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VOL. X.

MONTREAL AND TORONTO, MARCH, 1900.

No. 3

FOR LACE NOVELTIES
OF EVERY KIND
A GO-AHEAD FIRM
IS THAT OF
TIDSWELLS, 3 and 2 Wood St., LONDON,
ENGLAND.

WHO SUPPLY THE FOLLOWING GOODS:

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

APRONS,
ROBES,
CRAVATS,
COLLARS,
BELTS, ETC.

TIDSWELLS

Factory:
Old St., London.

3 and 2 WOOD STREET,

Also at Glasgow,
Sydney and Melbourne.

LONDON, ENG.

Mantles,

COSTUMES,
SKIRTS, ETC.

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

SKIRTS, BLOUSES, JACKETS,
MACKINTOSHES, CAPES, ETC., ETC.

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

CORBY, PALMER & STEWART

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

NOVELTIES

IN

PRIESTLEY'S DRESS GOODS

ARE NOW TO HAND.

ORDER YOUR STOCK NOW

FOR EASTER TRADE.

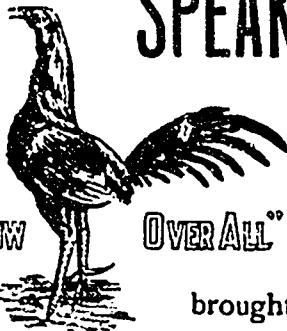
LISTER & CO., "Limited"

MANNINGHAM
MILLS

BRADFORD, ENG.

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

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



SPEAKING OF SKIRTS

"I GROW OVER ALL" we would say,
we have just
brought out the very
newest designs. If you
are interested write for samples.

"LADY MINTO" Zephyr Crash foundation, with draped overskirt
of large plaid Pampas Linen.

"LADY SMITH" Narrow Cord Pique foundation, with large
cord draped overskirt.

"LADY ROBERTS" Irish Crash, double box pleated back, strap
seams, with fan openings at flare.

"LADY KITCHENER" Silk West Shepherd's Check, draped
overskirt.

These SKIRTS are made and designed by our own EXPERTS
and lead all others.

We have all the newest FABRICS and designs for SKIRTS.

Robert C. Wilkins, Montreal,

—Manufacturer of—

Skirts, Summer Clothing, Shirts, Overalls, etc., etc.

Men's Furnishings

For Spring and Summer.

UNDERWEAR

Natural Wool, Fancy Stripe and Plain Merino.
Brown, Blue, and Natural Balbriggan.

HALF HOSE

Black, Tan, and Olive Cashmere.
Silk spliced sole and heels. Seamless and hand fashioned.
Fancy Stripe, Checked, Black and Tan in Lisle and Cotton.
SPECIAL.—Tan, "Silko," extra value.

SHIRTS

Zephyrs and Cambrics, starched bosoms, Cuffs attached
and separate.

Neglige Shirts in Fine Checked Zephyrs.
Striped Piques and Fancy Oxfords.

A full assorted stock of

Braces, Collars Cuffs, Belts and Gloves.

WYLD-DARLING CO., LIMITED

S. GREENSHIELDS, SON & Co.

MONTREAL and VANCOUVER, B.C.

CARPETS AND

HOUSE FURNISHINGS

ARE NOW IN DEMAND.

STOCK IN THIS DEPARTMENT IS COMPLETE.

OUR PRICES ARE RIGHT.

SMALLWARES

LARGE SHIPMENTS ARRIVING DAILY.

LATEST NOVELTIES

AT FAVORABLE PRICES.

WE HAVE OUR USUAL NUMBER

of CLEARING LINES

IN STAPLES.

Your Greatest Desire is to . . Retain Your Customers

THEREFORE

Your aim should be to supply them with the best of everything.

The Unprecedented
Popularity of . .

The New Idea

10^{c.} Pattern

is proof of the fact that it
is undoubtedly

**THE BEST PATTERN and
THE LOWEST PRICED.**

Have you a Pattern Department in your store? If not, write to us and we will prove to you that a stock of our Patterns, displayed, advertised, and sold BY OUR MODERN, IMPROVED METHODS, will INCREASE YOUR BUSINESS.

REMEMBER THIS!

- Satisfied Customers Advertise Your Store by talking of Bargains bought there.
- Our Display Methods Economize Space.
- Our Show-Cards and Artistic Signs are most Attractive.
- Our Fashion Sheets are the Best Advertisement possible.
- Our Terms are Easy and the most Generous.



The Mermod and Jaecard Building,
Broadway and Loonst St., St. Louis, Mo.
636-638 Broadway, New York City.
232-234 Fifth Ave., Chicago, Ill.
75-77-79 Victoria St., Toronto.



The New Idea Pattern Co.

"Laurus" Fabrics.

(REGISTERED TRADE MARK NO. 176206.)

These Dress Fabrics can Only be
Supplied by *~ ~ ~ ~ ~*

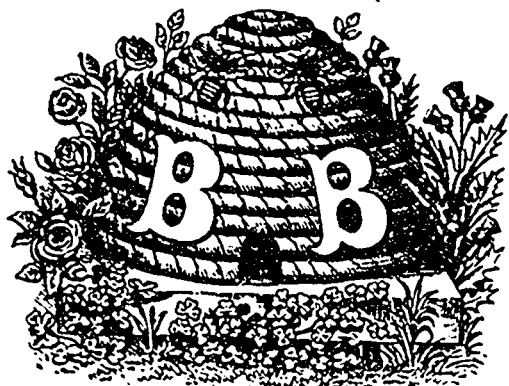
LAW, RUSSELL & CO.
BRADFORD.

Our **REPRESENTATIVE**, Mr. Haley, will be at the **QUEEN'S HOTEL, TORONTO**, and the **WINDSOR HOTEL, MONTREAL**, in **APRIL AND MAY**, with an **extensive** range of **new styles** for the **Fall Season**.

....Every Yard is Stamped "Laurus."

Established 1785.

TRADE MARK



REGISTERED

BEE HIVE Knitting Wools

-- MADE BY --

J. & J. BALDWIN, HALIFAX, ENG.

The Oldest Established
and Largest Makers of

ALL KINDS OF KNITTING WOOLS

KNOWN ALL OVER THE CIVILIZED WORLD

Scotch Fingering
Wheeling
Petticoat Fingering
Soft Merino

Berlin Fingering
Balmoral Fingering
Merino Fingering
Soft Knitting Wool

Vest and Silk Vest Wool
Lady Betty
Shetland
Andalusian

Pyrenees
Fleecy
Dresden

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

Especially Adapted for Cycle Hose and Sweaters

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

Wholesale Only

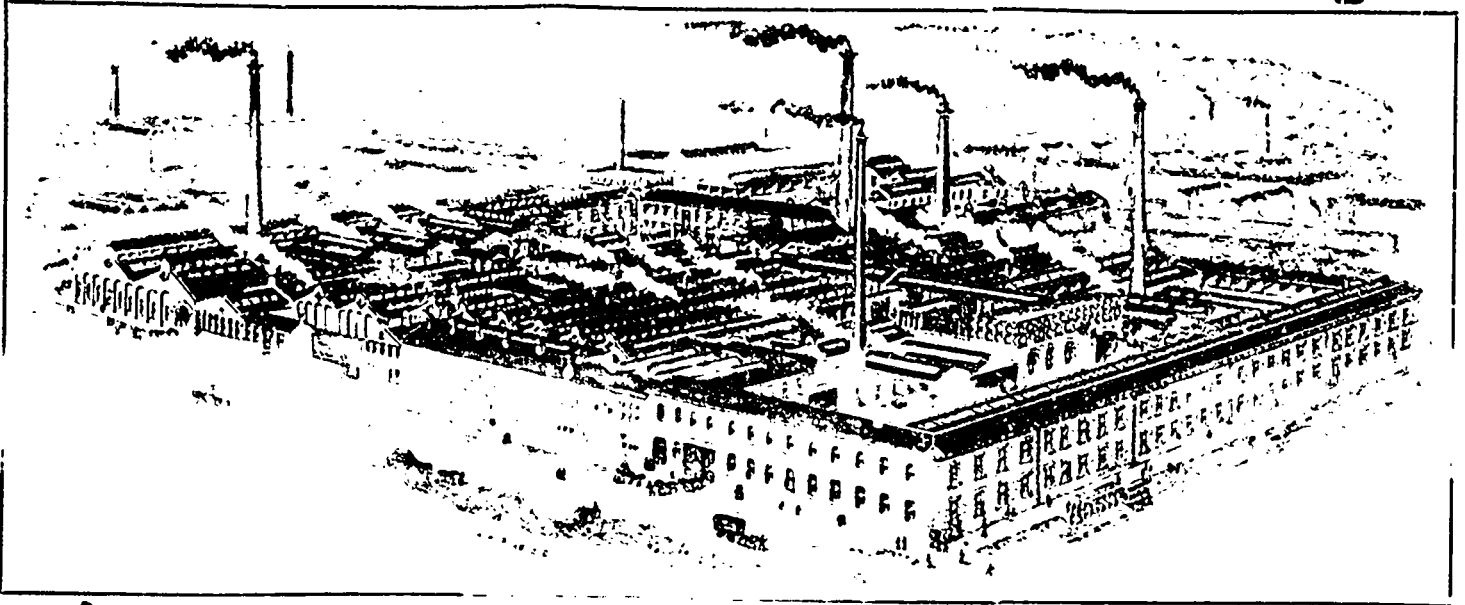
Send for Samples.

Agent

Duncan Bell

MONTREAL and TORONTO

W. GRANDAGE & CO., LIMITED



LOW ROYD & BROWN ROYD DYEWORKS

BRADFORD, ENGLAND.

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

THE ABOVE FIRM MAKE A SPECIALTY OF

Mercerised Cotton Sateens, Brocades, etc.

AND OF MERCERISED YARNS.

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



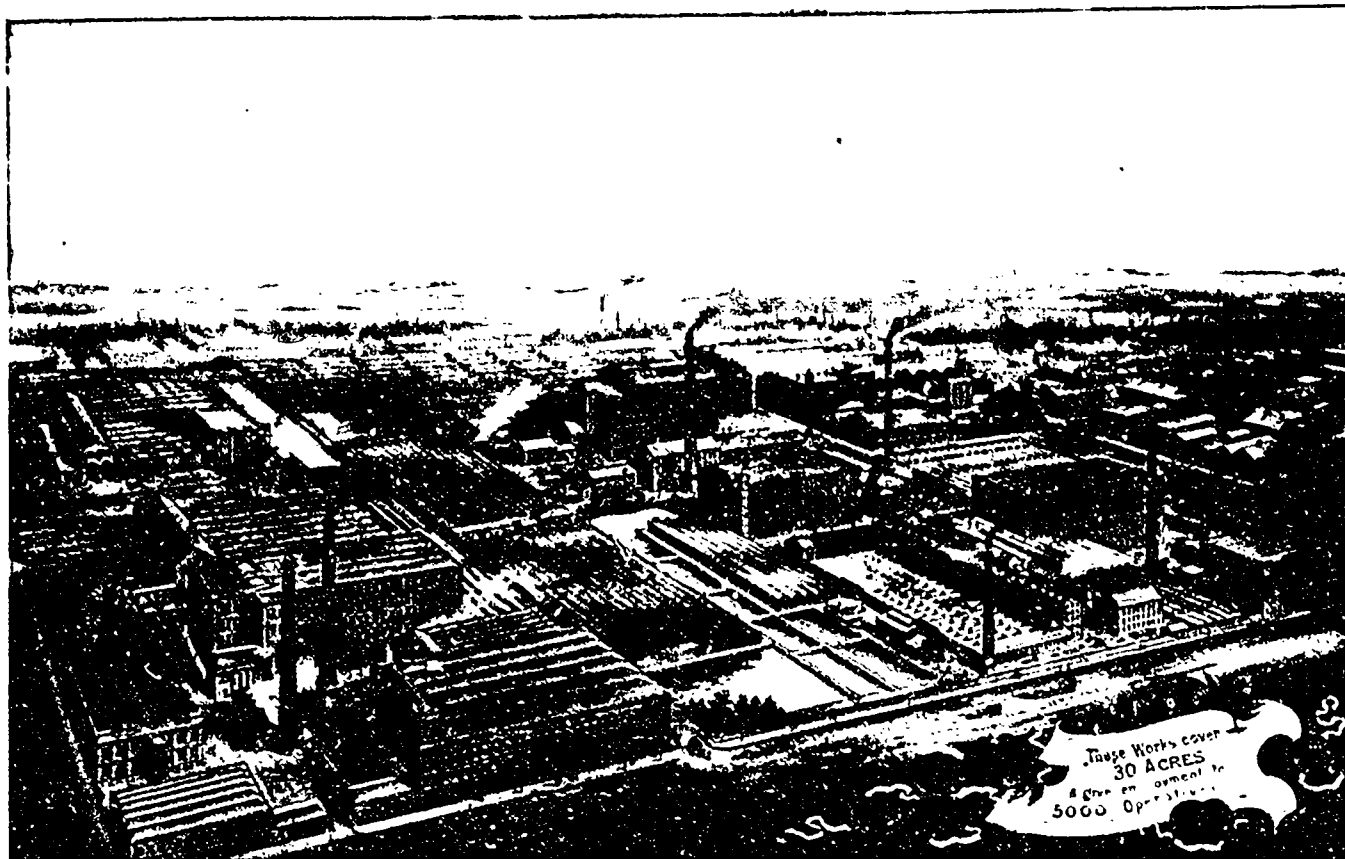
Ask for New Shade Card for 1900. All shades on this card are

GUARANTEED NOT TO CROCK.

HORROCKSES, CREWDSON & CO.

LIMITED

COTTON SPINNERS AND MANUFACTURERS.



WORKS, PRESTON AND FARNWORTH, LANCASHIRE.

WAREHOUSES, PICCADILLY, MANCHESTER.

5 LOVE LANE, LONDON, E.C.

7 MITCHELL LANE, GLASGOW.

Long Cloths, Cambrics, Nainsooks, Twilled Shirtings, Double Warp and Medium Calicoes, Plain and Twilled Sheetings, Pillow Cottons, Drills, Flannelettes, Sateens and Dress Foundations.

Specially Finished for the Sewing Machine

And Suitable for all Parts of the World.

HIGHEST AWARDS AT ALL EXHIBITIONS.

PRIZE MEDALS, LONDON	1851, 1862
GOLD MEDALS, PARIS	1867, 1878
DIPLOMA OF HONOUR, VIENNA	1873
GOLD MEDAL, CAPE TOWN	1877
DIPLOMA OF HONOUR, LONDON	1884

GOLD MEDAL, CALCUTTA	1884
GOLD MEDAL, LIVERPOOL	1886
GOLD MEDAL, EDINBURGH	1886
FIRST AWARD, ADELAIDE	1887
FIRST AWARD, MELBOURNE	1888

The Penman Manufacturing Co.

Limited

Manufacturers of

KNITTED GOODS

of all descriptions

INCLUDING . . .

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

Head Offices:

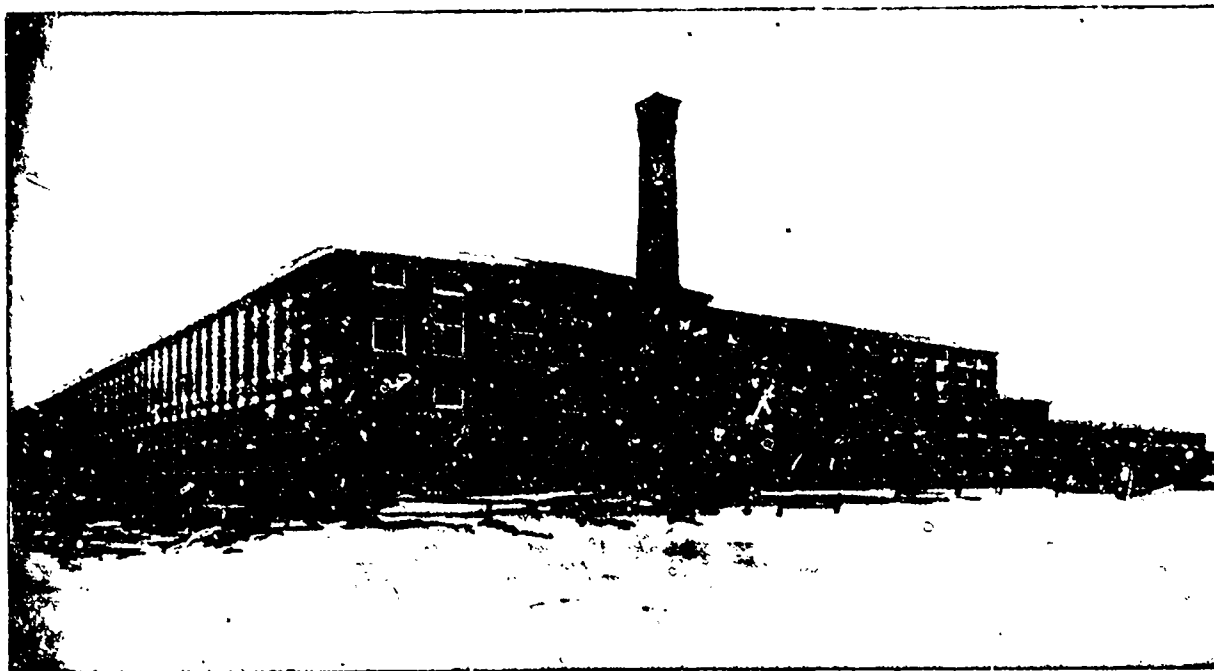
PARIS, ONT.

Mills at

Thorold,
Coaticook and
Port Dover.

SELLING AGENTS:

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



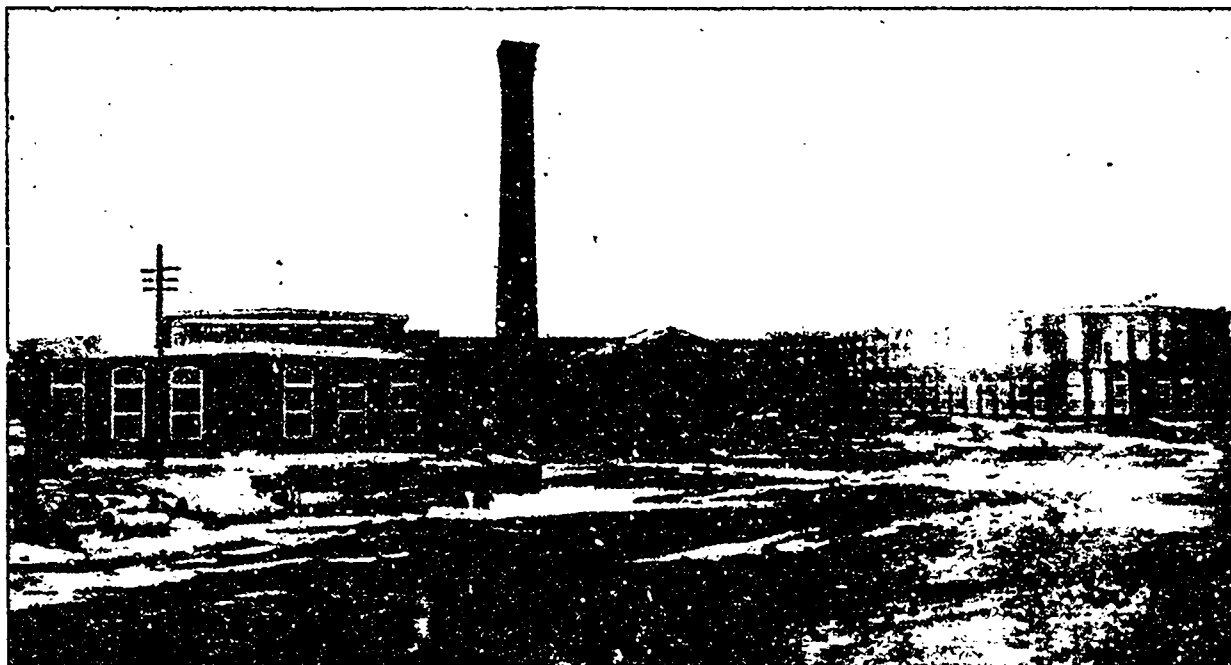
Colonial Bleaching and Printing Co.

MONTREAL.

CALICO PRINTERS, BLEACHERS, DYERS,
AND FINISHERS OF COTTON FABRICS.

WORKS AT ST. HENRI

Offices: Victoria Chambers, 232 McGill Street.



WET WEATHER AHEAD!

ORDER

Cravenette

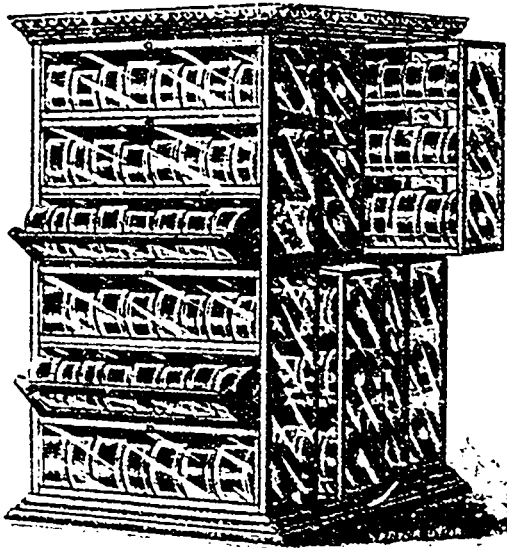
NOW

AND BE IN TIME FOR IT.

THE BEST RAINPROOF CLOTH FOR RAIN COATS.

PRACTICAL STORE FIXTURES

PRACTICAL RIBBON CABINETS.



MADE IN EIGHT SIZES.

NO. 4 CABINET.

Price List of Ribbon Cabinets.

No. 0	Size 28x 7x 27, 50 bolts	No. 7	ribbon	6 00
No. 1	Size 28x 15x 27, 100 bolts	No. 7	ribbon	10 00
No. 2	Size 28x 15x 35, 150 bolts	No. 7	ribbon	13 50
No. 3	Size 28x 20x 35, 250 bolts	No. 7	ribbon	18 50
No. 4	Size 28x 25x 35, 325 bolts	No. 7	ribbon	23 00
No. 5	Size 28x 31x 35, 470 bolts	No. 7	ribbon	29 00
No. 6	Size 28x 37x 35, 675 bolts	No. 7	ribbon	36 00
No. 7	Size 28x 44, 900 bolts	No. 7	ribbon	42 00

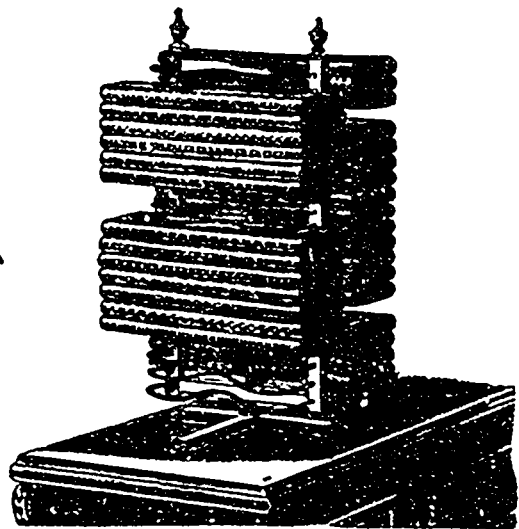
PRACTICAL REVOLVING COUNTER AND FLOOR FIXTURE.

"Show me that bottom piece!"



KEEPS STOCK UP.

NO LIFTING OR TIPPING OVER.



Counter Fixture, revolving, Height 3 feet 8 inches \$6 50
 Counter Fixture, revolving, Height 6 feet 7 50
 Counter Fixture for Vellings, (no-w and de-trable) 8 00

SOLD BY JOBBERS ONLY.

Write for Catalogue of Practical Store Fixtures. . . .

A. N. RUSSELL & SONS,
 Manufacturers, ILION, N.Y.

We Have Made a Superb Line of Parasols.

Buyers are especially invited to call and inspect our range at our show room,

20 Front Street West,
Toronto.

The Irving Umbrella Company, Limited.

Easter

Gloves

We have a full, fresh stock of Pewny's French Kid Gloves for

SPRING 1900

Best Styles
Best Shades
Best Wear

S. Greenshields, Son & Co., Montreal.

AGENTS FOR CANADA.

The B. & C. Corsets

BONED WITH FEATHERBONE



LONG-B. & C.
FEATHERBONE
490



MEDIUM-B. & C.
FEATHERBONE
172



SHORT B. & C.
FEATHERBONE
171



B. & C.
FEATHERBONE
Nursing

Corsets boned with Featherbone will not break nor show rust as corsets do which are boned with steel. Popular lines at popular prices. Sample orders solicited.

Manufactured only by

BRUSH & CO., Toronto.

The
W.R.

Brock Company,

(Limited)

TORONTO and MONTREAL.

STOCKS COMPLETE

IN . . .

BOTH WAREHOUSES

All Departments filled with New Goods such as will
be in demand for

SPRING AND SUMMER TRADE.

Buyers visiting the markets will find everything
in readiness, and will do well to **Inspect** and
Compare Values.

Letter Orders Promptly and Accurately Filled.

THE CANADIAN DRY GOODS REVIEW

Vol. X.

MONTREAL AND TORONTO, MARCH, 1900.

No. 3.

PROGRESSIVE STOREKEEPING.

A MONTHLY ARTICLE ON THE PROPER MANAGEMENT, SYSTEM, ETC., OF AN UP-TO-DATE RETAIL BUSINESS.

Specially written for THE DRY GOODS REVIEW.

By CHAS. F. JONES, NEW YORK.

Watch Small Leaks.

There are so many leaks in a dry goods business that it requires constant watching and constant investigation to keep them from being very disastrous ones. The little losses which are occasioned here and there seem to be, of themselves, of very little importance, but when taken in the aggregate they amount to a great many dollars during the year.

There is one department, for instance, in the larger stores in particular, where the dry goods merchant sometimes fails to be very watchful and yet in which the little leaks of every day are constantly draining the stock. I mean the toilet and perfumery department.

Soaps are necessary to be used in every store, but in some stores I find that the amount of soap used, presumably, for the toilet-room, is not at all in proportion to the cleanliness of the employees. I have had personal experience in watching the way soap mysteriously disappears from the toilet department, and have known of cases where the salespeople in this stock would give away a great quantity of soap to individual clerks, possibly for the purpose of standing in with them in other matters.

Again, how little a thing it is if your perfumery saleslady helps herself to the cologne and gives all her fellow salespeople a share every day. This amounts to a very little thing once in a while, but when kept up day after day, all the year around, in a large store, it will, no doubt, exhaust many gallons of cologne, which costs a high price, for it is a fact that salespeople do not use the cheap colognes when they wish to be liberal with themselves and their friends. They invariably use the best quality, and this makes the practice that much more expensive.

The only way to stop such practices is to have a very strict rule that nobody in the house, no matter whom it may be, is allowed to use any portion of the toilet goods stock. If it is necessary to have soap for the toilet-room taken directly out of stock, have some one person whose duty it is to see that this soap is distributed each day and that it is not wasted.

It is only by paying strict attention to these little leaks and curtailing them in every way possible that any toilet goods department can hope to stop a serious drain in its profits.

Advertising Bargains.

At some seasons of the year there are a great many firms which advertise, in large, glaring headlines, that they are selling goods away below what they cost. Supposing that this is true in every particular—I hardly think that it is always a good plan for one to admit that he is compelled to or does so for less than what he pays for goods. Would it not be a more telling point to have people suppose that it was simply your regular line of business to sell goods at a much lower price than other stores, and that it was your facilities for buying that enabled you to do this?

One idea in cutting prices on goods or in making special prices, is to give the public the idea of the reasonableness with which you can sell merchandise. It does not impart to them any particular knowledge of your ability to make close prices when you say that you are selling below cost. Anyone can sell below cost who has a mind to do so, but it takes a great store indeed to be able to sell at these very low prices and still make money.

Might it not be that you would gain a greater reputation for yourself, if in all cases where you are compelled to, or do for any reason, sell at less than cost price, if you would do so without admitting the facts in the case, but rather boasting of your ability to make these special values, when your competitors are not able to do so without losing money?

A firm sometimes overreaches itself in the endeavor to be constantly harping upon the fact that it loses money on any particular line of goods. In the first place, it is not a good reputation to gain that one is not making money, as it very often leads to the thought that the business is unsuccessful.

A merchant would gain a much better reputation by letting people know of the cheapness of his goods and let them say to themselves that "This is so much cheaper than I can get it elsewhere," and let them believe, if they will, that it is your regular business to make such prices on all kinds of goods.

Some Reports on Display.

It is certain that window dressing is one of the best methods of advertising dry goods and of attracting attention to the dry goods store. While Mr. Hollingsworth advises you in detail on this subject in another department of this paper I wish to offer some

general observations which appear from my experience to be desirable. More and more of the dry goods stores all over the country are enlarging their facilities for good display, and each season I notice that many stores which have before paid no attention to this matter are going into it very largely.

The shape and size of show windows have a great deal to do with artistic dressing, some stores having much greater opportunities to display goods to advantage than others which have very little store frontage in which to use large, or well-arranged windows.

There are, however, many practical points which every store that has a window at all may observe and which will add to the effectiveness of their window displays if adopted.

In the experience of city merchants the most attractive thing which can be placed in a show window is something living or in motion. Inanimate displays of dry goods can be made very beautiful or very striking, if properly arranged, but the public generally has a great curiosity to see anything living, or anything in motion, displayed in a show window. People are much more interested in the manufacture of goods than is usually supposed and they often will stop in front of a show window to see something made, when any ordinary display would never catch their eyes. The metropolitan stores all recognize this fact and very frequently have windows dressed with living persons in them, or at least with articles and implements which are used in manufacturing the different goods displayed.

About the holidays, particularly, we see in most of the large stores displays of this character, such as a spinning wheel turned by an electric battery, or a crank worked by someone concealed in the window.

Almost anything of this kind draws the eyes of the passers. If a live person be placed in the window, performing some of even the ordinary acts of life, a great number of people will stop to look; for instance, an old lady (or a child) sitting in a rocking chair knitting, with different kinds of floss and knitting silks displayed around her, would make an excellent advertisement of these goods, and would draw a hundred times more people to see the display than any fancy show of knitting silks without the old lady would attract.

There are so many different ways in which a window display of this kind can be designed that it is impossible for me to mention them all. Any person with a little ingenuity can easily think of something different from what has been used before and put it into practical operation in a show window connected with some line of goods.

How Trade Is Directed.

Some dry goods stores do not place price tickets on the goods which they display in the windows. I think this is a mistake in all cases where the goods sell at a low or a medium price. It might not be well, in cases of very expensive goods, to place the price upon the article, as this might have a tendency to cause many persons in the lower walks of life, who do not know the value of goods, to consider the store a high-priced one. But, on all goods which sell for a popular price, there is nothing like having a neat price ticket, so that persons looking into the window can get some idea as to the prices at which you sell the goods. Particularly if the articles are bargains it is well to make a liberal display of prices.

A window, to some extent, can direct the class of trade which you wish to patronize you. If you are seeking after only the very fine trade, a display of very fine goods and novelties, without prices, will be apt to cause such persons who

buy these goods to call into your place of business. If you are seeking after those who wish bargains, then you should dress your windows entirely with bargain articles, marked at very low prices.

SUCCESS OF THE NEW IDEA.

Very few drygoodsmen will ask, when the term "The New Idea" is used, to whom it applies. The phenomenal success of the New Idea Pattern Company has made its name familiar to the dry goods trade of the United States and Canada. In the six years that this company has been in existence it has been on the move, not because "it is cheaper to move than to pay rent," but for the reason that just as the New York and Chicago offices would become comfortably settled in new quarters the growth of business made another move necessary in order to obtain sufficient room.

Every business man knows that ideas are as valuable and as necessary as capital for the success of any business, sometimes more valuable.

In the paper pattern business the new idea that won success was a high-grade accurate pattern to retail at 10 cents, with handsome profit to the retailer, no contract required from the dealer, and full control of the business in his town.

Mr. J. W. Pearsall, the founder and president of the company, knew that these ideas would win, and that they only needed publicity to attract attention and obtain support. For this reason he became a large user of space in trade journals, and has from time to time increased his advertising appropriation, and backed it up by such progressive and aggressive methods that New Idea patterns are famous wherever the English language is spoken in the western hemisphere.

The increase in New Idea pattern business for 1899 was over 50 per cent., and 1900 promises to beat this record.

JAPANESE SILKS AND MATTINGS.

K. Ishikawa & Co., Toronto, report that Spring business has opened up fully as well as they anticipated. The total amount of Spring orders for both silk and matting which has been placed already is considerably larger than any previous season. Their stocks of silks were received quite early this year which has enabled them to finish their shipments of Spring silks already. They are now receiving repeat orders for printed Habutai and printed Pongee silks, which are very well thought of throughout the country for Spring and Summer dresses.

Plain Japanese silks in pink, blue, cerise, brown, grey and other fashionable shades are also selling well.

Japanese corded silks have been well taken by the trade again this season after having disappeared from the market for five years. K. Ishikawa & Co. have already disposed of a thousand pieces of this material, and are still experiencing a steady demand for it.

The matting trade is satisfactory in every respect. After having finished making deliveries of their Spring orders in February, this firm are now receiving numerous repeat orders in the medium and lower grades.

The Treherne, Man., W.C.T.U. has passed a resolution requesting merchants to prohibit smoking in their stores, claiming that dry goods, groceries, etc., retain a disagreeable odor long after purchased, and that they object to purchasing goods thus contaminated. Those of the merchants who fail to comply are threatened with a transference of patronage to those who do.

If you were not here in February you will come early in March to see us, and at the same time take in the Millinery Openings. **NO**, we are not a Millinery house in the sense you mean, but we have:

Silk Laces. specially selected for Millinery purposes.
 Ribbons. specially selected for Millinery purposes.
 Trimmings, specially selected for Millinery purposes.
 Silks, specially selected for Millinery purposes.
 Velvets, specially selected for Millinery purposes.
 Velveteens, specially selected for Millinery purposes.
 Veilings. specially selected for Millinery purposes
 Chiffons. specially selected for Millinery purposes.

Many of the best millinery houses have a ladies' underwear department, and come to us for Ladies' and Misses' Underwear, in Cotton, Natural Wool, Lisle and Silk. These bought, they want Hosiery and Gloves—departments in which we excel.

Shipments of Lace, Embroidered Edgings, Insertions, All-Over Laces, etc, which should have been here weeks ago, are now invoiced and will reach us early in March.

Our Silk Fringes in Black and Colors, and Combination Bead and Silk Fringes, are the most fashionable trimmings of the day.

Sash Ribbons in Satin and Taffeta, Nos. 40, 60 and 80, are in 9-yard ends. You will want them soon. The quantity is limited.

Give your buyer positive instructions **to buy our White Goods.**

White All-Over Muslins, White Goffered Muslins, White Tucked Muslins, Fine Persian Lawns, Tucked Lawns, White Organdies, Nets, Piques, Cords.

We continue to receive daily, from all parts of Canada, **large orders for Dress Goods.** It could not be otherwise. Our stock comprises the handsomest goods shown in Canada.

BROPHY, CAINS & CO.

23 St. Helen Street

MONTREAL.

THE KID GLOVE TRADE.

THE QUESTION OF VALUES.

JUDGING from the standard of prosperity in other lines, gloves have not held as prominent a position on the money-making side as have other lines of goods; still, compared to past glove conditions, business is good, says *The New York Economist*. The scarcity of raw material, stiffening of price for skins, increased labor valuation, and general prosperity of the country, have succeeded in giving a value to goods which did not exist a few seasons since. Business is fair in the importing lines, but, in the words of a prominent importer, "We would like to meet a man who has made more than a living out of the importing glove business during the past two years."

The *Economist* maintains that such conditions are not only wrong, but decidedly unsatisfactory. If, in the good years which we are enjoying to-day in other lines, we are not able to lay by enough to supply ourselves with reserve against the poor years, which, however undesirable, are apt to come, the situation is logically not a very business-like one.

THE RETAILER'S POSITION.

The retailer has very little to complain of; he gets a great deal for his money, insurance added, as a rule, against loss by damage, and business for him is made easy in every sense of the word. All the retailer's troubles in the glove question are made by himself. If he hasn't got sense enough to decide which goods his trade wants, or to take care of the goods after he receives them, or to advertise them properly, then he should go and start a soap factory.

The importer certainly has done everything to make life easy for the retail glove seller. We know of no further concessions that can possibly be made. If the retailer knows of any concessions, or can think of anything which he hasn't got already, we would like to hear from him, because we are positive that the glove trade is curious to know what else could be expected of it.

However, the retailer is making a great mistake. Having everything in his favor, he fails to understand how to increase his profit in glove selling and bring his business to a higher standard. This, however, is not his fault entirely. It is the fault of the importer and wholesaler who have guaranteed gloves at every price to the retailer. The only line which has escaped this universal guarantee is the lowest grade of Schmaschen. Even here some protection has been offered by week-kneed importers.

The retailer, however, leaning upon this offer of the importer to make good, has unwittingly dropped his own possible profits in his eager desire to undo his competitor, to give his customer something for nothing, or nearly nothing. The line of gloves guaranteed at retail was pushed down and down until almost any glove, at any price, is guaranteed to the customer at the counter. The foolish notion of pleasing trade, at whatever cost to the house, was pursued in the glove lines until it became an absolute folly. Retailers of note found themselves doing things so against right and business-like procedure that they have absolutely become ashamed of themselves.

MISTAKES IN SELLING.

"Man-afraid-of-his-customer" would be a good title for the average seller of gloves. The writer of this article was a witness to a scene in a New York store where a customer

more fully conveys the folly of the guarantee idea than any amount of mere argument.

In a prominent 23rd street house a customer was engaged in a controversy as to her right to have a third pair of black suede gloves given her, owing to the faults which her own peculiar manner of wearing discovered in the two previous pairs. Originally paying \$1.60 for the black suede gloves, which, by the way, is the most delicate of kid fabrics, especially when dyed black, this woman had the effrontery to insist upon a second substitution for the original pair.

In the construction of suede the surface skin is removed and the spongy soft texture of the under skin is retained, which is treated and then dyed. Fabrics so produced are necessarily very susceptible to damage, and weak spots are quickly penetrated by the surface dye, which, hardening the under texture, is liable to crack or break it, even in the very best quality. It will thus be seen that to guarantee black suede gloves is pure folly, yet this house has given a second pair to a woman.

Noticing the hand of the person claiming the gloves, the writer saw that it was fat, pudgy and spongy, the kind of a hand that pressed into a glove will burst it immediately. Few glove fingers are made to fit such fists, yet the management of this department gave the second pair willingly, and, no doubt, upon an appeal to the office rather than have any trouble, the third pair was also conceded.

A POOR BUSINESS POLICY

It is just upon such ridiculous and dangerous practices that the glove guarantee business has forced its way along. The average dry goods house is without repairing departments, and endeavors to recover from the importer the price of ill-made lots of this character.

The desire to please the customer and keep her in good humor, is, of course, first and foremost. To do so, however, at the expense of good practices, is a poor business policy.

The next disposition of the retail department is to evade the losses so incurred and shoulder them upon someone else. Retailers to-day who refuse to give importers and manufacturers the benefit of having their brand name appear in gloves sold over the counter, should scarcely expect these same importers and manufacturers to stand good for the weak-kneed practices of the retailer.

There is right and wrong in every line of business, and we feel that though the practice is not general, there are instances in which the glove importers and manufacturers are indulging their customers to an extent that is not only foolish, but will eventually work certain injury to the entire trade.

To bear out the statement, we have only to allude to the fact that the percentage of returns from the various retailers is quite divergent. There are houses which conduct their business so that the returns of damaged goods are hardly worthy of consideration.

On the other hand, retailers of equal size, handling equal quantities of similar grades of gloves, will make claims on large quantities of goods in proportion to the amount purchased. Here are contradictory conditions which speak for themselves, and clear the view as to the real cause of this serious loss to importers.

The second condition shows a house in which principle is not as essential in their consideration. To please the customer at someone else's expense is evidently their dishonest and unfair game. The glove importers are, no doubt, to some extent responsible for this trade dishonesty, and it is our sincere hope that by removing the guarantee from lower-grade goods, such abuses will be eventually done away with.

The Merchant and Credit.

Editor DRY GOODS REVIEW.

DEAR SIR,—The advantage to be derived from confidence between retail and wholesale merchants struck me so forcibly in reading Mr. J. Fraser Macdonald's article, and in covering the matter so fully, he leaves very little to be said. I simply write to endorse it.

"My first word to all men and boys is, don't get into debt. Starve and go to heaven, but don't borrow. Try first begging. I don't mind, if it is really needful, stealing, but don't buy things you cannot pay for."

This is the advice of the late John Ruskin, and it should govern many people starting in business. They are referred to more particularly as want of experience may lead them astray. Mr. Macdonald's article should be very carefully read and considered by young firms, meaning young men having recently commenced or about to commence business on their own account. The apt advice of a western man who made millions by adopting its principle is offered young men, here it is: "When you go into the world you will meet many sharp, tricky, crooked men, but you will find they always die poor. If you can form a character and establish your credit, there can be no question about your ultimate success. Most failures in life are due to deficiency in character and a consequent lack of credit."

The methods under which business is now conducted have been so very much changed within the past quarter of a century

that too much attention cannot be paid by a firm to its credit. In the old days, merchants visited the wholesales in person, picked out their purchases and generally had a pretty good idea of the quantity of goods and value of their bills before they left the warehouses.

Now, however, it is hardly necessary for a merchant to leave his town. He is waited on by nearly every house looking for business, and he may think that if he is refused credit for what he wants from one he can buy from another.

Doctors say that pain is a blessing in disguise, and if a slight injury to his commercial pride is the means of bringing to his notice that his credit is impugned, he will be wise to hesitate and have it established on a solid basis with the doubting firm before he makes it worse by increasing his liabilities without improving his assets.

Overbuying is in most cases the cause of poor credit, and want of attention to the copy of orders given is one of the main reasons for it. Another reason is in doing business with too many houses, also an unreasonable desire to have control for the town of every good thing shown. To get control, it is necessary to buy largely and it frequently happens that the "good thing" is quite the reverse.

When the time for payment falls due, comes the request for renewal and then is the time when a merchant should know just how he stands financially. When the purchase was made it was a straight buying and selling transaction, but when the renewal is asked for a merchant has no excuse for refusing a statement of his position, if it is asked.

JAS. P. MURRAY.

Toronto, Feb. 28.

DRESS GOODS

Special attention is called to our splendid display of Dress Fabrics for coming season.

STOCK COMPLETE.

White Piques--- 4 Special Numbers at 8, 10, 11½ and 15 cents
Selling fast—send for samples.

Linen Crash Suiting--- Our 9¾-cent line is having a big run.

Inspection invited this month.

All departments fully stocked to meet wants of early buyers.

Knox, Morgan & Co.

Wholesale Dry Goods.

HAMILTON.

❁ WINDOW AND STORE DECORATING. ❁

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

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

LINENS.

DURING the next few months housekeepers will be replenishing their stock of linens and it behooves the window-trimmer to do his utmost towards securing the trade of linens for his firm. The linen department ranks next to the dress goods department both in value and interest. The linen stock affords a source of supply for materials with which to dress the window, exceeding all other departments in the establishment.

The great variety of qualities, widths and colors of the fabrics, the number of varieties in the forms and styles of napkins, etc., the beauty of the displays possible from their harmonious colorings and combinations, and the ease of management and grouping all continue to make them favorite objects for window exhibitions.

Composed as they are of goods indispensable to the furnishing of the household, they are always of the greatest interest to the chief patrons of the store, and the best audience of the windows, viz., "the ladies." Linens consist mainly of snowy white goods and the window-trimmer has an easy time in the arrangement of color scheming as almost any pretty shade serves the purpose for the background.

Towels, napkins, doilies, etc., form choice lines wherewith to carry out pretty designs, as they can be folded in so many artistic ways. The illustration on page 22 shows a neat, stocky, linen sales window. It is arrayed on three flights of steps. This style of display does not necessitate a background and is a change from the ordinary. One big mistake made in this display was the non-appearance of price tickets. I consider this trim robbed of its effectiveness on account of no price cards. The large card on bottom of trim reads

EXTRAORDINARY SALE OF RELIABLE LINENS "

While this may be all right to a certain extent, I am sure this card would not be the means of inducing one customer into the store to buy linens. Had every piece of table linen shown in this pretty display, borne a card reading similar to this:

" 'PURE FLAX,' 72 INCHES WIDE, EXTRA FINE
VALUE, 50C. YD."

I am sure it would have proved more of an inducement to the onlooker to purchase, and have added greatly to the attractiveness of the trim. The towels could have been ticketed like this:

" PURE LINEN TOWELS, GOOD VALUE, \$2 DOZ."

The table napkins might have been ticketed with a nice neatly printed ticket reading

" SATIN FINISHED TABLE NAPKINS,
DINNER SIZE, \$2 50 DOZ."

If they had been advertised in the newspapers, every card might have read

" AS ADVERTISED," ETC.

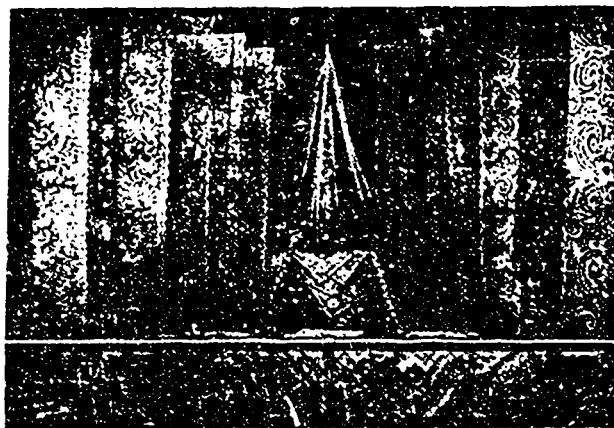
I always consider that if a merchant has not marked his goods at too high a figure, he should not be afraid to tell the people the prices of them. A dining-table covered with a linen tablecloth and spread with a tea or dinner set makes a good centrepiece for a linen display. Flowers and palms also add to the beauty of a linen trim.

UPHOLSTERY GOODS.

Housekeepers are beginning to think of Spring house-keeping and rearranging at this season of the year, and one of the things generally foremost in their minds is the changing and the replenishing of this room and that throughout the house. Some are moving into new houses, others are furnishing flats. These require new carpets, new curtains, portieres and furniture. These lines have to come under the window-trimmer's notice, and displays of same are to me made attractive as well as the other trims. The richness of coloring and beauty of design exhibited in these and all their varied forms and qualities would render them objects of admiration and interest, even if they were not so widely used.

In these days when so many houses, hitherto strangers to artistic hangings of this sort, are blossoming out with the new and better forms of drapery, nothing is more attentively viewed than upholstery exhibits.

Furniture coverings especially serve as great materials for beautiful and striking display. Curtains, rugs and tapestries



LACE CURTAIN DISPLAY.

do not require any pains in draping, the particular style may be left to the tastes and the ingenuity of the dresser.

In showing lace curtains and curtain muslins it is always well to show them over pale blue, pink, yellow or green colored cambric or tissue, in order to give a tone to the curtain and prominence to the pattern.

In tapestry and other heavy fabrics no pins should be used when the weight of the goods is sufficient to hold the folds in their proper positions.

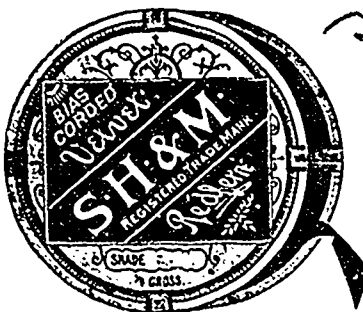
An effective way to display lace curtains is shown in the illustration on this page. Strings or wires running parallel across the top of the window are tightened about a foot and a half apart. Curtains are hung on these one behind the other, each one being pulled the width of its border towards the centre of window from the one in front of it. The bottom of

THE TRADE MARK

“S·H·&M·”

stamped on the back or printed on the label of Bias Velveteen Skirt Bindings is recognized everywhere in the United States as a **GUARANTEE OF SUPERIOR QUALITY AND WORKMANSHIP**, and it is only a question of a short time when that trade mark will be equally well recognized throughout the Dominion of Canada. It is put only upon Bindings made from a Velveteen woven expressly for the purpose, and the workmanship upon which is unsurpassed. You will find it much more convenient and far more profitable to handle the S. H. & M. Bias Velveteen Bindings, which are perfectly made and supplied to you all ready to cut off for the consumer, than to take the time and trouble to cut off piece goods which were originally designed for millinery or trimming purposes only.

WE CARRY IN STOCK AT OUR TORONTO WAREHOUSE



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

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



The STEWART, HOWE & MAY CO.

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

24 Front Street West, TORONTO, ONT.

MANCHESTER, ENG.



FIELDING & JOHNSON'S
Knitting and Fingering Yarns

Noted for Softness, Fullness and Wearing Properties.

KNITTING

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

In Spindles, or Banded
 and Boxed

FINGERING

In Six Well-Known
 Qualities.

STOCK IN MONTREAL.

Careful attention to Letter Orders.

Sole Agents for Canada

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

McINTYRE, SON & CO.

13 Victoria Square,

Importers of Dry Goods and
Manufacturers' Agents.



MONTREAL.

DEPARTMENTS.

Dress Goods

Linens . . .

Smallwares

Silks ^{and} Velvets

Linings and
Muslins

Trefousse

Kid Gloves

Rouillon

Kid Gloves



Careful attention given to Letter Orders.

TORONTO OFFICE :

25 COLBORNE STREET.

WINNIPEG OFFICE :

McINTYRE BLOCK.

WINDOW DECORATING—Continued.

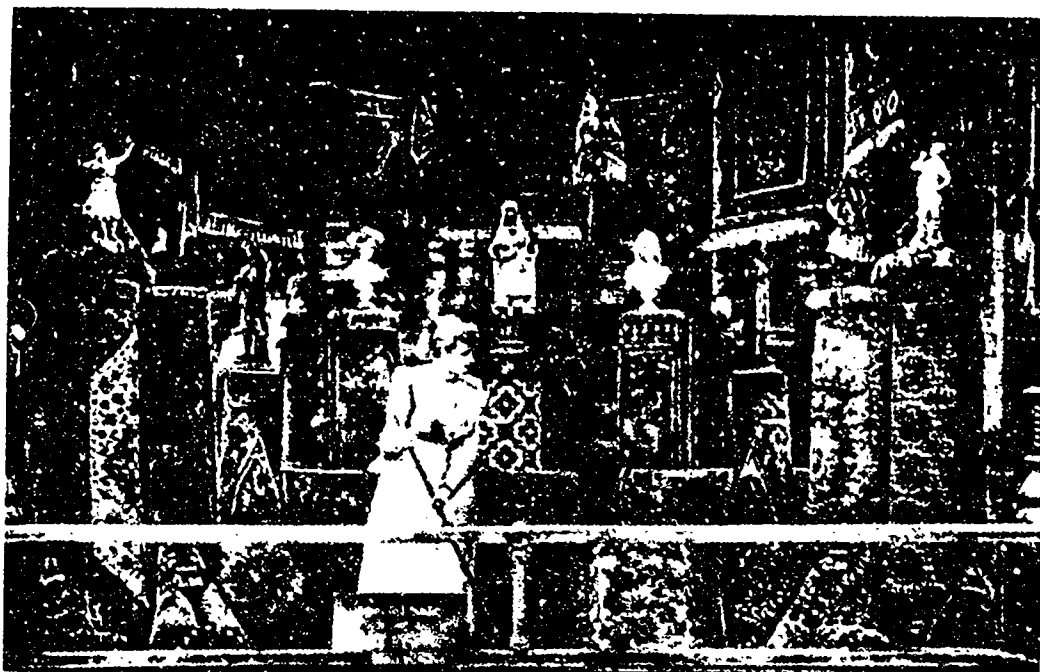
window is filled in with others on stands. These could have been opened out on stands covered with some light-colored material or of different colors.

Each of these curtains should have had a nice price card stating the kind of lace and the length, etc. For a mixed display of this kind a few nice lamps with pretty colored shades would have made up a fine display. Pictures on easels would show up well with a curtain display of this kind.

Another catchy show could be made by leaving the lace curtains as they are and filling in the centre with pretty filled screens. In fact, almost any line of goods belonging to this class could be shown along with a backing of white lace curtains.

A pretty lace curtain display is made by showing them all over apple-green tissue paper or cambric.

Carpets are generally shown in rolls or opened out with border put around them to match. It is advisable, I think, to show one kind at a time, instead of mixing brussels, tapestries, moquettes, xminsters, wiltons, etc., all together.



A WINDOW OF CARPETS.

The better plan is to take a whole window each day, say one day brussels only, next day tapestries, and so on. When they are all shown together one cheapens the other in appearance.

Mats, of course, look best by themselves, but can be shown along with rolls of carpet.

The above illustration conveys an idea of how a pretty, effective trim can be made by a combination of rugs and bric-a-brac. Carpet sweepers go well with any carpet display, but if there is sufficient stock to draw from, a display of sweepers alone will be found preferable.

The best way of showing furniture is by carrying out the idea of a furnished room. I have found this a very good plan. For instance, if I want to show a bedroom set, I first get a neat wall paper suitable for a bedroom, and cover in the back and sides of the window. Then a molding to match; then pictures, curtains, chamber set, toilet article, for bureau, pillows, counterpane, and everything necessary to furnish a bedroom.

This shows off the suite to perfection, and, in several instances, has sold the whole outfit just as it was, carpet and

all. The same idea is applied to dining-room and parlor sets. Odd fancy pieces of furniture can be placed in a display of beautiful coverings. These should not be many, just two or three choice pieces.

Furniture sales window displays should always be well ticketed.

In making a display of Chinese or Japanese rugs or matting, a good idea is to make it a strictly oriental window. Lanterns, parasols, bric-a-brac, fans, etc., give it the oriental appearance, and displays of this kind always attract.

STRONG BACKGROUNDS.

The effectiveness of a background, says The Chicago Dry Goods Reporter, has much to do with the attractiveness of a window display. The simpleness of a background of many a valuable painting may lead one to believe that the background is of little importance, but to get this simple and just right background no doubt required much thought on the part of the artist. Many an otherwise handsome picture is spoiled by an inappropriate background, just so with many a handsome window display.

By considering the work of some of our expert window artists, many of the displays are so simple that one wonders what there is to the picture that makes it so attractive to the eye. By carefully examining the picture it will be found that each essential feature is brought out in harmony or pleasing contrast with the other. The background is what pushes the display to the attention of the eye. To carry out its mission it must be right.

Some windows may show up best background by a mirror; others will flatten out with a mirror background. It is a study just as every feature of window advertising is. The result depends upon the picture you present and the impression it makes.

To construct a background, divide the space into sections of about 12 inches. Cut white bunting into stripes a little wider than the spaces, run a shir thread through both edges. Then arrange these strips of bunting on the background, adjusting the shirring to produce the wave effect. Pleat a sunburst where the circles are to be arranged. Then cover 2-inch strips with bright red, and fasten them in place. For the top, cover a 6 inch board with bright red. The circles should be made of boards and puffed with white bunting; then fastened in place about 4 inches out from the background. The space between the circle and the background should be filled in. A decidedly rich effect can be produced by using white sateen and red velveteen. The contrasting color can be selected from any of the many which go with white. Black



**SILK
FRINGE**

The
Fashionable
Dress
Trimming.

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

ALSO . . .

NOVELTIES

—IN—

Fringed Ornaments
for Skirt and
Waist.

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

—MANUFACTURED BY—

MOULTON & CO., 12 ST. PETER ST.,
MONTREAL.



M. MARKUS

30 Hospital Street,
MONTREAL.



Have you studied this Trade Mark?

THE LION'S STRENGTH,
THE EAGLE'S CLAWS,
THE BRITISH FLAG.

Who Can Beat Them?

This refers equally to our quality of goods and prices.
The wholesale and manufacturing trade must know that
we carry a complete stock of

**Trimmings and
Smallwares**

Such as. Buttons of all descriptions, for overcoat, coat and vest,
pants, overalls, jumpers, mantles, dress, blouses and shirts, cap
and gaiters; Buckles for pants, vest and bicycle pants; Pant Clasps;
Hooks and Eyes; Rubber Tissue; Chalk, Wax Crayon, and Drafting
Lead; Chain and Woven Hangers; Mohair, Plain and Fancy Braids;
Name-Interwoven Labels for clothing, shirts, hat and shoes; Silks,
Serges, Satins, Collar Velvets and Velveteens.

SAMPLES ON APPLICATION.

For Import our Samples are ready for the Fall Trade, 1900, in
German Mufflers, Hosiery and Gloves, Linings, Mantlings, Dress
Goods, Felt, etc.

THE
Northway
GARMENT

**CANADA IS
NOW IN THE LEAD.**

It should have been so long ago.
Canadian Merchants and their custom-
ers have lacked reliance in Canadian
ability to produce as good as could be
procured in a foreign market. In Ladies'
Tailor-made Coats, Suits and Separate
Skirts we have changed the whole tone.
Continued success will only come in pro-
portion as we deserve it. The basis of a
retailer's prosperity is merchandise.

If the goods are not worthy all else
fails. That idea is the keynote of our
plans.

The result appears in the apprecia-
tion which is being shown for The
Northway Garment—it is recognized as
the standard—it has no competitor
among the foreign or domestic goods in
the Canadian market—leading mer-
chants are giving it their decided prefer-
ence.

We have worked—we have studied—
we have travelled—we have gath-
ered around us skilled labor, the
most skilled procurable—to bring
this newer and better state of
things about.

If you want to know more about
these goods before our traveller reaches
you, write us.

**JOHN NORTHWAY
& SON, LIMITED**

32 Wellington St. West
TORONTO.

WINDOW DECORATING—Continued.

and white with yellow or deep lavender centres for the circles would prove an effective background for mourning goods or bright colored silks.

The colors to use for a millinery showing are white with deep lavender trimming and yellow or lavender sunburst. Construct about nine pedestals, with about a 12-inch square base and a round top. Cover these with white bunting and trim with contrasting color. These pedestals should be of three heights and three of a height. Arrange them in the window, the lowest ones near the glass. On top of these display trimmed hats arranged on millinery display stands. Fill in the base with flowers and other trimming novelties belonging to this line. The white circles, as well as white spaces of the background, might be made even more effective by arranging violets or other flowers on them.

For corsets, much depends upon your forms, and the color of the corsets you wish to display. If the forms are black and

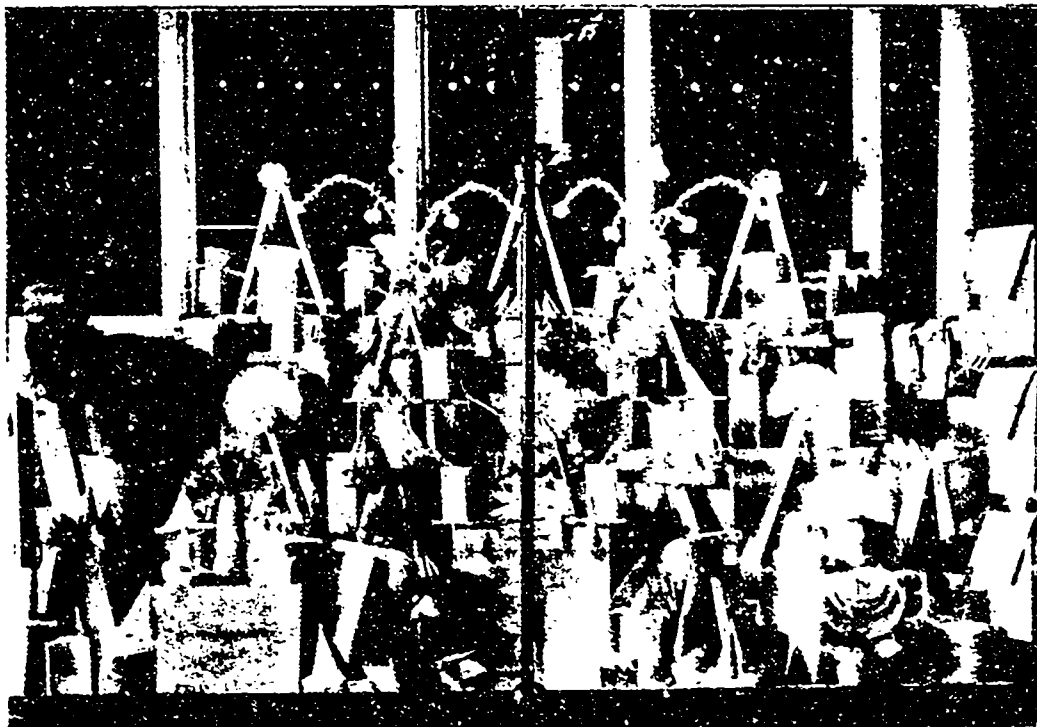
hanging them in slanting position, toes pointing outward. Then arrange three rows of tacks in the ceiling running parallel with the glass. These should be about 12 inches apart. Attach to these tacks black silk thread, forming three loops to each two, the loops to be far enough apart to hang three shoes one above the other; the lower shoe about 18 inches from the floor. Cover the base with bunting. Then place your shoe display stands and arrange shoes on them. Always fill shoes with last, shoe form or curled hair, before placing in the display, because no shoe, even the finest, shows up to the best advantage unless properly lasted. Each shoe should have a price card, and each price card should have the lot number of the shoe upon it, so that customers can designate which shoe is wanted, without taking you outside to show you.

MOURNING GOODS DISPLAY.

A neat and distinctive window of mourning goods at this time may prove productive in several ways, direct business, and impress upon the minds of the people that yours is the

store which pays special attention to carrying the goods that make up this feature of the dry goods business. There is little to show now in the millinery department, and as this line receives little display during the millinery season, it's well to create a little interest by showing this line now.

In designing a display of mourning goods it should be kept in mind that it is easier to crowd a display than to show too few goods. With your window all cleared and cleaned scrub by covering the background with white bunting or



TASTEFUL DISPLAY OF LINENS.

you show black and yellow or red trimmed corsets, white and red or yellow, or yellow and black background would answer best. If forms are red and corsets white, use white and red background. If, as many show them now, your forms and corsets are lavender, use white and lavender.

To present something strikingly pretty for dress goods, work out the background in soft light grey and trim with pink or crimson. Then select a few neat grey dress patterns and drape them over drape forms. Tuck a bow of white ribbon, pink or crimson, on each pattern, with a neat price card. Letter one large show card reading: "The always neat and pretty greys rightly priced," and arrange it in the centre of the window near the glass.

For shoes—Color combinations that show shoes to the best advantage are white and yellow, orange and light yellow, white and red, or cerise and sage green. With your background finished, arrange on the circles infants' fancy soft-soled shoes. In the spaces of the background arrange ladies' fine shoes,

bleached cotton flannel, pleating it nice and even. At the top and in the centre of the background fasten a half circle about the size of a wagon wheel felloe, slanting it slightly upward. Across either corner arrange a smaller half circle the same way. Cover these with white cloth. Then drape a piece of black dress goods (nun's veiling) by throwing a double fold over the centre of the centre hoop, then carrying the ends to either corner. This draping must be done in careful folds. There should be nothing of a careless look about the display of mourning goods. On such white space as shows of the the three half-circles arrange a few bunches of violets. Cover the base with bleached cotton flannel; either smooth or puffed. Then arrange about three drape forms on the base of the window. Over each of these drape a piece of appropriate dress goods, and place a hat stand, or, better still, a wax figure with a mourning hat, on each form. Sparingly about the base arrange bunches of violets to complete your display.

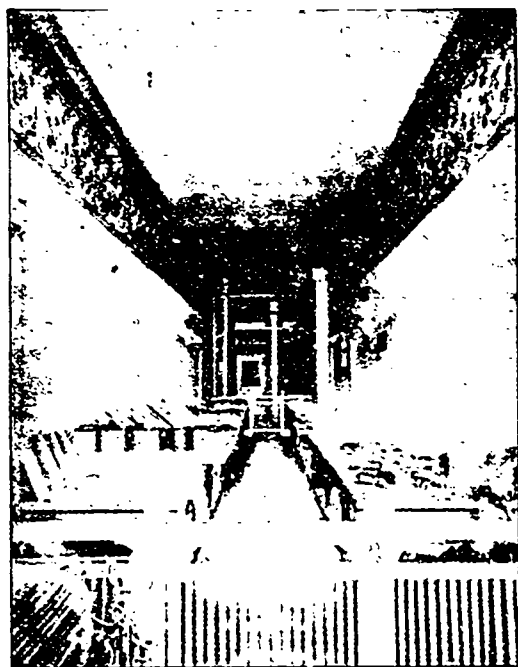
"The Lace Warehouse of Canada"

AT HOME

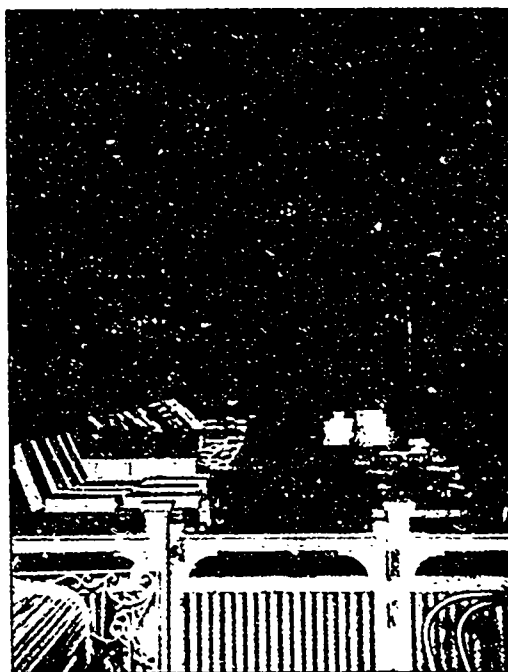
We will devote the early part of this month to our friends visiting Montreal, who will find it profitable to inspect our fully assorted stock of Dress Goods and Novelties in Fancy Dry Goods of every description.

"LETTER ORDERS RECEIVE SPECIAL ATTENTION."

KYLE, CHEESBROUGH & CO., 16 St. Helen Street. **Montreal**



Luxfer Prisms successfully lighting a store 100 feet long.



Ordinary glass made the store unrentable without artificial light.

Specified
by
Architects.
Approved
by
Owners.
Appreciated
by
Tenants.

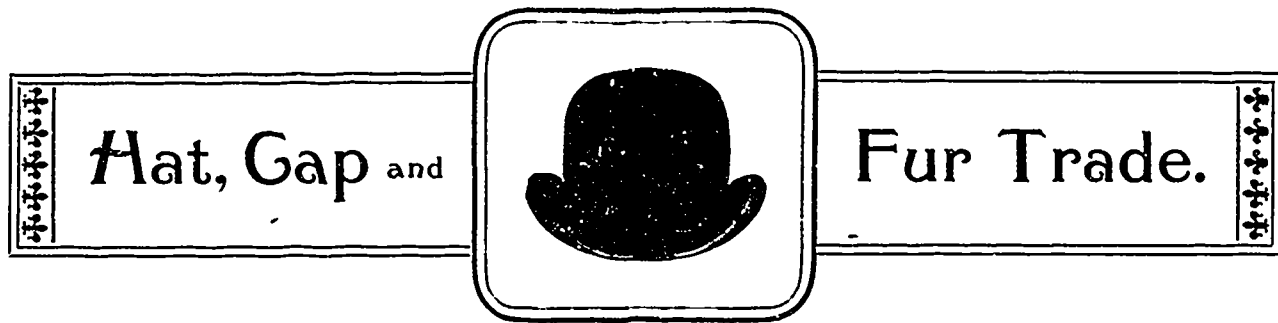
Form
Your
Own
Opinion.

A visit to our test rooms will furnish ample proof that these contrast pictures underestimate rather than exaggerate the lighting results of Luxfer Prisms. Write for our blank form and obtain an estimate of cost.

THE LUXFER PRISM CO., Limited

98-100 KING STREET WEST,

TORONTO



Why Foxes are High-priced.

A few years ago the common red foxes that now command double and triple their former prices were used extensively, mostly by manufacturers of robes and rugs. It is true that about five or six years ago an enterprising dyer tried to obtain a black dye on red foxes, and produced a few skins that, while they were used, never gave any satisfaction. By the time that his black dye was acceptable the demand for black-dyed foxes had died out, and the trade never gave the matter any thought. Black-dyed red foxes were not employed for trimming, or even fancy furs. Red foxes remained a staple for rug trade, but no other outlet made inroads on their usual quantity.

Less than two years ago, American dyers brought out a sable dye on these skins that took the country and trade by storm. One after the other of the leading dyers brought out an improved dye, until the American dye was considered perfect. From the despised red fox, a beautiful sable colored skin was produced, and the style of the whole animal scarf is becoming unprecedentedly popular with the best buying classes. Retailers, from whom the handsome articles were demanded, fell over each other in their endeavors to obtain scarves and muffs. Toward the end of the past season imported samples of the pointed silver fox were shown by retailers, and at once the very best of the buying public "took to" the novelty.

Price being no object in an article that entered from the low fur class to that equal to such furs as martens, mink and skunk, there is nothing surprising in the fact that, when as high a price as \$75 is paid at retail for a silver fox set of boa and muff, the raw material should appreciate in price. On the other hand, it is equally likely that, with an assured enormously increased demand, other sources of supply should open which may control in a measure the really surprising rise in price. We hear from the other side that Russian foxes in large quantities are on their way to this country, and, as these have been secured at about three-fifths of the prices paid for American foxes, their coming will tend to keep the price within bounds. We are told that the supply of these is practically unlimited, yet, it is doubtful whether Russians will not be as anxious to benefit by the higher prices prevailing here as the American importers.

Holders of American dyed foxes claim that these skins, which have the texture of the northwestern red fox, will not take the American dye, and that for that reason the public will have to rely on the domestic skins. Manufacturers predict a reduction in the price at the next London sale, which, by the way, is not impossible. Be this as it may, the parties waiting for a decline may perform remain out of the market during the coming season, as far as the handling of red foxes is concerned.

New York Cloaks and Hats.

Succeeding an Old Firm.

Attention is drawn to the advertisement in this issue of the firm of Edgar, Coristine & Co., who are successors to the Greene & Sons Co., Montreal, who have been well known to the trade for over 50 years. The two principals in the new firm have each had a business experience of over 30 years, and are thoroughly posted and up to date business men who will be able intelligently to cater to the wants of their friends. A representative of THE DRY GOODS REVIEW was shown through the warehouse the other day, and the assortment of all kinds of hats and caps was simply magnificent. For Spring there is a splendid and varied line of goods. They are specially proud of one novelty, which is the "H. A. and F." stiff hat. For this article Messrs. Edgar, Coristine & Co. are the sole agents in this country. The hat is in many styles—lined and unlined. Altogether the firm claim that their goods are second to none on the market, and with regard to their straws they are satisfied that they have the largest and best assortment to be found. Their travellers will be on the road in a short time with their next season's fur samples, comprising the newest lines in ladies' jackets, fur-lined pellerines, and all the latest New York ideas and designs in ladies' fur ties and collars. The trade are invited and advised to see these samples before placing their orders for the coming season.

A large Canadian Concern

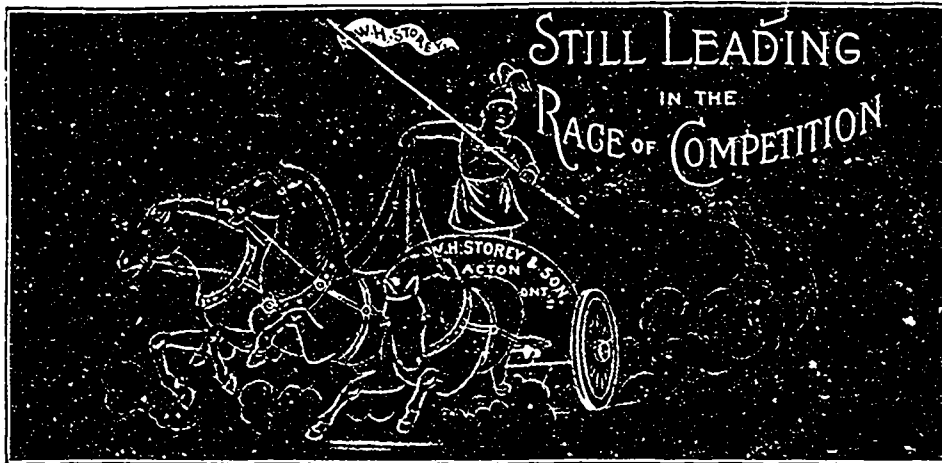
Though the past Winter cannot be called a severe one, Messrs. Jas. Coristine & Co., Montreal, report that the fur trade during the past months has been the best in the history of their business. Of course, the trade, not being weather prophets, have to buy somewhat before the question of weather can be calculated upon; but there is no doubt that the good times are specially relevant to a department such as furs, which many people regard as more or less of a luxury. The price to-day, notwithstanding the great demand, the scarcity of raw material, and the general rise in prices, is, they claim, better than at any time previous, on account largely of the competition of the factories. Their own factory is now manufacturing exclusively in wool-felt hats. This line of goods they had heretofore to purchase in the Old Country. They are turning out 200 to 300 dozen per week, the work in the factory being facilitated by the aid of the newest machinery, which is complete in every particular. Notwithstanding the recent general advances in raw material, they propose to furnish the trade with goods at the same price, or with a few advances on those of last year. This they are enabled to do by having anticipated the market. The advances are liable to be on seal and sable. The firm's employes are working day and night, and could not very well be busier than they are at present. Twenty per cent. more orders have been taken for Spring than were at this time last year. In filling Spring orders they are handicapped by the late delivery of the better

GOOD GOODS INTEREST PROGRESSIVE MERCHANTS

— Just remember our address —

EDGAR,
 For
HATS
 and
FURS.

CORISTINE & CO.
 517-519
 St. Paul St., **MONTREAL.**
 Successors to GREENE & SONS COMPANY.



Storey's Manufactures are Standard for Excellence of Material, Fit, Style, Workmanship and Durability.

GLOVES.
TRAVELLING BAGS.
LEATHER BELTS.
 For Spring and Summer Trade.

W. H. STOREY & SON
 (The Glovers of Canada)
ACTON, ONT.

BUCKLEY & SON'S HATS.

The best shapes.
 The best values and
 The best advertised hat in Canada.

Write us for the new poster just out. Automobile Carriage carrying our latest shapes.

Waldron, Drouin & Co.
MONTREAL.

HATS AND CAPS—Continued.

class of goods from England. So many steamers have been impressed recently for special service in connection with transport of troops to South Africa that, added to the great demand, conditions have made it impossible to keep up with trade. Some English houses have refused to fill early repeat orders.

Trade in a Western City. Prices are on the advance in hats as well as in other departments of men's wear, says The Chicago Dry Goods Reporter, and the retailer should ask a reasonable advance from the public, who, under present conditions, are willing to pay it, but who will not pay it unless asked. If a customer comes in and wants to know why you have advanced your \$2.50 hats to \$2.75 or \$3, be able to tell him about the advance in all material entering into the manufacture of hats. If your jobber or manufacturer demands an advance from you, any reasonable purchaser will accept the advance you exact from him. It is poor policy to try to get around this advance in hats by offering a substitute of poor quality. Your customer will not thank you for selling him a hat on which he, perhaps, saves 50c., but looks "seedy" almost from the start.

Stiff hats are evidently coming into favor more than has been usual during the past few years. Last Fall the stiff hat demand was materially better than last Spring, and this season the demand from all over the West is regarded as satisfactory in every particular.

Straw hat manufacturers enjoyed the best year for 10 years past last year, and are preparing for even a better trade during 1900. Crash hats, which have been worn to a considerable extent during the past few years, are dying out, and, it is expected, that this will benefit the straw hat trade a great deal.

Do you advertise a "special" in your hat department to retail at \$2 or \$3, so that anyone in town may know where he can get a certain value at a fixed price? It is a good idea and one that will build up a permanent hat trade provided good value is given for the money. A number of Chicago hat stores carry nothing but certain grades, and the \$2 and \$3 hat stores are very popular. This idea can be carried out in the departmental store as well as in an exclusive furnishings or hat store.

Poster and Window Cards.

A handsome and attractive poster, something quite unique in the hat trade, has been got out by Messrs. Waldron, Drouin & Co., wholesale hats and furs, Montreal, for the Spring trade. It is a large illustration in colors of a motor carriage, with two occupants, making its way along a park road, and the awning over the carriage is a stylish hat, one of Buckley & Son's English makes. Any dealer who wants a copy of this handsome poster can have one by dropping a card to the firm. Messrs. Waldron, Drouin & Co. have also issued some beautiful window cards, and dealers who display hats, either in the windows or inside the store, can profitably use them to sell goods. It is by features of this kind that sales are increased.

The London Fur Sales.

Canadian buyers who attended the fur sales in London declare that it was a very exciting experience this year, owing to the high prices that prevailed. Talking to Mr. James D. Allan, who has just returned, THE DRY GOODS REVIEW learned that it was the most buoyant sale in his experience of over 25 years. Some of the highest prices realized do not appeal to experienced buyers as being on a reasonable basis. For instance, the prices paid for seals, showing an advance of

50 per cent. on previous prices, seem absurd and suggest a little cornering. Then, in the matter of foxes, one silver fox sold for £390 sterling, a perfectly unheard of figure. In the matter of Persians, the first point is that these are in universal demand, as it is probable that English, French and German demand for this fur will be large. Advices from Bokhara state that many lambs died in birth and the mothers died also, and now in Russia they are asking 83 roubles for skins which were bought at 53 a short time ago. To illustrate the great increase in the use of Persians it may be mentioned that small German dealers who usually consume about 200 skins would buy 1,000.

Mr. Allan states that all the China stuff has gone up in price and the advance in goats was due to the small quantity which came forward and the demand for it. Astrakhans of fine quality are hard to buy at all, while it may be said there was really nothing that did not sell well at the sales. The price of skunk skins went up 20 per cent and every skin resembling skunk shared in the advance. Grebe is more worn than ever before, while ermine is much in demand, as is also chinchilla. Great quantities of Russian sables were sold, but these are not bought for Canadian trade.

In furs, the business of the world is good except in Russia, where numerous failures have taken place, but this has not affected Canada—the condition in Russia being off-set by fresh demand elsewhere. Mr. Allan, who travelled through a number of countries on the continent, saw in many places the common use of furs for neckwear, etc., and there is every indication that the trade is in for two seasons at least for a great consumption of furs. As to profits, a great deal will depend upon circumstances. The firm will get their stuff ready and will advise dealers who believe they can find customers to order at once and to stand by their orders.

The Cape Soft Felt.

One possible influence of the war on the hat trade is reported by a London correspondent who says: "Present operations in the hat trade point to the probable popular revival, next Summer, of the soft cape hat, in buff color. No doubt the style is being prepared now so that it may be ready when wanted to celebrate a more or less recent victory in South Africa. It is to be hoped, however, that all our articles of attire will not be fashioned in accordance with the only possible ultimate result of the war. The victory of America over Spain was productive, in the States, of the most astounding and eye-aching designs in ties, shirts, socks and waistcoats, and I was assured, soon after that victory, in a letter from a friend in New York, that Americans had taken unto themselves the external decorative characteristics of highly patriotic Christmas trees."

A correspondent asks for the origin of the phrase as "mad as a hatter." The following explanation appears in Dr. Brewer's "Readers' Handbook": "Mad as a hatter, or mad as a viper. Atter is Anglo Saxon for 'adder' or viper, so called for its venomous character; 'ater,' 'poison'; 'atter-drink,' or 'attor-drink,' 'a poisonous drink'; 'attor-lic,' 'snake-like.' In effect, the words 'mad as a hatter' are a corruption of the original phrase, 'mad as an atter or adder.'"

A change has been made in the name of the well-known firm of G. R. Renfrew & Co., Toronto. It will hereafter be known as Holt, Renfrew & Co., the members of the firm being Messrs. John H. Holt and Allan E. Renfrew. Mr. John Bastedo will be, as heretofore, in charge of the Toronto house of the firm.

Hosiery Importers, Jobbers, Domestic Manufacturers and Retailers

are likewise interested in the following statement recently made by Jas. T. Smith, of the Lowell (Mass.) Textile School, before a subcommittee of the Federal Industrial Commission, at Washington :

“ It is not difficult to understand what an immense value to the hosiery industry of Germany the invention of the HERMSDORF FAST BLACK has been. We have developed as good a black at Lowell, but the value of the HERMSDORF dye not only depends on the chemicals, but on the methods of manipulation It is a very nice process. It gives a brilliancy to the fibre --- one of the principal reasons why the HERMSDORF dye became so celebrated.”

This report will shortly be transmitted to Congress.

Louis Hermsdorf
Dyer

*American Bureau of Louis Hermsdorf,
78-80 Walker St., New York.*

*Chemnitz,
Germany.*

*Selling Office of Hermsdorf Black Mercerized Yarns,
JOS. J. DeLONG, 396-398 Broadway, New York, N.Y.*

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.

EDITOR, Good Advertising.—I have a small dry goods store here and have a good trade, but somehow I got overstocked with ribbons and can't seem to make them sell. Could you tell me how to advertise them in some way that will help me to clear them out?

—ONT., Feb. 16, 1900.

SUBSCRIBER.

[You could make your ribbons go quickly by having some of the stock made into belts, finishing them off with brass and other metal clasps, and advertising them as such. Neck ribbons and millinery made into bows for hats are other ways of putting "live wires" through your ribbon department. If you try these schemes I am sure you will soon cease to be overstocked.]

Some time ago, a certain well-known 14th street, New York, merchant said to his advertiser: "We have the same class of goods in stock as that of A. & Co., but we don't seem to get that class of trade, although our prices are much lower."

Reason should have told this man that if he tried until doomsday to bring the A. & Co. trade down to 14th street he would not succeed, but reason did not do her duty and he is still trying. The ad. man could not tell him or he would have made for himself an enemy for life.

Moral.—Know your people before you begin advertising. Put forth such inducements as will appeal to the people whom conditions are likely to bring to your store and not to an impossible patronage.

To advertise well does not follow that one must say the article in question has qualities not possessed by anything else of its kind, but in mentioning some quality not spoken of by other advertisers. For instance, Roxbury Rye Whiskey has made a great hit because the sentence "Bottled in Bond" is used wherever it is spoken of. Nearly every whiskey, for that matter, is bottled in the bonded warehouses, but no whiskeyman ever said so. It is a clever idea, and Steinhardt Bros. are to be congratulated.

No matter how little is said in an ad., that little should be magnetic; there is entirely too much mechanical, wooden advertising done.

Merchants who are particular about having clever, up-to-date salespeople will buy newspaper space and use it in making a little feeble cry, not strong enough to hold the reader's eye for a second, much less bring in business.

I suppose that some of these merchants will wake up to this fact some time before the latter part of the next century. If they do not make use of clinching arguments they might as well throw their money away. Many a yard of dress goods has been sold through a ribbon advertisement, and in one instance a woman attended a shirt waist sale and before she

left the store purchased a grey tailor made gown to match the "pretty red waist" she bought at "such a bargain."

* * *

There is nothing under the sun better able to strengthen a veiling advertisement than to have an unusually pretty girl behind that counter to throw the various gauzes before her face while serving the customer. The sales in the veiling department of a New York house were increased 30 per cent. through this little device.

In short, nearly every line of goods must have some connecting detail in the department—something to clinch the inducement after the people are brought in the store through the newspaper.

A listless, indifferent salesperson can kill the best ad. that was ever written, and a tactless, over-attentive one can do the same thing. As the heart and lungs of the human system work in accordance, so must the advertising and the general management be in harmony with each other.

The best advertisers in the world are those who at some time have themselves sold goods.

These are they who have combined theory with practice and made their own deductions.

* * *

Cuts are a vital part of to day's advertising, and the best of drawings should be used, not the dowdy, sloppy, line cuts that can be had cheap. These are a detriment rather than a benefit. Use first-class drawings or else leave the space blank.

A snappy, stylish drawing of a woman's jacket will do more towards sale than 100 words as to its quality and value. If the drawing is poor, last year's sleeves, etc., the "unusually low price" will not have the same effect on the feminine reader. Strictly outline cuts are by far the best for newspaper use, but let the work be done by artists, not "would-be's," and half your work is done.

* * *

Originality has put in a great claim for having improved the advertising of the present day.

Judging from some of the horrible examples of "original" advertising I have seen, I believe that advertising would be justified in filing a mighty big claim for damages against "originality." True originality is a result of being natural, therefore, neither affectation nor artifice can produce it, so don't try to be original.

* * *

There are persons who can say as much in half-a-dozen words as other men can in 50. The faculty of brevity is of great service to an advertiser. Let me illustrate what I mean by brevity: During a recent cold snap in New York, one of that city's leading department-store proprietors in looking over his firm's advertising saw no mention of the large stock

GOOD ADVERTISING—Continued.

of skates on the second floor. The next morning his advertising manager found a note on his desk, reading:

“ Mr. M:
 “ Do we sell skates?
 “ S. T.”

Newspaper and other kinds of advertising space is expensive, and if the advertiser can cut an advertisement in two and preserve, and, perhaps, increase its effectiveness, he is a valuable man.

Not long since, I noticed an advertisement of a polishing preparation in a New York paper, which, for the most part, consisted of the words “ A Parlor-maid in a Bottle.” This is not only brief, otherwise clever.

A good way to acquire the faculty of brevity in writing is to go over what one has written and relentlessly cut it down to “ hard pan,” as it were, and then go over it again and cut down still more. Let me illustrate:

JOHN SMITH

Begs to notify his friends and acquaintances that he has opened a new store, where everything in Staple and Fancy Dry Goods can be found at the lowest prices. A call is respectfully solicited.

Reduced to its lowest terms, this will read.

**Call and see John Smith's new store.
 Everything in Dry Goods.**

* * *

In advertising, there is frequently a craze for being “ smart.” Cammeyer, the great New York shoe dealer, is one of the latest victims of the disease:

**“CAMMEYER”
 STAMPED ON A SHOE**

MEANS STANDARD OF MERIT.

We Talk a Great Deal About Our

U C A N B E Z

(You can be easy)



Shoes
 for
 Men,
\$5.00
 and for
 Women,
\$4.00

But the shoes deserve it. We cannot say too much in their favor. They are the best shoes in the world at the price, or at anything near the price. All the thousands of persons who have purchased them say the same thing. And you will also when you get a pair on your feet. Why delay when you have only to come here and get them, and both you and your feet be instantly and enduringly happy?

For men, Patent Leather, Black Kid Single Sole, Black Kid Double Sole, Black Calf Double Sole and Black Kid Cork Sole. For women, Black Kid, Patent Leather, Tiji Button and Lace.

Women's High Cut Arctics, \$2.00.

Alfred J. Cammeyer, 6th Av., Cor. 20th St.

The illustration herewith shows how ridiculous a sensible man can sometimes make himself. The name of Cammeyer stands very high in the estimation of shoe-buyers in New York. In fact, the words “ ‘Cammeyer’ stamped on a shoe means standard of merit,” come pretty near to expressing the truth in the estimation of the great majority of New Yorkers. But not satisfied with this, along Cammeyer comes with a ridiculous name for a shoe that doesn't really mean anything to most people. If the name “Cammeyer” is not sufficient to sell shoes in New York, the word “Ucanbez” certainly will not be much help.

If Cammeyer has succeeded in getting a new easy-fitting men's shoe, why doesn't he say so?

* * *

A great thing in advertising is to focus the attention upon some particular thing. Glittering generalities don't do much good now-a-days. If there ever was a time when they were useful in advertising, that time has gone by. These two

<p>Horner's Furniture.</p> <p>All the New Ideas.</p> <p>This is what our stock presents all the time—all the new designs and creations of the Furniture World as they are produced.</p> <p>With the approach of Spring, the incoming of new goods will be of daily occurrence from now on. But whether just from the factories or a short time in stock, our collection will be found the most attractive in the city, both from its variety, newness and price inducements—in suites as well as single pieces—from the plainest to the richest manufactured.</p> <p>R. J. HORNER & CO., Furniture Makers and Importers, 61, 63, 65 West 23d Street (Adjoining Eden Musee).</p>	<p>Flint's Fine Furniture</p> <p><i>“ My lady sitteth in a bowyer there And seweth at the seam so fair.”</i></p> <p>Our sewing tables, work-boxes and sewing chairs are suitable for the bower where she sat ' a spinning the silken twine.”</p> <p>A reproduction of Martha Washington's sewing table in mahogany has side cabinets, three drawers, partitioned sewing box in top and set on fluted legs. Other Colonial designs with large square tops, leaves to lengthen them and the Colonial bandy legs, with claw and ball feet.</p> <p>Some have quaint cloth scrap bags hanging beneath; some inlaid octagonal scrap boxes at the top sides, their lids forming part of the top. One sewing-box is composed of a large and four small boxes, which spread out or all may be used at once, and shut up very compactly. For exact Colonial reproduction you must</p> <p>“ BUY OF THE MAKER ”</p> <p>GEO. C. FLINT CO. 43, 45 and 47 West 23d St., Near Broadway. Factory: 154 and 156 West 19th St.</p>
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furniture advertisements of Horner's and Flint's illustrate this point. Both of these advertisements are about the same size, but for one person the Horner advertisement would draw to the store, Flint's would, and probably did, draw dozens. One advertisement says something a woman would be quite sure to remember. The other really says nothing, except that Horner has all the new ideas, as, indeed, he ought to have, and no doubt has, because Horner's is a first-class furniture store.

* * *

Men's Fur-Lined Overcoats.

Large assortment, lined and trimmed with mink, sealskin, Persian lamb, Hudson Bay otter and other reliable furs, at lowest possible prices.

C. C. SHAYNE,

42d st., Broadway and 6th av.

NOTE—Sealskin Caps, Gloves, Sleigh Robes and Coachmen's Outfits.

Mr. C. C. Shayne, of New York, is an advertiser who knows how to say a great deal in small space. In fact, this advertisement of his is a model of brevity and sensibility. Compare the Shayne advertisement with this absurd

GOOD ADVERTISING—Continued.

millinery advertisement. Think of a real live modern advertiser saying, "We cordially invite your inspection."

Ladies' Millinery and Hat Dept.

ADVANCE SHOWING OF

Paris Hats and Toques.

Toques, Turbans, Bonnets, Untrimmed Novelties, Etc.,
under import cost.

Beautiful line of Misses' and Children's Trimmed and Untrimmed Hats at prices that are exceptionally low.

Also a special sale of Ladies' Mourning Silk Hats and Toques, made in the most admirable styles, to-morrow, \$3.50.

For the coming season we have assembled the finest assortment of Novelties in Millinery Ornaments, Straw Braids, Tuscan, Spangle Effects and Fancy Hand-made Hats.

The Novelties we show cannot be duplicated elsewhere.
We cordially invite your inspection.

LISTER & CO., LIMITED, ANNUAL MEETING.

THE annual meeting of Lister & Co., Limited, was held in Bradford, Eng., January 30, Lord Masham presiding.

In moving the adoption of the report, the chairman said this year, for the first time for the last six or seven, they had had a rise in the value of raw material; there had, in fact, been a general rise in the value of all products, and they had shared in it. He did not think, however, that the prosperity of their firm had altogether arisen from the general improvement, but arose more from the improved position attained by the firm. They had worked a long time to establish new business and to open out new outlets in different countries, and generally doing their best to improve trade, and, in his opinion, their improvement arose not alone from the general prosperity and the advancement in silk, but largely from a really stronger and better business. The rise in silk had been remarkable—far more than they might have looked for—and was not altogether, he believed, beneficial. The advancement had been too rapid to be retained, and, if retained, he was of opinion that it would be hurtful to business. The directors, however, had worked prudently, and their stocks were such as enabled them to meet the difficulties of the situation. The directors had taken stock at cost price, and not at present day value, so that it was worth more than what it was shown at in the balance sheet. The figures in the balance sheet were not swollen by manipulating the stock, but the accounts showed the dividend to which the shareholders were fairly entitled. Some of their financial critics had expressed the opinion that they should have earned more than 5 per cent., but all he could say was that they had done their best. Mr. B. T. Gibbings seconded the resolution, which was accepted unanimously.

The chairman, in a personal explanation, said that at their last meeting he announced that he hoped this year to retire from the chairmanship of the company. He regretted to say, however, that his son, whom he hoped would meet with their approval as his successor, was not very strong or very well, and, under those circumstances, if it met with the approval of the shareholders, he would like to retain the chairmanship for another year. He was another year older, unfortunately, but he thought he was still as good in his head.—London Draper's Record.

E. G. Hall, of the Emporium, Rat Portage, Ont., is having his establishment renovated for the Spring trade. A new floor is being put in and the entire store given a coat of paint.

THE STATE OF THE MARKETS.

"One is tired of talking about it," said an experienced authority in the trade to THE DRY GOODS REVIEW, "but prices still go up. It is clear that the tendency is from the root up, being based upon rise in raw materials, and that values will be as high, if not higher, for the next 18 months."

"Take the case of cotton goods, for example. At first the idea of a corner in cotton might be suggested by the rapid rise of prices, but the trade are now convinced that the increases are based on natural conditions. Linens, too, are bound to be higher. It is said that all the home-grown Irish flax can be consumed by a single manufacturer of Irish linens. War has developed a feature not hitherto considered. Irish manufacturers have been using Russian flax for the coarser grades of goods, reserving the home-grown for the finer grades. There has arisen a demand for the Russian flax to be used for horse coverings, and this demand has sent the price up about 100 per cent., with a consequent effect upon all manufactured linens.

"The Liverpool and Manchester markets govern the price of raw cotton, and the standard price in the United States of recent years has been in the neighborhood of $5\frac{3}{8}$ or $5\frac{3}{4}$ c. A recent quotation in Manchester is about $10\frac{1}{2}$ c. Now, what does this mean? A reasonable estimate to make of the rise in price in manufactured goods, in sympathy with advances in raw material, is, at least, one third, so that if raw cotton has gone up almost 100 per cent., the manufactured materials will advance $33\frac{1}{3}$ per cent.

"Another controlling feature is the labor question. Organized labor is affecting every branch of manufacture by successful demands for higher wages. This change is taking place simultaneously with the advance in raw materials.

"In the Canadian markets, the best evidence of the condition is the scarcity of United States goods. The manufacturers there have not lately been showing cotton goods of any kind in Canada, although this is usually a dumping ground for their surplus stocks. There has been none of this for months past. The enormous advances in iron have made machinery dearer, so that every factor affecting the cost of textiles tends to a stronger market. There is no perceptible check in the volume of business, due to the South-African War, and in spite of 1900 being the Presidential year, business in the United States is still reported good. No corner in any class of raw materials is known to exist."

THE PROSPECTS OF FORT WILLIAM.

While the representative of THE DRY GOODS REVIEW was in Fort William he had the pleasure of calling on Mr. Marlette, manager of the Hudson Bay Stores, who was good enough to show him through the building. It comprises two stores with an archway joining them. One is given over to the grocery trade, and the other to dry goods; on the second floor, men's furnishings and clothing, next department is devoted to carpets and crockery ware.

Mr. Marlette said: "You know Fort William is only in its infancy. When we get the blast furnaces, copper smelters, and the Ogilvie Co. build their mill and elevator, it will make a wonderful difference. Of course, it is not supposed this will be completed much under two years."

Smallwares

THE...

Gault Brothers
Company

Department

Limited

Buyers in this popular department will be, this season, more than ever convinced that special attention given the samples of our Spring novelties will well repay them.

“SPECIALS”

EMBROIDERIES

Our extensive range of some 2,000 patterns of cambric and nainsook edgings, insertions, all-overs, flouncings, etc., **all now received** into stock, is meeting with a large and prompt sale, and, as these were all secured before the recent heavy advances, we are in a position to give our customers a decided advantage on that account.

LACES

The numerous lines of all kinds of laces, vals, plauen, guipure, torchons, etc., with a large variety of yoke nets, in white, black, and butter color, as shown by this department this season, has earned for us quite a reputation as a lace house.

MILLINERY

The attention of the millinery trade is especially drawn to the immense variety of plain and fancy ribbons in all widths, in silk, satin, and taffeta, represented in all the latest shades; also a range of fancy checks and plaid effects. Our line of fancy chiffons in all colors, in fancy crepon effect, in mousseline de soie and plain goods; also fancy ruckings, frillings, and fringes in black and colors, is a strong feature of this department.

NOTIONS

All the latest novelties in plain and fancy belt buckles, lace pins, blouse sets, beauty pins, boa holders, hair ornaments, etc., etc., are here in endless variety; also a magnificent range of beaded belts in all newest designs, in black and fancies, are meeting with quick sales.

While special attention is drawn to the above lines, we are still maintaining for this department, what the majority of buyers have given us, the reputation of having at all times one of the most complete and best assorted stocks in the trade.

The Gault Brothers Co., Limited

MONTREAL, WINNIPEG, VANCOUVER.

Sole Agents in Canada for Fownes' Gloves.

COSTUME



CLOTHS

OUR extensive assortment of fabrics for ladies' wear has been maintained by recent shipments of novelties purchased some time ago. During the past month, our large sales in these departments have borne evidence of the correctness and completeness of our various ranges in

VENETIANS

BROADCLOTHS

AMAZONS

WORSTEDS AND

SERGES, Etc.

and, while we have made arrangements which we hope will enable us to keep up our supply of

HOMESPUNS

till the end of the season, we advise early purchases to insure a selection.

Our representatives are now on their respective routes with a complete range of patterns.

FASHION PLATES in Stock (Men's and Women's).

NISBET & AULD

*** TORONTO



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CANADIAN BUYERS IN GREAT BRITAIN.

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

MONTREAL AND TORONTO, MARCH, 1900.

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

THE ORGANIZATION OF RETAILERS.

THE Ontario organization of retail merchants is again moving to bring the question of departmental stores before the Provincial Legislature. The support of the legislative committee of the Toronto City Council has been secured in promoting a bill to amend the Assessment Law so as to impose municipal taxes upon business firms in proportion to the annual turnover. If the Legislature can be got to devote attention to matters outside of mere party disputes, there seems no good reason why the proposal should not be fully discussed on its merits, and, if it commends itself to practical men, be passed into law.

The secretary of the association, Mr. Trowern, addressed a meeting at Peterborough lately, where a branch of the parent body was formed. In his address he pointed out that on such questions as insolvency bills, municipal taxation, the liability of corporations, trading stamps, and other matters, retail merchants had a deep interest, and should organize to have

their wishes obeyed. A criticism of city departmental stores was made, showing that retail merchants were suffering by reason of the misrepresentations which were put out in advertisements, etc., to draw trade away from its natural channels. The Peterborough branch has elected the following officers: President, Robert Fair; 1st vice-president, James Connal; 2nd vice-president, James Lynch; secretary, W. A. Cressman; treasurer, Alex. Gibson. The Peterborough association is thus in capable hands.

Much will depend upon the course retailers pursue. Departmental stores serve a purpose and a general attack upon them, through the press or in a similar public manner, is not always the wisest course. The man who goes hunting with a brass band does not usually shoot the most ducks. There are certain grievances which the retailer has and these ought to be remedied. Organization, a perfect understanding between one another, pressure brought to bear upon individual members of the Legislature and Parliament in the localities they represent are some of the best methods retail merchants can follow. In agitating for changes in the law—for instance, equitable taxation of stores, punishment of false advertisements, etc.—let the case be stated on its merits. If city departmental stores are denounced you hit the great consuming public in its strongest point, namely, the general desire to get goods as cheap as possible. But if a reform asked for is in itself reasonable, it commends itself to reasonable men. We believe that some approach to the German legislation against deluding people by means of lying advertisements is perfectly feasible for adoption in Canada. It would be a protection to the public and would help honest trading. That is its chief merit. That it will hit someone is a matter of secondary importance.

We have always believed that the local merchant is entitled to his local trade. To retain that he must necessarily practice the same enterprise and vigor in vogue with big city establishments. He is also entitled to protection from unfair and illegitimate competition. If asked for in the right way and by the united voice of the trade, we do not believe that any Government, any combination of powers, or any agitation can successfully resist the appeal.

CANADIAN MANUFACTURERS' ASSOCIATION.

EVERY manufacturer in Canada should inquire into the merits of membership in the Canadian Manufacturers' Association. Under the recent change in its management an entirely new life has been infused. Among some of the objects to be attained through its influence may be mentioned: Reduction in the railway freight rates, a proper and equitable insolvency law for all Canada, guarding against injurious legislation, watching hurtful tariff changes, procuring information of a practical nature about foreign markets, and many other important measures for the development and advancement of Canadian manufacturing industries.

As insurance against fire would be a failure unless the whole community paid premiums, so it is with everybody that wishes to attain benefits. Manufacturers in Canada spend thousands

of dollars annually to protect their business against an improbable fire. In the Canadian Manufacturers' Association the yearly fee is only \$10, and every measure that is considered is for the benefit and gain of every member. Write the secretary for a copy of constitution and by-laws. The association is non-political and extends over Canada, wherever there is a manufacturing district it has members, and every Province has its vice-president. On all the committees outside towns and cities are represented. The executive committee meets every second Tuesday at 2 o'clock, and members of the association are always welcome. Very commodious premises have been secured in the Board of Trade building, Toronto, where will always be found plenty of reference matter in the way of trade papers, returns, freight rates, etc.

THE LINEN SHIRT.

THERE is hardly a line in which cotton has more successfully fought linen than in men's shirts. For superior trade, the finest linen was once required for shirts, but, as whiteness became the great feature of this article of men's apparel, cotton came more and more into vogue.

In order to get a very fine appearance, it was necessary to bleach the linen to such an extent that the wearing qualities of the garments became impaired. This paved the way for the use of cotton, until now, it is said, an all-linen shirt is a rare article. Rich people, including even royalties, are now declared to have only the fronts and cuffs of their shirts made of linen, the bodies being made of cotton. Instead of ordering shirts at about \$7 apiece, one of the Rothschilds, who prides himself on being correct in every point of dress, now contents himself with a cotton-body \$3 shirt.

Is it not a strange thing that, as the world grows wealthier, the use of the most expensive grades of goods becomes less common? Hand-made goods, which are usually more durable, tend to disappear, and manufacture by machinery rules the roost. This is natural enough for the mass of mankind, who are not anxious to pay any more than they can help. But, one would imagine that, as a certain section of the people in highly-civilized countries grow richer (richer than at any previous period in the world's history), there would grow up beside them a class of makers producing goods for the luxurious classes, which could not be purchased by ordinary people at all. But, speaking in general terms, one man is nearly as well dressed as another. The average millionaire, rolling along in his carriage, is probably no better dressed than the man who walks along the street with but one-fiftieth part of the millionaire's income.

MAIL ORDERS.

THE mail-order business has developed into a great convenience in trade. This is true of both wholesale and retail. Wholesale houses now make a great many shipments in a year in response to orders by mail. The city departmental stores, as is well-known, thrive on mail orders.

What causes more trouble than any other feature in this business, is that the person ordering the goods does not clearly

state what he or she wants. The departmental stores usually assign their brightest people to look after the orders received through the mail. The wholesale houses put the duty in the hands of competent men.

But much depends upon the purchaser. If he or she makes a mistake, or does not give a definite description of the lines required, how on earth is the person filling the order to supply the omission? "I am not a mindreader," said a clerk to THE DRY GOODS REVIEW one day, handing over for inspection an order just received: "so how can I tell what was in that man's mind when he wrote that order?" It was well-nigh impossible to know exactly what was wanted. However, after careful thought, a certain line of goods was deemed the one required, and, as prompt shipment was requested, it was sent out. It proved satisfactory, at least no complaint was ever made.

At the same time, purchasers, whether in the trade or merely individual consumers, ordering from a merchant, ought to bear in mind the difficulties which a vague order entails. No one wants to wait for goods, nor is it satisfactory to have further correspondence, as life is too short to spend it in writing two letters where one will do.

Therefore, clear, definite orders should be encouraged, and no purchaser has a right to complain if trouble arises from his own faulty statement. The city departmental stores go to immense pains in filling out-of-town orders. They know quite well that if this was not done their trade would fall off.

WOOLLEN GOODS IN AUSTRALIA.

If a better tariff arrangement between Canada and the new Australian Commonwealth were to be effected during the next few years might not our woollen mills look for increase of trade there? The British woollen manufacturers do a large trade there now. Their travellers make regular trips to the Antipodes, and some mills have regular agents there, either with or without stock.

The principal woollen goods of Australian manufacture are made in the colony of Victoria. The extent of this industry at the present time is as follows:

Spindles in use.....	23,065
Wool used.....	2,685,803 lb.
Cotton used.....	188,000
Pairs of blankets made.....	23,872
Shawls made.....	2,375
Tweed, cloth, etc., made.....	988,067 yds.
Flannels made.....	1,031,914 yds.

This indicates a woollen industry of some dimensions, but at the same time the imports of woollen materials are large, and as Victoria sells less than £50,000 worth yearly of these goods to her neighboring colonies, it is clear that the union of the whole continent under one tariff, with a mutual preference between Canada and Australia, would afford an opening which our mills should not be slow to avail themselves of. We must trade where we can, not where we would like to trade. Australia is a distant market and, therefore, an expensive one in which to initiate trade. But, as the United States do not want and will not take our goods, it is well to look elsewhere.

SELLING TO EMPLOYEES.

SEVERAL merchants in the Eastern Townships of Quebec Province have had an interesting correspondence. It has been sent to THE DRY GOODS REVIEW for publication, and will be found in another column. The question dealt with by these gentlemen is the price at which employes in their own stores should be allowed to buy goods.

We would like to hear from other merchants on the question, which is one deserving of consideration. The three merchants whose letters are given, namely, Mr. W. G. Brown, of Cowansville; Mr. J. J. Mullin, of Bedford, and Mr. A. J. Hudon, of Richmond, are of one mind on the subject. They agree that it is not sound business to sell goods at invoice prices, because, of course, that is less than the actual cost of them, and a wise merchant does not wish to sell goods except at a profit.

There are the two standpoints from which the matter can be looked at. First, there is the merchant's position, which is, as we have said, dictated by the desire not to lose money on his goods. If he clears out the remainder of a line at a reduction he is supposed to have made his profit on the early sales. Consequently, a clearing line is not a precedent for selling goods to anyone below cost.

Then there is the employe's standpoint. They appreciate good treatment, and it is always the best policy to treat them well. They are, doubtless, glad to get goods for their own use at the lowest possible price. If they get them at invoice prices they know that is less than cost. Then it becomes a money bonus to them. Is it not, however, better to get a concession in hard cash than in goods? The temptation to buy more than one needs is strong when one feels that goods can be got under current rates. Many employes, most of them, probably, would prefer all concessions from the merchant to come in the shape of their salary. As the business prospers they will receive a higher rate of pay. If, however, any employe has a different opinion, and cares to express it, without giving his name for publication, we shall be glad to print it.

SUBSTITUTION AND CASH PURCHASES.

A CORRESPONDENT, signing himself "Business Man," writes us: "In nearly every issue of your paper, you advocate buying goods for cash. I wish to make the remark that retail business men cannot buy goods for cash and make it pay, for the simple reason that the wholesalers in Canada would rather sell on credit. I have ordered goods in Canada and sent the money with the order, and every time my order has been substituted."

Our correspondent, who wishes to be anonymous, goes on to state that, in one instance, he sent an order to the agent of a firm, enclosing a cheque for the amount. The goods received were not what he ordered. There was no invoice accompanying the goods. He returned them and demanded the money back, but the goods were merely sent back to him without explanation. Our correspondent concludes "Do you call that business?" and remarks that probably the firm itself had no knowledge of its agent's proceedings. No doubt, and our correspondent might have written direct, and

his grievance would have been remedied. Every first-class house is anxious to oblige its customers, and does oblige them very often. Difficulties will occur sometimes, even when precautions to avoid them are taken, but we have never yet found a case where an explanation could not clear up a misunderstanding. It does not follow that either the retailer or the wholesaler is always wrong.

Where cases of substitution occur it may be due to the vague wording of the order, or a misunderstanding by the traveler, or a mistake in the wholesale house, but in any event it is well to have the whole thing cleared up. Mistakes will occur. If there was an infallible rule for preventing them this world would be a paradise. But we do think that the retailer, on making a complaint, is entitled to prompt attention and courtesy; and that any honorable firm, on making its explanation, is equally entitled to belief and confidence on the part of its customer.

THE U. S. MOVE AGAINST RECIPROCITY.

CERTAIN manufacturing interests in the United States are opposing a project to have a reciprocity treaty with France. One article in the proposed treaty provides for a reduction of 5 per cent. in the existing duty on silk goods and cotton fabrics mixed with silk, and this, it is contended, will disadvantageously affect the manufacturers of upholstery fabrics. One of our upholstery and carpet contemporaries in the United States says:

American mills would do well to look closely into what is being attempted. German and French agents have already been taking advantage of the stoppage of our curtain and piece goods mills, incident to the present strike, and orders have been booked which should have stayed at home.

There is nothing to be particularly coveted in a close alliance with France if our working people are to be the sufferers in consequence.

What comes from there should pay a stiff duty, and if enough French goods do not come in under the highest rates, the output of our own mills will abundantly provide what is lacking in stuffs quite good enough.

We do not blame our American friends for looking carefully after their own interests. If they do not, no one else will. But to the foreign mind the question naturally suggests itself: How high do the United States interests think their tariff can be put without courting retaliating measures abroad, and how do they expect American goods to be purchased by foreigners if they are going to decline to buy the goods of those foreigners? These conditions take time to work out, but, as the Dingley tariff is abnormally high, and likely to remain in force for some time to come, we cannot help thinking that Europe will one day begin to take combined action. So far, Great Britain has stood in the way. By admitting American goods free of duty, she is thus the best friend the Republic has across the ocean. But supposing she modified her policy in the direction of an Imperial tariff, in order to found an Imperial defence fund, would not the Americans suffer? There is such a thing as overdoing protection.

In Canada, our tariff which is low compared with that in the United States would not last two years if an equally convenient means of raising enough revenue could be devised. But, as our population is widely scattered, the cost of collecting direct taxation renders it impracticable as a method of providing revenue. But even our low tariff tends to become lower rather than higher, and it would not be surprising if the duties on British goods were still further reduced as time goes on.

BATTING...

Guaranteed free of Threads and other weak and lifeless stock.

*NORTH STAR,
CRESCENT
AND PEARL*

..COTTON BATTING..

Quality for this season still better than ever. The best at the price. Made of good pure Cotton—not of shoddy. Ask for.

North Star, Crescent and Pearl Batting.



Design A.

DORCAS THIMBLES

(Horner's Patent)



Design D.

STERLING SILVER

Having an intermediate lining of steel are almost impenetrable and of unequalled durability, rendering them

The Most Popular Thimbles of the Day.



Design G.

Canadian Agent

H. PEARCE

Temple Building

MONTREAL.



Design K.

FASHION IN FEATHERS.

Ready For Spring Business?



It is not enough in planning your spring business that all the thought should be given to new goods that may be coming in. You have on your shelves, no doubt, stocks of feathers and plumes that run into good money, but they are not salable. It is our place to make these goods possessed of a money value.

We clean, dye or curl your feathers—give to them the fashionable colors of the new season—dyed in the latest Parisian shades.

We will make them up in the flats, tips, aigrettes, pompons, etc., in the choicest style of the feather-makers.

Our feather department manager is an experienced and skilful artist.

The dyeing is done under the personal supervision of our Mr. Parker. When we have finished with your feathers nobody else in your town can show anything so artistic—so right-up-to-the-minute in style. Any other particulars gladly furnished.

R. PARKER & CO., DYERS AND CLEANERS Toronto.

Head Office and Works, 787-791 Yongo St.

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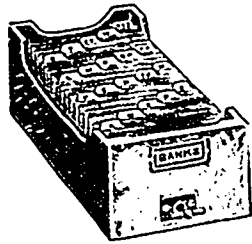
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The Canadian Typewriter Exchange

45 Adelaide St. East, - - - TORONTO

Mention this paper.

THE EMPIRE CARPET CO.

Wish to thank the carpet trade from Dawson City to Sydney, C B., for very generous Spring orders. Our output for Spring will show a big increase over any previous season. The moral is easily apparent. Honest goods, correct values, attractive designs and colors are sure winners. All these qualities are combined in the popular Empire Brands. If you are handling Empire Carpets and Art Squares, you can profitably compete for the best trade in your locality. Our Fall designs are now in course of preparation, and will be the most attractive in all respects we have ever shown. Owing to recent additions to our plant, we are now in a position to fill repeat orders for sorting trade very promptly.

We will be pleased to forward samples at any time.

THE . . .

EMPIRE CARPET CO.

ST. CATHARINES, ONT.

GOLD MEDAL BLACK DRESS GOODS

WE MAKE

**All Styles and Weaves
 of Black Dress Goods.**

Our collection for Fall, 1900, will be one of the largest and most complete ever shown in Canada. Merchants wishing to see our line will kindly communicate with our Canadian Manager

H. C. FLETCHER, 10 Front St. W., **TORONTO**

LEVISON BROS. & CO.

Manufacturers of the celebrated

GOLD MEDAL.



TRADE MARK

Carpets, Curtains and Upholstery.

THE OUTLOOK IN PRICE.

THE buyers of carpets must look forward in the near future to paying more for all lines. Every item in raw material has very much advanced, and there appears to be no prospect of a reduction for some time. Wool, cotton, linen and jute are scarce, hence the rise.

Raw material for textiles differs very distinctly from that of any other class of manufacture. Sheep have to be raised and the wool to grow, cotton to be cultivated, also linen and jute. The silk worm also has to be propagated. Plant industries relying on woods or metals only need the application of energy to give them what is needed in a given time.

In carpets, some dealers are always willing to buy what happens to be a good looking one, if it happens to be low priced, without regard to the honesty of its yarns. And high priced yarns will always give a careless maker of carpets the opportunity to put on the market an inferior, but nice looking, article.

Here is where the value of a trade mark comes in. It is the honesty it guarantees that gives it value, and any manufacturer who respects his credit will not destroy the value of his trade mark. Caution should be used by buyers to guard themselves against deleterious carpets going into their stocks which will surely do harm to the reputation of the carpet department. Buy from reputable houses. Buy standard goods, and be prepared to pay the advance for reliable goods.

THE CHINESE MINISTER AND ENGLISH CARPETS.

The Chinese Minister Plenipotentiary, Sir Chihchen Lofenghih, is making an industrial tour of the great manufacturing centres of Great Britain, accompanied by his staff. The scope of his investigations has included almost every department of industry. One of the most attractive operations seen by Sir Chihchen was the manufacture of carpets in Kidderminster.

The finest carpet works visited was that of Woodward, Grosvenor & Co., Limited, which, according to Commerce, London, may justly be regarded as being the head of the British carpet weaving industry, their turnout of brussels, wilton and axminster carpets being enormous. The firm dates back to the 18th century, and was originally formed for the manufacture of bombazine, many ancient patterns of which were shown the visitors from the Orient. The treatment of the various designs well-known to the trade as "Oriental," "Empire," "Adams," and "Louis XVI.," was carefully gone into and His Excellency expressed great admiration at the exquisite effects produced. In the course of the conversation with Mr. Grosvenor, Sir Chihchen stated that the principal carpet centres in China were in the north, the rigors of the climate rendering heavy carpets necessary. In the south, he explained, matting was principally used for floor covering. The Kidderminster carpets were considered a great luxury in that section of China.

The works of John Branton & Co., were also visited. These are the principal spinning and weaving works of the place, and turn out a large quantity of material. The various stages through which wool is converted into worsted were carefully

pointed questions were put as to the organization of this vast establishment. Of more than ordinary interest was a magnificently constructed loom capable of weaving an axminster carpet in one process.

The perfecting of this machine has taken many years to accomplish, improvement after improvement being made in order to make the loom the complete thing that it is.

COSEY CORNERS.

A professional decorator, in speaking of the cosey corner fashion, said: "It is so now that there is not a library or hallway, not an upstairs sitting-room or even a dining-room, in houses of any pretensions to comfort which is not fitted with canopied couches. It does not seem to matter whether the style of the room admits it or not. It does not matter either with what the couch is canopied and cushioned, though assuredly turkey red calico would be preferable to much of the material used. Bagdad curtains which have outlived their best usefulness, bits of colored spreads, lengths of cloth picked from bargain counters and draped over a frame are accounted sufficient to make a room attractive, and are introduced regardless of the room itself. Even drawing rooms where a certain amount of dignity is looked for at least, are invaded.

The third floor dens in so many houses started the fad in dens. Cosey corners are eminently fit. Nothing lends such an air of comfort, and even suggestion of Bohemianism, as such a corner, where the rest of the furniture of the room consists of odds and ends in old oak and cast-iron and brasses picked up everywhere and huddled in a room with no thought of fitness. A den is a delicious place, and no home should be without one. But where the exigencies of the rooms will not admit one, it is by no means desirable than an attempt at a den be made in the down-stairs rooms, to the destruction of their individuality.

"Magazine illustrations of the ideal room," said an architect lately, "have done more toward making inartistic homes than has any other one influence. Window seats were all right. But a bit of Oriental stuff draped over a stick, and a tabouret set near it, are neither artistic nor desirable, and nine times out of ten quite destroy the character of a pretty, albeit somewhat commonplace, room."—N. Y. Upholstery Trade Review.

TRADE REPORTS FROM ENGLAND.

It appears that the carpet and kindred trades in England are very active just now. Mr. Mitchell, the buyer for John Macdonald & Co., who has just returned from Europe, says that the first advance in the price of carpets went into force in January and amounted on all tapestries to one half penny per yard. It is expected that by the time new business for Fall is placed a much stiffer advance will be put on.

Linoleums and floor oilcloths are now up 25 per cent. in price and the manufacturers claim at the present prices they are not getting cost, seeing that oil is up 100 per cent. and that about 65 per cent. of linoleum is oil. Then, again, canvas is not only up 20 per cent. but the demand cannot be supplied by the Dundee maker, who supplies the whole world with this material. Therefore, the British linoleum manufacturers believe that this is a critical time for them as they fear they will either have to close down for a certain number of days per week or else work short time. In consequence, the manufacturers will not take orders for future deliveries except at prices prevailing at the time of delivery. They have not

*A. H. Lyon
75 St
Monsieur
all cut book
page 6*

Geo. H. Hees,

W. R. Hees,

Stephen Haas,

Geo. H. Hees, Son & Co.

MANUFACTURERS OF

HAND AND MACHINE MADE

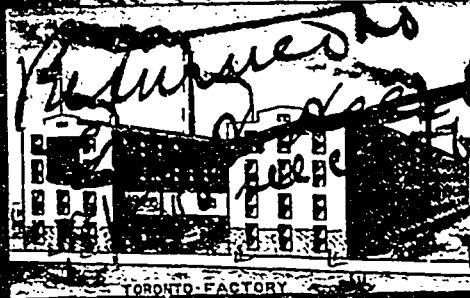
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ART LACES AND FRINGED WINDOW SHADES, CORNICE POLES AND POLE TRIMMINGS.

CURTAINS, DRAPERIES, FURNITURE COVERINGS, UPHOLSTERY GOODS, LACE CURTAINS ETC.

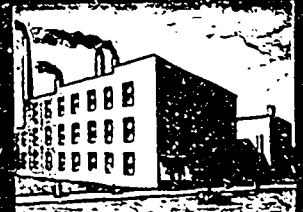


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KINDLY allow our travellers when calling on you to exhibit our New Samples of

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

Many of the above goods are from our own looms.



WINDOW SHADES.

- SHADE CLOTH, 37 in. to 120 in., in 50 and 80-yard pieces.
 - MOUNTED SHADES, Plain, Decorated, Fringed, Laced and Lace and Insertion.
 - WOOD and BRASS CURTAIN POLES and TRIMMINGS.
 - GRILL WORK, SWINGING POLES, and everything pertaining to Window Drapings.
- We manufacture everything in the line of Window Shades, and sell them at a price that affords the retailer a large profit.

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

See Our New Illustrated Catalogue.

N.B.---We have purchased the H. M. Flock Metal Plant and added it to our own for making Stair Plates, Drapery Pins, Shade Pulls and other metal goods.

CARPETS AND CURTAINS—Continued.

raised prices in proportion to the advance in their raw materials so that if any decline takes place in these raw materials the price list for the manufactured lines will not require any modification.

In the case of lace curtains and curtain goods the English prices are up from 10 to 25 per cent. while jute goods are firm with 10 per cent. advance. On account of the amount of business which the manufacturers have handled, they say that new patterns are out of the question and that therefore the best a man can do, with possibly a few exceptions, is to make repeats of the best sellers of last season.

A LARGE STAFF OF TRAVELERS.

Ten travelers are now on the road representing the firm of Messrs. George H. Hees, Son & Co. Besides, they have one resident traveler in Newfoundland and one in Australia. Their new lines of upholstery goods and lace curtains are meeting with unlooked for success, and from this fact it must be granted that their goods as well as their prices are very satisfactory, for no shrewder buyers are to be found in any country than right here in Canada. Messrs. George H. Hees, Son & Co. handle such immense quantities of upholstery goods and lace curtains that they are able to have the leading foreign factories confine their goods in Canada to them exclusively. At their new upholstery plant in Valleyfield, new looms are constantly being added, and some of their latest productions would be a credit to any of the oldest manufacturers. No one in the Dominion handling upholstery goods, lace curtains, window shades, drapery poles and trimmings or other goods they either manufacture or control can afford to pass by this progressive firm. If you are not already dealing with Messrs. George H. Hees, Son & Co. write to them to have one of their travelers call on you. Their travelers cover all parts of the Dominion. For the convenience of the trade in the vicinity of Montreal, they have fitted up the premises at 43 St. Sacramento street, which are in charge of Messrs. Duverger and Torrance.

THE CANADIAN FLOOR OIL LIST.

The latest price list for Canadian floor oilcloths, since the issue of a new list, dated February 21, is as follows:

FLOOR OILCLOTH.					Cents.	
No. 1 quality, in widths of	4-4,	5-4,	6-4,	8-4, 10-4	per sq. yard.....	33
No. 2	"	"	"	7-4	"	25
No. 3	"	"	"	8-4	"	20
C	"	"	16-4	(4 yds only)	"	48
Mats or rugs, No. 2 quality						33

CANVAS STAIR OILCLOTH.

	Widths—		
	7/8	1 1/4	1 3/4
	Cents—		
Canvas back.....	9	11 1/2	14
Painted back.....	12 1/2	16	19

Lengths of pieces, 30 yards.

Terms: Cash, less 3 per cent. in 10 days.

A LATE ENGLISH REPORT.

A late report from England, in The Kidderminster Shuttle says: "The tone of the carpet trade has improved. On the whole manufacturers are well employed, and in some instances pressure is being applied for the execution of Spring orders. The question of an advance in the price of carpets cannot now long be deferred, and it is stated in some quarters that action will be taken within the next week or two. One of the questions which is exercising the minds of business men just now is the advance established in all kinds of material. It is not only in yarns, cotton and jute, that the manufacturer has had

to face a rising market, but in such subsidiary materials as oil, soap, leather, iron work and fuel. These items, perhaps small in themselves, considerably increase the regular charges of a manufacturing concern and emphasize the importance of a revised price list for carpets. In wools and yarns trade is progressing in a steady and satisfactory manner. Prices both for wools and yarns are for the moment stationary, but the marked advances secured some time back are being maintained, and a fair steady trade is passing."

CARPET TRADE NOTES.

The large carpet sizes in Smyrna rugs continue to grow in favor, and the line made by the Toronto people is worth attention. The plain color ingrains used so much with them can be had in several popular shades.

The lace industry in Ayrshire is reported to be in a satisfactory state, although the output of some firms is restricted, owing to a scarcity of weavers. Manufacturers are busy with the designs for next season. In the home markets the demand is for Brussels net and double-action curtains. Designs of a light and fanciful style are in request for the American market.

A hall carpet lasts for years, but the same fabric used on the stairs becomes shabby in a few weeks, and threadbare in a few months. To prevent this, step plates and nosings of metal have been tried, but have proved unsatisfactory, being noisy, ill-looking and dangerous. Many an accident has occurred through a shoe or a skirt catching in them, or by the slipping of a foot on the smoothly worn surface. They were liable to crack, bend or break after short use, and a great deal of labor and care was required to keep them clean. The patent rubber nosing, known as Knapp's, is coming widely into use.

The Toronto Carpet Manufacturing Co., Limited, have just placed on the market one of the most popular rugs they have yet issued. The trade will recall the success of their "Jubilee" Axminster rug, and, believing that the patriotic feeling now so strong all over the country would appreciate a patriotic rug, they have just issued a Smyrna rug in their "Tecumseh" quality, size 30 x 60, adapting the bull-dog and Union Jack, after the celebrated painting of "What we have, we'll hold." The coloring has been carefully studied. There is no doubt this rug will have a large sale, and orders should be sent in at once.

FRINGES.

Just of late the trade in general has not been quite so brisk. There is not so much demand as there might be for the long and expensive lines of fringes; but, in spite of this fact, the demand for nearly all lines is on the increase. The favorite fringe is the ornament for the front of the skirt. This has taken very well indeed, as stated before, the fringes are in all colors, and some wholesalers have gone to the trouble of selecting a full line of fringes in every shade. The majority, however, prefer to keep to the black, as it is suitable to any shade of color or ground, whereas the colors are frequently hard to match. The medium black fringe is enjoying an extensive sale.

The Toronto Board of Trade has appointed a sub-committee on new industries to cooperate with the city assessment department. A proposition is now before it to establish in the city a factory for making cotton duck. Mr. Charles Grantham, of Yarmouth, N.S., who has the project in hand believes that an investment of \$500,000 would create a mill employing 400 hands and be a paying investment.

W. TAYLOR BAILEY,

MILL AGENT,

Upholstery Supplies, Drapery Fabrics,
and Brass Goods.

MANUFACTURERS
OF

Lace Curtains

Frilled Muslin Curtains

Printed Lappets

Hand-Made, Opaque Shade
Cloth

Plain, Dado, Laced and
Fringed Window Shades

27-29 Victoria Square, MONTREAL.

Will Soon Be Ready

Perfection Brand our lines of Bed Comforters, Cushions, etc.

For 1900 will be superior in every way to anything ever turned out before. **We have secured absolute control** of all patterns we intend using, and **they are beauties.** It will be of particular interest to you to see our new samples before placing orders.

Travellers will call upon you some time in March or April.

CANADA FIBRE COMPANY, Limited

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

MONTREAL.

A TRIBUTE TO CANADIAN GOODS.

THE Southern Review of Commerce, published at Louisville, Ky., says: "It is a well-known fact that during the eighteen years' existence of The Southern Review of Commerce there has never appeared upon its pages the indorsement of any unreliable article or manufacturer, and in order to sustain its reputation for honest and unprejudiced opinions on all subjects called to our attention by subscribers, we never make a recommendation until after we have first satisfied ourselves, beyond the possibility of a doubt, as to what article, line of goods or manufacturer (as the case may be), is actually the best and most meritorious. These investigations are conducted by our representatives in various parts of the country and without the knowledge of anyone in any way connected with the article in question. Accepting no pay or reward of any kind therefor we are always in a position to state the facts as they are actually found to exist.

"In pursuance with our policy we have just concluded one of our invariably careful and exhaustive investigations on the subject of underwear for the benefit of dealers among our subscribers, and now have no hesitancy in recommending the Penman Manufacturing Company, Limited, of Paris, Ontario, as making the best and most reliable line on the market.

"In the production of their goods, every care is used, both in the selection of the material used and the manufacture and the skilled labor necessary to successfully complete the product. Their mills are equipped with the latest and most improved machinery and appliances which enables them to give a finer finish and at a less cost than any of their competitors.

"We advise those who have written us, and others who may be interested in this editorial, that you place yourselves in direct communication with the above firm, or Messrs. D. Morrice, Sons & Co. of Montreal, Quebec, selling agents. Inquiry from them will doubtless elicit information as to further details which space limitation prevents our giving in these columns.

"We take pleasure also in recommending manufacturers and selling agents alike as gentlemen of the highest commercial standing, with a known reputation for business integrity and fair and honorable dealing.

"We realize the importance of such a decision since we are aware that our readers will accept it as final and worthy of the fullest credence. However, the superior quality of their product justifies The Southern Review of Commerce in giving this firm its editorial indorsement and the dealer who handles this line of goods will find that he has in them not only a popular but a profitable line of goods.

"In conclusion we might add that we have no interest in the above firm or their selling agents, other than to place a reliable manufacturer of underwear before our subscribers, whom only we seek to serve."

BLOUSES.

Tooke's sale of blouses is on the increase. The demand for silk blouses is notably so, notwithstanding the advanced prices in silk. Cotton blouses are up again, on account of the difficulty of getting cotton from the mills. As one merchant said, "It is like drawing teeth to get your orders filled." The trade are requested not to be in too much of a hurry therefor, but to have some patience, and another thing that should be remembered is that orders which have been sent in months ahead must naturally receive attention before those which are now coming in. As to design, the same is still the case as has

been for some time past, stripes, large ones, are in favor, and large figures. The new dress sleeve has taken particularly well, and is most popular with white goods and muslins.

BULLER AND WHITE.

The W. R. Brock Co., Limited, Toronto, always up-to-date and in the front ranks, like the gallant Highlanders, have cabled for and received, just in time for the relief of Kimberley and Ladysmith and the surrender of Cronje, a most suitable patriotic handkerchief, assorted in various colors and two designs, one being a map of South Africa with lifelike photos



The New Patriotic Handkerchief.

of the gallant Col. Baden-Powell, who has held Maseking, Hildyard, Methuen and Gatacre, with the appropriate motto, "Empire Welders." The other is a picture of the "hero bugler" and an equally appropriate motto, "United We Stand," and photos of the gallant Generals Buller, White and Symons and Governor Milner. They are put up in 10-doz. bundles, and sell on sight, and the trade can wire or telephone for them while the patriotic wave is on.

BRISK SEASON AND HIGH PRICES.

The new department of The W. R. Brock Co., Limited, Toronto, report a very satisfactory trade in all grades of carpets and housefurnishings. A sharp advance in prices on all classes of goods in this branch has spurred the retailer who has sufficient foresight to anticipate his wants for the next few months. This has made trade unusually brisk. The firm expect this state of things to continue for some time and are augmenting their stock in anticipation.

S. Greenshields, Son & Co. state that they can now quote on Shetland floss for Fall delivery, and request that they be written to for prices.

Messrs. Hainstock & Dean, of Olds, Alberta, have sold out to J. Brumpton, of Moorefield, Ont. Mr. Brumpton has been in business some fifteen years in Ontario and intends to open an immense display of goods at Olds this coming Summer.

The old firm of Lajoie & Finn, in business at Three Rivers for the past twenty-eight years, have sold out. One of the firm, H. Lajoie, died not long ago, and the remaining partner, N. Lajoie, retired. The business will be carried on by the firm of Lajoie, Frere & Co., composed of Riel Lajoie, A. Fugere and Nap. Desaulniers.

Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete range of

CHENILLE CURTAINS AND TABLE COVERS

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent

W. B. STEWART

27 Front Street West, TORONTO.

*All-Wool and
Union*

Carpets

Second to none for design, coloring and finish.

Quick sellers. Every yard guaranteed according to quality.

It will pay you as a dealer to look through our line for yourself when our representative calls on you

A post card will bring you a full line of samples. Prices right.

OUR SPECIA BRAND THE "CANADIAN,"

BEST WOOL CARPET IN THE WORLD

A full line of Rug Fringes, Carpet Binding, Smyrna and Moquette Rugs, Wool Mats, etc.

Royal Carpet Co. GUELPH, ONT.

The Guelph Carpet Mills Co.

Limited.

**FINE BRUSSELS, WILTONS,
and INGRAINS.**

Superb designs and colorings; strictly pure stock. Brussels and Wiltons, 3, 4 and 5-frame, borders and stairs to match. Ingrains, 2 and 3-ply, all standard grades. Art squares, 3 and 4 yards wide, any length.

Goods which are Most in Demand Sell Quickest.

THE TRADE may safely increase the volume of their business on our lines and be assured of prompt deliveries.

The Guelph Carpet Mills Co.

GUELPH, ONT.

... LIMITED

THE

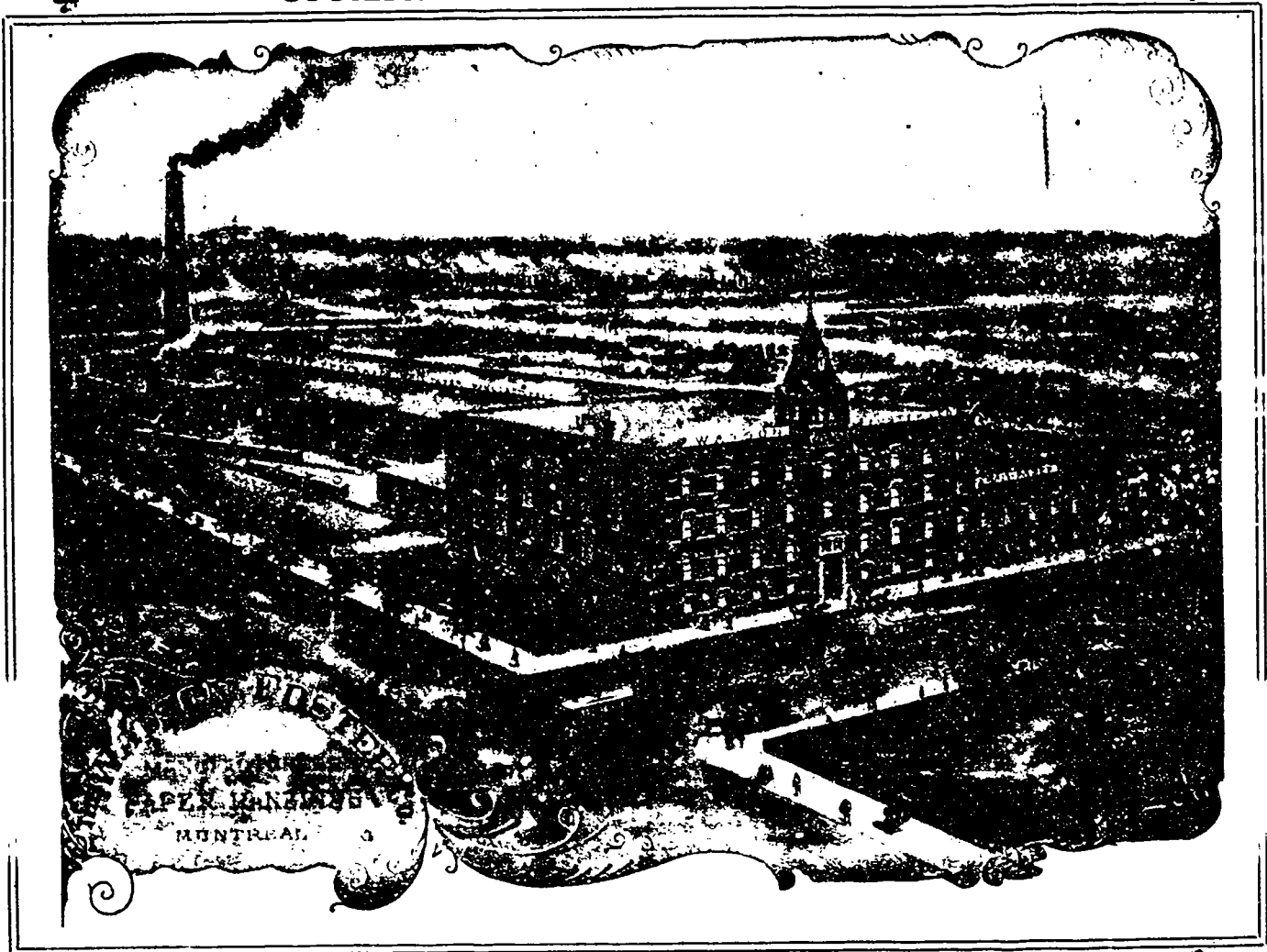
Watson, Foster Co.

LIMITED.

Makers of WALL PAPERS
 ARTISTIC
 EXCLUSIVE
 SUCCESSFUL

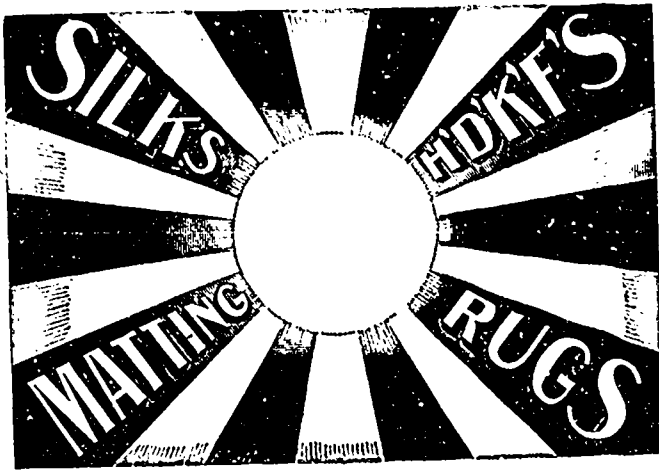
MONTREAL

QUE.



You are Sold Out, or Short

perhaps, of some of our numbers, though the season has hardly developed yet, or, possibly, we are "strangers yet." In either case, we will, if asked, send you condensed sample books of any grade desired. **SPEAK SOON**, however, as we shall have to withdraw some patterns shortly.



K. Ishikawa & Co.

Main Office:

Yokohama,
Japan.

Canadian Office:

4 Wellington St. W.
TORONTO

SYSTEMATIC SAVING

Can be accomplished by taking out an

Unconditional Accumulative Endowment Policy

IN THE

Confederation Life Association

HEAD OFFICE - - TORONTO

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

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

W. C. MACDONALD,
Actuary

J. K. MACDONALD,
Managing Director

RIVAL THE LIGHT OF THE SUN.

Our Illuminated

Silent Salesman

SHOW
CASE

will increase your sales 50 per cent

Send for descriptive circular.

We make all kinds of modern Show Cases for inside and outside use.

We also make Metal Store Front Sash

John Phillips & Co.,
LIMITED

Established 1864

DETROIT, MICH. and
WINDSOR, ONT.

Address all communications to Detroit.

Illuminated Cases can be seen at

CANADIAN REFERENCES:

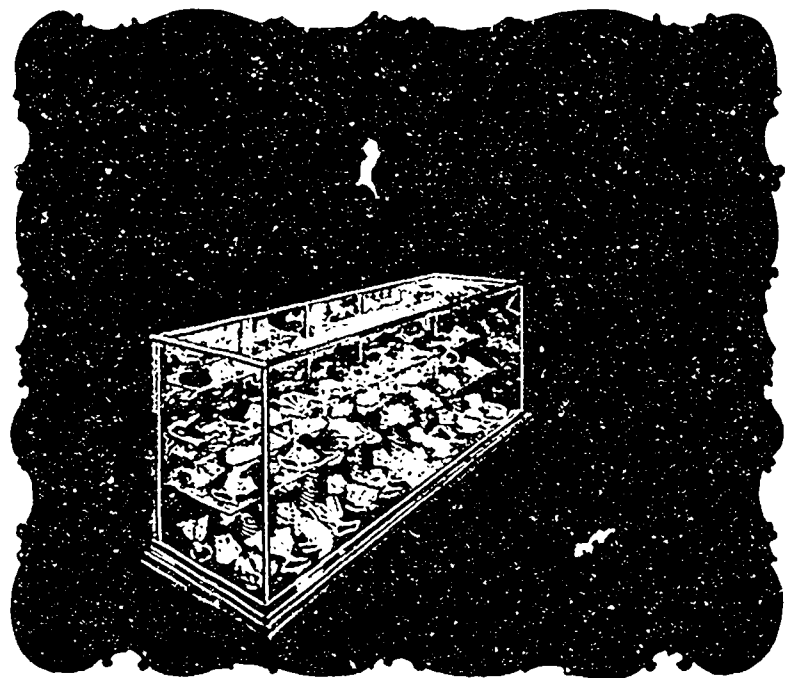
W. J. Dyas, Toronto, Ont.

F. J. Miller, Walkerville, Ont.

Lane & Co., Halifax, N.S.

Letendre & Arseneault, Montreal

Chandler & Massey Co., Toronto, Ont.



Patented in United States and Canada (John Pets, Patentee).

MESSRS. WILSON & RANKIN'S STORE.

IN the present issue will be found two interior views of the establishment of Messrs. Wilson & Rankin, in Brandon, Manitoba. These views are both interesting and instructive to the trade generally, for they are full of suggestion as to the display and arrangement of stock, and indicate taste and management of a high degree in interior store system. The views also reveal to the eastern merchant the magnificent stores which are growing up in our western country. The arrangement and style of the men's furnishings department and the dress goods department, both of which are shown in the illustrations, are well worth an examination. Messrs. Wilson & Rankin are old readers of THE DRY GOODS REVIEW, and when Mr. Rankin was in the eastern cities lately on a buying trip he discussed business matters freely with a reporter.

The business situation in Manitoba, he said, was satisfactory, for the crop outlook was good, and, while the mild winter had doubtless interfered with the trade of some merchants in heavy goods, it was also true that, as a general thing, trade was good and people were making money. Another matter of equal importance to the country, Mr. Rankin pointed out, was the growth of immigration. As an accidental illustration of the tendency to locate in the West he had met a gentleman in Chicago, who owned 5,000 acres of land in Dakota, and who said that, as United States land was becoming scarce, people were looking to Manitoba, and he himself had thought of making purchases in that Province.

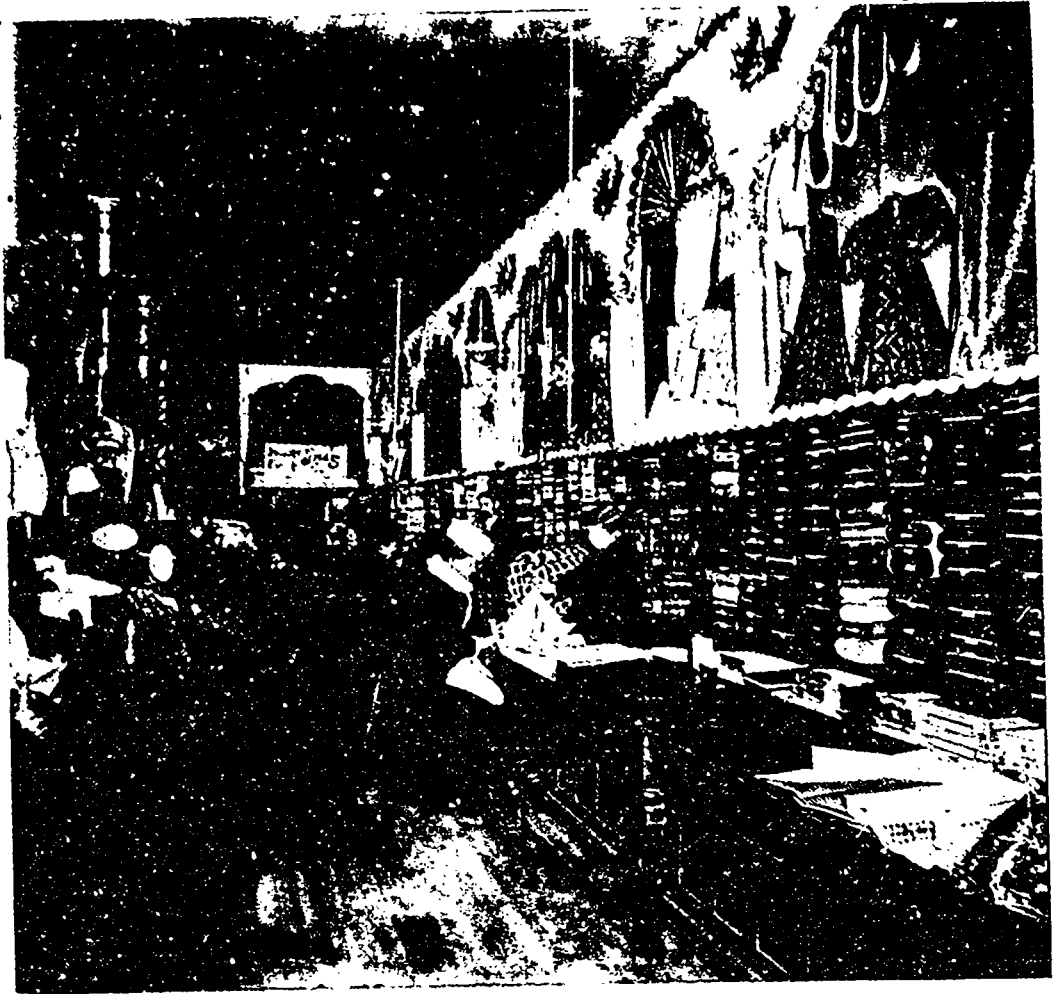
THE POSITION OF IMPORTED GOODS.

Mr. A. H. Hardy, of S. Greenshields, Son & Co., has just returned from Europe. During his stay there he carefully studied the English and continental markets, and found a heavy advance in the prices of all lines of dry goods. Moreover, the working classes are getting higher wages, and will only work on the better classes of goods, which compels the manufacturers to give very slow delivery of low and medium-priced lines. Even in such regular lines as cotton and cashmere hosiery, handkerchiefs, laces, lawns and muslins, etc.,

manufacturers will not bind themselves to any particular date for delivery. There is every prospect of further advances, and Mr. Hardy advises cautious buyers, who have not already bought for their Summer season, to place their orders as soon as possible with his firm. There will be a scarcity of popular and fashionable goods for Summer trade, and the careful buyer should not lose any time in securing at once lines which are likely to be in demand for the season.

MONTREAL COTTON CO.'S STRIKE.

At time of writing, the strike of the operators in the mills of the Montreal Cotton Co. had not been settled. This is regrettable. It seems that the operators did not know exactly what



Interior of Messrs. Wilson & Rankin's, Brandon, Dress Goods Department.

they wanted. They at first asked for an advance in wages of 10 per cent., and got from 11 to 15, according to the quality of work done. They then stated that this was not what was wanted, and demanded 10c. on every 100 lb., an increase which would amount to from 35 to 50 per cent., according to the quality of work. It is stated by the authorities that the wages earned by some of the girls in this department are as much as \$4.50 to \$5 per week. Every girl has the same chance; but, of course, there are different degrees of smartness in this as in every other line of business. The millmen think it would be considered rather peculiar if the large retail dry goods stores were asked to pay salesmen and saleswomen the same salary. At time of going to press, though help was still out, the dye works and bleaching were in operation.

Kirk's Patent Hat and Cap Rack



is made on an entirely different principle from any others, and is simple, effective and durable.

- It economizes space, as it hangs out of the way.
- It places your hats and caps where customers can see them.
- It places your hats and caps in a position so that customers can wait on themselves.
- It makes the hat and cap business a pleasure
- It keeps the sizes arranged in order.
- It save your clerks time.
- It increases your sales.
- It keeps your stock clean.
- It is always conspicuous.
- It places over one hundred hats and caps in view at the same time
- The top is available for any surplus stock.
- It keep hats and caps from being tossed on the counter and on other goods.
- It adds to the appearance of your store.
- It prevents the destruction of the hats and caps, and
- It will save its price in one season.

DROP A CARD FOR PARTICULARS AND ALL INFORMATION TO

E. J. KIRK, - Bracebridge, Ont.

"Maritime" Wrappers

NEW STYLES
NEW FABRICS
NEW SHADES
NEW TRIMMINGS

Made and designed in the best style for **Sorting Trade.**

THE . . .

Maritime Wrapper Co.

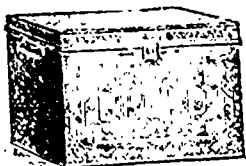
Limited

Ontario Agent
J. H. PARKHILL
46 Toronto Arcade, Toronto.

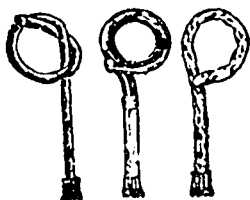
WOODSTOCK, N.B.

ILLUSTRATED ADVERTISING PAYS.

SEND FOR CATALOGUE OF CUTS.



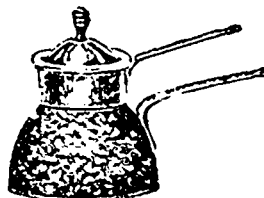
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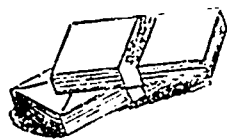
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STANDARD ELECTROTYPE CO.

WILMINGTON, DEL., U.S.A.

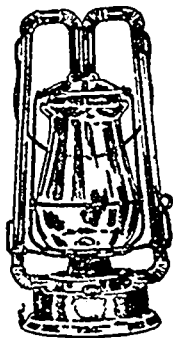
PRICES OF CUTS IN THIS AD.

Less than 10,	20c. each	From 25 to 49,	18c. each
From 10 to 24,	19c. each	From 50 to 99,	17c. each
	100 and over, 16c. each		

If ordered sent by mail add 1 1/2c. per cut.
Half-Tones, Zinc Etching, Electrotyping and Stercotyping.
Correspondence solicited.



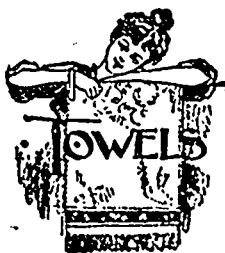
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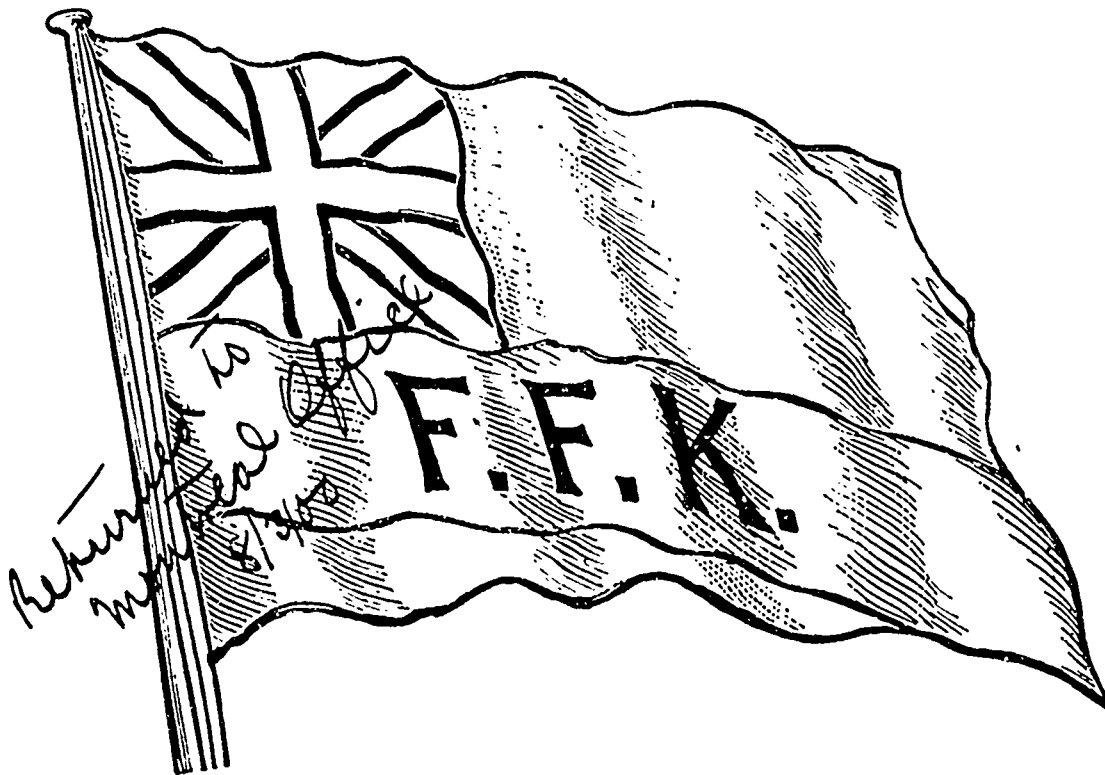
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GLOVER & BRAIS BANKRUPT STOCK

SEVENTY THOUSAND DOLLARS

BOUGHT BY

F. F. KELLY

Three Facts to Remember

- We bought it for cash at a low rate on the dollar.
- We do not intend continuing the business.
- We do intend turning this stock into money at once.

SALE commences on Monday, March 12th, at Glover & Brais' old warehouse, McGill St., Montreal.

LIVE MERCHANTS WILL BE THERE.

F. F. Kelly



Men's Furnishings.

AS stated in the last issue of THE DRY GOODS REVIEW, there is going to be a special feature made this year by most of the large houses of Easter trade. There has been lots of time this year for sorting over and getting ready; and the new goods for Spring are being got in order. By the time this number reaches

subscribers the various travelers will be on their respective routes with Easter neckwear. As regards the style, shape and color of these goods, predictions have come true. Puffs are dropping off for the most part, and the great favorites will be flowing ends, with graduated derbys, and flowing end derbys. The Paris tie, with pointed end, for making into a bow, has always a certain amount of demand, and can be counted on for Spring. Knots are taking the place of puffs. So much for the shape.

In color, as is to be expected for Spring, the shades are very bright. It is worth remarking that the shades are precisely those which have obtained throughout the Fall and Winter, i. e., all kinds of purple, with "Jack Rose" red and "Eldorado" red. The fact is, that the leading New York haberdashers, who discarded these colors last Fall, have taken them up again. The ground colors for 1900 are given as marine blue, royal blue, blue purple, and prune. For Easter, there will be a great deal of white ground introduced. The styles which will take most are not in stripes, but in large designs—ornaments, squares, circles, etc. Stripes are not quite so much in favor as heretofore. A particularly bright design is the Paisley design; it may almost be styled flashing. Another novelty is the "Rasimire" wove ground. This stuff has a peculiarly pretty effect, and is in various colors. It ought to be a decided success. Some houses, which are alive to the possibilities of catching public fancy, have gotten out designs of a patriotic nature. Tooke Bros. have what they call heraldic designs—crowns, shields, and the like, in 36 different combinations.

The Brais Estate Sold.

On Tuesday, February 27, the entire stock of the firm of Glover & Brais, Montreal, was auctioned. According to the inventory taken, the total value was \$70,115.14. The terms were cash, with a 10 per cent. guarantee deposit by purchaser, with an allowance of seven days in which to check the stock. In case of default on his part, this money is forfeit, and the vendor will sell again. It was thought at first that fixtures were included, but it was found that these belonged to the landlord, and they were taken out.

The auction was in three lots. (1) The wholesale stock of men's furnishings, etc., McGill street; (2) The retail stock, at 263 St. James street, and (3) The book debts. Lot 1 was bought at 67½c. by Mr. F. F. Kelly, Montreal. Lot 2 was bought by Mr. Gould, of Port Hope, at 47c., and lot 3, the book debts, amounting to \$32,196.65, were taken by G. Deserres, Montreal, at 58¾c. The bidding was not overly brisk, but the prices fetched were considered very good, indeed, especially for lot 3, which, of course, the purchaser takes entirely at his own risk. The bidding for lot 3 was the busiest of all.

The Style in Colored Shirts.

To look at a number of windows where the new season's colored shirts are on view, one might readily believe that anything in the shape of a bright-colored striped shirt would pass muster this season. But, when the study made is close, it is found that French gingham takes precedence as material, with Scotch zephyrs and cambrics also correct and in favor, and that the new (and consequently correct) colors are blue, pink and heliotrope. The stripes are almost always up and down the bosom—the exception being made in the case of the wide, loud stripes, which run across the front. While stripes are universal, the design is often varied by the addition of a small pattern. One shirt I noticed was of heliotrope, with narrow, white stripes an inch apart. Between the stripes, small white fleur de lis were arranged at regular intervals. This did not take away the effect of the stripe, but, because of the regularity of the patterns, rather aided this effect.

Men's Gloves.

The grey gloves, although worn to some extent for a year past, have come into sudden and extensive demand in Chicago, says The Reporter, and manufacturers are busy trying to cope with the flood of orders from all sections. The reason given for the great popularity of the greys in gloves is undoubtedly due to the fact that they can be worn with the Oxford, black and dark grey overcoats now so much in vogue.

Mocha skins, owing to the large demand, have advanced in price considerably of late. One of the large Eastern manufacturers is preparing to sell direct to the retail trade, as the skins are so high the jobber cannot handle the gloves with a profit. A great many retailers have frequent calls for foreign-made gloves, and the customer is not satisfied with any other.

Silk-lined gloves for cold weather are coming in to stay. They appear to have reached as near perfection as skill can

LETTER ORDERS . . . SOLICITED

We will send you a sample, on approval, of any of our

Spring Lines.

WE SELL

Men's Suits from \$2.75 to \$18.00

OUR CLARE SERGE SUITS AT \$8.50

Are known and asked for.

OUR FORBES' WORSTED TROUSERS AT \$2.55

Are what your customers want.

OUR POPULAR PRICED SUIT AT \$6.75

Is just what a tailor sells for \$20.00.

You offer it at \$10.50, and note the result!

OUR CUSTOMERS . . .

Are authorized to guarantee the workmanship on all of our goods.

WE WANT YOUR REPEAT ORDERS.

DO YOUR CUSTOMERS EVER ASK YOU FOR SHOREY'S CLOTHING ?

If so, remember you can make more by giving them what they want than by trying to sell them goods they do not know.

We will furnish you with an original illustrated ad. of our goods, set up in electro, and ready for the printer, free of charge, if you handle our clothing.

H. SHOREY & CO. - Montreal

Manufacturers of SHOREY'S READY-TAILORED CLOTHING
AND "RIGBY" WATERPROOFED GOODS.

Genuine . .
Celluloid

**Collars, Cuffs and
Shirt Bosoms**

All Fine, Fresh Stock.

GENUINE GOODS are stamped with our TRADE MARK



The Miller Bros. Co., Limited

30 DOWD STREET, MONTREAL

Toronto Agent :

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

PURE WOOL **PURE WOOL** **PURE WOOL**

Oxford Tweeds Made only by
OXFORD MFG. CO., Limited,
OXFORD, N.S.

Nisbet & Auld, Toronto Agents.

PURE WOOL **PURE WOOL** **PURE WOOL**

1900. . . . WINTER SAILINGS. . . . 1900.
BEAVER LINE ROYAL MAIL STEAMERS.

Sailing weekly between St. John, N.B., and Liverpool.
Calling at Halifax, N.S., and Moville, Ireland, each way.

From Liverpool.		From St. John.		From Halifax.	
Sat. Feb. 17	LAKE ONTARIO	Wed. Mar. 7	Thu. Mar. 8		
" " 24	*ETOLIA	" " 14	" " 15		
" Mar. 3	LAKE HURON	" " 21	" " 22		
" " 10	ARAWA	" " 28	" " 29		
" " 17	LAKE SUPERIOR	" Apl. 4	" Apl. 5		
" " 24	LAKE ONTARIO	" " 11	" " 12		
" " 31	*MONTROSE	" " 18	" " 19		
" Apl. 7	LAKE HURON	" " 25	" " 26		

And weekly thereafter from Montreal.

*Carry a limited number of First Cabin passengers only.

Rates of Passage.

First Cabin—Lake Ontario and Lake Superior, single, \$15 to \$50; return, \$25 to \$90; prepaid, \$15 to \$50. Montrose, Monterey and Montcastle, single, \$10; return, \$20; prepaid, \$10. Second Cabin—To or from Liverpool or London, \$32; round trip, \$60. Steerage—Outward from St. John or Halifax, \$22 (Liverpool, London or Londonterry); prepaid to Halifax or St. John, \$24. For further particulars as to passage or freight, apply to any Agent of the Company, or to

ELDER, DEMPSTER & CO., MONTREAL.

The R. J. Smith Co., of Ottawa

LIMITED

268 Sparks Street,

OTTAWA, ONT.

WHOLESALE MANUFACTURERS

: : : OF : : :

**Men's and Boys' Clothing,
Smocks and Overalls,
Top Shirts and Drawers.**

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

SEND FOR PRICE LIST.

MEN'S FURNISHINGS—Continued.

make them, and are recognized as a safe investment for a cold weather hand-protector. At this early date duplicate orders are coming in, and merchants appear to expect a brisk run on them when frosty weather sets in

The Well-Dressed New York Man. A New York correspondent in *Vogue*, who is an authority on the best fashions among well-dressed men, says: "During next Summer I venture to predict that flannel trousers will again be rather smarter than knickerbockers for golf, but for cycling, for camp, the woods and the mountains, knickerbockers are so comfortable and serviceable as to be sure of maintaining their place, and every man must have one or two pairs of them. The cut is very full over the thighs and rather tight at the knees, something after the fashion of riding breeches, though, of course, not as pronounced, as the narrowing down of the cloth is more gradual. The baggy fold over the knees, which was one of the features of the knickers of two years ago, is thus done away with. Cuffs, or extensions, are of box cloth, and should button tightly over the legs just below the knees. The best materials are the Scotch goods of quiet and unnoticeable pattern. It is well to have at least two pairs of knickerbockers. For golf or skating in Winter one needs something rather thick and heavy, whereas the light and more loosely woven materials are decidedly the most comfortable for warm weather.

Stockings should be plain in color, except at the tops, where they are turned down over the calf, and even at the tops the color ought not to be too bright and striking. Duck trousers, were very little worn by smart men during last Summer. A garment possessing the charm of novelty, which has been somewhat worn in England lately for wheeling, is a sort of combination of knickerbockers and gaiters; that is to say, a pair of trousers rather full above the knee and very tight from the knee down, ending in ordinary spats that buckle under the boots. I have, as yet, not seen them worn in this country, and am inclined to doubt if they ever become popular here. Another article of man's attire as yet little used on this side of the water is the puttee. Puttees are extremely serviceable for shooting as well as good looking, if properly put on, and the fact that they are still uncommon is an extra point in their favor.

Of the other garments that must be included in the stocking of a wardrobe are sweaters and waistcoats. The heavy ribbed sweaters with high rolled collars are the best of all protections from the cold, as every man knows who has gone forth before daybreak on a cold November morning, and crouched behind a blind on some marshy point to wait for the ducks to fly over him. For ordinary use, however, the sweater that is cut away at the neck so as to show the collar and tie, is rather better looking and a little the smarter. It is usually necessary to have these made to order, as comparatively few shops keep this model in stock.

On a former occasion I mentioned fur waistcoats as being rather smart, and suggested as a good and less expensive way of making them, to have some variety of short-haired fur, such as sealskin or Persian lamb, put over an ordinary single-breasted, high cut, cloth waistcoat. These waistcoats are far less common than the knitted ones, and they have far more style. A little noticeable, perhaps, but a man can afford to be so in some ways if the things he wears are good style and good form.

A fit shooting coat is made of tweed, cut loose and roomy, with large pockets on the sides and a breast pocket, all placed

on the outside. There should be knickerbockers of the same material, and pullers, or heavy ribbed stockings, with high gaiters. Boots of heavy tanned leather.

For ordinary wear with knickerbockers, I should advise a black, or at least a dark sack jacket and waistcoat, not a jacket made of the same material as the trousers. "Knickerbocker suits" have never been much worn by well-dressed men in this country, so far as I have observed, and they are now too common in the cheap shops to be good style.

With shirts as with shoes, the same rule holds good, that it is the best economy to have a number. A shirt worn often must necessarily be often washed, and there is nothing so bad for it as washing, except the ironing that follows after. Two weeks' wear will not cause the same damage to it as one bad doing up, and good laundry work is one of the hardest things in the world to find.

On white evening shirts attached high standing collars are usual, but not, so far as I have been able to discover, particularly to be desired. If one has well made and good-fitting shirts and good, heavy detached collars, they will sit quite as well as if attached, and will launder far better. Some men may think differently; I have had so many shirts ruined by having the collars pulled all out of shape in the "doing up" that I may be a little prejudiced. The evening shirt should be of plain white linen, without rib, ruffle, or adornment of any description. Even plain pique is not used by well dressed men. The shirt should have a broad bosom with two small buttonholes for the studs, and open only in front. The cuffs should be rather small and made rather sharply rounded or square at the corners. The stud buttonhole at the back should be parallel with the band.

Colored morning shirts just now are being made with stripes running up and down the bosom and cuffs. Stripes may be fairly broad in pinks, blues, or lavender. The cut is practically the same as that of the evening shirt, except that the bosom may be narrower. I have seen some that opened all the way down the front, so that one could put them on like a jacket, and I think the idea a good one.

Khaki in London, Eng.

A drygoodsman who had just returned from a buying trip to England was asked by THE REVIEW as to the amount of khaki he had seen in London, England. "Not a great deal," was his reply; "In men's wear the only khaki article I noticed was a cheap necktie of mercerized cotton with silk finish. This makes a nice, cheap line, which they are selling at 1s., or less. In ladies' wear it is more popular, but it is only made in woollen materials, and is made up largely into ladies' skirts. The mills are finding a great customer in the British Government just now, which has recently placed one order for 3,000 pieces."

Colored or White Shirts.

It is noteworthy that there is in the large centres a steadily-growing preference for colored shirts over the white shirt for business wear. A few years ago the white shirt was supreme during business hours. Gradually, however, has come the change, until now the white shirt has to take second place. The variety of coloring and design in the popular article is remarkable. The elderly business man wears, as a rule, a shirt of soft hues and a stripe or check so small that one never notices the design. The younger man, as a rule, however, is not content with anything so quiet. He takes unto himself a shirt with stripes anything from a quarter of an inch to an inch and a half in width, and of the most flaring colorings ever

WESTERN Incorporated 1851
ASSURANCE COMPANY.

FIRE AND MARINE

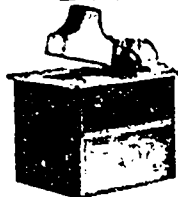
Head Office
Toronto, Ont.

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

HON. GEO. A. COX, President.
 J. J. KENNY, Vice-President and Man. Director.
 C. C. FOSTER, Secretary.

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

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The BaIRD Chronograph is recommended to your use as an absolutely reliable time stamp. Ball Bearing, Auto-matic Ribbon, Portable, Quick in Operation, and always in Working Order. It is the best machine on the market for keeping track of the time of receipt of mail and telegrams, filling of orders, etc. By means of a simple attachment the machine can be used in the factory or work-room for timing employes, and job tickets.

In use by Reid, Murlock & Co., the leading Wholesale Grocery House of Chicago, and representative business houses everywhere. For illustrated circular, price list and further information, address,

BAIRD-CHANDLER MFG. CO., 118 South Clinton St., Chicago, Ill.

Dominion Suspender Co
Niagara Falls
 Makers of **Trade D Mark** *Suspenders*
Guaranteed

OMNIA VINCIT LABOR



TRADE MARK REGISTERED

OUR representatives will soon have the pleasure of calling on you with a full line of samples for the Autumn and Winter trade, and would respectfully solicit a share of your esteemed patronage.

The Empire Manufacturing Co. Limited.

Manufacturers of High-Grade Shirts, Collars and Cuffs, and Boys' Blouses.

646 Craig Street, MONTREAL.

MEN'S FURNISHINGS—Continued.

produced. When one considers the extreme to which many men go who discard the white shirt for the colored, one can understand the deep-rooted objection many women have had to the latter. This antipathy is steadily becoming less pronounced, for the reason, possibly, that a moderate toned shirt of small, neat pattern, is really a "tasty" article of apparel. But tastes differ, and the loud designs will continue to have their share of the demand as well as the quieter ones. Almost every furnisher I know is making displays of colored shirts, either in their windows, or indoors—a favorite method being to devote a large table in the centre of the store, or a counter to them, leaving them in their boxes, which are, of course, open, so that a customer can freely examine them. Others show them in glass counter cases, with a few samples on the top.

Striking Neckwear Displays.

Spring. The neckwear shown makes, possibly, the most striking effect. Some of the dealers continue the special offer

The variety of materials and the great range of gay colorings gives to the furnishing displays that are being made at present a picturesqueness that is very suggestive of

show them to best advantage. The display is changed weekly and sometimes oftener. The other furnisher, who does not handle ladies' wear, varies the display in the showcase as frequently as he does that in his window. A third furnisher, who has a corner stand, which is known as "the rounded corner," on account of the shape of the building at the junction of the streets, has had constructed two glass showcases at either side of his doorway. These have proved to be of great value for display purposes.

Handle Leather Goods.

Leather goods might be handled with profit by many furnishers. One of the most progressive furnishing houses I know make a strong feature of leather goods. Having the confidence of a large number of young men (and, incidentally, young men's friends), this firm find many opportunities to push the sale of some line of leather, and, as they carry everything from a small leather toilet case to a strong leather trunk, the aggregate receipts from this source are quite respectable.

Seen in Dealers' Windows.

Men's colored shirts; new patterns; Potter's English prints; colors guaranteed, \$1.25. The patterns are large, horizontal stripes, in pink, blue, white and red.

Silk, or silk and wool mufflers, reversible silk with bright designs on dark ground, special sale, 75c.; were \$1 to \$1.50.

"Full dress fixings"; large bosom white shirts; white kid gloves; black silk ties.

"Everything in shirts"; fine linen nightshirts, 75c.; new designs in negligee shirts, \$1; fleece-lined undershirts (special sale),

50c.; white and colored shirts, laundered and unlaundered, 35c. to \$1.

Dent's dogskin gloves, 75c. per pair.

Men's socks; embroidered with silk in white, red and yellow.

New novelties in colored shirts; perpendicular light stripes on moderately-colored grounds.

Zephyr and cambric colored shirting; the latest designs for 1900.

The Furnisher's Dream.*

Ned Derby, of Derby & Hicks, furnishers, Ottawa, is a good-living and good-hearted fellow, but an experience of his the other night convinced him that a reformation in his life was desirable. He had been out to a dinner and returned home about 1 o'clock a.m., quite sober, but with a sense of having eaten rather more than advisable. He found difficulty in reaching that happy state of "complete oblivion" called sleep. Instead, he soon found himself in a court room waiting his turn for trial. Looking about him he recognized one face after

* While this episode is imaginary it contains a practical lesson.



NEW CANADIAN-MADE RUG.

in neckwear that I mentioned last month, keeping their windows full, and showing nothing but neckties, any one of which is offered for 25c. One dealer supplements a display of this nature by putting in a central position in the foreground of his window a pincushion made of a Union Jack flag, into which are stuck cravat pins, representing the British crown. A small card refers to these pins as especially suitable for wearing just now. In another window plaid ties, in bows and four-in-hands, are shown, at 25c. apiece. The variety of colors and designs shown makes this window decidedly attractive. A prominent section of another window is given to "new black wear," of black silk, in bows and four-in-hands. Behind them are some brightly striped Ascots, the striping running on a bias across the face of the tie.

Out-Door Showcases.

The out-door showcase has made its advent, and has so quickly proved its value that the conclusion is forced that it is likely to be largely used by up-to-date furnishers. Two Toronto furnishers already make use of space in their doorway, which is not essential to the convenience of incoming or outgoing customers, to display cases. One of them keeps in his case at all times a display of ladies' shirt waists, using three forms so as to

The B. Leach

Easter

Returned to Montreal
Office 8/3/00

Neckwear

Our travellers are now out with our full line of *Easter Novelties* in *Neckwear* in the very latest and newest ideas in *Effects* and *Colorings*.

We are showing *Exclusive Designs*, and are running largely on *Purples*, *Marine* and *National Blues*, *Eldorado* and "*Jack Rose*" *Reds*.

A nice range of *Light Grounds* are good for Easter.

Watch for our new

  Patriotic Designs.

DELIVERY—One Week to Ten Days.

Tooke Bros., Limited

MONTREAL.

Manufacturers of Neckwear.

Returned to
Montreal Office
The B. Leach

1840

1900

60 Years' Experience is a Guarantee that

The Morse & Kaley Mfg. Co.'s

GOODS HAVE NO SUPERIOR.

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

Morse & Kaley Silcoton

Morse & Kaley Silcoton Embroidery

Morse & Kaley Turkey-Red Embroidery

Morse & Kaley Knitting Cotton

Victoria Crochet Thread, etc., etc.

ROBERT HENDERSON & CO.

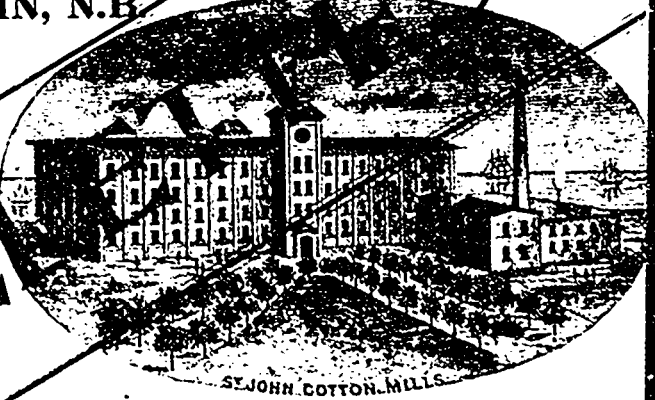
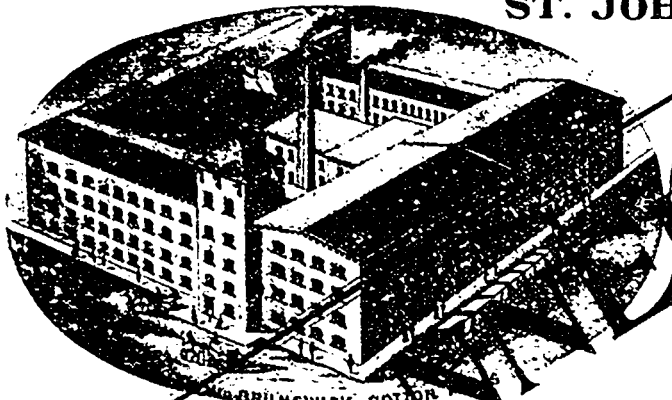
Dry Goods Commission Merchants

181 and 183 McGill Street

MONTREAL.

W.M. PARKS & SON Limited

ST. JOHN, N.B.



**Cotton Spinners,
Bleachers, Dyers
and Manufacturers**

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

THE ONLY "WATER TWIST" YARN MADE IN CANADA

Agents

J. SPROUL SMITH, 294 Yonge Street, Toronto
DAVID KAY, Fraser Building, Montreal.
JOHN HALLETT, 83 Front Street East, Toronto, Special Agent for Beam Warps for Ontario.

MILLS { NEW BRUNSWICK COTTON MILLS
ST. JOHN COTTON MILLS

ST. JOHN, N.B.

Your customer will pay you a larger profit on an article known to be reliable than on something he knows nothing about.

Some Time in March

Our travelers will start for
British Columbia,
The Northwest Territories
and Manitoba.

Nova Scotia,
New Brunswick
and Prince Edward Island

Early in April.

They will spend about two months in these districts before going to ONTARIO and QUEBEC. They cannot be everywhere at once, so wait for them. Before they get through they will

CALL UPON YOU

**You will be
sure to
see them.**

With Our Samples for **Fall and Winter of 1900**

You have no doubt heard of the advance in price of all material and know that it is real.

**You will buy
at old prices.**



Real for some people
but not for OUR CUSTOMERS.

We were fortunate enough to have made our contracts with the mills on all important lines before the advance, and we shall sell our goods at old prices

**as long as our
Stock lasts.**

H. SHOREY & CO.

Wholesale Clothiers

MONTREAL.

Clothing not made to order but to fit.

Controlers of "Rigby" Waterproof Goods.

MEN'S FURNISHINGS—Continued.

another of his fellow prisoners as customers of his own. Then, as one was called into the dock, he examined the judge, the prosecuting lawyer, his own counsel and others. The judge was a venerable, kindly-faced old man; the prosecuting attorney a thin-faced, keen-eyed fellow of about 40. The first prisoner called was charged with using sulphurous language in a boarding-house, shocking a lady-boarder in the room above him and having an immoral effect on the landlady's young son. The prisoner pleaded guilty, but claimed extenuating circumstances, as the dark blue expressions which had vibrated through the corridors of his boarding-house had been caused by the loss of the last collar-button he had when he was in a hurry to meet a lady friend, and by the fact that a search which resulted in the removal of every article in his room, including his bed and his dresser, had not recovered the missing jewel. He had been compelled to borrow a collar-button from a neighboring boarder who did not believe in loaning. The judge looked thoughtful—so much so that Ned. believed he was thinking of his own past—for a moment. He asked where he bought his furnishings, and when the prisoner pointed to Ned., the latter was surprised to see what stern eyes and mouth the judge possessed. Suspended sentence was passed. One prisoner after another was tried. All were charged with the same crime. All claimed extenuating circumstances. One had bought a size 15½ shirt, when his stock of collars was of the same size. Another had bought several size 16 collars at different times, and had found them to vary so that some were so uncomfortable that occasionally he had to relieve his mind. All told the judge that they got their furnishings from Derby & Hicks. After all had received a sentence similar to the first prisoner Ned. was called. His charge was that he was in league with the "King of Sulphurdom" to cause the language that the previous prisoners had pleaded guilty to using. He could not speak for surprise, but his counsel made an able plea, claiming no responsibility for the bad language of his customers—language which he would not think of using. After counsel on both sides had spoken, the judge ordered the prisoner to stand up to receive sentence. With shaking knees and shivering body (it was a cold night and his window was open) Ned. stood up. The judge eyed him sternly, then with stern voice proceeded to sentence him to sleepless nights unless in his business he should see that his customers kept a number of extra collar buttons, that they should get shirts, collars and cuffs of proper and uniform size, and that "green" customers should not be allowed to blunder in their purchases. Strange to say, Derby & Hicks' business has grown greatly since that dream. Ned. says though he wants his next lesson administered more gently.

A Few Hints From London.

Some striking novelties in neckwear have been introduced on this market during the last few weeks. A range of ties that has attracted considerable attention is made up of a silk of ombre and self twill grounds with tobine stripe. This is really two very wide stripes of different colorings, the ombre giving a beautiful watered effect. The combinations of colors are both effective and harmonious, and the range includes thirty-six different colorings, and can be obtained in the Gatwick and Paris shapes, handkerchief knots and bows. Another attractive range is that of border scarves in most beautiful mixtures. These are made up in the derby and Paris shapes, and also bows. When tied, these scarves show a stripe in the knot, and the ends are a check.

From the house of Young & Rochester, Love Lane, Wood street, E.C., there has emanated this year a succession of original ideas which have found great favor here. The "Willow" ties were a huge success, so much so that the order placed for printed silks of this pattern was the largest ever taken in Macclesfield. The "Willow" is running as strong as ever in the new shades. The tinted groundwork introduced makes a very attractive tie. Some are printed so that the pattern only appears on the knot while the apron is plain. Handkerchief ties are all the vogue just now, and the "Tandem" is a novelty in this style of tie which is selling well. These wide apron ties make an effective show in the window, and as the name implies, it ties either end and shows a different color in each case, so that the wearer has a double change. For window display we have seen nothing so attractive for some time. The patriotic ties also introduced by this firm are still in request, particularly so in the colonies, where they seem to have caught on even more strongly than in the old country.

The detached cuff is not popular here. The difference of opinion regarding this article here and in America is well shown by the following extract I clipped from one of the leading fashion journals here: "Loose cuffs are largely manufactured in America, where, indeed, shirts are often made with only a wristband, the cuffs being then necessarily an extraneous attachment. But in England, I do not think that many people of any consideration (for fashion's purposes) use loose cuffs. It is much more convenient and comely to have cuffs made on the shirt; and a shirt that has been worn sufficiently to soil the cuffs is surely a more proper subject for the laundry than for the dressing table. The same is not true of an attached collar, which may be soiled and deprived of its gloss before the shirt is actually 'done with.'"

A remarkable feature in the hosiers' and outfitters' shops here this season is the large shows of goods for ladies' wear. Almost every establishment which at one time was devoted exclusively to men's goods, are showing large ranges of ladies' wear of all kinds. Many hat and tie windows have been very effectively dressed with the aid of ladies' fancy silk handkerchiefs and fancy gloves.

Easter Gloves. For Easter trade, gloves, like everything else, will be shown in light colored specialties. The prevailing lines will run in grey suedes, grey castors and grey mochas. These are shown in a variety of ranges. They are both in self backs and embroidered backs. Some of these are silk-lined. Among the light kids, a favorite shade for Easter will be the ox-blood. Dent's gloves are always to the fore; but Perrin Freres are considered the better makers by some for the suede gloves.

Some time ago THE DRY GOODS REVIEW mentioned the novelties in the line of ventilated shirts, which were all the rage on the other side of the line. A Canadian firm have now taken up this article, and expect it to take well with the trade. The Empire Manufacturing Co. are producing pleated shirts with ventilated front. This, if it is found a success, ought to be a great success. Some doubts are expressed as to how it will stand washing and the wear and tear of use, but the makers claim that all obstacles have been overcome. They are making a specialty also of their silk shirts for Summer, which they state are equal in quality to the English make. There is a line of \$6 50, Paris make, for the sorting trade only. This shirt was formerly sold at \$9. The Empire Manufacturing Co. state that they have some new ideas in collars, which their travelers will show to the trade when they start on their rounds.

Niagara Neckwear Co Limited

Niagara Falls

Makers of American Styles

Of Neckwear

HOTELS FOR COMMERCIAL MEN.

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

An Agency Open

A FIRM OF SPINNERS OF

HIGH-CLASS KNITTING YARNS

having recently lost their Canadian Agent, are open to receive applications from responsible and suitable houses to represent them in Canada. Communications to be addressed to "SPINNEE,"

LONDON OFFICE, "CANADIAN DRY GOODS REVIEW,"
109 FLEET ST. E.C., LONDON, ENG. (5)



H. K. HAGEDORN, Manager.



"We Fear Nae Foe."

Remember, Satisfaction Guaranteed.

The....

Berlin Suspender and Button Co.

BERLIN, ONT.

OUR

Samples

CONSTANTLY ON THE ROAD . . .



NOVELTIES added from time to time. Trade has been increasing right along. The output for 1899 was 25 per cent. ahead of that of 1898.

1900 to date is 70 per cent. ahead of the corresponding period of 1899. Verily this is the growing time. To keep pace with our requirements, we have let the contract for new premises which will give us ample accommodation, enabling us to maintain our usual promptness in executing orders.

E. & S. CURRIE,

MANUFACTURERS
OF

NOTHING
BUT

NECKTIES

EVERYTHING
IN

58
&
60

WELLINGTON ST. WEST
TORONTO,

ONT

**NEW GOODS IN WHOLESALE
TRADE.**

McINTYRE, SON & CO.

THIS firm have lately added to stock several lines of dress goods secured by their European buyers, including, among others, new camel-hair effects; satin cloths; grenadines, in black and colors, with silk stripes and checks; poplins, in fancy weaves, with stripes and checks; silk-warp poplin, etc.

In the cotton department, they show new printed muslins—some low lines with stylish patterns; printed muslins, with embroidered spots; printed organdies, with checks and stripes; some novelties with silk effects; white and black muslins in



Interior of Messrs. Wilson & Rankin's, Brandon, Men's Furnishings Department.

great variety, piques white, black and colors, zephyrs and new Swiss embroideries.

In the silk department, they show new taffeta silks, black silks in a variety of weaves and designs, and new French foulards.

In the kid glove department, new stock is being added every week. The newest styles and colors are here to be found in lines that will yield a profit to the retailer. They carry suede gloves in new tans, greys, castor, mode and black, and white Tyrol or chamions to retail at popular prices.

NISBET & AULD.

The demand for 3/4 inch colored mercerized Italians, in high colors, is growing very rapidly, and they are already being handled by the larger dry goods dealers throughout the country.

Those who have taken them up find it to their advantage to increase their range, and repeat orders always follow the adoption of this width.

Nisbet & Auld have a big range of colors in two qualities, both of which are popular sellers.

They also report the arrival of a shipment of their 30-31 inch Roman satin in a variety of new and staple shades, and will hold this lot at a price that will permit their customers to retail at 25c. a yard.

They state that, owing to the advance in these goods, the present will be the last lot of this quality that they can offer at this price.

KYLE, CHEESBROUGH & CO.

This firm advise all dress goods buyers to purchase their Fall dress goods in the plain weaves, from the stocks at present in hand, as all futures will be extremely high. Fancies are bound to be up too, but still the advances are not so noticeable as in plainer makes.

Their travelers will show special silk gloves to retail at 25c. per pair. This line is a leader, and they bought over 1000 dozen of this one number.

The firm report a heavy demand for laces, particularly in the heavy plauen makes. These they have in all-overs, with insertions and edges to match, in ecru, white and cream. The latest novelty placed in stock is embroidered and tucked nets in the new buff shade. These goods are very stylish, and, mounted over silk, are extremely handsome. Prices range from \$1.50 to \$2.50 per yd.

Embroidered chif-

fons, silk fringed chiffon and fancy lisse ties are just the thing. They have just placed a new lot in stock.

The firm ask their customers to bear with them this season on the delivery of balances of orders, but they are doing their best to place all, and hope to be pretty well up by March 15.

R. C. WILKINS.

Mr. Robt. C. Wilkins, Montreal, is showing some very catchy skirts. His Lady Minto, Lady Smith, Lady Roberts and Lady Kitchener merit special attention from dealers.

Robt. C. Wilkins reports that, notwithstanding the high prices, he has never before had so many rush orders for overalls and workmen's pants, and is working night and day to fill orders.

FOSTER & CLAY'S



Productions

Should be prominent in your
Wool Department.

Ask your wholesaler for FOSTER & CLAY'S

**SCOTCH FINGERINGS
SHETLANDS, ANDALUSIANS
PETTICOAT, VEST and
SHAWL WOOLS.**

**TABLE CORD and
SOFT KNITTING WORSTEDS**

Wools made specially for all classes of
HOSIERY AND GLOVE MANUFACTURERS.

Works: Sowerby Bridge, England.

Canadian Wholesale Trade Supplied by

John Barrett, 12 St. Nicholas Street, Montreal

ROMAIN BUILDING,
TORONTO,
March 1st, 1900

With complete ranges for Fall trade from following ENGLISH MANUFACTURERS, Mr. Wreyford will take Western trip, being in Winnipeg about March 28th, and visiting Vancouver and principal towns between during April. Merchants called on by appointment.

Young & Rochester, London and Londonderry.

SHIRT, COLLAR AND NECKWEAR MANUFACTURERS.

Dressing Gowns, Winter Vests, Pyjama Suits.

Latest Novelties—The "Commandor" Shirt
"Khaki" and "Fing" Neckwear.

Cress & Co., London, Eng.

High-class Hat and Cap Manufacturers.

Silk, Felt and Straw. Ladies' Walking Hats.

Latest West End Shapes
and as now making for New York.



DR. JAEGER'S SANITARY WOOLEN UNDERWEAR

For Gentlemen, Ladies and Children.
United Garments, etc.

Camelhair Blankets, Colo Belts, Fleece Slippers.

A. GARSTIN & CO | Hitchcock, Briggs & Willett London
Leather Bags, Pursoes, etc | Fine Woollen West End Styles

P. GARNEAU, FILS & CIE.

Quebec, P.Q.

Letter Orders CAREFULLY ATTENDED TO

OUR ADVICE TO CUSTOMERS.

Place your orders Early.
Order all you may Want
Prices are advancing, and
will Advance.
Early buying means larger
Profits.
Take advantage of our
early contracts for Fall
1900

See our travellers' samples of

**Canadian Woollens, Shirts and
Pants, Ladies' Vests, Hosiery,
Mantlings, Dress Goods, Beaver
Cloths, Serges, Blankets, . .
Clouds, Hoods, Tams, Finger-
ings, etc., etc.**

ESTABLISHED, 1840



THE CONSOLIDATED CLOAK COMPANY.

As mentioned in our last issue, the assets of The Cloak Manufacturing Co., of Toronto, were sold to a syndicate of purchasers, the chief members of which are Mr. W. Sanford Alley, a director of The W. E. Sanford Manufacturing Co., Limited, of Hamilton, who is also a nephew of the late Senator Sanford; Messrs. Jas. McLenaghan and S. R. Parsons. The above three names appear on the directorates of some of Ontario's most flourishing financial institutions, and this combination augurs well for the future of this new cloak company. With the business of The Cloak Manufacturing Co., Limited, is to be amalgamated that of The Empire Cloak Co., of Toronto, whose select, elegant and well-fitting garments are well known to the trade. Friends and customers of the latter concern will, doubtless, be pleased to learn that the services of Messrs. Bull and Cuffe, of The Empire Cloak Co., have been secured by the new company, which will be known as The Consolidated Cloak Co., and are located at 18 and 20 Front street east, Toronto. The illustration of the fine building appearing on this page shows the premises which the new company occupy, and which are so admirably adapted for carrying on the business.

Mr. W. Sanford Alley's long and practical experience in the clothing trade has led him to the conclusion that the 'ladies' ready made garment trade, particularly in ladies' suits, is only in its infancy, and by turning out the very best finished goods possible, there is no question about this branch of the trade assuming as large proportions as the ready-made clothing trade in the near future.

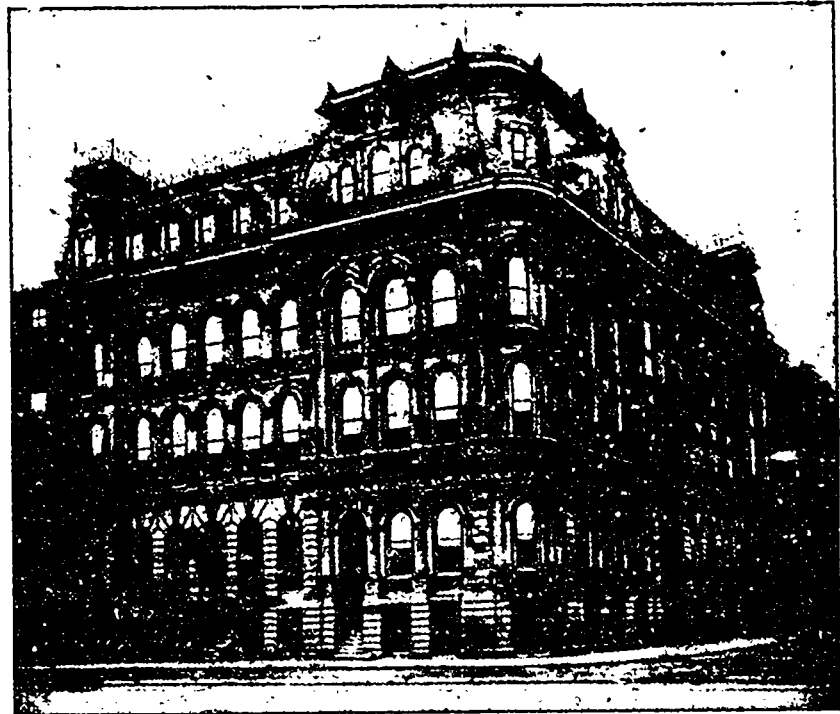
The Consolidated Cloak Co. begin business with the advantage of having the very latest up-to-date machinery, and will manufacture mantles, costumes, skirts, etc., and being in a position to purchase all their goods for cash and from the best markets in the world, coupled with the fact that they are engaging the most skilled labor that money can buy, the trade may safely rely on having the very latest ideas in ladies' garments placed within their purchaseable reach at the lowest figures compatible with reliable goods.

It is the intention of the above named gentlemen to make application to the Government for a charter of incorporation for the new company, the capital of which will be one hundred thousand dollars (\$100,000), when the business will be conducted under the style of The Consolidated Cloak Co., Limited.

A PLEASANT OCCASION

An enjoyable dinner of the buyers and travelers of Messrs. John Macdonald & Co. took place in Webb's parlors, Toronto, February 28. Mr. R. Begg was chairman and Mr. T.

A. Mitchell the vice-chairman. The affair was a preliminary reunion, and has been so enthusiastically taken up that it was decided to make it an annual event in the future, and to include all the members and employes of the firm. After the loyal toast to Her Majesty the Queen, the health of the "Soldiers in South Africa" was proposed and responded to by ex-Sergeants Rough and Boyd. "The Firm of John Macdonald & Co." was responded to by Mr. T. A. Mitchell. A toast to the "Absent Buyers," who are now in the European markets, brought forth responses from Messrs. Gemmill and Armstrong. The "Absent Travelers," including the Montreal, Quebec, and British Columbia representatives, were dealt with by Mr. R. E. Cooper, one of the British Columbia representatives, while Mr. Tisdale responded for "The Manufacturing Department." Another toast was to "Our Resident Foreign Buyer,"



THE CONSOLIDATED CLOAK CO., on Front Street East, Toronto.

Mr. E. H. Norris, who is of English birth, but who, after a quarter of a century's connection with this house, has become a loyal and enthusiastic Canadian at all times. The chairman, Mr. Begg, responded. Then the health of "Our Competitors" was proposed, wishing that they might always be as successful as John Macdonald & Co. had been in the past, and hoping that they would all see their 50th anniversary, as this firm had just seen. The toast to the "Ladies" was in the hands of Messrs. Crofton and Boxall. The speeches were interspersed by songs from Messrs. Burns, Shaver, and Armstrong, and, after votes of thanks to the chairman and vice-chairman, the pleasant evening was brought to a close with "Auld Lang Syne" and "God Save the Queen."

Khaki colored straw hats are "the latest." These have been enthusiastically shown by a Luton manufacturer. As a matter of fact, they are a revival of an old favorite shade under a new name, like most "new colors."

Messrs. E. Mills, of Ryan Bros., Chas. Mills, of the Berlin branch of G. B. Ryan & Co., and Jno. Canham, of the Guelph house of the latter firm, the European buyers for their respective houses, have returned from the European markets.

BE SURE YOU HAVE THE BEST.

KNOX'S LINEN THREADS

have been in use for over 100 years by all the Best Tailors in the World. Quality has been always right.

DEWHURST'S COTTON THREADS

All Cords and Finishes.
Guaranteed Full Length.

MILLWARD'S SEWING NEEDLES

are the best known for quality.

Paton's Scotch Boot and Shoe Laces

"BEAT ALL GERMAN IMITATIONS."

Cotton, Thread, Wool, Silk, Leather and Porpoise Hide.

SEE NAME ON EVERY BOX.

Sole Agents for Canada

GEO. D. ROSS & CO.

24 Wellington St. West, TORONTO.

648 Craig St., MONTREAL.

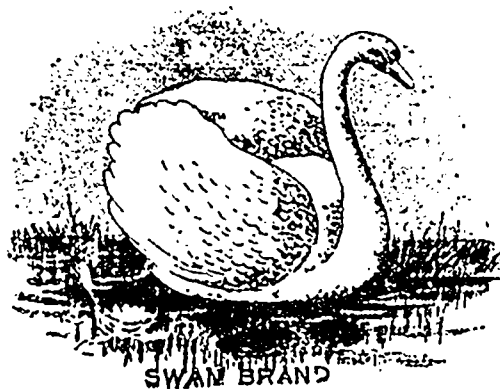
NEW GOODS

Down Comforters
Wool Comforters
Cotton Comforters

VERY ATTRACTIVE.

PRICES RIGHT.

CUSHIONS, COSIES, Etc.
White and Fancy Covered.



BED PILLOWS,
Special Fancy Tickings.

ASK FOR PRICE LISTS.

LETTER ORDERS PROMPTLY ATTENDED TO.

Our Goods this year will surpass anything heretofore.

Be sure and see Samples.

Our Goods are to be found from the Atlantic to the Pacific.

The Toronto Feather & Down Co., Limited

Sample Room, Office and Factory, No. 74 King St. W., Toronto.

REGISTERED



TRADE MARK

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

Registered Trade Mark, as above.

This Trade Mark means that the goods are

Salt's Belwarp Cloths

and are made at the famous mills of

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

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

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

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

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

Montreal
Toronto



Clothing and Woollen Trade.

THE CONDITION OF THE MARKETS.

A GREAT many had surmised that by this time we had reached high-water mark, and that prices of cotton and wool, though they would undoubtedly continue firm, would not rise again for some considerable period. Things have, it is true, been a little more reasonable since Christmas; but last week again saw some of the heaviest advances yet, in two or three lines. The Montreal Cotton Co., on February 20, issued advances of from $2\frac{1}{2}$ to 12 per cent., according to quality, on all goods made from Egyptian yarns. Yarn of this kind, which sold this time last year for $17\frac{1}{2}$ c. per lb., is now 31c. All the wholesale and retail men have not yet discovered this fact, as the English merchants and converters have had large stocks to dispose of at old prices. When satines, muslins and all that class of goods are up about 3c. per yard, as they will, it is claimed, be in the near future, there will be some scrambling for goods.

The clothing trade are very busy. The country customers are howling for Spring goods. The mills are all behind in delivery, and, in consequence, the manufacturers of wholesale clothing are retarded in their turning out of stuff. As the mill men put it, the manufacturers of clothing have for the last 12 years had the mills sitting on their doorsteps, looking for orders. A new generation of buyers have sprung up in the meantime, who do not understand what it is to have an active market. These men have had the idea that they could do pretty much as they liked with regard to orders. The old and experienced buyers have, however, been quietly placing large orders early in the season, and are now reaping the benefit of their foresight. It is now the turn of the woollen buyers to sit on the mill doorstep, and they don't seem to relish the idea.

From what we can learn, the woollen houses are going to place orders for Spring season in bulk without delay when they see the mills' sample sheets, instead of waiting for a month after receiving their clippings, and then picking out one double three-quarter width to a pattern.

CANADIAN MAKES SUCCESSFUL.

The Canadian mills are now making for Fall, and some of their tweeds show the highest qualities in texture and finish. In some cases it is impossible to distinguish them from the imported goods. In beavers and meltons especially, they are showing some particularly fine goods, which are likely to replace the imported goods in the same weight and finish.

THE WOOLLEN MARKET IN BRITAIN.

Woollen buyers who have just returned from the other side of the ocean report that prices are stiff in all woollen goods,

owing to the scarcity of wool. While some people maintain that the top has been reached, it is believed that there is every prospect of prices being maintained, while some lines will go even higher yet. The outlook for next season in Australia is for a shorter crop, while Cape wools will also be short. The British home trade is good, and colonial buyers have to pay the current prices.

Mr. Begg, of John Macdonald & Co., informed THE DRY GOODS REVIEW that the Scotch tweed manufacturers were busier than for several years, and he confirmed the reported advances in all woollens, which are due to the fact that everything entering into the manufacture of woollen goods had gone up in price. The popular shades in men's woollens just now in England are mixtures, drabs, greens, olives, while, according to the latest United States fashion reports, stripes and broken checks for suits are to the fore. The patterns shown for Spring wear include tweeds, fancy and mixed worsteds, and stripes and checks. Ladies' tailor-made costumes for Spring are being designed in plain and check effects, as also in homespun and cheviot makes in mixtures. Shepherd checks are being also largely shown. For outing purposes, the diamond check is a favorite skirt pattern, while the block check is for walking costumes.

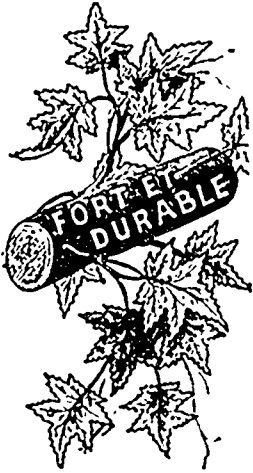
A RANGE OF NEW STYLES.

M. Saxe & Sons report that their travelers are leaving almost immediately on their respective routes with samples for Fall trade and next Winter season. They are showing the largest and finest assortment that they have ever sent out, including all the latest novelties in suitings and overcoats. Among the new features may be mentioned a suit with the back lined one half with the same material as the suit and the other half with satines. They have an overcoat which is an adaptation of the American style, with oval-shaped seams for the shoulder. In the line of pants, there is a novelty shown, this being full-shaped, tailor-made pants, not cut straight, as is the ordinary fashion in ready made. Another novelty in the suitings is the new double-breasted coat, with round corners, instead of straight, at bottom. This idea has of late been very popular in Europe and in the United States. M. Saxe & Sons are making a specialty of their juveniles' range, these also at popular prices. And, in this range, there is one particular suit called the "Patriotic" suit, being a blue one, with brass buttons and long pants. This is likely to catch the fancy of a large number of buyers.

THE DRY GOODS REVIEW thinks that there is a gold mine for some merchant in getting out a juvenile suit in khaki. It ought to sell like hot cakes, as it would be just the thing for

The Maple Clothing Co

DRUMMONDVILLE, P.Q.



Trade Mark

(Strong and Durable)

Be sure this stamp is on the goods you buy, there is none better made.

Manufacturers of

- Blouses
- Silk Blouses a specialty
- Tailor-Made Skirts and Jackets
- Men's Negligee Shirts
- Top Shirts
- Whitewear of every description

Overalls and Jumpers
a specialty.

E. Pelletier, Manager, Fraser Building,
MONTREAL.

Our Specialties Spring, 1900

MEN'S BLACK AND BLUE

Worsted Suits

and.....

Whipcord Overcoats

~ SPECIAL VALUES ~

THE **G. A. THORPE** MFG. CO.

Wholesale Clothing Manufacturers,

57-59 Bay Street

TORONTO

Finley, Smith & Co.

Importers of ...

WOOLLENS and

TAILORS'

... TRIMMINGS

29 VICTORIA SQUARE

WM. C. FINLEY
J. R. SMITH

MONTREAL

Solo Agents for

Trafalgar, Britannia and Royal Navy Serges.

John Fisher, Son & Co.

Cor. Victoria Square and St. James Street

MONTREAL.



Woollens and Tailors' Trimmings

Letter Orders receive prompt attention.

101 and 103 St. Peter Street, QUEBEC.

"Tiger Brand" Clothing



As we say to the individual in our big retailing department, we say to the trade through the wholesale department—"the label is your guarantee."

We believe "Tiger Brand" Clothing is the best clothing being produced in Canada to-day—in every way—style and quality. What we believe, the trade is proving—and perhaps the best evidence of it is the fact that in a twelvemonth we've well nigh doubled the output.

Yes, Sir! it pays to have the high quality to sell, and the sooner you admit it for yourself—well, the better for your trade—splendid assortment of most everything you could need for men and boys—all the year round—come to market or write.

E. BOISSEAU & CO.,

Temperance
and
Yonge.

TORONTO

CLOTHING AND WOOLLEN TRADE.—Continued

little fellows to knock about in without danger of tearing or dirtying the material. There is such a great deal of attention being directed to this particular stuff at the present time that it needs no introduction, and the boys, and girls too, would be as proud as peacocks to think they were dressed like the soldiers.

NEW IDEAS IN MADE CLOTHING.

THE REVIEW is indebted to H. Shorey & Co., of Montreal, the manufacturers of Shorey's ready-tailored clothing for the following forecast of styles for the coming Fall and Winter of 1900.

Their designers in the different departments are just now busy in getting out their Fall samples and our representative was permitted to inspect some of the first designs which are being made to try effects of different cloths and trimmings:

The predominant color in fabrics both for suits and overcoats will be Oxford grey.

Sack coats will be cut a little higher to show less shirt front than formerly.

Double-breasted vests made without a collar and cut rather high will be in favor again.

A feature in morning coats will be a flap on the ticket pocket—this is a decided innovation.

Double-breasted sacks cut rather high and made to button with three buttons will be in favor for business wear.

Some very stylish lines of overcoats are piped at the edge with silk velvet and with a rather wide velvet collar.

Checked overcoat linings are giving place to heavy twilled plain mohairs for the medium length single-breasted overcoats; these linings are also taking the place of silk satin, which is rather a step in the right direction as they are more durable and quite as easy to slip on and off over rough tweeds.

In long overcoats for storm wear a plain double-breasted overcoat with seam in the back, the vent buttoned with a fly, wide storm collar and throat tab, with crescent-shaped side pockets, and ticket pocket was shown. This garment was made from a soft thick material in various shades piped with a velvet at the edges to match the material, and with cuffs also piped with velvet.

For boys' and youths' clothing the double breasted sack seems to be mostly in favor, as it is also for the larger sizes of children's two piece suits. For very small children, in sizes 20 to 25 breast measure, vestee suits will be in favor.

Mr. Fred. C. Shorey, the Manitoba representative of H. Shorey & Co., of Montreal, has just returned from a visit to the leading clothing centres of the United States, where he went in quest of ideas and styles for the coming season. He says that he did not see anything that was too good for Canada, and, taking into consideration our part in the capture of Cronje, the best should not be considered too good for us.

STYLES FOR SPRING—WHAT A BUYER SAW.

Mr. Alex. J. Johnston, the well-known buyer for The Wyld-Darling Co., Limited, returned from a trip to the British markets the other day. Though he was making his purchases for Fall trade, Mr. Johnston did not fail to observe the trend of style in Spring clothing for men.

"There is every evidence," said he to THE REVIEW, "of a return to popularity of tweed for suitings, which, as you know, have not been in fashion for the last two years. In the

fashionable centres, both in England and Scotland, I observed a great preponderance of tweeds, and on the Teutonic during the return trip the same fact was manifested. Many of the passengers had on new suits, which they were wearing to escape the Customs duty. As these suits had been purchased just before sailing, in all probability, and as they were principally tweed, there is no doubt in my mind about the revival of tweed for suitings.

"For overcoatings, coverts in greys and olive mixtures are everywhere in favor.

"In trouserings, it looks as if the striped worsted is to largely give way this Spring to small, neat checks, both in wool and worsteds. Of course, neat worsted stripes are bound to always be in more or less favor, but this season they are not as universally worn as a year ago.

"In vestings, the tendency is towards sportiness. The red-breast woollen material, which has been selling in London for more than a year, bids fair to find a place here this season. The feature, though, will be the introduction of brass buttons, which have been worn in the Old Country for some time."

H. Shorey & Co. are showing among their designs for Fall of 1900 two lines of khaki duck vests, one single-breasted and one double-breasted without collar. As the price is not as high as the patriotism at present running in this country these should be taking lines.

PRINTED MATTER IN TRADE.

H. Shorey & Co., of Montreal, have issued to their customers a circular letter offering to supply to them free of charge original and specially written ads., illustrated and set up in electro form, ready for the printer, advertising their clothing department. It is unnecessary to say this generous offer has largely been taken advantage of. As a result, we expect to see much improvement in the clothing ads. in country papers this Spring.

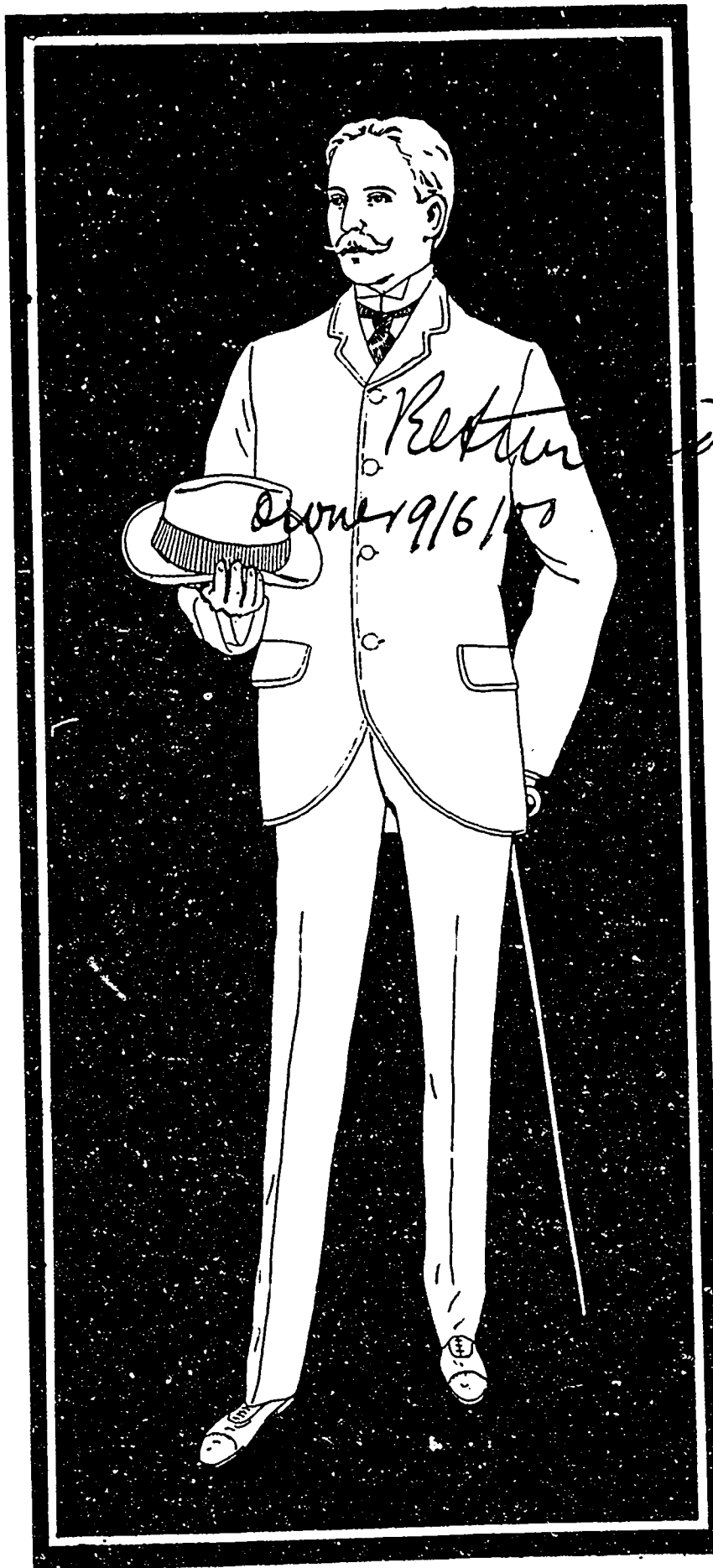
This firm are also issuing to their customers a very neat booklet illustrated by half-tone cuts, descriptive of the different garments they make in friezes for the Fall of 1900. This firm were fortunate in having made a contract last July with a mill which held a quantity of wool suitable for the manufacture of this very useful fabric, so that they will be able to give it to their customers at old prices. They show some very stylish mixtures in these goods that are suggestive of Scotch ulsterings.

MONTREAL COTTON COMPANY.

At the annual meeting of the Montreal Cotton Company, which was held in Montreal Feb. 12, a very satisfactory report was presented, and the following board of directors unanimously re-elected: Messrs. A. F. Gault, Chas. Garth, Jacques Grenier, Hon J. K. Ward, S. H. Ewing, Samuel Finley, and R. R. Stevenson. Mr. A. F. Gault was elected president and Mr. Charles Garth was elected vice-president.

Mr. Fraser, of S. Greenshields, Son & Co. has left for the Old Country to buy dress goods for next season. Mr. Kent has just returned from England where he has been buying in the interests of this firm.

THE REVIEW is glad to record the fact that Messrs. Robertson, Lindsay & Co., St. Thomas, Ont., who were burned out recently, have adjusted all difficulties in arranging matters for the future. This firm will continue business under the old firm name and at the old stand in St. Thomas, being ready with a new stock and new building about March 14.



Have you seen our
Great Range of

\$ **5** MEN'S
SPRING
and SUMMER
SUITS?

We carry an extensive line of these \$5 Suits, not a handful of indifferent patterns, but between forty and fifty splendid sellers. Among them some of the most brilliant and original designs of fabrics in Bonnie Scotch effects, club checks, both large and small, that have life and snap. Perfect-fitting and splendid sellers.

See our \$7.50 splendid range of pure through and through Worsted Suits.

We can do you good.

All we want is the chance.

Permit us to express you at our expense sample suits. You will be surprised at the difference in prices to what you have been accustomed to pay other houses.

SEEING is BELIEVING.

M. SAXE & SONS

Wholesale
Clothing Manufacturers

Cor. St. Peter and Lemoine Sts.

MONTREAL.

20th CENTURY



CLOTHING SPECIALISTS

Goods sold on a cash basis save you at least 20 per cent. on the same grade of goods. Trade demanding better goods all the time. We are right in it on fine Tailor-Made Goods. Nothing but the best linings and trimmings.

EVERYTHING A MAN WEARS.

*Measured Suits to order "our specialty."
Right up-to-date.*

A. S. CAMPBELL & CO.
MONTREAL.

M.P.O.S. 471
711
1222

NEW PRICES IN CANADIAN PRINTS.

WITH March 1 came two price schedules in connection with Magog prints, one relating to Fall, 1900, the other affecting the market immediately. The changes which affect the present trade are as follows:

	New price.	Last price.
H. H. H. indigo prints	10½	10
Moreen skirtings	10½	10
Heavy twilled	11	10½
Twill cretonnes	7¼	6¾
Ladas tweed	11	10½
Extra heavy moles	20	10½
Salisburys	8	7½
Summer suitings	8½	7½
No. 11 sleeve lining	7¾ net	
No. 22X "	10 net	
No. 22 embossed sleeve lining	11¾ net	

The other list issued by the selling agents of the Magog mills is for Fall, 1900, and is as follows:

MAGOG PRINTS—PRICE LIST FALL, 1900

Salisburys	8	Heavy twill (amline and indigo)	11
N. F. fancy costumes	8½	Ladas tweed	11
N B Fall suitings	8½	Heavy moles	15
Fancy wrapperettes	10	Extra heavy moles	20
Steel grey	10	Twil cretonne	7½
Reversible	10½	Ottoman " 30 in.	9
Costume twills	10	Oatmeal " 30 in.	10½
Coat lining	11	S.C. indigo	8
T.K. napped skirting	10	H. H. H. indigo	10½
S.K.	12½	D.C.	10
Moreen	10½	G.C.	12½
Napped sateen (amline and indigo)	12½		
Sleeve linings—		Overcoat sleeve linings—	
No. 11	7¾ c. net	No. 22X	10 c. net
No. 22	9 "	No. 22 embossed	11½ "
No. 33	10 "	No. O.C.	12 "
No. 44	12½ "	No. O.C. embossed	13½ "

NOTES.

The Montreal Cotton Co., February 20, advanced 5 per cent. on all foulards, silesias, jeans, pocketings, percalines, costumes and piques.

On February 28, the same company announced an advance of 1c. on simlas (M. Q. A. and G. Q. A.).

On February 12, the Parks Co. advanced yarns and warps ½c.

The Yarmouth Duck and Yarn Co. have made an advance of 10 per cent.

EASTER IS COMING.

Have you all the ribbons, lace, belts, gloves and hose you will require? If not it is time these items had attention. You can write to or call upon Brophy, Cains & Co. and have your wants supplied.

There is an active demand for lace all-overs. A big Summer and an early Autumn trade in them seems assured. The styles now in the market include some very pretty patterns in Nottingham, Plauen and Swiss all-overs, guipures being particularly favored.

Notwithstanding the fact that manufacturers and wholesalers in the Old Country and on this side have advanced prices on dress goods, Messrs. Kyle, Cheesbrough & Co., announce that, by reason of having purchased extensively early in the season, they will be enabled to sell at present prices, and will continue to do so during the coning season.

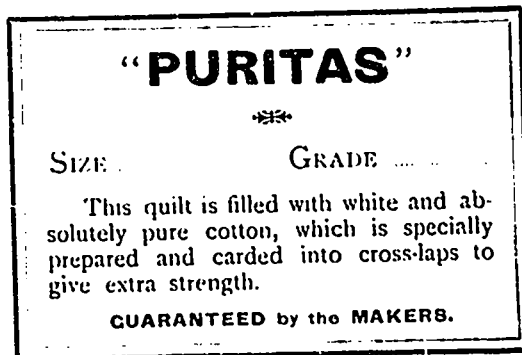


The 1900
"Puritas"

Wadded Comforter will be a work of art as well as the embodiment of purity, elegance and comfort.

Over 10 Wholesale Dry Goods Houses in Canada will show a more or less complete line of Puritas Comforters, ranging in price from \$12 to \$30 per doz. Of course you are not buying for Fall yet, all the same better make a mental note of the word "Puritas." It stands for purity in comforters, and is becoming a household word from the Atlantic to the Pacific.

This is the tag:



Which is also attached to our Samples carried by the Jobbers. A plausible traveller will tell you that such and such an imported article is as good as the "Puritas." *Ask to see the tag*, and order your goods that way.

The Alaska Feather & Down Co., LIMITED

Now Address 301 St. James St. Now Address
MONTREAL.

"Glovine"

THE MODERN CLEANSER.

Do you know what it does?



CLEANS GLOVES!

of all kinds.

Put up in 16 oz. bottles, and on sale by all leading dry goods stores.

Canadian Agent,

FRED. W. WINTER,

33 Melinda St., TORONTO.

MANUFACTURED BY _____

THE GLOVINE MFG. CO.

WILKESBARRE, PA.

LINED GLOVES and MITTS

For Next Fall.

Our travellers are now on the road showing the most complete range of samples, consisting of the best makes of Domestic and Foreign manufacture. We have the best values. Do not place your orders before you have an opportunity to see what we have.

PERRIN FRÈRES & CIE.

5 Victoria Square, MONTREAL.

The "Beaver Brand" Macintosh

This is What Our Customers Say:

"Never had Macintoshes that gave such satisfaction as the 'Beaver Brand'."



D. B.

Have You Tried Them Yet?

If not, begin the new century with Macintoshes that will give the **greatest SATISFACTION to you** as well as to **YOUR customers.**

The BEST and CHEAPEST MADE or SOLD in Canada.

You can get them until May 1st at the present prices.
Write us if our traveller does not call on you.

The Beaver Rubber Clothing Co., 1490 Notre Dame St., Montreal.

An Inspection of the

Oil Cloths

MANUFACTURED
BY

The Dominion Oil Cloth Company

LIMITED.

will interest you, as the colorings and designs are especially
Novel and Effective.

FLOOR OIL CLOTH

Original and attractive, quick-selling designs, in a wide variety of colorings—will attract the attention of all buyers.

NO. 1 QUALITY—Our standard line; in widths of from 4/4 to 10/4.

NO. 2 QUALITY—The medium and leading grade; also made in widths of from 4/4 to 10/4.

NO. 3 QUALITY—It meets the popular want for a moderate-priced, good-wearing oil cloth, in widths of from 4/4 to 8/4

TABLE OIL CLOTH

This line embodies all that is modern, artistic and durable. We draw special attention to this line.

ENAMELLED AND CARRIAGE OIL CLOTH

Second to none as regards price, quality, finish; most substantial and best finished goods offered to the trade.

ALSO
MANUFACTURERS OF

Floor Oil Cloth in widths of four yards.

Oil Cloth Mats or Rugs,

Cotton and Duck Back, Enamelled Stair Oil Cloths,

Canvas and Painted Back Stair Oil Cloth.

The Wholesale Dry Goods Trade now have our Spring Samples in hand.
Examine before purchasing foreign goods

Office and Works

St. Catherine and Parthenais
Streets.

MONTREAL.

A QUESTION OF TRADE INTEREST.

AT WHAT PRICES SHOULD EMPLOYEES GET GOODS?

Editor DRY GOODS REVIEW

DEAR SIR,—Permit me to bring to your notice a subject I would very much like to hear from some of our progressive merchants on—that is the habit of selling our goods to employes at actual cost. I find this is done more from habit, as most merchants I have spoken to admit that they don't approve of the system, but others or their predecessors have done so.

Now, I contend that it costs the average merchant 10 per cent. to sell dry goods and boots and shoes, that is, for salaries, rent, freight, insurance, light and fuel, incidental depreciation on stock, etc. The merchants who get over these items on 10 per cent. are, I consider, doing well, for, to cover these items, I charge my employes an advance of 10 per cent., and consider that I am only realizing what the goods cost me (old fogie merchants and some employes' opinions to the contrary).

I would like to see this question brought to the attention of the retail merchant, as I feel that it is only just that a general understanding should be arrived at. I herewith inclose you two letters I received from Eastern Townships' merchants, which speak for themselves. I have no doubt, should you wish to make use of them, permission could be obtained cheerfully. Thanking you in anticipation for your valuable space

Yours truly,

"THE HUB."

Cowansville, Feb., 1900.

William G. Brown, Prop.

MR. MULLIN'S LETTER TO MR. BROWN.

MY DEAR BROWN.—Yours of to day to hand, in reply would say that, viewed from a strictly business standpoint, you are, I believe, quite right in adding 10 per cent., and no objection could fairly be urged against it

The practice of charging employes actual invoice prices seems to be general, as far as my experience goes, although I have always felt that an advance of about 10 per cent. should be added to cover items you mention. In my own case I have not done so, charging simply invoice prices. I believe, at least, I hope, the help appreciate it. If they do, the concession is not bad policy. The truth is that what is a favor to day becomes a right to-morrow.

Yours truly,

BEDFORD, Feb. 8, 1900.

JOHN J. J. MULLIN.

MR. HUDON'S LETTER TO MR. BROWN.

MY DEAR FRIEND.—Your letter of the 8th inst. duly received with pleasure and contents noted. Re goods purchased in our places of business by employes, in my humble opinion, most undoubtedly you are correct in your contentions that at least 10 per cent. should be added over and above original cost price, and this rule should be strictly enforced in every instance by a strictly up-to-date business man. Doing otherwise, that is, selling goods at flat cost, he would not be getting actual cost, and that is not the tactics of a strict business man. I have been in business for over 20 years, and I have made the above one of my strictest rules with my employes, and it has worked most satisfactorily for the time above mentioned.

I feel pleased and in some way flattered to have this matter submitted to me for a decision, which I trust will be satisfactory.

Yours, very truly,

A. J. HUDON.

RICHMOND, Que., February 9, 1900.

[A reference to the above correspondence will be found on our editorial page.—ED. D. G. REVIEW]

OF IMPORTANCE IN LADIES' TRADE.

Brush & Co., Toronto, are constantly introducing American novelties in ladies' wear that have proven successful. They are about placing on the Canadian market a new shirt-waist holder and skirt supporter, called the "All-Ways Ready," that is absolutely perfect. Owing to its peculiar construction, it requires no preparation of shirt waist or skirt before wearing, holds both firmly together in perfect position and leaves the waist-line smooth. These holders may be retailed at 25c. each.

A sample of the "All-Ways Ready" shirt-waist holder will be sent to any merchant without charge, upon application to Brush & Co., Toronto.

They are also getting ready to place on the market two new bust forms. One, the "B. & C." Wright bust form, which is a substitute for a corset, is closed in front, has no heavy steels, gives a symmetrical, even form from shoulder-point to bust, beautifully-curved waist line, and is short on the hips. It is especially adapted to slender people, and tailor-made gowns can be fitted over it without any padding.

The "B. & C." bust perfecter which they are introducing produces a similar effect to the "B. & C." Wright bust form, except that it is designed to be worn with a corset.

THE SILENT SALESMAN.

The use of fine fixtures in stores grows apace. It brings trade to have the place well set out, and goods well displayed are half sold. With a kind of inspiration the manufacturers of Phillips' illuminated showcases called their patent case "The Silent Salesman." The idea has worked out by experience that a line of nice goods well shown in a handsome store go quicker than under other conditions. The Phillips' showcase people furnish a list of merchants in Canada and the United States who have bought and used "The Silent Salesman," and their testimony can, therefore, be got at by intending purchasers. The cases are of high quality, being manufactured with special care, and the Canadian trade are supplied from Windsor, Ont., which has enabled a reduction to be made in the price.

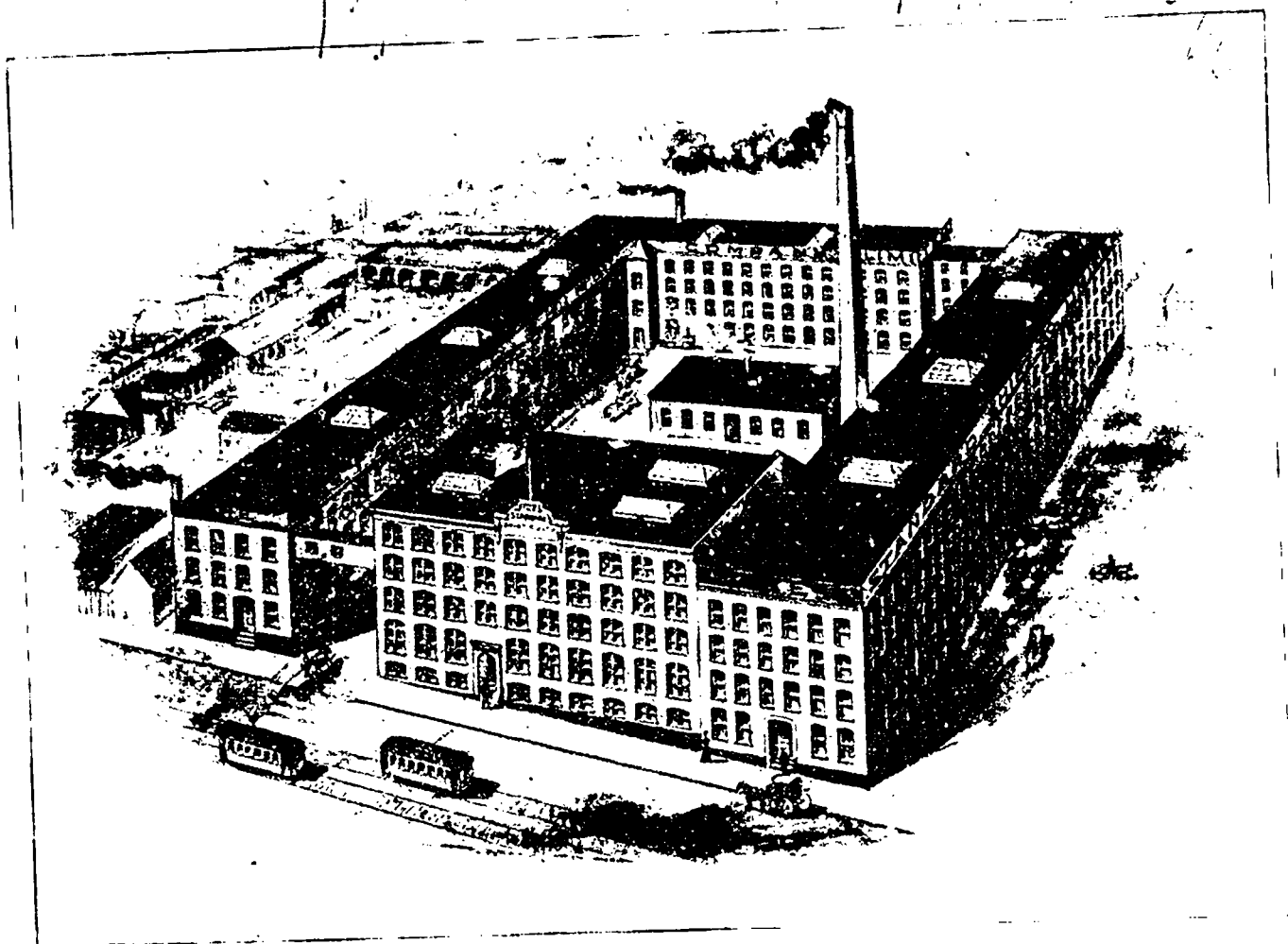
TO CLEAN SILK AND LAKE.

For cleaning fine fabrics and millinery requisites, "Glovine" has come greatly into favor. It is sold on a guarantee, and the trade report it a satisfactory seller. It will clean the most delicate fabrics, crepe de chene, silk laces, velvet, white shoes and gloves—either glace or suede. Mr. F. W. Winter, 33 Melinda street, Toronto, is Canadian agent.

Some of the retailers who are handling "Wolsey" brand of unshrinkable underwear are well pleased with the demand for it. Each garment being guaranteed, the claims of its unshrinkableness are well founded, and there seems to be a genuine demand for a high-class, perfect-finished and durable underwear for men, women and children. Children's combinations are also shown in these goods.

*We are now showing our
Fall Range of—*

Shirts, Collars, Cuffs, Shirt Waists, Etc.



The Standard Shirt Co., Limited

LONDON, ENGL.
Representative,
Charles Turnbull,
6 Honey Lane Market.

MONTREAL,
John Gordon & Son.

TORONTO,
Jones & Copping.

FEATURES OF THE NEW INSOLVENCY BILL.

SOME CRITICISMS BY A DISTINGUISHED AUTHORITY ON
BANKRUPTCY LAW.

THE Bankruptcy Act introduced into the House of Commons by Mr. W. F. Maclean, M.P. for East York, has some advantages over former Acts that have been brought before Parliament at Ottawa, viz., it is very much shorter, and it is not so much clothed in legal phraseology as to make it unintelligible to ordinary business men.

Too much verbiage invariably leads to much litigation, and the English language is quite good enough to express a meaning on any point without resorting to the use of Latin or any other language that the majority of laymen do not understand. In this respect Mr. Maclean deserves credit for bringing forward a bill that is more easily understood than the majority of our Acts of Parliament; but even in this bill, which is simplicity itself compared to some others that might be named, there is room for some amendments.

Section 2 says: "Nothing in this Act shall be deemed to repeal or affect any Act of any of the Provinces of Canada relating to, or providing for, voluntary assignments for the benefit of creditors." Section 17 seems to be contradictory to this, for it says: "When an order has been made adjudging a debtor bankrupt, all proceedings for voluntary liquidation shall be stayed, and all proceedings therefor taken by any trustee appointed under any voluntary assignment shall be subject to revision under order of the court."

Section 8 provides that a single creditor, or two or more creditors, having debts aggregating \$200 may present a petition to the court praying for an adjudication of bankruptcy. If the \$200 debt was confined to a single creditor, this section would be all right, but there is the danger that a number of small creditors may combine to harass a man who, in time, might be able to pay all in full.

Section 12 sets forth what are deemed acts of bankruptcy, to which very little or no objection should be taken. And it also provides, sub-section F, that the debtor has 10 days succeeding the service of the summons of a creditor for not less than \$200 in which to pay or compound the debt, or commence proceedings to have such summons dismissed.

Section 19: "The clerk of the court shall, as soon as possible after a debtor has been adjudged bankrupt, summon a meeting of creditors to appoint a trustee and, if desired, a committee of inspection, and at such meeting (section 20) a majority in number and value must be present or represented by proxy to make it a duly constituted meeting, the clerk to be chairman of the meeting (section 21), unless unable to attend through illness or any unavoidable cause, when the meeting will elect its chairman.

All resolutions shall be decided by a majority in number and three-fourths in value of creditors present or represented by proxy (section 26). No provision is made for having votes calculated according to the amounts of the debts as in the Ontario Act. There is room for amendment here. The small creditors have too much power.

The trustee is to have full power to wind up the estate of the bankrupt in any way he sees fit, but has to transmit a statement of proceedings to the creditor at least once a year, and the auditor can call him to account for any misfeasance,

neglect, or omission, or cause the trustee to make good any loss the estate sustains thereby, and if the trustee fails to comply, the auditor shall report the matter to the court, and the court shall make such order as it thinks just.

The trustee is to pay all sums received by him into a bank, and, if he keeps in his hands a sum exceeding \$200 for more than five days, he shall be subject to certain penalties.

The auditor is to be appointed by the Governor-in-Council, and is to receive an annual salary.

A secured creditor (section 54, sub-section 2) shall be entitled to a dividend in respect of the balance due to him after realizing or giving credit for the value of his security. The effect of this clause will be that creditors will have to value their security before getting a dividend—a wise provision. Heretofore, this matter has been a bone of contention between the banks and wholesale houses, and has given rise to much litigation.

The bankruptcy is to be closed by order of the court, after the trustee has reported that he has realized on the whole of the property of the bankrupt, or as much of it as can be realized on without needlessly protracting the bankruptcy. After the bankruptcy is closed, no portion of a debt provable under the bankruptcy can be enforced until the expiration of three years, and the debtor is to get his discharge if he makes up during that time a sum sufficient to make the dividend on his estate 33c. on the dollar, in the event of such a dividend not having been originally paid out of his property.

If a debtor does not get his discharge at the end of three years, any balance remaining unpaid of a debt proved in bankruptcy shall be deemed a subsisting debt in the nature of a judgment debt.

A bankrupt can apply to the court for discharge when the bankruptcy is closed, or at any time during the bankruptcy with the assent of the creditors testified by a special resolution, and the discharge shall be granted if 33c. on the dollar has been paid, or if the resolution of the creditors testifies that his bankruptcy or the failure to pay 33c. on the dollar has arisen from circumstances for which he cannot justly be held responsible.

Section 73, referring to fraudulent preferences, is short and to the point, and a very necessary provision in any bankruptcy Act.

Section 74, the concluding section of the Act, is to protect innocent persons who have had dealings with the bankrupt previous to the date of the order of adjudication.

On the whole the Act is a good one, and, with very few amendments, will, in all probability, prove a workable Act. It leaves to the creditors full power to look after their own interests, and it protects the debtor from unjust oppression by greedy creditors.

X. Y. Z.

MERCHANT AND NEWSPAPERMAN.

Mr. John F. James, general merchant and publisher of The Review, Bridgeburg, Ont., was in Toronto on Thursday and Friday, of last week, attending the meeting of the Canadian Press Association. After attending his duties as a newspaperman he put in a few hours attending to matters appertaining to his general store.

Mr. James has recently purchased a nice building site in Bridgeburg, and purposes erecting thereon a new store, 20 x 80 feet. It will be three storeys with basement, and will be built of blue flint stone. An elevator in the rear will be among the modern appurtenances which the store will possess. The whole of the building will be devoted to business purposes. Building operations have already begun, and the new store will be ready for occupancy next Fall.

The CONSOLIDATED CLOAK CO.

.. MANUFACTURERS OF ..

The "Empire" Tailor-Made Ladies' and Children's Cloaks and Suits.

Our representatives will be on the road very shortly with a replete range of Fall Cloaks, etc., comprising the latest Berlin and New York novelties, and our own exclusive designs. All goods manufactured in our own factory, and will bear the well-known trade mark

"Empire" Brand.

18 and 20 Front Street East,
Toronto.

The CONSOLIDATED CLOAK CO.

(Amalgamation of The Empire Cloak Co., and
Cloak Manufacturing Co.)

NEW GOODS IN WHOLESALE TRADE.

JOHN MACDONALD & CO

IN woollens, a large and selected stock of men's fancy worsted trouserings and suitings in Canadian and imported lines is being shown, as well as a variety of Scotch and Canadian tweed suitings. Tailors can be supplied with the newest makes in linings, including Italians, twilled serges, fancy silesias, pocketings, haircloths, etc., and all requisites for a first-class tailoring business.

In the carpet department the shipments of new goods are earlier than for years past, and a greater percentage of orders has been filled than formerly. Repeats are now coming in, and all back orders will shortly be completed. A large range of art squares, assorted sizes, are selling freely in tapestry, brussels, axminsters and wiltons. These are very handsome goods.

The dress goods that are particularly in demand just now include pekin stripes, silk effects in mohair, shown in a range of shades, plain cloths for costumes and fancies of the better class. There is a good trade in fancy black fabrics, silk grenadines, and black lustres, while black and navy serges are holding their own. A number of repeats in piques and Victoria lawns have been received. The skirt, blouse and wrapper department is doing a large business. There is at present a great demand for all over embroideries, whites and creams, and also all-over tuckings, with brussels net insertion, the colors being pink, blue, solid white and black and white. Swiss and cambric embroideries with insertion to match are shown. A new shipment of chiffon in white, cream, black and all the leading shades has been received, and also blouse silks to retail at popular prices. The department is strong in gloves, hosiery and underwear, and the stock is complete. Special attention is drawn to black cotton hosiery, Hermsdorf dye, which was bought a long time ago, and are being sold at exceptional values.

The haberdashery department has a nice line of belt buckles in fancy steel, enamel and jet, and is showing the new pulley belt in black silk, black velvet, black satin, cardinal, pink and pale blue satin. The pulley belt is the latest thing in the belt line, being shown in New York as a novelty just out. A large range of beauty pins and blouse sets is shown, and the general range of haberdashery is very complete at present.

In underwear, the men's furnishing department is showing some very nice lines in balbriggan and natural wool. In half-hose, a very large range of black and fancy cotton half-hose for the Summer trade can be had, also, a line of black cotton half-hose with natural wool feet, to sell at 25c. a pair.

Handkerchief ties are counted on to run well for Summer trade, and a very large range of them, to retail at 50c. with a good profit, may be inspected.

P. GARNEAU, FILS & CIE, QUEBEC

This firm have secured a shipment of satin duchesse cloth to retail at 50c. It is shown in popular shades, and is the correct thing for Spring wear. Inquire for range 400.

In view of the great demand for plain linen skirtings and bicycle cloths for Summer costumes, the firm placed heavy

contracts early in the season. They are, therefore, in a position to sell these goods under present market value. Orders should be sent in early, as present stock cannot be replaced near actual prices.

Their line of silkalette, in all self colors, for ladies' blouses, still continues a great success. They are now opening their sixth repeat order. Retail at 17½c.

A very desirable line for dresses is a wool canvas cloth—G53—to retail at 50c. Sold in standard shades.

All-wool costume cloths, to retail at 75c. and \$1, are in stock; and they are also selling a line of extra heavy cream flannelette in three prices.

Costume ducks in navy and white spots and navy and white stripes is a specialty with this firm. Inquire for price.

P. Garneau, Fils & Cie. have in stock a well-assorted line of black lustres, brilliantines and moire lustres, purchased early in the season. For curtains and draperies they have special good values in art muslins, cretonnes, damasks and tinsels.

THE W. R. BROCK CO., LIMITED.

The Toronto warehouse of this firm report that in dress goods, dimity muslins, plain and fancy, are having a great run, and that sedans, tweed suitings, cheviot finish serges and fancy blacks, with the designs a little smaller, are all materials that command an extensive sale. Plaids are exceptionally good both in the low and better priced stuff. Plain black lustres are selling just as well as they did last year.

In woollens, a job lot of Canadian homespuns, all shades, bought at less than mill prices, are being offered, as also a job lot of Canadian tweeds—low price for counter sale. The department's four numbers of serge, blue and black, called the Henley, Champion, A 8219 and A 8221, are finding much favor.

The W. R. Brock Co., Limited, have cleared for cash the balance of a manufacturer's stock of neckwear, comprising the latest designs and newest patterns. Three prices in both knots and derbies are quoted.

There is a great demand for gilt buttons for dress trimmings, and the firm have in stock a nice selection of bright and dull finish goods, in all sizes, from 12 to 30 lines.

The demand for belts and belt buckles is very large and the styles quite numerous. A large range of jet, leather and other fancy belts is shown; jet, gilt, steel and effective combinations in belt buckles, with a varied assortment of hatpins, clasps, ties, cuff links, etc., with patriotic designs, such as the Maple Leaf, Union Jack, Royal Standard, and also the Old Flag of Canada.

The aim is to have in stock in fabric and kid gloves, a range of lisle, taffeta and silk gloves of remarkable value. The assortment of staple gloves and novelties, in addition to the usual range of kid gloves, has been supplemented by another line called "Vancouver," which they contend is the best glove in the market for \$1 retailing. The increased demand for celluloid goods is going to be extensive. They show a complete range of side combs, back combs, nuque combs, pompadour combs, hair pins, etc. In addition, they are expecting in something special in horn hair pins manufactured in Canada.

The firm are offering a line of blue serge pants, called "Error," which are great value for \$1 a pair, and "terrible" goods to wear. F20 and F21 are two numbers of men's shirts and drawers, in flesh and blue-grey, for 25c. retail per

WHOLESALE TRADE—Continued.

garment. They are exceptional value, and the amount sold indicate that they are what the masses require.

As April showers are near at hand, this firm's assortment of ladies' and men's waterproof garments is large, well selected and good value. This branch of trade has been on the increase for the past two years. In hosiery and underwear, attention has been so frequently drawn to these two branches that it seems superfluous to again refer to them, but the buyer will be so impressed with the immense stock in the warehouse for the coming season that one cannot help thinking it contains everything a merchant requires for his customers. As the values are always right, an inspection of these two important lines should compensate for any time expended.

In colored satanas, The W. R. Brock Co., Limited, Toronto, have placed heavy contracts for British colored satanas, anticipating a large demand. Sales have been greater than even expected. One cloth, with a particular bright finish, can be retailed at 20c. It has taken the trade by storm, as there is a low price for the goods. The second cloth is a fine fabric, to retail at 25c.—hard to tell from a piece of silk.

The print stock is now complete in every variety of cloth. They have made a specialty of the 3H heavy Canadian print, of which they show over 2,000 patterns, more than two-thirds being their own exclusive designs. Some of their special patterns have had a phenomenal sale, having turned out trade-winners. Mercerized foulard is a very fine light cloth in silk foulard effects. It is just the idea for ladies' waists and the latest thing in the market.

Four specials in linens are worth noting. No. M. 43, 16 in. glass towelling is the last of a special purchase made about nine months ago when the market was at the lowest ebb. They have still about 300 pieces left which the trade can have to retail at 5c.; fine cloth. B. 18 is an 18-in. huck towelling, a nice even thread, fairly heavy cloth, to retail at 10c. at good profit and is worth 33½ more. M. 38 is a 68-in. cream damask table linen, in seven different designs, nice mellow finish and fine fabric, to retail at 40c. M. 41, a 72-in. bleach damask table linen, four pretty patterns, will retail at 75c., which is fairly 25 per cent. below regular prices. B. 8, 20x40, is a fine huck towelling, fringed, to retail at 25c. per pair. All of the above are leaders for any up-to-date storekeeper.

THE WYLD-DARLING CO., LIMITED.

The Wyld-Darling Co., Limited, in their smallwares department are particularly strong in gloves, hosiery, and underwear. Having conducted heavily for these goods previous to the stiff advances which have taken place, enables them to offer exceptionally good values.

In gloves, their line of taffeta to sell at 25c., is, they claim, the best value on the market. By an early buying, they are in a position to sell cambric embroideries, insertions, and all-overs fully 30 per cent. under present market values.

This house are showing a large line of belt buckles in steel, gilt, enamel, and jet. of beauty pins in gilt, silver, enamel and pearl, and of beaded belts and metal girdles. In celluloid hair ornaments they have in stock the latest styles of back, side, and pompadour combs, hair braids and shell hairpins. In ladies' collars they have the newest styles in stand-up turn down shapes, which are now so rapidly coming into favor in New York.

In men's furnishings they have a full line of men's colored shirts, either starch front or negligee in cambrics, zephyrs and

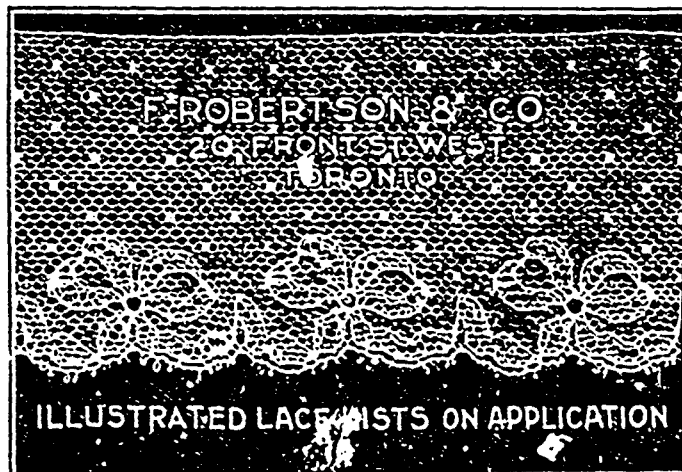
oxfords; also the leading shapes in collars. Special attention is called to their "Vic." collar, a stand-up, turn-down with round corners shape. In cashmere and silko socks they are offering a special line to retail at 25c. They have a good job line of soft shirts of various kinds. A line of 2,000 dozen of men's neckwear in graduate, knots, strings, bows and puffs has been received. These, being of extra value will, no doubt, soon be gathered up by the trade.

The staple department is now complete with the most up-to-date goods. This house are offering a specially good range of gingham and prints, also mercerized satines in blacks and colors, plain and twill. The satines are proving even more popular this year than last, and, as prices have advanced greatly since The Wyld-Darling Co., Limited, bought their present stocks, repeats cannot be looked for at the prices that are now offered by this firm.

While the Canadian market is a limited one for specialties of ordinary or inferior merit it is one well worth cultivating with anything of really first-class value. This has been well manifested by the development of the business of the "S.H. & M." skirt bindings. Since the value of these bindings has become recognized on this market their sale has steadily extended. The past year has been especially gratifying to the "S. H. & M." people, for, while last year the demand was largely for the moderate priced lines, this year buyers have wanted the finest lines that the firm are making. The "S.H. & M." bias brush edge binding has been especially popular, and is still having a record sale.

THE CANADIAN PRESS CLIPPING BUREAU

Reads every newspaper in Canada and Newfoundland, and clips therefrom all articles of a business or personal nature of interest to subscribers. Business men learn of new openings for trade, pointers to sell goods, addresses of people likely to become buyers, tenders wanted, stocks for sale or wanted, reports of new industries or stores, etc. Terms—\$1 per hundred clippings; \$10 per thousand, payable in advance; but a yearly contract will be found the most satisfactory. We have also lists of firms in every branch of trade in the Dominion, the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

THE CANADIAN PRESS CLIPPING BUREAU,505 Board of Trade,
MONTREAL.26 Front St. West,
TORONTO.



The
*

Millinery Season

—Mantles, Trimmings and Laces.

THE SPRING OPENINGS.

The Spring millinery openings, which are being held as we go to press, are bearing out the predictions made by the various wholesale houses a month ago—that the attendance would be larger and more representative than even last Spring, which was such an unusually successful season.

From almost every section of Canada faces are seen which have not been seen for some years, but it is from Manitoba, the Northwest and British Columbia that the great proportion of the increased attendance has come.

Liberal buying is, too, proving a characteristic of the season. The good feeling throughout the land and the exceptionally tempting assortments of pattern hats, materials, etc., have combined this year to give buyers faith in the possibilities of the season, and courage to make large preparations for a big Spring trade.

The general opinion seems to be that the displays this season are superior in point of range, beauty of colorings and richness of material to any display that has been made in recent years. There is no question but that the materials and trimmings of the season, tuscan straw braids, tulles, chiffon, all-over nets, straw-embroidered chiffon, crinoline, sequins, flowers and foliage, and the exquisite delicacy of the colorings, especially in the pastel shades, lend themselves to combinations which make possible the creation of tasty and attractive effects in millinery such as are likely to tempt the most critical buyers.

It seems justifiable to conclude that satisfaction should be general in millinery circles this Spring. The wholesale dealers are greeting a record attendance of liberal buyers, and the retailers find at their disposal the most exquisite of patterns and materials with which to enter on their season's work, which promises to be in every respect one of the most profitable in years.

SOME FEATURES OF THE NEW STYLES.

The success of the policy adopted by The D. McCail Co., Limited, of holding a 10 days' continuous opening, has been such that they express confidence that this idea is one that must be generally adopted in the future. The changed conditions of trade, resulting from the growing connection with outside Provinces which the Toronto houses are favored with, tend to alter the time honored method of holding openings.

The display made by this house this season was commented on by many buyers, who declared that it was even more complete and up-to-date than the excellent displays they have made in past seasons. In point of beauty, there is no question but that the creations of this season surpass the preceding ones. The delicate texture of materials and the no less delicate tones and combination of colorings have given to this

year's millinery an air of daintiness and elegance that in many cases is really bewitching.

The leading shapes of the season, the toque, which is worn more over the face than usual, with a decided dip to both back and front, the turban, which is somewhat higher on the left side, with fancy brim, and larger shapes, such as leghorn and sapho, also help to make the season a specially artistic one.

A smart pattern included in the display made by this house was a turban with black violet rim, with a trimming formed of chiffon and cream lace insertion, ornamented with black osprey.

Another dainty turban was made of all over lace with pastel ribbons with a large buckle caught in the front, ornamented with black roses and sequin band.

A striking touque was made with a hyacinth brim and pink covering, and to the front a fan-shaped trimming formed of Oriental satin caught with an ivory and cut-steel buckle.

A new pattern is a "Miss Hobbs" shape, made with white Neapolitan, with petunia rose crown and with a trimming of chiffon appliqued in gold draped over the brim, and with a large knot of velvet in front.

Another "Miss Hobbs" shape which attracted much attention was made with tuscan neapolitan crown, and brim of chiffon, with an overdrawing of lace held in place with cream buckle, and ornamented with black jet wing and touches of black ribbon velvet.

A decidedly elegant hat was a "Sappho" shape, with black violet facings and cream crepe de chine mount at the side and a lace scarf artistically draped on one side to fall on the hair.

A smart leghorn was shown caught up at the side, having white neapolitan crown with renaissance lace draped on the brim at the back, ornamented with a mount of violets and a large bunch of velvet.

Another leghorn which was greatly admired was draped on the brim with chiffon, hand-painted to represent violets, and trimmed over the crown with feather formation of oriental blue ribbon, caught at the back with a fancy buckle.

BRILLIANT DISPLAY BY S. F. MCKINNON & CO.

"No, we cannot say it will be a tuscan season in straw and color," was said at S. F. McKinnon & Co.'s, where the Spring opening was the central thought when a representative of THE DRY GOODS REVIEW called for news and views. "Tuscan will be much in evidence, but not so much as to justify proclaiming a tuscan season. The novelties will include much in jumbo straw, plain and jumbo chips, which will be found in pastel shades of blue, resedo, vieux rose, veit pale, ophelia and vandyck. Tuscan plaits will be a predominant feature, but not the only one. Black goods, milans, pedals, cantons,

WHOLESALE MILLINERY

THE McCALL DISPLAY SPRING 1900

**A
GREAT
SUCCESS**

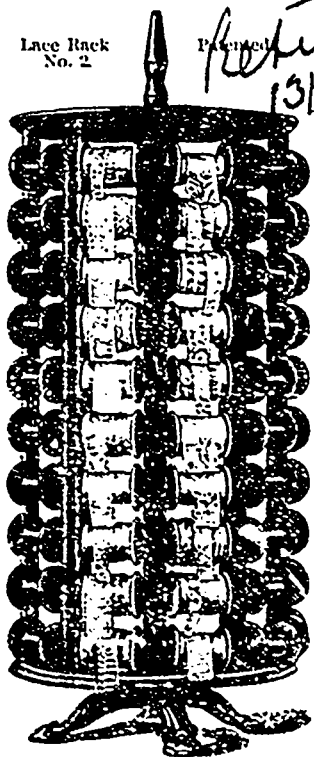
will long be remembered by the trade throughout Canada—such crowds—enthusiasm—satisfaction—the huge stock—the extensive assortment—values—the completeness of every department. It was a big effort on our part. We are glad to know we gave such general satisfaction. Your appreciation is highly valued by us.

We Will Strive to Merit It in the Future.

THE D. McCALL CO., Limited.

DISPLAY FIXTURES.

Lace Rack
No. 2



Returned 13/13/00
This Handsome
Lace Rack

will be appreciated by Dry goods merchants, Milliners and others who handle val. laces. It revolves on centre standard on a Decorated Iron Base and holds 100 pieces. It is made of wood, handsomely finished.

NOTE:—We control the entire sales of this Lace Rack in the Dominion, and it cannot therefore be obtained from any other firm.

Write for Prices.

We also have a full line of Display Fixtures, including Ribbon and Umbrella Cabinets, Mantle Racks, Nickel Plated Goods, Wax Figures and Papier Mache Forms, Mirrors, Millinery Stands, etc.

GLATWORTHY & CO.,

46 Richmond
Street W.

Toronto.

SOMETHING NEW

The Most Satisfactory Way to
Display Collars, Ties, Etc.

We have a complete
line of . . .

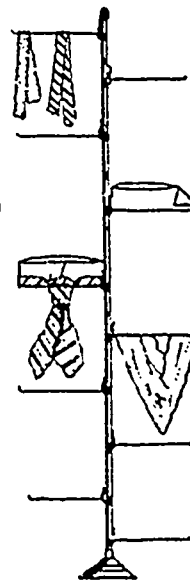
Wax,
Papier Mache
and Flexible
Returned 3/13/00
FORMS

Window and
Display

FIXTURES

at prices to suit all tastes.

SEND FOR CATALOGUE AND PRICES.



Toronto Brass Manufacturing
Co.,
931 Richmond St. West,
Toronto.

MILLINERY—Continued.

jumbo and chips, the fancy straws and silk braids will be freely used.

"Materials for trimmings are essentially varied, and include brilliants, taffetas, satin superbs, chiffons (plain and brilliant), mousseline de soie and malines, with crepe de chine and pan velvets as high class novelties.



"In addition to the ordinary taffetas and satin ribbons, there are two novelties called mousseline brillante and satin superbe, in widths running from No. 60 to 120. They are being extensively used by the leading French modistes — Carlier, Suzanne Bloom, Virot, Pouyenne and other celebrities. You might say further of trimmings that horseshair and sequin and horseshair and tuscan will be a feature, and that ornaments will consist principally of jet, steel, paste and the new Hope diamond buckles and slides."

"Yes, hat scarves in embroidered laces are much inquired after. The demand for laces this season is, and will be, in the higher class makes of luxeme, renaissance, soutache and clay, not alone for millinery, but in dressmaking.

"The vogue in flowers will be in the pastels and Autumn tints. Unmounted roses will be more used than ever, and they are made of the softest possible materials. A new rose is the turbillon. It is as impossible in nature as a yellow aster, but it is so artistically designed that it is already a favorite in France."

THE WHOLESALE TRADE SATISFIED.

When THE DRY GOODS REVIEW representative visited the showrooms of the J. D. Ivey Co., Limited, on Monday, March 5, to have a look at this firm's display, he found the house literally thronged with visitors.

"This," claimed Mr. Ivey, "is a proof of the steadily growing popularity of Toronto as a millinery centre, and of our house as leading exponents of millinery fashions. The number who have already visited our display is far greater than has ever been the case before, and includes customers from both the Atlantic and Pacific coasts. Our sales to date throughout the house are fully one-third greater than last year.

As we said last month, the beautiful combinations and effects that are made possible by the delicate, yet exquisite, materials and colorings which are in favor this season, have much to do in making this season an excellent one, not only for ourselves, but for the retailers.

"Yet this is not alone responsible for the success of our opening. We are now recognized as specialists in high-class novelties in business. We do no business except with responsible people, having no supply accounts whatever. Thus, we have no method of keeping our customers except by the quality of our goods and our manner of doing business.

"We are millinery specialists, and, by having only this one line to devote our thoughts to, we are able to be fully abreast of the new ideas that are coming to the fore in the London, Paris and New York markets.

"We want no better proof," concluded Mr. Ivey, "of the trade's appreciation of our efforts to serve them than the numbers in which they are attending our opening: we

generous manner in which they have bought this season, and the ready payment of accounts that is a characteristic of all our customers."

PETTICOATS.

The following are some of the latest Paris ideas in these undergarments: "White muslin, with very deep flounce, finely plaited and adorned with voluminous lace frillings, is the basis of many of these 'jupons.' Others have a deep flounce, plaited in the upper portion, each plait being fixed by a row of stitching; the lower part of the flounce falls in natural folds, which are separated at intervals by bands of embroidery or insertion.

"Other petticoats are composed of white sprigged muslin, with a somewhat narrower flounce put on almost plain, and on which vertical bands of lace frilling edge the foot of the flounce. A pretty petticoat is composed of broad bands of sprigged muslin, alternating with large box plaits, this double combination forming the flounce, which is, of course, trimmed by the inevitable frilling of lace on the hem.

"Another petticoat has narrow plaited muslin flounces alternating with lace flounces of the same width in a verticæ movement.

"Again a succession of narrow flounces are each headed by a band of openwork insertion, through which colored ribbon passes in and out, and is tied in bows at intervals."

You cannot get them ready-made, but you can keep this description for your own and your customers' use, and buy the proper material from Brophy, Cains & Co.

CASH DISCOUNTS.

We have lately heard some opinions expressed regarding cash discounts which seem to point to a time when a reduction in them will take place. At present, as everyone knows, a basis of 5 per cent. on 30 days is easily obtained by any merchant who desires to pay cash. This is considered large, and some years ago an effort was made to bring cash discounts into what the trade consider a more direct proportion to the value of money. Hitherto these efforts have not prevailed. Although the wholesale trade are believed to regard the present discounts as high, there is no difficulty experienced in getting firms to grant them. There can be little doubt that a discount of 5 per cent. does not leave much margin of profit to the wholesaler and that the retail merchant acts wisely in buying and selling for cash. Some, it is true, do not. These gentlemen flourish on a credit basis and will, we hope, always flourish. At the same time the cash basis, wherever practicable, is a safer policy for the majority of merchants in these days of change and vicissitude, and we do not modify previously repressed opinions in favor of buying and selling for cash. And, as we have said, the day may not be so far distant when the discounts will be reduced.

THE DRY GOODS REVIEW would draw attention in this issue to the advertisement of Mr. F. F. Kelly, who has bought the bankrupt stock of Glover & Brais. As stated in another place, this stock was bought for cash. Mr. Kelly does not intend to continue the business, but will dispose of it in lots to the trade.

Mr. Fred Suckling, of Toronto, has joined the staff of the Gault Bros. Co., representing the firm in Northern and Western Ontario. Before leaving for his new sphere of labor he was presented by Mr. I. Silver, on behalf of the old customers and employes of Suckling & Co with a fine leather traveling bag.

S. F. MCKINNON & COMPANY

LIMITED

We stand over the cutting, fitting and making of every

"MCKINNON-MADE"



LADIES' HANDSOME UP-TO-DATE COSTUME.
DOUBLE BOX PLEAT BACK.

MCKINNON-MADE GARMENT

from the wetting of the first sponge to the last finishing touch.

We stand by every jacket, cloak, coat, skirt and costume and every seam, stitch, button and square of fabric in their make up.

WE ARE SHOWING WIDE RANGES

New Spring Skirts in all the popular colors, designs and fabrics and some exclusive; and in crash, pique, lustre, white and fancy duck.

New Spring Costumes in tweeds, venetians, vicunas, box cloths, whipcords, chevots, checks and the homespuns with the marks of style and exclusiveness all over them.

Jackets, cloaks and coats in all the correct fabrics and accredited styles in new and exclusive spring designs.

MCKINNON-MADE GARMENTS

are made under the best of conditions, under one roof and our own personal supervision. Near thirty years of mantle experience go into their cut, fit, quality, workmanship and style. Near thirty years of business experience; the entire purchasing power of this house; the division of general expenses among our three departments make our prices possible.

35 Milk St., London, Eng.
75 Queen St., Ottawa

FACTORY AND WAREHOUSE
TORONTO
YORK AND WELLINGTON STREETS

1886 Notre Dame St., Montreal
70-St. Joseph St., Quebec.

TO MAKE A FINE STORE.

Mr. H. T. Lockyer, manager of The Hudson's Bay Company's Vancouver store, has been visiting New York, Chicago, St. Paul, Minneapolis, Winnipeg and other cities. The chief object of Mr. Lockyer's trip was to inspect the new buildings going up in the big cities of the east, with the idea of gathering suggestions for the company's Vancouver store, which is to be enlarged and improved immediately. An extension of 40 x 120 feet to the present building has been decided upon, and the whole establishment will be remodeled and improved with the idea of making it one of the most thoroughly up-to-date retail stores on the American continent. A passenger elevator will be placed in the centre of the building, luxuriously-appointed waiting-rooms for ladies will be provided, and every modern device for the comfort and convenience of customers will be adopted. It is intended to spare neither pains nor expense to make the building a credit to the city and the company.

NORTHRUP LOOM CO.

The annual meeting of the shareholders of the Northrup Loom Co., of Canada, was held at their works in Valleyfield, Thursday, March 1, at the hour of 11 o'clock. The President, Mr. A. F. Gault, was in the chair. The annual report was read and adopted. Among the shareholders present were the following. Messrs. A. F. Gault, S. H. Ewing, H. Markland Molson, Edgar McDougall, Louis Simpson, Fred. Lacy and R. R. Stevenson. Mr. Arthur Plimsoll was elected auditor for the coming year.

The following were appointed directors: Messrs. A. F. Gault, Geo. O. Draper, S. H. Ewing, Louis Simpson, R. R. Stevenson and Samuel Findlay. Mr. A. F. Gault was elected president, and Mr. Louis Simpson, vice-president, at the meeting.

END OF THE COTTON STRIKE.

The strike of the employes of the Montreal Cotton Co., at Valleyfield, is ended. On Friday, March 2, Mr. A. F. Gault interviewed a committee of the strikers, and, after some discussion, an agreement was arrived at whereby operations should begin again by Monday morning, March 5, at an advance on some sorts of goods of about 5 per cent. in wages.

Mr. Laidlaw, of Durham, Ont., has sold out his business in that town to Mr. Ireland, a merchant from Blyth. Mr. Laidlaw remains a silent partner in the business.

Mr. Thomas Whitehead, a prominent business man of Walkerton, died suddenly February 9. Mr. Whitehead was president of the board of trade, and carried on a very large mercantile business on the departmental store system, having also branch stores in several neighboring villages. Mr. Whitehead was 58 years of age and of English descent. He was an exceedingly enterprising man, and very highly esteemed.

The power of first-class illustrations in making a description of any article is well known to printers, but few manufacturers have so recognized this fact as have The Williams, Greene and Rome Co., of Berlin, Ont., Limited, makers of "W. G. & R." shirts, collars and cuffs. The house issued in January a folder giving cuts of a dozen different styles of the shirts they are making this year. The cuts show so excellently the good points in shape, make and pattern of their shirts that it should be gotten by every furnisher who has not secured one. This firm offer to furnish electrotypes of their shirts and collars free to customers who desire them for advertising purposes.

The Review's Directory of Agents.

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

W. A. BAKER 43 St. Sacrament Street.

Manufacturers' Agent,

MONTREAL

Representing—KRAMERICH, WERTHEIMER & Co., Bradford, England, Italian and woollens. FRIEDRICH & FLEDA Pflaen, Germany, laces. HERSHALL, COLLADAY & Co., Philadelphia, U.S.A., manufacturers of dress trimmings, fringes and upholstery goods. STANFORD BROWN & Co., Bradford, Eng., carriage cloths, meltons, etc.

R. FLAWS & SON, Manchester Bldg., Melinda St. Toronto.

Dry Goods Commission Agents.

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

A. ROLAND WILLIAMS Manufacturers' Agent, Room 609 McMillan Big 19 Melinda St., Toronto, Woollens, Silks, Ribbons, Gloves, Fancy and Staple Textiles, Felt Hats, Dress Trimmings, Canvas, etc.

The following

is a partial list of the Goods we manufacture:

The Sun Lighting Machine.

(sprinkling system.)

The Beacon Acetylene Machine.

(immersion system.)

The Simplex Acetylene Generator.

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

The Duplex Acetylene Machine.

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

Acetylene Gas Stoves and Ranges.

(for use with the above machine.)

Special Photographic Apparatus.

(beats sunlight for photography.)

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

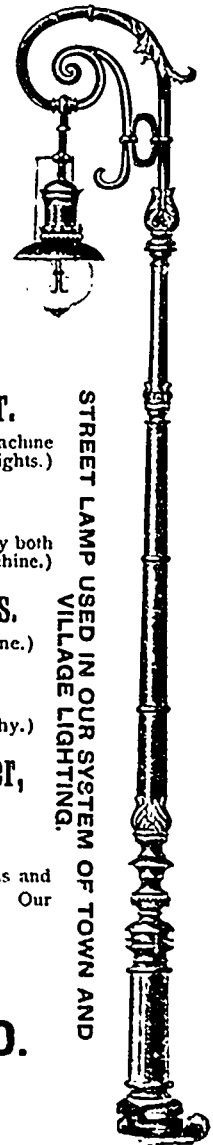
We also make a specialty of lighting Towns and Villages, for which we design special apparatus. Our goods are all guaranteed. Send for catalogue.

THE ACETYLENE MANUFACTURING CO.

LIMITED

Head Office, LONDON, ONT.

Capital, \$300,000.



THE
**CANADIAN COLORED
 COTTON
 MILLS COMPANY**

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

Only Wholesale Trade supplied.

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

**DYEING
 DRY GOODS and MILLINERY**

Dress Goods, Cloths, Tweeds, Drills, Ducks, Cottons, and Velveteens, Hosiery, Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP.

Also FEATHERS, SILKS, VELVETS, RIBBONS, LACES, Etc. And Garment Work of all kinds.

BRITISH AMERICAN DYEING CO.

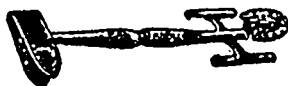
Technical, Chemical Dyers and Finishers.

JOSEPH ALLEN, Managing Partner.

Principal Offices—215 McGill St., Montreal.
 287 Yonge St., Toronto.

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

Use the "Derby Link," No. 2



Patented Nov. 28, 1893.
FOR ALL CUFFS.

Use the New "Star" Cuff Holder



Patented.
 For Link and Plain Cuffs.

Keep your trousers up the
 "Automatic" Bachelor Button



WRITE
 TO YOUR
 JOBBER.

NO
 NEEDLE
 REQUIRED.

The New Automatic



U.S. Patent June 5, 1894. Eng. Patent No. 11630.

"Au Fait" Scarf Retainer



Patented.
 Opens Wide at Mouth.

For Sale by Principal Jobbers Everywhere.

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

The Celluloid Company

30, 32, 34, 36
 Washington Place

NEW YORK

ORIGINAL and ONLY
 Manufacturers of

"CELLULOID" Interlined Waterproof
 Collars and Cuffs . . .

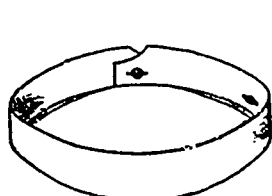
All goods made by us are stamped as follows:

Absolutely No

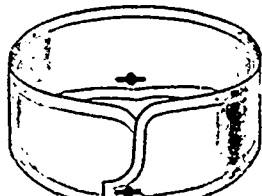


Others Genuine

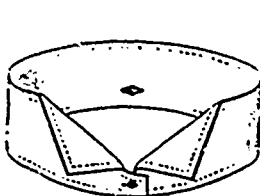
Positively waterproof. When soiled simply wipe off with a damp cloth or sponge.



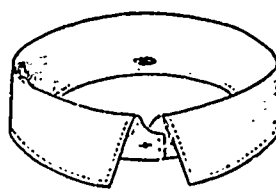
ROMAN



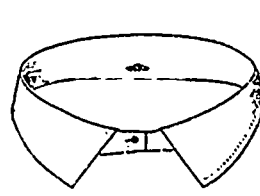
BERKELEY.



TITAN.

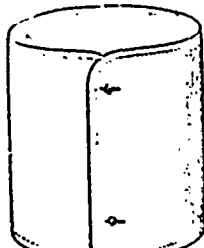


BICYCLE.

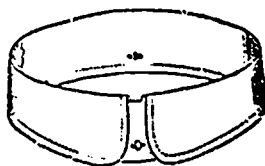


ROYAL

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

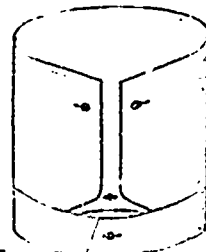


EXCELSIOR.



SAVOY

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



The Celluloid Company FIFTH AVE.

Punctuality, Thoroughness, Brevity.

To be brief; our campaign during this month in the assorting trade of general dry goods, men's furnishings, woollens, haberdashery and carpets, will be carried on with our usual punctuality and thoroughness in all business transactions.

Marvels in Dress Goods
Richness in Silks
Softness in Muslins
Beauty in Laces
Fastness in Hosiery
Ease in Gloves
Miscellaneousness in Haberdashery
Style in Men's Furnishings
Suitableness in Woollens
Durableness in Linens
Variety in Prints
Miles in Carpets
Commodiousness in Staples
Value Unsurpassed
Liberal Cash Discounts and
Filling Letter Orders a Specialty
are the weapons with which we
fight competition and

Constantly Gain New Customers.

~~~~~  
**JOHN MACDONALD & CO.**

Wellington and Front Streets East,

ESTABLISHED 1849.

☙ ☙ ☙ **Toronto.**