demand for some lines of woolen goods has already largely increased.

Klondyke orders and a generally active trade are keeping the Almonte mills busy. This is true of the immense mills of the Rosamond Co. Wylie & Shaw are going to run night and day to

fill orders received, and the Baird mill property is being fitted up with the intention of running on Klondyke orders also. The other mills are all running full time, and some of them overtime. Altogether the outlook is as bright as it has been in a long time.

An Ontario tailor advertises that he will supply a marriage license free to all young men ordering their wedding suits from him. The fee is just \$2.

The Slingsby woolen mills in Brantford have been working night and day for several months, their whole output going to Alaska. They opened up this trade two or three years ago, and since the gold discoveries it has expanded enormously.

From St. Hyacinthe, Que., comes the report that at the Granite Mills new hands are constantly being taken on, and considerable night work is being done. It is thought that the number of hands employed may soon reach a thousand.

A Magog, Que., correspondent, speaking of the print works there, says the industry has greatly revived. The factory is now running to its utmost capacity. A large quantity of the raw material has been delivered here, with much more forthcoming.

As a result of increasing business, the Dominion Express Company are to reduce their rates to all points in the Northwest by 5 to 20 per cent.; 20 per cent. has been taken off commercial travelers' baggage.

After being 44 years in business, Mr. George R. Blyth, of Ottawa, has transferred his business to his sons—Messrs. W. R., G. R. and D. F. Blyth—and gone to reside at New Westminster,

## SOMETHING NEW

MADE IN ENGLAND  
No connection with any American Corset House.



MADE IN ENGLAND  
No connection with any American Corset House.

## Thomson's NEW "GLOVE-FITTING" Corsets.

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

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

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

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

To be had of all Dealers Throughout the World.

ASK FOR THOMSON'S NEW "GLOVE-FITTING" AND TAKE NO OTHER.

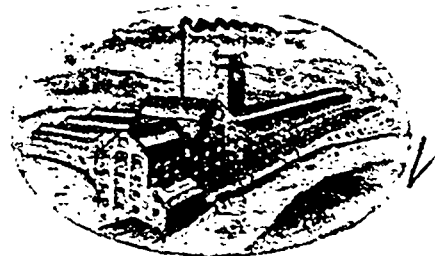
A large stock of these Corsets always on hand at JOHN MACDONALD & CO.'S, Toronto.

## APPERLY, CURTIS &amp; CO.

WEST OF ENGLAND

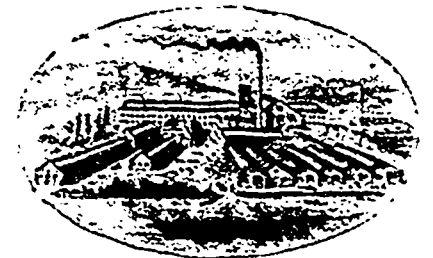
.... Limited.

## Woollen Manufacturers



Coatings  
Vicunas  
Saxonys  
Serges  
Trouserings

Coverts  
Suitings  
Evening  
Dress Goods  
Etc., Etc.



## DUDBRIDGE MILLS, STROUD, ENGLAND

London Office: 15 Golden Square, W.

21 GOLD MEDALS for QUALITY and EXCELLENCE.

B.C. Mr. Blyth was one of the pioneer merchants of the Dominion capital. It was in 1834, just after the completion of the works on the Rideau Canal, that the Blyth family, of which Geo. R. was the second youngest member, arrived in Ottawa (then Bytown) settling at New Edinburgh, a hamlet of but a few houses, but still a business point at that date. While still young Mr. Blyth entered the dry goods store of Andrew Main, the predecessor of James Brough & Co., where for a number of years he met Bytown's best people in the town's best dry goods establishment. Business changes occurring, Mr. Blyth launched out for himself, first for two years in Carleton Place, then on Wellington street in the British Warehouse and subsequently in the Brough building. Mr. Blyth was highly thought of, and leaves his business in good hands under the vigorous management of his sons.

**LACES AND DRESS GOODS NOVELTIES.**

**K**YLE, CHEESBROUGH & CO. are stocked with novelties in laces, dress goods, etc., for 1898. Mr. Kyle has just returned from his regular European trip and is ready to show the trade some pretty ideas. In laces, their assortment is complete and includes such specialties as a combination val known as Dentalle Rejane, champagne color lace, etc. Their K175 cashmeres, 886 poplin, and B100 amazons for tailor-made suits are new and fashionable, and the same applies to their plain and accordion pleated brilliants. These goods resemble chiffons, but are of superior quality and can be worn underneath a heavy garment without crushing. Veilings, blouse sets in metal and pearl, patent coiffure combs, hair pins, etc., are up-to-date lines and are worth seeing.

James Johnston & Co. are showing a beautiful range of their "Distingue" ladies' shirt waists and booking many good orders. For style and fit these are equal to anything shown for spring, 1898.

**NEW SPRING GOODS.**

**J**AMES JOHNSTON & CO. are showing a full range of black and colored braids in tubulars, militaries and fancies which are in great demand for trimming.

S. F. McKinnon & Co. claim to carry the largest and best assorted stock of plain ribbons in the Dominion, with prices right in every number.

Wyld, Grasett & Darling have full range of ribbed underwear, all sizes, now in stock, to retail at 25 to 50c. each. Also all sizes in children's underwear in range Nos. 30 and 37.

John Macdonald & Co. make special reference this spring to the tailors' trimmings department, which contains a magnificent stock of all kinds of trimmings suited to the best trade.

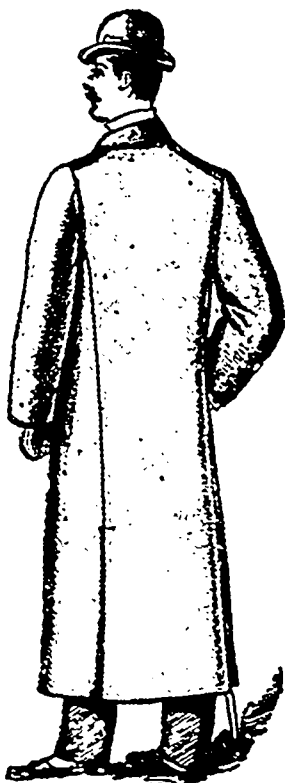
S. Greenshields, Son & Co. advise that they have made special arrangements with a large ribbon manufacturer in France to carry in stock and sell for him several lines of black faille, grosgrain, peau de soie, double-face satin, satin and faille, gauze, moire and other novelties in black ribbons. This arrangement enables S. Greenshields, Son & Co. to sell the goods very cheap. They carry also a full line of colored ribbons.

**SUNSHADES AND UMBRELLAS.**

The W. R. Brock Co., Limited, are in the front rank with their assortment of sun and rain protectors. Their lines to retail at 50, 75c. and \$1 are value in coverings, frame and handle. They will revive your trade.

**A GROWING BUSINESS.**

John Northway & Son, cloak makers, are removing to 32 Wellington street west, their growing business demanding larger premises.



**Ladies' and Gents'**

- Waterproof Paramatta Garments
- Waterproof Cashmere Garments
- Waterproof Melton Garments
- Waterproof Tweed Garments
- Waterproof Covert Garments

All new shapes.  
Best finish.  
Sewn all through.

**GUARANTEED QUALITY**

Will not go hard or decay though kept in stock.  
Prices to suit keen buyers.  
Patterns sent on application.

**WILLIAM CURRIE & CO.**

Canadian Agent—  
Waterproof Garment Manufacturers,  
Mr. Duncan Bell, Montreal. **EDINBURGH, SCOTLAND**



Medals taken at all Exhibitions.

**THOS. HEMMING & SON, Ltd.**

Manufacturers of

**NEEDLES FISH HOOKS and FISHING TACKLE.**

**WINDSOR MILLS - REDDITCH, ENGLAND**

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

World Wide Popularity

The Delicious Perfume.



**Crab Apple Blossoms**

EXTRA CONCENTRATED

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

And the Celebrated

**Crown Lavender Salts**

Annual sales exceed 500,000 bottles. Sold everywhere.

**THE CROWN PERFUMERY CO.**

177 New Bond St., LONDON, ENG.

By all principal dealers in perfumery.



**R. FLAWS & SON**

Dry Goods Commission Agents

Manchester Bldg., Melinda St.

**TORONTO.**

## NEW SPRING GOODS.

THE embroidery trade, report John Macdonald & Co., has been the biggest for years, extra values being a feature, as well as novelties in guipure and honiton. The new ribbon insertion is being much used for adorning dresses and underwear, and there are some pretty varieties in the range.

James Johnston & Co. show a very large range of cashmere and cotton hosiery for ladies, men and children, and have some wonderful values in these lines.

S. Greenshields, Son & Co. carry in stock a full range of the "Distingue" misses' and ladies' waterproofs in the newest styles. The goods have sewn seams and are guaranteed.

S. F. McKinnon & Co. are showing a magnificent range of flowers. Their collection contains over two hundred different patterns and styles and are meeting with great success.

Wyld, Grasett & Darling are showing a full range of ribbons in colorings in silk, satin and moire, all widths. They have also in stock black velvet ribbons, all numbers, and colored velvet ribbon in width No. 12.

Thirty-six ranges comprise the number of lines which the W. R. Brock Co., Limited, are showing for spring in flannelettes. Amongst these are three special numbers entirely confined to themselves, and they also show a complete assortment of plain saxonies and shakers, Salisbury and summer suitings, velours, swansdowns, Australian flannels and aneline diagonals.

## CARPET LININGS.

A carpet well laid will wear better than one poorly laid. Dealers in carpets should remember that a good lining will considerably help the laying as well as the wear of the carpet. The Toronto

Carpet Manufacturing Co. carry all lines of the best carpet linings. Recognizing that it only pays to sell a good article of any kind, they follow it up in all they show to the trade.

## AN ATTRACTIVE SOUVENIR.

THE REVIEW has seen many pretty New Year souvenirs, but the folding calendar issued by the Equitable Life Assurance Society certainly tops the list. The three colored pictures of an old-time courtship which ornament it are really works of art, and, in fact, many of the expensive calendars sold in the shops are not as pretty.

A line to the Equitable Life Assurance office, 157 St. James street, Montreal, mentioning THE REVIEW, will secure one for any reader.

## A NEW WAREHOUSE IN TORONTO.

The dry goods business in Toronto this year is booming. The W. R. Brock Co. have purchased the property adjoining their warehouse, corner of Bay and Wellington streets, and will build a new warehouse half as large again as their present quarters. This is done on account of limited space and increase of business.

## WORKING FOR THE KLONDYKE.

The "Rooster Brand" Klondyke specialties are meeting with such success that Mr. Wilkins has put fifty new hands on these goods along in hopes of turning them out fast enough to satisfy the demand.

## ENGLISH COLLARS.

H. J. Caulfeild & Co. report another shipment of English collars. These are good goods to retail at two for 25c.

# Lister's MOHAIR . . PLUSHES

.. English Make ..

For

## Railway and Street Cars

GUARANTEED TO BE THE BEST FOR WEAR

If you are not using them, try them, and you will buy no other

**A HOSIERY SHOWROOM.**

An interesting spectacle to the trade is the new department for showing ladies' and misses' hosiery which John Macdonald & Co. have just arranged in one floor of their big warehouse. A sloping counter has been ranged round a large open space, and samples of the large stock carried are placed in a good light for the benefit of buyers. The latest novelties from the English and German markets are now on view. Tartans are a present novelty, and many other features include varieties in fancy drop stitches, lisle thread, cotton, and black with white feet, a novelty this season in both cotton and lisle thread goods. In plain cashmere there are several leading lines in low and medium-priced goods. The firm's well-known "Imperial" brand of cotton and lisle thread, Hermsdorf dye, sells at popular prices. Special value to retail at 25c. is shown. A large assortment of a cheap line of Canadian manufacture is also in stock.

**A NEW SILK AND WOOL BRAID.**

After many experiments Moulton & Co., of Montreal, have produced a successful combination fancy braid of silk and wool, and are manufacturing it in all fashionable colors. They continue to make new designs in dress and mantle trimmings, as well as gimps, frogs, etc.

**SUMMER COATS.**

In summer coats a nice line in checked linen is reported by H. J. Caulfield & Co. White coats for waiters, barbers and other officials are a feature with the firm.

**SPECIAL IN CASHMERE HOSE.**

Wyld, Grasett & Darling's stock is now complete in all ranges of their special numbers of ribbed and plain cashmere hose. They

have a good line of boys' double knees, No. 35, to retail at from 15 to 35c. per pair; also No. 64, double knee, seamless feet, to retail at from 25 to 50c. per pair. They carry a line of plain cashmere hose, women's sizes, seamless feet, extra good weight, known to the trade as "Special," to sell at 25c.

**NEW SPRING GOODS.**

WYLD, GRASETT & DARLING have in stock a fine range of American wool-faced henrietta prints in blacks, fancies and navies, with beautiful wrapperette effects; American percales, in checks and stripes; indigo ducks, in spots and stripes; Salisbury and summer suitings, new coverings and patterns.

S. F. McKinnon & Co. say that a strong feature of their offering for spring is plain and fancy silks. New designs at very low prices.

James Johnston & Co. have a large range of all the newest styles in bang and side combs, also a full assortment of staple lines in dressing combs.

John Macdonald & Co. are opening their stock of spring prints, and are showing the largest range they have ever done of English, Canadian and American prints. Special varieties of art muslin and cretons are shown.

In Priestley's dress goods S. Greenshields, Son & Co. are receiving large orders for eudoras, fancy blacks, serges, both cravenetted and ordinary makes. The fancy blacks in all wool, to retail at 50c., have already been duplicated.

**CRASH SUITS.**

Before placing orders for crash suits and crash skirts it would be worth while to see the lines turned out of the "Rooster Brand" factory. Mr. Wilkins thinks that he can beat anything in Canada in these lines.

# Important to Canadians

When buying your Worsteds, Venetians, Serges, Mixtures, etc., it will pay you to see that they are finished by the "Pirle" process. The result will astonish you, as the goods are enhanced in value in every way.

"Pirle"-finished goods do not **spot** and do not **cockle**. We shall be glad to send you detailed particulars.

## EDWARD RIPLEY & SON

Bowling Dye Works.

BRADFORD, ENG.



**MONTREAL WHOLESALE DRY GOODS ASSOCIATION.**

THE regular annual meeting of the Montreal Wholesale Dry Goods Association, held on Dec. 15 in the Council chamber of the Board of Trade was somewhat slimly attended, only about a dozen members being present. Mr. E. B. Greenshields, the retiring president, presided, and after a report of the business transacted by the association during the past year had been read and adopted, the election of officers for 1898 was proceeded with, resulting as follows: A. Racine, president; James Rodgers, vice-president; George Sumner, treasurer; E. A. Small, Frank May, Thomas Brophy and R. N. Smyth, directors.

Two important questions in connection with the insolvency law of Quebec Province were discussed. The first related to marriage contracts, by which, as the law now stands, a man may make over everything he has, and in some cases a great deal more than he has, or is ever likely to have, to his wife. This stands as a first lien upon the estate at any time, and in event of failure there are many cases on record where the legitimate creditors have been unable to secure a single penny. The association desires to see this so amended as to ensure a fair distribution of an insolvent estate.

The other point under consideration is the privileges now enjoyed by landlords over other creditors. At present landlords are privileged creditors for back rent for a number of years, and claims are sometimes made for thousands of dollars on this account. The association is agitating to have a landlord's claim privileged for six months' back rent only, and is in correspondence with the Quebec Legislature on the subject.

The question of marking goods so as to cover the cost of packing cases, etc., instead of making a separate charge for these, was also discussed.

**OLEVER WINDOW IN CHARLOTTETOWN.**

"Santa Claus visiting Charlottetown Christmas, 1797."—Such is the legend on his sleigh in Stanley Bros.' western window. The scene represents an old log cabin such as was in the city 100 years ago. The chinks filled with moss, the one small window, the door with the latch string always on the outside for strangers and friends alike, is a faithful representation of the old time habitation, when tastes were simple, and the hurly burly of life was not as it is to-day. We would advise all, and especially the younger generation, to see how the pioneers of P. E. Island lived 100 years ago. Santa Claus

was, as he is now, and always will be represented all the world over and in all ages, wherever love and kindness and the happiness of little children prevail. The window was gotten up by Mr. Herbert Mabon, and reflects credit on his patience and skill as a window dresser. The London House also attracts a large share of attention. An electric motor is arranged to give a continuous stream of infantry and cavalry over a suspended bridge. This, together with the lovely doves in the other window, makes a pretty Christmas observance.—Charlottetown Patriot.

**NEW OVERCOATING TALKED OF.**

"It is too early," says a Leeds correspondent, "to forecast what will be the prevailing feature in woolen goods for the fall season of 1898. Manufacturers have not yet got out with their new styles. Most of them, however, are about ready, and are waiting for encouragement from the jobbers, shippers and clothiers before putting their lines on the market. It appears, however, that a distinctly new effect in overcoatings will be introduced for the season. For several seasons the best dressed men have favored material in Oxfords and blacks, made from Australian wool. The weave is a six shaft twill, set very wide in the loom, so as to allow of plenty of felting. The cloth was really a soft frieze, and made with a black velvet collar, produced a very 'dressy' overcoat, which looks well, and is durable and serviceable in all weather. The English public are getting tired of the melton and kersey, and designers have been exercising their ingenuity and skill to get out something novel for overcoats. The fabric may be described as a rough tweed, of a 'herring bone' pattern. It is made mostly in light greys, but it looks well in browns and Oxfords. It is made in a two and two, or three and three: twill,

the 'wale' running about an inch to the right, then an inch to the left, and so on, to form the 'herring bone' effect. This is likely to be a good seller. Buyers from large houses have been in Leeds to find some one to make this pattern. They propose to make the cloth into the Chesterfield, with centre seam and single vent in the back, black velvet collar and cuffs to match. This makes a very stylish garment."



M. ALPHONSE RACINE.

President-elect Montreal Wholesale Dry Goods Association for 1898.  
(By courtesy of Le Prix Courant.)

**MUSLINS AGAIN ON DECK.**

Satin checks, leno stripes, lace stripes and other makes of muslins are again being sought after, and the W. R. Brock Co. flatter themselves that they carry the best line shown.

# CORBY, PALMER AND STEWART

## Mantle Manufacturers

To the Trade and Shippers Only.

39, 40 and 41a St. Paul's Churchyard

Telegraphic Address:  
"BORNHOLM, LONDON."

 **LONDON**  
E.C.

ESTABLISHED 1886.

### Departments

#### Ladies' and Children's

Mantles

Skirts

Jackets, Capes

Costumes

Mackintoshes and


Shirts and

Imperial Cloaks

Blouses

FACTORY and Counting House Entrance:

## No. 41 St. Paul's Churchyard

 We shall be ready with the latest novelties and copies of the best French and German models in each of the above departments on **February 15th**, which we are making a **Special Show Day**.



# Wholesale Buyers

— OF —

## Remnants and Job Lots

coming to the Old Country should not fail to call on

### Aitken, Campbell & Co., Limited



161 Ingram St.,

**GLASGOW**

AND

39 George St.,

**MANCHESTER**

**Always on Hand:** White, Printed Border, and Royal Red Cotton Handkerchiefs, Dress Goods in Job Pieces and Remnants, Mohairs, Lustres, Crepons, Cotton Prints, Cretonnes, Art Muslins, Turkey Red, Plain and Twilled Cloth, Chintz Prints, Flannelettes, Linettes, Lace Curtains, Corners and Blinds, Finlay's Cotton Shirting, Sheeting and Diaper Fents, Window Hollands in Job Pieces and Remnants, French Canvas, Black Linen Fents, Etc., Etc.

If You Can't Come, Write For Particulars.

**WHOLESALE** only supplied.

# James Coristine & Co.

## MANUFACTURERS OF HATS, CAPS AND FURS

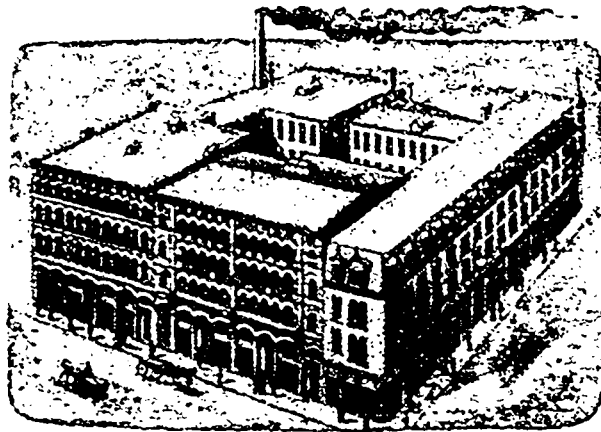
### TO OUTFITTERS

We have a full range of

Coats, Caps  
Gloves and Mitts  
Moccasins  
and  
Sleeping Bags  
Etc.

adapted to the wants of the

**MINER and PROSPECTOR**



### SPECIAL FEATURES

Selected stock  
Superior manufacture  
Excellent values  
Prompt delivery  
Letter orders carefully  
executed

469 to 477 St. Paul St.

12 and 14 St. Nicholas St.

**MONTREAL**

# WREYFORD & CO., . . .

Manufacturers'  
Agents

McKINNON BUILDING

. . . TORONTO

Merchants are invited to call and inspect goods or arrange for our traveller to call on next journey.

**SOLE WHOLESALE AGENTS IN  
DOMINION FOR**

## Young & Rochester

LONDON and LONDONDERRY

Shirt and Collar Manufacturers  
Dressing Gowns and Neckwear.

1898 shapes to hand.

## Tress & Co., London, Eng.

### High-Class Hats and Caps

Latest Success—Gold Medal at Victorian Era Exhibition.

## Dr. Jaeger's Sanitary Woolen System.

All-Wool Underwear for Gents,  
Ladies and Children. . . . .

Camelhair Specialties in Rugs, Gowns, Slippers, etc.

SPRING 1898SPRING 1898

# WYLD, GRASETT & DARLING

✿ ✿ **Departments** ✿ ✿

## *STAPLES*

Including **New Factory Productions** which are meeting the requirements of the trade in every respect. Tweed Pants, Worsted Pants, Overalls, Smocks, etc. Assortment larger than ever.

## *LINENS*

Being Sole Agents in Canada for Wm. Ewart & Son, Belfast, we carry a large stock of their varied productions; prices meet all competition.

## *DRESS GOODS*

Specialties, Serges, Velours, Coverts, Black Dress Goods, etc.

## *SMALLWARES, MEN'S FURNISHINGS*

Complete with every requirement for Spring.

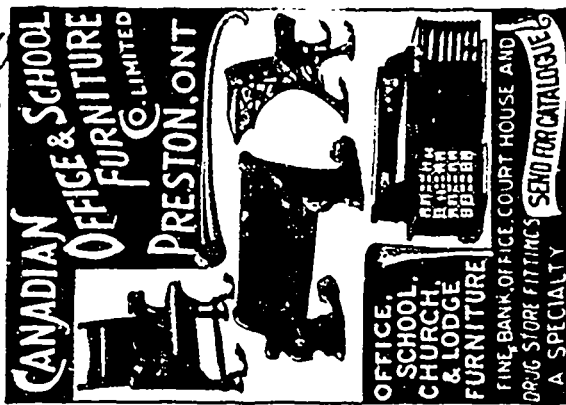
## **IMPORTED WOOLLENS <sup>and</sup> TAILORS' TRIMMINGS**

Newest designs in Suitings, Serges, Trouserings, etc.

Travellers now on the road. Orders solicited. Inspection of stock invited.

# Wyld, Grasett & Darling

TORONTO.



## B. & C. Corsets

Peerless Dress Stays  
Rubber Tipped Dress Stays  
Braided Wire Hip Pads  
Bustles and Dress Forms

Manufactured only by

**BRUSH & CO. - TORONTO**

### NEW SPRING GOODS.

THERE is a growing demand for all-silk underwear and S. Greenshields, Son & Co. are showing three special lines for ladies which are selling very well. Their ladies' "American bleached" undervests in the Richelieu rib are taking very well.

James Johnston & Co. call the attention of the trade to their range of black silk warp hennettas, 62½c. to \$1 25.

John Macdonald & Co. have a handsome range of tartan taffeta silks for blouse purposes. They will retail at \$1 per yard.

James Johnston & Co. have a range of scissors suitable for everybody, and draw special attention to their magnetic scissors.

Wyld, Grasett & Darling have now a full stock of silesia, surah and linenette linings. Spring orders are now coming in.

James Johnston & Co. have now in stock and can deliver immediately a very large and complete assortment of lace curtains, from 20c. to \$8.50 per pair.

In silks, S. Greenshields, Son & Co. report a good demand for black broches, peau de soie, fancy broches and checks, silks, etc., for blouses.

James Johnston & Co. are showing for spring a range of belt buckles in all new styles. Also a range of silk and elastic bellings, and the very newest things in ladies' belts.

### CLOTH BLOUSES.

John Northway & Son are making some stylish things in cloth blouses, for which they think there will be quite a demand this season.

### THE BELWARP SERGE TRADE.

John Macdonald & Co. are doing, as usual, a large business in Belwarp serges and coatings. The trade will observe that this firm,

## A Permanent and Positive Good ✓

IS AN **Unconditional ... Accumulative Policy**

IN THE

## Confederation Life Association

These policies are Unconditional from date of issue and contain all benefits and privileges consistent with safety.

EXTENDED INSURANCE  
PAID-UP POLICIES  
CASH VALUES

GUARANTEED  
in the contract.

### PROMPT PAYMENT OF CLAIMS.

Average time of payment after receipt of proofs during the last ten years—29.1 Hours.

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

and one firm in Montreal, are the sole handlers of these goods in Canada.

### LINEN SNAPS FOR JANUARY.

John Macdonald & Co., in their full range of linens, are offering this month three special job lines in tablings. Some extra values in towelings are to be had by wide-awake dealers.

### NEW SHOW SIGN.

Mr. Robert C. Wilkins has gotten out a new iron sign, lithographed in colors, with the rooster and lettering embossed. They are very handsome.

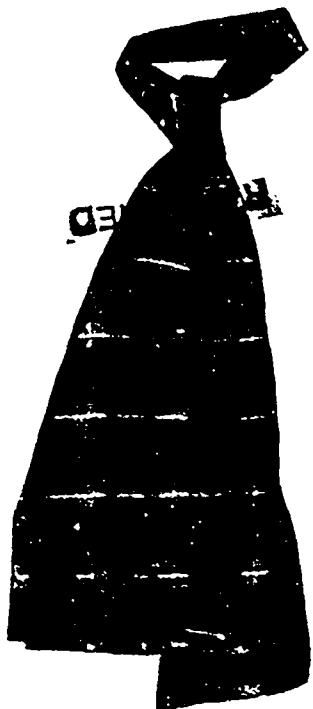


SHORT OF PROVISIONS IN THE KLONDYKE.

Cook (addressing a Klondyke party): "Now, boys, how will you have your boots cooked—fried on one side, or turned over?"—N. Y. Life.



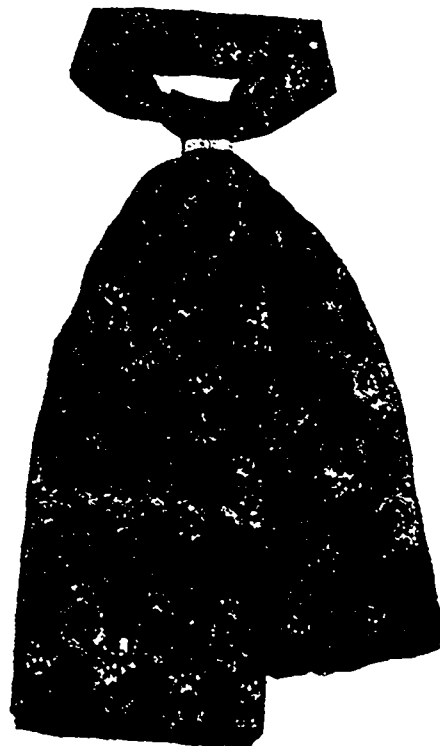
" ARGYLE."



" OSBORNE" Flowing End.



" ALBERMARLE."



" DE JOINVILLE."



" PARIS."

RETURNED  
Jan 7/08  
F. M. P.

WE HAVE THE ABOVE SHAPES IN ALL STYLES OF SILKS---ENGLISH MADE.

**TOOKE BROS.**

**MONTREAL**

IMPORTERS OF HIGH-CLASS MEN'S FURNISHINGS.



**NICE GOODS FOR WINDOW DISPLAY.**

IN Messrs. Glover & Brais' advertisement on another page will be found a suggestion for a display of De Joinville & Lavalliere (Windsor) scarfs. The rack upon which the ties are arranged



Fancy Bicycle and Gait Hose—Glover & Brais.

is a nickel-plated display stand for which the above firm are sole Canadian agents. It may be used either in the window or on the counter, and affords excellent facilities for showing ties, handkerchiefs, etc.

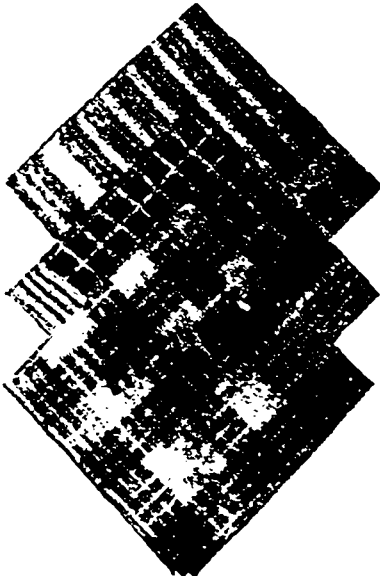
The handkerchiefs illustrated here are new French "Batiste" and fancy silk handkerchiefs with graded check design which have just been received from Paris. The graded check is an entire novelty, and has never been offered to the trade

before. The check is broad at the edge of handkerchief but narrows down as it nears the centre.

New ideas in golf and bicycle hose are shown on this page. Plain heather legs with fancy tops and grey and black legs with every fancy design in tops are special features. The "Trilby" pure silk umbrella with iron-wood rod is new. This style of rod is much lighter than steel and is almost as durable. The umbrella may be rolled up as small as an ordinary walking stick.

**THOMSON'S NEW GLOVE-FITTING CORSETS.**

A familiar line of goods in Canada is Thomson's New "Glove-Fitting" corsets, the old series of glove-fitting corsets having been so improved and remodelled that they are now properly registered as the "New" glove-fitting corsets.



"Batiste" Fancy Silk Handkerchiefs. Glover & Brais.

In attaining perfection of fit the makers have also aimed at elegance of finish and durability. In this they have succeeded, and testimonials from the most fastidious of persons can be quoted to show that for comfort in wearing and beautiful fit they deserve the high reputation now enjoyed. These corsets were the pioneers of this trade and every improvement that skill and fashion suggested has thus been put into practice by the makers.

**NATIONAL SENTIMENT ON ENVELOPES.**

EVEN the envelopes show the wave of national pride and self-confidence that has swept over Canada this last year. One envelope commonly used in Victoria, B.C., has the Union Jack in colors in the corner, and underneath is the legend: "This is the flag that waves over the Golden Klondyke" and the reader is told to buy his outfit in Canada because outfits bought in the United States must pay duty. Another envelope used by The Victoria Colonist has a globe in the corner. The British lion stands on the apex of the globe with his feet on the northern territory marked Klondyke. Underneath is the significant remark: "The Klondyke is in Canada."

**SOMETHING IN VICTORIA LAWN.**

In white goods, John Macdonald & Co. have new muslins, lawns, nainsooks, silk checks and satin checks. Special line of heavy-weight victoria lawn, 45-inch goods, to retail at 10c.

**PRESENT DEMAND FOR MEN'S GOODS.**

Wyld, Grasett & Darling find the furnishing trade continues active. There is an unusual enquiry for mufflers in silk and cashmere, plain grounds with spots and small, neat figures being the favorites. There is a good call for silk handkerchiefs in white, hem-stitched, in both plain and twill. These lines with initials have had an unusual run. White and colored brocades have also been asked for. Umbrellas with crooked handles, steel rods and metal trimmings are much wanted. The better qualities are made with silk cloths and leather covers. English collars still hold their own. These are carried in various heights and leading shapes.



The "Trilby" Umbrella—Glover & Brais.

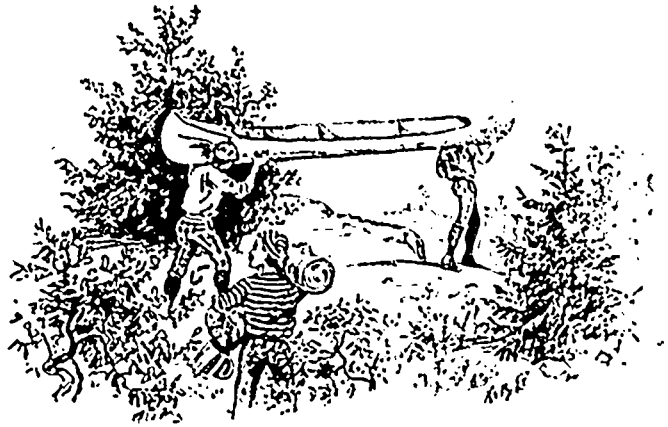
**KNITTED GOODS MEN TALK TERMS.**

A meeting was held in Toronto recently by a number of knitted goods manufacturers to discuss the question of shorter terms. Representatives from the Hamilton, Kingston, Dundas, Oshawa, Alton and St. Hyacinthe mills attended, and opinions were expressed in favor of shortening the terms to the wholesale trade by cutting off a month in the dating, making the terms equal to those given by the cotton mills. No definite agreement was arrived at. A further meeting will be held in the near future to consider the matter. The new dating, if resolved upon, would not take effect till the fall purchases are made. A rumor that some of the knitting mills contemplate forming a syndicate similar to the big cotton combinations is not generally credited.

Mr. T. S. Lobb, formerly of 812 Queen street east, Toronto, has removed to 778 the same street, having purchased the stock and goodwill of Wellsman & Son. Mr. Wellsman has retired, having during his 20 years in business made a competency. Mr. Lobb told THE REVIEW that the reason he read it all through was "because it was so practical."

# Underwear AND Sweaters

FOR THE KLONDYKE.

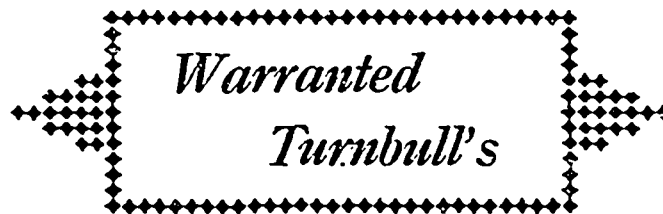


## 3-Ply Hand-Knit Shirts, Drawers and Sweaters

20 to 24 oz. each. Made in Shetland Lamb's Wool. These goods, while heavy, are very soft and warm. They will stand any amount of wear and hard usage.

## SWEATERS

are Extra Long and Heavy. Made in all colors. Your stock will not be complete without these lines. . . .



## SEASON OF 1898

Our travellers will shortly call on the trade with a complete line of

- Ladies' and Children's Perfect-Fitting Ribbed Vests and Drawers.
- Ladies' and Children's Perfect-Fitting Ribbed Combination Suits.
- Ladies' and Children's Perfect-Fitting Ribbed Black Vests and Drawers.
- Boys' Perfect-Fitting Ribbed Shirts and Drawers.
- Men's Full-Fashioned Shirts and Drawers. Sizes from 32 to 50 inches, in Lamb's Wool and Natural.
- Jerseys and Sweaters for Hockey, in Plain and Striped, or Club Colors.

# The C. TURNBULL CO.

of GALT, Limited.

GOULDING & CO., 27 Wellington St. East, Toronto.

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



# You Are Invited

to inspect the superb line of

Jackets, Capes  
Tailor-Made Suits  
and Separate Skirts

SHOWN . . .

## BY JOHN NORTHWAY & SON

which as usual stands pre-eminent for

*Style, Fit, Material and  
Workmanship*

The ever-increasing trade demanding  
larger manufacturing space necessitates  
our moving to new premises situated at

### 32 Wellington St. West TORONTO

Which we will occupy early this month.



THE ---

# Health Brand Underwear

··FOR MEN  
···WOMEN AND CHILDREN

Has attained the most remarkable popularity  
of any Underwear manufactured in Canada.

The best safeguard to "Health" in our climate.  
Soft and velvety to the most sensitive skin  
Made of the most luxuriant, silken-soft material



It excels all other makes put on the market, and can be sold at popular prices.

Manufactured by ---

**The Montreal Silk Mills Co. - Montreal**



## Our Success

IS EVIDENCED BY CONTIN-  
UOUS REPEATS FOR THE

# Diamond Brand Underwear..

**Hermann H. Wolff & Co.**

170 MCGILL ST.

**MONTREAL**

AND BY THE LIBERAL WAY IN  
WHICH OUR FRIENDS HAVE  
PLACED THEIR ORDERS FOR  
SPRING DELIVERY. ✕ ✕ ✕

# Why Buy Foreign Goods—

When you can purchase Canadian make, save money, and have equally as good an article?

WE MANUFACTURE

Scotch Tweed Suitings, Homespun Suitings, Fine Trouserings, Meltons, Kerseys, Beavers, Venetians, Irish Frieze, Overcoat Linings, Golf Cloakings, Ladies' Homespun Dress Goods, Travelling Rugs, made from domestic wool, warm and comfortable, in tartan colors, plain colors and reversible; fine Australian Rugs, plain and reversible.

All our goods are manufactured from pure wool only, and are, therefore, clean and bright looking. Our designs are of the newest and nobbiest patterns, color guaranteed, and workmanship of the very best. We are selling to the retail trade. Correspondence solicited.

## Boyd Caldwell & Co.

CLYDE WOOLEN MILLS

Lanark, Ont.

## Wyld, Grasett & Darling

are opening up a large and attractive assortment of . . .

**BRITISH,  
AMERICAN  
and  
CANADIAN PRINTS**

Latest Novelties,

**SATEENS** in all Staple and Art Shades.

Extra value in **ANILINE BLACKS**

**Newest Effects in Art  
Muslins, Cretonnes, etc.**

**WYLD, GRASSETT & DARLING**

TORONTO.

1855-1897

For forty-two years  
---since the founding  
of the house --- the  
name

**J. & J. Taylor**

has been a synonym  
for everything that is  
reliable in the line of

**Fire and Burglar  
Proof Safes. . . .**

**MEN'S  
UNDERWEAR**

from  
34 to 46 inches.



**BOYS'  
UNDERWEAR**

from  
20 to 32 inches.



TRADE MARK

**The  
Tiger Brand  
Lambs' Wool  
Underwear**

Manufactured  
by

**The Galt Knitting Co.**

LIMITED

**Galt, Ont.**

is the best and most  
reliable made in this  
or any other country.



TRADE MARK



**MEN'S AND  
BOYS'  
TOP SHIRTS**

OUR TRADE MARK IN WOVEN  
LABEL ON EVERY  
GARMENT

**EIDERDOWNS  
PLAIN  
AND FANCY**

In wishing our Canadian friends a **Happy and Prosperous New Year**, we desire to thank them for their patronage in the past and to assure them of our continued desire to make our dealings mutually advantageous.



This marks the beginning of the second year of our

# "AMERICAN QUEEN"

## DEPARTMENT

which has met with great success in 1897, and which will continue to be made up of only the **Best and Choicest** goods in the way of **Standard goods and Novelties**.

AMERICAN QUEEN THREE LEAF TWILL  
 AMERICAN QUEEN WAIST LINING  
 AMERICAN QUEEN SKIRT LINING  
 AMERICAN QUEEN HENRIETTA  
 AMERICAN QUEEN SILK PREMIER  
 AMERICAN QUEEN GIANT FABRIC

## COMBED YARN DEPARTMENT . .

ORGANDIE LA PAIX  
 MENLO DIMITY

ORGANDIE LA REINE  
 GRENADINE DE PARIS

We still maintain our title as "Headquarters for all kinds of **Novelties in Ladies' Dress Linings**." We would call special attention to our fancy skirtings, "**Roman Novelties**," also to the latest perfection in fancy printing, known as "**Prismatic**" work, and which is applied in our

**Silk Prismatic Waist Lining**      **Silk Prismatic Skirt Lining**  
**Prismatic Premier Dress Goods**

Our line of **FAST BLACK** goods remains unparalleled.

SAMPLES UPON APPLICATION.

Our Mr. E. S. Comstock will visit the trade early in February with a complete line of samples. **WAIT FOR HIM.**

# GILBERT MFG. CO.

380 and 382 Broadway

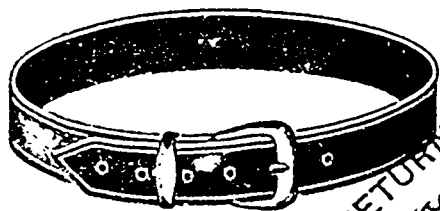
NEW YORK CITY



# CROFT, PHILLIPS & WRINCH

MANUFACTURERS AND IMPORTERS

3 Wellington Street East, TORONTO



*RETURNED  
Jan 11/98  
J.M.A.*

**Ladies' Belts  
Belt Supporters  
and Waist Sets**

Our new lines are far in advance of anything yet shown.

# The Celluloid Company

30, 32, 34, 36  
Washington Place

**NEW YORK**

ORIGINAL and ONLY  
Manufacturers of

"CELLULOID" Interlined Waterproof  
Collars and Cuffs . . .

All goods made by us are stamped as follows :

Absolutely No

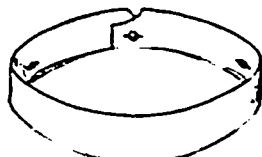


TRADE

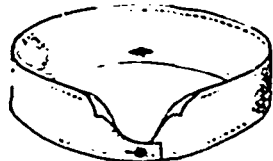
**CELLULOID**

MARK.

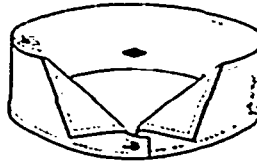
Others Genuine



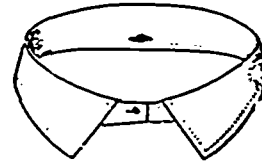
**ROMAN**  
Sizes 15 to 17 1/2 in.  
Front 1 3/8 in.  
Back 1 in.



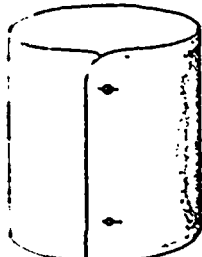
**VULCAN**  
Sizes 13 to 18 1/2 in.  
Front 1 1/4 in.  
Back 1 1/2 in.



**TITAN.**  
Sizes 13 1/2 to 20 in.  
Front 2 1/2 in.  
Back 2 1/4 in.



**ROYAL**  
Sizes 12 1/2 to 20 in.  
Front 1 3/4 in.

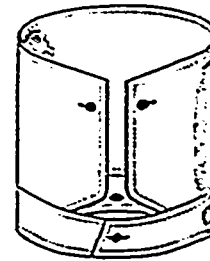


**EXCELSIOR.**  
Sizes 8 to 11 1/2 in.  
WIDTH 3 1/2 in.

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

**CAUTION**

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



**FIFTH AVE.**  
Sizes 9 1/2 to 11 1/2 in.  
WIDTH 3 1/2 in.

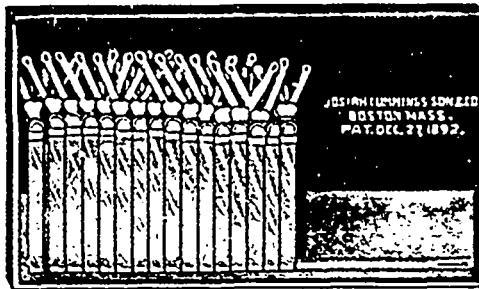
**The Celluloid Company**

# Sample Trunks and Sample Cases

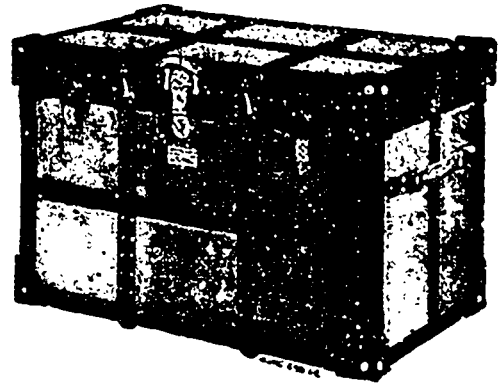
**BEST MAKE IN AMERICA**

- Steel Trunks. Only Manufactured in U.S.
- Raw Hide Trunks " "
- Raw Hide Bound Fibre Trunks
- Hub Fibre Trunks
- Raw Hide Bound Canvas Trunks
- Hub Fibre Bound Canvas Trunks
- Steel Bound Canvas Trunks

In all grades  
For all kinds of business.



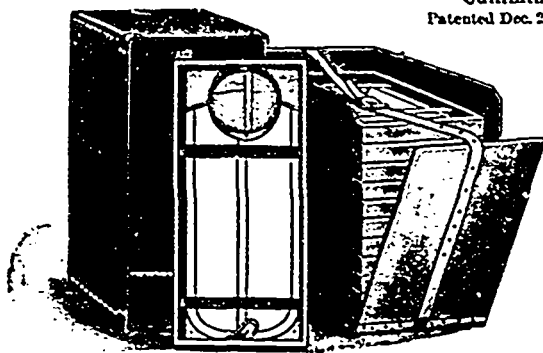
Cummings' Pat. Suspender Trays.  
Patented Dec. 22, 1892. Patented in Canada.



Patented Light Steel Dry Goods and Notion Trunk

Sole Manufacturers of the

**"All Rawhide" and  
"Hub Fibre" Trunks  
and Sample Cases**



Boston Shirt Box and Trays.

Also a full line of  
**Common Canvas Extension Cases for the Trade.**

## JOSIAH CUMMINGS, SON & CO.

63, 65, 67, 69 Kingston Street

**BOSTON.**

# PUTNAM'S CLOTH CHART

Measures all Piece Goods and Ribbons  
accurately without unwinding . . .

PRICE, \$4.00 Each.

Canadian Patent, June 25, 1897



For particulars write  
Exclusive Canadian rights for sale. Ad-  
dress owner, A. E. Putnam, Milan, Mich.

**E. J. JOSELIN,**

Sales Agent for the Dominion

33 Melinda St., TORONTO, ONT.

THE NEW  
**SILK STITCHED  
 EVER-READY**  
**DRESS STAYS**  
 MADE IN  
**SATTEEN,  
 RIBBON CLOTH**  
*(Novel and Attractive)*  
**AND SATIN.**  
*Thinner, lighter and more elastic  
 than any other Dress Stay.*

THERE'S ? ABOUT  
NO IT.

The New  
Silk Stitched

DON'T BE  
 FOOLED  
 BY USING  
 CHEAP  
 INFERIOR  
**DRESS  
 STAYS**  
 Buy only the  
 Silk Stitched "EVER-READYS"



# EVER-READY DRESS STAYS

— ARE THE ONLY —

Desirable Substitute for Whalebone Obtainable

Let us prove it by sending you samples

Don't compel a customer to enforce her demand in this manner, but order

\*  
 MADE  
 IN  
 SAT-  
 TEEN,  
 RIB-  
 BON  
 CLOTH  
 AND  
 SATIN  
 \*

I WANT THE **GENUINE** **SILK STITCHED**  
**EVER-READY**  
**DRESS STAYS.**

THEY ARE  
 LIGHTER,  
 THINNER, AND  
 MORE ELASTIC,  
 MAKING  
 — THE WAIST  
 AN INCH SMALLER.



\*  
 AT  
 \$1.25,  
 \$1.50  
 AND  
 \$2.00  
 PER  
 GROSS,  
 REG-  
 ULAR  
 \*

## “THE GENUINE STITCHED EVER-READYS”

The best is none too good for Canadian trade, but if you want a cheaper Dress Stay write us the price and we will supply you.

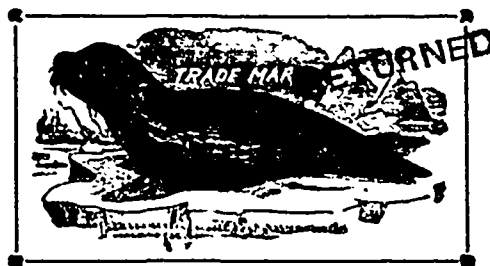
— We Want Your Business —

NEARLY EVERY JOBBER SELLS OUR GOODS

IF YOURS DOES NOT, ORDER DIRECT

The **EVER-READY DRESS STAY Co'y**  
 WINDSOR - ONTARIO

FOR THE  
18=



YEAR OF  
=98

The Celebrated

PATENT  
KNITTED

ALASKA

PLUSH  
LINED

# SOCKS AND MITTENS

Cannot Be Equalled.

The more popular styles of last year are retained and new ones added, making the most

Complete—Attractive—Desirable

LINE OF HEAVY WOOLLEN KNIT GOODS IN THE MARKET.

MADE IN 16 STYLES AND ALL DESIRABLE COLORS AND COMBINATIONS.

-- ARE --

Durable, Pliable, Reliable.

Have interior loops that are made out of the yarn of which they are composed, and cannot ravel, as do all other looped goods.

Quality tells, that's why

“ALASKAS”

... sell ...

Are made of a superior quality of yarn that will not shrink; do not become stiff and hard as do fulled and felt goods

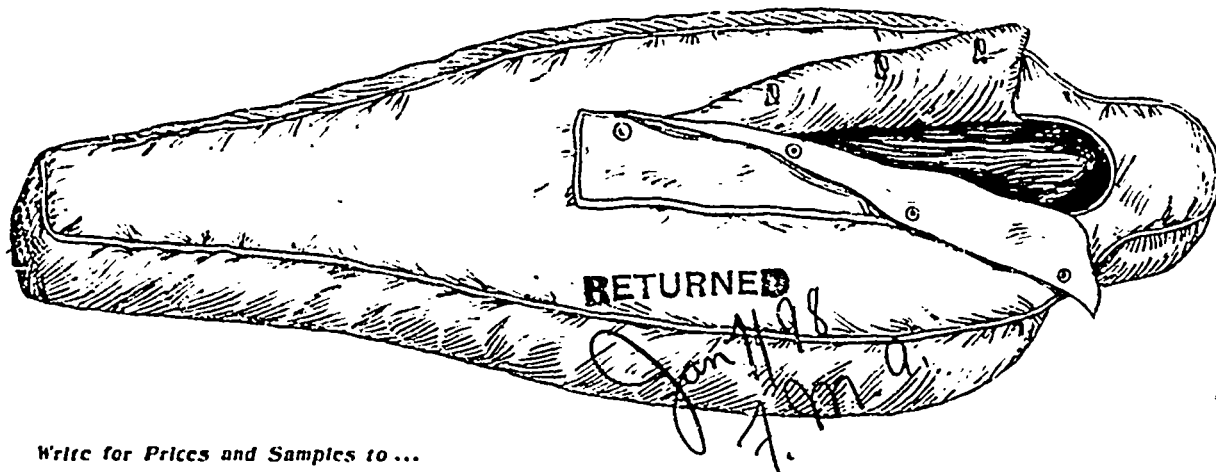
Ask your jobber or us to see or for these goods.

## The EVER-READY DRESS STAY Co'y

WINDSOR - ONTARIO

# "Comfort in the Klondyke"

is guaranteed to all who use the Improved Sleeping Bag manufactured by us. This Bag is made of strong waterproof duck with two interlinings of the warmest material, and filled with eiderdown. It has the advantage of being light and easily carried, a most important point which all miners carefully look at. This Bag is an improvement on all others, and already many have testified "THERE IS NOTHING TO BEAT IT."



Write for Prices and Samples to ...

## THE CANADA FIBRE CO., MONTREAL

Headquarters for all Grades of BED COMFORTERS, CUSHIONS, ETC.

The Wide **A**wake **B**edding **C**oncern of Canada.

**A**LASKA FEATHER AND DOWN CO., LIMITED

**B**edpillows and Bolsters,

**C**ushions, Cosies, Comforters,

**D**own Quilts. A few cases left of that French Sateen job.

**E**iderdown Muffbeds for Furriers,

**F**eathers, Fibre, Fancy Cushions, Footmuffs,

**G**UY STREET, 290, MONTREAL

**H**air Mattresses,

**I**nterlaced Hair Mattresses,

**J**ubilee Quilts (a limited quantity of this exceptional job still on hand),

**K**londike Sleeping Bags,

**L**anatus Lamb's Wool Comforters,

**M**oss Mattresses made in Montreal,

**N**ew and nobby designs in Quilts and Cushions,

**O**utfits for miners. A complete outfit for \$175. Write for particulars.

**P**atent Felt Mattress, \$15, full size. The best stores keep them. Write for trade discounts.

**Q**uilts,

**R**uffled Cushions. Recovering Down Quilts. ✓

**S**anitary Pads for children and invalids,

**T**ea-Cosies, covered and uncovered,

**U**pholstered Springs. The best hotels in Canada use our springs.

**V**elvet Cushions.

**W**HOLESALE ONLY

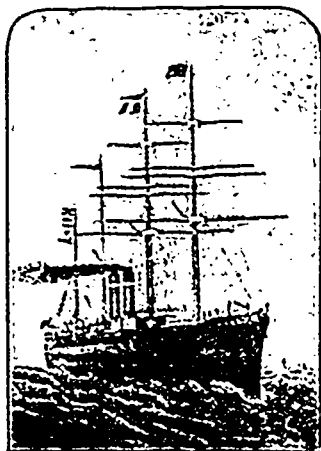
**X**pect every reader of this advertisement to remember that the ABC of success in the bedding line is to handle the goods of the wide Awake Bedding Concern,

**Y**ukon Caps and Hoods (lined with eiderdown).

**Z**ero (not far from it), the time to push Alaska Brand goods

# Klondyke ...

Start from Vancouver Because :

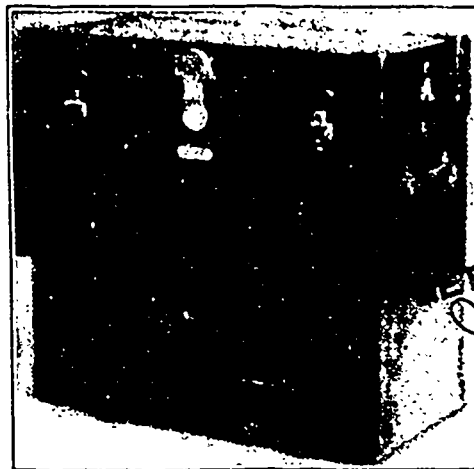


1. **VANCOUVER** is the best outfitting point on the Coast, goods being considerably cheaper than in the United States.
2. **VANCOUVER** is the nearest port of departure to the Yukon District.
3. **VANCOUVER** is the terminus of the C. P. Railway, whose steamers will start from Vancouver this spring.
4. All north-bound steamers call at **VANCOUVER**.
5. Direct steamers to Yukon ports have now commenced to run from **VANCOUVER**.
6. **VANCOUVER** is the only Canadian port where passengers transfer direct from train to steamer.
7. Klondyke is in Canada, outfit in Vancouver, and save 30 p. c. custom duty.

**W. GODFREY**, President Board of Trade,  
Vancouver, B. C.

# Something Light and Strong

Our new crucible steel trunks. Made in all styles. Specially adapted for Commercial Travellers. Write us for prices, giving dimensions required.



RETURNED  
Jan 7/98

# J. Eveleigh & Co.

Manufacturers of all kinds of Trunks and Travelling Bags, also Blacksmith Bellows. Montreal, Que.

# Ho, for the Great Lone Land!

Shoddy garments will not do for the Gold Hunter. He must have **Pure Wool** clothing and blankets for the Yukon.

Oxford Mills, running 30 years, never used an ounce of shoddy.

Our Strong and Heavy Cloths and Blankets are the right things.

Klondike outfitters at the North and West are looking to us for supplies. You will do well to handle the **Genuine Oxford**. Write to us.

**W. P. RODGER**,  
Agt. Toronto

**OXFORD MFG. CO., Limited**

OXFORD, NOVA SCOTIA

OUR

NEW



"ORDINARY WEAR"

K  
L  
O  
N  
D  
Y  
K  
E



"STORM COLLAR ADJUSTED"

"SANITARY BAND"

SHIRTS

Patent applied for.

Patent applied for.

*Are Made to Keep Out Cold and Snow*

**SPECIAL FEATURES:**

Sanitary Band encircling inside of shirt at waist, a sure preventative of colds and other ailments ;  
Double Wrist Band ; Storm Collar ; Double-Breasted Front ; Patent Removable Buttons.

Manufactured by . . .

Our Woven Labels



on Every Shirt.

**TOOKE BROTHERS,**

**Montreal**

# Money Made Without Capital



## THE POOR MAN'S ROUTE TO THE KLONDIKE

. . . IS . . .

**TICKETS**

From  
**Prince Albert**  
to  
**Dawson City**  
**FREE**

## Via Prince Albert

It is an all-water route and all down stream. You simply get into your boat and float. . . . .

YOUR ONLY EXPENSES THIS WAY ARE :

A boat—your own boat—which costs \$50  
And provisions for one year - - \$100

No travelling expenses.

You cannot live as cheaply at home.

Maps and Full Information Gratis on Application to

**Alex. McNabb,** Sec. Board of Trade,  
Prince Albert, N.W.T.



# CANADIAN GOVERNMENT KLONDYKE OUTFITTERS

## Complete Klondyke Outfits . .

COMPRISING

"Alaska Brand"

Eiderdown Sleeping Bags  
(Waterproof)

Duck and Leather Clothing

Such as we supplied to Canadian Government exploring parties, including Hon. Mr. Sifton and Major Walsh's, and Northwest Mounted Police for the Yukon. ❦ ❦ ❦ ❦ ❦



Eiderdown Waterproof Canvas Hood to Shoulder.

COMFORT AND  
CONVENIENCE

WARMTH AND  
DURABILITY



Eiderdown Waterproof Sleeping Bag. Duck Covered.  
Length 7 ft., weight 14 lbs.

*Hand Knit, Pure, Natural  
Wool Underwear* ❦ ❦ ❦

**Blankets, Water and Wind Proof Duck Suits**  
**Mitts Socks Oil Clothing**

The quality and utility of these goods has been proved by long use in the lumber camps of Canada.

MANUFACTURED WHOLESALE BY

## JAMES W. WOODS

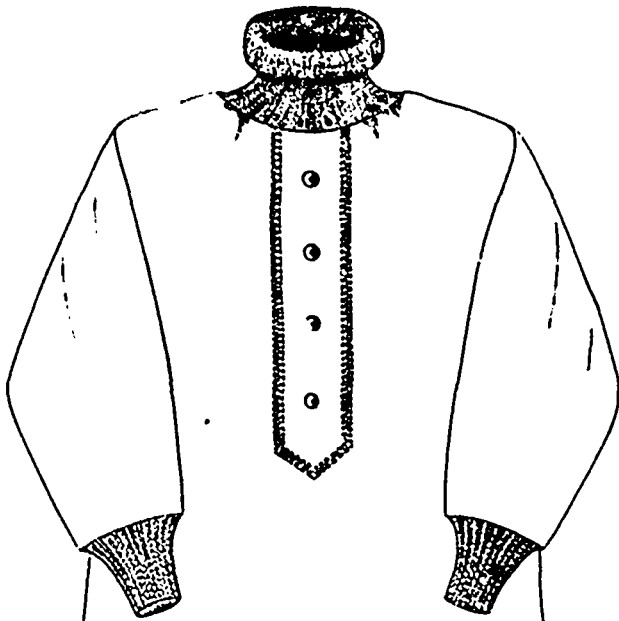
75 Queen Street,

MONTREAL OFFICE: 290 Guy Street.

VANCOUVER, B.C., OFFICE: 536 Hastings Street.

J. F. CARRUTHERS, Agent.

— OTTAWA, ONT.



**PATENT COMBINATION SWEATER**

—NO BUTTONS OR BUTTONHOLES—

MADE FROM ALL-WOOL WOVEN FABRICS  
WITH KNITT COLLAR AND CUFFS.

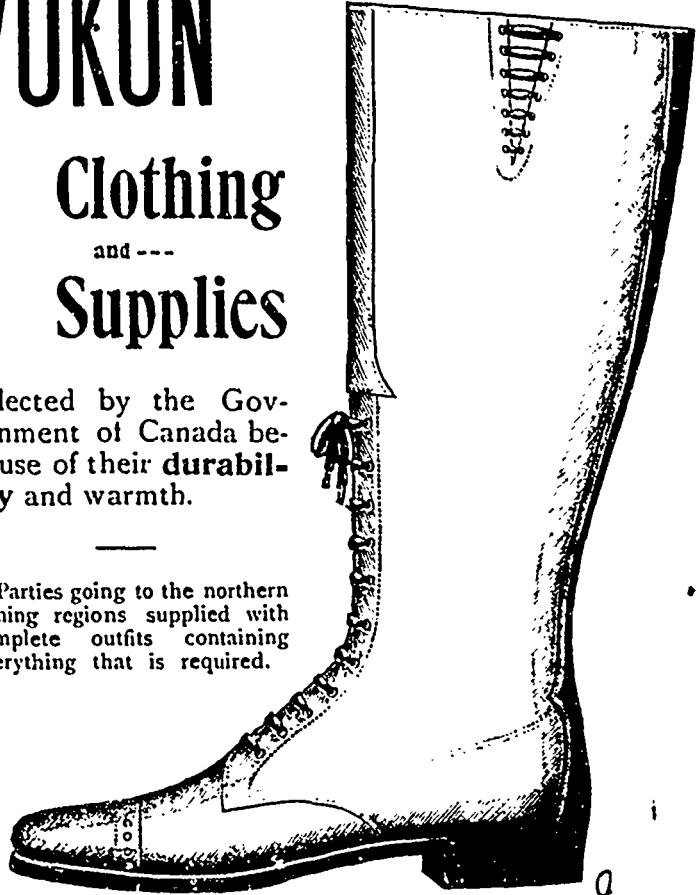
Mackinaw Sweater, Worsted Collar and Cuffs.

# YUKON

## Clothing and --- Supplies

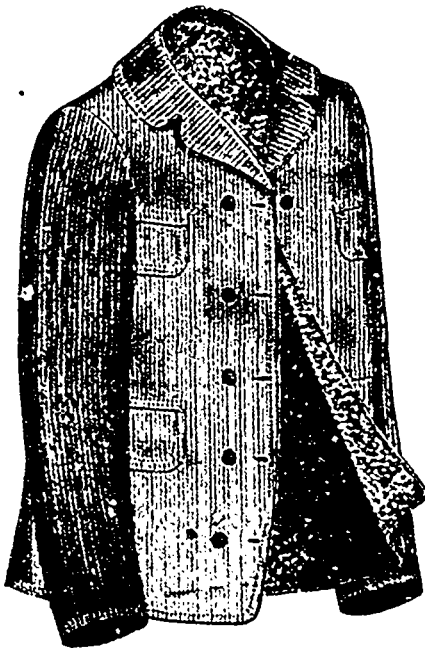
selected by the Government of Canada because of their **durability** and warmth.

Parties going to the northern mining regions supplied with complete outfits containing everything that is required.



Prospector's Waterproof Rawhide Boot. Laced on Side.

*Returned 1/28*



Fur-Lined, Leather-Covered Coat.

- CLOTHING
- BOOTS
- UNDERWEAR
- SOCKS
- KIT BAGS

etc., etc., etc.



Kit Bag, Waterproof, 33 in. to 40 in.; Leather Bound.

Foregoing outfit complete F. O. B. Ottawa, \$149.50.

WRITE FOR FURTHER INFORMATION.

MONTREAL OFFICE:  
290 Guy St.

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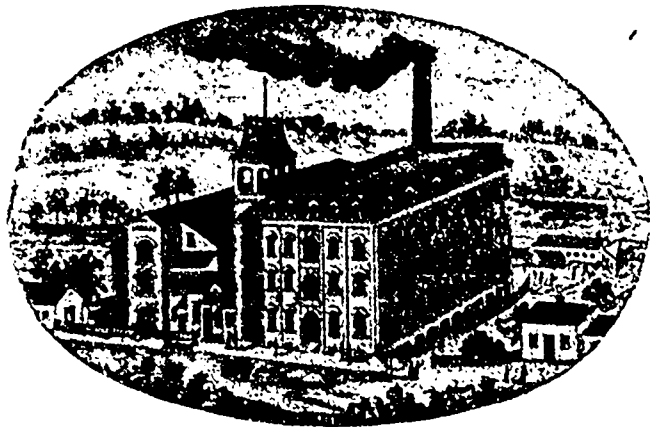
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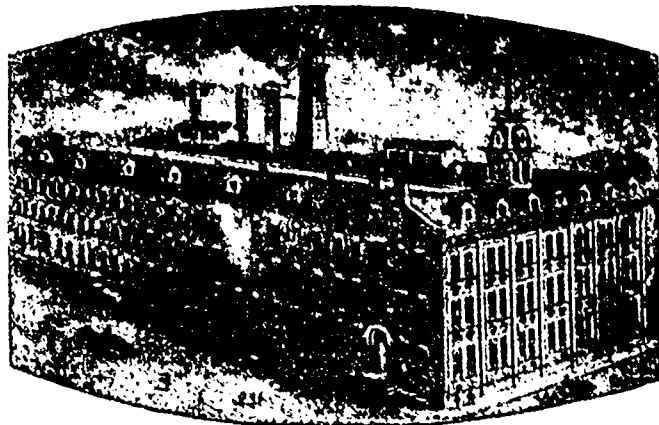
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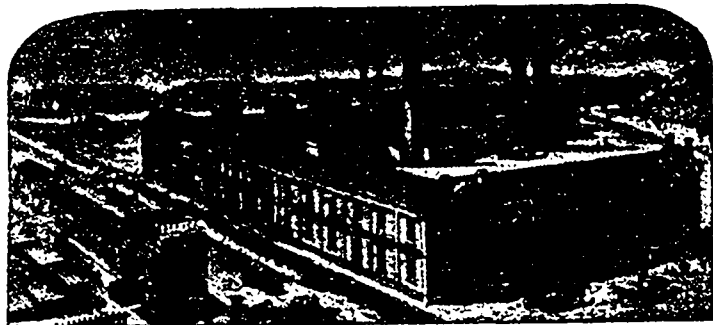


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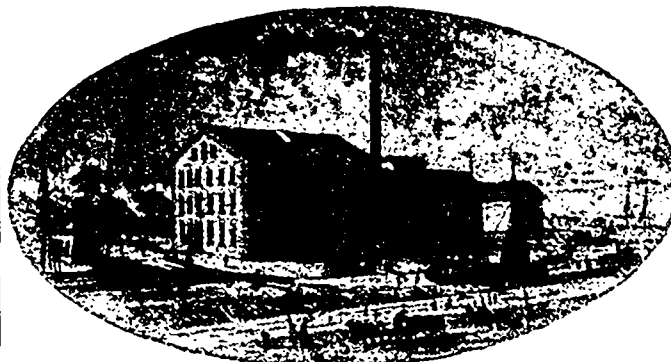
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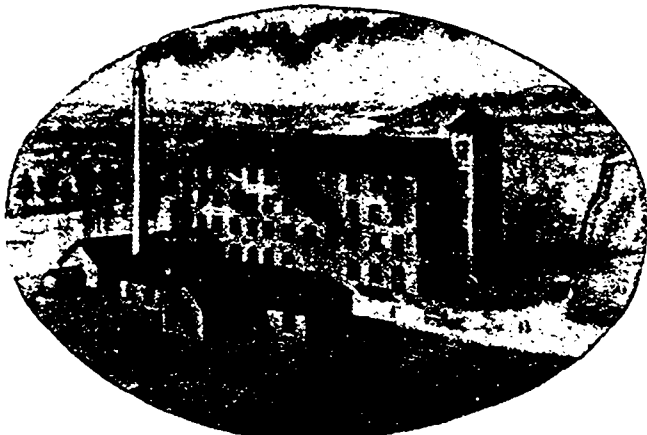
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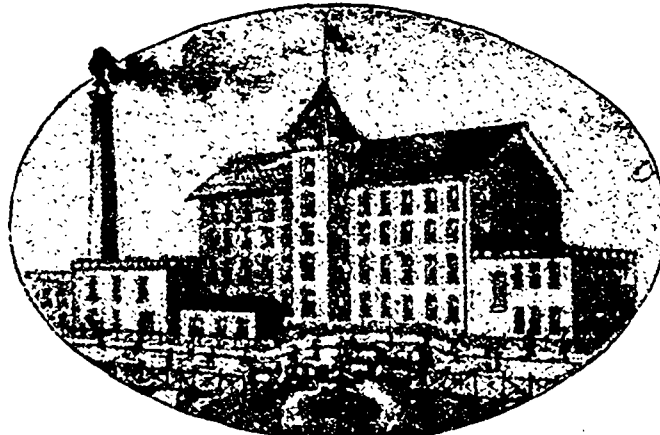
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